Issuance of this Newsletter is by the students of Business Administration (SF), Thiagarajar College

TEBA
NEWSLETTER

August Issue 13

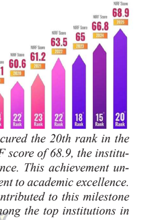
Thiagarajar College, Madurai, has proudly secured the 20th rank in the NIRF 2025 rankings. With an outstanding NIRF score of 68.9, the institution continues its journey of academic excellence. This achievement underscores the institutions unwavering commitment to academic excellence. Students, faculty, and stakeholders have all contributed to this milestone success. The recognition places the college among the top institutions in the country. Thiagarajar College continues to uphold its vision of serving students and society through excellence. Celebrating 77 years of legacy, the college combines tradition with modern innovation. This honor is a testament to its dedication to shaping future leaders and scholars.

- Swetha I, III BBA (SF)

Thiruvasagam Sollarangam - Founder's Memorial Day

- Sri Dharshan S, I BBA (SF)

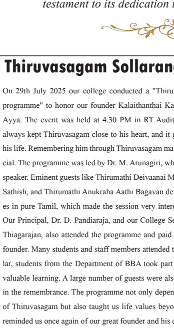
On 29th July 2025 our college conducted a "Thiruvasaga Sollarangam programme" to honor our founder Kalaithanthai Karumuttu Thiagarajar Ayya. The event was held at 4.30 PM in RT Auditorium. Our founder always kept Thiruvasagam close to his heart, and it gave him strength in his life. Remembering him through Thiruvasagam made the day more special. The programme was led by Dr. M. Arunagiri, who served as the cheif speaker. Eminent guests like Thirumathi Deivaanai Manikandan, Mr. Siva Sathish, and Thirumathi Anukraha Aathi Bagavan delivered their speeches in pure Tamil, which made the session very interesting and inspiring. Our Principal, Dr. D. Pandiaraja, and our College Secretary Mr. K. Hari Thiagarajan, also attended the programme and paid their respects to the founder. Many students and staff members attended the event. In particular, students from the Department of BBA took part actively and gained valuable learning. A large number of guests were also present and joined in the remembrance. The programme not only depend on our knowledge of Thiruvasagam but also taught us life values beyond education, and it reminded us once again of our great founder and his contributions.



"Remembering our Founder with gratitude — the guiding light behind our journey of knowledge and growth."

Thiagarajar College Celebrates 79th Independence Day with Pride

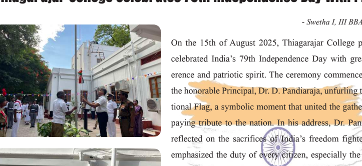
- Swetha I, III BBA (SF)



On the 15th of August 2025, Thiagarajar College proudly celebrated India's 79th Independence Day with great reverence and patriotic spirit. The ceremony commenced with the honorable Principal, Dr. D. Pandiaraja, unfurling the National Flag, a symbolic moment that united the gathering in paying tribute to the nation. In his address, Dr. Pandiaraja reflected on the sacrifices of India's freedom fighters and emphasized the duty of every citizen, especially the youth, in safeguarding the nation's hard-earned independence. He also underlined the importance of education, unity, and innovation in leading India towards a brighter future. The celebration concluded with the singing of the National Anthem, which filled the campus with a deep sense of pride and commitment to the ideals of freedom and progress.

Knowledge Arena Unveiled: TIBA

- Neeraj S, II BBA (SF)

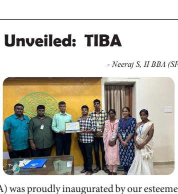


The Thiagarajar Intellectual Business Arena (TIBA) was proudly inaugurated by our esteemed Principal on 25th August 2025. Organized by the Department of Business Administration (Self-Finance), this initiative is designed to challenge and inspire young minds through a knowledge-driven quiz platform. TIBA goes beyond classroom learning by encouraging students to sharpen their critical thinking and broaden their understanding across a wide spectrum of fields including Finance, Human Resource Management, Financial Technology, Banking, Economics, Marketing, Business Communication, General Management, Entrepreneurship, International Business, Digital Marketing, and more. It also integrates current affairs and preparation for competitive exams such as CAT, MAT, and TANCET, equipping students with the skills required to excel in both academic and professional pursuits. Through TIBA, the department envisions nurturing a culture of curiosity, confidence, and competitiveness, helping students grow into the next generation of business leaders.

"CHARTING THE PATH OF AN ENTREPRENEUR"

- Himesh Jain J, III BBA (SF)

The Elton Mayo(HR) club had the opportunity of organizing a guest lecture on "My Entrepreneurial Journey" on the 31st of July 2025. The chief guest for this lecture was Mr.Chandran , Founder and Chairman of Smaart Home Furnitures, Madurai.The event commenced with a welcome address delivered by Dr. S. Sukumar, Director of Self finance courses, followed by an introduction to the chief guest by Dr. P . Meenaprabha ,Club Coordinator of the Elton Mayo(HR) Club.



The lecture was highly interactive where students were able to gain insights on how startups work and how to build a business from scratch.His constant motivation will inspire us to bloom into Great Leaders tommorow. The event followed by a Role-Play Activity where students had a chance to enact a business scenario based on Gender Discrimination.

WINNERS	RUNNERS
ABINESH N	GOPINATH R
MOHAMMED RIYAZ RAHMAN	SARVESH R
NAVEEN KUMAR M	DIVAKAR T
JUSTIN SURYA D	MOHAMMED SYED HUSSAIN S R

Sometimes you win
Sometimes you ~~lose~~ learn

"FINTECH CLUB HOSTS 'PITCH PERFECT' MANAGEMENT QUIZ"

- Harini N, II BBA (SF)

The Fintech Club hosted "Pitch Perfect", a management quiz, on August 11. The event commenced with a welcome address delivered by Mr. Naman, President of the Club, followed by an introduction of the Chief Guest, Dr. K. Lingaraja, by the Club Coordinator, Dr. B. Kanaga Meena. In his address, Dr. K. Lingaraja emphasized the growing importance of financial literacy in career development and underscored the role of critical thinking in effective business decision-making. Eight teams enthusiastically participated in the competition, which featured multiple rounds testing finance and management concepts. The quiz culminated in an intense Rapid Fire round between the top two teams. Certificates were awarded to the winners and runners-up by Mr. G. Sivaraja and Dr. P. Prabha in recognition of their knowledge and effort. The event concluded with a vote of thanks delivered by Ms. T. Uma, Executive Member of the Club.

"More Than a Competition, It's a Lesson."

WINNERS	RUNNERS
J. Amit Kumar	K. M. Pranav
R. Sumit	Adhithya
K. Rohit	M. Vishnu

TC-IIC Celebrates World Entrepreneurs Day: Inspiring Future Founders

- Neeraj S, II BBA (SF)

The TC – Institution's Innovation Council, in collaboration with the Department of Business Administration (Aided & Self-Finance), organized the World Entrepreneurs' Day Celebration on 21st August 2025 at Dr. Radha Thiagarajan Auditorium. The event began with a warm Welcome Address by Dr. R. Sayee Kannan, TC-IIC Coordinator, followed by the Presidential Address delivered by Dr. D. Pandiaraja, Principal, who highlighted the importance of nurturing entrepreneurial skills among students. The smooth execution of the celebration owed much to the guidance of Dr. K. Lingaraja and Dr. R. Arun Prasath, Organizing Secretaries and TC-IIC Members, Department of Business Administration, and Dr. D. Anbugeetha, Head (i/c), Department of Business Administration (Aided), whose commitment transformed the programme into a grand success.

The programme was enriched by the presence of Mr. B. Sathesh and Mr. N. G. Senthil Kumar as the Chief Guests. Both shared their inspiring entrepreneurial journeys, narrating how challenges can be transformed into opportunities through vision, perseverance, and confidence. Their stories left a lasting impression on the students, motivating them to take bold steps toward entrepreneurship. The event concluded with a thoughtful Vote of Thanks by Dr. P. Meenaprabha, Assistant Professor, Department of Business Administration (SF), who expressed gratitude to the dignitaries, faculty members, and students. The lecture truly motivated and inspired the students.

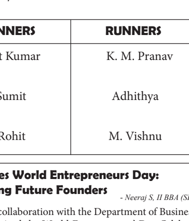
Networking, Innovation & AI...

- Aadhil Ahamed M, II BBA (SF)

28 students from the Department of Business Administration, SF, participated in the Digital Entrepreneurship Conference on August 13, 2025. The conference was hosted by IWN (Indian Women Network) at the Courtyard by Marriott Hotel, Madurai. IWN is an initiative by CII (Confederation of Indian Industry) aimed at fostering collaboration among women in business and society.

The event featured:

- 4 Reimagining Business Talks
- 2 Insightful Panel Discussions
- 2 AI-skill Building Workshops
- 6 Hours Dedicated to Networking and idea exchange



Distinguished speakers included:

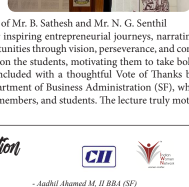
- Dr. Palanivel Thiaga Rajan, Hon'ble Minister for IT and Digital Services, Govt. of TN, gave his inau`gural address.
- Mr. C R Venkatesh, CEO of DotComInfoway, educated the audience on the application of AI tools in business.
- Mr. Krishnakumar Mahalingam, Principal Engineering Manager, Microsoft, stressed that building a global brand requires quality, customer focus, and balancing innovation.
- Ms. Visalakshi Kannan, Director of Thiagarajar Mills Ltd., moderated the panel discussion on "Women driving change in business."

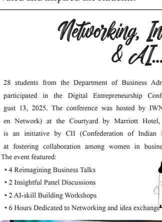
At the end of the day, our students were equipped with AI tools like Gemini Pro, Suno.com, 11Elevenlabs, Perplexity and ChatGPT for their exciting ventures.

Youth Day Celebration at Thiagarajar College

-Neeraj S, II BBA (SF)

Thiagarajar College organized Youth Day celebrations on 20th and 21st August at the Radha Thiagarajan Auditorium, with inspiring programmes dedicated to the ideals of Swami Vivekananda. The Ramakrishna Math conducted a motivational lecture along with a Book Exhibition on the life and teachings of Swami Vivekananda.

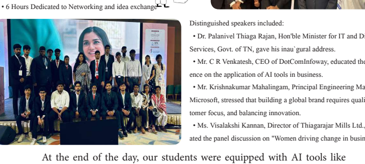




The programme highlighted how he faced challenges with courage, determination, and spiritual strength, while also emphasizing his message to the youth on self-confidence, discipline, and service to society. Students from various departments actively participated in the two-day event. The celebration not only honored the legacy of Swami Vivekananda but also inspired students to channel their youthful energy toward a purposeful and value-driven life.

A New Chapter in Management Excellence Begins

-Neeraj S, II BBA (SF)



Thiagarajar College proudly inaugurated the Master of Business Administration (MBA) Programme on 4th August 2025 at the Dr. Radha Thiagarajan Auditorium. The ceremony marked a defining moment for the Department of Management Studies, bringing together leaders who inspired the new batch of students. The programme began with the Presidential Address by Mr. K. Hari Thiagarajan, Secretary of Thiagarajar College, through Zoom Meet, where he emphasized vision, discipline, and determination as the pillars of managerial success. Our Principal, Dr. D. Pandiaraja, further motivated the students through his address, encouraging them to embrace innovation, service, and leadership to make a meaningful impact on society.

The highlight of the day was the keynote address by the Guest of Honour, Shri. HG. Balarama Govinda Das, Chairman of Thangamayil Jewellery Ltd. He shared the inspiring success story of Thangamayil Jewellery, built upon values of service, employee care, technology adoption through the DigiGold App, teamwork, innovation through unique celebrations, and faith in divine support. His words left a lasting impression on the aspirants. A proud moment of the occasion was the release of the official Logo of the Department of Management Studies, symbolizing progress and a new identity for the department. The inaugural ceremony created an atmosphere of motivation and positivity, instilling confidence and enthusiasm in the MBA students as they embarked on their academic journey.

RATAN TATA CLUB INSPIRES YOUNG ENTREPRENEURS

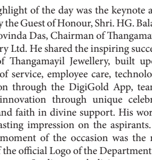
- Pranav Adhitya K M, II BBA (SF)

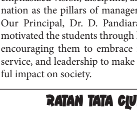
The Ratan Tata Club of the Department of Business Administration (SF), Thiagarajar College, organized a vibrant event that combined knowledge, inspiration, and celebration. The program began with a prayer song, followed by a Welcome Address from Dr. R. Arun Prasath, Head of the Department. Dr. V. Selva Subhashini, Club Coordinator, addressed the gathering and emphasized teamwork through Ratan Tata's philosophy: "If you want to walk fast, walk alone. But if you want to walk far, walk together.The highlight of the day was a Guest Lecture by Dr. L. Srinivasan, Proprietor of Abinaya Optical Centre, on "Opportunities and Challenges in Entrepreneurship – In Optical Industry." He urged students to embrace risks, adapt to challenges, and create opportunities, echoing Ratan Tata's belief: "The biggest risk is not taking any risk." A badge-honoring ceremony was also held, with the Chief Guest honoring the newly appointed club members. The Principal, Dr. D. Pandiaraja, appreciated the club's efforts and encouraged students to uphold leadership and ethical values. In the Vote of Thanks, Mr. M. Exen, President of the Club, expressed gratitude to the Principal, Chief Guest, faculty, and students. The event concluded with Ratan Tata's reminder: "It's not about ideas. It's about making ideas happen."

Discover, Learn, Excel : Introduction to NPTEL

- Lakshanya S S, I BBA (SF)

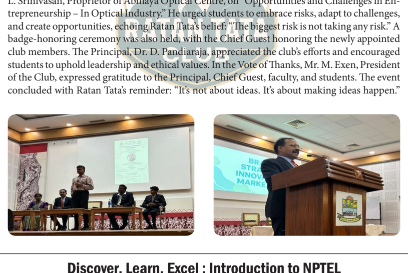
An awareness program was conducted on 25th July to introduce students to the vast benefits and operational aspects of the National Programme on Technology Enhanced Learning (NPTEL). This initiative, a joint venture of the IITs and IISc, offers high-quality, free online courses that can significantly enhance a student's academic and professional profile. The session was led by Dr. R. Arun Prasath, HoD & i/c of the BBA (SF) Department, who provided students with comprehensive insights into the program. He explained in detail the importance of NPTEL courses, their academic and professional relevance, and the opportunities they create for skill enhancement.





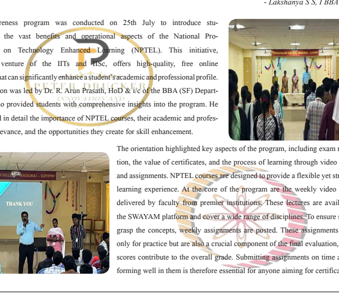
The orientation highlighted key aspects of the program, including exam registration, the value of certificates, and the process of learning through video lectures and assignments. NPTEL courses are designed to provide a flexible yet structured learning experience. At the core of the program are the weekly video lectures delivered by faculty from premier institutions. These lectures are available on the SWAYAM platform and cover a wide range of disciplines. To ensure students grasp the concepts, weekly assignments are posted. These assignments are not only for practice but are also a crucial component of the final evaluation, as their scores contribute to the overall grade. Submitting assignments on time and performing well in them is therefore essential for anyone aiming for certification.

PRIDE AND GLORY: BBA-SF BAGS OVERALL CHAMPIONSHIP



The BBA (SF) Department students of our College, achieved a proud milestone by winning the Overall Winner Trophy at COGNITIO'25 – Retro Bizz, a state-level inter-collegiate meet held on 29th August 2025. The competition featured a series of events that tested managerial skills, innovation, creativity, and teamwork. The Students of Department of BBA (SF), Thiagarajar College delivered exceptional performances in all major categories. The Principal, faculty members, and fellow students of Thiagarajar College congratulated the BBA (SF) team for their hard work, determination, and team spirit. This victory not only brought laurels to the department but also reinforced the college's reputation for excellence in both academics and co-curricular achievements.

- Swetha I, III BBA (SF)



BEST MANAGER
J. Himesh Jain

TREASURE HUNT
N. Ashika
M. Keerthana
S. Sahana

CORPORATE WALK
I. Swetha
G. Dilawar Singh
T. Arvind
G. Sudarshan
S. S. Lakshanya
D. Pooja Kumari

AS YOU LIKE IT
R. Gopinath
G. Gokul Prasath
K. A. Sri Harshith
K. Srinidhi
M. Exen
M. R. Riyaz Rahman

BUSINESS PLAN
M. Aadhil Ahamed
S. Nithika

AD- ZAP
M. Exen
M. R. Mohamed Riyaz Rahman
S. Janani
T. Priyanka
H. Mohamed Arsath

"Freshers Bag Best Paper at National Conference"

- Gopinath R, I BBA (SF)

Attending the national conference organized by the Commerce Department of VHNSNC College, Virudhunagar, was a truly unique experience for us, as first-year students stepping into a new academic environment. We had the opportunity to research and write a paper on "Con World: Making of Virtual Reality Blending into the Actual World". What made this experience even more memorable was that, among all the presenters most of whom were either PhD scholars or post graduate students we were the only first-year students participating. Despite being newcomers, our research, enthusiasm, and presentation skills were recognized, and we were honored with the Best Paper Award. We sincerely extend our heartfelt thanks to our class mentor, Dr. K. Nagapriya madam, and our head of the department (i/c), Dr. Arunprasath sir, whose support and encouragement were instrumental throughout our journey. Without their valuable guidance, our success would not have been possible. Their mentorship inspired us to push our limits and believe in our abilities. We remain grateful for the role they played in making this remarkable accomplishment a reality.

GREAT New TASTE..! ?

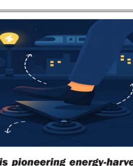
Coca-Cola was originally created by Dr. John Stith Pemberton as a headache remedy but evolved into a popular soft drink. In the late 1970s, Coca-Cola held a 35% market share, while Pepsi-Cola had 21%. The intense competition peaked with the 1975 PEPSI CHALLENGE, a marketing campaign that showcased blind taste tests favoring Pepsi due to its higher sugar content. In response to losing market share despite heavy advertising, Coca-Cola decided to reformulate its iconic drink after extensive taste tests, launching New Coke in April 1985. However, this change sparked immediate backlash, leading to protests and demands for the return of the original Coke, which was deemed a cultural icon. Within 79 days, Coca-Cola reverted to the original recipe, rebranding it as Coca-Cola Classic. While the company incurred losses during the New Coke era, it ultimately reinforced customer loyalty and strengthened its brand identity. New Coke was discontinued in 2002.

- Aadhil Ahamed M, II BBA (SF)

Reliance | Kelvinator

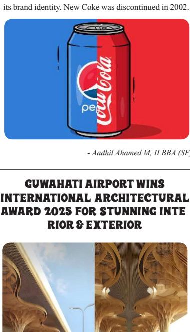
Reliance Retail has acquired Kelvinator from its parent company, Electrolux, for a notable sum of Rs. 160 crores. This acquisition aims to enhance Reliance's presence in the consumer durables market in India.

Japan is pioneering energy-harvesting floors that transform footsteps into electricity. By converting the pressure of millions of people walking into usable energy, these smart streets are proving how human movement can become a renewable power source. This technology could power streetlights, public transport systems, or even entire city blocks, all from the simple act of walking.



Max Verstappen set the fastest lap in F1 history at Monza 2025, clocking 1:18.792 at an average speed of 264.681 km/h. He broke Lewis Hamilton's 2020 record of 1:18.887 and secured his 45th career pole, his fifth of the 2025 season.

GUWAHATI AIRPORT WINS INTERNATIONAL ARCHITECTURAL AWARD 2025 FOR STUNNING INTERIOR & EXTERIOR



- Jannathul Firthous A, I BBA (SF)

The new Terminal 2 of the Lokpriya Gopinath Bordoloi international airport in Guwahati has won the International Architectural Award 2025 August 12 in the transport category, is built on the core concept of "Bamboo Orchids". The prestigious award is presented by The Chicago Athenaeum: Museum of Architecture and Design, in collaboration with The European Centre for Architecture Art Design and Urban Studies and Metropolitan Art Press, Ltd. The new terminal was recognized for its outstanding architectural excellence, visionary, urban planning and sustainable design. It was one of only seven airports worldwide to receive this distinction.

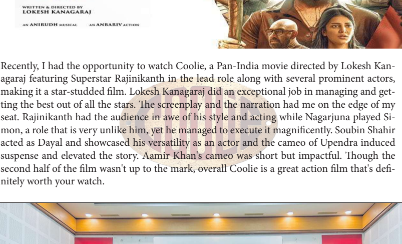
A RETAIL GIANT THAT IS LEADING SUCCESS

- Dinal Bhandari P, I BBA (SF)

Walmart is an American multinational hypermarket in U.S and 23 other countries. The company was formed in 1962 by brothers Sam walton and James bud Walton. Walmart is the world's largest company by revenue as well as largest private employer in world. Walmart has looked to its chief rival which is Amazon for ways to sustain sales growth. It has also launched an advertising business and a loyalty program for shoppers, called Walmart+, that competes with Amazon Prime. Walmart Inc. is hiring an executive to accelerate its use of AI as the world's largest retailer looks to bolster its competitive edge. Walmart is introducing "several hundred new roles" in the US and India, following recent job cuts, these new roles are part of a restructuring effort to reshape teams and streamline operations. It is also involved in initiatives like the Vriddhi program, aiming to add 1 lakh MSMEs in the next three years. Walmart's success lies behind it's low-price strategy with evolving consumer demands for sustainability and ethical sourcing.

COOLIE: AN ACTION-PACKED POWERHOUSE

- Subaraj K A, II BBA (SF)



Recently, I had the opportunity to watch Coolie, a Pan-India movie directed by Lokesh Kanagaraj featuring Superstar Rajinikanth in the lead role along with several prominent actors, making it a star-studded film. Lokesh Kanagaraj did an exceptional job in managing and getting the best out of all the stars. The screenplay and the narration had me on the edge of my seat. Rajinikanth had the audience in awe of his style and acting while Nagarjuna played Simon, a role that is very unlike him, yet he managed to execute it magnificently. Soubin Shahir acted as Dayal and showcased his versatility as an actor and the cameo of Upendra induced suspense and elevated the story. Aamir Khan's cameo was short but impactful. Though the second half of the film wasn't up to the mark, overall Coolie is a great action film that's definitely worth your watch.

We're delighted to share that the latest TEBA Newsletter (Issue 12), along with Volume I (Issues 1–11), was officially released on 21st August 2025 by our respected Principal, Dr. D. Pandiaraja. This proud milestone marks our journey of learning, sharing, and celebrating the vibrant spirit of the Department of Business Administration (SF), Thiagarajar College.

Know Your B-Schools...

- Aadhil Ahamed M, II BBA (SF)

1. IIDNAN ETTUSITNI OF MGTEMEANNA ALBNRGOAE ________
2. ACFTLYU FO NMEAETAGMN UIDESST EDHLI ________
3. AIVXER ROAULB AINSTOERL SUETIINTT ________
4. S P NJAI ________
5. AERTG EKASL ________
6. RIANM ________
7. SYOBSSIMI SUITTNTIE FO NEEANAMTMG EDSITSU ________
8. AITMP ________
9. IWERANKGI ________
10. TTSENTIIU OF UALRR EGANMEAMNT NNDAA ________
11. RATHARAJIGA HOCSLO FO TAANMGMENE ________
12. TTAA IUTTTEINS OF ICAOSL CSECSENI ________

TEDOKU WINNERS

Vigneshwari K 24SUCO66
Hamsikaa K 24SUCO44
G A Prathiba 24SUCO51
U Sai Nirmal 24SUCO25

Mail your answers with your name, department and roll number to teba@tcarts.in

Names of the winners will get featured in the next edition.

ABOUT TEBA

TEBA, the dynamic e-newsletter crafted by the Business Administration, Self Financed Students of Thiagarajar College, under the acronym TEBA representing Thiagarajar E-Business Administration.

For any queries
Contact teba@tcarts.in

TEAM

Dream it. Team it. Do it!

August Issue 13

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Dr. P. MEENAPRABHA	ASSISTANT PROFESSOR, BUSINESS ADMINISTRATION (SF)	STAFF INCHARGE
Dr. C. KRISHNAMOORTHY	ASSISTANT PROFESSOR, ENGLISH (SF)	PROOF READER
Mr. M. NALLAPERUMAL	III YEAR, BBA (SF)	EDITOR
Mr. J. HIMESH JAIN	III YEAR, BBA (SF)	CONTENT DIRECTOR
Ms. S. NITHIKA	II YEAR, BBA (SF)	GRAPHIC EDITOR
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Mr. K. A. SUBARAJ	II YEAR, BBA (SF)	CONTENT HEAD
Mr. S. NEERAJ	II YEAR, BBA (SF)	DEPARTMENT ANALYST
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Ms. P. DINAL BHANDARI	I YEAR, BBA (SF)	FEATURE WRITER
Ms. T. ARSEEYA RITHA	I YEAR, BBA (SF)	CONTENT STRATEGIST
Ms. S. LAKSHANYA	I YEAR, BBA (SF)	CONTENT CURATOR
Ms. A. GENOO JAIN	I YEAR, BBA (SF)	CONTENT INSIDER
Ms. A. JANNATHUL FIRTHOUS	I YEAR, BBA (SF)	JUNIOR EDITOR