

2025-26



THIAGARAJAR
SCHOOL OF MANAGEMENT



THIAGARAJAR
SCHOOL OF BUSINESS

ECHOES

THE REFLECTION OF TSM

LIFE AT TSM



**Welcome
to our
World**

Director's Message



This TSM magazine echoes the life that is experienced by the students at the institution. This magazine highlights major academic and non-academic events, activities of various clubs, notable institutional milestones, and students' achievements and experiences at the B-School. I strongly believe that the messages in this magazine should reach all the stakeholders of the Management School. I wish this magazine all the very best, and I hope that there will be regular issues covering various events and experiences at our institution.

Dr. Murali Sambasivan
Director

Principal's Message



With immense pride and renewed excitement, I wish to welcome the return of Echoes, our beloved campus magazine that first echoed across Thiagarajar School of Management in 2011, with more strength and vibrance than ever. This cherished platform has always served as a powerful emotional connect between our current students and our esteemed alumni, our well wishers as a space where thoughts, aspirations, learnings, creative expressions, and life lessons from classrooms, internships, and beyond are fearlessly shared. Its revival marks a celebration of resilience, creativity, and the enduring spirit of the Management School. I extend my heartfelt congratulations to the dedicated Echoes team for breathing new life into this tradition and warmly invite every student to contribute with enthusiasm—let your voices resonate once again and strengthen the bonds that define our community. Here's to many more editions that continue to echo the essence of the institution!

Dr. M. Selvalakshmi

Principal and Faculty Coordinator of the Echoes Club

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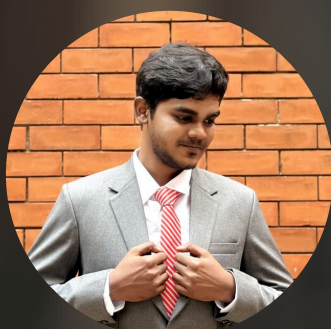
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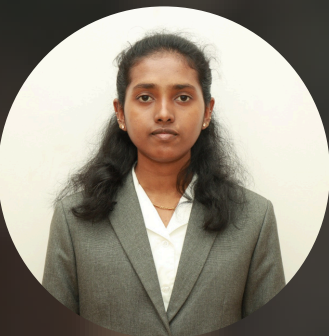
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Content

ACADEMIC CLUBS	1
CO-CURRICULAR CLUBS.....	4
MAJOR INSTITUTIONAL EVENTS	16
INDUSTRY INSIGHTS CORNER	20
EXPERIENTIAL LEARNING	26
STUDENT ACHIEVEMENTS	34
CAMPUS LIFE	39
STUDENT CREATIVE SPACE	41
PHOTO MEMORIES.....	46

ACADEMIC CLUBS



Marketing Club plays a pivotal role in enhancing students' practical understanding of marketing, branding, and entrepreneurship.

Through thoughtfully curated events, guest lectures, and interactive competitions, the club bridges classroom concepts with real-world business exposure, empowering students to develop analytical thinking, creativity, and professional confidence.

A major highlight of the academic year was the Guest Lecture held on 5th October 2024, featuring Dr. Wyyuru Amarnath, Founder of Sri Sankara Weaving, and Mr. Ganesh Bapu, CEO of GBJ EXIM Corporation. The speakers shared valuable insights into innovation, patents, entrepreneurship, and marketing strategies, emphasizing the importance of safeguarding creative ideas.

Dr. Amarnath presented practical case studies and showcased patented innovations, including educational learning tools, while also discussing low-capital business opportunities. Mr. Ganesh Bapu enriched the session by sharing his corporate journey and experience as former President of VIP Clothing, offering students real-world perspectives on branding and marketing practices.

Complementing this expert interaction, the Marketing Club organized "Marketing IQ" on 31st July 2025, an engaging quiz-based competition that featured rounds on logos, CEOs, taglines, and brand jingles, providing students hands-on exposure to marketing communication and brand recall.

Through these initiatives, the Marketing Club continues to play a vital role in shaping industry-ready professionals at TSM. Students actively participate in planning and execution, gaining experience in coordination, communication, and leadership. The combination of guest lectures and experiential events enables learners to apply theoretical concepts in practical settings, fostering analytical thinking and creativity.

The Marketing Club remains an integral part of campus life, empowering students with relevant skills, professional confidence, and innovative mindsets—preparing them to emerge as competent, responsible, and future-ready marketing professionals.



nAch - The HR CLUB



nAch is the official Human Resources Club of Thiagarajar School of Management (TSM). The club aims to nurture future-ready HR professionals by strengthening HR fundamentals, encouraging ethical thinking, and creating platforms for experiential and peer-led learning.

Inauguration of nAch – Academic Year 2025–26

Theme: Employee Career Goals vs. Career Growth

Date: 16 October 2025 | **Venue:** TSM Auditorium

The inauguration marked the formal commencement of nAch's activities for the academic year 2025–26. The session focused on the importance of aligning individual career aspirations with long-term professional growth.



Emphasis was placed on continuous learning, adaptability, ownership, and disciplined self-improvement, encouraging students to adopt a reflective and sustainable approach to career development.

Academic Initiatives

During the current academic year, nAch has initiated structured activities aimed at strengthening HR concepts and peer learning:

- **Wisdom Wednesdays:** Interactive sessions involving discussions, simulations, and activity-based learning
- **SIP Talk Series:** Senior students sharing Summer Internship experiences with junior batches
- **HR Quiz:** Conceptual reinforcement in Human Resource Management and Organizational Behaviour



Conclusion

During the academic year 2025–26 (to date), nAch has focused on building a strong academic foundation through structured initiation and peer-led learning platforms. Through its initiatives, the club continues to contribute meaningfully to HR education at our institution by promoting relevance, ethics, and experiential learning.

The academic year 2025–26 was an active and impact-driven phase for the Artha Club, marked by industry exposure, leadership development, and experiential finance learning.

The year commenced with the Artha Club Inauguration held on 20 September 2025 at the TSM Auditorium. The event formally launched the club's academic roadmap and featured a keynote session by Mr. Kannan Venkataramanan on “Generative AI in Finance.” The session provided insights into AI agents, digital banking transformation, ESG integration, audit automation, and governance frameworks, setting a forward-looking tone for the year.



On 30 September 2025, Artha hosted a Guest Lecture on Mutual Funds by Mr. S. L. Pandian, Deputy CEO of AMFI. The session focused on India's mutual fund ecosystem, asset classes, SIP culture, SEBI regulations, and investor protection, helping students understand long-term wealth creation and financial discipline.



Further expanding students' exposure, a guest lecture titled “What's Brewing Hot in Alternative Investments?” was conducted on 28 October 2025 by Mr. Guruprasad J, former Director at CRISIL. The talk explored private equity, private credit, REITs, structured products, SIFs, ESG considerations, and emerging investment trends beyond traditional equity and debt. Leadership and student governance were strengthened through the CCM Selection Process (2025–2027) for PGDM and MBA batches. The multi-stage process comprising a quiz, group discussion, and personal interview ensured the selection of finance-driven student leaders based on merit, analytical ability, and leadership potential.

Artha's flagship student engagement events included Fin-Rizz 2025, a multi-round finance quiz tournament that tested participants on finance, markets, economics, and current affairs, encouraging analytical thinking and competitive learning. Additionally, “The Portfolio Manager”, an investment simulation competition, provided hands-on exposure to portfolio construction by allowing participants to manage a virtual fund of Rs.10 lakh, emphasizing risk–return analysis, diversification, and research-backed decision-making. Together, these initiatives reinforced Artha Club's mission of blending financial knowledge with practical exposure, leadership development, and industry relevance.



The Kaizen Club at Thiagarajar School of Management is a student-led academic club focused on translating operations management concepts into practical, real-world applications. Guided by the philosophy of continuous improvement, the club actively engages students through experiential learning, collaborative problem-solving, and industry interaction.

One of the club's flagship initiatives was Ops Shark Tank, an operations-oriented event conducted exclusively for junior students. Participants were divided into teams and presented with real operational challenges within the college premises. Each team analyzed existing processes, identified gaps, and proposed practical improvement solutions. The event encouraged innovative thinking and structured analysis, resulting in a range of creative and feasible ideas. Ops Shark Tank provided juniors with a platform to apply classroom concepts to real situations while fostering teamwork and analytical decision-making.

Following this, the club organized Operation D: Where Operations Met Celebration as part of the Navratri festivities at TSM. Inspired by the theme of Navratri's nine forms, the event blended cultural celebration with academic engagement. Participants solved puzzles and riddles rooted in fundamental operations concepts, requiring logical thinking, collaboration, and time-bound problem-solving. Operation D successfully demonstrated that learning could be both engaging and enjoyable while reinforcing key principles of operations management.



The Kaizen Club also conducted its inauguration ceremony, formally welcoming junior students into the club. The session introduced the club's vision, objectives, and areas of focus, emphasizing continuous improvement, teamwork, and active participation. The inauguration created a strong foundation for juniors to engage with the club's initiatives and contribute meaningfully throughout the academic year.

To enhance industry exposure, the club organized an online guest lecture by Sahil Yadav. The session focused on the practical application of operations and process management in professional settings, highlighting how theoretical concepts are implemented in real organizational environments. The lecture offered valuable insights into operational efficiency, decision-making, and continuous improvement from an industry perspective.

Through initiatives such as Ops Shark Tank, Operation D, the club inauguration, and the online guest lecture, the Kaizen Club continues to cultivate analytical thinking, innovation, and a culture of continuous improvement among students. The club remains committed to enriching the academic ecosystem at Thiagarajar School of Management through meaningful and application-oriented learning experiences.

QUANTRIX - THE ANALYTICAL AND CONSULTING CLUB



Quantrix is the Analytics and Consulting Club of TSM, where we go beyond just working with datasets—we focus on transforming data into meaningful, data-driven decisions.

At Quantrix, learning is hands-on and dynamic. We organize engaging events such as quizzes, datathons, and ideathons that challenge your analytical thinking and help you explore the world of data in depth. Our past events include exciting competitions like ICC Champion Prediction and IPL Winner Prediction, along with strategic challenges where students pitched ideas to help TSM achieve a Top 50 rank in NIRF.

We also conduct workshops to keep our members updated in this fast-evolving digital era. From analytics tools to emerging technologies, we ensure continuous learning and growth.



What sets Quantrix apart is our focus on real-world exposure. Through consultancy projects, members get the opportunity to understand how businesses operate and contribute to solving real problems—helping organizations and even investors make informed, data-driven decisions.

In addition, we've organized Gen AI courses to help students understand the evolution of artificial intelligence and adapt to the rapidly changing technological landscape.

Quantrix is not just a club—it's a platform where curiosity meets data, and ideas turn into impactful decisions. It's a place to explore, learn, and grow beyond limits in the world of analytics.

CO-CURRICULAR CLUBS

ZERO GRAVITY

Zero Gravity, the Cultural and Event-Conducting Club, serves as a vibrant platform that brings students together through creativity, celebration, and collaboration.

As the cultural heartbeat of the campus, the club plays a central role in enriching student life by organizing festivals, competitions, and large-scale celebrations that foster unity, leadership, and engagement.



Throughout the academic year, Zero Gravity consistently created opportunities for students to showcase talent, build teamwork, and experience the joy of collective participation. During 2025–26, the club successfully conducted a wide range of signature events including Krishna Jayanthi celebrations, Independence day Treasure Hunt, Vinayagar Chathurthi eco-friendly clay workshop, Onam, Teachers' Day, Navratri–Dussehra Week, and Sangamam '25 (Freshers' Day). These events blended tradition with innovation through talent showcases, startup challenges, cultural performances, creative competitions, and themed celebrations.



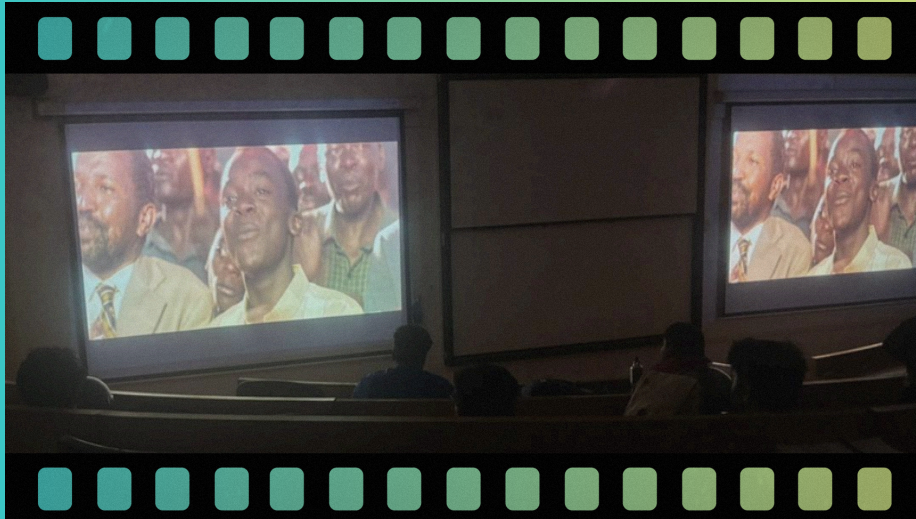
From treasure hunts and artistic workshops to grand festive nights featuring dance, music, and DJ sessions, every initiative promoted creativity, strategic thinking, cultural appreciation, and community spirit.

Zero Gravity also led celebrations such as Janmashtami, Ethnic Day, Christmas, Pongal, and Rangotsav (Holi), ensuring year-round engagement through diverse artistic and festive experiences. In conclusion, Zero Gravity continues to be an integral part of campus life at TSM—transforming ideas into memorable experiences, strengthening bonds across the student community, and nurturing leadership, inclusivity, and cultural pride.

NAVRAS

NAVRAS began the academic year 2025–2026 with a structured foundation through the introduction of the NAVRAS Policy Framework, ensuring ethical inclusive, and responsible entertainment practices across campus.

With cinema and performing arts as its core mediums, NAVRAS aims to integrate creativity with reflective learning, fostering emotional intelligence, cultural appreciation, and community engagement among students.



The club commenced its activities by welcoming the PGDM 2025–2027 batch with a value-based screening of English Vinglish, followed by reflection sessions that encouraged discussions on confidence, identity, and communication. As part of its Movie Weekend initiative, NAVRAS organized poll-based screenings such as Superman, enabling democratic student participation while promoting inter-batch bonding.

The club also conducted Independence Day creative challenges, including patriotic reels and meme contests, which received strong online engagement.

In collaboration with Zero Gravity, NAVRAS hosted the “9 Shades of Navaratri – Cinematic Reel Challenge,” encouraging students to express the Navarasas through short films, blending tradition with modern storytelling. Beyond screenings, NAVRAS actively nurtures talent through theatre, scriptwriting, cinematography, and creative media.

READERS’ SOCIETY

The Readers’ Society was initiated in the current academic year with a renewed vision to promote reading, critical thinking, and intellectual engagement among students. Rebranded from Quill & Quorum to Readers’ Society, the club now embraces a broader and more inclusive approach to literature, knowledge sharing, and meaningful dialogue.



Through its initiatives, the Society aims to cultivate curiosity, creativity, and informed perspectives beyond classroom learning. To mark the beginning of its activities, the Readers’ Society organized a Quiz Competition that witnessed enthusiastic participation from over 60 students across departments, encouraging teamwork, quick thinking, and general awareness.

The club was officially inaugurated by Mr. Shrikrishna, Chief Editor of The Hindu, whose inspiring address emphasized the importance of reading, critical analysis, and staying informed in today's fast-changing world. Adding a creative dimension, the Book Front Page Poster Making Competition invited students to design imaginative covers for their favourite books, blending artistic expression with literary appreciation.

Looking ahead, the Readers' Society plans to conduct a Guest Lecture by Ms. Maria Antony Issac, Founder & CEO of OOR Cabs and TRY Jobs, followed by a Debate Competition aimed at strengthening communication skills and critical reasoning.

Through these activities, the Readers' Society continues to provide a vibrant platform where students are encouraged to read, think, create, and engage meaningfully nurturing intellectually curious and socially aware individuals at TSM.

SYMPHONIES



Symphonies, the official musical band of TSM, continues to energize campus life through soulful performances and collaborative musical experiences.

With a vision to unite student through rhythm and melody, Symphonies creates inclusive spaces where music becomes a medium of expression, connection, and celebration.

During the academic year, the band actively contributed to several major campus events. Symphonies performed at the PGDSBA Farewell on 2 August 2025, adding warmth and emotion to the evening. Krishna Jayanthi on 13 August 2025 featured a relaxed jamming session filled with feel-good songs, while Onam '25 on 2 September 2025 was marked by a lively musical performance celebrating culture and togetherness.

A special highlight was Isaighani Ilaiyaraaja Night on 26 September 2025, where timeless classics created an atmosphere of nostalgia and devotion.



The club also collaborated on a Jamming Event with Open Mic on 14 October 2025, fostering heartfelt student interaction through music.

Symphonies further organized Aarohanam – The Singing Talent Hunt of TSM on 31 Oct, 2025, providing a platform for both trained singers and passionate performers.

The band concluded the season with an energetic performance at Sangamam '25, welcoming juniors with upbeat melodies and shared joy. Through these initiatives, Symphonies continues to strengthen community bonds, nurture musical talent, and bring the institution together one note at a time.

PIVOT CLUB

In today's competitive corporate environment, success depends not just on talent but on readiness.

Pivot Club of Thiagarajar School of Management (TSM) is a student-driven career readiness platform designed to bridge the gap between classroom learning and corporate expectations, ensuring students are placement-ready well ahead of the recruitment season.



The club focuses on developing essential professional competencies such as communication and presentation skills, analytical and strategic thinking, cross-domain awareness, professional ethics, and corporate etiquette. Through a structured monthly framework, Pivot Club conducts group discussions simulating corporate evaluations, alumni talks featuring recently placed graduates, and rotational activities that provide experiential and real-world exposure.

Beyond skill development, the club emphasizes holistic growth by promoting physical and mental well-being through initiatives like morning jogathons, reinforcing discipline and work-life balance. Pivot Club also supports early confidence-building through mock interviews and stress-management sessions for first-year students, while extending its social impact via CSR-driven mock placement drives for undergraduate students from nearby colleges.

More than a student club, Pivot Club serves as a launchpad, transforming learners into confident, corporate-ready professionals.

XTREMEMOVES



Xtrememoves, the dance club of Thiagarajar School of Management, represents energy, expression, and collective passion. The club actively contributes to campus life by performing at almost every major college event, setting the tone and energising audiences through dynamic and engaging performances.

From cultural celebrations to official institutional functions, Xtrememoves consistently brings vibrancy to the stage. The club serves as a platform for students who share a love for dance and self-expression, encouraging creativity while fostering confidence and teamwork.



Beyond performances, the club emphasizes discipline, collaboration, and enjoyment in every practice and appearance. Through sustained participation across events, Xtrememoves continues to be an integral part of TSM's cultural identity and student experience.



IMPRESSION CLUB

The Impression Club functions as the official digital media and promotional support wing of Thiagarajar School of Management.

Established with the objective of documenting and amplifying institutional activities, the club plays a critical role in ensuring professional visibility for academic, cultural, and flagship initiatives through creative digital content and strategic promotion.



Serving as a bridge between events and audiences, the club provides end-to-end digital support, including pre-event promotions, live coverage, and post-event documentation. Through posters, videos, social media creatives, and magazine features, the Impression Club consistently strengthens the institution's brand presence and outreach.

Key Activities and Contributions:

Industry Collaboration - Nella Promo

As part of an industry engagement initiative, the Impression Club collaborated with Nella, an oil manufacturing company, and Vaigai Agro Products. The club handled content planning, creative design, and digital promotions aligned with brand identity, offering students practical exposure to corporate-style promotional activities while supporting industry-institution collaboration.

Yukti Promotion - Flagship Event

Yukti, the flagship inter-college event of the B-School, is promoted extensively by the Impression Club.



The club executes comprehensive promotional campaigns including teaser videos, posters, reels, and countdown creatives, contributing significantly to visibility, participation, and engagement.

Event Execution at Yukti

As part of Yukti, the Impression Club is set to conduct two exclusive events. These initiatives are fully planned, executed, and documented by club members, providing hands-on experience in event management, media coordination, and digital storytelling.

Continuous Event Coverage

Beyond flagship events, the Impression Club provides consistent digital support for all major institutional activities, including academic conferences, workshops, guest lectures, cultural programs, and celebrations. Through photography, videography, content creation, and archival documentation, the club ensures long-term digital visibility for campus events.

Conclusion

The Impression Club remains an integral component of TSM's event and media ecosystem. Through industry collaborations, flagship promotions, independent event execution, and continuous digital coverage, the club has established itself as a reliable and professional digital media partner. With upcoming initiatives at Yukti, the club continues its commitment to creativity, collaboration, and impactful documentation.

PLACEMENT CELL

The placement season as on 27 January 2026 marks a year of steady advancement, reflecting enhanced student participation, growing recruiter engagement, and improved compensation outcomes.



With 294 students eligible to enroll, the current placement cycle demonstrates strong confidence in the institutional placement process and a shared commitment from students and industry partners. Recruiter involvement showed encouraging momentum, with 92 companies sharing job descriptions and 48 organizations extending offers.

57 companies successfully completed their recruitment processes. Additionally, 35 companies remain actively in process, indicating continued placement activity beyond the reporting date. This sustained interaction between industry and campus translated into a strong outcome of 221 total offers, reflecting an increase in both opportunity volume and recruiter confidence. Student placement outcomes also showed meaningful improvement.

As of the reporting date, 182 students have been placed out of 294, resulting in an overall placement percentage of 61.9%. An important highlight of the current season is the absence of student opt-outs, signaling enhanced trust in placement support systems and greater alignment between student aspirations and available opportunities. This outcome reflects consistent efforts in skill development, interview preparedness, and career guidance initiatives und-



ertaken throughout the academic year. Compensation metrics further underline the positive trajectory of the 2026 placement season. The highest offered CTC reached 24 LPA, demonstrating strong top-end growth and the availability of premium roles on campus.

The average offered CTC improved to 9.08 LPA, while the median CTC stood at 8 LPA, indicating across the core salary band alongside rising peak packages. The highest compensation was offered by Khimji Ramdas, reaffirming the participation of reputed recruiters and the quality of opportunities extended to students.

Beyond numbers, the placement outcomes reflect the institution's continued emphasis on holistic development, industry-aligned curriculum delivery, and experiential learning. The consistent rise in placement percentage, increasing recruiter participation, and improved compensation levels collectively point toward enhanced employability and workforce readiness.

These achievements are the result of collaborative efforts involving academic teams, the placement cell, industry partners, and students, all working toward a shared goal of meaningful career outcomes.

2026 placement season stands as a testament to sustained growth, resilience, and adaptability in a dynamic employment landscape. With higher offer volumes, stronger recruiter engagement, and improved salary benchmarks.



ALUMNI CELL

The Alumni Cell plays a pivotal role in nurturing a strong and lasting connection between Thiagarajar School of Management and its alumni community. A key responsibility of the cell is maintaining an updated alumni database to ensure continuous communication and meaningful engagement.

Acting as a vital link between alumni and current students, the cell facilitates mentorship, professional guidance, and knowledge sharing that extends learning beyond the classroom.

Throughout the academic year, the Alumni Cell actively engaged alumni through alumni talk series, workshops, panel discussions, and interactive sessions, where alumni shared their career journeys, industry insights, and real-world perspectives. These interactions provided students with practical exposure and clarity on evolving industry expectations.

One of the flagship initiatives of the Alumni Cell is **TASM (TSM Alumni Sports Meet)**, organized annually in collaboration with the Sports Committee. Conducted in remembrance of Vishnu, a former Basketball Captain of the institution, TASM serves as a unifying platform that brings together alumni, students, and faculty, fostering sportsmanship, teamwork, and shared institutional pride.

Another major highlight is **“Yukti Homecoming”**, held on the final day of Yukti, which welcomes alumni back to campus to reconnect with their alma mater. The event creates a nostalgic space for alumni to relive memories, interact with students, and strengthen emotional ties with the institution.

Expanding alumni engagement beyond campus, the Alumni Cell also organized Chapter Meets in metro cities across South India, including domain-specific meets in areas such as BFSI, Sales & Marketing, IT, Operations, and HR. These chapter meets functioned as professional networking platforms, enabling

alumni to connect, collaborate, and share domain-specific insights.

Key events conducted during the year included the BFSI Chapter Meet – Chennai, Alumni Talk Series by Ms. Sreejitha Yamuna, TASM '26, and Yukti Homecoming '25. Collectively, these initiatives significantly strengthened the alumni network, enhanced student exposure, and reinforced a strong sense of belonging and institutional pride among the TSM community.



ENTREPRENEURSHIP CELL

The Entrepreneurship Cell (E-Cell) is a student-driven initiative established to nurture entrepreneurial thinking, innovation, and leadership among students.

It acts as a platform where ideas are encouraged, creativity is supported, and aspiring entrepreneurs are guided to convert their concepts into practical and sustainable ventures. The E-Cell aims to create awareness about entrepreneurship as a viable career option and to build an ecosystem that promotes problem-solving, risk-taking, and innovation.



The E-Cell was formally inaugurated in 2025 with an inspiring inaugural session titled “Where Ideas Take Flight.” The inauguration was graced by Dr. M. Sivakumar, Professor and Head, Department of Entrepreneurship Studies, and Chairperson, School of Business Studies, Madurai Kamaraj University. In his address, he shared valuable insights on the importance of entrepreneurial mindset, opportunity recognition, and the role of academic institutions in fostering innovation. His session motivated students to think beyond conventional career paths and explore entrepreneurship as a means to create impact and value in society.

Following the inauguration, the Entrepreneurship Cell organized a Guest Lecture Session on “Ideation & Execution.” The session was delivered by Dr. Ajeet Babu, CEO & Co-Founder of Gudlyf Mobility. The speaker emphasized the journey from idea generation to real-world execution, highlighting practical challenges faced by startups and the strategies required to overcome them.

Through real-life examples and experiences, students gained a deeper understanding of how innovative ideas can be transformed into successful business models.



Through such initiatives, the Entrepreneurship Cell strives to bridge the gap between theory and practice by bringing industry experts, academicians, and entrepreneurs together. The E-Cell plans to conduct workshops, guest lectures, startup bootcamps, mentoring sessions, and competitions to continuously engage students. Overall, the Entrepreneurship Cell serves as a launchpad for young minds where ideas are shaped, skills are developed, and future entrepreneurs are empowered.

HERizon - Women Development Cell

HERizon, the Women Development Cell (WDC) of Thiagarajar School of Management, is a statutory body committed to promoting gender, equity, safety and the holistic empowerment of women within the institution. The cell functions in alignment with the guidelines of UGC, AICTE, NBA, and NAAC, striving to create a safe, inclusive, and gender-sensitive academic environment.



The Women Development Cell was formally launched on 31 October 2025 during Sangamam 2025. As part of the launch, the cell was officially named HERizon, symbolizing limitless opportunities for women, and its tagline “SHEnergy Unleashed” was unveiled. The launch marked the beginning of focused initiatives aimed at awareness, empowerment, and wellbeing of women students and staff. One of the early initiatives was the Eye Donation Awareness Program, conducted on 3 September 2025 in collaboration with Aravind Eye Hospital, Madurai. The session highlighted the importance of eye donation and concluded with a candlelight oath, reflecting collective social responsibility.

On 18 November 2025, HERizon collaborated with Madurai Empowered Women Entrepreneurs (MEWE) to conduct “WEnture: EmpowHER with Finsights”, an interactive business meeting that provided insights into women entrepreneurship, collaboration, and collective growth. This was followed by a Simulation Session led by Prof. Arunkumar, emphasizing financial awareness, risk assessment, and informed decision-making through experiential learning.

On the same day, HERizon organized a POSH Act Awareness Session for first-year MBA students. The session, delivered by Dr. R. Alagarsamy, provided clarity on workplace safety, legal provisions, and professional conduct under the Sexual Harassment of Women at Workplace Act, 2013.



Continuing its focus on health and wellbeing, an Awareness Session on Menstrual Hygiene was conducted on 24 November 2025 by Dr. Gomathi, Founder of Femi9. The session educated students on safe, eco-friendly menstrual practices and encouraged informed choices through demonstrations and interactive discussions.





Extending its engagement beyond academics, HERizon organized “Kids in Action” on 20 December 2025, a joyful community-oriented event designed for children of faculty and staff. The event featured games, creative activities, and family participation, strengthening community bonding and inclusivity.

Through these initiatives, HERizon successfully promoted awareness, dignity, health, legal literacy, and empowerment, reinforcing institution’s commitment to gender equity and inclusive development.

ADMISSION CELL

The Admission Cell functions as a vital student-administration body committed to ensuring a smooth, structured, and welcoming admission experience for prospective students. The cell actively supports the coordination of Group Discussions (GD) and Personal Interviews (PI), contributing to a well-organized, transparent, and candidate-friendly selection process.



Student members play a crucial operational role by assisting applicants, managing on-ground logistics, facilitating coordination between interview panels and candidates, and ensuring timely communication. Their involvement enhances efficiency while upholding the institution’s standards of professionalism and hospitality.

The Admission Cell operates under the leadership of Dr. Manjula, Chairperson, whose strategic oversight ensures clarity and integrity in the admission process, and Mrs. Renuka, Admission Manager, who supervises execution and maintains procedural rigor. Together with committed student volunteers, the cell reflects the institution’s student-centric values and creates a positive first impression for incoming batches.

MAJOR INSTITUTIONAL EVENTS

Yukti'26 – A Grand Confluence of Talent and Strategy

Yukti'26, the flagship cultural and management fest of Thiagarajar School of Management (TSM), stood as a vibrant celebration of creativity, innovation, and competitive excellence. Bringing together participants from premier institutions across the country, the fest created a dynamic platform that blended cultural expression with managerial acumen.

With meticulously planned events and enthusiastic participation, Yukti'26 reflected the spirit of collaboration, talent, and professional execution.



Cultural Events & Winners

The cultural segment of Yukti'26 brought alive the stage with music, dance, fashion, and visual storytelling.



Battle of Bands

- Winner – American College
- Runner – RLMA Music College

Meltyrag

- Winner – Hindustan College
- Runner – D.J. Jayalalitha Music & Fine Arts College
- 2nd Runner – The American College

Euphoria Encore

- Winner – The American College
- Runner – The American College

Groove Gala

- Winner – The American College
- Runner – The American College

Styleverse

- Winner – Manikam Ramaswami College of Arts & Science
- Runner – PSGR Krishnammal College for Women
- 2nd Runner – The American College

Reels Rhapsody

- Winner – Holy Cross Trichy
- Runner – The American College
- 2nd Runner – Madura College

Rolling Shutter

- Winner – The American College
- Runner – Thiagarajar College of Engineering
- 2nd Runner – Kumaraguru School of Business

Frame for Future

- Winner – The American College
- Runner – Loyola College
- 2nd Runner – Madura College

Cineverse

- Winner – Thiagarajar College of Engineering
- Runner – Thiagarajar College of Arts and Science
- 2nd Runner – MRCAS

Mimania

- Winner – Sastra College
- Runner – SRM College

Operation Z

- Winner – Iniyan P

Management & Technical Events

The management events tested analytical thinking, business acumen, and innovation.



Fintorum

- Winner – Christ University School of Business & Management
- Runner – Sri Sathya Sai Institute of Higher Learning
- 2nd Runner – CMS Business School, Jain University

Datavista

- Winner – VIT
- Runner – PSG
- 2nd Runner – The American College

Emphoria

- Winner – Sai Utkarsh
- Runner – PSG Institute of Management
- 2nd Runner – Sri Sathya Sai Institute of Higher Learning

Optimize

- Winner – Christ University
- Runner – KCT Business School

GreenCollar

- Winner – Sri Sathya Sai Institute of Higher Learning
- Runner – Christ University

BizThrive

- Winner – SRM Institute of Science and Technology
- Runner – The American College
- 2nd Runner – Sairam College

Quorum Quest

- Winner – University of Hyderabad
- Runner – (Details Available)
- 2nd Runner – Thiagarajar College of Arts and Science

IPL Auction

- Winner – Sudhakar K
- Runner – Om Saravanan
- 2nd Runner – (Details Available)

SustainSphere

- Winner – Surya Narayanan KR
- Runner – Nandini
- 2nd Runner – Meha P

TerraPitch

- Winner – EMG Yadava Women's College, Madurai
- Runner – Gandhigram Rural Institute
- 2nd Runner – Kamaraj College of Engineering and Technology

Prograce

- Winner – SRM IST Trichy (Scintilla)
- Runner – A. Antrena Jeni
- 2nd Runner – Mahaveer Jain College

A Platform of Excellence

Yukti'26 witnessed enthusiastic participation from premier institutions such as:

- The American College
- Christ University
- PSG Institutions
- SRM Institute
- VIT
- Sri Sathya Sai Institute of Higher Learning
- Loyola College

The diversity of participants and the competitive spirit showcased the scale and success of the event.



Yukti'26 was more than just an event—it was a celebration of talent, teamwork, and transformation. By seamlessly integrating cultural vibrancy with managerial excellence, Thiagarajar School of Management reinforced its commitment to nurturing holistic development among students.

The fest not only created unforgettable memories but also provided a meaningful platform for learning, networking, and growth.

Sayonara '26 – A Farewell Etched in Memories

At Thiagarajar School of Management (TSM), farewell is not just an event—it is an emotion. Sayonara '26, organized by the juniors, stood as a beautiful tribute to the graduating batch, blending gratitude, nostalgia, and celebration under the elegant theme of Cherry Blossoms.

Theme Significance – Cherry Blossoms

The choice of the cherry blossom theme was deeply symbolic. Cherry blossoms represent:

- New beginnings
- The beauty of fleeting moments
- Growth and transition

Just like the blossoms that bloom and fall, this farewell marked the end of one journey and the beginning of another for the seniors.

Thoughtful Gifts That Touched Hearts

The juniors went beyond expectations by curating deeply personal and meaningful gifts, making every senior feel valued:

- **Childhood Photo Frames**

A nostalgic walk down memory lane—these frames captured the innocence and journey from childhood to becoming management graduates

- **Caricature of B-School Life**

A creative representation of campus experiences, friendships, and everyday moments that defined life at TSM.

- **Customized KitKat Chocolates**

A sweet gesture with personalized wrappers featuring seniors' photos—symbolizing a “break” that's both emotional and memorable.

- **Handwritten Letters**

The most heartfelt of all—each letter carried genuine emotions, gratitude, and personal messages that no digital medium can replace.

Cultural Programs – A Celebration of Talent & Bond. **The evening was brought alive with vibrant performances and engaging activities:**

- **Dance Performances** – Energetic and expressive, reflecting the spirit of celebration
- **Singing Sessions** – Melodies that resonated with memories and emotions
- **Fun Activities & Games** – Strengthening bonds through laughter and participation
- **Photo Memory Presentations** – A visual journey capturing moments from the campus life, leaving many teary-eyed

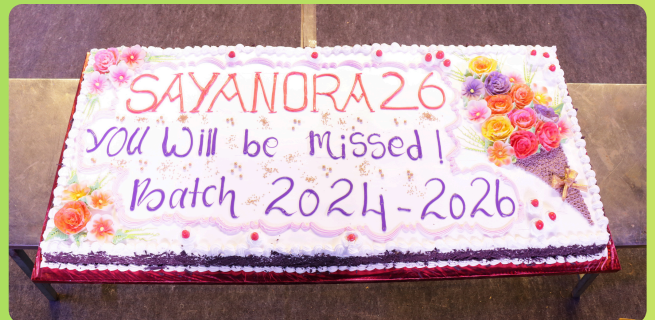


More Than a Farewell

Sayonara '26 was not just about saying goodbye—it was about celebrating relationships, cherishing shared experiences, and expressing gratitude.

The juniors' efforts reflected:

- Thoughtfulness in every detail
- Emotional depth in every gesture
- A strong sense of community at TSM



For the seniors, this evening became a lifetime memory, reminding them that while they may leave the campus, the bonds they built will always stay with them.



As the cherry blossoms symbolize, every ending carries the promise of a new beginning. Sayonara '26 beautifully captured this transition—making it not just a farewell, but a celebration of everything TSB stands for: connection, growth, and unforgettable memories, emotions, gratitude, and personal messages that no digital medium can replace.

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INDUSTRY INSIGHTS CORNER

Emerging Trends, Industry Insights, and Job Opportunities in the HR Domain

Human Resources (HR) has traditionally been regarded as the backbone of organizational well-being, responsible for recruitment, people management, and sustaining workplace culture. However, in the post-pandemic, AI-driven, and hybrid work era, HR has evolved into a strategic business partner that shapes organizational direction, drives cultural change, and steers workforce transformation. This evolution has been driven by rapid technological advancements, changing workforce expectations, demographic shifts, and an increasing emphasis on analytics and inclusion.

One of the most significant transformations in HR is the integration of Artificial Intelligence (AI). Initially used to automate administrative tasks, AI has now become central to HR strategy. AI-enabled tools streamline recruitment through resume parsing, chatbots, and predictive matching, reducing time-to-hire while improving candidate quality. Beyond recruitment, AI-driven systems support workforce planning by identifying future skill needs, mapping career paths, and predicting employee attrition. While these developments enhance efficiency and strategic decision-making, they also raise critical concerns related to employee trust, ethical AI use, and algorithmic bias—making responsible governance a key priority for HR leaders.

Alongside AI, people analytics and data-driven HR have gained prominence. Organizations increasingly rely on predictive analytics to make evidence-based decisions related to hiring, performance management, retention, and talent development.

This shift marks a move away from intuition-based management toward a more systematic, data-informed HR function, requiring professionals to link HR metrics with business outcomes and strategic goals.

HR is also redefining the nature of work and workplace experience. Hybrid and flexible work models, accelerated by the COVID-19 pandemic, have become permanent features of organizational life. HR now plays a critical role in designing remote-work policies, managing distributed teams, fostering collaboration, and sustaining organizational culture across digital and physical spaces.

In parallel, there has been a growing focus on employee experience and well-being, with HR accountable for initiatives that promote mental health, psychological safety, flexibility, and engagement—factors closely linked to productivity and retention.

A further strategic priority is Diversity, Equity, and Inclusion (DE&I). DE&I is no longer limited to compliance but is recognized as a driver of innovation, performance, and organizational legitimacy.

HR leaders are expected to implement inclusive hiring practices, ensure equitable career development, and evaluate DE&I outcomes, even as social, political, and economic forces continue to shape inclusion efforts.

Another emerging trend is skills-based talent management, where demonstrated competencies increasingly outweigh formal credentials. Organizations now prioritize skills such as AI literacy, data analysis, and adaptability, prompting HR to redesign job

roles, develop skills frameworks, and support continuous learning through alternative pathways like micro-credentials and bootcamps.

These transformations have expanded the HR job market, creating opportunities beyond traditional roles such as HR Generalist, Talent Acquisition Specialist, Learning and Development Specialist, and Employee Relations Manager. New specialized roles have emerged at the intersection of HR and technology, including AI Trainer or Coach, People Analytics and AI Insights Lead, and Responsible AI and People Governance Manager. At a strategic level, HR professionals can progress into leadership roles such as HR Business Partner, Strategic Workforce Planner, and Chief Human Resources Officer (CHRO), where they align talent strategies with organizational objectives.

To succeed in this evolving landscape, HR professionals must develop a balanced set of technical competencies, human-centered skills, and adaptability. Proficiency in HR technologies, analytics, and AI must be complemented by emotional intelligence, inclusivity, ethical judgment, and strategic thinking. Above all, continuous learning and agility are essential as HR continues to evolve.



- Dr. Aparna S. M
Assistant Professor
Thiagarajar School of Management

The Management Graduate: What Industry Really Wants from You in 2026?

While core business acumen remains non-negotiable, employers now prioritize a blend of traditional leadership qualities, digital and tech fluency, and adaptability in a fast-changing, AI-driven world.

First, industry values applied judgment over abstract analysis. MBAs are expected to take ambiguous business situations—whether pricing decisions, market entry dilemmas, or operational bottlenecks—and produce workable solutions.

Second, firms demand digital fluency and analytical maturity. Today's managers must interpret data, understand customer journeys across digital touchpoints, and work alongside marketing automation tools, dashboards, and AI systems. Industry frustration with “digitally theoretical” MBAs is real; companies prefer gra-

duates who can read a funnel optimize a campaign, or build a basic financial model with confidence.

Third, employers seek collaborative resilience—a mix of interpersonal skills, humility, and communication finesse. Teams span geographies, functions, and hierarchies, requiring negotiation, conflict resolution, and comfort with diverse viewpoints. Emotional intelligence has moved from “soft” to “strategic.”

Finally, industry values an ownership mindset: the willingness to experiment, take responsibility, and execute without excessive handholding. Global competition rewards initiative more than compliance.

In essence, the MBA that industry wants is neither robotic nor purely academic - it is an integrator: analytical yet pragmatic, tech-aware yet people-savvy, ambitious yet accountable.

IAs market cycles shorten and technologies disrupt industries frequently, this blend of skills is becoming the real currency of managerial relevance.



- Dr. Packiaraj Thangavel
Assistant Professor
Thiagarajar School of Management

Why the Future Belongs to Those Who Learn Faster Than Change

For generations, human talent has evolved with the eras we have lived through. In the Hunter–Gatherer age, survival depended on strength and instinct. The Agricultural Era valued patience and understanding of nature. The Industrial Era rewarded efficiency and optimization. The Information Era celebrated knowledge and digital fluency.

Today, we stand firmly in a new phase: the Augmented Era—where human intelligence is increasingly amplified by artificial intelligence.

For TSM alumni across industries, this shift is not theoretical. It is already visible in workplaces: AI-driven dashboards, automated decisions, predictive systems, generative tools, intelligent agents, and data-powered workflows are becoming the norm. Organizations are not merely digitizing; they are redesigning how work itself happens.

The uncomfortable truth is this:

“If the rate of learning is slower than the rate of change, obsolescence is inevitable.”

From Knowledge Accumulation to Learning Agility

For decades, professional success was built on accumulating degrees, certifications, and expertise. But today, information is instantly accessible to everyone — including machines.

What now differentiates high-impact professionals is not what they know, but:

- How quickly they can learn
- How effectively they can unlearn outdated thinking
- How creatively they can apply knowledge in new contexts

The critical question is no longer:

“What do you know?”

It is now:

“How fast can you evolve?”

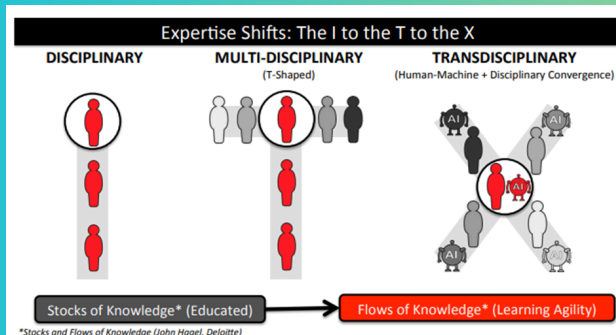
The New Shape of Expertise

The nature of expertise itself is changing:

- **I-shaped professionals** – deep but narrow
- **T-shaped professionals** – depth plus collaboration
- **X-shaped professionals (the future)** – individuals who combine domain expertise, cross-functional thinking, and the ability to work with AI systems

In this emerging world, humans and machines do not compete; they co-evolve. AI contributes speed, scale, and pattern recognition. Humans contribute judgment, ethics, creativity, and wisdom.

“AI will not replace leaders. But leaders who fail to work with AI will replace themselves.”



Source:

<https://heathermcgowan.com/sample-frameworks>

Why Human Skills Matter More Than Ever

As machines increasingly handle routine cognitive work, human value shifts upward to:

- **Creativity** – imagining possibilities machines cannot originate
- **Adaptability** – staying effective in uncertainty
- **Agility** – responding quickly to change
- **Wisdom** – applying intelligence with context and experience

**Machines may have intelligence.
But wisdom remains uniquely human.**

A Message to TSM Alumni

As alumni of Thiagarajar School of Management, you already carry strong foundations in critical thinking and leadership. But the game is changing rapidly. Careers are no longer shaped by static expertise but by continuous reinvention.

The most relevant question today is not:
“Are you upgrading your skills?”
but rather:
“Are you upgrading your ability to evolve?”

Upskill with TSM MDP Programs for the Augmented Era

Recognizing this transformation, TSM now offers advanced executive and professional programs in:

- Generative AI (GenAI)
- AI Agents
- Agentic AI
- AI for Managers and Leaders
- Applied AI for business decision-making

These programs are designed specifically for working professionals and alumni who want to stay relevant, future-ready, and competitive in an AI-augmented world.

✉ **TSM alumni who wish to upskill may write to: mdp@tsm.ac.in**

The Road Ahead

We are entering an era where careers will span multiple transformations, industries will reinvent themselves repeatedly, and learning will never truly end. The winners will not be those with the strongest resumes — but those with the most adaptive minds.

“In an age of smart machines, the smartest strategy is becoming more human.”

The future is not coming.
It is already here.
The only question is:
Are you ready for it?



- Dr. Nataraj Balasubramanian
MDP Chairperson
Thiagarajar School of Management

Mani's MBA: A Sarcastic Tour of Finance Career Reality

Mani's MBA, Ting Ting...

Mani, an undergraduate student, joined a business school hoping to earn like his maternal uncle, who is currently working at L&T Finance as a General Manager. While joining his management graduation, he did not know that to work in a Non-Banking Finance Company, he should choose finance as his elective.

During the first year, financial accounting and cost accounting fought with his other priorities during his sleepless nights at the hostel. Sensing that his roommate would join some investment banking company, he aspired to develop the skills of financial statement analysis of companies and financial projections. To his surprise, he realised that his neighbour in the class, who wished to join some credit rating agency, was also specialising in the same set of skills.

One day, during his breakfast of ten vadas with pongal, he accidentally saw a newspaper with an advertisement for the role of a financial analyst requiring skills such as mastery in Excel, Power BI, Python, and the R programming language. He came to know that to be a financial scam detector as a forensic accountant, Artificial Intelligence (AI)-driven models are required to analyse huge datasets of XML data files.

During a half-asleep afternoon seminar at his college, he heard that to work in companies

associated with the financial market, such as brokerage firms, mutual funds, and asset management companies, National Institute of Securities Markets (NISM) certifications are required.

On discussion with his mentor at college, he came to know that to be a risk manager, courses such as Financial Risk Management (FRM) and Chartered Financial Analyst (CFA) are required. He was irritated to know that to join the insurance sector, additional courses such as actuarial science from the Institute of Actuaries of India and diploma courses from the Insurance Institute of India or National Insurance Academy are required. This irritated him since he had to study apart from his regular MBA programme.

One of his seniors told him during an alumni meet that to be a wealth manager, apart from evaluating the various risks and rewards of alternative investments to customise client preferences, skills in tax advice—both Income Tax and Goods and Services Tax (GST)—are required.

To join multinational consultancy firms such as PricewaterhouseCoopers (PwC), Deloitte, Ernst & Young (EY), KPMG, and Goldman Sachs, he came to know that knowledge of mergers and acquisitions across the world, international taxation, leveraged buyouts, special purpose vehicles, and legal knowledge of the Foreign Exchange Management Act (FEMA), Foreign Exchange Regulation Act

(FERA), Competition Act, Securities and Exchange Board of India (SEBI) Act, Listing Obligations and Disclosure Requirements (LODR) regulations by SEBI, and the Insolvency and Bankruptcy Code are essential.

He was totally surprised to understand that there existed a few niche finance area job profiles such as Fund of Funds operations, crypto or blockchain finance specialist, fintech product analyst, ESG specialist, venture capital analyst, and private equity funds.

Finally, through a mail from the placement office for the job profile of Financial Planning and Analysis, he came to know that capital budgeting techniques, working capital management, capital structure analysis, contribution margin, financial ratios, budgeting, cash flow analysis, and preparation of projected financial statements are all applied in real-world situations.

During his internship in an automobile component manufacturing company, he realised that proficiency in Excel functions is like basic language skills and understood that no one recognised or gave importance to his “Excel for Managers” course in his resume.

Today, without knowing that the Diploma in Banking and Finance from the Indian Institute of Banking and Finance (IIBF) is one of the basic requirements for a banking career, he is attending the aptitude test for one of the leading private banks in South India.



- Dr. Arunkumar A
Assistant Professor
Thiagarajar School of Management

EXPERIENTIAL LEARNING

Live Market Research Experience with Grant Thornton

Participating in a live market research project with Grant Thornton was a valuable experience that went beyond what I learned in class. It gave me a direct look into how market insights are gathered and how consulting firms examine consumer behaviour in actual business settings.



The project involved field research in five kirana shops in Madurai. We explored how digital payment adoption was taking shape and the impact of quick commerce platforms in a tier-2 city. Talking directly with small business owners provided a clear view of how traditional retail operates and responds to changing market trends. One key finding was the widespread acceptance of UPI payments. Nearly all shop owners accepted digital payments, and customers preferred UPI because it is fast and convenient. This shows how digital financial tools have become integrated into even small neighborhood businesses.

However, even with this shift in payment methods, awareness of quick commerce platforms was limited. Most kirana shop Owners either did not know about these platforms or felt they did not affect their businesses.

In Madurai, quick commerce is still in its early stages, and traditional kirana stores remain relevant and strong.

Another important insight from speaking with shop owners was the value of customer relationships. Kirana stores rely on trust, closeness, flexible credit options, and personalised service-qualities that quick commerce platforms find hard to replicate in smaller cities. This helps explain why quick delivery models have not significantly disrupted local retail in Madurai.

The experience highlighted the significance of regional market differences. Business models that work in big cities do not always fit well in tier-2 markets. Local culture, consumer habits, and levels of awareness greatly influence market results. Working on this project improved my skills in communicating with stakeholders, observing market behaviour, and turning real-world observations into useful insights. It also deepened my understanding of primary market research and the real challenges of collecting and analysing data.

Overall, this live project with Grant Thornton was a valuable learning experience that widened my perspective beyond textbooks. It reinforced the importance of on-the-ground research in decision-making and provided important insights into how consulting approaches market understanding through real consumer interactions.



- A. Jai Vishwa
Second-Year PGDM

From Classroom to Customers: A Live Sales Experience

Nature of Exposure

This live sales project gave me real experience of how selling works in the market. I personally spoke to customers and sold Bveg Idli Podi, which helped me understand how products are introduced and sold directly to people.

Learning Outcomes

Through this project, I learned that kind words from customers can make a big difference. One special moment that made my day was when two customers bought the product, asked which college we were from, and also asked whether we had eaten lunch. They encouraged us and said, “Good work,” which made me feel happy and motivated.

This experience taught me that sales is not just about selling, but also about human connection and mutual respect.



Skills Developed

- Improved communication with customers
- Gained confidence in approaching people
- Learned how to explain a product clearly
- Developed basic selling and persuasion skills
- Understood customer behaviour and needs

Student Reflection

Overall, this live project was a happy and motivating experience. The response from customers encouraged me and made me feel proud of my effort. It helped me understand the value of customer interaction and real market exposure. I would like to express my gratitude to the management and Dr. Manjula ma'am.



-Laharidha Maran
First-Year PGDM

Internship Experience: Real-World Sales

Nature of Exposure

There is a certain honesty to learning that happens on the shop floor, where conversations are unscripted and outcomes are uncertain. The BNI Franchise Expo in Madurai offered exactly that kind of exposure. Representing THENAN OILS we found ourselves in the middle of a

buzzing business environment, engaging with customers, dealers, and curious visitors in real time. The experience was intense and immersive, demanding constant interaction, presence of mind, and adaptability.

Selling premium cold-pressed oils in a pricesensit-

ive market meant confronting real objections rather than hypothetical case scenarios. Each interaction revealed a new layer of consumer behaviour—some walked in with curiosity, others with hesitation, and a few with firm resistance. Beyond sales, the exposure extended to teamwork, stock awareness, and managing the flow of inquiries.

It was learning by doing, observing, and feeling—raw, real, and deeply impactful.

Learnings Obtained

What stood out most during this live project was a simple yet powerful realization: selling is ultimately about understanding people.

One memorable interaction involved a customer who showed little interest in cooking oils, but whose attention shifted when the conversation moved toward self-care and wellness. By aligning the product with her actual need, the sale happened naturally without pressure.

Moments like these reinforced the importance of need-based selling and customer-centric thinking. The expo also taught us that not every visitor is the right customer, especially when dealing with premium products. Learning to identify the right segment, communicate value over price, and position the product as an investment in health became central lessons. Handling objections helped us understand the psychology behind hesitation and trust.

These learnings transformed marketing concepts from textbook definitions into lived insights.

Skills Gained

The experience at the BNI Franchise Expo shaped us in ways that extended beyond academic learning. Constant customer interaction strengthened our communication skills and built confidence with every conversation. We learned to listen more carefully, observe subtle cues, and adapt our pitch on the spot. The unpredictability of live sales sharpened our problem-solving and decision-making abilities. Handling rejection and disinterest taught emotional resilience and patience—skills rarely taught in classrooms but essential in real business environments. Working alongside peers fostered collaboration, coordination, and mutual support in a high-energy setting.

Exposure to inventory discussions and distribution awareness added an operational lens to our learning. By the end of the expo, we did not just walk away with experience—we walked away more self-aware, adaptable, and industry-ready.



– Vijaya Raghavan
MBA 2nd Year

Internship experience - Equity Research Analyst at Sernova Financials

Walking into Sernova Financials, I did not even know that I would be stepping into the role of an Equity Research Analyst, and that surprise itself marked the beginning of a steep learning curve. My first task was to read books aligned

with the firm's culture and develop the habit of reading newspapers daily, which made me realise what a blunder it was to have ignored my professors' advice in the first year – the market truly does not forgive informational gaps. Daily

presentations pushed me to articulate my thoughts clearly, and gradually I was introduced to technical and fundamental analysis, learning how to connect macroeconomic news with company performance and price movements. As the internship progressed, I was entrusted with generating and justifying trade ideas across the Indian, U.S., and European markets, which taught me that markets are dynamic and that conviction must be driven by data, not bias or stubbornness. Having ideas evaluated in real market conditions instilled discipline, accountability, and the habit of thinking from multiple angles before drawing conclusions. Being mentored directly by the CEO was an exceptional learning

opportunity, as his guidance, appreciation for sound analysis, and constructive corrections sharpened both my analytical thinking and professional maturity. Overall, the experience transformed classroom knowledge into practical decision-making and pushed me out of my comfort zone every day, reinforcing that growth in finance begins with curiosity, discipline, and adaptability.



-Bhuvaneshwari G.
Second-Year PGDM

Summer Internship - Experiencing FMCG Sales and Distribution Realities

Nature of Exposure

Stepping into my role as a Sales and Marketing Intern at Aachi Masala Foods Pvt. Ltd. marked my first true encounter with the realities of the FMCG sector.

The exposure was deeply field-oriented, involving regular visits to nearly 40–50 retail outlets and close interaction with retailers, distributors, and customers. Observing how products move through a strong push-based distribution system helped me understand the backbone of FMCG sales.

I witnessed firsthand how margins, trade offers, and subtle nudge factors influence retailer decisions far more than brand communication alone.

The internship exposed me to Aachi's extensive product portfolio and its well-structured distribution network, revealing how scale and

consistency drive success in this sector. One of the most impactful exposures came when a region went without a distributor for nearly two months, creating a visible supply gap. Watching competitors swiftly occupy shelf space made the consequences of distribution failure painfully real. This experience transformed FMCG distribution from a theoretical concept into a lived reality.

Learnings Obtained

The internship reshaped my understanding of how FMCG brands truly compete and survive in



the market. I learned that availability is not just an operational requirement but a strategic necessity. The absence of a distributor revealed how quickly retailers shift their loyalty to brands that ensure consistent supply, even when customers are initially brand loyal.

This shift, in turn, altered consumer buying behaviour and led to significant revenue loss, estimated in lakhs. The experience highlighted the central role retailers play in shaping brand perception and influencing purchase decisions at the point of sale. I also learned that FMCG sales largely run on margins, trust, and relationships rather than just advertising. Onboarding a new distributor showed me how critical channel management is in restoring market stability.

Most importantly, I realized that rebuilding lost trust is a slow process that demands consistency, communication, and sustained effort. Experiencing these dynamics in real time gave textbook concepts an entirely new depth and urgency.

Skills Gained

This internship played a crucial role in developing my professional confidence and

practical skill set. Regular retail visits strengthened my communication skills and taught me how to engage with retailers in a respectful, persuasive, and solution-oriented manner. I developed a sharper understanding of negotiation and relationship management, particularly in explaining margins, offers, and product benefits. The distributor onboarding process enhanced my analytical and problem-solving abilities, as it required assessing gaps, coordinating stakeholders, and restoring disrupted channels.

I also gained decision-making skills by observing how strategic choices at the distribution level directly impact market share and revenue. Emotional resilience became an unexpected but valuable skill, as I learned to handle setbacks and delayed trust-building with patience. Exposure to ground-level operations improved my market awareness and commercial thinking. Overall, the internship transformed me into a more observant, adaptable, and industry-ready management student.



- Arivazhagan
Second-Year MBA

IOBT - Learning Through International Exposure

The IOBT experience offered industry-oriented exposure beyond the classroom, blending real-world environments, peer collaboration, and academic milestones. It helped connect theoretical learning with practical situations where coordination, time pressure, and adaptability mattered.

The experience strengthened understanding of professional conduct, planning, and collective

responsibility while highlighting how teamwork drives outcomes in unfamiliar settings. Key skills developed included communication, team coordination, situational decision-making, time management, and social adaptability. Overall, this exposure shifted learning from passive theory to active engagement, reinforcing discipline, confidence, and a more grounded approach to collaboration and professional growth.



#Memories



- Kirupavi P V
Second-Year PGDM

International Outbound Training (Malaysia) - Global Learning Experience

The international outbound training in Malaysia offered valuable exposure to a diverse cultural and urban environment that felt welcoming and familiar. The program included several workshops and guest lectures focused on integrating management principles with innovation, which enhanced our understanding of global business practices.

This experience helped develop entrepreneurial thinking, cross-cultural communication, and professional networking skills, while also improving adaptability and teamwork in an international setting.

Overall, the program was both personally enriching and professionally impactful, broadening my perspective and strengthening my confidence in applying management concepts globally.



- Subhanu Shree
Second-Year PGDM Student



OBT - Learning Teamwork Beyond the Classroom

Nature of Exposure

The outbound training program at Alappuzha, Kerala offered me a deeply immersive experience that extended well beyond conventional classroom learning. The long

journey to the destination itself was an early lesson in patience, adaptability, and mental preparedness, as it pushed us out of our comfort zones even before the program began.

Staying at Club Mahindra provided a structured yet unfamiliar environment that closely mirrored professional settings where individuals must quickly adjust and collaborate. Over the course of three days, we participated in intellectually stimulating and team-based activities designed to simulate real workplace challenges.



These activities demanded constant coordination, mutual trust, and collective effort under time and performance pressure. The demanding atmosphere created moments of stress, disagreement, and uncertainty, much like real organizational life. At the same time, the serene backwaters and natural beauty of Kerala added a reflective dimension to the experience.

This combination of challenge and calm made the exposure both intense and enriching.

Learnings Obtained

Through this outbound training program, I gained meaningful insights into the true value of teamwork and coordination. The activities clearly demonstrated that individual brilliance alone is insufficient without effective collaboration and alignment within a team. I learned how proper coordination, when executed thoughtfully, can transform complex tasks into achievable outcomes.

The program also taught me how to function effectively in demanding situations and under assertive leadership without losing focus or motivation. Observing team dynamics helped me understand how communication gaps, if left unaddressed, can hinder progress. I learned the importance of staying composed and approaching challenges with a problem-solving mindset rather than reacting emotionally.

The experience also reinforced the idea that adaptability and mutual support are critical in high-pressure environments. Overall, the learnings closely reflected real organizational realities and managerial expectations.



Skills Developed

The outbound training program played a significant role in shaping my personal and professional skill set. Working closely with peers enhanced my teamwork and interpersonal skills, as each task required cooperation, trust, and shared responsibility. I developed stronger communication skills, particularly in expressing ideas clearly and listening actively during stressful situations. The activities improved my decision-making and problem-solving abilities by forcing me to think strategically under constraints.

I also built resilience and emotional strength while navigating demanding tasks and leadership styles.

Leadership and followership skills were refined as I learned when to take charge and when to support others for the greater good of the team.

Time management and adaptability improved through continuous engagement in challenging activities.

Overall, the program strengthened my confidence and prepared me to handle real-world organizational challenges with maturity and composure.



– Kaviya
MBA 1st Year

OBT - Learning Beyond the Alarm Clock

4.00 a.m. at business school? Seriously?

That was our heavenly time when exams knocked at our doors with alarming CGPAs! But this time, we rejected the null hypothesis. 4.00 a.m. hit different; thereby, it was notified as OBT!

We were warmly caressed by the cold breeze of Thiruparankundram till the serene, triggering water bodies of Kerala.

(Learning exposure, skills obtained, outcome:)

Our exposure was unlike an atom but a compound, “C₂H₅O₆” — an intoxicating experience of PGDM, a blend of fun and learning.

We were equipped with “collaboration” and “communication” through the brick-passing game, which reminded us that we must not just collaborate, but communicate, to derive our expected outcome!

Mentors over there tested our calm composite structure through many hindrances, through which being “harmonious” and being accountable (“ownership”) for one’s outcome paves the way for betterment and will remain etched in our hearts.

OBT 2026 was a mere mirror that did not just help us groom ourselves, but also reflected our limb health, stress, and “time”: Save, Cherish, Cease!



– Madhumidhra M.
First-Year PGDM

STUDENT ACHIEVEMENTS

From Home to the Gulf: A Journey of Consistency, Courage, and Conviction

This article is not about a package number. It is about the process that led to it. When the placement season commenced, I was clear about my priorities. Rather than applying indiscriminately, I chose to apply selectively, focusing on roles that aligned with my strengths and offered long-term growth. Khimji Ramdas was one such organization. I was fortunate to secure an offer during my fourth trimester.

The pooled selection process was conducted jointly with students from Amritha, Rajagiri, CUSAT, and TSM, and comprised an aptitude test, a group discussion, and a personal interview. At the outset, Khimji Ramdas was not a company I had specifically targeted, nor did I anticipate getting placed there. However, as the process unfolded, I realised that preparedness often matters more than preconceived preferences. Beyond aptitude and domain knowledge, my internship and live project experiences played a significant role in the selection. I had worked on a live project with Indian Oil Corporation Limited, which involved market research focused on XP95 fuel sales. This exposure helped me develop a structured approach to analysing market data and presenting insights. Additionally, my internship with Motilal Oswal strengthened my understanding of practical business environments and professional expectations.

During the group discussion, I followed two simple principles: initiating the discussion first and listening carefully to others before responding.

Engaging constructively with fellow participants and building on their points helped me contribute meaningfully without dominating the conversation. The personal interview panel comprised the HR and General Manager of Khimji Ramdas, and the interaction was largely stress-oriented. The questions focused on live project outcomes, marketing fundamentals, and scenario-based decision-making. The experience reinforced an important lesson: such interviews are less about having perfect answers and more about assessing composure, clarity of thought, and the ability to handle pressure calmly. Khimji Ramdas has been a star recruiter at TSM, and I would like to express my sincere gratitude to Purushothaman Sir and the entire placement office for their consistent efforts in bringing such opportunities to campus.

One day, I received a call from Sir himself, congratulating me on the offer. That call marked the beginning of a new phase—an offer of INR. 24 LPA, a role as Section Sales Manager with Procter & Gamble through Khimji Ramdas, and an opportunity to work in Oman, close to where my father works.

While the offer was significant, what stayed with me more was a message shared by the General Manager of Khimji Ramdas with one of our faculty members, stating that I was an outstanding candidate and expressing confidence in my ability to perform well in the role. That professional validation meant more to me than the number attached to the offer. If there is one takeaway I would like to share, it is the importa-

nce of consistency and genuine interest in what you do. Treat each day as an opportunity to shape yourself.

Focus on building relevant skills, remain open to feedback, and surround yourself with a small but supportive circle. This was my journey at TSM—and I hope every student finds their own path to professional fulfilment.



- **Taj Reena N**
Second-Year PGDM

Bombay Meri Jaan: An IDYE That Gave Me More Than Just Memories

International District Youth Exchange (IDYE) is not just about traveling to a new city - it is about discovering new perspectives, building lifelong connections, and growing as a leader. My IDYE experience in Mumbai, under the theme “Bombay Meri Jaan,” was truly transformative and remains one of the most enriching chapters of my Rotaract journey.

From the moment we arrived, Mumbai welcomed us with its unmatched energy, diversity, and warmth. The city was not only a destination but a classroom - teaching us resilience, inclusivity, and leadership in its own unique way. Every street had a story, every interaction carried a lesson, and every day added value to our personal and professional growth.

One of the most impactful aspects of this IDYE was the networking and fellowship it fostered. I had the privilege of building meaningful connections with Rotaractors from various districts and actively engaging with District Governors and District Rotaract Representatives (DRRs).

These interactions provided valuable insights into leadership styles, district functioning, and the larger vision of Rotary and Rotaract beyond boundaries.

The exchange also offered opportunities to plan and participate in multiple events, strengthening my organizational and communication skills. Collaborating with Rotaractors from different backgrounds enhanced my ability to adapt, lead, and contribute effectively as part of a diverse team. These experiences reinforced the importance of teamwork and collective growth in Rotaract.

Beyond meetings and events, Mumbai gifted us unforgettable moments—from iconic landmarks to cultural immersion and culinary delights. Yet, what stood out the most was the spirit of service and unity that resonated throughout the exchange. It reminded me that Rotaract is not limited to clubs or districts; it is a global family driven by shared values.

As I reflect on this journey, I realize that IDYE Mumbai gave me far more than memories - it gave me confidence, connections, and clarity about my role as a Rotaractor. I return with renewed enthusiasm to serve, lead, and create impact, carrying forward the lessons and friendships formed during this incredible exchange.

Mumbai will always remain special to me - not just as a city, but as an experience that shaped my Rotaract journey in the most beautiful way.



Bombay Meri Jaan - forever in my heart.



- Rtr. Brijitha
First-Year PGDM

EXPERIENCE OF NASMEI CONFERENCE 2025

I had the privilege of attending and presenting my research paper at the 19th NASMEI Conference 2025, held at Great Lakes Institute of Management. The conference witnessed participation from a large number of delegates, including academicians, research scholars, and industry professionals from various states across India, as well as international participants from countries such as the USA and Canada. Being part of this national and international academic gathering was a highly enriching and intellectually stimulating experience.

At the conference, I presented my research paper titled “Gamify Gold Savings: Unlocking Customer Engagement and Savings Behaviour in Thangamayil Jewellery’s DigiGold Application.” The platform provided an excellent opportunity to present my research ideas, explain the methodology adopted, and engage in academic discussions with experts from diverse research backgrounds.



The experience significantly enhanced my confidence in academic presentation and strengthened my ability to defend research work in a scholarly setting.

The presentation received valuable feedback, constructive suggestions, and insightful observations from faculty members, panelists, and fellow researchers. These inputs helped me identify areas for refinement and offered new perspectives for strengthening the research framework and extending the scope of future studies.

Interactions with researchers from reputed universities further contributed to broadening my understanding of contemporary research trends and methodologies.

This research paper holds special significance as it was developed during my internship period, enabling me to integrate practical industry exposure with academic inquiry. I sincerely acknowledge Thangamayil Jewellery Limited for providing real-world insights that supported the successful completion of this study.

I would like to express my sincere gratitude to my mentor, Dr. Nataraj Balasubramanian, and my institution, Thagarajar School of



Management, for their constant encouragement, guidance, and academic support throughout this journey.

Overall, attending the NASMEI Conference was a memorable and rewarding experience that contributed significantly to my academic growth. It helped me overcome my fear of public speaking, enhanced my research confidence, and motivated me to pursue continuous learning and future research endeavors.



- Vimalan Vijith Kumar
Second-Year PGDM

EXPERIENCE OF NASMEI CONFERENCE 2025

I had the privilege of attending and presenting my research paper at the 19th NASMEI Conference 2025, held at the Great Lakes Institute of Management from 19th to 20th January 2025. Participating in this prestigious national-level academic conference was a deeply enriching and intellectually stimulating experience that significantly contributed to my academic and research development.

At the conference, I presented my research paper titled “Eyes That Buy: A Neuromarketing Perspective on FMCG Visual Advertising.” The platform provided an excellent opportunity to articulate my research ideas, defend

methodological choices, and engage in meaningful academic discussions. The experience enhanced my confidence in research presentation, sharpened my analytical thinking, and helped refine the overall scope and direction of my study.

My paper received valuable suggestions, constructive critiques, and insightful feedback from distinguished faculty members, panelists, and fellow researchers. These inputs were instrumental in identifying areas for further improvement and strengthening the research framework. A particularly memorable highlight was the special appreciation I received for being



recognized as the only MBA student presenting at the NASMEI Conference. I was also described as one of the “rarest among the rare” participants for undertaking an advanced research topic such as neuromarketing at this stage of my academic journey.



Several experts emphasized that eye-tracking and neuromarketing are vast and emerging research domains, and they appreciated the initiative and rigor involved in conducting such a study early in my academic career. The research was commended for being innovative, relevant, and engaging, with strong recommendations for further enhancement and publication potential. In addition to the academic exposure, the conference provided an invaluable opportunity to network and interact with experienced faculty members, researchers, and scholars from diverse institutions.

These interactions offered fresh perspectives, broadened my understanding of contemporary research trends, and made the overall experience highly impactful and memorable.



- Swetha K
Second-Year MBA

CM Trophy



(Participants: Kirupavi P V and
Preethi Sharon)

The CM Trophy didn’t change me; it confirmed the grind. Consistency handled the pressure, and teamwork pushed it home. A childhood passion, officially on record.

LIFE @ TSM

From shy beginnings to confident endings - that's my TSM story.



- Mymuna Tasnim
First year PGDM

“From shy beginnings to confident endings - that's my TSM story.”

Life at B-School has been a journey of transformation. The moment I stepped into this campus, I realized I was entering a space that would change me in ways I never expected. The calm greenery, peaceful environment, and even the peacocks walking around created a setting that felt refreshing and inspiring every single day.

Madurai added its own charm to my experience - new places, new people, and new opportunities that helped me grow socially and personally. Hostel life became another chapter of learning: late-night studies, shared laughter, and friendships that slowly turned into a second family.

One of the most memorable parts of TSM life was the Onam celebration, where the entire campus came alive with traditional outfits, cultural activities, pookalam, and the warmth of togetherness. And then came Sangamam - our Fresher's Day party, beautifully organized by our seniors. They made us feel special with fun events, performances, and thoughtful gifts. It was one of those moments that made me feel truly welcomed and connected.

The institution strengthened every part of me. I learned time management, scheduling, public speaking, confidence, and how to work under pressure. Classroom discussions, presentations, and group activities pushed me out of my comfort zone and helped me become more expressive and bolder.

I participated in case study competitions, served as a Junior Ambassador, and proudly won First Prize in a role-play competition - each moment boosting my confidence and shaping my leadership skills. Even simple real-life tasks like selling noodles and idli powder taught me marketing, communication, and how to approach people with confidence.

Every experience - the campus, the hostel, the celebrations, the classrooms, the events - contributed to who I am today.

This management school didn't just teach me management; it helped me discover myself, grow stronger, and step into the world with confidence.

Where Learning Meets Transformation

Life at Thiagarajar School of Management (TSM) is not just about lectures and exams. For me, it has been a journey of constant learning, unlearning, and transformation.

From the very first day, TSB pushed me out of my comfort zone. Case discussions, presentations, group activities, and real-time problem-solving quickly became part of everyday life. Initially challenging, these experiences slowly helped me build confidence and change the way I think and express my ideas.

One of the most impactful experiences was the Outbound Training (OBT). It taught me lessons that no classroom could -teamwork, leadership, trust, and adaptability. Those activities showed how important collaboration and clear communication are, especially under pressure.



What truly sets The campus apart is its strong focus on practical exposure. Guest lectures, corporate interactions, live projects, and club activities constantly bridge the gap between theory and the real business world. Concepts discussed in class come alive when applied through live projects and assignments.

The Summer Internship Programme (SIP) was another turning point. It gave me first-hand exposure to industry realities and helped me understand how classroom learning translates into real-world decision-making.



It also strengthened my communication skills and gave me clarity about my career interests.

This institution has also taught me the value of working with diverse peers.

Group work, events, and club activities helped me learn how to manage time, handle responsibilities, accept feedback, and grow as a team player.



Life at this institution is a mix of pressure, preparation, and progress. It is demanding, but it continuously shapes us into more confident, industry-ready individuals. Looking back, I realise that TSM has not just prepared me for a career-it has prepared me for life beyond campus.



- Oviya R
Second-Year MBA

STUDENT CREATIVE SPACE

Paintings:



-Dharshini Rajendran

Paintings:



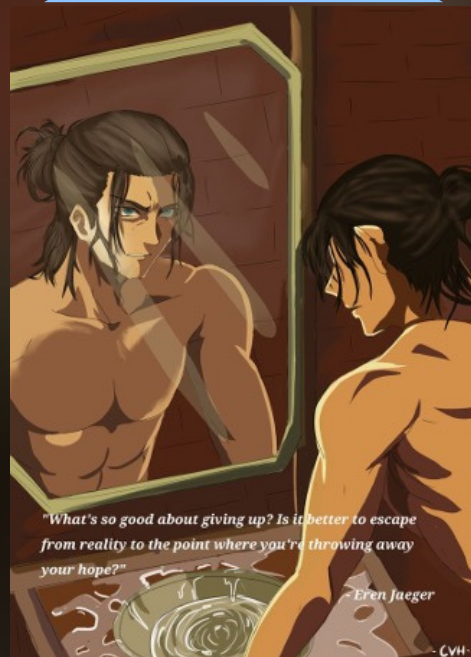
-Haisam Shamila S J H

Paintings:



-Aparnaa B

Digital art:



"What's so good about giving up? Is it better to escape from reality to the point where you're throwing away your hope?"

-Eren Jaeger



-Harshini C V

With hope, I will move ahead
Facing struggles, I will win
Combining learning and effort always
I will pave the way in life.

A white ceramic cup filled with a frothy, golden-brown beverage, likely tea, sits on a square, light-brown wooden tray. In the background, a brass teapot is partially visible, adding to the traditional feel. The entire scene is set against a dark, textured wooden surface.

தேனீரின் இளஞ்சூடு

தேகத்தில் இளமஞ்சள் சூரியன் ஒலி
தேனீரின் இளஞ்சூடு இதம்
தேவன் படைத்த மனிதனே
தேவாயிர்தம் படைத்தான் மனிதனே

தணிகைச்செல்வன்



கறை தேடும் கடல் மீன்
வானில் பறக்கும் பறவைக்கு
எல்லை உண்டோ
கடலில் வாழும் மீனுக்கு
இலக்கு உண்டோ.

இரவும் பகலும் தானே
உலகம் சுழற்சிக்கு அடையாளம்
சோகம் இன்பம் இவ்விரண்டும் தான்
ருசியான வாழ்வுக்கு அடையாளம்

சற்றே நின்று பார்
இவ்வழிகான உலகை
மரகத நிறத்தில் சூழ்ந்திருக்கும்
மலைமேல் நின்று பார்
சார காற்று அடிக்கும்...

உடலில் கர்வம்
மனதில் தருமம் வைத்திட பழகு...
உறைவிடம் பாசம்
பகைவனிடம் நேசம்
கொடுத்திட பழகு.

இன்னும் எதை வாங்க ஓடி கொண்டு இருக்கிறாய்

லேசான இலை போல் மனம்
யிருந்தால் பெரிய மலையளவு
-உற்சாகம் மலரும்.
கனவு காண்பிட
காதல் பரப்பிட
கரு மேகம் சூழ்ந்திட
காகிதம் தேவையில்லை
பனிநிற மனமே போதுமடா....



42

I began as a question mark,
 more doubt than direction,
 carrying books heavier than belief,
 dreams louder than my courage.
 Failure knew my name early
 when efforts did not translate into results.
 Yet I learned something there,
 in the silent gap between trying and falling
 Resilience grows where excuses die.
 I stood again, not stronger,
 but a bit wiser,
 learning that patience is not weakness
 and struggle is not shame.
 But this time,
 I learned to wear many faces.
 the confident smile in classrooms,
 the careful nods in conversations,
 the polished answers that fit expectations.
 They tell me, "This is how the world works
 now."
 And I have learned the grammar of it.
 Yet somewhere between deadlines and
 definitions,
 I sometimes miss the rawness of believing
 without measuring the cost.

I am stronger now, yes
 but strength has become selective,
 and honesty often waits its turn.
 Teach me how to unlearn this time.
 Teach me to keep wisdom
 without surrendering wonder.
 I want a future where my smile
 doesn't negotiate its meaning.
 I will use what I know,
 without forgetting who I was.
 And someday, when my story is told,
 let it begin again.
 Not once upon a time,
 but this time, with intention



-Saran S

தனிமையின் இன்பம்

தனிமை....!

அது ஒரு சுகம்- சுமையல்ல

தனிமை....!

எல்லோருக்கும் பயமாய் தோன்றும்

ஆனால் அது ஒரு இனிமையான பரிசு.

அருகில் யாரும் இல்லாத போது தான்...

நம்மை நாமே கண்டுகொள்ள முடியும்

கூட்டத்தில் கேட்காத குரல்

தனிமையில் மட்டும் தெளிவாக கேட்கும்
 தனிமை!

அது ஒரு சுகம் - சோகமல்ல

கவலை இல்லாத சுத்தமான அமைதி,

உண்மையான சுவாசம்,

நம்மை நாமாக வைத்திருக்கும் நேரம்.

வெளியுலக சத்தம் அடங்கும் போது

உள்ளுலக இசை எழும்

இந்த இசையின் பெயர்தான்

தனிமையின் இன்பம்.

"தனிமை ஓர் உணர்வல்ல...

மனம் ஓய்வெடுக்கும்

அழகான இடம்...!"



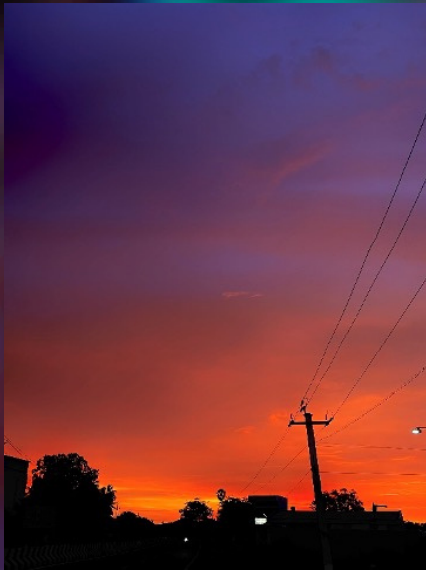
-Swetha Sankaran

பூக்களை தாண்டி இலைகளை காதலிக்க
 ஆரம்பியுங்கள்
 வாழ்க்கை அழகாய் மாறிவிடும்!

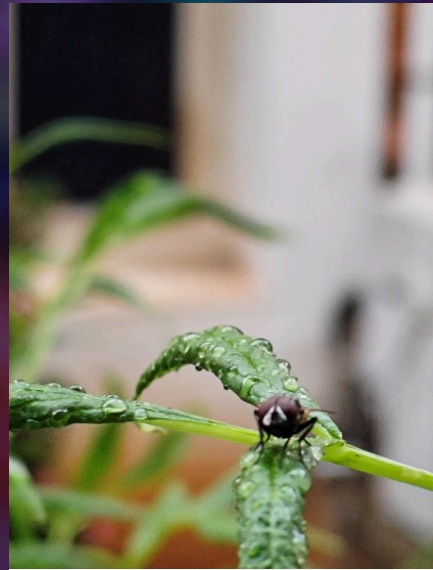


-Keeruthikaa K E

Photography Corner



-GENESIA SWEETY S



-Laharidha Maran



-Aparnaa B

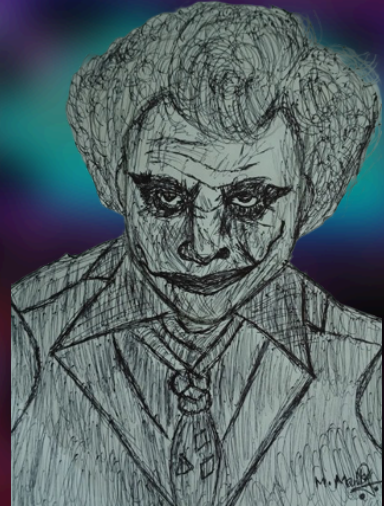


-ARAVINTH SURYAA R A

Portrait sketches & Poster



-Harini U



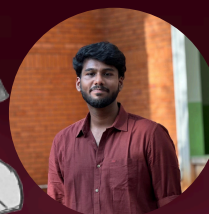
-Manikantan M



-Lakshanyaa



-Lokesh K



-Jaisuriyaa K S

MEMORIES 2024-26







MBA 2024 - 2026



PGDM 2024 - 2026

Thankyou

FOR THE
UNFORGETTABLE
MOMENTS

THIAGARAJAR SCHOOL OF MANAGEMENT

