

3.7.2 Number of functional MoUs with institutions of national, international importance, other universities, industries, corporate houses etc. during the last five years (only functional MoUs with ongoing activities to be considered)(10)

Organisation with which MoU is signed	Name of the institution/ industry/ corporate house	Year of signing MoU	List the actual activities under each MOU year-wise	Participants	Activities Carried Out
University of Peradeniya, Sri Lanka	TSM, Madurai.	Sept, 2019	Professional development, Joint research activities, Joint scholarly and teaching activities, Exchange of faculty members, Exchange of students, Joint supervision of research candidates	261 Students	1. Student Exchange Programme - 16 students and 1 faculty member from Peradeniya University visited TSM for the Rural Immersion Programme. These students worked together with the students of TSM in several activities
Saito University, Malaysia	TSM, Madurai.	Jan, 2020	Professional Development, Joint research activities, Joint scholarly and teaching activities, Exchange of faculty member, Exchange of students, Joint supervision of research candidates	260 Students	1. Faculty Members from TSM visited Saito University, Malaysia for a faculty exchange programme. There they have handled several sessions for the Saito University students and initiated collaboration for research work.
UNIVERSITI OF TELEKOM SDN BHD	TSM, Madurai.	Aug, 2020	Academic programmes, Executive and professional programmes, franchise programmes, Research and development	TSM Students	1. Professors from this university handled sessions for TSM faculty. Sessions were delivered on conducting classes online, Augmented Reality in education and beyond online classes. Further, a NVIVO workshop was conducted by TSM faculty and the resource person was invited from University of Telecom. 2. As per the MoU, TSM Director Dr. Murali Sambasivan delivered a research methodology workshop for the University of Telecom faculty.
The University of Michigan-Dearborn College of Business	TSM, Madurai.	July, 2021	Student exchange program	TSM Students	
The University of Wisconsin-Milwaukee	TSM, Madurai.	Nov, 2021	Student exchange program	TSM Students	
Makers Cart (The Yellow Bag), Madurai	TSM, Madurai.	2021	Industrial Training and Visits, Guest Lectures, Placement of Trained Students	TSM Students	Students have carried out several live projects with makers cart
RG Food Products, Madurai	TSM, Madurai.	2021	Industrial Training and Visits, Guest Lectures, Placement of Trained Students	TSM Students	Students have carried out several live projects with RG food products
Ruby Food Products Pvt Ltd, Madurai	TSM, Madurai.	2021	Industrial Training and Visits, Guest Lectures, Placement of Trained Students	TSM Students	Students have carried out several live projects. They have also carried out a market research study for Ruby foods pvt ltd. Recently students of TSM coordinated a case study contest. A case study developed in collaboration with Ruby Foods was used in the contest.
Shapers Studios, Madurai	TSM, Madurai.	2021	Industrial Training and Visits, Guest Lectures, Placement of Trained Students	TSM Students	Students have carried out several live projects with shapers studio
SVS Foods, Madurai	TSM, Madurai.	2021	Industrial Training and Visits, Guest Lectures, Placement of Trained Students	TSM Students	Students have done live projects and summer internships with SVS Foods
Yaadhum, Madurai	TSM, Madurai.	2021	Industrial Training and Visits, Guest Lectures, Placement of Trained Students	TSM Students	Students have carried out several live projects with Yaadhum
SPIC	TSM, Madurai.	2021	Industrial Training and Visits, Guest Lectures, Placement of Trained Students	TSM Students, SPIC Employees	TSM has offered several MDP programme for SPIC. Further, SPIC has given summer internship for TSM students and delivered 'Professional Interaction' sessions.
The University Technology, Brunei	TSM, Madurai.	Mar, 2022	Ph.D. Supervisor Exchanges as per Expertise, Faculty exchange for teaching – Activity Initiated, Research Scholar Exchange, MBA & PGDM students Exchange program, Research Visit – Short Term, Organizing joint workshop and conferences, Joint Research publications, Support for Research publications in terms of Mentoring	TSM Students, Research Scholars & Faculties	1. Dr. M. Selvalakshmi, Principal, TSM is acting as a resource person and delivering a course on services marketing for the The University Technology, Brunei Students.

Rural Immersion Programme

for

University of Peradeniya

offered by

Thiagarajar School of Management

Thiagarajar School of Management (TSM)
Madurai-625005

TSM EVENT DOCUMENTATION FORM

1	Name of the event	Rural Immersion Programme in India- 2019 With emphasis on social Entrepreneurship For students of University of Peradeniya, Sri Lanka
2	Date(s)/Time	18 th August to 28 th August 2019
3	Venue	TSM + Other Places in and around Madurai
4	Main faculty coordinator (s)	Dr. N. Manjula Prof. J. Ramesh Kumar
5	No of participants	16+1 Faculty 1. Ms. Viraji Wathsala (Faculty) 2. S. Hashani Silva 3. KLP Anthani Perera 4. C Yogarajah 5. Shafna Abdul Majeed 6. Oshadee S Ginthota Kapuge 7. Indunil PD Ebawala Pitiyalage 8. A Muzni Abdul Munaf 9. R.P.A.Dilrukshi 10. H.M.U.T.Obesekara 11. P.L.V.N.Cooray 12. M.G.O.S.Thilakarathne 13. I.Saruthya Croos 14. S.Shakirthyah 15. K.S.U Fernando 16. T.I.G. Prabashwari. 17. P.A.N.K.Jayakody
6	Short profile(s) of the resource person(s) and/or speaker(s)	
6.1	Name(s)	
6.2	Organisation	
6.3	Position/Designation	
6.4	Other details, if any	
7	Event highlights	
	Rural Development is an overriding agenda for a country like India which has 65 percentage of its population living in rural areas and where agriculture contributes to nearly one fifth of the Gross Domestic Product. Understanding the rural economy, role of local institutions and rural life in general is important for a management student and hence many of the management schools have incorporated rural immersion modules in their	

curriculum. The immersion programme of Thiagarajar School of Management, Madurai – the Development Immersion Programme (DIP) was instituted as a platform to give students first hand exposure to rural life and livelihoods. The first year PGDM and MBA students attend the DIP module. The objective is to provide students an opportunity to interact with rural populace thereby exposing them to their lifestyle, values, social structure, institutions and economy. The immersion programme will help them identify real life problems in the rural world and come up with solutions for the same.

The expected outcomes of the Rural Immersion Programme are:

- Students understand rural communities, their lifestyle, livelihoods, economy and institutions
- Students identify challenges in the local economy and identify business solutions that could help the local communities to overcome these issues
- Participants understand the concepts of social entrepreneurship and are able to come up with business ideas for solving rural development issues.
- The students are expected to become more socially responsible and are motivated to contribute to the well-being of the larger society.

8 Photographs



Arrival to TSM on 18.08.2019



Inaugural Programme – 19.08.2019



Session by Mr. Rajkumar – payAgri on 19.08.2019

Madurai Flower market Visit – 23.09.2019



Gandhigram trust – 22.08.2019



IIDPT, Tanjore – 23.08.2019



Indo – Israel research Centre, Kannivadi – 24.08.2019





Integrated farmer – Kannivadi – 25.08.2019

Grape Farm connected to payAgri – 26.08.2019



Cardamom Grading – 26.08.2019



9	Other comments, if any	
10	Name of the faculty filing this report	Dr. N. Manjula Prof. J. Ramesh Kumar
11	Faculty filing this report	
12	Date of filing this report	16.09.2019

Rural Immersion Programme in India- 2019

With emphasis on social Entrepreneurship

For students of University of Peradeniya, Sri Lanka

Program Schedule

18th August, 2019 – 28th August, 2019

Date	Program							
18.08.2019	Arrival @ 3.30 pm – Madurai Pickup							
19.08.2019	Inaugural Function @ 10.00am – 10.30 am Seminar Hall 1	Group photo 10.30 am to 10.45 am	10.45am to 11.00 am - Tea break	11.00 am to 12.30 pm – Session by Mr. Raj Kumar Agri Value Chain Entrepreneur Payagri	12.30 pm to 2.00 pm - lunch	2.00 pm to 3.15 pm – Persuasion Skills Dr.M.Selvalakshmi	3.15 pm to 3.30 pm Tea Break	3.30 pm to 4.45 pm – Team building Dr.P.Mutharasi
20.08.2019	7.00 am to 9.30 am Meenakshi Amman Temple Visit	9.30 am to 10.30 am - Breakfast	SPIC Unit visit - Tuticorin					
21.08.2019	10.00 pm to 11.15 pm - Digital marketing Dr. B. Janarthanan			11.15am to 11.30 am - Tea break	Simulation Games – 11.30 am to 12.45 am Dr.M.Balaji	12.45 pm to 2.00 pm - lunch	2.00 pm to 4 pm case study preparation	Case Study – ITC E-choupal – 4.00 am to 5.15 pm Dr. Prasantha Chopdar
22.08.2019	Visit to Gandhigram University – MSSRF – Start from TSM @ 8.30 am				Discussion with NABARD Manager, Dindigul			
23.08.2019	Visit to IIFPT – Tanjore – Start from TSM @ 4.30 am							

24.08.2019	Visit to Kannivadi – MSSRF – Start from TSM @ 8.00 am		
25.08.2019	Visit to Kannivadi – MSSRF – Start from TSM @ 8.00 am		
26.08.2019	Visit to Payagri – Theni – Start from TSM @ 8.00 am		
27.08.2019	Students Presentation & Valedictory 9.30 am to 11.30 am	11.30am to 11.45 am - Tea break	Local site visit and Purchase
28.08.2019	Departure - Start from TSM @ 10.00 am		

PROPOSAL

Rural Immersion Programme in India- 2019

With emphasis on social Entrepreneurship
For students of University of Peradeniya, Sri Lanka

A Proposal

Submitted by:

Thiagarajar School of Management

Madurai

Tamil Nadu, India

Contact details:

Dr.N. Manjula (Associate Professor, TSM)

0452 2484099/98946 56546

manjulan@tsm.ac.in

Partner with:

Agribusiness Centre, Faculty of Agriculture

University of Peradeniya

Peradeniya, Sri Lanka

Contact details:

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diliniisp@gmail.com 2

1. Introduction

Rural Development is an overriding agenda for a country like India which has 65 percentage of its population living in rural areas and where agriculture contributes to nearly one fifth of the Gross Domestic Product. Understanding the rural economy, role of local institutions and rural life in general is important for a management student and hence many of the management schools have incorporated rural immersion modules in their curriculum. The immersion programme of Thiagarajar School of Management, Madurai – the Development Immersion Programme (DIP) was instituted as a platform to give students first hand exposure to rural life and livelihoods. The first year PGDM and MBA students attend the DIP module. The objective is to provide students an opportunity to interact with rural populace thereby exposing them to their lifestyle, values, social structure, institutions and economy. The immersion programme will help them identify real life problems in the rural world and come up with solutions for the same.

The expected outcomes of the Rural Immersion Programme are:

- Students understand rural communities, their lifestyle, livelihoods, economy and institutions
- Students identify challenges in the local economy and identify business solutions that could help the local communities to overcome these issues
- Participants understand the concepts of social entrepreneurship and are able to come up with business ideas for solving rural development issues.
- The students are expected to become more socially responsible and are motivated to contribute to the well being of the larger society.

2. About Thiagarajar School of Management and Rural Immersion Programme

Thiagarajar School of Management is one such B-School which not just focuses on educating the students on the business and management tactics but also enhances the students to be a socially responsible citizen which is of importance to our society. Every student at TSM is instilled with a thought of serving the society in some or other way and TSM creates many platforms to achieve this. No wonder, TSM gives weightage to this program as any other normal courses in the curriculum.

Rural Immersion Program is organized for the I year PGDM and MBA students, in association with an Alumnus from IIM-A. The students are put into a rural learning during the first week of January for PGDM and first week of February for MBA.

The course designers of TSM are very conscious that learning should not be confined only to class rooms. RIP is a well-structured program where students work in teams to come up with successful business plan. The program's agenda is to groom the student's entrepreneurial abilities and give them a glimpse of how business models are created. The program focuses on social entrepreneurship where students are taken to various rural business unit.

The students are divided into heterogeneous groups and are allotted rural areas and a specific working community. The objective of the visit was to inculcate social entrepreneurship training. The team members are taught to propose a social entrepreneurship business plan embodying the necessity elements of a original plan. The stay at villages enlightens many students to understand how the society around us still lives with a poverty driven condition

The concept of becoming a social entrepreneur was the core take away. As business students, creating business models out of the social problems was brought to us as a niche area. Social business models not only cater to the concerned, but also to the society.

The students present their learning before an elite jury. Rural Immersion Program serves as a great platform in making them understand the concern areas.

This program is a carefully planned part of the curriculum that imparts confidence to students in entrepreneurship.

3. Development, Social Entrepreneurship and Management Education:

India still lives in its rural areas, and the village is the back bone of the country. Rural development and diversification of rural livelihoods is hence important to ensure overall improvement of the countries economic indicators and a more equitable development. Rural/

social entrepreneurship can be considered one of the solutions to reduce poverty, migration, economic disparity, unemployment and develop rural areas and backward regions. Social entrepreneurship is the attempt to draw upon business techniques to find solutions to social problems. The key differentiators for social entrepreneurship as against regular enterprises is discussed in the article on “Social Entrepreneurship: The Case for Definition” by Roger L. Martin & Sally Osberg 1 . According to them, the value proposition for an entrepreneur revolves around markets and is designed to create financial profits which are essential to the sustainability of the enterprise. Social entrepreneur aims for value in the form of large-scale, transformational benefit that accrues either to a significant segment of society or to society at large. A social enterprise targets an underserved, neglected, or highly disadvantaged population that lacks the financial means or political clout to achieve the transformative benefit on its own. Social enterprises certainly generate income, but what distinguishes social enterprises is primacy given to social benefits. This programme is designed to sensitise students on the needs and issues in rural areas, and the opportunities as well. The orientation to social entrepreneurship will help them to use their skills in management for entrepreneurial pursuit of social impact.

4. Rural immersion Vs Academic Learning

Rural immersion facilitates experiential learning. Experiential learning is the process of learning through experience, reflection and doing.

Experiential learning premises itself on the immersion of the learner in actual life experience and engaging with the milieu of practice; the opportunity to reflect by herself/ himself as well as receive observations and feedback from peers, mentors, supervisors and members of the milieu itself.

It is distinct from other learning processes since the learner plays a more active role. Academic learning facilitates learning through more abstract, classroom-based techniques, whereas experiential learning actively involves the learner in a concrete experience, and hence has more involvement and ownership from the learner.

5. The Structure of the proposed module

15 candidates along with a professor are expected to participate in this programme. The duration of the programme will be 10 days tentatively from 22nd July to 31st July, 2019. The course module will have the following elements:

1. Case study on rural/ social entrepreneurship
2. Guest Lectures
3. Field visits to understand local issues or business opportunities
4. Identification of solution and developing the same into a Management case study. 5

TENTATIVE PROGRAM SCHEDULE

Day/date

	8:30-10:15	10:30-12:30	12:30-1:30	1:30-3:30	3:30-5:30
Day 0			Arrival		
Day1	Issuing of Welcome Kit & Inauguration	Campus walk and Library orientation/IT facilities in campus	Lunch	Understanding the subsistence markets-The Indian Rural scenario	Rural Case study – An orientation
Day2			Visit to SPIC Tuticorin /Guest Lecture		
Day 3		Trekking to Keelakuyilkudi		Presentation of the cases	
Day 4			Kannivadi farmer producer organisation and women milk producer organisation visit and discussion regarding the role of marketing in farmers produce		
Day 5			Kannivadi- Bio inputs production center run by women and organic farming farmers field visit		
Day 6			Enterprises unit visit at Gandhigram University		
Day 7			Visit Agri based industrial units – Value added products near Dindigul		
Day 8			Kodaikanal farmers field visit (or) Agriculture industry or meeting with NABARD Manager , Dept Agri marketing , Govt of Tamil Nadu.		
Day 9			Visit to Aravind Eye Care Hospital / Team work – Documentary film making		
Day 10			Documentary Presentation-Learning Outcomes- Programme Valediction / Sight seeing (Meenakshi Temple) and shopping.		
Day 11			Departure		

Faculty Exchange Programme

between

Saito University

and

Thiagarajar School of Management

Faculty Exchange Programme

Thiagarajar School of Management – Saito University



Photos from Top

1. TSM Faculty with Saito University Professors – Left to right – 4th Dr. N. Manjula, 6th Dr. Goutam Sutar, 7th Dr. M. Selvalakshmi, 9th Dr. Krantiraditya Dhalmahapatra
2. Faculty introduction meeting
3. Session by Dr. Krantiraditya Dhalmahapatra

Faculty Development Programmes
UNIVERSITI OF TELEKOM SDN BHD
(Multimedia University)

and

Thiagarajar School of Management



THIAGARAJAR
SCHOOL OF MANAGEMENT
(Autonomous)

Hands-on online Workshop on Data Analysis using NViVO

19th and 20th June 2020

at

Thiagarajar School of Management, Madurai



Resource Person

Ts. Dr. Magiswary A/P Dorasamy
Deputy Dean (Research and Innovation)
Senior Lecturer
Faculty of Management
Multimedia University,
Malaysia.

Hands-on online Workshop on Data Analysis using NViVO 19th and 20th June 2020.

Venue: Thiagarajar School of Management, Madurai.

The Workshop has been designed to provide an opportunity for Management teachers to acquaint themselves with recent developments in qualitative analysis. This program is intended to introduce and update participant's skill in qualitative analysis such as content analysis, sentiment analysis, writing systematic literature review papers etc. The workshop seeks to strengthen the professional and academic effectiveness of the participants with structured inputs on recent developments in qualitative research methods.

Course Deliverables

- Provide an overview of qualitative research, concepts, framework and conducting qualitative studies.
- Import data into Nvivo, sort and categorize the data into categories assign attributes and values for further analysis.
- Conduct initial inspection of the data and prepare for data analysis procedures
- Identifying themes, topics and ideas from the data collected

Resource Faculty Profile

Ts. Dr. Magiswary A/P Dorasamy



Dr. Magis received her PhD from Multimedia University, Malaysia in the year 2013 under the supervision of Prof. Dr. Murali Raman, MMU. Her PhD research was in the area of Information Systems for Disaster Management. Currently, she is a Deputy Dean (Research and Innovation), a Senior Lecturer in the Faculty of Management. To date, she has had a distinguished corporate career and academia career spanning over 23 years. She has also obtained several national research grants, awards, and copyrights in the area of information systems for disaster management, knowledge management systems and has published extensively in international journals and conference proceedings. She is also a member of Association of Information Systems (AIS), Malaysian Association of Information Systems (Life Member), Qualitative Research Association of Malaysia (QRAM - Life member) and Association for Information Systems for Crisis Response and Management (ISCRAM). She is also known for her NVivo analytical software hands-on training, action research, and qualitative research method. Thus far, she has written 2 books on an easy guide to use NVivo. Her specific area of expertise is Management Information System (MIS) especially on IS success factors, adoption of technology, knowledge management systems, IT and disaster management, cybersecurity, IR4.0 education eco-system, and IT innovation. iCEMAS, an integrated community emergency management, and awareness system, a prototype developed as one of her PhD output was selected as top 10 finalists in National Innovation Award 2013 (Malaysia) for service category, and top 3 finalists at the APICTA Award 2015 for Best e-Government Solution category. In the year 2019, along with Prof Murali Raman, she won the best Knowledge Management and Intellectual Capital Excellence Award at the 20th European Knowledge Management Conference in Lisbon, Portugal. She also received Highly commended Finalist for National Outstanding Educator Award 2019 from Private Education Cooperative of Malaysia.

List of Participants

Sl. No	Name	Academic Qualification	Institute	Email id	Phone number
1	Mr. BIJOY	Research Scholar	MKU, Madurai	jagathbijoy@gmail.com	9846241666
2	Dr. Vijaya Vardhan Manchala	Research Scholar	Osmania University	vardhan.manchala@gmail.com	8098032392
3	Dr. Gladys S	Faculty Fellow	IIM KOZHIKODE	gladys@iimk.ac.in	7845653990
4	Dr. Hema Verma	Assistant Professor	MJP Rohilkhand University, Bareilly	verhema@gmail.com	9412401350
5	Prof. LINDA C	Research Scholar	Manonmaniam Sundaranar University	sahayalinda2008@gmail.com	9487982623
6	Prof. M.Prabakaran	Research Scholar	Madurai Kamaraj University	prabaharp@gmail.com	9940534627
7	Dr. Nivethitha Santhanam	Assistant Professor	NIT Tiruchirappalli	nivetha.san@gmail.com	9344546699
8	Mr. S.Balamurugan	Research Scholar	Madurai Kamaraj University	balaseeni.65@gmail.com	8838405754
9	Mr. Shankar Sundaram	EFPM	XLRI	squify03@gmail.com	9841073882
10	Dr. Shilpi Jha	Assistant Professor	Jagan Institute of Management Studies	Shilpi.krsna1@gmail.com	9891138456
11	Prof. V.M.Sangeetha	Research Scholar	MS University, Tirunelveli	sangeethascholarmsu@gmail.com	9894274926
12	Dr. Balaji Subramanian	Associate Professor	Thiagarajar School of Management	balajisubramanian@tsm.ac.in	9074720576
13	Dr. Bharat Singh Patel	Assistant Professor	Thiagarajar School of Management	bharatsinghpatel@tsm.ac.in	8765056603
14	Dr. Goutam Sutar	Assistant Professor	Thiagarajar School of Management	goutamsutar@tsm.ac.in	9786194449
15	Dr. M. Balaji	Assistant Professor	Thiagarajar School of Management	balajim@tsm.ac.in	9994110107
16	Dr. Nataraj	Assistant Professor	Thiagarajar School of Management	bnataraj@tsm.ac.in	9940920916
17	Dr. Manjula Nagarajan	Associate Professor	Thiagarajar School of Management	manjulan@tsm.ac.in	9894656546
18	Dr. Mutharasi P	Assistant Professor	Thiagarajar School of Management	mutharasi@tsm.ac.in	9443881445
19	Dr. Nalini G S	Assistant Professor	Thiagarajar School of Management	nalini@tsm.ac.in	9952109753
20	Dr. Prasanta Chopdar	Assistant Professor	Thiagarajar School of Management	prasanta@tsm.ac.in	9337296954
21	Prof. J. Ramesh kumar	Assistant Professor	Thiagarajar School of Management	rameshkumarj@tsm.ac.in	8667492967
22	Ms. Renuka Subbaraj	Programme Executive	Thiagarajar School of Management	subbaraj.renuka@gmail.com	9994095402
23	Dr. Selvalakshmi M	Professor	Thiagarajar School of Management	selvalakshmi@tsm.ac.in	9843351013
24	Prof. Shruti.R	Assistant Professor	Thiagarajar School of Management	shrutir@tsm.ac.in	9940791300
25	Dr. Sivapragasam Panneerselvam	Assistant Professor	Thiagarajar School of Management	sivapragasam@tsm.ac.in	9884348588
26	Dr. V. Senthil	Associate Professor	Thiagarajar School of Management	senthil@tsm.ac.in	9894505082

BRIEF SUMMARY REPORT

Hands-on online Workshop on "Data Analysis using NViVO"

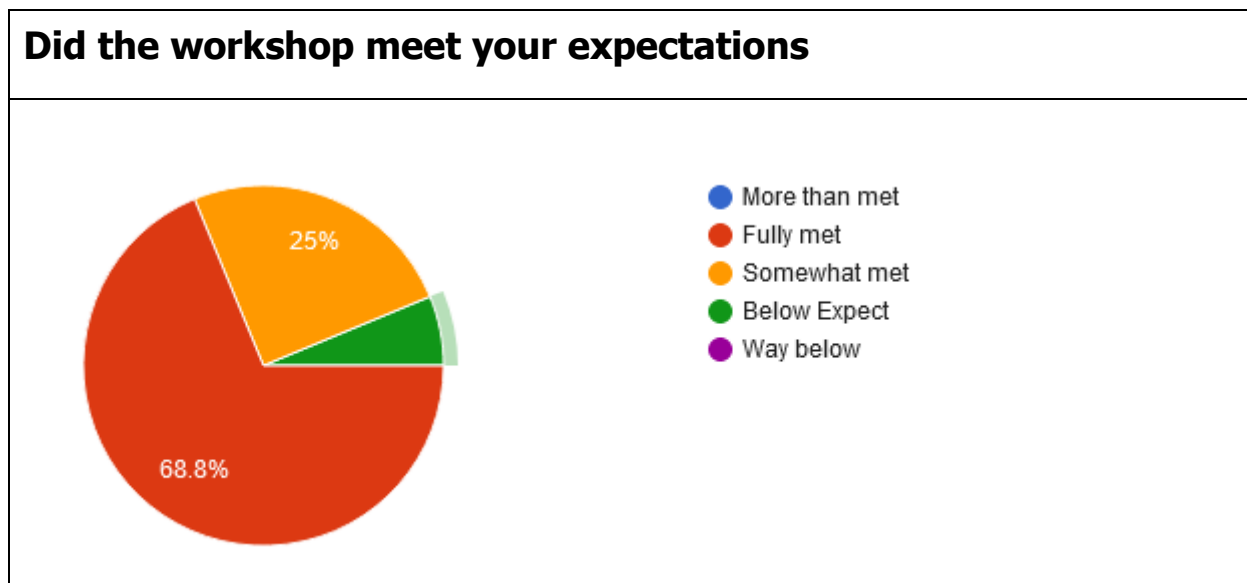
Convener Name	Dr. Selvalakshmi M
Program Title	Hands-on online Workshop on "Data Analysis using NViVO"
Date	19-Jun-2020 to 20-Jun-2018
Number of participants	Total Number of Participants: 26 Participants from other State – 6 (23%) Participants from other Institutes – 5 (19 %)
Program Theme	NVivo helps in harvesting more insight from qualitative and mixed methods data. It can handle data in the form of text, audio, video, emails, images, spreadsheets, online surveys, web content and social media. At the end of this Workshop, you will have the knowledge to set up a literature review in NVivo and begin to work with your information. At the end of the workshop you will be able to use NVivo to organize your content and begin to identify themes, topics or ideas.
Program Report	<p>The workshop was organized online and the participants were requested to join in the Zoom platform which was communicated with them earlier. The institute made sure that the participants got the study materials and program software installed a few days ago. There was a test meeting conducted to verify the connections, software and to check the participant's comfort in using the platform.</p> <p>The program was commenced on June 19, 2020 at 9:30am with Director Dr. Murali Sambasivan introducing the resource person Ts. Dr. Magiswary A/P Dorasamy.</p> <p>The sessions were designed carefully to give theoretical concepts and hands-on sessions for all the participants. To ensure a better delivery, the number of participants was limited to 25. The workshop was focused on qualitative analysis; hence it started with the fundamentals of qualitative analysis. The various topics covered are, constant comparison analysis, Keywords in context, word count, content analysis, domain analysis, Taxonomy analysis, Thematic analysis and sentiment analysis. The participants received the program very well and gave positive feedback. Many of them commented that they look forward to such sessions in the future.</p> <p>The program came to an end on June 20, 2020 by 6pm. The participant certificates were mailed to the participants.</p>

Participants Feedback

Major strengths of the workshop	
1	Energetic Instructor (4)
2	Touched upon the basic concepts very clearly and thoroughly (3)
3	Explored all the aspects/functions of the software. (5)
4	NVivo is an important tool for researchers and delivery by Dr. Magis. Energy Personified to its best.
5	Arrangement and assimilation of Literature Review, Interviews
6	Expertise trainer, Good level of practice through online

While most of the participants did not find any weakness, many participants felt that the workshop should be extended for one or two days more to accommodate complete literature review using NViVO. The major feedbacks are as follows.

Major weaknesses/missing elements of the Workshop	
1	No notable missing elements (8)
2	Missed the live interaction
3	Focus on applications of the tool in publication perspectives - how to extract the results and incorporate in methodology; details on sentiment analysis, applications of auto coding
4	Data analysis or methodological approach to qualitative research was not met
5	Time is a deterrent. NVivo training can be effectively done as a 5-day training with more hands-on experience.
6	Technical errors consumes more time
7	Could have explained more on the literature reviews
8	It was felt difficult to listen continuously 7 (exclude lunch) hours sitting with a laptop.



Event – Photos

This screenshot shows a Zoom meeting in progress. The main window displays a grid of 20 video thumbnails. The participants in the grid are: Renuka, Bijoy DpM TVM, Bijoy DpM TVM, Mutharasi Madhu, Balaji Subramanian, Goutam, Bharat, Selvalakshmi Vivekan, Hema Verma, Sangeetha, Ramesh Kumar, Prabahar Ezhil, balamurugan s, Nataraj, Balaji Manoharan, Dr. P. Sivapragasam..., Gladys Stephen, SHRUTI R, Nivethitha Santhanam, Prashant Chopdar, Shruti.R, Balaji S, Dr VV, Shilpi Jha, and Dr. Sivapragasa... The right-hand panel shows a list of 30 participants, including Ramesh Kumar (Me), Dr. Magiswary Dorasamy (Host), Bharat, Ramesh Kumar, Manjula Nagarajan, SHRUTI R, Balaji Manoharan, Balaji Subramanian, balamurugan s, Bijoy DpM TVM, Bijoy DpM TVM, Dr VV, Dr. P. Sivapragasam PhD, Dr. Sivapragasam P, and Gladys Stephen. The bottom of the screen shows the Windows taskbar with the search bar and various application icons.

This screenshot shows a Zoom meeting in progress. The main window displays a grid of 20 video thumbnails. The participants in the grid are: Manjula Nagarajan (highlighted with a yellow border), Ramesh Kumar, Dr. Magiswary Dorasamy, V. Senthil, Shankar Sundaram, Renuka, Prabahar Ezhil, Bijoy DpM TVM, Bijoy DpM TVM, Mutharasi Madhu, Balaji Subramanian, Dr. P. Sivapragasam PhD, Goutam, Bharat, Selvalakshmi Vivekan, Hema Verma, Sangeetha, Nivethitha Santh..., Prashant Chopdar, Saurav, Shruti.R, Balaji S, Dr VV, Shilpi Jha, and Balaji Manoharan. The bottom of the screen shows the Zoom meeting controls, including Audio, Start Video, Participants (29), Chat, Share Screen, Record, Reactions, and a Leave button. The system tray at the bottom right shows the date and time as 19-06-2020, 09:54.

UNIVERSITI OF TELEKOM SDN BHD

30th June 2020 – Dr Kandappan Balasubramanian



THIAGARAJAR
SCHOOL OF MANAGEMENT
(AUTONOMOUS)



Managing and Designing a Online/Contactless/ Remote Learning



TAYLOR'S
UNIVERSITY
Wisdom · Integrity · Excellence

SCHOOL OF
HOSPITALITY, TOURISM
AND EVENTS



Heavy, Chunky, Boring Text



Bite-Sized Chunks,
Easy To Understand



DR. KANDAPPAN BALASUBRAMANIAN, PHD, CHIA

Association Professor
Certified Apple Distinguished Educator (ADE)
School of Hospitality, Tourism and Event
Faculty of Social Sciences and Leisure Management
Taylor's University, Lakeside Campus, Malaysia



10th July 2022 – Dr Charles Sharma Naidu



THIAGARAJAR
SCHOOL OF MANAGEMENT
(AUTONOMOUS)
MADURAI, TAMILNADU

We cordially invite you to the webinar on
**CLASS IS ALREADY ONLINE AND
WHAT IS NEXT?**

The topic touches the aspects of educator's response and reactions to the current challenges of new normal. This touches on emotions and mental challenges of educators when facing the question "What and when is enough?" when facing instructional design and challenges in online class preparations and post sessions.

 10.07.2020 | Friday  10.00 am to 12.00 pm




Hear From
Charles Sharma Naidu
Senior Lecturer

Charles Sharma Naidu has been involved in the field of education for more than 15 years. Trained as a Graphic Designer and having a passion for the arts, Charles continues to develop creativity workshops and learning for tertiary education students. Charles obtained his BA (Hons) Graphic Design from Central Saint Martin's College of Art and Design in London. He pursued his Master's in Education Technology from University Technology Tun Hussein Onn and served the government by lecturing in Johor Bahru Polytechnics, during which he was part of the team who helped to develop the first Design Department for a Polytechnic. Having a great passion for teaching, Charles continues to re-interpret and develop instructional as well as educational technology by designing pedagogies which would develop the way students learn using novel creative methods. Charles is currently pursuing his PhD in Education, furthering his study and research in developing educational pedagogy for students at the tertiary level and for adults. Inspired by current studies on creativity and gamification, he takes pride in promoting games for education and pursuing better and more innovative ways to gamify classroom pedagogies in a multidisciplinary setting. He has conducted creative workshops for government departments, teachers, headmasters, private companies, consultation for business ideas and innovation.

Platform: Zoom

No registration fee

Registration link: <https://forms.gle/iFysB9AW7zDmF4AD9>

 www.tsm.ac.in  63802 05997 | 95859 57366 | 96555 00925

11th August 2020 - Augmented Reality in Education



THIAGARAJAR SCHOOL OF MANAGEMENT (AUTONOMOUS)
MADURAI, TAMILNADU

Accredited by NAAC with 'A' Grade

We cordially invite you to the webinar on
Augmented Reality in Education

📅 11.08.2020 | Tuesday 🕒 10.00 am to 12.00 pm

Click here for registration: <https://forms.gle/tU6orYyopsXnyn148>

Education as industry is very actively disrupted by technology, innovation and digitalization. Bringing technology to schools and universities raises the quality of education to higher levels. Recently, Augmented reality is changing the education industry through innovative adoption. Using augmented reality in the classroom can turn an ordinary class into an engaging experience. AR technology provides virtual examples and adds gaming elements. This new learning format lead to greater student engagement, which, in turn, makes the knowledge, and skills stay longer.



Prof. Puteri Sofia Binti Amirnuddin,

Senior Lecturer at the Taylor's Law School, Malaysia

Prof. Puteri Sofia Binti Amirnuddin read law at University of Tasmania and continued reading law at Monash University where she was conferred with Master of Laws in 2010. She did her pupillage at Messrs Cheah Teh & Su in 2011 and was called to the Malaysian Bar in 2012. Her passion in research and education brought her into the academia in 2013.

She is currently the Programme Director for Master of Laws and a law lecturer at Taylor's University. Her passion in teaching is evident as she was awarded with 'Exemplary Meritorious Award Staff' (EMAS) in October 2017. Her teaching pedagogy to incorporate the use of Augmented Reality has resulted in her winning a silver medal in the IUCEL 2017 conference. Her creativity in using technology in classroom has been noted and she was subsequently granted with E-Learning Grant from Taylor's INTELLECT. She has also been awarded with a Gold Award for her teaching innovation titled 'Redesigning Formative Assessments in teaching Land Law using Augmented Reality' at Redesigning Assessment for Holistic Learning ('RAHoLE') Conference 2017. The event was jointly organized by University Malaya and Ministry of Higher Education. In addition to that, she was also awarded with a special award 'Most Innovative' Award for her creative teaching using Augmented Reality in the same Conference.

Her innovation titled 'Closing the Humanization Gap: The Interplay between AI, AR and NLP in Legal Skills and Methods module' has received recognition by the Ministry of Education and MEIPTA. In August 2019, Puteri Sofia Amirnuddin received a Gold Award for her new teaching innovation using gamification in learning Legal Skills and Methods at the International University Carnival on E-Learning 2019 held at UNIMAS, Sarawak.

- ◆ Platform: Zoom
- ◆ No registration fee

Co-ordinator: Prof. J. Ramesh Kumar | 📞 8667492967 ✉️ rameshkumarj@tsm.ac.in

Live Projects

offered by

**Makers Cart (The Yellow Bag),
Madurai**

for

Thiagarajar School of Management

MakersCart

- TheYellowBag -

Date: 11.10.2021

To,

Arthi Priyadharshni B,
Batch - PGDM (2021-2023)
Thiagarajar School of Management

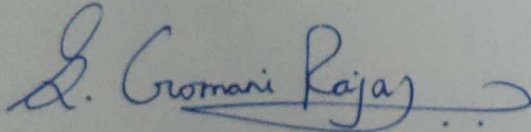
This is to certify that **Arthi Priyadharshni B**, has successfully completed his/her internship with Makers Cart during the period from september 10, 2021 to october 4, 2021.

During the period, she handled the Lead Generation process, starting from Content Creation, Prospect identification to Social Media Campaigns. His/Her work was effective and **results were commendable.**

During the course of internship, **Arthi Priyadharshni B** has shown great amount of responsibility, sincerity and a genuine willingness to learn and zeal to take on new assignments & challenges.

We wish her all the very best for her future.

With regards,



S.Gomani Rajan

Chief Executive Officer

Registered Address: 5/1640 First Floor, Vinayagar First Street, Sadashivanagar, Madurai 625020, TN.

Communication Address: #3B, Madichiyam Middle Street, Madichiyam, Madurai - 625020, Tamil Nadu, India.

Ph: +91 7339252770 (Sales) / +91 6384869639 (Delivery) | +91 6384869638 (PRO)

vanakkam@theyellowbag.org | www.makerscart.in | GST : 33AJYPG5531H1Z1

Date: 11.10.2021

To,

Anjana N,
Batch - PGDM (2021-2023)
Thiagarajar School of Management

This is to certify that **Anjana N**, has successfully completed his/her internship with Makers Cart during the period from september 10, 2021 to october 4, 2021.

During the period, she handled the Lead Generation process, starting from Content Creation, Prospect identification to Social Media Campaigns. His/Her work was effective and **results were commendable.**

During the course of internship, **Anjana N** has shown great amount of responsibility, sincerity and a genuine willingness to learn and zeal to take on new assignments & challenges

We wish her all the very best for her future.

With regards,



S.Gomani Rajan

Chief Executive Officer

Registered Address: 5/1640 First Floor, Vinayagar First Street, Sadashivanagar, Madurai 625020, TN.

Communication Address: #3B, Madichiyam Middle Street, Madichiyam, Madurai - 625020, Tamil Nadu, India.
Ph: +91 7339252770 (Sales) / +91 6384869639 (Delivery) | +91 6384869638 (PRO)
vanakkam@theyellowbag.org | www.makerscart.in | GST : 33AJYPG5531H1Z1

Date: 11.10.2021

To,

Arvind N,
Batch - PGDM (2021-2023)
Thiagarajar School of Management

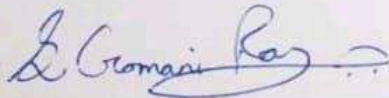
This is to certify that **Arvind N**, has successfully completed his/her internship with Makers Cart during the period from september 10, 2021 to october 4, 2021.

During the period, he handled the Lead Generation process, starting from Content Creation, Prospect identification to Social Media Campaigns. His/Her work was effective and **results were commendable**.

During the course of internship, **Arvind N** has shown great amount of responsibility, sincerity and a genuine willingness to learn and zeal to take on new assignments & challenges.

We wish her all the very best for his future.

With regards,



S.Gomani Rajan

Chief Executive Officer

Registered Address: 5/1640 First Floor, Vinayagar First Street, Sadashivanagar, Madurai 625020, TN.

Communication Address: #3B, Madichiyam Middle Street, Madichiyam, Madurai - 625020, Tamil Nadu, India.

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vanakkam@theyellowbag.org | www.makerscart.in | GST : 33AJYPG5531H1Z1

Case Study Competition

organized by

Thiagarajar School of Management

in collaboration with

Ruby Foods Pvt. Ltd.



THIAGARAJAR
SCHOOL OF MANAGEMENT
(AUTONOMOUS)



IMPERIUM'22

IMPERIUM'22 is a case study competition conducted by the **Candhai Club** the marketing club of Thiagarajar School of Management. The competition was hosted through Unstop Platform and was open to Undergraduate students and MBA students throughout India with a team size of 1-3 members. Multiple rounds were conducted to test the participants.

The case study was a real problem faced by **Ruby Food Products Pvt ltd**. The Managing partner of Ruby Foods Pvt Ltd – **Mr. Aswath Sampath** and **Dr. Natraj** – Assistant Professor, Chairperson MDP of Thiagarajar School of Management were the panelists for the case study competition. Student Coordinators of the event are **Abisheha Priyan S K** and **Karthick DG** from II PGDM. Special thanks to **Dr. Manjula N** for constant support and help by connecting to the Ruby Food Products Pvt Ltd

Date – 24th September 2022 – 26th September 2022

Number of teams registered – 605

Round 1 – Marketing quiz - 48 teams participated, and 25 students were shortlisted

Round 2 - Submission of Solutions to the Case – From 25 teams, 7 teams were shortlisted for final round.

Round 3 – Presentation of the Case Solutions to the panelists.

Participants of Round 3

Team Name	College
Ankush	SRCC, Delhi
Recreators	SRCC, Delhi
BFH	TAPMI, Manipal
Hustlers	New Delhi Institute of Management
Aura	IIM Calcutta
Trust	SSCBS, DU Delhi
Resilient	Kirorimal College, Delhi

Team Trust from SSCBS, DU, Delhi emerged as **winner** and won a cash prize of Rs.4000 and **Team Aura from IIM, Calcutta** emerged as **runners** and won a cash prize of Rs. 2500.

Event link - https://thiagarajarschool-my.sharepoint.com/:v:/g/personal/sundarganeshb_tsm_ac_in/EY4_nmz3F0tCgZa7bTIQzC0BBOYz8g1J_iNudWfR2j-DTA?e=yTybfb

Hosted in Unstop Platform

The screenshot shows the Unstop platform interface for the Imperium competition. The header includes the Unstop logo, navigation links (Learn, Practice, Participate, For Businesses, Pricing), a search bar, and a notification bell. The main content area displays the competition details:

- Registration Deadline:** 23 Sep 22, 12:00 AM IST
- Team Size:** 1 - 3 Members
- Free Registration:** Yes
- Registration Status:** Registration Closed
- Competition Name:** Imperium
- Organizer:** Thiagarajar School of Management (TSM), Tamil Nadu
- Location:** Online
- Start Date:** 29 Aug 22, 12:00 AM IST
- End Date:** 29 Sep 22, 12:04 AM IST
- Eligibility:** Engineering Students, MBA Students, Undergraduate
- Registered:** 605
- Views:** 14,674
- Categories:** Business, Marketing, Case Study
- Updated On:** 02 Sep 22, 02:42 PM IST

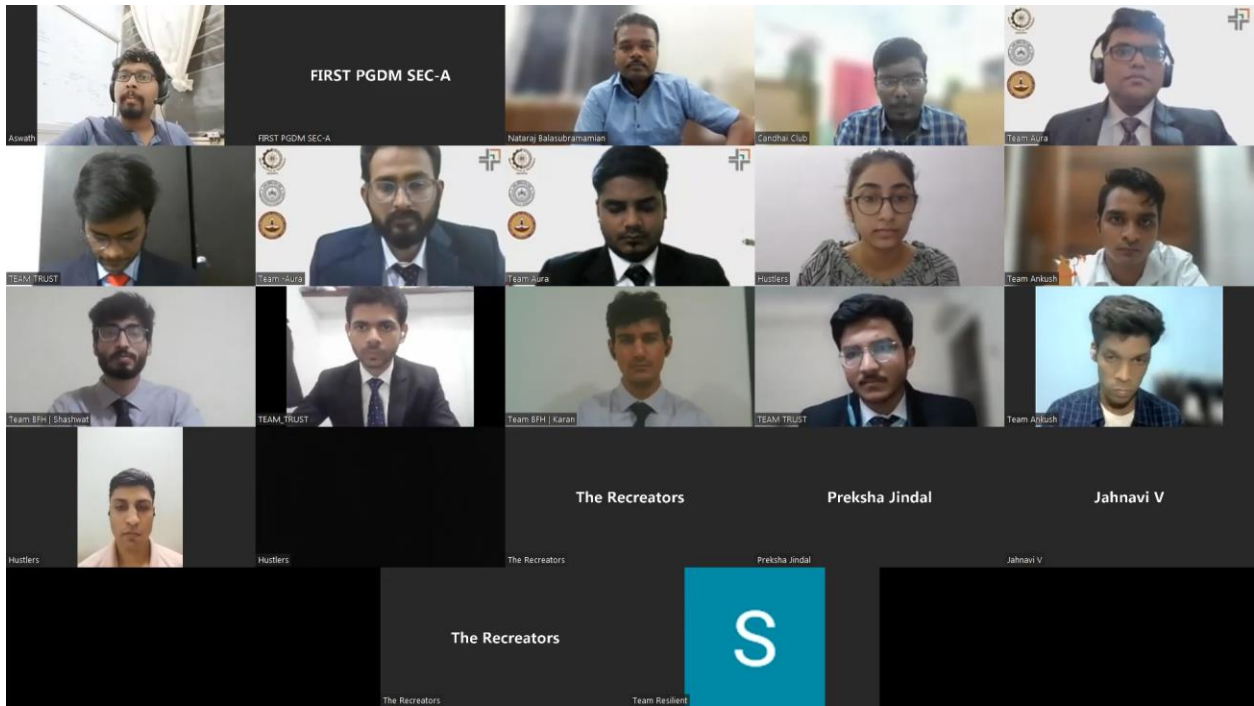
Promotions through Instagram

The screenshot shows an Instagram post from the account 'candhai_marketingclub' (Thiagarajar School of Management). The post features a promotional graphic for the Imperium 2022 competition. The graphic includes the following text and elements:

- Header:** Thiagarajar School Of Management
- Organizer:** CANDHAI CLUB Presents
- Competition Name:** IMPERIUM 2022
- Call to Action:** Register Now!
- Prize:** Total prize of ₹6500 for the winners
- Rounds:** Quiz, Case Study Presentation
- Registration Deadline:** 23 Sep 22, 12:00 AM IST

The graphic also features a gold trophy icon and the Unstop logo. The Instagram interface shows the post is from 'candhai_marketingclub' and includes the standard Instagram interaction icons (heart, comment, share, bookmark) at the bottom.

Photos from the event



TEAM TRUST - Shaheed Sukhdev

File | C:/Users/Karthick%20Ganesan/Downloads/TEAM%20TRUST%20-%20Shaheed%20Sukhdev%20College%20OF%20Business%20Studies,%20Delhi%20Un...

FIRST PGDM SEC-A

Suggestions to improve Glass Bottle Sales





Intensive Distribution that Ruby can Adopt

On Wheel Stalls in major rush areas

- RUBY can run small stalls to attract customers by *offering Glass Bottle* drinks which customers will drink then and there
- The target could be *schools and colleges*, residential parks and apartments, etc
- This should be done at a *small scale* to assess the result and expand further.

Partnering with Colleges and Corporate Office

- College Canteen* could be a great place for selling Glass Bottles because it is a nice place for students to hang out
- It could also become a *part of their habit*, ensuring future sales
- Likewise, offering to *company offices* and canteens could also replicate similar results.

TEAM TRUST

TEAM TRUST

Aswath

Aswath

SWOT ANALYSIS

CHALLENGES

SUGGESTIONS


Team BFH_TAPMI.pdf

File | C:/Users/Karthick%20Ganesan/Downloads/Team%20BFH_TAPMI.pdf

FIRST PGDM SEC-A

INNOVATIVE CHANNELS

Few innovative channels Ruby Food can look into:



<p>Festivals</p> <p>Beverage fests are celebrated across different cities. For Eg. Gin Fest, Oktober Fest etc. Ruby can distribute its products as a mocktail beverage (separate stall) or collaborate with alcoholic brands as a mixer product</p>	<p>Educational Insti</p> <p>To gain more traction with the young crowd and raise awareness of healthy products, Ruby Foods can set up stalls in educational institutes cafeterias and canteens</p>
<p>Sponsorship and Partnership</p> <p>Ruby foods can sponsor various events or partner with other brands which complement their values and product offering. For Eg. Sports Events etc.</p>	<p>Pharmacies</p> <p>Medical Stores and Pharmacies also sell healthy products like green tea, nutrition bars. Since Ruby foods are made from natural fruit extracts these stores can be a good channel to sell their products</p>

TEAM BFH | Karan

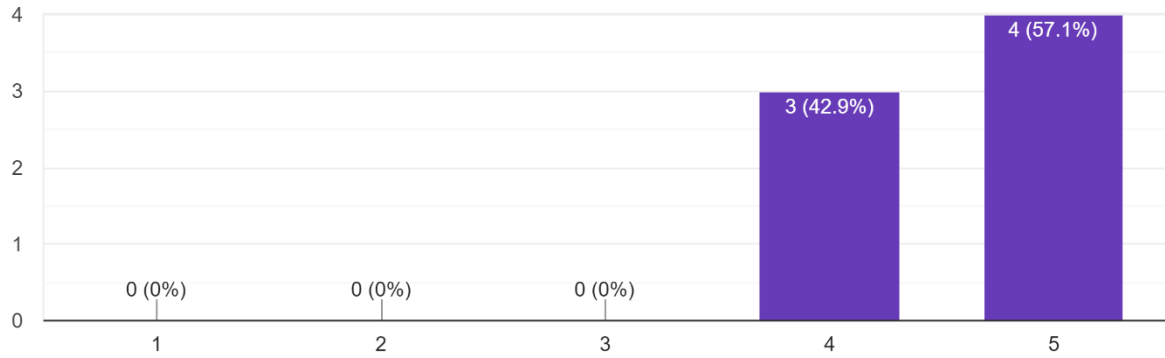
TEAM BFH | Shashwat

Nataraj Balasubramanian

Feedback from Finalists

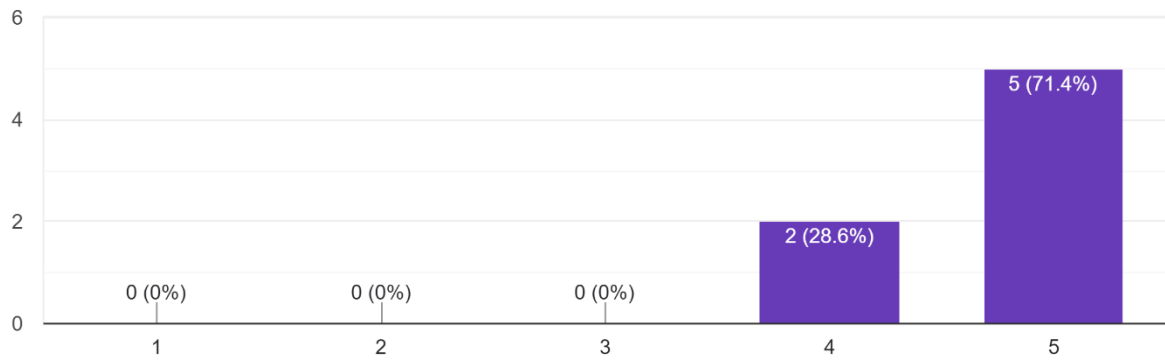
How did you like the preliminary round - Quiz

7 responses



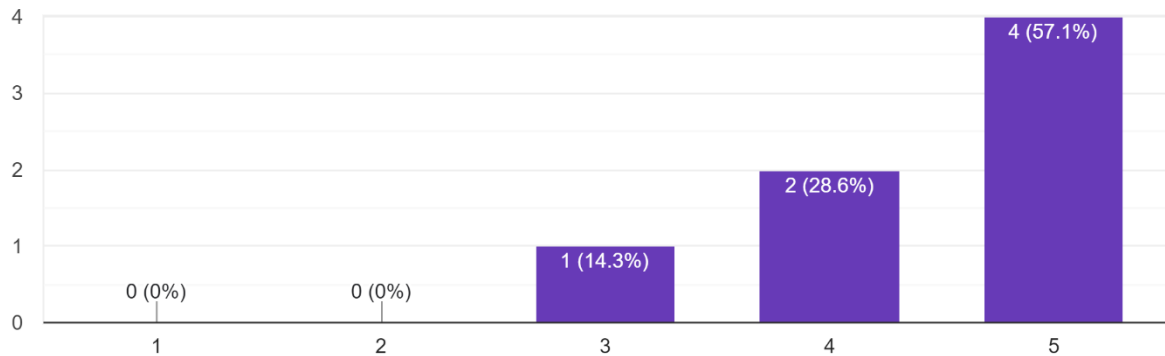
Was the case interesting and made you think through?

7 responses



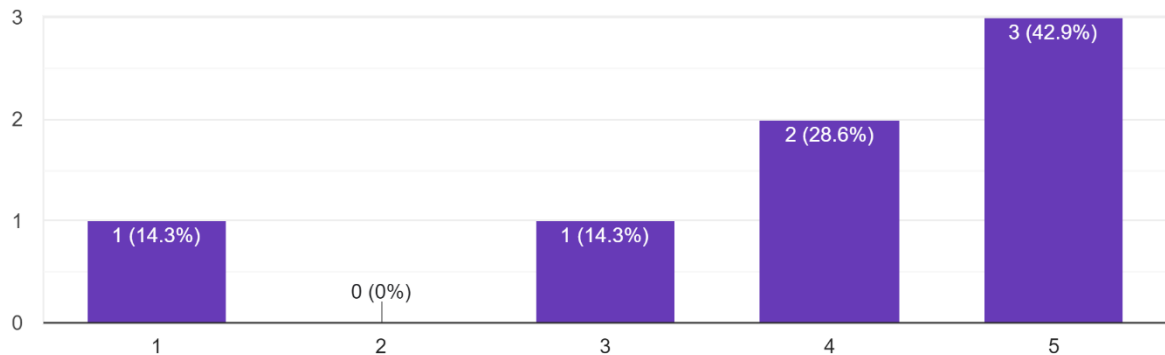
Did the attached video references helped to understand the case better?

7 responses



Was there a smooth flow in handling the presentations by the hosts?

7 responses



Other Suggestions

- Conduct it offline :')
- There could be more interesting case study and slots could have given in advance
- The arrangements were nice, however we think it would be more cordial to invest 10-15 minutes for each presentation
- Overall, the experience, for our team, was absolutely amazing. However, if there still is a scope for suggestion then we would say that the time given to solve the case could have been a little more, considering the usual time taken for such competitions.
- Overall very smooth experience

Summer Internship

offered by

Ruby Foods Pvt. Ltd.

Date: 09-07-2022

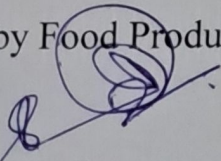
TO WHOM IT MAY CONCERN

This is to Certify that **Mr. V. DheenaDhayalan (Roll No. 2113023)** Student of Thiagarajar School of Management Madurai, has successfully completed a summer Internship in the field of **Sales & Marketing** from **10-05-2022 to 09-07-2022** under guidance of Mr. Aswath- Business Development Head.

During the period of his internship program with us, He had been exposed to different process and was found diligent, hardworking and inquisitive.

We wish him every success in his life and career.

For Ruby Food Products Pvt. Ltd.,



Authorised Signature.

For RUBY FOOD PRODUCTS PVT. LTD.,

Director.

Live Projects

offered by

SVS Foods

Madurai

for

Thiagarajar School of Management

(Sample report)



TSM – SVS LIVE PROJECT

INDUSTRY MENTOR

Mr. S. V. Suraj Sundara Shankar, M.B.A,
Managing Partner,
SVS Foods.

TEAM MEMBERS

1. M Deepak Kumar.
2. J.A Gangadharan.
3. R Harshitha.
4. D Nikil Ram.
5. P Pavithra.
6. M Sarvamangala Swarubini.
7. M Senthil Kumar.
8. R Shivani.
9. A Syed Ibrahim.
10. S Vaishnavi.
11. R Yogeshwaran.

COMPANY PROFILE

- SVS is one of the leading wholesale manufacturer and distributor of Flours in Madurai.
- SVS entered into manufacturing of flour products in 1934 and are celebrating 86 successful years.
- SVS has the latest and superior semi-automatic and fully automatic machines for manufacturing, processing, and packaging.
- Customers: More than 2,00,000 customers
- Sales: 15,000 Tonnes per year
- SVS is planning to expand their market share pan India and venture aggressively into global market as well.

INDUSTRY BACKGROUND PLAYERS / KEY OPERATING VARIABLES

➤ **Finance:**

Turnover is around 30 crores per year.

➤ **Customers:**

The major customers of SVS are households, tea shops, major hotels.

➤ **Markets:**

SVS foods has a huge customer base, in and around Madurai (South Tamil Nadu) and Puducherry.

➤ **Competitors:**

Anil, Aachi, RMP, Madura ,Aashirvaad aata etc and retailers having their own brand made at home.

➤ **Production Capacity :**

Teppakulam plant production is 28 tonnes per day.

PROBLEMS ADDRESSED

- To find out the Difficulties and Problems by conducting Retailer and Consumer study.
- The products were not available in the E- Grocery sites or can be procured through online stores.
- To find out the scope for introducing a new product in the health mix powder segment.

OBJECTIVE OF THE STUDY

- To understand the retailer and consumer purchasing behavior after the Covid-19 pandemic.
- To find out the potential market for health mix in the nutritional food powder segment.
- To develop and initiate online presence for buying SVS food products through online shopping site.

PROGRESS

- Retailer Market Survey
- New Product Survey
- Consumer Survey
- Web store development.

ANALYSIS

Market Survey

❑ Areas Visited:

1. East Masi Street
2. Munichalai
3. Nelpettai
4. Townhall road
5. Simmakal

❑ Number of Shops Visited:

- 30

❑ Difficulties Faced:

- ✓ Some retailers were not willing to point out the negative factors of SVS due to good will.
- ✓ Store owners not willing to give information during working hours.
- ✓ Since the owners purchase the goods for hotels and tea stalls the keepers were not aware of the products they use.
- ✓ Due to covid-19 restriction many shop owners were hesitate to allow us and shops were closed during weekends was a challenging part.



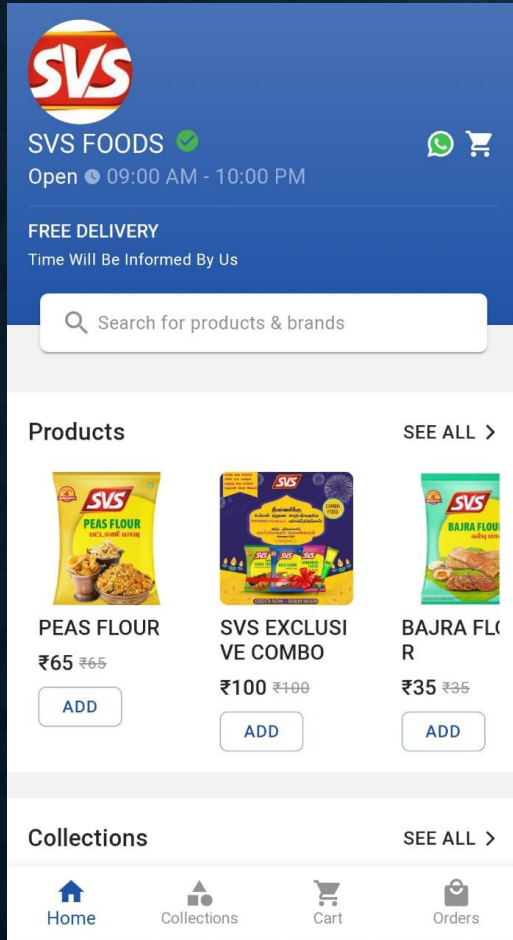
MARKET SURVEY

FEEDBACK RECEIVED FROM RETAILERS

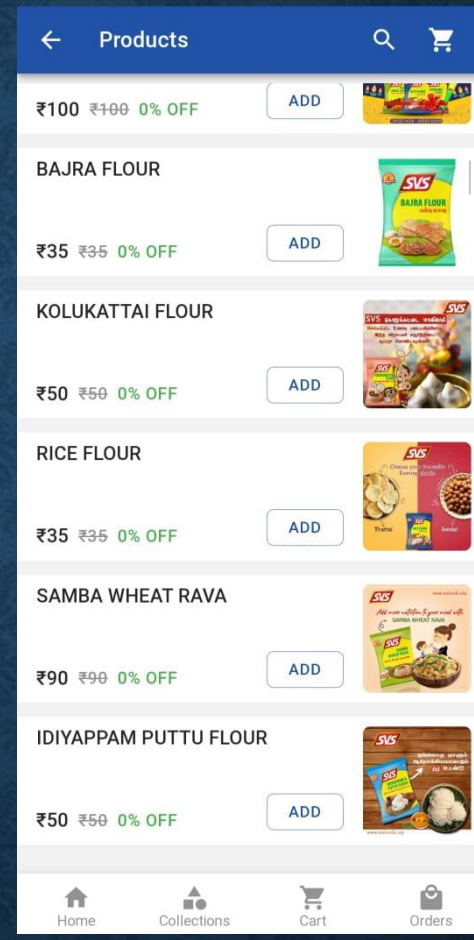
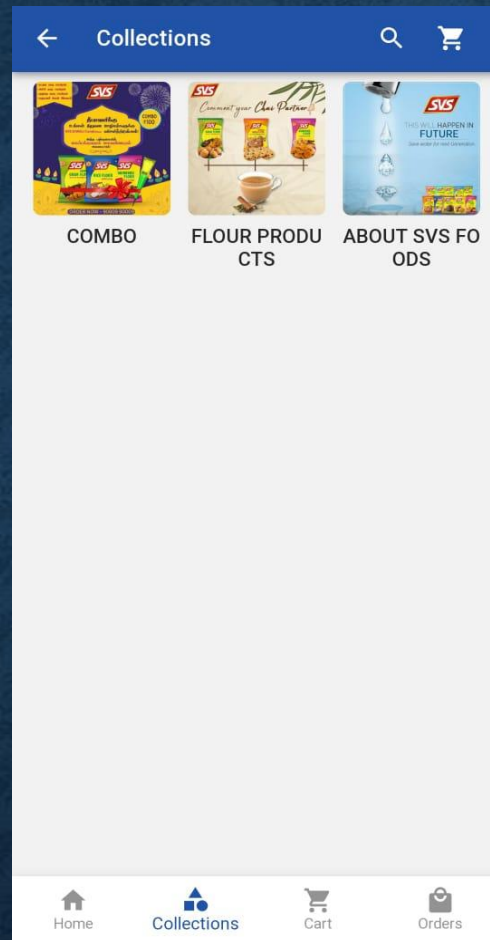
- Good in quality
- Trust worthy
- Highly preferable
- Well known brand
- Frequent field study
- Legacy
- Credit based framework
- Pre stocking
- Low margin
- Demanding for wholesale price

WEBSTORE DEVELOPMENT

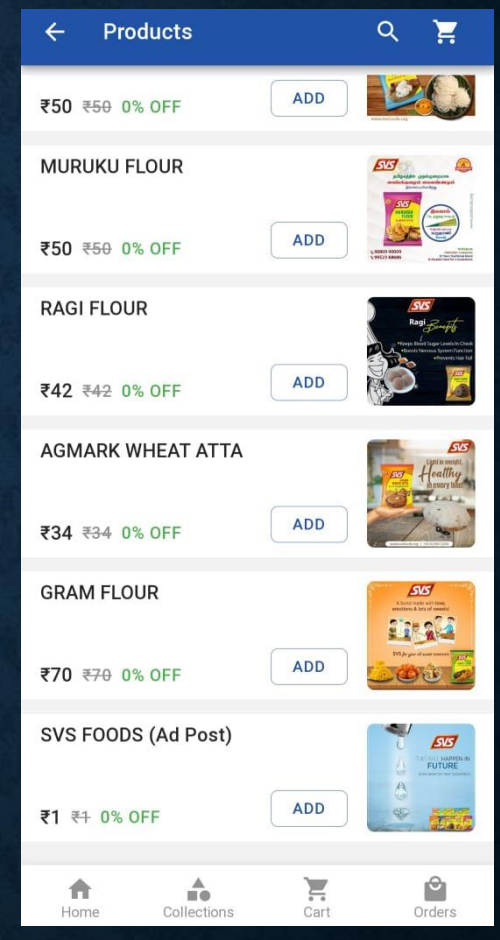
- To give SVS customer the convenience of shopping at home and to ensure time does not act as a barrier.
- As SVS already outsourced an agency to maintain their website, Instagram, Facebook we decided to develop an E- Commerce gateway that SVS previously had lacked.
- We created a webstore portfolio for SVS foods from a third-party provider called sharemystore and integrated with the seller's contact details which provides information about the buyer's details.



Snap Shot of Product Portfolio in Sharemystore webapp



Snap Shot of Product linemix in Sharemystore webapp



GENERATED QR CODE AND WHATSAPP PUSH NOTIFICATIONS

Scan and browse my online store

SVS FOODS

sharemystore.com/svsfoods



Chat on WhatsApp with +91 99523 68686

[CONTINUE TO CHAT](#)

Hello! I found your store on ShareMyStore.com and I have a few questions regarding online ordering.
Can you please help me out?

ADVANTAGES OF ONLINE PRESENCE

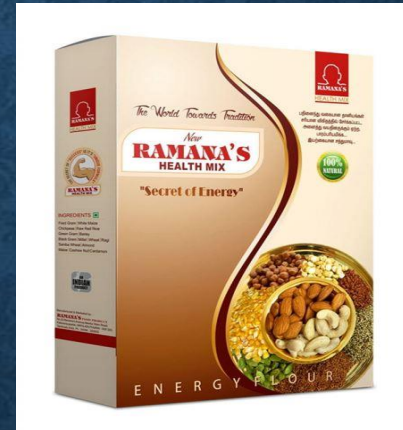
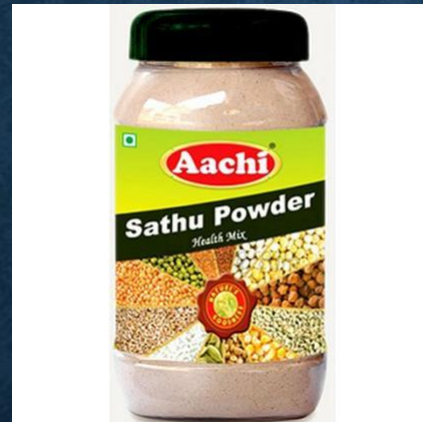
- Allow direct personalized communication with your customers.
- Webstore can also improve customer loyalty and retention.
- Can clear the queries of customers like asking about the quantity and price of each product which is not available in their Instagram and Facebook even on their website too.
- Customer can Get detailed information of the product.
- Customer will receive SMS regarding their order in each step (placing, accepting, shipping, delivery) which enables them to track their order.
- Customers can find the purchase link in Instagram post, Facebook and also can be received from the company personally through WhatsApp to enable them shopping online.
- Access to Customer information (Mobile No and Address).



SVS.pdf

PROGRESS ANALYSIS FOR NEW PRODUCT SURVEY

Market Dominators for Health Mix Powder



PROGRESS ANALYSIS FOR NEW PRODUCT SURVEY

- Nearly 66% of people know about the health benefits of consuming health mix powder.
- The age of the sample population we collected is majorly from the age group of 20-30 who consume health mix.
- Most of the respondents who consume health mix prefer it to have it in the Morning time.
- Nearly 80% of people prefer to have the health mix with the shelf life of more than 1 month.
- The additional finding from the respondents were nearly 75% of persons who consume health mix were preferring health mix with Dry fruits & Nuts followed by persons who prefer Millets and cereals.
- The market for health mix is mainly dominated by Manaa, Aachi and Ramana's by these 3 brands and right product positioning is needed to make SVS health mix to stand out in this saturated market.

PROGRESS ANALYSIS FOR SVS CONSUMER SURVEY

- Consumer preferences were high for Gram, Wheat, Rice and Ragi flours.
- Consumption pattern of SVS foods are not in daily basis. There are consumed weekly, or occasionally.
- Most of the consumers have their personal preferences by default as SVS food products.
- Most of the recommendations for the usage of SVS food products are from family and friends of the current consumers.
- From the survey, we came to know that consumers are satisfied for the quality at the price they offer for SVS products.

CONSUMER RECOMMENDATIONS:

- Millets Flour can be introduced in small sachets(Quantity).
- Certain Food packaging can be introduced in plastic Zip Lock.



THANK YOU

Summer Internship

offered by

SPIC

Date: 29.07.2022

CERTIFICATE

This is to certify that Aarthysree R J, studying Second year MBA - HR, student of Thiagaraja School Of Management, Madurai has undergone Internship Training in M/s. Southern Petrochemical Industries Corporation Ltd, SPIC Nagar, Tuticorin.

Internship Training details are as furnished below:

1) Type of Training Imparted	INTERNSHIP TRAINING
2) Period of Institutional Training	01.06.2022 to 29.07.2022
3) Allotment of Department	HR DEPARTMENT
4) Conduct & Character	GOOD
5) Performance during Training	GOOD
6) Attendance during Training	REGULAR


29/7/22

R. Ramkumar
Joint Manager – Training & Development

LETTER OF PERMISSION

Ref.: TRG / IPT/ 125/2022

Date: 26.04.2022

To: Aishwarya Lakshmi J
Thiagaraja School Of Management
Madurai

Dear Aishwarya Lakshmi J

Sub: Permission for Internship Training (Ref:Your Bonofide/email dated on 18.04.2022)

This has reference to your application. Your request for undergoing Internship in M/S Southern Petrochemical Industries Corporation Ltd, has been granted from 01.06.2022 to 31.07.2022.

Students should adhere to rules & regulations as per the enclosure and strictly follow the terms and conditions listed below:

Terms & Conditions

- No boarding & lodging arrangement is offered here. However canteen facilities are extended to the
- 1 Internship Trainees for lunch at nominal rates (Rs.20/- per lunch) and Tea / Coffee free of cost, during office hours only.
- This Internship Training is neither stipendiary nor remunerative. Further, this internship training shall
- 2 not be treated as preliminary training for any official responsibilities or job opportunities or priority towards future recruitments in M/S. Southern Petrochemical Industries Corporation Ltd,.



Yours Sincerely,

A handwritten signature in black ink that reads "R. Ramkumar".

R. Ramkumar

Joint Manager – Training & Developer

Southern Petrochemical Industries Corporation Ltd,
Muthiapuram Post, Thoothukudi 628005, Tamilnadu, India.

LETTER OF PERMISSION

Ref.: TRG / IPT/ 124/2022

Date: 26.04.2022

To: Muthunithin A U
Thiagaraja School Of Management
Madurai

Dear Muthunithin A U

Sub: Permission for Internship Training (Ref:Your Bonofide/email dated on 18.04.2022)

This has reference to your application. Your request for undergoing Internship in M/S Southern Petrochemical Industries Corporation Ltd, has been granted from 01.06.2022 to 31.07.2022.

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Yours Sincerely,

R. Ramkumar

R. Ramkumar
Joint Manager – Training & Developer

Southern Petrochemical Industries Corporation Ltd,
Methalapuram Post, Thiruvannamalai-625005, Tamilnadu, India

LETTER OF PERMISSION

Ref.: TRG / IPT/ 207/2022

Date: 01.06.2022

To: Narmadha Jeyasri R
Thiagaraja School Of Management
Madurai

Dear Narmadha Jeyasri R

Sub: Permission for Internship Training (Ref:Your Bonofide/email dated on 01.06.2022)

This has reference to your application. Your request for undergoing Internship in M/S Southern Petrochemical Industries Corporation Ltd has been granted from 01.06.2022 to 31.07.2022.

Students should adhere to rules & regulations as per the enclosure and strictly follow the terms and conditions listed below:

Terms & Conditions

- 1 No boarding & lodging arrangement is offered here. However canteen facilities are extended to the Internship Trainees for lunch at nominal rates (Rs.20/- per lunch) and Tea / Coffee free of cost, during office hours only.
- 2 This Internship Training is neither stipendiary nor remunerative. Further, this internship training shall not be treated as preliminary training for any official responsibilities or job opportunities or priority towards future recruitments in M/S. Southern Petrochemical Industries Corporation Ltd.
- 3 The Internship trainee has to pay Training Charges on the commencing date of Training by means of a Demand Draft which is to be obtained from any nationalized bank in favor of **M/S Greenstar Fertilizers Limited**, payable at **Tuticorin**.



Yours Sincerely,

R. Ramkumar

R. Ramkumar

Joint Manager – Training & Developer

Southern Petrochemical Industries Corporation Ltd
Muthiapuram Post, Thoothukudi 628005, Tamilnadu, India.

Date: 29.07.2022

CERTIFICATE

This is to certify that Paul Anand S, studying Second year MBA - Operation, student of Thiagaraja School Of Management, Madurai has undergone Internship Training in M/s. Southern Petrochemical Industries Corporation Ltd, SPIC Nagar, Tuticorin.

Internship Training details are as furnished below:

1) Type of Training Imparted	INTERNSHIP TRAINING
2) Period of Institutional Training	01.06.2022 to 29.07.2022
3) Allotment of Department	AMMONIA PLANT
4) Conduct & Character	GOOD
5) Performance during Training	GOOD
6) Attendance during Training	REGULAR


29/7/22


R. Ramkumar
Joint Manager – Training & Development

Southern Petrochemical Industries Corporation Limited

(CIN: L11101TN1969PLC005778)

Factory: SPIC Nagar, Muthiahpuram Post, Tuticorin 628 005 Tamilnadu, India

Phone : +91 (0461) 2355401 | Email : spiccorp@spic.co.in | www.spic.in

LETTER OF PERMISSION

Ref: TRG / IPT/ 131/2022

Date: 26.04.2022

To: Sankaranarayan H
Thiagaraja School Of Management
Madurai

Dear Sankaranarayan H

Sub: Permission for Internship Training (Ref Your Bond/letter/email dated on 18.04.2022)

This has reference to your application. Your request for undergoing Internship in M/S Southern Petrochemical Industries Corporation Ltd, has been granted from 01.06.2022 to 31.07.2022.

Students should adhere to rules & regulations as per the enclosure and strictly follow the terms and conditions listed below:

Terms & Conditions

1. No boarding & lodging arrangement is offered here. However canteen facilities are extended to the Internship Trainees for lunch at nominal rates (Rs 20/- per lunch) and Tea / Coffee free of cost, during office hours only.
2. This Internship Training is neither stipendiary nor remunerative. Further, this internship training shall not be treated as preliminary training for any official responsibilities or job opportunities or priority towards future recruitments in M/S. Southern Petrochemical Industries Corporation Ltd,.



Yours Sincerely,

R. Ramkumar

R. Ramkumar
Joint Manager – Training & Developer

Southern Petrochemical Industries Corporation Ltd,
Muthupet Road, Petrochemical Estate, Tamil Nadu, India.

Following mandatory documents are to be submitted to the undersigned by the student on the commencement date of In Plant Training.

- I. An indemnity bond (as per specimen enclosed) in a non-judicial stamp paper to the value of Rs.40/- (Rs.20 x 2 bond sheets) to be purchased in the name of the father / guardian of the trainee and executed / signed by the father/guardian of with two-witnesses.
- II. A self-declaration in a green bond paper as per enclosed format to be submitted by the trainee.
- III. **The Student should possess with a Personal Insurance Policy (worth of Rs. Three Lakhs) subject to Accidents from Insurance Company.**
- IV. A bona fide certificate with a passport size color photograph to be attested by the principal / HOD / placement officer of the institution.
- V. The trainee should bring one passport size color photograph and one stamp size color photograph.
- VI. For Industrial Safety, the trainee should wear shoes compulsorily. For dress etiquette, kindly ensure wearing neat dress, avoiding loose garments / T-shirts or banians as per instructions (2) of General rules for trainees which is enclosed herewith.
- VII. On the final day of the In Plant Training, the trainee should submit a fair report to the undersigned individually about his observation, findings and acquired technical input about the plant for our verification and training evaluation.
- VIII. The factory rules & regulations including safety provisions and statutory compliances under factories act are to be adhered strictly by the trainee during the course of training inside the plant area.
- IX. Failure of submitting the above referred documents, payment of training charge by DD and photographs etc will lead to rejection of the trainee from In Plant / Project Training.
- X. **No permission on collection of data/surveys in any format. In case of any violation can lead to the termination of training.**

Thanking you,

Enclosure: Specimen copy of

1. General Rules / Regulations of In Plant Trainee
2. List of Documents to be submitted by In Plant Trainee while joining the IPT
3. Draft of Non Judicial Indemnity bond to be submitted by Father of the Trainee
4. Draft of Self-declaration by In Plant Trainee
5. Bonafide Certificate to be obtained from the Head of the Institution / HOD / Placement Officer

Faculty Exchange Programme

between

The University Technology

Brunei

and

Thiagarajar School of Management



نائب چنسلور
VICE-CHANCELLOR

UTB/S5/1.6.5/02/2022

27 Zulhijjah 1443
27 July 2022

Dr. M. Selvalakshmi
Assistant Professor
Thiagarajar School of Management
India

Email: selvalakshmi@tsm.ac.in

Dear Dr. M. Selvalakshmi,

It is with great pleasure to inform you that the University Academic Recruitment Committee at its meeting on 13th June 2022 has approved the School of Business' recommendation to appoint you as a Visiting Lecturer for the Economics Programme Area, School of Business, Universiti Teknologi Brunei.

You have been assigned to teach a module online namely BE4262 New Product Development and Commercialization (2 hours lecture and 1 hour tutorial per week).

The following terms and conditions are part of the offer of appointment:

1. Your appointment is for one (1) semester from July to November 2022;
2. You will be paid B\$230.00 for every 3 hours of lecture and/or tutorial per week;
3. You will be also entitled for a cash incentive of B\$25.00 for internet connection (one-off payment for one semester only); and
4. The appointment includes the preparation of coursework assessments, university examination question papers, and marking answer scripts.

Please complete the attached prescribed form for payment claims and submit it to the Finance Section, Bursar's Office along with a copy of students' attendance and timetable with verification by the Dean.

Kindly let us inform in writing whether you accept our offer by returning the enclosed acceptance form **within one (1) week of receiving this letter.**

Should you have any queries on a module to be taught/delivered, please contact Associate Professor Dr. Larry Su, Programme Leader of Economics, UTB School of Business at email larry.su@utb.edu.bn.

Yours sincerely,

[DATIN PADUKA PROFESSOR DR. DAYANG HAJAH ZOHRAH BINTI HAJI SULAIMAN]
Vice-Chancellor & President

cc. Assistant Vice-Chancellor (Academic)
Registrar and Secretary
Bursar
Dean, UTB School of Business
Deputy Registrar (Administration)
Programme Leader, Economics
Assistant Registrar (Personnel)

Engaging Minds, Pioneering Growth

MoU
with
University of Peradeniya



**Memorandum of Understanding
between
University of Peradeniya, Sri Lanka
and
Thiagarajar School of Management, Madurai, India**



This Memorandum of Understanding entered into this 2 September 2019 between University of Peradeniya and the Thiagarajar School of Management, Madurai is to foster international cooperation in education and research.

I.

The agreements between University of Peradeniya and the Thiagarajar School of Management, Madurai may include but not be limited to the areas:

- Professional development
- Joint research activities
- Joint scholarly and teaching activities
- Exchange of faculty members
- Exchange of students
- Joint supervision of research candidates

II.

This MOU will be identified as the parent document of any abovementioned future agreement(s) executed between the parties. Future agreements concerning any program will provide details concerning the specific commitments made by each party and will not become effective until they have been reduced to writing and executed by the duly authorized representatives of both parties. The scope of the activities under this MOU and any under any specific agreements executed between the parties shall be determined by the funds regularly available at both institutions for the types of collaboration undertaken. Except as may be stipulated in any specific agreement, each institution shall be responsible for expenses incurred by its employees under this MOU and any other agreements executed between the parties.

III.

University of Peradeniya and the Thiagarajar School of Management agree to designate the following individuals or such other persons notified by that party to oversee and facilitate implementation of this MOU.

Thiagarajar School of Management

Dr. Murali Sambasivan
Director, Thiagarajar School of Management

University of Peradeniya

Prof. Upul B. Dissanayake
Vice Chancellor

The parties agree to ensure that the above-named will:

- promote academic collaboration at faculty levels for research and study
- act as principal contacts and coordinate all activities within their institutions
- distribute to each institution information about the faculty, facilities, research, publications, library materials and educational resources of the other institution, and
- periodically review and evaluate past activities and to explore new ideas for future agreements
- To promote student exchanges between the two institutions

IV.

Upon signature by each institution, this MOU shall remain in effect for three years from final signature or until terminated by either institution. Such termination by one institution shall be effected by giving the other institution at least six (6) months advance written notice of its intention to terminate. Such termination shall



**Memorandum of Understanding
between
University of Peradeniya, Sri Lanka
and**



Thiagarajar School of Management, Madurai, India

not affect the activities that commenced before such notice of termination. Termination shall be without penalty. If this MOU is validly terminated, neither institution shall be liable to reimburse each other for any monetary or other losses that may result.

The two contracting parties shall lend assistance by exchanging scientific publications and literature between their libraries, also by the exchange of audio-visual materials, informatics and others. These exchanges will be the subject of specific programme agreements.

This MOU is not a contract creating legal and financial relationship between the parties. It is specifically intended to facilitate and develop a genuine, mutual beneficial educational exchange process of documentation, faculty staff and/or students.

Separate licensing agreements on mutually acceptable terms will be executed in the event the research collaborations leading to intellectual property rights.

All such exchange of materials should be done within the prevailing rules and regulations of each University.

Since this is a MOU, any breach of the terms and conditions of the MOU by either party shall not impose any obligation on the other party.


The amendments to the present MOU shall be agreed in writing between the institutions.

The intention of the parties is that the terms of this MOU are not enforceable in a court of law. Further, nothing in this MOU binds either of the parties to enter into any future agreements in relation to its subject matter, if they consider that entering into such agreements would be detrimental to their interests. Any dispute arising between parties shall be resolved amicably.

Nothing in this MOU constitutes the parties as partners, agents or employees of the other and they expressly deny the existence of such a relationship.

FOR UNIVERSITY OF PERADENIYA

FOR THE THIAGARAJAR SCHOOL OF MANAGEMENT


Prof. Upul B. Diasnayaka
Vice Chancellor

**Vice - Chancellor
University of Peradeniya
Peradeniya
Sri Lanka.**


Dr. Murad Sambasivan
Director

Date:.....

Date:.....

Contact Persons:

Dr. Dilini Hemchandra
Faculty of Agriculture

Dr. Manjula Nagarajan
Thiagarajar School of Management

MoU
with
Saito University College SDN. BHD,

Dated this 23 day of January, 2020

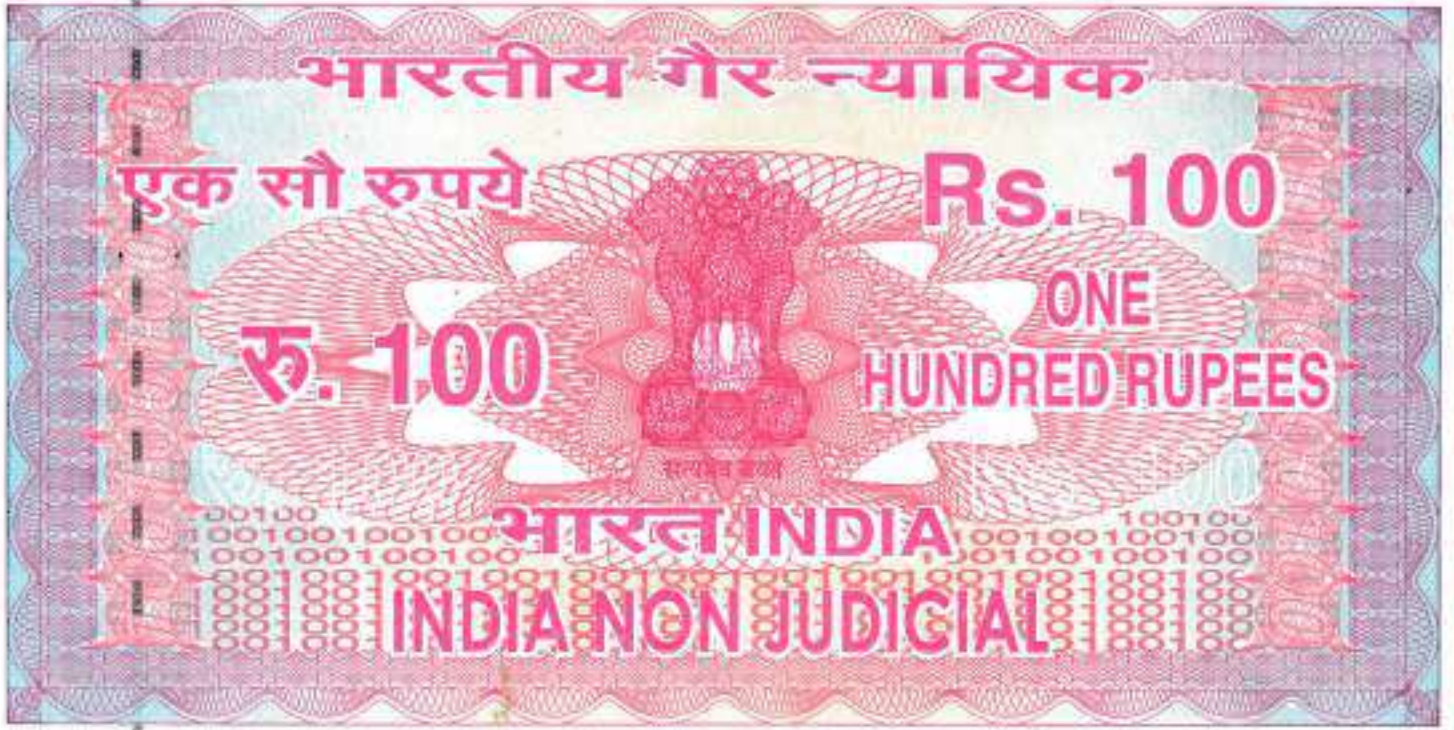
BETWEEN

SAITO UNIVERSITY COLLEGE SDN. BHD. (Company No.: 171155-T)

AND

THIAGARAJAR SCHOOL OF MANAGEMENT, MADURAI, TAMILNADU,
INDIA.

MEMORANDUM OF UNDERSTANDING



தமிழ்நாடு தமில்நாடு TAMILNADU

CB 350240


சமீகவாஸகம் ஸ்ரீ ப்ரஸகவாஸகம்
69, குடியாத்த வீதி,
பாபநாசுலம் (தமிழ்நாடு)
தொலைபேசி: 0437228228

THIAGARAJAR SCHOOL OF
MANAGEMENT,
MADURAI-5.

2019

22/1/2020

MEMORANDUM OF UNDERSTANDING

This MEMORANDUM OF UNDERSTANDING (hereinafter referred to as "MoU") is made and entered into this 23 day of January 2020

BETWEEN

SAITO UNIVERSITY COLLEGE SDN. BHD. (Company no. 171155 - T), of No. 18, Jalan Tengah, 46200 Petaling Jaya, Selangor Darul Ehsan, Malaysia (hereinafter referred to collectively as "SAITO UC") of the first part and shall include its lawful representatives and permitted assigns of the other part;

AND

THIAGARAJAR SCHOOL OF MANAGEMENT managed by
MANICKAVASAGAM CHARITABLE FOUNDATION,



a trust constituted as a Public Charitable Trust in India having its registered address at Pamhan Swami Nagar, Thirupparankundram, Madurai-625005 (hereinafter referred to as "TSM"), and shall include its lawful representatives and permitted assigns of the other part;

(Saito UC and TSM shall hereinafter be referred to singularly as "**the Party**" and collectively as "**the Parties**").

WHEREAS

1. SAITO UC and TSM wish to develop a structured progression pathway for TSM students, develop academic exchanges and cooperation in reaching and research in furtherance of the advancement and dissemination of learning.
2. Both Parties desire to cooperate with a view to the achievement of their common aims, in particular with regard to the promotion of activities related to the development and expansion of knowledge the disciplines agreed, on the basis of equality and mutual benefit.
3. The Parties are desirous of entering into this MoU to declare their respective intentions and to establish a basis of co-operation and collaboration between the Parties upon the terms as contained herein.

HAVE REACHED AN UNDERSTANDING as follows:

ARTICLE I

OBJECTIVE

The Parties, subject to the terms of this MoU and the laws, rules, regulations and national policies from time to time in force in each Party's country, will endeavour to strengthen, promote and develop co-operation between the Parties on the basis of equality and mutual benefit.

ARTICLE II

AREAS OF CO-OPERATION

1. Each Party will, subject to the laws, rules, regulations and national policies from time to time in force, governing the subject matter in their respective countries, endeavour to take necessary steps to encourage and promote co-operation in the following areas:
 - (a) academic programmes;
 - (b) executive and professional programmes;
 - (c) franchise programmes;
 - (d) research and development;
 - (e) student and faculty exchange
 - (f) Corporate Social Responsibility; and
 - (g) any other areas of co-operation to be mutually agreed upon by the Parties.

2. For the purpose of implementing the co-operation in respect of any areas stated in paragraph 1, this MoU will be superseded by a legally binding agreement subject to terms and conditions as mutually agreed upon by the Parties including clauses on "confidentiality", "suspension", "protection of intellectual property rights" and "settlement of dispute" as contained in Annexure A of this MoU.

ARTICLE III

FINANCIAL ARRANGEMENTS

1. This MoU will not give rise to any financial obligation by one Party to other.
2. Each Party will bear its own cost and expenses in relation to this MoU.

ARTICLE IV

EFFECT OF MEMORANDUM OF UNDERSTANDING

This MoU serves only as a record of the Parties' intentions and does not constitute or create, and is not intended to constitute or create obligations under domestic or international law and will not give rise to any legal process and will not be deemed to constitute or create any legally binding or enforceable obligations, express or implied.

ARTICLE V

NO AGENCY

Nothing contained herein is to be construed so as to constitute a joint venture partnership or formal business organization of any kind between the Parties or so to constitute either Party as the agent of the other.

ARTICLE VI

ENTRY INTO EFFECT AND DURATION

1. This MoU will come into effect on the date of signing and will remain in effect for a period of **THREE (3)** years.
2. This MoU may be extended for a further period as may be agreed in writing by the Parties.
3. Notwithstanding clause 1 and 2 above, either party may, by giving three (3) months' prior notice to the other party (the "Notice Period"), terminate this MoU without having to give any reason whatsoever, and upon expiry of the said notice, this MoU shall be deemed to have been terminated and shall have no further effect whatsoever.

ARTICLE VII

NOTICES

Any communication under this MoU will be in writing in the English language and delivered by registered mail to the address or sent to the electronic mail address, shown below or to such other address or electronic mail address or facsimile number as either Party may have notified the sender and shall, unless otherwise provided herein, be deemed to be duly given or made when delivered to the recipient at such address or electronic mail address or facsimile number which is duly acknowledged:

For SAITO UC:

Mr. Zahar Ali

Director of Operation and Special Projects

Saito University College

No. 18, Jalan Tengah, 46200 Petaling Jaya, Selangor, Malaysia

For TSM:

Director

THIAGARAJAR SCHOOL OF MANAGEMENT


Pamban Swami Nagar, Thirupparankundram, Madurai-625005

The foregoing record represents the understandings reached between SAITO UC and TSM upon the matters referred to therein.

[THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the undersigned, being duly authorised by their respective organisations, sign this MoU on the date as above written at Madurai.

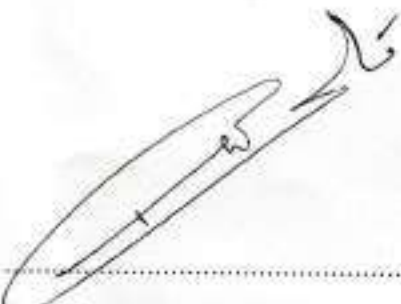
Signed by]
For and on behalf of]
SAITO-UC]
Malaysia]


.....
Professor. Dr. Vinitha Guptan
Deputy Vice Chancellor

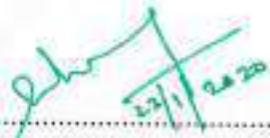
In the presence of


.....
Associate Professor Dr. Kulandasamy Raja Gopal
Registrar

Signed by]
For and on behalf of]
TSM]


.....
Professor. Dr. Murali Sambasivan
Director, Thiagarajar School of Management
Pamban Swami Nagar, Thirupparankundram, Madurai-625005

In the presence of


.....
Dr. M. Selvalakshmi
Principal

PROTECTION OF INTELLECTUAL PROPERTY RIGHTS

1. The protection of intellectual property rights shall be enforced in conformity with the respective national laws, rules and regulations of the Parties and with other international agreements signed by both Parties.
2. The use of the name, logo and/or official emblem of any of the Parties on any publication, document and/or paper is prohibited without the prior written approval of either Party.
3. Notwithstanding anything in paragraph 1 above, the intellectual property rights in respect of any technological development, and any products and services development, carried out –
 - (i) Jointly by the Parties or research results obtained through the joint activity effort of the Parties, shall be jointly owned by the Parties in accordance with the terms to be mutually agreed upon; and
 - (ii) Solely and separately by the Party or the research results obtained through the sole and separate effort of the Party, shall be solely owned by the Party concerned.

CONFIDENTIALITY

1. Each Party shall undertake to observe the confidentiality and secrecy of documents, information and other data received from or supplied to, the other Party during the period of the implementation of this Memorandum of Agreement or any other agreements made pursuant to this Memorandum of Agreement.
2. For purposes of paragraph 1 above, such documents, information and data include any document, information and data which is disclosed by a Party (the Disclosing party) to the other Party (the Receiving party) prior to, or after, the execution of this Memorandum of Agreement, involving technical, business, marketing, policy, know-how, planning, project management and other documents, information, data and/or solutions in any form, including but not limited to any document, information or data which is designated in writing to be confidential or by its nature intended to be for the knowledge of the Receiving party or if orally given, is given in the circumstances of confidence.
3. Both Parties agree that the provisions of this Article shall continue to be binding between the Parties notwithstanding the termination of this Memorandum of Agreement.

SUSPENSION

Each Party reserves the right for reasons of national security, national interest, public order or public health to suspend temporarily, either in whole or in part, the implementation of this Memorandum of Agreement which suspension shall take effect immediately after notification has been given to the other Party through diplomatic channels.

SETTLEMENT OF DISPUTES

Any difference or dispute between the Parties concerning the interpretation and/or implementation and/or application of any of the provisions of this Memorandum of Agreement shall be settled amicably through mutual consultation and/or negotiations between the Parties through arbitration & territorial jurisdiction, without reference to any third party or international tribunal.

MoU

with

The University Technology, Brunei

MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING ("MoU") is made on the 25/08/2020 current date of signing ("Effective Date").



BETWEEN

UNIVERSITI TELEKOM SDN BHD (Company No. 199701021324 (436821-T)), a company duly incorporated under the Malaysian Companies Act 1965 (which has been repealed and superseded by the Malaysian Companies Act 2016) and remains validly incorporated under the Malaysian Companies Act 2016 and having its registered office at Level 51, North Wing, Menara TM, Jalan Panai Baharu, 50672 Kuala Lumpur (hereinafter referred to as "UTSB") of the one part;

AND

THIAGARAJAR SCHOOL OF MANAGEMENT, an educational institution managed by **MANICKAVASAGAM CHARITABLE FOUNDATION**, a trust constituted as a Public Charitable Trust in India incorporated under the laws of India, whose registered office is at Pamban Swami Nagar, Tirupparankundram, Madurai-625005 (hereinafter referred to as the "Company/Educational Institution") of the other part.

UTSB and Company/Educational Institution shall collectively be referred to as the "**Parties**" and individually as the "**Party**".

WHEREAS:-

- A. UTSB is the registered owner of Multimedia University ("MMU"), a private university registered under the Malaysian Private Higher Educational Institutions Act 1996, which offers tertiary level education and training in the areas, amongst others, multimedia technology, engineering, information technology, creative multimedia & business management and has the expertise and the capability to provide management, research and development, consultancy services and advancement of technology in the education industry. Reference to "UTSB" and "MMU" shall be used interchangeably, wherever appropriate.
- B. Company/Educational Institution is an higher learning institution.
- C. The Parties hereto wish to explore potential academic collaboration opportunities as further described in Paragraph 2 below ("**Project**").
- D. The Parties acknowledge that as a first step in understanding the opportunities available for the Project, the Parties wish to record their current basic understandings, principles and terms in this MoU.

NOW THEREFORE, the Parties agree to describe herein the mutual intent and understandings of the Parties in pursuit of the objectives for the Project, as follows: -

1. DURATION

This MoU shall become effective as of the Effective Date and shall continue in effect until:

- (a) the definitive agreement ("Definitive Agreement") is finalized and signed by the Parties; or
- (b) a period of **twenty-four (24) months** from the Effective Date; or
- (c) such time when any Party exercise its right as provided under Paragraph 7 (Withdrawal), namely upon the lapse of fourteen (14) working days from the date of the written notice to withdraw from this MoU,

whichever is earlier; save for those obligations expressed herein to survive the termination and/or expiration of this MoU.

2. INTENTION OF THE PARTIES

Parties intend to discuss and enter into a Definitive Agreement, amongst others, for the following matters:

- (a) work together in good faith to examine and determine the feasibility of pursuing the Project in relation to the following areas:
 - (i) academic programmes;
 - (ii) executive and professional programmes;
 - (iii) franchise programmes;
 - (iv) research and development;
 - (v) student and faculty exchange;
 - (vi) Corporate Social Responsibility; and
 - (vii) exchange of publications, academic materials and other information
 - (viii) any other areas of co-operation to be mutually agreed upon by the Parties
- (b) to establish a joint working team, if necessary, to effectively and efficiently examine the feasibility of the Project.

3. NON BINDING OBLIGATIONS

This MoU is intended to be a summary of the current intentions and understandings of the Parties with respect to the intended Project and it is expressly understood that:-

- (a) The terms and conditions in Paragraphs 3 (Non-Binding Obligations), 6 (Confidentiality), 7 (Withdrawal) and 9 (General Provisions) of this MoU constitute a legally binding obligations, duties and/or agreement between the Parties
- (b) This MoU is not intended to, and does not, constitute a legally binding obligation or an agreement to enter into any financial or other arrangement or any agreement.
- (c) Save and except for Paragraphs 1 (Duration), 3 (Non-Binding Obligations), 4 (Obtaining Approvals and Licenses), 5 (Agreement Principles), 6 (Confidentiality), 7 (Withdrawal) and 9 (General Provisions) of this MoU, which shall be binding on the Parties hereto, other provisions of this MoU are mutually non-binding.
- (d) Save and except expressly provided herein, and to the extent it is expressly set out thereto, **nothing in this MoU** shall be construed in any manner whatsoever as:

- (i) Parties have reached finality in arranging all the terms of the subject matter in discussion of this MoU and/or the Definitive Agreement, or Parties intend to be immediately bound to the performance of those terms; and/or
 - (ii) Parties have completely agreed upon all the terms of the subject matter in discussion of this MoU and/or the Definitive Agreement and intend no departure from or addition to, what were discussed or about to discuss, the terms, express or implied.
- (c) Save and except for the terms expressly provided in Paragraph 3(c) and to the extent it is expressly set out in the clauses referred to in Paragraph 3(c) hereto, it is unconditionally and irrevocably agreed that the intention of the Parties is not to make a concluded bargain at all in respect of the subject matter in discussion under this MoU and the intended Definitive Agreement, unless and until Parties sign and execute the Definitive Agreement. For the avoidance of doubt, it is expressly agreed, understood and acknowledged that:
- (i) Parties have not reached finality in arranging all the terms of the Definitive Agreement, and there is no concluded binding contract until and unless the Definitive Agreement is duly signed and executed by both the Parties;
 - (ii) Parties do not intend to be immediately bound to the performance of those terms until the fuller and more precise terms in the Definitive Agreement have been duly agreed AND both Parties have duly signed and executed the Definitive Agreement; and
 - (iii) Parties have not completely agreed upon all the terms of the Definitive Agreement, whether express or implied, irrespective of any performance thereof until and unless Parties duly sign and execute the Definitive Agreement.

4. OBTAINING APPROVALS AND LICENSES

Save and except for the rights and obligations as set out in Paragraphs 3 (Non-Binding Obligations), 6 (Confidentiality), 7 (Withdrawal) and 9 (General Provisions), which bind the Parties herein, the implementation by the Parties of this MoU and the discussion and negotiation of the terms of the Definitive Agreement is contingent upon obtaining and the continuance of such approvals, consents, authorizations, licenses and permits from the appropriate governments, statutory and regulatory authorities, as well as the internal corporate approvals, as may be required or deemed to be necessary by the Parties and as may be satisfactory to them. The Parties shall use all reasonable efforts to obtain and to have continued in effect approvals, consents, authorizations, licenses, permits and other requirements.

5. AGREEMENT PRINCIPLES

- 5.1. Without prejudice to Parties' right as set out under Paragraph 7 (Withdrawal), and subject always to Paragraph 7 (Withdrawal), the objective of the Parties is to discuss and produce the Definitive Agreement containing such terms and conditions governing the intended Project which are mutually agreeable to the Parties.
- 5.2. Each Party will be responsible for its own expenses during the discussions in connection with this MoU, and all discussions shall be done in good faith for the mutual benefit of both Parties involved. Any action taken in reliance on the understanding expressed in this MoU shall be at the Parties' own risk.

6. CONFIDENTIALITY

6.1 Both Parties hereby agree to treat all information, documents and personal data (if any) provided under this MoU as confidential and to maintain the secrecy of the said information without divulging it to any unauthorised third party and not to use the said information for any other purposes as mentioned herein.

6.2. If both Parties had executed any Non-Disclosure Agreement ("NDA") in relation to the purposes or intentions mentioned in this MoU, the said NDA will bind the confidentiality obligations of the Parties

7. WITHDRAWAL

Notwithstanding the generality of the provisions stipulated herein, any Party may withdraw from this MoU at any time by giving fourteen (14) working days' written notice to the other Party without assigning any reasons, PROVIDED ALWAYS THAT the withdrawing Party shall be bound by the provisions as set forth in Paragraph 6 (Confidentiality) herein. Parties shall not be liable to each other for any damages whatsoever including, without limitation, direct, indirect, speculative, incidental, special or consequential damages in connection with the exercise of their rights under this Paragraph

8. FURTHER UNDERTAKINGS

Without prejudice to Parties' right as set out under Paragraph 7 (Withdrawal), and subject always to Paragraphs 1 (Duration) and 7 (Withdrawal), each Party hereby covenants and undertakes to perform their respective obligations and to act at all times in good faith in implementing this MoU.

9. GENERAL PROVISIONS

9.1. GOVERNING LAW AND JURISDICTION

This MoU will be governed by and construed in accordance with the laws of Malaysia and the Parties irrevocably submit to the exclusive jurisdiction of the Courts of Malaysia.

9.2. DISPUTE RESOLUTION

9.2.1. Any difference or dispute between the Parties concerning the interpretation and/or implementation of any of the provisions of this MoU shall be settled amicably through mutual consultation and/or negotiations between the Parties

9.2.2. If the dispute or difference is failed to be resolved amicably, it shall be settled through court process. For this purpose, the Parties agree that the Courts in Malaysia shall have exclusive jurisdiction.

9.3. NOTICES

9.3.1. All communications hereunder shall be given or made in writing, in English and may be delivered either by hand, email, ordinary mail, registered mail, air mail or facsimile to the other Party and shall be addressed to the other Party at its address specified herein and/or such other addresses as notified from time to time.

9.3.2. Any notice required to be given hereunder shall be deemed to have been received: -

- (i) in the case of delivery in person – when delivered;
- (ii) in the case of service by registered post or air mail – within four (4) to six (6) working days; or
- (iii) if sent by facsimile or other electronic means of communication – within twenty-four (24) working hours subject to the proof of successful transmission.

For Company/Educational Institution:

Address: (THLAKARAJAR SCHOOL OF MANAGEMENT, Panaban Swami
Nagar, Thirupparenkundram, Madurai-625005

Attention: Professor Dr. Murali Sambasivan, Director

Email Address: director@tsm.ac.in

For UTSB:

Address: Faculty of Management, Multimedia University, Persiaran
Multimedia, 63100 Cyberjaya, Selangor, Malaysia

Attention: To Dr. Magiswary Dorasamy

Email Address: magiswary.dorasamy@mmu.edu.my

9.4. INTELLECTUAL PROPERTY RIGHTS

All existing intellectual property rights of any Party, including any development, adaptation, modification or derivative rights shall belong and remain with such Party. Nothing in this MoU is intended to transfer or assign or grant any intellectual property rights to each other.

9.5. AMENDMENTS AND VARIATIONS

Wherever it becomes necessary, this MoU may be varied or amended by mutual agreement in writing by the Parties and such variations or amendments shall be part of this MoU.

9.6. RELATIONSHIP

Nothing contained herein shall be construed to imply a partnership, joint venture, principal/agent or an employer/employee relationship between the Parties and neither Party shall have any right, power or authority to create any obligation, express or implied on behalf of the other.

9.7. COUNTERPARTS

This MoU may be executed in several counterparts, each of which shall be deemed an original and all of which shall constitute one and the same instrument, and shall become effective when counterparts have been signed by each of the Parties and delivered to the other Party; it being understood that all Parties need not sign the same counterparts.

9.8. LIMITATION OF LIABILITY

In no event shall either Party be liable to the other for any damages whatsoever including, without limitation, direct, indirect, speculative, incidental, special or consequential damages in connection with performance under this MoU.

9.9. LANGUAGE

Should this MoU be translated into any language other than English, the English version shall prevail on any question of interpretation, conflict between the translated MoU and/or otherwise.

(The remainder of this page is intentionally left blank)

IN WITNESS WHEREOF, the Parties hereto have caused this MoU to be duly executed on the day and year first above mentioned.

SIGNED by
for and on behalf of
UNIVERSITI TELEKOM SDN. BHD.
(registered owner of MULTIMEDIA
UNIVERSITY)

)
)
)
.....
PROF. HO CHIN KUAN
Designation: Acting President

in the presence of:-



.....
Name: Dr. Mohd Fairuz Ahd Razim
Designation: Dean

PROF DR. HO CHIN KUAN
Vice President
(Academic & Internationalisation)
Multimedia University
Persiaran Multimedia, 63100 Cyberjaya
Selangor Darul Ehsan, Malaysia

SIGNED by
for and on behalf of
(Company/Educational Institution)
(Registration No.)

)
)
)
)
.....
Name: Professor Dr. Murali Sambasivan
Designation: Director

in the presence of:-



.....
Name: Professor Dr. Murali Sambasivan
Designation: Director



Name: Professor Dr. M. Selvalakshmi
Designation: Principal

MOU

The University Technology, Brunei

- The Universiti Teknologi Brunei, is an Engineering and Technology University in Brunei.
- Specialization areas are Engineering, Business School, Computing, Applied Sciences & Mathematics, and Design.
- Quacquarelli Symonds World University Ranking 379 out of 4763 institutions
- QS Asia University Rank – 137



MEMORANDUM OF UNDERSTANDING

BETWEEN

UNIVERSITI TEKNOLOGI BRUNEI (UTB)

AND

**THIAGARAJAR SCHOOL OF MANAGEMENT
(TSM)**

For and on behalf of UNIVERSITI TEKNOLOGI BRUNEI	For and on behalf of THIAGARAJAR SCHOOL OF MANAGEMENT
	
PROFESSOR DR. DAYANG HAJAH ZOHRAH BINTI HAJI SULAIMAN Vice-Chancellor	B.T. BANGERA Chairman, Board of Governors
29 March 2022	21/03/2022
Date: 	Date: 
Witnessed by: UTB School of Business	Witnessed by: Thiagarajar School of Management
	
DR. MOHAMED SALEEM NAZMUDEEN Deans, UTB School of Business	DR. MURALI SAMBASIVAN Professor and Director,
29/3/2022	21 MARCH 2022
Date: 	Date: 

- MOU Finalized on 29th March 2022
- Activities under MOU
- Ph.D. Supervisor Exchanges as per Expertise
- Faculty exchange for teaching – Activity Initiated
- Research Scholar Exchange
- MBA & PGDM students Exchange program
- Research Visit – Short Term
- Organizing joint workshop and conferences
- Joint Research publications
- Support for Research publications in terms of Mentoring

MoU

with

The University of Michigan-Dearborn

Master of Science Program Agreement
Between
The Regents of The University of Michigan
On behalf of
The University of Michigan-Dearborn College of Business
And
Thiagarajar School Of Management (TSM)

This Master of Science Program Agreement ("Agreement") is made between the Regents of the University of Michigan, a Michigan Constitutional corporation, on behalf of the University of Michigan-Dearborn College of Business ("UM-D"), located in Dearborn, Michigan, United States of America, and Thiagarajar School of Management ("TSM"), located in Madurai, Tamil Nadu, India, to set forth the parties' respective administrative responsibilities in connection with the collaborative education initiative described and established herein. The following terms and conditions of this Agreement shall be observed.

1. Master of Science Program

- A. UM-D has developed courses and materials for Master of Science ("MS") degree programs in Business Analytics, Finance, Information Systems, and Supply Chain Management. Each degree program consists of thirty (30) credit hours of approved graduate coursework as prescribed in their respective curricula. Some programs may also have prerequisites that need to be satisfied.
- B. UM-D will accept applications from a cohort of TSM students into the MS degree programs. Students must have satisfactorily completed an undergraduate degree program and at least four (4) years of postsecondary education, and will follow UM-D's normal admissions procedures to these programs. UM-D reserves the right to require TSM student candidates to complete standard admission forms/applications and provide any other necessary documents. UM-D shall provide assistance with enrollment and information on courses of study. This Agreement does not guarantee TSM students acceptance into UM-D; TSM students will be considered for admission on an equal basis with all other applicants provided that they meet the prerequisites and requirements for admission to UM-D. UM-D reserves the right of final approval on the admission of a TSM student.
- C. TSM students are not required to submit TOEFL scores for admission to MS programs at UM-D.
- D. TSM students will be required by UM-D to take either the Graduate Management Admission Test ("GMAT") or the Graduate Records Examination Test ("GRE") and earn a total GMAT score of at least 550 (or equivalent GRE score). However, applicants who satisfy any of the following conditions are not required to submit GMAT or GRE scores:
 - (1) Earned an undergraduate degree from TSM within the previous five (5) years with a 3.0 cumulative or post-60 GPA on a 4-point, US-equivalent scale, or 7.5 on TSM's 10-point scale.
 - (2) Completed at least twenty-four (24) graduate hours at TSM within the previous five (5) years with a 3.0 graduate GPA on a 4-point, US-equivalent scale, or 7.5 on TSM's 10-point scale.
 - (3) Met one (1) of the other GMAT/GRE waiver conditions currently recognized in COB (see "Requirements" at <http://umdearborn.edu/cob/graduate-programs/admission>).

Notwithstanding any of the above conditions, UM-D reserves the right to require the GMAT or GRE of any graduate applicant. UM-D will consider all GMAT and GRE scores submitted to UM-D, even if the TSM student qualifies for a waiver.

- E. UM-D will admit a yearly cohort of a minimum of fifteen (15) TSM students (total over all degree programs). UM-D and TSM will establish the maximum size of the cohort on a case-by-case basis.
- F. For TSM students admitted enrolled in UM-D under this Agreement, the following special conditions apply:
- (1) The degree programs will run each year for twelve (12) consecutive months commencing in September and consisting of the following terms: a Fall term from September through December; a Winter term from January through April; a Summer term ("Summer A") in May and June, and a second Summer term ("Summer B") in July and August. It is expected that TSM students will complete their MS degree by August (i.e., within twelve [12] months of initial enrolment). Under special conditions, initial enrolment in July (i.e., "Summer B" term of the preceding year) may be allowed.
 - (2) Completed applications (including official transcripts and all official test scores) must be submitted to and received by UM-D by March 31 each year to facilitate the cohort starting their MS program that year.
 - (3) TSM students will be required by UM-D to be physically present on campus at UM-D during the Fall and Winter terms, and be enrolled in at least nine (9) credit hours of approved graduate coursework during each term, i.e., a total of a minimum of eighteen (18) credit hours over the two (2) terms. The maximum allowed credit hours in either term is twelve (12).
 - (4) Any remaining credit hours needed for the UM-D MS degree can be completed during either or both of the Summer terms via approved graduate course work either physically at UM-D's campus, or via distance education, or via a hybrid model.
 - (5) In selected cases, UM-D will review and consider credit transfers for appropriate graduate level courses not taken at UM-D. UM-D's normal credit transfer policies will apply. A minimum grade of "B," or 3.0 on a 4-point, US-equivalent scale, or 7.5 on TSM's 10-point scale, is required for each transferred course.
 - (6) All TSM student tuition and fees for studies at UM-D will be established and collected by UM-D. TSM shall have no claim to these monies, and waives all rights to commission of TSM student fees paid to UM-D.
 - (7) For each TSM student admitted to a UM-D MS program under this Agreement, UM-D will provide a scholarship equal to eighty percent (80%) of the difference between the resident (in-state) and non-resident (out-of-state) tuition and fees.
 - (a) TSM students will be required by UM-D to maintain a minimum GPA of 3.0 (on a 4.0 scale; calculated based only on courses taken at UM-D) while enrolled at UM-D to retain their eligibility for the scholarship.
 - (b) The scholarship will be valid for the duration of the TSM student's UM-D MS degree program as specified in Section F(1) of this Agreement. The scholarship may be renewed by UM-D, in its sole discretion, for an additional Fall term if

needed by the TSM student to complete the UM-D MS degree for which he/she is enrolled.

- (8) All other costs/expenses (e.g., travel, housing, meals, health insurance, transportation, etc.) are the responsibility of each TSM student. Neither TSM nor UM-D will be responsible for such costs/expenses.
- (9) TSM students can sign up for University of Michigan-Dearborn on-campus housing and student meal plans, subject to availability.

2. **Visa/Immigration Requirements**

TSM students are responsible for complying with all visa/immigration requirements, laws, and regulations of the United States of America, including obtaining and maintaining the appropriate visa and/or permits needed for participation in their UM-D MS program during the entire term of their program. TSM students will be issued the necessary immigration documents by UM-D to obtain the appropriate visa. UM-D shall bear no responsibility for those TSM students who fail to obtain and maintain any visas and/or permits or who fail to comply with the visa/immigration requirements, laws, and regulations of the United States of America for any reason whatsoever. Each TSM student must keep UM-D informed of any changes in his/her immigration status. TSM students are responsible to pay any fees or amounts required to maintain valid legal status in the United States of America, including, but not limited to, required visa application, permit, and/or associated immigration fees.

3. **Medical Costs**

UM-D will assume no obligations for payment of medical insurance and medical or dental treatment costs of TSM students. TSM students will be required to carry adequate international health insurance and provide proof to UM-D that their insurance will cover the costs of health care during the period of their UM-D MS program. If necessary, UM-D will assist in obtaining appropriate insurance, but such assistance does not include financial assistance. TSM students who enter the United States of America on immigration documents issued by UM-D will be required to have insurance that meets the specific standards described at <https://internationalcenter.umich.edu/resources/healthins/waiver#standards> or to purchase the University of Michigan's health insurance plan for international students and scholars.

4. **Rules and Regulations**

Each TSM student will be required to comply with the laws of the United States of America as well as the rules and regulations and of UM-D and TSM. Any breach of UM-D rules and regulations will be dealt with in accordance with the established policies and procedures of UM-D in consultation with TSM.

5. **Withdrawal**

UM-D shall have the right to require a participating TSM student to withdraw from their UM-D MS program and UM-D at any time if the TSM student's work or behavior has not met the requirements of UM-D. This right will not be exercised without UM-D's prior consultation with TSM. For suspension and reinstatement of study, TSM students must follow the applicable regulations of both parties.

6. **Education Records**

The parties acknowledge and agree that UM-D is subject to—and many student records and other personally identifiable information regarding students ("Education Records") are protected by—the U.S. Family Educational Rights and Privacy Act (FERPA) and its implementing regulations. The parties further acknowledge and agree that UM-D will comply with all applicable statutes, rules, and regulations

respecting the maintenance of and release of information from such Education Records. TSM agrees it will not release information contained in these Education Records and reports, but shall instead refer all requests for information respecting such Education Records to UM-D.

7. Intellectual Property

The parties agree that TSM students participating in a MS program at UM-D shall be responsible for complying with intellectual property, privacy, and export laws and regulations of the United States of America and the State of Michigan.

8. Non-Discrimination

Both parties subscribe to a policy of equal opportunity and do not discriminate on the basis of gender, age, race, ethnicity, national origin, or religion. Both parties shall abide by these principles in the administration of this Agreement and any Collaborative Education Program under this Agreement, and neither party shall impose criteria for TSM student participation in any of the MS programs that would violate the principles of non-discrimination. In addition, UM-D accepts students without regard for sexual orientation (including gender identity and gender expression) in accordance with the policies of the Regents of the University of Michigan.

9. Insurance; Indemnification

A. Each party will maintain, at its own cost and expense, appropriate and/or legally-required levels of professional liability insurance or self-insurance, commercial general liability insurance or self-insurance, and worker's compensation insurance to cover its operations, facilities, employees, and students (including TSM students, as applicable) under this Agreement. Evidence of such insurance will be provided by each party to the other party upon request.

B. Compliance with the foregoing requirements as to carrying insurance and furnishing evidence of such will not relieve either party of its liabilities and obligations under this Agreement.

C. TSM shall defend, indemnify and hold harmless UM-D, its board members, officers, employees, agents, and students from and against any costs, losses, damages, liabilities, expenses, demands and judgments, including court costs and attorney fees, which may arise out of TSM's acts or omissions under this Agreement.

10. Financial Obligations; Limitation of Resources Committed

Neither party shall assume any financial obligations under this Agreement except as specifically provided for. This Agreement does not create an obligation for either party to provide resources necessary to carry out any part of the Agreement except as approved by the party responsible for providing those resources.

11. Relationship of Parties

This Agreement shall not be construed to create any agency, partnership, joint venture, or employment relationship between the parties. In the performance of their respective duties and obligations under this Agreement, each party is acting as an independent contractor and each is responsible only for its own conduct.

12. Use of Names, Marks, Logos

Neither party will use the other party's names, marks, or logos in any advertising, promotional or sales literature/material, press release, publication, public announcement, or through any other media.

written, oral, or otherwise, without first obtaining the express written consent of the other party. Prior written consent will not be required for use of the other party's name in the context of factual or descriptive statements regarding the subject matter of this Agreement.

13. Assignment/Transfer

This Agreement shall not be assigned or transferred by either party without the written approval of the other party.

14. Non-Exclusive Agreement

This Agreement should not be construed as an exclusive contract and the parties, at their option, may enter into similar agreements with other institutions.

15. Term and Termination

- A. This Agreement commences as of the date the last signature by the parties and will be in effect for a period of five (5) years.
- B. This Agreement may be terminated by either party by providing the other party with at least six (6) months' prior written notice.
- C. In the event of termination or expiration of this Agreement, the parties shall cooperate and use their reasonable efforts to let current TSM students complete their MS already in progress at UM-D pursuant to this Agreement.

16. Governing Law, Construction; Dispute Resolution

- A. This Agreement shall be governed by and construed under the laws of the State of Michigan without regard for principles of choice of law.
- B. The parties will attempt to settle any claim or controversy arising from this Agreement through consultation and negotiation in good faith and a spirit of mutual cooperation. The dispute will be escalated to appropriate higher-level managers of the parties, if necessary.

17. Notices

Any notices required to be given under this Exchange Agreement shall be directed and sent to:

UM-D:	Attn:	Dr. Michael Kamen
	Address:	Director of Graduate Programs College of Business University of Michigan-Dearborn
	Telephone:	+1 (313) 593-6469
	Email:	mkamen@umich.edu
TSM:	Attn:	Dr. Nachiketas Nandakumar
	Address:	Coordinator, International Programs Thiagarajar School of Management
	Telephone:	+91 7397141086
	Email:	nachiketas@tsm.ac.in

18. Force Majeure

Neither TSM nor UM-D shall be liable for failure to perform its respective obligations under the Agreement when failure is caused by fire, explosion, water, act of God, civil disorder or disturbances, strikes, vandalism, war, riot, sabotage, weather and energy related closings, pandemic or epidemic, or like causes beyond the reasonable control of the party ("Force Majeure Event"). In the event that either party ceases to perform its obligations under this Agreement due to the occurrence of a Force Majeure Event, the party shall: (a) as soon as practicable notify the other party in writing of the Force Majeure Event and its expected duration; (b) take all reasonable steps to recommence performance of its obligations under this Agreement as soon as possible, including, as applicable, abiding by the disaster plan in place for UM-D. In the event that any Force Majeure Event delays a party's performance for more than thirty (30) calendar days following notice by the delaying party pursuant to this Agreement, the other party may terminate this Agreement immediately upon written notice.

19. Entire Agreement; Amendment

This Agreement represents the whole, full, and complete agreement by and between the parties regarding the subject matter and supersedes all other agreements between the parties regarding the subject matter. No amendments, changes, additions, deletions, or modifications to or of this Agreement, including this provision, shall be valid unless reduced to writing and signed by authorized representative of the parties.

**THE REGENTS OF THE
UNIVERSITY OF MICHIGAN**



Domenico Grasso
Chancellor
The University of Michigan-Dearborn
July 26, 2021

Date

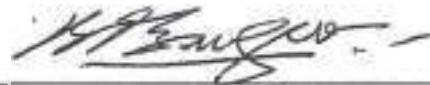
Acknowledged by:
**THE UNIVERSITY OF MICHIGAN-DEARBORN
COLLEGE OF BUSINESS**



N. Raju Balakrishnan
Dean

Date July 23, 2021

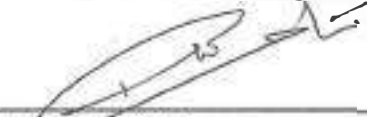
THIAGARAJAR SCHOOL OF MANAGEMENT (TSM)



B. T. Bangera
Chairman, Board of Governors
Thiagarajar School of Management

Date 23 July 2021

Acknowledged by:
THIAGARAJAR SCHOOL OF MANAGEMENT



Dr. Murali Sambasivan
Professor and Director, TSM

Date 23 JULY 2021

MoU

with

The University of Wisconsin-Milwaukee

MASTER'S DEGREE AGREEMENT

Between

Thiagarajar School of Management

And

The Board of Regents of The University of Wisconsin System on behalf of
The University of Wisconsin-Milwaukee

In consideration of the promotion of educational cooperation and educational exchanges, and of the cultural relationships between the parties, this agreement ("*Agreement*") has been executed between Thiagarajar School of Management, whose address is at Pamban Swamy Nagar, Madurai District, Thiruparankundram, Tamil Nadu 625005, India ("*TSM*") and the Board of Regents of the University of Wisconsin System on behalf of the University of Wisconsin-Milwaukee, whose address is at 3202 N. Maryland Avenue, Milwaukee, WI 53211, ("*UWM*") and is effective as of November 15, 2021.

WHEREAS, UWM agrees to accept qualified Post Graduate Certificate in Management students from the Thiagarajar School of Management, to pursue a Master of Science degree in Accounting (MSA), Information Technology Management (MS-ITM) or Marketing (MSM) ("*the Programs*") offered by the Sheldon B. Lubar School of Business ("*LSB*"), enabling participating TSM students to earn two degrees. Students will be awarded a separate degree from each institution upon completion of the respective institution's graduation requirements.

WHEREAS, this Agreement contains the broad details that define the Programs, as well as the general responsibilities, duties, obligations, and capacities of each party.

Now, THEREFORE, the parties hereby agree to the terms and conditions set forth below:

1. Admission Requirements: TSM students' credential evaluation for admission to the Programs will be completed by UWM. A minimum cumulative undergraduate grade point average (GPA) of 2.75 on a 4.0 scale, or an equivalent measure on a grading system that does not use a 4.0 scale from a regionally accredited institution.

Submission of a GRE or GMAT score is required unless the applicant meets one of the following criteria:

1. Has an undergraduate degree from an AACSB or ABET accredited institution with a 2.75 GPA or higher with at least three (3) years of relevant work experience, OR
2. Has an undergraduate degree from a regionally accredited institution with a:
 - 3.20 GPA and two years of work experience or
 - 3.00 GPA and five years of work experience or

- 3.00 GPA and grade of "B" or better in two quantitative college-level courses;
OR
- 3. Completion of a graduate degree with a minimum 3.00 GPA; OR
- 4. Completion of a professional certificate (i.e., CFA, CPA, Six Sigma, etc.).

All TSM students applying to the Programs must meet the current minimum English proficiency requirements for regular admission, as posted on the UWM website.

Admission decisions are made by UWM after the evaluation of all materials submitted as part of the admissions packet (See Section 3).

2. Credit Requirements: The total number of credits for completing the Master of Science degree in Accounting, Information Technology Management or Marketing is 30 (See Appendix A). In addition, students could require additional foundation courses (see Appendix A). TSM students may apply a maximum of 6 credits towards the completion of the courses in the Programs (See Appendix B). These credits must have been taken no more than five years prior to the date of matriculation at UWM. The applied credits may not have been used to attain a previously earned degree.

3. Application Process: TSM will forward electronic copies of resume, transcripts, and other supporting documents to LSB for all students interested in the Programs. Unofficial documents will be acceptable at this stage. Once LSB prequalifies students for the Programs, they then need to complete UWM's online application, upload all documents and pay the UWM application fee no later than July 15th for the fall semester and no later than December 1st for the spring semester. UWM and LSB will evaluate each application using the appropriate standards for admission. UWM will inform TSM regarding the disposition of each applicant.

All qualified students must submit the following in order to be fully admitted to UWM:

- UWM admission application
- Official copies of transcripts and degree certificates from all postsecondary institutions attended
- Official GMAT or GRE scores must be sent directly from Pearson VUE or ETS
- Updated resume
- Statement of purpose
- One or two letter(s) of recommendation, preferred but not required
- English proficiency test scores, if required (see UWM website for current English proficiency requirements)

4. Tuition and Fees: TSM students will be charged UWM tuition/fees at the standard non-resident rate per credit hour for the Programs in effect during the relevant semester.

5. Scholarships: TSM students enrolled in the Programs will receive a \$6500 scholarship from the LSB credited over two semesters, i.e., \$3250 in semester one and \$3250 in semester two, to not exceed \$6500 per student, provided: 1) they are not claimed by any recruitment agents, 2)

they pay UWM's non-resident tuition rate, and 3) they are in good academic standing (maintain UWM GPA of 3.0/4.0 while enrolled in the Programs).

6. Marketing and Student Recruitment: TSM will be responsible for marketing the Programs to their students. TSM will bear the entire expense related to marketing and student recruitment activities in India. UWM will provide limited quantities of brochures, logos, and other marketing material. All marketing material used by TSM would need to be approved by UWM. Neither party shall use the other party's trademarks, trade names, service marks, service names, brand names, domain names, URLs or logos or any other licensed mark or intellectual property in any manner without the prior written consent from the other party.

7. Student Academic Advising: LSB academic advisors will provide the required training and study plan templates to TSM academic advisors.

8. Academic Standards: In accordance with UWM policy, TSM students will need to maintain a cumulative GPA of 3.0/4.0 while enrolled in the Program to avoid academic warning or possible academic dismissal.

9. Withdrawal: In the event a TSM student withdraws or is canceled for any reason from the program of study prior to completion, the withdrawal and refund policies of UWM shall apply to the student.

10. Non-Competition: To ensure that the LSB MS programs are clearly identified in the marketplace, TSM will not offer any dual degree Master's programs in Accounting, Information Technology Management and Marketing with other international institutions.

11. Legal Compliance and Liability: TSM is solely responsible for ensuring that the provisions of this Agreement and any actions taken consist with this Agreement are not in violation of Indian law and are compliant with any relevant Indian laws and regulations. TSM will underwrite the full cost of taxes and other regulatory requirements imposed by the local, state and the national governments in India on UWM or its employees and agents. Further TSM agrees to indemnify, defend, and hold UWM harmless from any and all liability and responsibility arising from any failure to comply with this Section 12, whether known or unknown at the time this Agreement is executed.

UWM and TSM agree to comply with all relevant laws and to refrain from taking any actions that will knowingly result in either partner's non-compliance with any applicable laws.

12. Non-Discrimination and Legal Compliance: In all aspects of this agreement, including and not limited to the selection of student participants, neither UWM nor TSM shall discriminate against any student or potential student on the basis of age, ancestry, race, religion, color, handicap, sex, physical condition, developmental disability, sexual orientation, national origin, or any other protected characteristic.

13. **Jurisdiction:** This Agreement, and the application or interpretation hereof, shall be governed exclusively by its terms and by the laws of the State of Wisconsin.

14. **Term:** This agreement will be valid and binding for a term of five years and thereafter, will renew automatically for additional terms of one year, unless otherwise terminated pursuant to Section 15.

15. **Termination of Agreement:** Either party may terminate this Agreement with no less than 90-days written notice to the other party prior to the start of UWM's fall or spring semesters in any given year. In the event this Agreement is terminated, the parties will allow any students who are enrolled at UWM to complete the Programs.

16. **Entire Agreement:** This Agreement represents the entire understanding of the parties with reference to the matters set forth herein. This Agreement supersedes all prior negotiations, discussions, correspondence, communications, and prior Agreements among the parties relating to the subject matter herein.

17. **Invalidity and Severability:** If any provision of this Agreement shall be found by any court or administrative body of competent jurisdiction to be invalid or unenforceable, the invalidity or unenforceability of such provision shall not affect the other provisions of this Agreement and all provisions not affected by such invalidity or unenforceability shall remain in full force and effect.

18. **Force Majeure:** (i) If either Party to this Agreement is temporarily unable by reason of *Force Majeure* or the relevant laws or regulations to meet any of its obligations under this Agreement, and if such Party gives to the other Party written notice of the event within fourteen (14) days after such occurrence the obligations of the Party that it is unable to perform by reason of the event, shall be suspended for as long as the disabling situation continues. If *Force Majeure* event prevents either Party from performing its obligations for a period of thirty (30) days, either Party may terminate this Agreement. Neither Party shall be liable to the other Party for the loss and/or damages sustained by such other Party arising from any events referred to in this clause or delays arising from such event.

(ii) The term "*Force Majeure*" as employed herein shall mean acts of God, strikes, lockouts or other industrial disturbances, wars, insurrection, pandemics, epidemics, landslides, earthquakes, storm, lightning, floods, civil disturbances, explosions, and any other similar event not within the control of either Party and which by the exercise of due diligence neither Party is able to overcome.

19. **Notices:** Any communication under this Agreement shall be in writing in the English language and delivered by registered mail to the address or sent to the electronic mail address or facsimile number of TSM or UWM, as the case may be, shown below or to such other address or electronic mail address or facsimile number as either Party may have notified the sender and shall, unless otherwise provided herein, be deemed to be duly given or made when delivered to the recipient at such address or electronic mail address or facsimile number which is duly acknowledged:

To : **THIAGARAJAR SCHOOL OF MANAGEMENT**
Address : Pamban Swamy Nagar, Madurai District,
Thiruparankundram, Tamil Nadu- 625005, India
Attn. To : Director, Thiagarajar School of Management
Tel. No. : +91-0452-2484099 / 2485014
E-mail : director@tsm.ac.in

To : **UNIVERSITY OF WISCONSIN-MILWAUKEE**
Address : 3202 N. Maryland Avenue, Milwaukee, WI 53211
Attn. To : Dr. Kaushal Chari, Dean of the Lubar School of Business
Tel. No. : +1-414-229-6256
E-mail : kchari@uwm.edu

It shall be the duty of the Parties to notify the other if there is a change of address or entity by giving a written notice within fourteen (14) days.

The rest of this page is intentionally left blank

20. **Time:** Time whenever mentioned shall be of the essence of this Agreement.

By signing below each party acknowledges its agreement with the terms and conditions of this Agreement and each signatory represents and warrants that he/she is authorized to sign on behalf of and to bind his/her Party to all of the terms and conditions of this Agreement.

For the Board of Regents of the University
of Wisconsin System on behalf of the
University of Wisconsin-Milwaukee:




Johannes Britz
Provost

For Thiagarajar School of Management:



B.T. Bangera
Chairman, Board of Governors
Thiagarajar School of Management

In the presence of:



Kaushal Chari
Dean, UWM Lubar School of Business



Dr. Murali Sambasivan
Professor and Director,
Thiagarajar School of Management

Appendix A

MS-Accounting, ITM and Marketing Curricula

Master of Science degree in Accounting, Information Technology Management or Marketing (30 Credits each)

MSA (30 Credits)

Foundation Courses (0-19 credits)¹

- BUS ADM 201 (BUS ADM 703) Financial Accounting (B or better grade required)
- BUS ADM 301 (BUS ADM 721) Intermediate Accounting (B or better grade required)
- BUS ADM 350 (BUS MGMT 705) Corporate Finance
- BUS ADM 391 Business Law I
- BUS ADM 405 Income Tax Accounting I
- ECON 103 Principles of Microeconomics

¹Courses can be waived with prior coursework that is equivalent to UWM. If the courses are not waived with prior coursework, students could discuss opportunities to satisfy the course requirements with an advisor.

Required Courses (30 Credits)

- BUS ADM 406G Income Tax Accounting II
- BUS ADM 408G Accounting Information Systems
- BUS ADM 722 Advanced Financial Accounting Theory
- BUS ADM 724 Business Combinations and Governmental Accounting
- BUS ADM 725 Strategic Cost Management I
- BUS ADM 728 Auditing Theory and Applications
- BUS ADM 753 Advanced Business Law
- BUS ADM 840 Current Issues in Financial Reporting
- BUS ADM 844 Auditing: Professional Standards and Practices
- BUS ADM 846 Data Analytics in Accounting

MS-ITM (30 Credits)

Students are assumed to have basic proficiency in word processing, spreadsheet, and database software for computers; credits taken to acquire these skills do not apply toward the degree. Students admitted to the MS in ITM program without sufficient background may need to complete additional courses.

Required Courses (15 Credits)

- BUS ADM 743 Information Privacy, Security & Continuity
- BUS ADM 744 Information Technology Strategy & Management
- BUS ADM 747 Service-Oriented Analysis and Design
- BUS ADM 749 Data and Information Management
- BUS ADM 810 Development of Web-Based Solutions

Elective Courses (15 Credits; Choose five courses from the following)

- BUS ADM 741 Web Mining and Analytics²
- BUS ADM 742 Big Data in Business²
- BUS ADM 745 Artificial Intelligence for Business²
- BUS ADM 746 Topics in Information Technology Management (current topics)
- BUS ADM 748 Managing Information Technology Projects
- BUS ADM 811 Process and Work-Flow Management³
- BUS ADM 812 Machine Learning for Business²
- BUS ADM 813 Social Media Analytics for Business²
- BUS ADM 814 Enterprise Knowledge and Semantic Management
- BUS ADM 816 Business Intelligent Technologies and Solutions^{2,3}
- BUS ADM 817 Infrastructure for Information Systems
- BUS ADM 818 Information Systems Practicum
- BUS ADM 819 Information Technology Management Internship
- BUS MGMT 732 Enterprise Resource Planning³
- BUS MGMT 733 Enterprise Simulation Game³

² Students completing five of these six courses will have a concentration in Artificial Intelligence and Data Analytics.

³ Students completing four of these courses along with the following additional course: BUS MGMT 734 Enterprise Resource Planning Certification, could earn a graduate certificate in enterprise resource planning.

MSM (30 Credits)

Required Courses (21 Credits)

- BUS ADM 762 Marketing Research
- BUS ADM 764 Buyer Behavior and Marketing Communications
- BUS ADM 765 Strategic Product and Brand Management
- BUS ADM 795 Seminar-in-Management: Ideas & Applications of Data Science in Different Fields
- BUS ADM 806 International Marketing
- BUS MGMT 708 Marketing Strategy: Concepts and Practice
- BUS MGMT 709 Predictive Analytics for Managers⁴

Elective Courses (Choose three courses)

- BUS ADM 544 New Product Development⁴
- BUS ADM 761 Seminar in Marketing (current topics)
- BUS ADM 763 Marketing Analytics⁴
- BUS ADM 766 Marketing for Nonprofit Organizations
- BUS ADM 769 Database Marketing⁴
- BUS ADM 894 Internet Marketing
- BUS ADM 899 Management Research Thesis/Project
- BUS MGMT 713 Entrepreneurship: Venture Creation and Management

⁴ Students completing these three courses along with any two additional courses from the list below could earn a graduate certificate in business analytics:

BUS ADM 713 Business Forecasting Methods

BUS ADM 741 Web Mining and Analytics

BUS ADM 816 Business Intelligence Technologies & Solutions

BUS MGMT 744 R Programming for Business Analytics

Appendix B

Transfer of Courses from TSM provided students earn a grade of B or better (B- is not acceptable)⁵

MS Marketing

- Any one of the following TSM courses: [20MMB53 Marketing Analytics, 20PMB53 Marketing Analytics] could substitute for UWM course: BUS ADM 763 Marketing Analytics.
- Any one of the following TSM courses: [20MM54 Strategic Brand Management, 20PM54 Strategic Brand Management] could substitute for UWM course: BUS ADM 765 Strategic Product and Brand Management.

MS ITM

- Any one of the following TSM courses: [20MS42 Artificial Intelligence and Machine Learning, 20PS42 Artificial Intelligence and Machine Learning] could substitute for UWM course: BUS ADM 812 Machine Learning for Business.
- Any one of the following TSM courses: [20MS52 Deep Learning and Neural Networks with Python, 20PS52 Deep Learning and Neural Networks with Python] could substitute for UWM course: BUS ADM 745: Artificial Intelligence for Business.

MS Accounting

- Any one of the following TSM courses: [20MT25 Managerial Cost Accounting, 20PT25 Managerial Cost Accounting] together with the following TSM course: 20MF54 Strategic Cost Management could substitute for UWM course: BUS ADM 725 Strategic Cost Management 1.
- Any one of the following TSM courses: [20MF45 Company and Business Valuation, 20PF45 Company and Business Valuation] together with the following TSM course: 20MF43 Advanced Financial Analysis could substitute for UWM course: BUS ADM 841 Financial Statement Analysis.

⁵ The course mappings in Appendix B are subject to changes.

MoU

with

Makers Cart (The Yellow Bag), Madurai

MEMORANDUM OF UNDERSTANDING (MoU)

BETWEEN

Thiagarajar School of Management, Madurai
AND
Makers Cart (The yellow bag), Madurai

This Memorandum of Understanding (hereinafter called as the 'MoU') is entered into on this the 17th day of September Month 2021 by and between.

Thiagarajar School of Management, the First Party represented herein by its Principal of the Institution **Thiagarajar School of Management** and **Makers Cart (The yellow bag)**, the Second party represented herein by its Managing Director – Mr. Gomani Rajan

WHEREAS:

- A) First Party is a Higher Educational Institution named: **Thiagarajar School of Management**
- B) First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources and provide each of them with enhanced opportunities.
- C) The Parties intent to cooperate and focus their efforts on cooperation within area of Skill Based Training, Education, Placement, Industrial Visit, Expert Lecture.
- D) **Makers Cart (The yellow bag)** - the Second Party is engaged in clothing and bags manufacturing industries

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

CLAUSE 1

CO-OPERATION

- 1.1 Both Parties are united by common interests and objectives, and they shall establish co-operation.
- 1.2 First Party and Second Party co-operation will facilitate effective utilization of the intellectual capabilities.
- 1.3 The parties shall co-operate with each other and shall as promptly as is responsibly practical, relevant agreement.

CLAUSE 2

SCOPE OF THE MoU

2.1 Industrial Training & Visits: Industry and Institution interaction will provide an insight into the latest developments / requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First Party. This will provide confidence & smooth transition for students work. Also the Second party may register on the AICTE Internship Portal for the benefit of students.

2.2 Guest Lectures: Second Party to extend the necessary support to deliver guest lecturers to the students of the First Party on the technology trends and in house requirements.

2.3 Placement of trained students: second party will actively engage to help the delivery of the training and placement of the students of the first party on the technology trends and in house requirements.

2.4 There is no financial commitment on the part of the **Thiagarajar School of Management**, the first party to take up any program mention in MoU. If there is any financial consideration, it will be dealt separately.

2.5 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required.

CLAUSE 3

VALIDITY

3.1 This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms, during which period, the Second Part.

CLAUSE 4

RELATIONSHIP BETWEEN THE PARTIES

5.1 It is expressly agreed that First Party and Second Party are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership.

First Party



Second Party

MAKERS CART
Centre Head
#3-B, Madichiyam Middle Street
Madichiyam, Madurai-625 020
Cell No: 73392 52770

MoU

with

RG Food Products, Madurai

MEMORANDUM OF UNDERSTANDING (MoU)

BETWEEN

Thiagarajar School of Management, Madurai
AND
RG Food Products, Madurai

This Memorandum of Understanding (hereinafter called as the 'MoU') is entered into on this the 18th day of September, 2021, by and between.

Thiagarajar School of Management, Madurai the First Party represented herein by its **Principal** and **RG Food Products, Madurai** the Second party, and represented herein by its Proprietor – Mr A.V.B Krishnakanth

WHEREAS:

A) First Party is a Higher Educational Institution named: **Thiagarajar School of Management, Madurai**

B) First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources, and provide each of them with enhanced opportunities.

C) The Parties intent to cooperate and focus their efforts on cooperation within area of Skill Based Training, Education, Placement, Industrial Visit, Expert Lecture.

D) **RG Food Products**, - the Second Party is engaged in Manufacture and Sale of Edible Oil and Dairy Products

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

CLAUSE 1

CO-OPERATION

- 1.1 Both Parties are united by common interests and objectives, and they shall establish co-operation.
- 1.2 First Party and Second Party co-operation will facilitate effective utilization of the intellectual capabilities.
- 1.3 The parties shall co-operate with each other and shall as promptly as is responsibly practical, relevant agreement.

CLAUSE 2

SCOPE OF THE MoU

2.1 Industrial Training & Visits: Industry and Institution interaction will provide an insight into the latest developments / requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First

Party. This will provide confidence & smooth transition for students work. Also, the Second party may register on the AICTE Internship Portal for the benefit of students.

2.2 Guest Lectures: Second Party to extend the necessary support to deliver guest lecturers to the students of the First Party on the technology trends and in house requirements.

2.3 Placement of trained students: second party will actively engage to help the delivery of the training and placement of the students of the first party on the technology trends and in house requirements.

2.4 There is no financial commitment on the part of the **Thiagarajar School of Management, Madurai**, the first party to take up any program mention in MoU. If there is any financial consideration, it will be dealt separately.

2.5 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required.

CLAUSE 3

VALIDITY

3.1 This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms, during which period, the Second Part.

CLAUSE 4

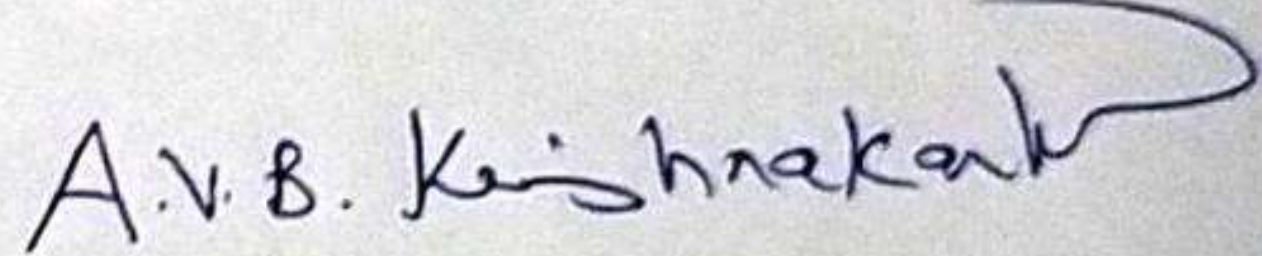
RELATIONSHIP BETWEEN THE PARTIES

5.1 It is expressly agreed that First Party and Second Party are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership.


First Party

PRINCIPAL
THIYAGARAJAR SCHOOL OF MANAGEMENT
MADURAI-625 005

Second Party


A.V.B. Krishnakant

Proprietor

For RG FOOD PRODUCTS

Proprietrix

MoU

with

Ruby Food Products Pvt. Ltd., Madurai

MEMORANDUM OF UNDERSTANDING (MoU)

BETWEEN

Thiagarajar School of Management, Madurai
AND
Ruby Food Products Pvt Ltd, Madurai

This Memorandum of Understanding (hereinafter called as the 'MoU') is entered into on this the 17th day of September Month 2021 by and between.

Thiagarajar School of Management, the First Party represented herein by its Principal of the Institution **Thiagarajar School of Management** and **Ruby Food Products Pvt Ltd**, the Second party represented herein by its Managing Director – Mr. Aswath Sampath
WHEREAS:

- A) First Party is a Higher Educational Institution named: **Thiagarajar School of Management**
- B) First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources and provide each of them with enhanced opportunities.
- C) The Parties intent to cooperate and focus their efforts on cooperation within area of Skill Based Training, Education, Placement, Industrial Visit, Expert Lecture.
- D) **Ruby Food Products Pvt Ltd** - the Second Party is engaged in Food processing industries

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

CLAUSE 1

CO-OPERATION

- 1.1 Both Parties are united by common interests and objectives, and they shall establish co-operation.
- 1.2 First Party and Second Party co-operation will facilitate effective utilization of the intellectual capabilities.
- 1.3 The parties shall co-operate with each other and shall as promptly as is responsibly practical, relevant agreement.

CLAUSE 2

SCOPE OF THE MoU

- 2.1 Industrial Training & Visits: Industry and Institution interaction will provide an insight into the latest developments / requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First Party. This will provide confidence & smooth transition for students work. Also the Second party may register on the AICTE Internship Portal for the benefit of students.
- 2.2 Guest Lectures: Second Party to extend the necessary support to deliver guest lecturers to the students of the First Party on the technology trends and in house requirements.

2.3 Placement of trained students: second party will actively engage to help the delivery of the training and placement of the students of the first party on the technology trends and in house requirements.

2.4 There is no financial commitment on the part of the **Thiagarajar School of Management**, the first party to take up any program mention in MoU. If there is any financial consideration, it will be dealt separately.

2.5 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required.

CLAUSE 3 **VALIDITY**

3.1 This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms, during which period, the Second Part.

CLAUSE 4 **RELATIONSHIP BETWEEN THE PARTIES**

5.1 It is expressly agreed that First Party and Second Party are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership.

First Party



Second Party



MoU

with

Shapers Studio, Madurai

MEMORANDUM OF UNDERSTANDING (MoU)

BETWEEN

Thiagarajar School of Management, Madurai
AND
Shapers Studios, Madurai

This Memorandum of Understanding (hereinafter called as the 'MoU') is entered into on this the 17th day of September Month 2021 by and between.

Thiagarajar School of Management, the First Party represented herein by its Principal of the Institution **Thiagarajar School of Management** and **Shapers Studios**, the Second party represented herein by its Managing Director – Mr. Aswin kumar
WHEREAS:

- A) First Party is a Higher Educational Institution named: **Thiagarajar School of Management**
- B) First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources and provide each of them with enhanced opportunities.
- C) The Parties intent to cooperate and focus their efforts on cooperation within area of Skill Based Training, Education, Placement, Industrial Visit, Expert Lecture.
- D) **Shapers Studios** - the Second Party is engaged in packaging industries

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

CLAUSE 1 **CO-OPERATION**

- 1.1 Both Parties are united by common interests and objectives, and they shall establish co-operation.
- 1.2 First Party and Second Party co-operation will facilitate effective utilization of the intellectual capabilities.
- 1.3 The parties shall co-operate with each other and shall as promptly as is responsibly practical, relevant agreement.

CLAUSE 2 **SCOPE OF THE MoU**

- 2.1 Industrial Training & Visits: Industry and Institution interaction will provide an insight into the latest developments / requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First Party, This will provide confidence & smooth transition for students work. Also the Second party may register on the AICTE Internship Portal for the benefit of students.
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2.4 There is no financial commitment on the part of the **Thiagarajar School of Management**, the first party to take up any program mention in MoU. If there is any financial consideration, it will be dealt separately.

2.5 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required.

CLAUSE 3

VALIDITY

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CLAUSE 4

RELATIONSHIP BETWEEN THE PARTIES

5.1 It is expressly agreed that First Party and Second Party are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership.

First Party



Second Party


Shapers Digital Media
3-B, Yellowbag Complex
Middle Street
Madichiyam, Madurai-625 020
Mobile:- 63848 69638

MoU
with
SVS Foods, Madurai

MEMORANDUM OF UNDERSTANDING (MoU)

BETWEEN

**Thiagarajar School of Management, Madurai
AND
SVS Foods, Madurai**

This Memorandum of Understanding (hereinafter called as the 'MoU') is entered into on this the 18th day of September Month 2021 by and between,

Thiagarajar School of Management, the First Party represented herein by its Principal of the Institution **Thiagarajar School of Management** and **SVS Foods**, the Second party represented herein by its Managing Partner – Mr. V. Suraj Sundara Shankar

WHEREAS:

A) First Party is a Higher Educational Institution named: **Thiagarajar School of Management**

B) First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources and provide each of them with enhanced opportunities.

C) The Parties intent to cooperate and focus their efforts on cooperation within area of Skill Based Training, Education, Placement, Industrial Visit, Expert Lecture.

D) **SVS Foods** - the Second Party is engaged in Food processing industries

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

CLAUSE 1

CO-OPERATION

- 1.1 Both Parties are united by common interests and objectives, and they shall establish co-operation.
- 1.2 First Party and Second Party co-operation will facilitate effective utilization of the intellectual capabilities.
- 1.3 The parties shall co-operate with each other and shall as promptly as is responsibly practical, relevant agreement.

CLAUSE 2

SCOPE OF THE MoU

2.1 Industrial Training & Visits: Industry and Institution interaction will provide an insight into the latest developments / requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First Party. This will provide confidence & smooth transition for students work. Also the Second party may register on the AICTE Internship Portal for the benefit of students.

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2.4 There is no financial commitment on the part of the **Thiagarajar School of Management**, the first party to take up any program mention in MoU. If there is any financial consideration, it will be dealt separately.

2.5 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required.

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CLAUSE 4

RELATIONSHIP BETWEEN THE PARTIES

5.1 It is expressly agreed that First Party and Second Party are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership.


First Party


Second Party

Centre Head

S.V. SANKARALINGA NADAR

No. 151, Kamarajar Road

Near Teppakulam

MADURAI-625 009, Tamilnadu



MoU
with
Yaadhun, Madurai

MEMORANDUM OF UNDERSTANDING (MoU)

BETWEEN

Thiagarajar School of Management, Madurai
AND
Yaadhum, Madurai

This Memorandum of Understanding (hereinafter called as the 'MoU') is entered into on this the 17th day of September Month 2021 by and between.

Thiagarajar School of Management, the First Party represented herein by its Principal of the Institution **Thiagarajar School of Management and Yaadhum**, the Second party represented herein by its Managing Director – Mr. Rama Jeyam
WHEREAS:

- A) First Party is a Higher Educational Institution named: **Thiagarajar School of Management**
- B) First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources and provide each of them with enhanced opportunities.
- C) The Parties intent to cooperate and focus their efforts on cooperation within area of Skill Based Training, Education, Placement, Industrial Visit, Expert Lecture.
- D) **Yaadhum** - the Second Party is engaged in Food processing industries

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

CLAUSE 1

CO-OPERATION

- 1.1 Both Parties are united by common interests and objectives, and they shall establish co-operation.
- 1.2 First Party and Second Party co-operation will facilitate effective utilization of the intellectual capabilities.
- 1.3 The parties shall co-operate with each other and shall as promptly as is responsibly practical, relevant agreement.

CLAUSE 2

SCOPE OF THE MoU

- 2.1 Industrial Training & Visits: Industry and Institution interaction will provide an insight into the latest developments / requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First Party. This will provide confidence & smooth transition for students work. Also the Second party may register on the AICTE Internship Portal for the benefit of students.
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2.3 Placement of trained students: second party will actively engage to help the delivery of the training and placement of the students of the first party on the technology trends and in house requirements.

2.4 There is no financial commitment on the part of the **Thiagarajar School of Management**, the first party to take up any program mention in MoU. If there is any financial consideration, it will be dealt separately.

2.5 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required.

CLAUSE 3

VALIDITY

3.1 This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms, during which period, the Second Part.

CLAUSE 4

RELATIONSHIP BETWEEN THE PARTIES

5.1 It is expressly agreed that First Party and Second Party are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership.



Second Party

YAADHUM
3-B, Yellowbag Complex
Middle Street, Madichiyam
MADURAI-625 020
Mobile:- 63848 69639

MoU

with

Southern Petrochemical Industries Corporation Ltd.



தமிழ்நாடு தமிழ்நாடு TAMILNADU

CG 744293

THIAGARAJAR SCHOOL OF MANAGEMENT
MADURAI-5

சென்னை
69, குடிவாழ வீதி,
குடியாழ் அருகில் (தமிழ்நாடு)
சென்னை

MEMORANDUM OF UNDERSTANDING



This Memorandum of Understanding is drawn on this 4th day of August 2021 between M/s. Southern Petrochemical Industries Corporation Limited, a company incorporated under the companies act 1956 having its Registered office at SPIC Limited, SPIC House, 88, Mount Road, Guindy, Chennai 6000032, hereinafter referred to as "SPIC" through its authorized signatory Mr. S R RamaKrishnan Whole Time Director, SPIC Limited on the first part, including its successors

And

Thiagarajar School of Management, an institution managed by Manickavasagam Charitable Foundation (MCF) and having its registered office at Pamban Swamy Nagar, Thirupparankundram, Madurai-625005, hereinafter referred to as "TSM", through its authorized signatory Mr.B.T Bangera, Chairman, TSM Governing Board, including its successors and affiliates on the second part



WHEREAS:

- A. SPIC is desirous of strengthening its employee training and development programmes as part of its vision of emerging and remaining as a high-performance organisation through effective and efficient utilisation of resources with highly committed and self-motivated employees,
- B. SPIC is committed to nurture high quality leadership at various levels in the organisation to effectively lead and manage the company and its associate entities and their constituent units in the current and emerging economic environment through appropriate training and leadership development programmes on an ongoing basis,
- C. TSM is a leading Centre of management education offering highly successful post graduate academic programmes for aspiring young managers, and management and executive education programmes for midcareer executives and entrepreneurs, anchored by its highly qualified and experienced faculty with multidisciplinary expertise,
- D. At the invitation of SPIC and with detailed inputs from SPIC on the training needs, its existing training practices and resources , TSM has jointly designed and delivered a series of Customised Executive Education Programmes (CEEP) for SPIC executives during the year 2019-20 with successful outcomes. The programme had also capitalized on the rich industry experience of SPIC's veterans on the field. While TSM brought its rich expertise in management training by course formularisation and delivery of core management & leadership area , SPIC's valuable contribution towards industry specific inputs by providing content and expertise to deliver had the unique blend for success .
- E. SPIC and TSM now desire that they enter into a multi-year training and development collaborative arrangement by strengthening the CEEP design and delivery process, facilitating more systematic planning and long term resource commitment by both parties,
- F. In pursuance of the aforesaid, the parties, SPIC and TSM, enter into this Memorandum of Understanding (hereinafter referred to as MOU) for collaboration for the design and delivery of Customised Executive Education Programmes (CEEP)/Management Development Programmes on a multi-year basis to SPIC executives.



NOW THEREFORE THE PARTIES AGREE AS UNDER:

1. THE PURPOSE AND SCOPE OF COLLABORATION UNDER THE MOU

1.1 PURPOSE OF THE MOU

SPIC and TSM propose to collaborate for the purpose of organisation development of SPIC through effective training and development and upskilling of SPIC executives in the broad areas of management-spanning operations, marketing, finance and accounting, human resources, leadership development, strategic management, analytical skills etc. The proposed collaboration is aimed at, but not limited to, achieving the following objectives: -

- a) To develop predominantly technical executives/professionals into well-rounded management professionals and effective leaders through imparting stronger business orientation and developing in them holistic and integrated business perspective.
- b) To focus on nurturing the soft skills of the SPIC professionals by helping them to understand their strengths and their areas of improvement and further lay emphasis on developing the skills essential at different levels of their management roles and responsibilities.
- c) To enhance the analytical, problem-solving and decision-making skills of SPIC executives by identifying, generating, classifying, analysing and interpreting relevant information and data for the problem at hand.
- d) To help develop cohesive, empowered high-performance teams of employees with a flexible approach to fashion organisation's effective and speedy response to the demands of dynamic business and operating conditions.
- e) To inculcate a change management with an objective to foresee a diversified business horizon in the future by developing innovative product mix and be successful in a competitive market.



- f) To help SPIC build a leadership pipeline to meet emerging and future leadership and senior management needs.
- g) To facilitate development by TSM of useful and relevant academic materials such as case studies, teaching and technical notes etc. by documenting and encapsulating SPIC's experiences, best practices and processes for use in the classroom teaching and training sessions and help SPIC develop institutional memory.

1.2 SCOPE OF THE MOU

1.2.1 The MOU seeks to spell out the broad contours of the proposed "Collaboration for Management Development (CFMD)" covering the following.

- a) Objectives of the CFMD as highlighted in clause 1.1 hereinabove.
- b) Indicative list of the Customised Executive Education Programmes (CEEPs) that are proposed, with the relevant details such as the target group, programme objectives, duration, pedagogy etc.
- c) The role and responsibility of the parties, SPIC and TSM, in the effective design and delivery of the various CEEPs consistent with MOU goals.
- d) Commercial and administrative arrangements
- e) Duration of the MOU

1.2.2 SPIC and TSM have identified the following CEEPs for design and delivery on a priority basis.

- a) Career development Program (CDP) targeted at participants from SPIC Employee Grades M15-M13
- b) Young Managers' Programme (YMP) targeted at participants from Grades M12-M9
- c) Senior Management Programme (SMP) with participants from grade M9A-M8-M7-M6-M5 (Heads of the Departments)
- d) Advanced Leadership Programme (ALP) for functional heads.
- e) Strategy Workshop for top management
- f) Short-duration focused functional or skill-based programmes (SDFP).
- g) Long-term Career Linked Learning Programme (CLLP)
- h) Short duration program for Women employees (SDWEP)



1.2.3 In addition, SPIC and TSM will also discuss and study the feasibility of TSM launching long-duration academic programme such as Diploma/Certificate Programmes in Management along the lines of Executive MBA for participation by aspiring SPIC, Green star and TFL executives.

1.2.4 The details regarding these programmes such as programmes' objectives, duration etc are spelt out in Annexure 1 forming part of this MOU. The parties to the MOU, SPIC and TSM, recognise that the details of the programmes given in Annexure 1 are indicative at this point and the said list and other details may be suitably amended/modified based on felt need for changes based on experience and emerging trends.

2. DESIGN AND DELIVERY OF THE PROGRAMMES

2.1 TSM shall take conscious efforts to understand the training requirement at various levels of management roles through a structured survey which will be analysed using scientific tools to arrive at the modules desired to be delivered at each level. SPIC, may share the training knowledge, its structural approach and training expertise nurtured across years in finetuning the modules designed. The various programmes as spelt out hereinabove thus will be custom designed by TSM in consultation with, and with inputs from SPIC management. SPIC may also facilitate interaction by TSM faculty with a group of target participants as well as Senior Executives for their inputs and suggestions as considered appropriate.

2.2 TSM will incorporate in the design and structure of the various programmes fertiliser-industry-specific and company-specific inputs through sessions to be handled by senior SPIC executives and/or other industry experts. The programme will be delivered by the resource persons from TSM/ SPIC/ other Industry experts based on the module objective.

2.3 It is intended that the programmes are to be generally delivered in physical face-to-face mode by TSM and other faculty at the suitable well-equipped class-room(s) of SPIC and hosted by SPIC at its factory/office premises at Tuticorin. SPIC and TSM recognise that some of the sessions may, if required, be held on TSM Campus, Madurai as may be mutually agreed upon. It is also understood that the programmes at SPIC premises would be fully residential.



2.4 In view of the continuing uncertainty due to Covid-19 and possibility of further lock downs and/or other restrictions, both SPIC and TSM recognise that the plan to have face-to-face delivery at SPIC Tuticorin campus might have to be reviewed and modified in keeping with the government policies announced from time to time.

3. ROLE AND RESPONSIBILITY OF THE PARTIES TO MOU

3.1 SPIC

- a) SPIC shall provide opportunities for TSM to study and understand the training requirements of SPIC executives at various management roles and responsibilities at regular intervals. SPIC shall participate in finetuning the program design and delivery by sharing its time- tested structured approach to training and development of its human resources, its rich training experience, knowledge, and expertise nurtured across years.
- b) The executives of SPIC shall interact with the TSM faculty to enable them to understand the Industry structure and practices thereby enabling them to customize the modules and examples to be more industry specific for the learners.
- c) SPIC shall facilitate the practical intervention of the training participants with the industry by arranging for plant visits, and project mapping and evaluation.
- d) SPIC shall organize the outbound programme aimed at providing an opportunity for experiential learning and development of leadership and team building skills for the learners in batches.
- e) The training centre to conduct the program is to be arranged by SPIC in their campus with appropriate audio-visual equipment and computers and internet connectivity.
- f) SPIC shall provide all premises, equipment and infrastructure support as required for the training programmes. TSM would send a list of equipment that might be needed in the classroom for effective delivery of the program and on mutual agreement the same shall be provided.
- g) SPIC will identify and select the participants for each programme based on its internal norms and assessment.
- h) SPIC is to ensure 100% attendance of the participants in all programs unless and otherwise absence is unavoidable and due to emergency.
- i) SPIC will make the necessary residential and boarding arrangements for the participants as the programmes are residential. Short duration programs which are less than 2 days, will be non-residential programmes.



- j) The master courseware and one set of reading materials for each programme are to be made available by TSM to SPIC at least 2 weeks before each programme commencement date. SPIC shall make sufficient copies and have them distributed in good time to the participants for the smooth conduct of the programme.
- k) The estimated cost towards master courseware and the fee for use of case studies such as from Harvard Business Publishing (HBP) will be included in the programme's financial budget for approval and payment by SPIC.
- l) SPIC is to make the necessary transport arrangements for the Madurai-Tuticorin-Madurai trips for TSM program faculty and air tickets (Normal class) for guest faculty wherever required or reimburse to TSM the actual expenses, if any, incurred by them in this regard.
- m) SPIC will provide appropriate hospitality involving arrangements for stay and food for TSM teaching faculty at Tuticorin.

3.2 TSM

TSM will be jointly responsible for design and effective delivery of each programme. More specifically TSM's role and responsibilities include:

- a) TSM will custom-design each programme offering taking into account the suggestions from SPIC, its faculty's own class-room experience and feedback inputs collected for each programme.
- b) TSM will use a mix of pedagogies such as lectures, participant-centric learning tools such as the case method, participant presentation, simulation, role plays etc. keeping in mind the objective to achieve high programme effectiveness.
- c) TSM will make available experienced/expert faculty in each domain to handle classes and sessions scheduled in the various programmes; it will also arrange domain experts as visiting/guest faculty wherever required to ensure the overall effectiveness of the programmes.
- d) TSM faculty will identify course materials for each session and obtain copyright permissions as required and share one set of master courseware with SPIC to enable SPIC to make copies available to the participants in good time.



- e) TSM faculty may, as part of evaluation, administer quizzes, conduct workshops, other assignments, individual/group projects etc. and carry out appropriate evaluation. The resultant scores will be shared with the participants and SPIC.
- f) TSM will administer a formal, multi-dimensional feedback/programme evaluation questionnaire to participants (and stakeholders, as necessary) at the end of each programme (and mid-term, if required) in association with SPIC. The feedback seeks to assess the effectiveness of the programmes in meeting their stated objectives and participants' learning outcomes.
- g) TSM will provide a participation-certificate to each participant at the end of each program.
- h) TSM will prepare a Program Completion Certificate (PCC) which will include the participants attendance, entry, exit scores (if any) and feedback on completion of each programme.

3.3 Joint Responsibilities of SPIC and TSM

- a) TSM may carry out an extensive training need mapping once in a few years, as may be proposed by SPIC, and based on the feedbacks of previous participants, SPIC management inputs and TSM's own assessment of the contemporary needs and trends TSM would develop draft programme design and content for each programme for further iteration. This mapping exercise itself is outside the scope of this MOU.
- b) Based on the inputs from SPIC on the overall training needs for the coming year and programme inputs for each target group of employees, TSM will prepare and share programme design and structure, the course content and indicative programme (CCIP) calendar to SPIC in line with the annual training needs of SPIC
- c) SPIC may suggest modification, if any, and approve the agreed CCEP calendar following further discussions between SPIC and TSM. This would become the Approved Calendar of Programmes (ACP) for both SPIC and TSM. SPIC may also identify the potential participants programme-wise and initiate advance planning for their release for the nominated programmes.

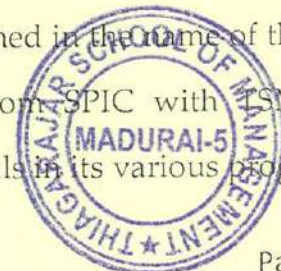


- d) SPIC and TSM would take efforts to finalise the ACP for financial year beginning 1 April by the 15th of the preceding February. SPIC and TSM may carry out a mid-year review and revise the ACP (if required) with regard to the programmes initially scheduled for the October-March period, by the 15th of preceding August.

4. DEVELOPMENT OF ACADEMIC AND TRAINING MATERIALS

4.1 SPIC and TSM recognise the importance of developing industry and company based teaching and other academic materials for use in the proposed programmes. Gaining strength from the five-decade training expertise of SPIC, TSM shall strive to professionalize and institutionalize the training methodology and modules to enhance the human resource development at SPIC. As a means of achieving this goal, TSM would be happy to leverage its strength in developing customized teaching materials for SPIC. As indicated in Clause 1.1 (e) hereinabove, SPIC may encourage and facilitate development by TSM of academic materials such as case studies, teaching and technical notes, simulation and role play games etc. based on and relevant to fertiliser and agro-input industries and SPIC. The decades-long experience of SPIC in managing its business in changing industry dynamics, its key strategic initiatives and their implementation processes, notable interventions in operational spheres, its HR philosophy and policies etc. can be encapsulated and documented through a set of academic materials such as case studies. For SPIC, such case studies and teaching materials will provide valuable training inputs to the future generation of managers, besides help creating institutional memory for future reference. As regards TSM, development of relevant academic materials through firm-level research will be in furtherance of its commitment to knowledge creation, besides knowledge dissemination. Such materials would be developed by TSM faculty, with data and inputs from SPIC and may be published, but only with formal approval and authorisation from SPIC, as case studies or other research papers. Both the parties agree to discuss further and firm up a few specific proposals for material development within 4 months of commencement of this MOU.

4.2 Teaching material development will be done by TSM on a pro-bono basis. TSM will endeavour to get the approved materials registered/published in the name of the faculty author(s) along with participating co-author, if any, from SPIC with TSM as the copyright holder. While TSM would be using these materials in its various programmes,



SPIC will have the right to use these materials in its own training programmes and for internal distribution free of cost.

- 4.3 Both the parties agree that if so warranted, the data, information or situation required to be used in a case or academic material is sensitive, the same will be suitably disguised and identity completely masked.

5 ADMINISTRATIVE ARRANGEMENTS

- 5.1 SPIC and TSM will appoint an overall SPIC-TSM Programme Chair at their respective organisations as a single point contact to coordinate and facilitate orderly conduct of the various programme envisaged under the MOU.
- 5.2 Additionally, SPIC and TSM may appoint one or more coordinators at their respective organisations for each programme for its smooth conduct.
- 5.3 In keeping with the importance TSM accords to this collaboration and the long-term commitment of academic resources, TSM may set up a special SPIC-TSM Programme Office at TSM to handle the various aspects and to provide administrative, logistics, secretarial and research support for the design and delivery of the various programmes and academic material development. The Centre will be headed by the Programme Chair referred to 5.1 above and will be suitably staffed.

6 COMMERCIAL TERMS AND ARRANGEMENTS

- 6.1 SPIC and TSM will discuss and finalise TSM's professional charges for designing (one time) and delivery for each programme planned during a financial year, along with estimated out of pocket expenses involving course materials (including cost of authorisation for use of international cases and materials and software, if any), faculty travel (if any) and other miscellaneous expenses. Additionally, TSM will also include in its invoices applicable taxes such as GST at the prevailing rates.
- 6.2 TSM will furnish to SPIC by 1 March each year the estimated financial cost of delivering the planned/agreed programmes as per the ACP for the ensuing financial beginning 1 April.



- 6.3 TSM will raise invoice within 15 days of conclusion of each programme with details of TSM's professional/faculty charges, out of pocket expenses incurred with applicable taxes and submit the same to SPIC for payment. SPIC may make payment to TSM promptly by way of online banking transfer after deducting applicable taxes on receipt of the invoice. Payment will be made within 21 days from the date of receipt of invoice.
- 6.4 This MOU is limited to design and delivery of the programmes and academic materials development referred to earlier and other professional engagement, if any, between SPIC and TSM will be outside the scope of this MOU and is to be finalised separately.
- 6.5 Advance towards expenses: TSM does not propose to request separate advance payment from SPIC for each programme in view of the long-term, continuing nature of the collaboration involving multiple offering of programmes envisaged each year. However, TSM requests and SPIC agrees that TSM be paid an advance/deposit amount of ₹ 400,000/- towards expenses to be incurred in advance by TSM such as procurement of international cases etc. This amount will be adjusted against future invoices raised on or refunded to SPIC as per mutual agreement.

7 DURATION AND VALIDITY OF THIS MOU

- 7.1 The parties agree that this MOU will be valid for a period from 01 July 2021 till 31 March 2024 and may be extended. The parties also agree that the terms of the MOU may be modified as warranted by changed circumstances.
- 7.2 The parties agree to fulfil the terms of this MOU on a best-effort basis. In the event of unforeseen difficulties regarding hosting of any scheduled programme by SPIC or delivery thereof by TSM, the party concerned will inform the other party at least 6 weeks before the scheduled commencement date thereof based on which, after due deliberations by both the parties, the said programme may be rescheduled or cancelled by mutual consent. Any such decision regarding an individual programme will not affect the conduct of other scheduled programme or invalidate this MOU.
- 7.3 Notwithstanding anything contained elsewhere in this MOU, in the unlikely event of either party concluding that the circumstances no longer favour continuing with the MOU, it may notify the other party at least 4 months before the scheduled date of



discontinuance of MOU. The parties may thereafter jointly work to complete the remaining programmes to the extent feasible and terminate the MOU with due notice to each other.

8 Force Majeure

8.1 Force Majeure Condition means any condition or event beyond the control of the Party affected thereby, including, but not limited to, fire, explosion, or other casualty, act of God, war or civil disturbance, acts of public enemies, embargo, the performance or non-performance of third parties, acts of city, state, local or federal governments in their sovereign, regulatory, or contractual capacity, labour difficulties and strikes.

8.2 The parties to the MOU shall be excused from performance thereunder during the time and to the extent that they are prevented from obtaining, delivering, or performing during Force Majeure Condition.

In witness whereof the parties above named have signed the above at Madurai in the presence of the following witness

Signature: 

Name: S R Ramakrishnan

For: SPIC Limited




Signature: 

Name: B.T Bangera

For: TSM

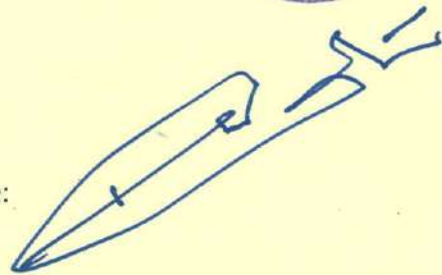


Witness :

Signature: 

Name: E. BALU

Address: SPIC LIMITED, TUTICORIN
628 005

Signature: 

Name:

Address:

ANNEXURE 1

BRIEF DETAILS ABOUT THE PROPOSED PROGRAMMES

(Annexure 1 are indicative at this point and the said list and other details may be suitably amended/modified based on felt need for changes based on experience and emerging trends.)

A1. Curriculum Mapping

TSM will align the curriculum design and delivery to the existing cadre classification followed at SPIC or as may be revised by SPIC. The indicative list of programmes intended to be covered by this MOU is given below

A1.1 Career Development Program (CDP):

- a) Target Participants: From Grades M15-M13
- b) Objectives:
 - i. To improve understanding of how people behave within the context of an organization.
 - ii. To learn how values, attitudes, team dynamics and human motivation shape an organization and facilitate its success.
 - iii. To expose participants to basic financial aspects of business.
- c) Duration: 5 days with one-day as Outbound training program.

A1.2 Young Managers' Programme (YMP)

- a) Participants: From Grades M12-M9
- b) Objectives:
 - i. To provide basic, introductory managerial inputs, that will be useful for their current and future managerial assignments.
 - ii. To prepare participants evolve from a dominant technical role to a broader managerial role.
 - iii. To equip participants with basic analytical tool kit for managerial decisions.
 - iv. To understand cross functional work flow process managed by their peers and synergize to achieve common goals
- c) Duration: 2 weeks with one day as Outbound training program

A1.3 Senior Management Programme (SMP)

- a) Participants: From grade M9A-M8-M7-M6 (Head of the Departments)
- b) Objectives:



- i. To provide advanced managerial inputs in preparation for leadership roles, managing work teams, organizational growth, role of environment, strategy formulation and implementation and building cross-functional linkages.
 - ii. To provide international exposure by arranging visits to some leading companies in chosen countries
- c) Objectives: Duration 2 weeks split into 2 phases with one day outbound training program.

A1.4 Advanced Leadership Programme (ALP)

a) Participants: From grade M6-M5-M4 (Functional Heads)

b) Objectives:

- i. To provide participants with the opportunity to learn about relevant management concepts and techniques to formulate and implement strategies for operational and general management. Participants will be able to appreciate inter-relationships among various organizational facets and will be able to redraw functional boundaries. This program may potentially help participants to lead the organization's needs and be ready for the next level of responsibility.
- ii. To offer international exposure through international industry visits

c) Duration: 2 days

A1.5 Strategy Workshop for Top Management:

Under this program head TSM's scope will be limited to design and delivery of short duration programmes in focused areas such as Strategy, Value Creation, Corporate Governance and Sustainability

A.1.6 Long-term Career Linked Learning Programme (CLLP)

There is a growing trend among corporates to offer rigorous MBA equivalent inputs to non-management executives, similar to Executive MBA Programmes. This is done through long duration programmes spread over 18-24 months with in-class sessions in periodic intervals.

- a) Participants: Typically, executives in the age group of 28-40 years
- b) Objectives: To provide wide range of managerial input for all-round development of future ready managerial leaders who can undertake appropriate managerial assignments.



A1.7 Short Duration Focused (Theme-based) Programme: (SDFP)

Growing organization to meet the changing environment might need to equip its managers with specific skills and perspectives such as Data Analytics, Work Family Balance for Female Employees, Negotiation Skills etc. to meet a specific functional area or small group. This can be done through short duration program on chosen themes.

- a) Participants: Small teams working in a project or department teams
- b) Objective: To provide specific tools / inputs for meeting the growing challenge and to improve work efficiency.

A1.8 Short duration program for Women employees (SDWEP)

In today's working environment as more and more women serve organisation in various capacities, they could face challenges like gender equality, family and work balance etc. It's a dire need to focus specific training to mitigate their challenges. This can be done through short duration women's leadership development program.

- c) Participants: Any women member of the work force
- d) Objective: To provide specific tools / inputs for meeting the growing challenges a women would face and bring a better leadership, even could outperform even the competition.



MoU

with

The Universiti Teknologi Brunei

MOU

The University Technology, Brunei

- The Universiti Teknologi Brunei, is an Engineering and Technology University in Brunei.
- Specialization areas are Engineering, Business School, Computing, Applied Sciences & Mathematics, and Design.
- Quacquarelli Symonds World University Ranking 379 out of 4763 institutions
- QS Asia University Rank – 137



MEMORANDUM OF UNDERSTANDING

BETWEEN

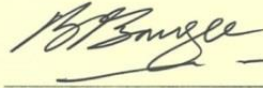
UNIVERSITI TEKNOLOGI BRUNEI (UTB)

AND

**THIAGARAJAR SCHOOL OF MANAGEMENT
(TSM)**

For and on behalf of
UNIVERSITI TEKNOLOGI BRUNEI

For and on behalf of
THIAGARAJAR SCHOOL OF
MANAGEMENT



PROFESSOR DR. DAYANG HAJAH
ZOHRAH BINTI HAJI SULAIMAN
Vice-Chancellor

B.T. BANGERA
Chairman, Board of Governors

29 March 2022

Date:



21/03/2022

Date:

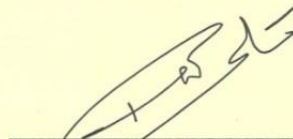


Witnessed by:
UTB School of Business

Witnessed by:
Thiagarajar School of Management



DR. MOHAMED SALEEM NAZMUDEEN
Deans, UTB School of Business



DR. MURALI SAMBASIVAN
Professor and Director,

29/3/2022

Date:



21 MARCH 2022

Date:



- MOU Finalized on 29th March 2022
- Activities under MOU
- Ph.D. Supervisor Exchanges as per Expertise
- Faculty exchange for teaching – Activity Initiated
- Research Scholar Exchange
- MBA & PGDM students Exchange program
- Research Visit – Short Term
- Organizing joint workshop and conferences
- Joint Research publications
- Support for Research publications in terms of Mentoring