

# Management Development Programme **NEWSLETTER**



**November 2025**



**THIAGARAJAR**  
SCHOOL OF MANAGEMENT  
(AUTONOMOUS)

# ***Entrepreneurship Cell (E-Cell) Inauguration 2025 and Book Launch at TSM***

The Entrepreneurship Cell (E-Cell) of Thiagarajar School of Management (TSM) was inaugurated with great enthusiasm, marking the beginning of a new year of entrepreneurial initiatives, innovation, and student-led leadership development.

A key highlight of the event was the launch of the book titled *Data Analytics and Visualization for Business and Environment*, authored by Dr. Senthil Veerasamy. The book was formally released by Dr. Murali Sambasivan, Director, TSM, and presented to Dr. Sivakumar M., Professor and Head, Department of Entrepreneurial Studies, Madurai Kamaraj University, as a gesture of appreciation and recognition.

As part of the inauguration ceremony, Dr. Sivakumar M. addressed the members of the Entrepreneurship Cell, sharing valuable insights on entrepreneurial thinking, innovation, and the mindset required to transform ideas into impactful ventures. His address inspired students to embrace creativity, curiosity, and continuous learning as they embark on their entrepreneurial journey.

## **Key Highlights from the Address:**

- ✓ Developing an Entrepreneurial Mindset
- ✓ Driving Innovation for Sustainable Growth
- ✓ Transforming Ideas into Scalable Impact
- ✓ Building Learning Agility and Adaptability
- ✓ Strengthening Collaboration and Strategic Networks
- ✓ Embracing Resilience and Informed Risk-Taking

The session concluded with heartfelt appreciation to the speakers and the organizing team for their valuable contributions. The inauguration laid a strong foundation for the year, strengthening TSM's commitment to nurturing entrepreneurial capabilities and guiding students to grow as future-ready business leaders through the E-Cell platform.



## *Expert Session on Mutual Funds by AMFI Deputy CEO at TSM*

Artha TSM – The Finance Club of Thiagarajar School of Management – hosted an enriching guest lecture by Mr. S. L. Pandian, Deputy CEO, Association of Mutual Funds in India (AMFI), on the theme “Overview of Mutual Funds.” The session provided students with meaningful insights into India’s rapidly evolving mutual fund landscape and emphasized the philosophy of “Spend after Saving,” inspired by Warren Buffett’s principles of financial prudence.



The session enriched students’ financial literacy and enhanced their understanding of mutual funds as a catalyst for building a strong savings culture and promoting financial inclusion in India.

### Key Learning Highlights:

- ✓ Understanding the Mutual Fund Industry: Structure, growth, and the expanding investor base in India
- ✓ Informed & Disciplined Investing: The significance of consistent savings and goal-based investments
- ✓ Active vs. Passive Funds: Choosing investment avenues based on risk appetite and financial goals
- ✓ Direct vs. Regular Plans: Making informed decisions aligned with investor knowledge and support needs
- ✓ AMFI Initiatives for Investor Awareness: Mutual Funds Sahi Hai, Bharat Nivesh Run, Tarun Yojana, Farm to Financial Freedom, and other national campaigns



**Mr. Pandian** highlighted key aspects of the mutual fund ecosystem, investor awareness, and the role of AMFI in promoting financial literacy and inclusion across India.

TSM extends its appreciation to Dr. Nalini G S. and Dr. Haritha P. H., faculty coordinators of Artha TSM, for their guidance. A special acknowledgement is extended to Dr. Senthil V. for facilitating this impactful learning engagement.

# ***Sangamam 2025: A Grand Welcome that Celebrated Friendship, Talent, and Togetherness***

The corridors of Thiagarajar School of Management (TSM) were filled with excitement and joy as the much-awaited Sangamam 2025 unfolded—a celebration that marks the beginning of a new academic journey for the 1st-year PGDM and MBA students.

Organized with great enthusiasm by the 2nd-year batch, the event served as a bridge between the senior and junior students, creating a warm and welcoming atmosphere that truly reflected the spirit of the TSM family.

The day was packed with vibrant performances, interactive games, and creative showcases that kept the audience engaged throughout. Students showcased their talents through music, dance, skits, and fun-filled activities, turning the campus into a lively hub of colors, rhythm, and laughter.



Beyond the entertainment, Sangamam 2025 stood as a reminder of the values that define TSM—teamwork, inclusiveness, and leadership. The event provided a platform for students to connect beyond classrooms, discover shared passions, and build friendships that will last throughout their academic journey.

The organizing team demonstrated excellent coordination and creativity, managing every aspect from planning and decoration to hosting and logistics with remarkable professionalism. Their efforts not only ensured a smooth and enjoyable event but also showcased the leadership qualities and collaborative mindset that TSM nurtures in its students.

As the evening concluded, the campus reflected an atmosphere of joy and togetherness. Sangamam 2025 will be remembered for its vibrancy and the strong bonds it created within the TSM community. Appreciation is extended to the senior batch for their thoughtful organization and to the juniors for their enthusiastic participation, setting a positive tone for the year ahead.

# ***TSM Launches Women Development Cell***

The Women Development Cell (WDC) of Thiagarajar School of Management was launched on 31.10.2025 during Sangamam 2025, marking an inspiring beginning toward fostering equality, respect, and empowerment for all. The launch aimed to promote awareness, mutual respect, and collaboration among the TSM community, ensuring that equality is not just a concept but a shared culture.

## **Outcome / Impact of the Activity**

- The launch of HERizon – Women Development Cell inspired everyone to embrace equality, respect, and inclusivity.
- The skit encouraged students to believe in themselves and stand up with confidence.
- It created a sense of unity and awareness among the TSM community about gender balance and empowerment.
- The event reminded everyone that real change begins with respect and collective growth.

## **Salient Features of the Event**

The program began with an insightful introduction about the Women Development Cell emphasizing the purpose and vision of the Cell — to promote equality, respect, and empowerment for all. Following this, a skit was performed by the Core Committee Members presenting a meaningful story of two young women from different families. The performance highlighted how awareness and encouragement from the Women Development Cell can empower individuals to overcome restrictions and stand for themselves.

A special highlight of the event was the official unveiling of the logo and the formal introduction of both its name and tagline. The Cell was named **HERizon**, symbolising limitless possibilities for women, and the tagline **SHEnergy** Unleashed was revealed, representing the dynamic energy and potential of women at TSM. The logo of HERizon was designed by Balarohith (I Year PGDM), whose creativity perfectly captured the essence of empowerment and equality. As a token of appreciation for his contribution, he was awarded a cash prize of ₹500 during the event. The program concluded with appreciation and gratitude extended to all faculty members, students, and organisers who contributed to making the launch a memorable success.

## Governance & Key Members

The women development cell at TSM is led by Dr. Selvalakshmi M, Principal, with Dr. Mutharasi P serving as chairperson and Dr. Janaki Bojiah as the coordinator/convener. The committee comprises faculty members Dr. Manjula N, Dr. Preethi R, and Dr. Sathish G, along with administrative representatives Ms. Sasikala P and Ms. Sowmiya S. student representation includes Ms. Nikhila Shivani K and Ms. Izzath Salina M, supported by an active student core committee consisting of Ms. Bharathi Devi R, Ms. Deborah Rajkumari, Ms. Ruthra M, Ms. Brindha A R, Ms. Harsha A, Ms. Preethi Sharon, Ms. Jahnavi Prajapati B, and Ms. Hema Ishwarya N. The cell aims to encourage empowerment, leadership, and holistic development for women across the campus.



## Logo



***Empowered women  
don't just rise – they lift  
communities with them***

The launch of HERizon – women development cell marks a significant milestone in TSM's commitment to building an equitable, respectful, and empowering environment for all. With its vision rooted in inclusivity and growth, the cell is poised to create lasting impact through continuous engagement, awareness initiatives, and student-led activities. The enthusiasm and unity witnessed during the launch reaffirm that when a community comes together with purpose, meaningful change becomes not only possible but inevitable.

# *Successful Inauguration of Chandhai – The Marketing Club of TSM*

The Thiagarajar School of Management celebrated the successful launch of **Chandhai** – The Marketing club of TSM, an exciting initiative aimed at nurturing creative marketing minds and developing future-ready leaders. The inauguration marked an important step toward strengthening industry engagement, fostering strategic thinking, and encouraging innovation among students.

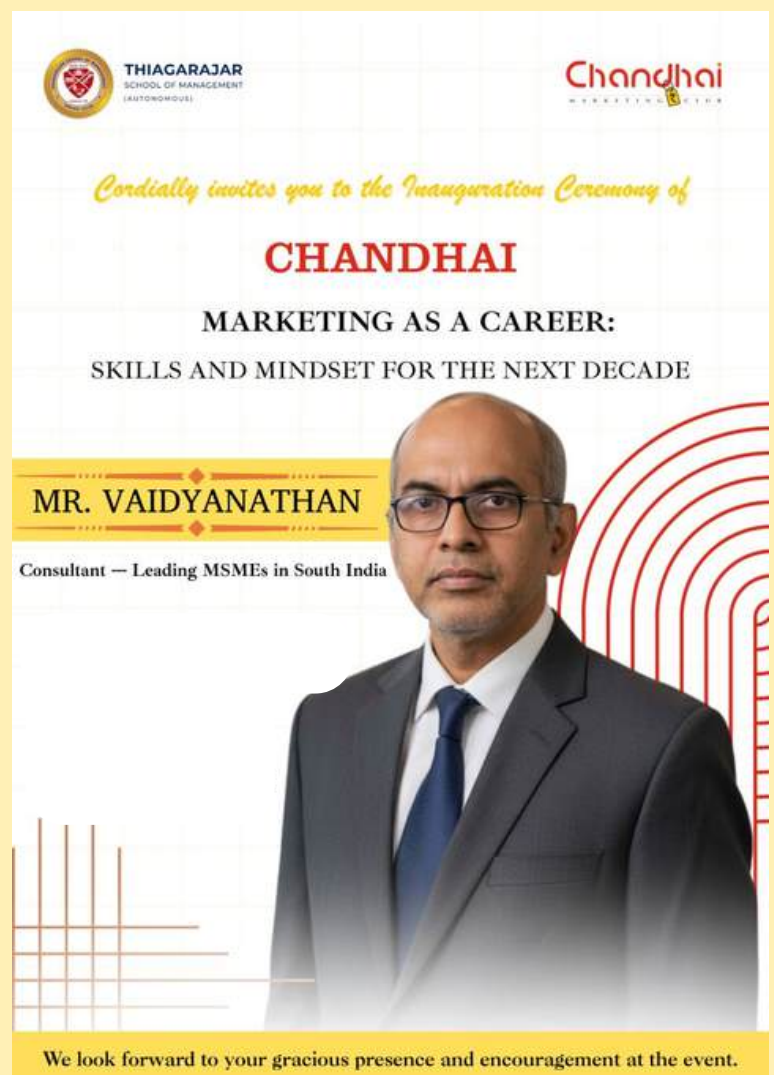
The event featured a thought-provoking session titled “Marketing as a Career: skills and mindset for the next decade”, delivered by **Mr. Vaidyanathan Venugopalan**, Consultant for leading MSMEs across South India. With his vast experience in brand building and market strategy,

## keynotes

- The evolving dynamics of the marketing profession
- Essential skills required to succeed in a technology-driven future
- The importance of curiosity, adaptability, and continuous learning
- Practical approaches to understand consumer behavior and digital ecosystems

His engaging session helped students gain clarity on emerging opportunities in the marketing domain and the mindset necessary to navigate the rapidly shifting business environment.

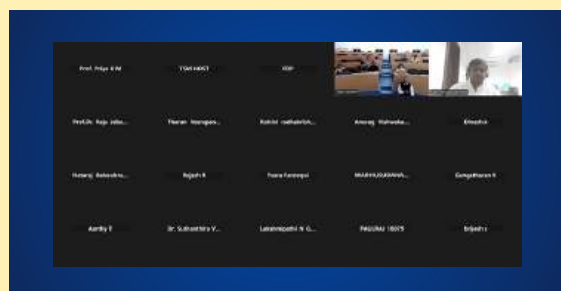
With its official launch, Chandhai is set to become a hub for learning, collaboration, and innovation—empowering students to confidently lead the next wave of marketing transformation.



# ***TSM Hosts Insightful Webinar on “Give Wings to Your Career through Generative AI”***

In today’s AI-driven world, understanding how to harness Generative AI is no longer optional it’s essential. To equip participants with the right knowledge and skills, Thiagarajar School of Management (TSM) organized an insightful one-hour webinar titled “Give Wings to Your Career through Generative AI” on 8 November 2025 (Saturday) from 5:00 PM to 6:00 PM.

The session was led by **Mr. Ramkumar**, Founder of Tensor Learner and an experienced AI practitioner and trainer. His engaging presentation provided participants with practical and result-oriented insights on leveraging Generative AI for learning, productivity, creativity, and personal branding.



## **Key Takeaways:**

- Discover how Generative AI is transforming every profession — from marketing, finance, HR, analytics, and other functional areas.
- Understand the applications of GenAI to boost productivity, creativity, and business decision-making.
- Get insights from industry experts who are actively deploying AI solutions across domains.
- Explore emerging career pathways in AI and digital transformation — and how to position yourself for them.
- Interact live with experts from TSM and TensorLearners and clarify your path toward AI-driven career growth.
- Understand real-world use cases of GenAI in business workflows, project execution and customer engagement.

The webinar was conducted successfully under the guidance of **Dr. Nataraj B** from TSM, receiving enthusiastic participation from students, job seekers, educators, freelancers, and professionals eager to stay ahead in an AI-enabled future.

The session concluded with an interactive Q&A segment, where participants shared valuable reflections on how AI can serve as a true career accelerator.

**Full video of webinar :**    [Give wings to career through Gen AI](#)

## *Improving Quality of Education and Enrollment in Tamil Nadu Rural Elementary Schools using Gen AI*

### **Business Case :**

Tamil Nadu has thousands of government schools in rural areas managed by the Directorate of School Education. These include a mix of government-run and aided institutions. There are also specialized schools for tribal students, such as Government Tribal Residential Middle Schools, and residential schools that cater to rural communities.

Elementary education typically comprises two stages: the primary stage (Classes 1–5) and the upper primary stage (Classes 6–8), totalling eight years of schooling for children aged 6 to 14, according to the state's education system based on the national pattern. Though the Government of Tamil Nadu is providing the Chief Minister's Breakfast Scheme as well as the Nutritious Meal Programme for lunch in all elementary schools, there is a year-over-year (YoY) decline in enrollment.

### **Problem Statement:**

There are totally around 5549 elementary schools in Tamil Nadu, out of which 1,204 schools (around 22%) were shut down in 2025 as acknowledged by Directorate of Elementary Education due to zero enrollment. Only 4345 schools i.e, around 78% of schools are currently operational in rural areas.

This leads to a temporary suspension of educational services, primarily affecting rural and remote communities with few school-aged children.

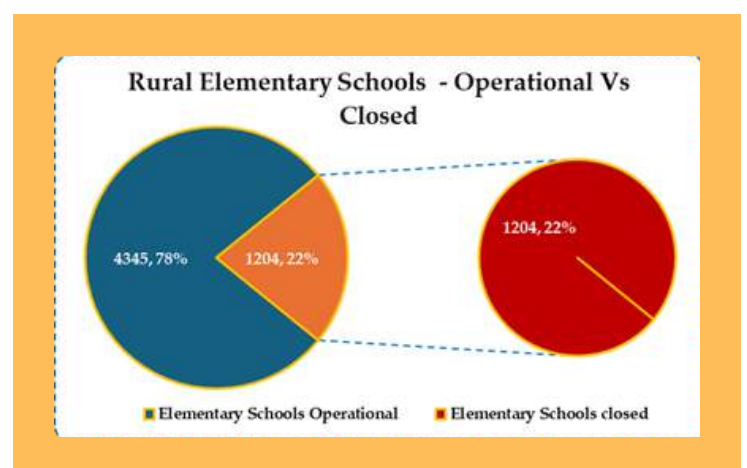
### **Project scope :**

All the government elementary schools at primary stage ( Classes 1-5) operating in rural area of Tamil Nadu.

### **Goal Statement & Benefits:**

To improve the quality of education in rural government elementary schools in Tamil Nadu using Generative AI techniques, thereby significantly increasing the enrollment to meet the education standard.

This approach supports social-emotional development, strengthens academic foundations, and enables early identification of learning needs, thereby promoting future success and a smooth transition into higher grades.



## Action Plans – Using Gen AI Methods

| Focus Area                                  | Recommended - AI Solutions                                                                                                                                                                                                                                                                                                     | Potential Benefits (Non-Tangible)                                                                                                                                                                       |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Smart Classrooms                            | Implementing digital learning tools like smart boards and interactive applications to enhance engagement and to deliver dynamic content.                                                                                                                                                                                       | <ul style="list-style-type: none"><li>• Making Learning more enjoyable &amp; effective.</li><li>• Opportunity to access global resource/materials.</li><li>• Boosts students creative skills.</li></ul> |
| Blended Learning Approach                   | An innovative approach to improving rural education focuses on creating blended learning models that combine digital tools with hands-on learning supported by teacher training in new methodologies.                                                                                                                          | Enhance engagement: create more engaging experience for young learners.                                                                                                                                 |
| Predictive Analysis Approach for Enrollment | Predictive method using historical and real time data about the children's age group (Around age 5) and family details collected from the rural area Village Administrative Office (VAO/Panchayat Office) and using statistical algorithms and machine learning to forecast future student application and enrollment numbers. | Increase students enrollment by focusing on the potential areas using marketing & campaigns strategies, portraying Gen AI initiatives for public awareness by educational department.                   |

## Content Creation

By leveraging GenAI to create new educational contents, including quizzes and interactive stories.

AI to generate personalized learning materials based on the student's progress and needs.

## Generate diverse contents

Understand the preferences, interests, and learning styles to create world class content.

## Enhance efficiency and cost saving

Automates respective tasks thereby minimizing Human manual intervention.

## Elementary School at Rural Area – Present & Future

### Present Status



- In adequate infrastructures
- Traditional teaching methods and approaches using black board & chalk
- Outdated facilities
- Low strength
- Safety at risk

### Future /Expected Status



- Smart classrooms with robust infrastructures
- Dynamic teaching approaches using technology integration
- World class facilities
- Increased student enrollment with improved quality of education and standard of their living
- Improved students safety especially for female students

## Constraints, Challenges & Risk in Deploying proposed Gen AI Solutions

### Constraints

**Budget and Cost** - Significant investments are required for Gen AI implementation including Hardware, Software and Talent.

**Regulatory and Legal** - Compliance with data privacy laws, intellectual property rights, and emerging AI regulations can be a significant constraint.

### Challenges

**Data quality** - Poor data quality, and inaccuracies in training data can lead to unreliable outputs and logical errors.

**Ethical Concerns** - Issues like data breaches, generation of harmful, inappropriate contents, and potential societal impacts require careful ethical consideration.

### Risks

**Security and Data Privacy** - Risks include cyber attacks, AI system vulnerabilities, and the potential for sensitive data leakage.

**Intellectual Property and Copyright** - The use of copyrighted material for training and the potential for GenAI-generated content to infringe on copyright are significant risks.



Manikandan K



Muthu Saravanan M P



Priyadharshni J



Thirumalai Kumar B

**PGD-DSBA Batch 4 students have qualified for the first round of the BAICONF Datathon 2025, organised by the Analytics Society of India in collaboration with the Data Centre and Analytics Lab, IIM Bangalore. Congratulations to the team, and best wishes for continued success.**

## Why Choose TSM Consultancy

- **Faculty-Led Expertise:** Industry-savvy professors bring strategic insights backed by academic rigor.
- **Student-Driven Energy:** Skilled MBA and PG students deliver analytical depth and execution support.
- **Customized Solutions:** Tailored consulting across Marketing, Finance, Operations, and HR domains.
- **Value & Impact:** Affordable, result-oriented engagements that create measurable business outcomes.
- **Trusted by Industry:** Proven track record of successful collaborations with corporate partners

## Why Choose TSM MDP

- **Rapid and lasting ROI**
- Reduced employee training cost
- Experiential learning from faculty members
- Hybrid learning (physical and online mode)
- State of art classrooms with better learning environment

# Contact Us



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