



TEBA NEWSLETTER

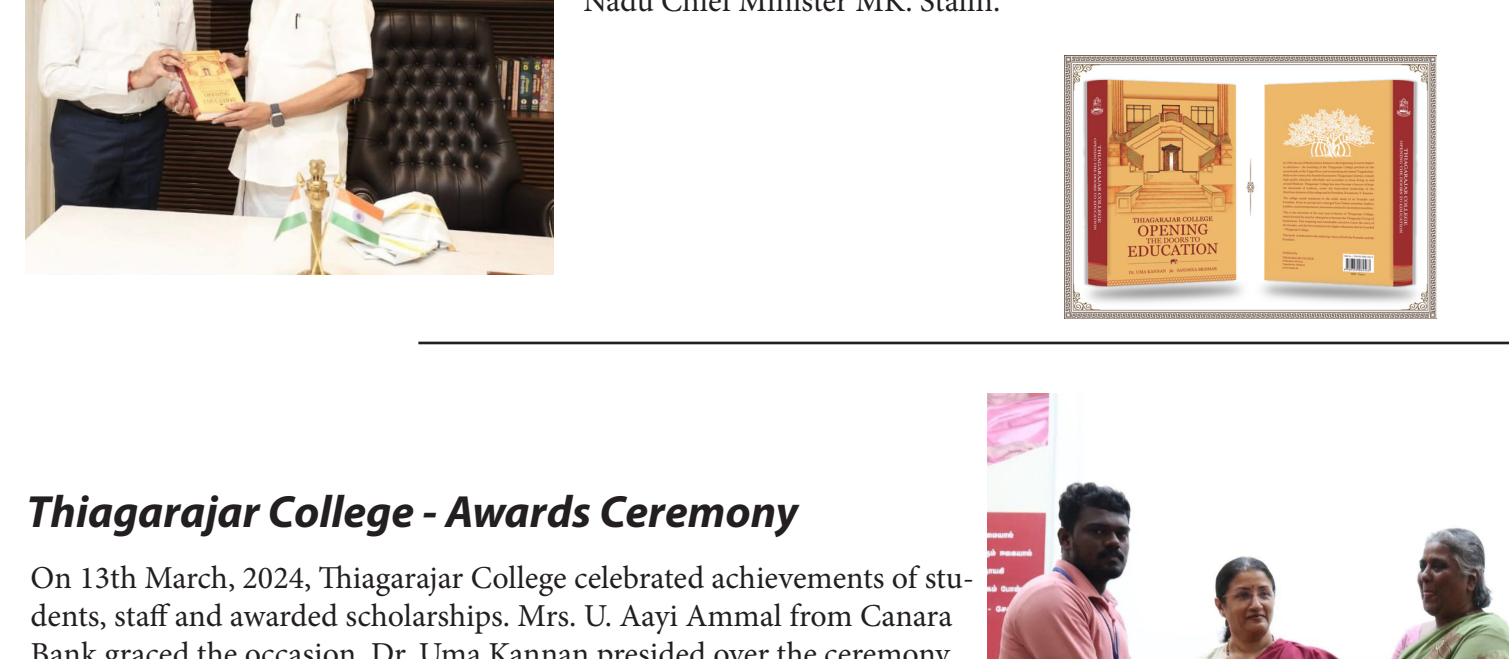


"The ballot is stronger than the bullet."
- Abraham Lincoln



Thiagarajar College Collaborates with Taiwan Universities

Thiagarajar College, Madurai, India, has recently penned a significant partnership with top-tier institutions in Taiwan. These institutions include Chemical Engineering, National Taipei University of Technology (Taipei Tech), Battery Research Centre for Green Energy (BRCGE) in Ming-Chi University of Technology, Academia Sinica Taiwan, and the Department of Materials and Mineral Resources Engineering Taipei Tech. These collaborations signify a commitment to advancing research, fostering academic exchange, and driving innovation across various disciplines.



Prime Minister Modi's Visit To Madurai

Prime Minister Narendra Modi inaugurated a Digital Mobility Initiative in Madurai to boost automotive MSMEs, signaling a commitment to innovation. He visited the Meenakshi Amman Temple in Madurai. He later visited Thoothukudi, where he emphasizing regional development and laid foundation stones for projects with Tamil Nadu Governor K.N. Ravi.



In a special interaction, Prime Minister Modi met Mr. K. Hari Thiagarajan, Secretary, Thiagarajar College at, Taj Hotel in Madurai. During this encounter, Mr. Thiagarajan presented a fabric picture woven at the VTM (jacquard loom) of Shri Ayodhya Ramar to the Honorable Prime Minister. Mr. Thiagarajan elaborated on the specialty of the fabric, which was received warmly by Prime Minister Modi, signifying his appreciation for the rich cultural traditions of India.

Thiagarajar College Opening The Doors To Education



In a notable encounter, Mr. K. Hari Thiagarajan, the Secretary, Thiagarajar College, had the privilege of offering the book titled "Thiagarajar College Opening The Doors To Education" to Tamil Nadu Chief Minister MK. Stalin.

Thiagarajar College - Awards Ceremony

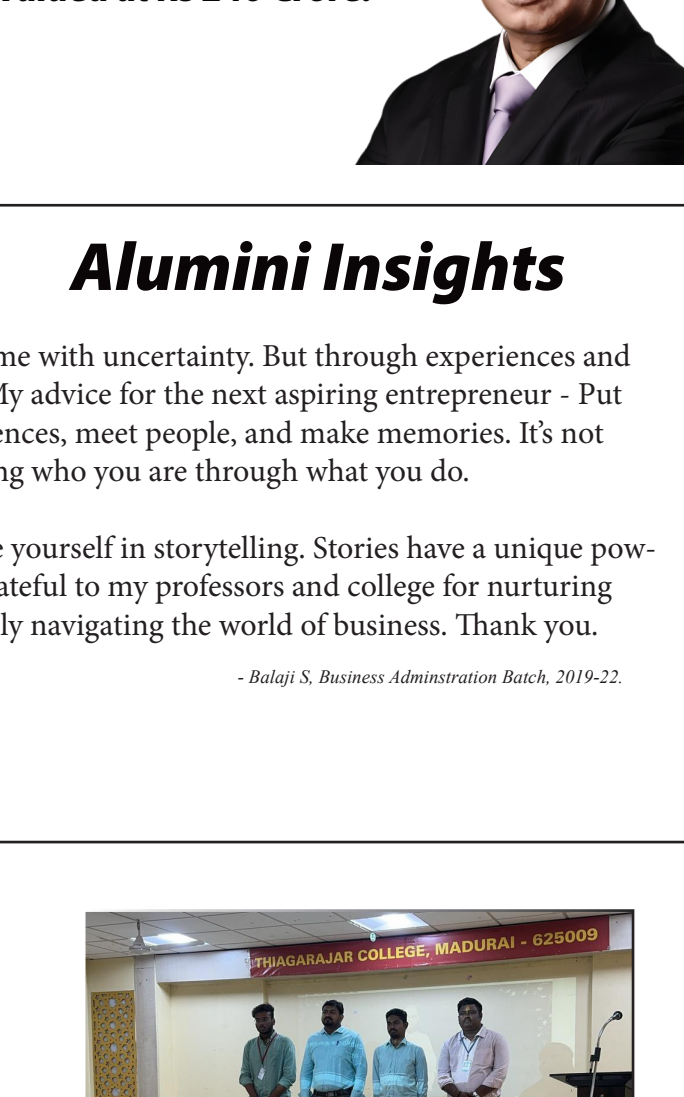
On 13th March, 2024, Thiagarajar College celebrated achievements of students, staff and awarded scholarships. Mrs. U. Aayji from Canara Bank graced the occasion, Dr. Uma Kannan presided over the ceremony. Awards and scholarships worth ₹12,49,439 were distributed, including research awards, management scholarships, alumni endowments, and staff endowment prizes. The event concluded with gratitude expressed to sponsors and a patriotic rendition of the national anthem.



Photo: Thiagarajar College, Radha Thiagarajar Auditorium

75th College Day Platinum Jubilee Celebration

Thiagarajar College commemorated its 75th College Day Platinum Jubilee on March 15th, at 4:30 PM with an array of esteemed guests including Dr. C. Sylendra Babu and Sri R. G. Chandramogan. The event commenced with captivating performances by the talented students, followed by a reflection on institution's illustrious journey. Alumni, faculty, and students joined in honoring the legacy of Thiagarajar College, followed by enchanting circus, Dwarigars Tron acts and Makka Musical Concert. The celebration concluded with a dinner at 8:30 pm, fostering camaraderie and cherished memories, marking a remarkable testament to Thiagarajar College.

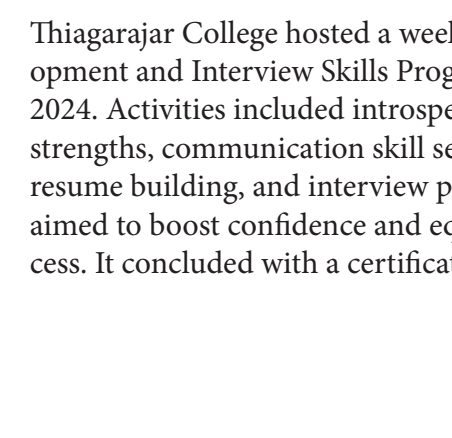


Source: Thiagarajar College, Shalimar Bldg, III Year, Business Administration.

Photos: Thiagarajar College of Engg. Grounds, College Day

SANGAMAM

Sangamam 2024 event held at our college on March 20th and 21st was a resounding success, providing a platform for students to showcase their talents through various competitions and cultural programs. Competitions ranging from solo singing to ad films, students exhibited remarkable creativity and skill, making judging a tough task. Additionally, student-run food stalls offered diverse culinary delights, enhancing both culinary and entrepreneurial abilities. The event fostered strong team spirit and enthusiasm among students, reflecting their dedication and the organizing efforts.

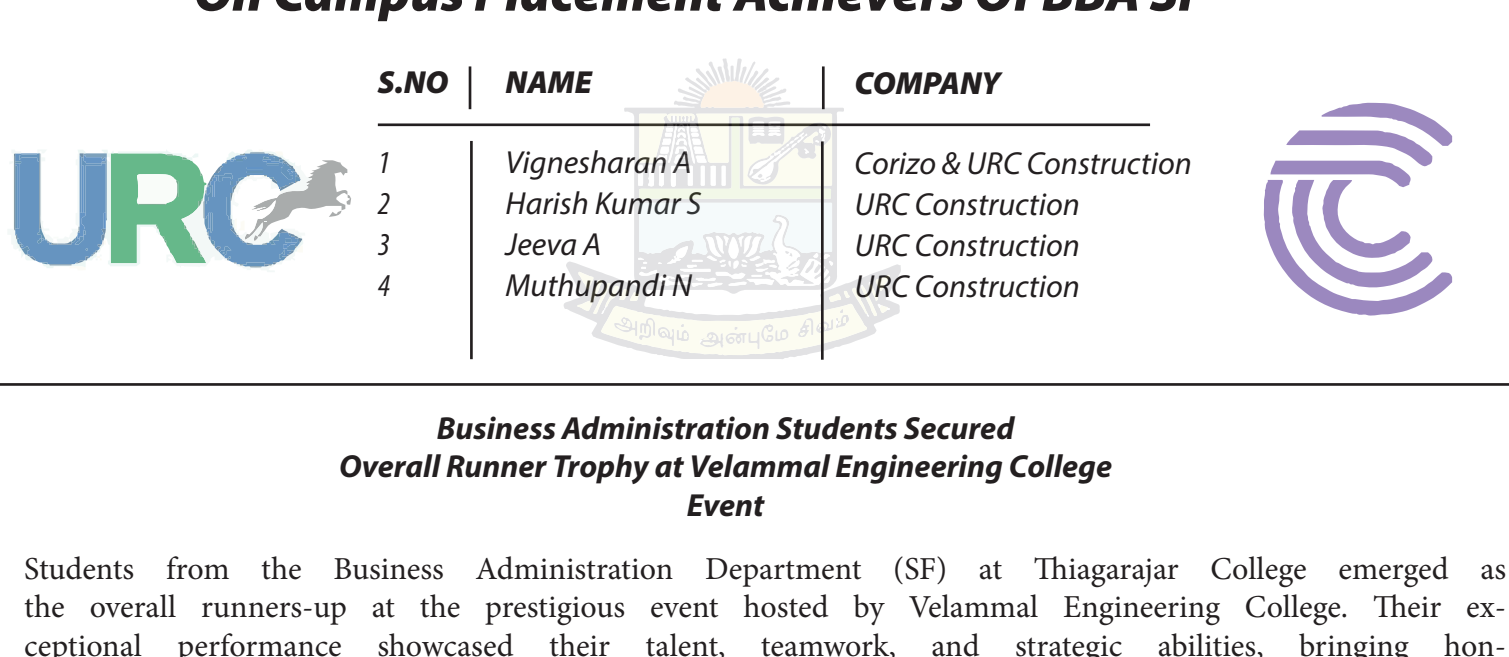


Photos: Thiagarajar College Grounds, Sangamam

Source: Thiagarajar College, Karpaga Priya, II Year, Business Administration.

Thiagarajar College - 75th Annual Sports Meet

Thiagarajar College hosted its 75th Annual Sports Meet on March 12th, 2024, Madurai, drawing students, faculty, and esteemed guests. The event, inaugurated by renowned Thirumathi Anitha Pauldurai, celebrated Padma Shri Awardee. With the felicitation of Thiru Dr. D. Pandiaraja, the meet showcased a range of competitions, culminating in a prize distribution ceremony. Dr. P. Nathiya extended gratitude to all contributors, marking the success of the event.

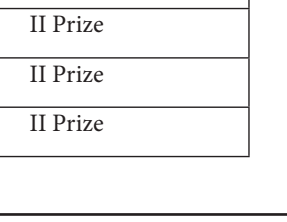


Photos: Thiagarajar College, Sports Day Meet

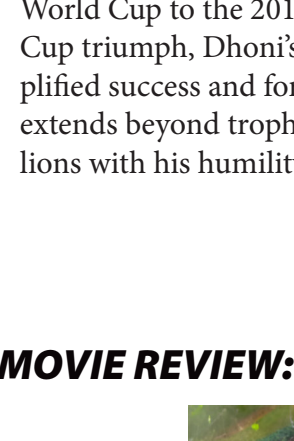
Tata Sons confirms selling 2.34 crore shares of TCS in block deal.



NR Narayana Murthy gifted 15 lakh Infosys shares to his grandson, valued at Rs 240 Crore.



Alumini Insights



Four years ago, stepping into college filled me with uncertainty. But through experiences and encounters, I've learned valuable lessons. My advice for the next aspiring entrepreneur - Put yourself out there. Embrace diverse experiences, meet people, and make memories. It's not about following a checklist but about shaping who you are through what you do.

Join clubs, take risks, and inspire yourself in storytelling. Stories have a unique power to captivate and inspire. I'm grateful to my professors and college for nurturing my confidence. Now, I'm fearlessly navigating the world of business. Thank you.

- Balaji S. Business Administration Batch, 2019-22.

Exploring Green Marketing Trends

On February 27, 2024, the Philip Kotler Club, Department of Business Administration (SF) hosted a guest lecture on green marketing trends featuring Mr. K. Sankaralingam, CEO of Greenscart. The session, opened with a prayer song and an address by Mr. G. Sivaraja Asst. Prof. in BBA. Dr. R. Arun Prasath Head Dept. of BBA, highlighted Greenscart's sustainability efforts and innovative marketing strategies. Students actively engaged with Mr. Sankaralingam, exchanging ideas and gaining insights into green marketing. The event, concluded with a vote of thanks from Aadhirakshini.



Photos: Thiagarajar College, Diamond Jubilee Hall

Equipping, Empowering

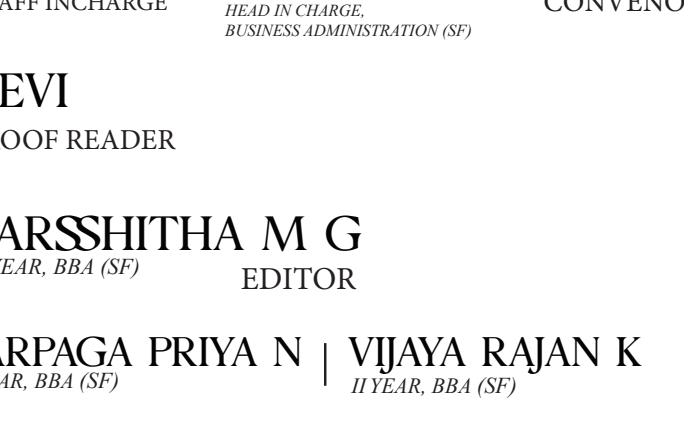


Thiagarajar College, Business Administration students attended a two-day app development program at the Maxelator Foundation, Madurai on Feb 22-23, 2024. The curriculum emphasized Android Studio, Flutter, and ChatGPT, enabling hands-on coding experience. Practical sessions covered debugging and creating AI chatbots and image generators. The program equipped students with vital skills for app development in the AI era.

Source: Thiagarajar College, Vijayarangan K, II Year, Business Administration.

Softskill Development

Thiagarajar College hosted a week-long Personality Development and Interview Skills Program from Feb 26 to Mar 2, 2024. Activities included interactive exercises to identify strengths, communication skill sessions, etiquette training, resume building, and interview preparation. The program aimed to boost confidence and equip participants for success. It concluded with a certificate ceremony.



Source: Thiagarajar College

A Literary Achievement

Thiagarajar College hosted a celebration on March 3rd, organized by the Nivethan Trust and Hope Work Foundation. Distinguished guests Dr. S. Narayan and Dr. Kasthuri Venkateswaran from NASA-JPL graced the occasion. The event honored young talents like D. Devis Abinaya, whose insightful book review won her a cash prize of Rs. 10,000. Mr. E. Ramalingam emphasized the importance of nurturing such talents. The event highlighted the transformative power of literature and the need for platforms to recognize budding talents.

Source: Thiagarajar College

On Campus Placement Achievers Of BBA SF

S.NO	NAME	COMPANY
1	Vignesharan A	Corizo & URC Construction
2	Harish Kumar S	URC Construction
3	Jeeva A	URC Construction
4	Muthupandi N	URC Construction

Business Administration Students Secured Overall Runner Trophy at Velammal Engineering College Event

Students from the Business Administration Department (SF) at Thiagarajar College emerged as the overall runners-up at the prestigious event hosted by Velammal Engineering College. Their exceptional performance showcased their talent, teamwork, and strategic abilities, bringing honor to our institution. Congratulations to the victorious students for their remarkable achievement!

Photo: Velammal College

Photo: Thiagarajar School of Management

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Note : Captured by GPS Map Camera

RECOGNISING THE ACHIEVERS

Name	Event	College	Position
Arun Kumar	VELVOM '24-Business Plan	Velammal Engineering College	I Prize
Tilip.RAJ	VELVOM '24-Business Game	Velammal Engineering College	I Prize
Harini.SA	VELVOM '24-Adzap Game	Velammal Engineering College	II Prize
Harini.K	VELVOM '24-Adzap Game	Velammal Engineering College	II Prize
Madumkitha	VELVOM '24-Adzap Game	Velammal Engineering College	II Prize
Meenakshi	VELVOM '24-Adzap Game	Velammal Engineering College	II Prize
Dharshini	VELVOM '24-Adzap Game	Velammal Engineering College	II Prize
Aruna	VELVOM '24-Adzap Game	Velammal Engineering College	II Prize
Karpagapriya	YUKTI '24-Business Quiz	Thiagarajar School of Management	II Prize
Rakshana	YUKTI '24-Business Quiz	Thiagarajar School of Management	II Prize

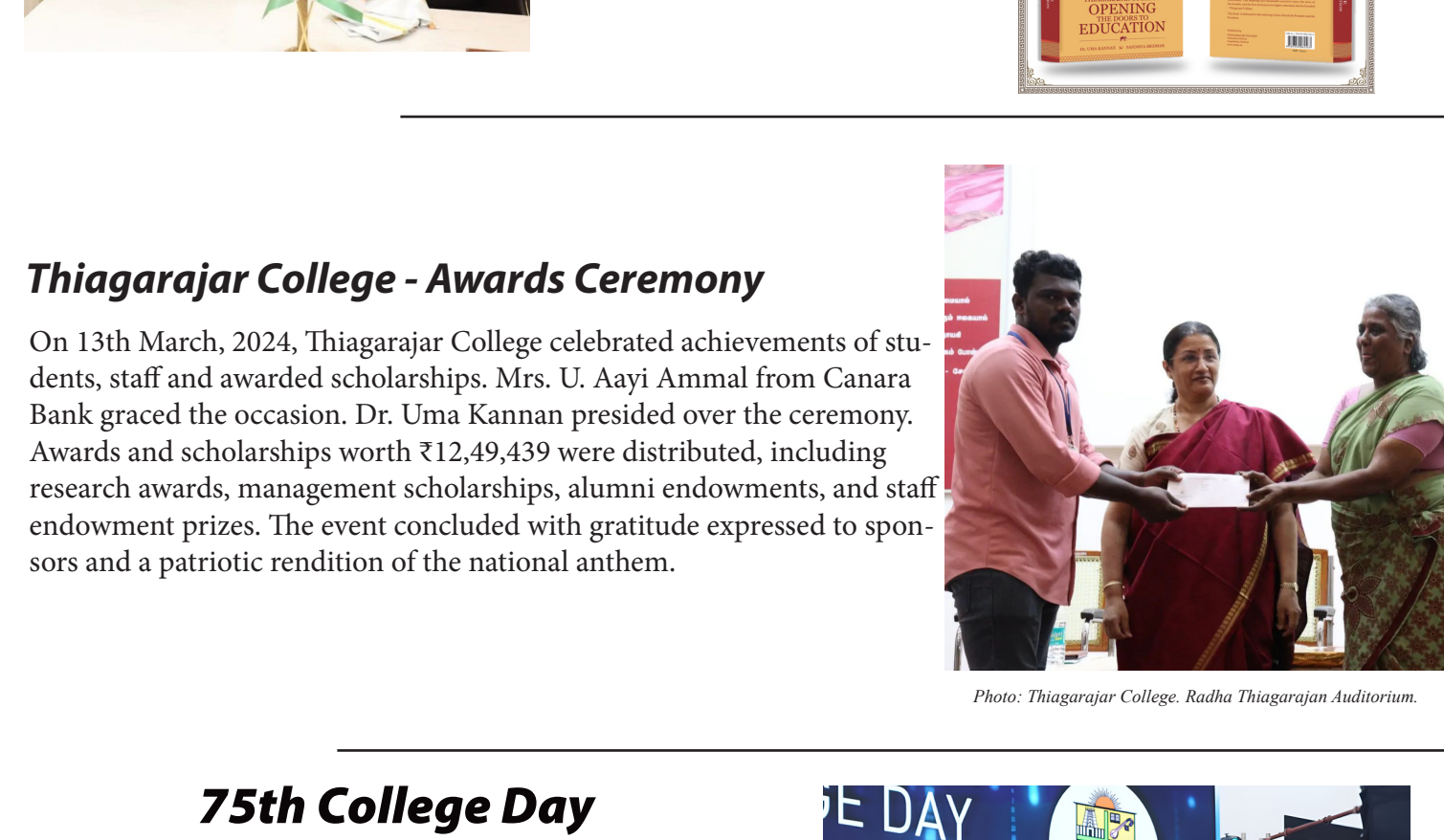
Mahendra Singh Dhoni

Mahendra Singh Dhoni, fondly known as 'Captain Cool', transcends cricket and, embodying resilience, leadership, and grace. Sachin Tendulkar's astute recognition in 2007 catapulted Dhoni into captaincy, heralding a golden era for Indian cricket. From the 2007 T20 World Cup to the 2011 Cricket World Cup triumph, Dhoni's captaincy exemplified success and fortitude. His legacy extends beyond trophies, inspiring millions with his humility and unwavering spirit.

2017, Dhoni's baton to Virat Kohli in 2017. P. Dhanini's influence persists through ventures and endorsements. Stepping down from leading Chennai Super Kings, Dhoni's journey, from small-town beginnings to cricketing greatness, epitomizes the power of dreams and perseverance. At 42, with an estimated net worth of INR 1040 crore (\$127 million), Dhoni remains a revered icon, symbolizing hope and inspiration for generations.

References: Sportskeeda and Min.

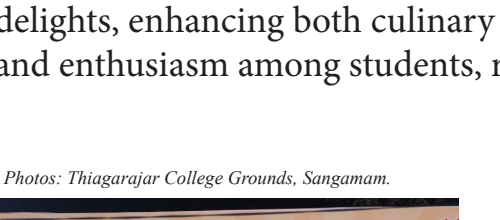
MOVIE REVIEW:



I recently watched the movie Manjummel Boys directed by Chidambaram and I have to say, it was one of the most amazing movies I have ever seen. Based on a true story, the movie follows a group of friends on a perilous rescue mission to save their friend from Guna Caves, a deep pit from where no one has ever returned alive. The movie is a perfect blend of action, friendship, and emotion. The aspect of friendship portrayed in the movie was just spectacular. The bond of the friends and their determination to save their friend was heartwarming and kept me hooked throughout the movie. The inclusion of the song Kanmani Anbodu from the movie Guna, released in 1991, added freshness and emotional impact to the movie.

-Shivnanda Devi, I Year, Business Administration (SF)

Larsen and Toubro has secured an order from AIIMS Madurai to construct a medical college and hospital with 720 beds within 33 months.



Swiggy partners with IRCTC to deliver food to train passengers.



IIM Ahmedabad launches two-year MBA programme in hybrid mode for working professionals.



OSCAR WINNERS

- Actor in a Leading Role: Cillian Murphy for "Oppenheimer"
- Music (Original Score): Ludwig Göransson for "Oppenheimer"
- Actor in a Supporting Role: Robert Downey Jr. for "Oppenheimer"
- Music (Original Song): "What Was I Made For" from "Barbie" by Billie Eilish and Finneas O'Connell
- Actress in a Leading Role: Emma Stone for "Poor Things"
- Best Picture: "Oppenheimer" produced by Emma Thomas, Charles Roven, and Christopher Nolan
- Actress in a Supporting Role: Da'Vine Joy Randolph for "The Holdovers"
- Production Design: James Price, Shona Heath (Production Design), and Zsuzsa Mihalek (Set Decoration) for "Poor Things"
- Animated Feature Film: "The Boy and the Heron" by Hayao Miyazaki and Toshio Suzuki
- Animated Short Film: "War is Over" inspired by the Music of John & Yoko" by Dave Mullins and Brad Booker
- Cinematography: Hoyte van Hoytema for "Oppenheimer"
- Live Action Short Film: "The Wonderful Story of Henry Sugar" by Wes Anderson and Steven Rales
- Costume Design: Holly Waddington for "Poor Things"
- Sound: Tarn Willers and Johnnie Burn for "The Zone of Interest"
- Directing: Christopher Nolan for "Oppenheimer"
- Visual Effects: "Godzilla Minus One" by Takashi Yamazaki, Kiyoko Shibuya, Masaki Takahashi, and Tatsujii Nojima
- Documentary Feature Film: "20 Days in Mariupol" by Mayslav Chernov, Michelle Mizner, and Raney Aronson-Rath
- Writing (Adapted Screenplay): Cord Jefferson for "American Fiction"
- Documentary Short Film: "The Last Repair Shop" by Ben Proudfoot and Kris Bowers
- Writing (Original Screenplay): Justine Triet and Arthur Harari for "Anatomy of a Fall"
- Film Editing: Jennifer Lame for "Oppenheimer"
- Makeup and Hairstyling: Nadia Stacey, Mark Coulier, and Josh Weston for "Poor Things"



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.

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