

TEBA NEWSLETTER

“Unraveling the India-Maldives Rift: Why Indians Boycott 298 sq km Cluster of Lands?”

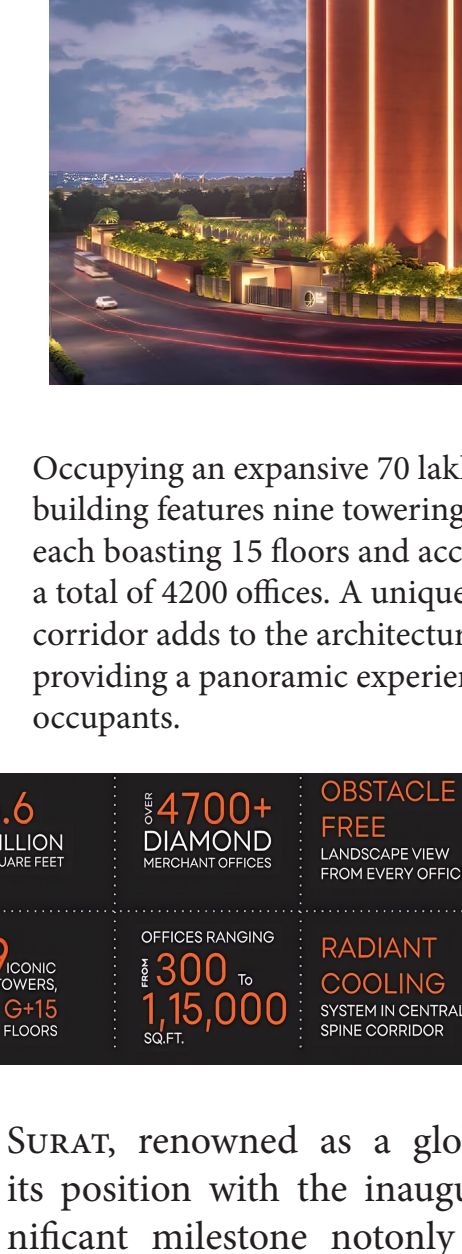
TN RECEIVES 6.64 LAKH CRORE INVESTMENTS FROM TNGIM 2024.

Igniting Scientific Curiosity: YSSP Launched at Thiagarajar College.

Disaster Relief Drive: Thoothukudi District.

SURAT DIAMOND BOURSE : The world's LARGEST office complex.

APPLE LOSES IT'S CROWN AS THE WORLD'S MOST VALUABLE COMPANY.



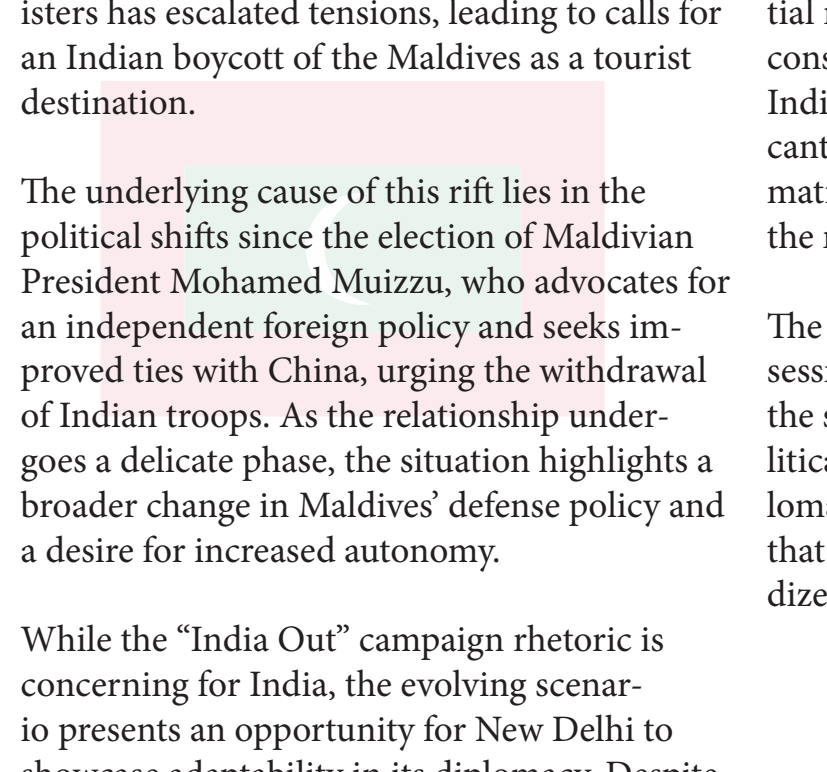
SURAT DIAMOND BOURSE : Global Gem Brilliance Unleashed

In a momentous occasion, Prime Minister Narendra Modi recently unveiled the world's largest office complex in Surat, capturing global attention. This monumental project, which commenced in 2015 with a staggering investment of 3200 crores, stands as a testament to Surat's rising prominence in the global diamond industry.

Noteworthy amenities include in-office custom clearance, facilitating smoother operations for diamond industry professionals within the complex. The building also houses banks, 5-star hotels, and a dedicated diamond mall, creating a self-sufficient environment that caters to the diverse needs of its occupants.

6.6 MILLION SQUARE FEET	4700+ DIAMOND TRADING OFFICES	FREE LANDSCAPE VIEW FROM EVERY OFFICE	ACCOMMODATES 67,000 PERSONNEL	TRAVEL THE SECURITY GATE TO THE OFFICE IN 4 MINUTES	24 HOURS CENTRAL SECURITY CORRIDOR CONNECTING ALL OFFICES	HIGHLY LIGHTENED SECURITY	THE ONLY LANDSCAPING BASED ON PANCHTATVA
9 CONC CRUISE FLOORS	OFFICES RANGING FROM 1300 TO 1,15,000 SQ.FT.	RADIANT COOLING SYSTEMS WITH CENTRAL SPIRE CORRIDOR	DIRECT IMPLEMENTATION OF 1.5 LAKH PEOPLE	131 LIFTS CONNECTING THE FLOORS AT 3 MIN SPEED	ICONIC BUILDING & SUSTAINABLE ARCHITECTURE	PLATINUM RATED GREEN BUILDING	CLUB WITH CONFERENCE HALL, HEALTH CLUB, INDOOR TENNIS, RESTAURANT & MUCH MORE

SURAT, renowned as a global hub for cutting and shaping diamonds, now solidifies its position with the inauguration of this world-class office hub. The event marks a significant milestone notably for the city but also for the international diamond industry. Surat's jewel in the crown, the world's largest office complex, reflects innovation, efficiency, and the city's unwavering leadership in the realm of diamonds and business.



Why Indians Boycott 298 sq km cluster of lands?

Intrigue unfolds as a diplomatic dispute ensues between India and the Maldives, triggered by Indian Prime Minister Narendra Modi's social media posts praising India's beaches in Lakshadweep. The criticism from Maldivian ministers has escalated tensions, leading to calls for an Indian boycott of the Maldives as a tourist destination.

Muizzu's calls for redefined partnerships, it remains uncertain whether Indian officials are aligning with his post-campaign requests.

The underlying cause of this rift lies in the political shifts since the election of Maldivian President Mohamed Muizzu, who advocates for an independent foreign policy and seeks improved ties with China, urging the withdrawal of Indian troops. As the relationship undergoes a delicate phase, the situation highlights a broader change in Maldives' defense policy and a desire for increased autonomy.

The economic impact looms large, with potential repercussions on tourism, as Indian citizens consider boycotting Maldives. Simultaneously, India may face adverse effects, given its significant role in Maldives-bound flights. The diplomatic resolution of the tussle will be crucial for the next five years of President Muizzu's term.

While the "India Out" campaign rhetoric is concerning for India, the evolving scenario presents an opportunity for the New Delhi to showcase adaptability in its diplomacy. Despite

The evolving situation demands a careful reassessment by both Delhi and Male, emphasizing the significance of regional stability. As geopolitical complexities unravel, the need for diplomatic finesse becomes paramount to ensure that domestic political changes do not jeopardize the fundamental structure of bilateral ties.

Reference: The Economic Times.

Young Student Scientist Programme at Thiagarajar College.

Tamil Nadu State Council for Science and Technology unveiled the Young Student Scientist Programme (YSSP) at Thiagarajar College in Madurai, aiming to inspire a passion for science and research among government school students in Class IX. The initiative introduces selected students from 31 rural government schools in Madurai and Sivaganga districts to a 15-day residential training program, covering Physics, Chemistry, Mathematics, Biology, Environmental Sciences, and Computer Science, led by college professors and experts.



With approximately 80 students chosen based on their science scores and interest in the subject, the YSSP inauguration featured K. Karthika, Chief Educational Officer, as the chief guest, encouraging students to maximize this unique opportunity. Professor P. Veeramani from the Indian Institute of Technology (IIT), Madras, stressed the importance of understanding over rote learning in his address. Thiagarajar College Principal, D. Pandiaraja, highlighted the crucial role scientists play in society.

In a recent initiative, school students from Madurai and its surrounding areas participated in training sessions at the college. This collaborative effort involved dedicated volunteers from the BBA department, including Sibichakkaravarthy, Chandru Samuel, Sakthi Kumar, along with Venkatesh, Hari Haran, Muthu Pandi and volunteers from the college's various departments. This dynamic approach to education reflects the commitment to nurturing scientific curiosity and potential among the youth.

Source: Thiagarajar College.

RECEIVED 6.64 LAKH CRORE INVESTMENTS FROM TN GLOBAL INVESTORS MEET 2024.

The Tamil Nadu Global Investors Meet 2024, held at the Chennai Trade Centre on January 7th and 8th, marked a significant milestone in the state's pursuit of economic prosperity. The event, inaugurated by Hon'ble Chief Minister Thiru M.K. Stalin, aimed to propel Tamil Nadu into a thriving economy with a target of 1 Trillion USD by 2030.

opportunities for 14,54,712 persons and total employment for 26,90,657 persons.

The two-day mega event saw the active participation of distinguished guests, including Chief Guest Mr. Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, and various Ministers, Members of Parliament, and Members of Legislative Assembly. The overarching themes of leadership, sustainability, and inclusivity guided the discussions and initiatives at the event.

Prominent investors, including Tata Power, Sembcorp, Adani Group, Vinfast, Tata Electronics, JSW, Hyundai, TVS, Pegatron, and Saint Gobain, made substantial commitments, further reinforcing the confidence in Tamil Nadu's industrial ecosystem.

Key outcomes of the meet included the signing of 631 MoUs with an unprecedented investment commitment of Rs 6,64,180 crores. These commitments spanned diverse sectors, including electronic goods manufacturing, green energy, non-leather shoes, motor vehicles, aerospace and defense, and information technology. The investments are expected to create direct employment

During the event, the Hon'ble Chief Minister inaugurated three projects and laid the foundation stone for three others, collectively amounting to an investment commitment of Rs. 6277.27 crore and significant employment potential.

Several policies were launched during the event, such as the Tamil Nadu Semiconductor and Advanced Electronics Policy 2024 and the Public-Private Partnership Policy. The Hon'ble Chief Minister also released "The Roadmap to Achieve a \$1 Trillion Economy by 2030", outlining the strategic vision for the state's economic growth.

aspects of Tamil Nadu's industrial and economic landscape. An exclusive buyer-seller meet for micro, small, and medium enterprises (MSMEs) provided a platform for global engagement.

The meet featured panel discussions, fireside chats, and 26 sessions with industry experts discussing various

The launch of the TANFUND portal, a startup funding platform, showcased Tamil Nadu's commitment to fostering innovation. The StartupTN Arena, featuring 41 stalls by startups from 23 sectors, highlighted the state's support for entrepreneurial endeavors.

Pavilions from seven countries and various sectors showcased the strong international engagement and collaboration with Tamil Nadu. Site visits for foreign delegates showcased the state's outstanding industrial ecosystem.

The event was attended by CEOs of global companies, investors from more than 30 countries, Ambassadors, Consul Generals, and students from government and private colleges. The well-received event, with live telecasts and viewing arrangements across districts, is expected to catalyze job creation and sustainable growth, aligning with the state's vision for development.

Source: Govt. Press Release.

Microsoft currently holds the title of the world's most valuable company, although potentially temporarily.

Apple fell 1.8% after reporting fourth-quarter revenue that came in below the average analyst estimate, which gave the iPhone maker a market value of \$2.46 trillion. Microsoft rose 2.2% to hit a market value of \$2.49 trillion. This marks the latest instance of Microsoft surpassing Apple, with similar occurrences in 2018 and 2021. Microsoft's market capitalization slightly edged past that of Apple on this occasion. Microsoft has incorporated OpenAI's technology across its suite of productivity software, a move that helped spark a rebound in its cloud-computing business. Its AI lead in generative artificial intelligence has also created an opportunity to challenge Google's dominance of web search.

Apple LOSES ITS CROWN AS MOST VALUABLE COMPANY.

References: Hindustan Times, The Guardian, Hindustan Times

'AI POWERED'

Rabbit R1: A Tiny Box That Trades Phone Apps for AI

Unveiled at CES 2024, Rabbit R1 is a \$200 handheld AI assistant with a 2.88-inch touchscreen. The device resembles a walkie-talkie with its square design and eye popping color — adding to its retro feel. It includes features like a camera, a control wheel, speakers, and microphones. Additionally, it has 4GB of memory, 128GB of storage, and runs on a 2.3GHz MediaTek processor. It's surprisingly light

SAMSUNG 24 SERIES UNVEILED

Samsung unveiled its newest Galaxy S24 phones at its Unpacked event, unleashing new mobile experiences with Galaxy AI. Artificial Intelligence amplifies nearly every experience on Galaxy S24 series, from enabling barrier-free communication with intelligent text and call translations, to maximizing creative freedom with Galaxy's Pro-Visual Engine, to setting a new standard for search that will change how Galaxy users discover the world around them.

Disaster Relief - Thoothukudi District:

In an inspiring act of compassion, Thiagarajar Mills (P) Ltd. and Thiagarajar College, Madurai, joined forces to organize a Disaster Relief Drive in December 2023, extending a helping hand to flood-affected communities in the Thoothukudi District. The collaborative initiative, marked by the active involvement of students and staff, showcased a commendable spirit of service and solidarity.

bating the challenges faced by the community. Acknowledging the severe damage to the agricultural sector, the Thiagarajar team continued their selfless efforts. On December 26th, the college mess played a pivotal role, packing 1,000 food packages containing various rice varieties, with the support of the college principal.

On December 19th and 26th, 2023, the teams ventured into the nearby villages of Ottapidaram, South Avrangakaadu, Mela Lakshmi Puram, and Mela Subramaniya Puram, delivering essential relief to those grappling with the aftermath of the floods.

Thoothukudi officials were promptly informed about the arriving assistance, ensuring a coordinated relief effort. The unwavering dedication of these students and staff members exemplifies the indomitable spirit of community service in the face of adversity. Their tireless endeavors aimed not only to alleviate the immediate suffering of the affected population but also to significantly contribute to Thoothukudi's recovery.

Despite challenging conditions, the team, comprised of NSS and NCC students, as well as BBA students Kalidas and Praveen Sekar, along with committed staff members, distributed 1,000 food packages. This initiative offered prompt relief to the affected population taking shelter in local schools. The relief effort was especially crucial as the region faced a complete power shutdown for two days, exacerbating the challenges.

The commendable relief activities carried out by Thiagarajar College and Mills received praise from the affected people, highlighting the profound impact of their efforts. The satisfaction derived from this collective initiative underscores the importance of empathy, solidarity, and the power of community service in times of crisis.

Source: Thiagarajar College.

STARBUCKS to open 1000 cafes by 2028.	KHELO INDIA YOUTH Games are being held in South India for the first time.	TAMILNADU Ranked as a BEST PERFORMER for 2022 in STARTUP.

On Campus Placement Achievers Of BBA Department

S.NO	NAME	COMPANY	S.NO	NAME	COMPANY
1	Vignesharan M	Accenture	13	Geetha Nandhini V	TCS
2	Badi Narayanan T K B	Corizo	14	Gopika Shree M	TCS
3	Mohammed Fazim S	Pick Your Trial	15	Lavanya A	TCS
4	Abinaya S	Pick Your Trial	16	Pooja S	TCS
5	Keerthana K	Pick Your Trial & TCS	17	Swathi V R	TCS
6	Soundharaya J	Pick Your Trial	18	Thanu Dharshan M R	CUB
7	Varsha S	Pick Your Trial & TCS	19	Vasanthakumar M	CUB
8	Bala Murugan K	TCS	20	Dhinesh Kumar K M	URC Construction
9	Hari Haran J	TCS & CUB	21	Nagarajan K R	URC Construction
10	Prasanna Kumar S	TCS	22	Sudhakaran C	URC Construction
11	Dhanasri S	TCS	23	Venkatesh V P	URC Construction
12	Dharshini Devi R	TCS	24	Yuvraj S	URC Construction

--	--	--	--

MAT EXAM DATES :

Test Mode	Test Date	Registration Ends	Admit Card Download
PBT	25-Feb-24	20-Feb-24	22-Feb-24
CBT	10-Mar-24	5-Mar-24	8-Mar-24
IBT	24-Feb-24	21-Feb-24	22-Feb-24
IBT	3-Mar-24	29-Feb-24	1-Mar-24
IBT	8-Mar-24	5-Mar-24	6-Mar-24

TANCET EXAM DATES :

TANCET 2024 Events	TANCET 2024 Dates
TANCET registration begins	10-Jan-2023
Last date of TANCET registration	07-Feb-2024
Issue of TANCET hall ticket	Last week of February 2024
TANCET 2024 exam date	09-Mar-2024

NPTEL CERTIFICATE COURSE ACHIEVERS:

NAME	COURSE NAME
C. Hariharan	Business Fundam. for Entrepreneurs
Harini	Corporate Social Responsibility
S A Harini	Customer Relationship Management
Madhumitha D B	Customer Relationship Management
kabilan	Customer Relationship Management
M Vigneswaran	Customer Relationship Management
Priyavarshini	Customer Relationship Management
M Gayathri	Customer Relationship Management
Meenakshi Rajendiran	Customer Relationship Management
M Sakthivel	Customer Relationship Management
B Shailendhar Babu	Customer Relationship Management
S Lalitha Sri	Customer Relationship Management
P A Swathy	Customer Relationship Management
K. Harini	Product and Brand Management
Varsha	Product and Brand Management
Naraen Karthi	Product and Brand Management
J K Aadhisu	Product and Brand Management
S E Santhosh	Product and Brand Management
Gopika shree	Product and Brand Management
K R Nagarajan	Product and Brand Management
J Yogadharshini	Product and Brand Management
K Balamurugan	Product and Brand Management
K M Dhinesh Kumar	Product and Brand Management
J Soundharya	Product and Brand Management
S Yoga Murugan	Product and Brand Management
Tilip Raj	Product and Brand Management
T K Badri Narayanan	Product and Brand Management
Anas Ahmed	Product and Brand Management
V P Venkatesh	Product and Brand Management

NPTEL

National Programme on Technology Enhanced Learning (NPTEL) is a project of MHRD initiated by seven Indian Institutes of Technology (Bombay, Delhi, Kanpur, Kharagpur, Madras, Guwahati and Roorkee) along with the Indian Institute of Science, Bangalore in 2003, to provide quality education to anyone interested in learning from the IITs. The main goal was to create web and video courses in all major branches of engineering and physical sciences at the undergraduate and postgraduate levels and management courses at the postgraduate level.

Since 2013, through an online portal, 4-, 8-, or 12-week online courses, typically on topics relevant to students in all years of higher education along with basic core courses in sciences and humanities with exposure to relevant tools and technologies, are being offered. The enrolment to and learning from these courses involves no cost. An in-person, proctored certification exam (optional) will be conducted at Rs. 1000/- per course and a certificate is provided through the participating institutions and industry, when applicable.

Source: NPTEL Website.

ABOUT TEBA

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

TEAM

RAMJI GURUSAMY H I YEAR, BBA EDITOR-IN-CHIEF	VINOTH KUMAR K R ASSISTANT PROFESSOR, BUSINESS ADMINISTRATION STAFF INCHARGE	DR. R. ARUN PRASATH ASSISTANT PROFESSOR, HEAD IN CHARGE, BUSINESS ADMINISTRATION CONVENOR
HAMEED ISAM M N H I YEAR, BBA EDITOR	DARSSHITHA M G H I YEAR, BBA EDITOR	
YOGA MURUGAN S H I YEAR, BBA	YASWIN G H I YEAR, BBA	ARTHI K H I YEAR, BBA
KIRTIKA S H I YEAR, BBA		

SWETHA I I YEAR, BBA	HIMESH JAIN J I YEAR, BBA	NALLAPERUMAL M I YEAR, BBA	EXEN M I YEAR, BBA	RIYAZ M R I YEAR, BBA	POOJA P S I YEAR, BBA
--------------------------------	-------------------------------------	--------------------------------------	------------------------------	---------------------------------	---------------------------------