



SCHOOL OF MANAGEMENT STUDIES
VALUE ADDED COURSES 2023 – 2024

S. No.	Title	Event Dates	Number of students enrolled	Number of Students completed
1	TALLY ERP 9	24.07.2023 TO 28.07.2023	50	50
2	INTRODUCTION TO THE BASICS OF DIGITAL MARKETING	07.08.2023 TO 11.08.2023	60	60
3	EMPLOYABILITY SKILL DEVELOPMENT TRAINING	01.02.2024 TO 28.02.2024	3	2
4	MARKETING TOOLS AND TECHNIQUES	05.02.2024 TO 09.02.2024	25	25
5	SIX SIGMA GREEN BELT	18.03.2024 TO 23.03.2024	30	30
6	GRAPHIC DESIGN	13.03.2024 TO 20.03.2024	77	75



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

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SCHOOL OF MANAGEMENT STUDIES

To enhance students' skill and knowledge alongwith standard curriculum, value added course on Tally ERP9 was organized for final year B.com students from 24.07.2023 to 28.07.2023. The Resource person Dr. Velumoni D, provided insights on various exercises like Creation, alteration and deletion of Company, Ledger, Voucher Entry, Stock Group and Stock Items, etc. Around 50 students registered and participated in the workshop.



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School of Management Studies

ORGANIZES WORKSHOP ON

TALLY ERP 9

Chief Patrons

Dr. Mariazeena Johnson Chancellor	Dr. Marie Johnson President
Mr. J. Arulselvan Vice - President	Ms. Maria Bernadette Tamarasi Vice - President
Ms. Maria Catherine Jayapriya Vice - President	

Patrons

Dr. T. Sasipraba Vice - Chancellor	Dr. E. Logashanmugam Pro Vice - Chancellor
Dr. S. S. Rau Registrar	Dr. G. Sundari Director Administration

Convenors

Dr. Bhuvaneswari G. Dean School of Management Studies	Dr. A. Palani Head & IIC Startup Co-ordinator School of Management Studies
---	--



Resource Person
Organizer
DR. VELUMONI D.
Associate Professor
School of Management Studies

Co - ordinator
Ms. Jayaseely M.
Assistant Professor
School of Management Studies

DATE:
24.07.2023 - 28.07.2023

Registration Link:
<https://forms.gle/BcYVghxG2vQz33A>

TIME
10.00 AM - 11.00 AM

VENUE
MBA LAB 01

PROGRAMME SCHEDULE

DAY	TOPICS COVERED
DAY 1	- Overview of Tally ERP 9 and its features - Installing and configuring Tally ERP 9 - Understanding the interface and navigation - Creating a new company and setting up basic configurations
DAY 2	- Creating and managing ledgers and accounts - Recording financial transactions (voucher entry) - Understanding the chart of accounts and account types - Generating financial statements (Balance Sheet, Profit & Loss)
DAY 3	- Setting up and managing inventory items and stock groups - Recording inventory transactions (stock receipt, issue, and transfer) - Understanding inventory valuation and reporting
DAY 4	- Creating and managing sales and purchase orders - Recording sales and purchase transactions (invoice, credit note, debit note) - Understanding sales and purchase reports and analytics
DAY 5	- Setting up and managing payroll (employee, salary, attendance) - Generating payroll reports and statements - Understanding tax configurations and compliance (GST, TDS, TCS)

PARTICIPANTS LIST:

SNO.	REGISTER NO.	STUDENT NAME
1	41740002	ABINAYA.T
2	41740039	SRINIVASAN.V
3	41740053	ABHINASH.T
4	41740056	AKSHITHA ESTHER.M
5	41740064	ANTONY CRSPIN.S
6	41740085	BHUVANESHWARI J
7	41740090	DEEPAK KUMAR.R
8	41740091	DEEPAN.S
9	41740095	DEVADHARSHINI.D
10	41740122	GEM GABRIEL ABISHEK.B
11	41740124	GOKILA.P
12	41740127	GOMATHI R
13	41740131	GURU PRASANTH.S
14	41740140	HARISHVARAN.R
15	41740149	JAGPATHI RAO.K
16	41740153	JAYA SURYA.M
17	41740158	JEEVITHIYAN.M
18	41740164	JUDSON.Y
19	41740167	KARTHIK KUMAR.R
20	41740168	KASINATHAN.R
21	41740172	KEERTHANA.S
22	41740174	KEERTHIVASAN.K
23	41740178	KIRUTHIKA. M
24	41740199	MARIA FERISCA. J H

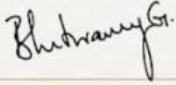
25	41740201	MEGHALATHA. B
26	41740203	MIRUTHULA. E
27	41740210	MRITHIKA. T
28	41740228	NIVETHA. G
29	41740239	PREETHA. D
30	41740244	RADHIKA. K
31	41740252	RANJANA. B
32	41740261	RUTHIRA MURTHY. R
33	41740262	SABARISH. S
34	41740269	SANCTINA. M
35	41740275	SANJAY. K
36	41740279	SARAN. S
37	41740281	SAROPHIN NISHITHA. G A
38	41740283	SESAN. C S
39	41740287	SHANMUGAPRIYA. S
40	41740288	SHERLIN MARIAM. S
41	41740292	SIVA GANESH. M
42	41740301	SRI SIVAKAILASH. M
43	41740307	SUGAL PRASATH. D
44	41740321	VANISRI. L
45	41740334	VISHAL GANESAN. M
46	41740336	VISHWA. K
47	41740337	YASHVANTH. K
48	41740137	HARINI.P
49	41740088	CAVIN S.A.G
50	41740318	UDHAYAKUMAR. R

PHOTOS





SAMPLE CERTIFICATE

	SATYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY (DEEMED TO BE UNIVERSITY) Accredited with "A++" grade by NAAC 12B status by UGC Approved by AICTE (www.satyabama.ac.in)	
SCHOOL OF MANAGEMENT STUDIES CERTIFICATE OF PARTICIPATION		
This is to certify that _____ has participated in workshop on "Tally ERP 9", a value added programme conducted from 24th July 2023 to 28th July 2023 organised by the School of Management Studies, Satyabama Institute of Science and Technology, Chennai, Tamil Nadu.		
 Dr. A. Palani HOD - School of Management Studies	 Dr. G. Bhuvaneshwari Dean - School of Management Studies	 Dr. G. Sundari Director Administration
Certificate No. : SOMS/July2023/TallyWorkshop_001		



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Report on Introduction to Digital Marketing

5 days Value Added Course was organised on Digital Marketing for MBA students to create a knowledge on digital marketing activities and its impact on marketing. Dr. Lavanya and Dr. Joyce organised the course. Dr. Kalailakshmi and Dr. Rani were the resource person for the session.



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SCHOOL OF MANAGEMENT STUDIES

ORGANISING

5 DAYS WORKSHOP ON INTRODUCTION TO THE BASICS OF DIGITAL MARKETING



DR. TR. KALAI LAKSHMI
Associate Professor
School of Management Studies
Resource Person



DR. V. NIRMAL RANI

Associate Professor
School of Computing
Resource Person



DR. RANI J
Associate Professor
School of Management Studies
Resource Person

CHIEF PATRONS

DR. MARIAZEENA JOHNSON - CHANCELLOR
DR. MARIE JOHNSON - PRESIDENT
MR. J. ARULSELVAN - VICE PRESIDENT
MS. MARIA BERNADETTE TAMILARASI - VICE PRESIDENT
MS. MARIA CATHERINE JAYAPRIYA - VICE PRESIDENT

PATRONS

DR. T. SASIPRABA - VICE CHANCELLOR
DR. E. LOGASHANMUGAM - PRO VICE CHANCELLOR
DR. S. S. RAU - REGISTRAR
DR. G. SUNDARI - DIRECTOR ADMIN.

CONVENORS

DR. G. BHUVANESHWARI - DEAN MANAGEMENT STUDIES
DR. A. PALANI - HEAD MANAGEMENT STUDIES

ORGANIZERS

DR. M. LAVANYA - ASSOCIATE PROFESSOR
DR. S. JOYCE - ASSOCIATE PROFESSOR

VENUE : MBA PG LAB 1

Registration Link :
<https://forms.gle/55Ag8Xc5NAGwuTpz9>

Time
1.15 p.m to
2.15 p.m



07.08.2023 to 11.08.2023

Limited to 50 Participants Only



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SCHOOL OF MANAGEMENT STUDIES

**ORGANISING
5 DAYS WORKSHOP
ON**

INTRODUCTION TO THE BASICS OF DIGITAL MARKETING

PROGRAMME SCHEDULE

DATE	TOPIC	RESOURCE PERSON
7.8.2023	INTRODUCTION TO DIGITAL MARKETING	DR.T.R.KALAILAKSHMI
8.8.2023	SOCIAL MEDIA MARKETING	DR.J.RANI
9.8.2023	CONTENT & E-MAIL MARKETING	DR.J.RANI
10.8.2023	SEO - SEARCH ENGINE OPTIMIZATION	DR.V.NIRMAL RANI
11.8.2023	WEB DESIGNING & APP DEVELOPMENT	DR.V.NIRMAL RANI

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SCHOOL OF MANAGEMENT STUDIES

II MBA REGISTERED STUDENTS LIST

5 DAYS WORKSHOP ON INTRODUCTION TO THE BASICS OF DIGITAL MARKETING

S.NO	SECTION	REGISTER NO	NAME OF THE STUDENT	EMAIL ID	MOBILE NO.
1	MBA A1	42410011	CALEBRAJAN	calebrajan10@gmail.com	7200115588
2	MBA A1	42410018	JAYASHREE.B	babu.c42510@gmail.com	9176614118
3	MBA A1	42410152	DHANESH		
4	MBA A1	42410028	LAKSHMIPRIYA M	Mlakshmipriyaa66@gmail.com	7708199335
5	MBA A1	42410034	MOHAN KRISHNAN.V	mohancherry121@gmail.com	9361286395
6	MBA A1	42410038	NAVEENAA M	naveenaamohan76@gmail.com	8825925250
7	MBA A1	42410174	LESLIE RYAN ROZARIO		
8	MBA A1	42410376	NANDHEESH N	nandheesh1172002@gmail.com	8300940664
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10	MBA A1	42410411	VIPULA	vipula23thilak@gmail.com	9361324826
11	MBA A2	42410082	BHUVANESHWAR.M	bhuvaneshwarm610@gmail.com	8870393079
12	MBA A2	42410089	DON JOSEPH		
13	MBA A2	42410087	DHINESH	dineshmadhan407@gmail.com	9952369438
14	MBA A2	42410092	HARIHARAN R	harisai168001@gmail.com	6379235161
15	MBA A2	42410095	HARRISH. R	harrishramesh27@gmail.com	9499903606
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17	MBA A2	42410103	KARTHIK KANNAN	kanna30112@gmail.com	9150257472
18	MBA A2	42410125	SANTHOSHKUMAR R	Santhoshwilliam024@gmail.com	6380428671
19	MBA A2	42410180	OVIYA D	oviyadhanasekar26@gmail.com	7397465046
20	MBA A2	42410190	SANGEETHA C	sangeethachandrasekaran08@gmail.com	7338992075
21	MBA A3	42410050	A. D SANJAI THOMAS	sanjaithomas18@gmail.com	9600191733
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26	MBA A3	42410416	ANGURAJ S	angurajesh228@gmail.com	9442734686
27	MBA A3	42410441	NARMADHA B	Narmu050@gmail.com	6381734540
28	MBA A	42410465	SNEHA. V		
29	MBA A	42410144	AJAY PRASHANTH		
30	MBA A3	42410471	SWETHA LAKSHMI.K	kotteswetha8@gmail.com	9444478015
31	MBA A4	42410007	ARAVINDH A	aravindap999@gmail.com	8248438218
32	MBA A	42410145	AJITH. S		
33	MBA A	42410208	VINU GLADWIN ROSARIO .M		
34	MBA A4	42410199	SOUVITH KUMAR SINGH S	sovithsingh1312@gmail.com	7094071641
35	MBA A	42410163	JAIDEESH .P		

36	MBA A	42410102	KARTHICK .U		
37	MBA A	42410403	VASUDEV .T		
38	MBA A4	42410378	PARAS KUMAR	parasraika2@gmail.com	9360465650
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40	MBA A4	42410472	P. SWETHA	swethapalkumar1221@gmail.com	7358405540
41	MBA A	42410191	SANJAY .K		
42	MBA A	42410367	KOUSHIKA .V		
43	MBA A5	42410052	SANTOSH	santihari123@gmail.com	9677000839
44	MBA A5	42410076	ASWINI A	ashwiniarivazhagan17@gmail.com	8300528952
45	MBA A1	42410005	ANSU		
46	MBA A	42410437	MANIKANDAN .V		
47	MBA A5	42410355	K.GOKULAKUMAR	gokulakumar2001@gmail.com	8608708900
48	MBA A5	42410360	VA.R.HARITHA	harithar2002@gmail.com	9150201217
49	MBA A5	42410380	PRITHIV RAJAA G M R	prithivrajaarengaswamy@gmail.com	9384766836
50	MBA A5	42410445	POORNIMA T	poornimathiyagarajan12@gmail.com	9360829441
51	MBA	42410473	THAMILSELVAN		
52	MBA B1	42410225	FEMINA SHARU D	feminasharud@gmail.com	6385913613
53	MBA	42410427	DURAI BABU		
54	MBA B1	42410279	ARUNJOTHI K	arunarun902530@gmail.com	9025308245
55	MBA B1	42410348	ARUN SIVA	arunsiva.07pr@gmail.com	6381391470
56	MBA	42410358	HARIHARAN .G		
57	MBA B1	42410433	KAVYA A	kavya3kavya2001@gmail.com	9677660811
58	MBA B1	42410454	ROHITH L	rohithb.comgeneral@gmail.com	7871744283
59	MBA B1	42410468	SRI RANJANI.R	sriranjani1800@gmail.com	9445730458
60	MBA B1	42410500	RAHUL WILKINSON Y	rahulwilkinson23@gmail.com	8870277286
61	MBA A1	42410044	RISHAP		



GPS Map Camera

Chennai, Tamil Nadu, India

SATHYABAMA UNIVERSITY, Kamaraj Nagar, Semmancheri,
Chennai, Semmanjeri, Tamil Nadu 600119, India

Lat 12.872694°

Long 80.21895°

07/08/23 01:41 PM GMT +05:30



GPS Map Camera

Chennai, Tamil Nadu, India

SATHYABAMA UNIVERSITY, Kamaraj Nagar, Semmancheri, Chennai,
Semmanjeri, Tamil Nadu 600119, India

Lat 12.872694°

Long 80.21895°

07/08/23 01:45 PM GMT +05:30



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Youth 4 Jobs Foundation is an action organization with a heart working to ensure youth with disabilities can be poverty-free in India. Our focus is on building resilient livelihoods for both youth with disabilities. Towards this, we partner with governments, markets, and civil society to remove physical and attitudinal barriers and enable the scaling of evidence-based effective solutions. It is led by Meera Shenoy who has the unique experience of working in senior government positions, World Bank and UNDP. This transformational work has won several national and International Awards.

Employability Skill Development Training for Inclusive Students aims to equip individuals with diverse abilities with the necessary skills and knowledge to enhance their employability and integrate into the workforce successfully. This training program recognizes the unique challenges faced by inclusive students and seeks to provide tailored support to maximize their potential in the job market.

Objectives:

1. **Skill Enhancement:** Develop and strengthen key employability skills such as communication, teamwork, problem-solving, and time management.
2. **Career Readiness:** Provide practical guidance on resume writing, interview skills, job search strategies, and workplace etiquette.
3. **Empowerment:** Foster confidence and self-esteem among inclusive students, empowering them to pursue career goals with determination.
4. **Inclusive Workplace Awareness:** Raise awareness among employers about the benefits of hiring inclusive students and promote diversity in the workplace.

BROCHURE



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Jeppiaar Nagar ,Rajiv Gandhi Salai ,Chennai-600 119, Tamilnadu India

School of Management Studies

in association with



Organizes

Employability Skill Development Training

for

BBA & B.Com

(INCLUSIVE STUDENTS)

Date: 1.2.2024 to 28.2.2024

Venue : Y4J Chennai Centre

Chief Patrons

Dr.Maria Zeena Johnson
Chancellor

Dr. Marie Johnson
President

Mr.J.Arulselvan
Vice President

Ms .Maria Bernadette Tamilarasi
Vice President

Ms .Maria Catherine Jayapriya
Vice President

Patrons

Dr.T.Sasipraba
Vice-Chancellor

Dr.E.Logashanmugam
Pro Vice-Chancellor

Dr.S.S. Rau
Registrar

Dr.G.Sundari
Director Administration

Conveners

Dr. Bhuvaneswari .G
Dean -School of Management
Studies

Dr. Palani
Head School of
ManagementStudies

TRAINING COORDINATOR

DR.TR.KALAI LAKSHMI
Associate Professor
School of Mgt. Studies
Contact no. 9840425675
kalailakshmi.soms@sathyabama.ac.in

NAME LIST

Name	Reg.No	E-mail Id	Training Center	Date	Placeme nt
Vijayaragavan.M	41740044	vijayaragavan01825@gmail.com	Youth4JOb	1.02.2024-28.02.2024	NO
S. Sathurshan	41740038	sathurshansathu68@gmail.com	Youth4JOb	1.02.2024-28.02.2024	Completed the 1 st assessment test by Sutherland Company
Sugumar. S	41740040	sugumars2030@gmail.com	Youth4JOb	1.02.2024-28.02.2024	Completed the 1 st assessment test by Sutherland Company

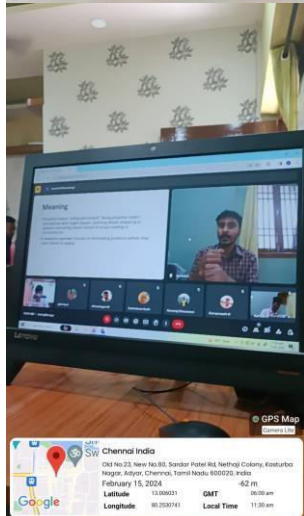
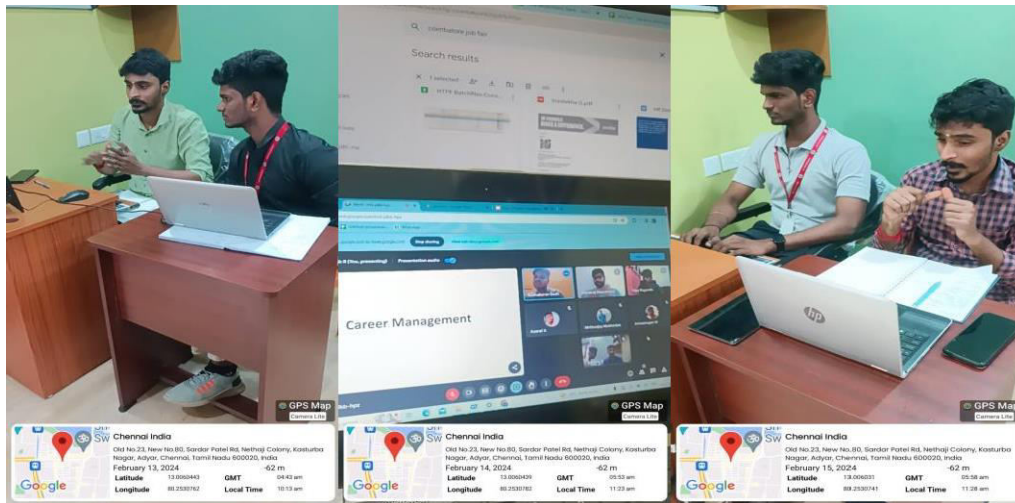
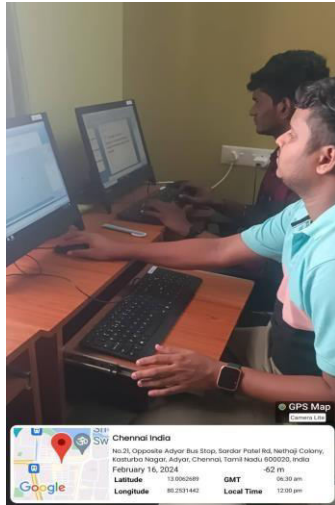
TRAINING SCHEDULE

Date	Day	Session 1 - 10:00AM 11:30AM	Session 2 - 11:45 PM - 1:00 PM	Session 3 1:45PM 2:45PM	Session 4 3:00PM 4:00M
1/2/2024	THURSDAY	Career Guidance	Skill Test	Goal Setting	LAB Session
2/2/2024	FRIDAY	Verbs, Nouns, Pronouns	Adjectives, Adverbs	Uses of Computer	LAB Session
5/2/2024	MONDAY	Helping Verbs	Knowing Oneself	Number System, Fractions and Decimals	LAB Session
6/2/2024	TUESDAY	Articles	Resume Writing	Simplification	LAB Session
7/2/2024	WEDNESDAY	Tenses	Self Introduction	Percentages	LAB Session
8/2/2024	THURSDAY	Tenses (past Tenses)	Interview etiquette & questions	Profit, Loss and Partnership	LAB Session
9/2/2024	FRIDAY	Tenses (Future Tenses)	LinkedIn	Simple and Compound Interest & Doubt clarification	LAB Session
12/2/2024	MONDAY	Passive and Active Voice	Discussion and activity- 1	Problems on ages	LAB Session
13/2/2024	TUESDAY	Direct and Indirect speech	Health, Wealth and Time	Ratio and Proportion	LAB Session
14/2/2024	WEDNESDAY	Prepositions	Career Management	Online safety and Civility	LAB Session
15/2/2024	THURSDAY	Doubt Clear and activity	Positive Thinking	Work with MS PowerPoint	LAB Session

TRAINING SCHEDULE

Date	Day	Session 1 - 10:00AM - 11:30AM	Session 2 - 11:45 PM - 1:00 PM	Session 3 - 1:45PM 2:45PM	Session 4 3:00PM 4:00 PM
16/2/2024	FRIDAY	E mail writing	Proactive	Work with MS Word , Open, save, close and retrieve	LAB Session
19/2/2024	MONDAY	Sentence building & Sentence correction	Adaptable	Edit, Format text and paragraphs	LAB Session
20/2/2024	TUESDAY	Paragraph reconstruction	Problem Solving	Doubts Clarification session	LAB Session
21/2/2024	WEDNESDAY	Antonyms and synonymms	Managing emotions	Work with MS Excel	LAB Session
22/2/2024	THURSDAY	Doubt Clear and activity	Discussion and activity- 2	Create, Format and Manage Worksheets	LAB Session
23/2/2024	FRIDAY	Idioms and Phrases	Body Language	Doubts Clarification session	LAB Session
26/2/2024	MONDAY	Punctuations and Capitals	Do and Don'ts in Interview & Work Place	Work with MS PowerPoint	LAB Session
27/2/2024	TUESDAY	Passage writing	FAQ'S	Add tables and charts	LAB Session
28/2/2024	WEDNESDAY	Practice session & Doubt Clarification session	FAQ'S	Doubts Clarification session	LAB Session
29/2/2024	THURSDAY	Batch End Test	Mock Interview	Managing time and events	LAB Session

PHOTOS OF THE EVENTS





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1.Report on 5 Day MSME Government of India Value Added Course on Marketing Tools and Techniques from 05.02.2024 to 09.02.2024

Date	Programme	Title	No. of Beneficiaries
05.02.24 TO 09.02.24	5 Day MSME Government of India Certification	Marketing Tools and Techniques	25

5 Day MSME Government OF India Sponsored **Value Added Course on Marketing Techniques** organized by **Entrepreneurship Development Cell and School of Management Studies** in association with **MSME DFO, Government of India**

,Chennai started with **felicitation and Presidential Address** by our honourable **Vice President madam Ms.Maria Bernadette Tamilarasi**, Inaugural Address by **Vice Chancellor Dr.T.Sasipraba**, Key note Address by **Mr.Gadde Ravi Joint Director MSME DFO,Chennai** and Plenary Address by **Kiran Dev Satuluri. Assistant Director DFO, Chennai** The welcome address by **Dr,G.Bhuvaneshwari,Dean,School of Management Studies**. It was hands on Management training programme and very encouraging to MSMEs in Chennai..MSME Government of India Sponsored Rs.50000 for this programme.



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School of Management Studies & Entrepreneurship Development Cell

in Association with
MSME - Development Institute

Government of India, Guindy, Chennai

Jointly Organises

5 Day Management Development Program

on
"Marketing Tools and Techniques"

Chief Patrons

Dr. Mariazeena Johnson

Chancellor

Mr. J. Arulselvan

Vice President

Dr. Marie Johnson

President

Ms. Maria Bernadette Tamilarasi

Vice President

Ms. Maria Catherine Jayapriya

Vice President

Patrons

Dr. T. Sasipraba

Vice Chancellor

Dr. E. Logashanmugam

Pro Vice Chancellor

Dr. S.S. Rau

Registrar

Dr. B. Sheela Rani

Director Research

Dr. G. Sundari

Director Administration

Dr. S. Igni Sebasthi Prabhu

Controller of Examination

Sri Kiran Dev

Assistant Director - MSME

Date

**05.02.2024 to
09.02.2024**

Convenors

Dr. Bhuvaneswari G.

Dean

School of Management Studies

Dr. Palani A .

Head

School of Management Studies

Organizer

Dr. Thamilselvan R.

Professor

Coordinator

Dr. Rani J.

Associate Professor

Target Participants

**Entrepreneurs
registered in
MSME**



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ACCREDITED "A++" GRADE BY NAAC | 12B STATUS BY UGC | APPROVED BY AICTE
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SCHOOL OF MANAGEMENT STUDIES AND MSME

ORGANISES

5 DAYS MDP ON MARKETING TOOLS AND TECHNIQUES

PROGRAMME SCHEDULE

DATE	TOPIC	TIME	RESOURCE PERSON
05.02.2024	INTRODUCTION TO BUSINESS	10.00 - 11.00 A.M	DR.G.BHUVANESHWARI
	MARKETING REQUISITES	11.15 - 12.15 P.M	DR.J.RANI
	MARKETING REQUISITES	12.15 - 1.15 P.M	DR.J.RANI
06.02.2024	INTRODUCTION TO DIGITAL MARKETING	10.00 - 11.00 A.M	DR.BHAVYA
	SEARCH ENGINE OPTIMIZATION	11.15 - 12.15 P.M	DR.V.NIRMAL RANI
	BRANDING	12.15 - 1.15 P.M	DR.RAJA
07.02.2024	WEBSITE CREATION	10.00 - 11.00 P.M	DR.V.NIRMAL RANI
	CUSTOMER RELATIONSHIP MANAGEMENT	11.15 - 12.15 P.M	DR.PRINCY
	MARKETING PLANNING	12.15 - 1.15 P.M	DR.DHIVYA SATISH
08.02.2024	SOCIAL MEDIA & EMAIL MARKETING	10.00 - 11.00 A.M	DR.JOHNPAUL
	DIGITAL ANALYTICAL TOOLS	11.15 - 12.15 P.M	DR.MURUGAN
	YOUTUBE MARKETING	12.15 - 1.15 P.M	DR.SETHURAMAN
09.02.2024	PROMOTIONAL STRATEGIES	10.00 - 11.00 A.M	DR.T.R.KALAILAKSHMI
	E-COMMERCE MANAGEMENT	11.15 - 12.15 P.M.	DR.VELUMONI
	SEARCH ENGINE MARKETING	12.15 - 1.15 P.M	DR.SETHURAMAN

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY		
MSME & SCHOOL OF MANAGEMENT STUDIES		
5 DAYS MDP ON MARKETING TOOLS AND TECHNIQUES		
LIST OF PARTICIPANTS		
DETAILS SUBMITTED		
S.NO	PARTICIPANTS NAME	FATHERS NAME
1	HARAN KUMARAN.R	P.RAVINDRAN
2	NIKIT SAMUEL SAGHAYAM	VIJAY SAGHAYAM.A
3	ABRAHAM BENNYHIN	FEDRICK JEYAKUMAR
4	VAITHESHWARI.R	RAVIKUMAR.V
5	ASHWIN KUMAR.M	MOHANRAM.P.K
6	SRI RANJINI.R	K.RAJENDRAN
7	DHARTHINI.R	RAMACHANDRAN.M
8	NAMRATHA.R	RAMANATHAN.K
9	SAI HARINI.V	VIJAYAKUMAR.N
10	SARANYA.Y	YUVARAJ.S
11	SANDHIYA.M	MANIVARMAN.M
12	MADHESH.J	D.JAGADEESH
13	AKSHAYA.S	SHANKARA NARAYANAN.M
14	JESSICA KATHERINE PRIESTLY	PRIESTLY PRAVINRAJ
15	TEJASWINI.P.T	THYAGARAJAN.P
16	GAYATHRI.J	JAYASANKAR.A
17	JAMAL MOHAMMED	ABSENT
18	SAMEEM AKTAR	ABSENT
19	ASHOK KUMAR.M	MANOHARAN.R
20	SIRANJEEVI RAJ.R	R.RAMAMOORTHY
21	RISHI.S	SIVAKUMAR.S
22	SAIVENKAT.M	M.AJITH KUMAR
23	J.JEGANATHAN	JAYABAL.P
24	ARAVIND KUMAR.S	ABSENT
25	GOWTHAM.P.C	POORNACHANDRAN
26	CHRISTO LASWIN	ABSENT
27	HARSHAVARDHAN	JANARDHANAM.S
28	THILAKK M.B	VIJAY BALAJI.M
29	AKSHAY.M.S	SHAJAN
30	THOMAS	AROKIYA SELVARAJ



CHIEF PATRONS

Dr. Mariazeena Johnson, B.E, M.B.A, M.Phil, Ph.D.,

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Vice President

Mr.J.Arul Selvan

Vice President

Ms. Maria Catherine Jayapriya

Vice President

UNDER THE GUIDANCE OF

Dr.T.Sasipraba, Vice Chancellor

Dr.E.Logashanmugam, Pro Vice Chancellor

Dr. S.S. Rau, Registrar

Dr. S. Igini Sabasti Prabu, Controller of Examinations

Dr.B.Sheela Rani, Director – Research

Dr.G.Sundari, Director – Administration

Dr.G.Bhuvaneswari, Dean, School of Management Studies

Dr.A.Palani, Head, Department of Management Studies

Dr.S.Ganesan, Head, Department of Mechanical Engineering

Convener

Dr.R.Thamilselvan, Professor, Dept of Management Studies

Co-Conveners

Dr.S.Lakshmi Sankar, Assistant Professor, Dept of Mechanical Engineering

Dr. Nivin Joy, Associate Professor, Dept of Mechanical Engineering

Dr.Blessie Pathmu, Assistant Professor, Dept of Management Studies

SIX DAYS PROGRAMME ON

SIX SIGMA

GREEN BELT CERTIFICATION

(Certification from the Government of India)

Organized By:

DEPARTMENT OF MANAGEMENT STUDIES

DEPARTMENT OF MECHANICAL ENGINEERING



SATHYABAMA

Institute of Science and Technology

(Deemed to be University)

Accredited with "A++" grade by NAAC

CATEGORY – 1 UNIVERSITY BY UGC

ENTREPRENEURSHIP DEVELOPMENT CELL

in Collaboration with

MICRO SMALL MEDIUM ENTERPRISES (MSME)

TECHNOLOGY DEVELOPMENT CENTRE, AGRA

(Process and Product Development Centre)

Under Ministry of Micro, Small and Medium Enterprises

Government of India

18th – 23rd March 2024



About Sathyabama Institute of Science & Technology (Deemed to be University)

Sathyabama Institute of Science and Technology, (Deemed to be University) was established under Section (3) of the UGC Act, 1956, in the year 1987 having “A+ +” accreditation by NAAC. The Sathyabama Institute of Science and Technology has successfully completed 36 years in the academic line. Sathyabama is a pioneer institute imparting knowledge in the areas of Engineering, Technology, Management, Science and Humanities. The progress and contribution of the SIST in the field of technical education for three decades, made the Ministry of Human Resources Development, Govt. of India, to grant University status Under Section (3) of the UGC Act, 1956. Sathyabama Institute of Science and Technology is steered towards success under the leadership of visionary Founder Col. Dr. JEPPIAAR, Chancellor, Dr. Mariazeena Johnson and President, Dr. Marie Johnson and the Vice Presidents. The University has undertaken various sponsored projects funded by both International & National organizations and also successfully conducted non-formal education programs through 18 village Resource Centers all over the state.

About Process and Product Development Centre

Process and Product Development Centre for technological up-gradation of Micro, Small & Medium Enterprises (MSMEs) was set up at Agra in the latter half of 1985 with the assistance of Govt. of India, Govt. of U.P. and United Nations Development Programme (UNDP). Initially, it was a Government setup under SIDO and latter converted into an autonomous body with effect from 21st July, 1986. The affairs of the centre are managed by a Governing Council under the chairmanship of AS & DC (SSI). The Principal Director is the chief executive of the centre. The centre has four major divisions, viz., Testing Division, Product Development Division, Training Division and Consultancy Division. The Centre provides testing for chemical, metallurgical non-destructive ferrous and non-ferrous metals and engineering components. It is equipped with instruments which test raw materials, engineering products, building material conforming to Indian and International standards.

About Entrepreneurship Development Cell

Entrepreneurship Development Cell was established by Sathyabama Institute of Science and Technology, Deemed to be University to motivate entrepreneurial attitude among students and continuously conducts various program in association with MSME.



About Six Sigma

Six Sigma is a disciplined, data-driven approach and methodology for eliminating defects (driving toward six standard deviations between the mean and the nearest specification limit) in any process - from manufacturing to transactional and from product to service. It is a set of techniques and tools for process improvement. It was introduced by engineer Bill Smith while working at Motorola in 1986. Jack Welch made it central to his business strategy at General Electric in 1995. It has evolved to become present within the most successful business improvement strategies and is attributed with reducing the number of defects in manufactured goods to less than 3.4 per 1 million units.

Six Sigma is considered as a mark of quality excellence in industries. It assists candidates in advancing their career and boosts their organization's bottom line through their knowledge and skills in quality and problem solving. A Six Sigma certified candidate confirms commitment to quality and the positive impact it will have on their organization. As of 2016, Sigma has evolved into a more general business-management philosophy focused on meeting customer requirements, improving customer retention, and improving and sustaining business products and services. As Six Sigma continues to evolve and address 21st century business issues and goals, professionals that demonstrate a mastery of these practices could find many applicable opportunities in a variety of industry settings. Through online courses taught by industry leaders, professionals and businesses can achieve practical business solutions and certification as a green belt, black belt and master black belt in Six Sigma. Six Sigma is applicable to all industries.

Benefits of getting Six Sigma Green Belts certified

- Professionals with Six Sigma Green Belt certifications will have the ability to solve process problems.
- This certification will allow an individual to gain knowledge on business processes.
- Professional can improve the quality of deliverable and increase customer satisfaction.
- Six Sigma Green Belt Certification will broaden career opportunities.
- Professionals can understand DMAIC methods which will help their organizations gain profit.



Eligibility	All B.E/B.Tech students MBA (Operation) Students	Last Date to Register: 16 th March 2024
Course Fee	Rs.3000 including Study Materials	

PROGRAM MODULES

Phase	Six Sigma Green Belt Module
Define	Six Sigma Overview – Purpose of Six Sigma Deployment
	Customer's Role in Business – Critical to Quality/Business,
	Three Dimensions of Process Excellence: People, Methods, Tools
	DPMO, SIPOC, Project Scoping, Project Charter
Measure	Variation Concepts, Data Collection, Operational Definition
	Intro to Measurement Variation, Measurement System Analysis
	Control Charts for Process Stability, Histogram for Process Normality
	DPMO, Yield %, Process Capability Indices (Cp,Cpk)
Analyze	Data Analysis: Hypothesis Testing
	Scatter Diagram, Pareto Diagram, Stratification
	Process Analysis: Root Cause Analysis, Why-Why Analysis, Value Waste Analysis
Improve & Control	Generating and Selection of Solutions: Effort -Benefit /Cost-Benefit
	Risk Analysis-FMEA, Visual Management, Error Proofing
	Project Business Case and Management Approval
	Project Monitoring and Reaction Plan
	Open Book Test

SELECTED FEW COMPANIES WHO ARE PRACTICING SIX SIGMA





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1.Report on 5 Day MSME Government of India Value Added Course on Graphic Design from 13.03.2024 TO 20.03.2024

Date	Programme	Title	No. of students Benefited
13.03.2024 to 20.03.2024	5 Day MSME Government of India Certification	Graphic Design	77

5 Day MSME Government OF India Certification Programme on organized by Graphic Design organised by Entrepreneurship Development Cell and Department of Visual Communication in association with MSME Government of India started with felicitation by Dr.R.Thamilselvan, Coordinator, Entrepreneurship Development Cell To Mr.E.Senthilkumaran, Assistant Professor, Department of Visual Communication, Graphic Design Trainer. It was hands on workshop and very encouraging to the students. Totally 77 students from various departments participated in this programme.



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Entrepreneurship Development Cell &

Department of Visual Communication

in association with



MSME Technology Development Centre (PPDC Agra)
is offering an online training course on

"Graphics Design"

Exclusively for students of

Sathyabama Institute of Science and Technology

Registration Fees: * ₹ 1000/- (Inclusive of GST)

DATE: 13th to 20th March 2024

Course Content:

- Introduction to Corel Draw,
- Basics Hands On Tools and settings
- Logo Design Concepts Hands On with Corel Draw
- Boucher Design, Packing Design Concepts Color and advertisement Psychology
- Certificate Design

After successful completion of the training programme
Government of India certificate will be awarded.

FOR REGISTRATION CONTACT

Mr. E. Senthil Kumaran

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Mb: +91-9962371446



CHIEF PATRONS

Dr. MARIAZEENA JOHNSON B.E., MBA., M.Phil., Ph.D.,
Chancellor

Dr. MARIE JOHNSON B.E., MBA., M.Phil., Ph.D.,
President

Ms. MARIA BERNADETTE TAMILARASI
Vice President

Mr. J. ARUL SELVAN B.E., M.S.,
Vice President

Ms. MARIA CATHERINE JAYAPRIYA
Vice President

PATRON

Dr. T. Sasipraba M.E., Ph.D.,
Vice Chancellor

Organising Secretary

Dr. N. Nazini M.Sc., Ph.D.
Head, Department of Visual Communication

CONVENORS

Dr. R. Thamilselvan
Professor & Co-ordinator, ED Cell

Mr. E. Senthil Kumaran M.C.J., M.Phil., (Ph.D.)
Assistant Professor, Department of Visual Communication

CO-CONVENORS

Mr. R. Pugalandhi M.Sc., (Ph.D.)
Assistant Professor, Department of Visual Communication

Dr. N. Raja M.Sc., Ph.D.
Assistant Professor, Department of Visual Communication

Dr. T. Sheeba
Assistant Professor, Department of Management Studies



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NAME LIST OF STUDENTS

<u>S.no</u>	Name	Register No
1	JOHN MELVIN P DHYANESHWAR	42740366
2	M.D	42740013
3	BADHRI	42740010
4	BALABASKAR	42740151
5	MOOVESH. M	42740181
6	JAI G	42740169
7	VIJAY K	42740209
8	AATHIRA.S.P	42740349
9	SOWMIYA S	42740393
10	HARIVARSHINI M	42740361
11	NARENDRAN M	42740372
12	NOWZETH A	42740374
13	KARTHIKEYAN S	42740174
14	ROGITH S	42740188
15	ANBU G	42740145
16	LOKESHWAR.G.U	42740176
17	JANANI V	42740364
18	PRADEEP G	42740375
19	VISHAL N	42740401
20	SIDDESH S	42740391
21	ALLAN RAJ W	42740352
22	DEEPA SHREE A	42740357
23	SRIRAM S	42740395



Galaxy M33 5G



एम.एस.एम.ई.- प्रौद्योगिकी विकास केन्द्र

MSME-TECHNOLOGY DEVELOPMENT CENTRE (PPDC)

सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय

Ministry of Micro, Small and Medium Enterprises

भारत सरकार की संस्था

Government of India Society

फाउन्ड्री नगर, आगरा-282 006 (उ.प्र.)

Foundry Nagar, Agra-282 006 (U.P.)



Reg. No : 193403

प्रमाण-पत्र

Certificate

This is to certify that

Mr. Dhyaneshwar M.D

S/o Mr. Mageshwaran .K

has successfully completed the training

on

GRAPHICS & WEB DESIGNING

from 25.03.2024 to 29.03.2024

at MSME-TDC, EC-Coimbatore (TN)



DATE : April 15, 2024

PLACE : AGRA


(SACHIN RAJPAL)
PRINCIPAL DIRECTOR

No. PPDC/Trg./OSP/2024-25/2046

