



EL DORADO

2K24

SAHM MAGAZINE

22nd MARCH 2024



Founder and Chairman

"In loving memory and remembrance of our estimable founder and Chairman (Late) Col. Dr. Jeppiaar" .

**"Entry is not important
Exit is important"**

-(Late) Col. Dr. Jeppiaar



Chancellor

I commend the organizers for their vision and dedication in bringing together such a diverse and distinguished group of participants. On behalf of Jeppiaar University, I extend my best wishes for a stimulating and productive symposium experience. May your interactions here foster lasting connections and inspire new avenues of inquiry that will shape the future of our fields and disciplines.

Dr. Regeena J Murali



President

As we embark on this intellectual journey together, I encourage you to approach each session with a sense of curiosity, openness, and shared purpose. Let us leverage this opportunity to engage deeply with one another, to exchange ideas, and to cultivate relationships that extend beyond the confines of this symposium. I extend my heartfelt gratitude to the organizing committee for their tireless efforts in bringing this event to fruition.

Mr. Murali Subramanian

Vice president

It is with immense pleasure and enthusiasm that I extend my warmest greetings to all of you as we gather for this esteemed symposium. As Vice President, I am honored to witness the convergence of brilliant minds and innovative ideas in pursuit of knowledge and progress.

Ms. Margarette R



Vice president

As we set out on this voyage of exploration and dialogue, I encourage each of you to embrace the diversity of perspectives and ideas that this symposium offers. Let us engage with curiosity, open-mindedness, and a shared commitment to advancing understanding and addressing the challenges of our time.

Ms. Magalene R





Pro-Chancellor

I extend my appreciation to the organizers, speakers, and participants for their tireless efforts in making this symposium a reality. Your dedication to advancing scholarship and fostering intellectual curiosity is truly commendable. As we embark on this journey of exploration and enlightenment, may we be guided by the principles of integrity, excellence, and compassion. May this symposium be a source of inspiration and enlightenment, propelling us toward a future filled with limitless possibilities.

Dr. Shaleesha A Stanley

Pro Vice Chancellor

The School of Arts Humanities and Management school's innovative and intelligent students bring out the department's magazine with good articles and an ensemble of tit-bits. The magazine provides various updates on technical events, news and other creative articles that make the readers to think wide about the technology and the era. It helps to depart from existing academic world and to explore the new trends in technologies and developments. I extend my complete support and wishes to the editorial team. I also wish the team to continue serving the department and the students in the upcoming years. My hearty wishes for the team for their eminent efforts!



Dr. R. Baskaran

Registrar

It is with great excitement and anticipation that we support this collaborative endeavor of knowledge exchange and scholarly discourse. Symposiums such as this serve as invaluable platforms for academic growth, collaboration, and the sharing of innovative ideas. They embody the spirit of intellectual curiosity and foster an environment conducive to meaningful dialogue and discovery.

Shri . Binu Siva Singh SK



Dean, School of Arts Humanities And Management

Symposiums like this embody the essence of academic inquiry, fostering a space where ideas flourish, knowledge is shared, and collaborations are forged. They serve as vital platforms for interdisciplinary dialogue, offering opportunities to explore emerging trends, exchange insights, and advance our collective understanding.

Dr. N. Padmavathy



EDITORIAL TEAM

Dear Reader,

With the blessings of Late colonel Dr. Jeppiaar, M.A., B.L., PH.D. and our Founder and Chancellor Dr. M. Regeena Jeppiaar, B.Tech., M.B.A., Ph.D., We are honored to present the magazine of El-Daroda 2024. We, the editorial team have exercised all are our skills, made use of the valuable advices from the faculties and have exhibited this magazine which is embellished with responsibility, carefully examined to bring only the best to the hands of the readers.

We would like to extend our heartfelt gratitude to the Pro chancellor Dr. Shaleesha A. Stanley, our Pro Vice chancellor Prof. Dr. R.Baskaran and the Registrar Shri. Binu Siva Singh SK for giving us this wonderful opportunity to showcase our interest and for guiding us in the completion of THE NEWS 2024 Magazine. We also record our heart-felt gratitude to our COE and the Deans of all the schools without whose continuous encouragement this wouldn't have been possible. We, the editorial team have worked hard with our heart and soul dedicated towards the successful completion of this magazine.

OUR SINCERE THANKS TO:

The faculty, students and all the well-wishers of Jeppiaar University

FACULTY CO-ORDINATORS

Dr. R. Kandavel - Associate Professor

Mr. I. Samuel Das-Assistant Professor
Mr. N. Mohammed Saif-Assistant Professor

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J. Abishek BBA I Year

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M. Lalith Kumar B.Tech CSE II Year

STUDENT CO-ORDINATORS

R. Yuvaraj Kumar MBA I Year

B. Puskala Srilekya BBA I Year

V. Lokitha MBA I Year

P. Sakthivel MBA I Year

J.B. Jerin John MBA I Year

G. Kathirvel MBA I Year

WHERE WERE YOU?

When the gloomy sun was shooting its darts at me
Where were you to shield me?
When the chilly breeze tried to freeze me
Where were you to hold me?
When all the people criticized me
Where were you to support me?
When everyone chose to leave me
Where were you to comfort me?
When I was about to give up on myself
Where were you to save me from myself
Instead you watched me drown deep in my sorrows
You watched me burn in my own flames
You watched me fight my demons alone
You let me suffer in my solitariness
In the end you left in peace leaving me in pieces

-Puskala Srilekya.B
BBA I Year

Words Of Love:

We come from darkness and go into darkness But our life is
colourful on this earth But there are people who live in darkness
Right from the time of their birth

They are deprived of light The light of kindness, love and care
Life for them is a terrible plight Darkness surrounds them
everywhere

Every man is born with an untold wealth Preserved in his heart He must find out that enormous wealth And give it away.

Two words of love and consolation And some help that you can give Can bring many changes in them and fill their soul.

-R. Yuvaraj Kumar
MBA I Year

If You Think You Can:

If you think you are beaten, you are, If you think you dare not, you don't. If you'd like to win, but think you can't, It's almost a cinch you won't. If you think you'll lose, you're lost, For out in the world we find Success begins with a fellow's will- It's all in the state of mind. If you think you're outclassed, you are, You've got to think high to rise, You've got to be sure of yourself before Y

You can ever win a prize. Life's battles don't always go To the stronger or faster man, But soon or late the man who wins Is the man who thinks he can.

-P. Soundharya
MBA I Year

Let Us Perform:

Let us perform, let us progress...

Every happening has its own identity Every blossom has its own specialty

Time shall provide opportunities For all possibilities Having required abilities We have to achieve success

The elevation of a happening Occurs only by good performance With meritorious growth A blossom gets prominence

Let us perform, let us progress...

We got to prove our identity We have to have our specialty.

-V. Lokitha
MBA I Year

Management Style:

When she came home from office It was management style. All the members of her home Had to abide.

Her commands were stiff Her management so complete That she smothered and choked All her family members complete.

Her husband asked her why. All her children did sigh. One day they didn't reply.

Her management style did not suit home.

-N. Sornalakshmi
B.Com I Year

Time Management:

Time management is hard Without a self discipline.

First of all, make sure To priorities your needs.

Write down the list of things, Put scheduled time on each item.

Make it a daily routine And be sure to follow the rules.

Always remember but never forget, Just do it!

Alon Calinao Dy

-R. Gokul
MBA I Year

RIDDLES

I am full of holes; I can hold water. What am I?

What are two things people never eat before breakfast?

What has two hands and a face, but no arms and legs?

What gets wet when drying?

What is it the more you take away the larger it becomes?

-A. Jerome Marshal
MBA I Year

SPONGE / LUNCH AND DINNER / CLOCK / TOWEL / HOLE

SCHOOL OF ARTS HUMANITIES AND MANAGEMENT



AY 2022-2023

AY 2023-2024



SAHM SIGNED MOU'S

- Young Indians – Yuva Club
- Cyber Intelligence Academy
- Rubicon Academy
- Workshop Organised
- Financial Modelling
- Initiatives by SAHM

MADRAS MANAGEMENT ASSOCIATION ACTIVITIES



- SEMINAR ON DATA SCIENCE BY DR. NALINI
- SEMINAR ON HOW E-COMMERCE IS TRANSFORMING RETAIL IN INDIA BY MR.MANISH TIWARY,COUNTRY MANAGER-AMAZON INDIA

STUDENT ACHIEVEMENT



ON 10.12.2023 Mr.R.Sham of Jeppiaar University 2nd year B.Com, secured GOLD Medal in the INTERNATIONAL CHESS TOURNAMENT at SPAIN

Dinesh Raj MBA I year has been selected in the South Zone Cricket Men Team to Participate in the Upcoming BCCI VIZZY Troph .



MBA Students of Jeppiaar University participated in a Marathon conducted by Indian Army on 16th December 2022.

Ajay a 1st B.Com student of Jeppiaar University from Madipakkam won three Gold medals for Tamil Nadu at the National Powerlifting Championship held in New Delhi on 17th November 2022.

Know your neighbours
 Young residents of Nanganallur and Madipakkam excel at powerlifting championship

Adharsh Srikan, a resident of Nanganallur, won two gold and one silver medal for Tamil Nadu at the national powerlifting championship held in New Delhi recently.

And Ajay from Madipakkam won three gold medals at the championship. They won under the 90 kg category, says a press release.



NPTEL



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
DR PADMAVATHY NARASIMHAN
 for successfully completing the course

Stress Management

with a consolidated score of **65** %

Online Assignments	21.67/25	Proctored Exam	43.5/75
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Total number of candidates certified in this course: **1763**

Aug-Sep 2023
(4 week course)






Indian Institute of Technology Kharagpur



Roll No: NPTEL23HS138S533507992

To verify the certificate 

No. of credits recommended: 1 or 2





NPTEL-AICTE Faculty Development Programme


(Funded by the MoE, Govt. of India)

This certificate is awarded to
NAGALAKSHMI M
 for successfully completing the course


Financial Accounting

with a consolidated score of **43** %



Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras



(Jul-Sep 2023)

Roll No: NPTEL23MG80S45323900

Duration of NPTEL course : 8 Weeks

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 24th July 2018, similar to other refresher / orientation courses. F.No. AICTE / RIFD / FDP through MOOCs / 2017-18



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
SAMUEL DAS I
 for successfully completing the course

Enhancing Soft Skills and Personality

with a consolidated score of **78** %

Online Assignments	20.04/25	Proctored Exam	57.56/75
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Total number of candidates certified in this course: **12752**






Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Feb-Apr 2023
(8 week course)



Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur



Indian Institute of Technology Kanpur



Roll No: NPTEL23HS30S33361194

To validate the certificate 

No. of credits recommended: 2 or 3

OUR ROTARACT / YUVA / NSS FAMILY





TAMILNADU ROUND TABLE 2023

ICT ACADEMY - FDP



ON 29.12.2023
 Dr.M. ANBUSHIVA Received
 award in the category "THE
 RAJHAKRISHNAN GOOD
 WRITER" PRESENTED BY THE
 TRICHY. TAMIL NADU
 SANGAM

Dr.N.Padmavathy, Dean
 SAHM Participated
 Education summit in Dubai
 on 6th and 7th feb 2024





MOU with Cyber
Intelligence Academy

TAMIL MANDRAM



WORKSHOP ON YOGA
AND MEDITATION
WELLNESS



Employability skill
training


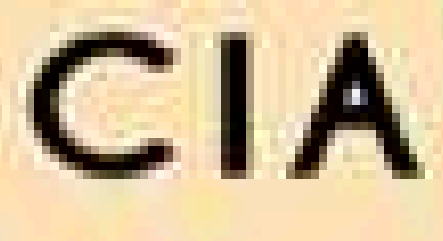







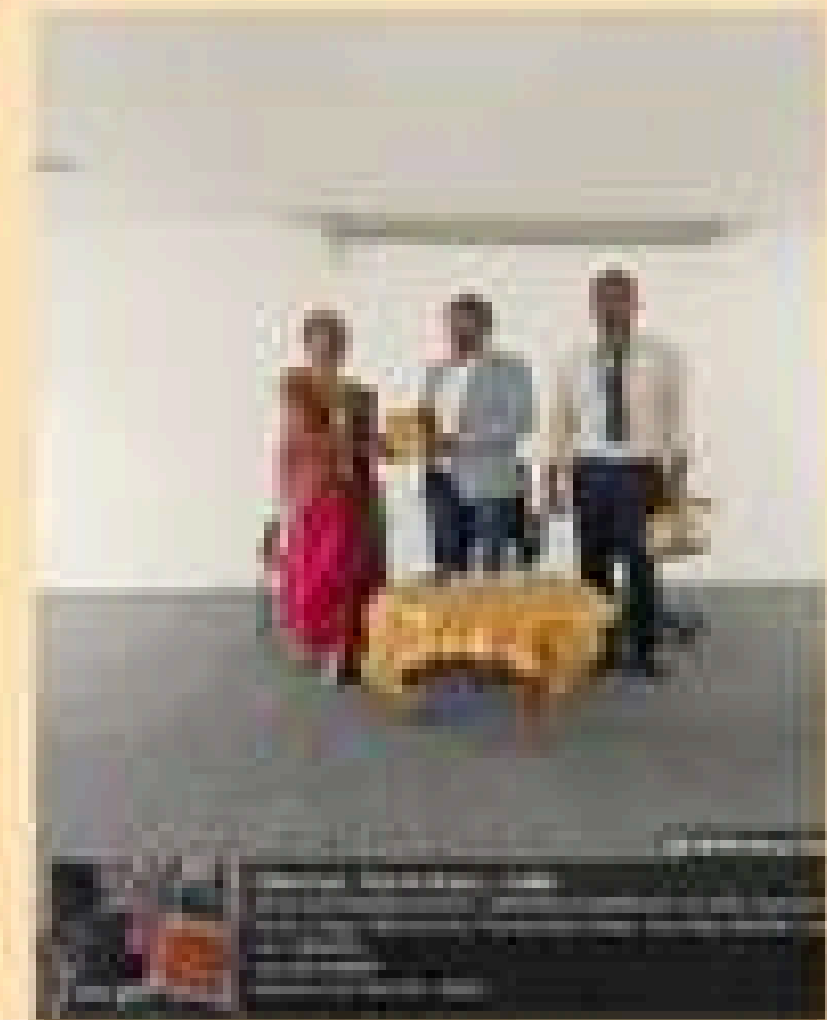

PLACEMENT TRAINING SESSION




MOU WORKSHOP

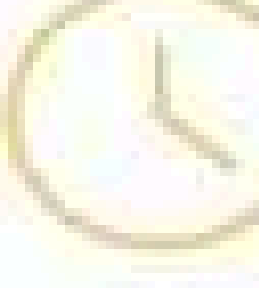
 **JEPPIAAR UNIVERSITY**  **CIA** CYBER INTELLIGENCE ACADEMY 


SCHOOL OF ARTS HUMANITIES AND MANAGEMENT
In Association With Cyber Intelligence Academy
Organises an Interactive session
On Intellectual Property Rights

BY
Shri.KARTHIKEYAN.N
B.A.,(HONS)IPDP.,(LONDON)
ADVOCATE,MADRAS HIGH COURT

 **DATE**
2 NOV 2023

 **TIME**
11Am to 12PM

 **VENUE**
JU Seminar Hall

ENTREPRENEURSHIP DEVELOPMENT CELL



DESIGN THINKING WORKSHOP



BUSINESS STARTUP & BRAND REGISTRATION



SESSION ON WORK LIFE BALANCE

PUBLICATIONS

TRAILBLAZERS

From Potential to Powerhouse: Fueling India's Economy through Women Entrepreneurship

Dr. R. Padmavathi

Women's entrepreneurship is an economic activity that will bring significant benefits to the Indian economy. Currently, India's Women Entrepreneurs run 13.5 to 15.7 million enterprises, which represent 20% of the country's total enterprises. With the right support systems in place, these entrepreneurs could grow in number, scope, and sustainability, leading to the creation of as many as 170 million jobs, or 25% of India's projected new job creation by 2030. Over 150 million women are in leadership positions in well-established companies, while over 250 million women are self-employed.

To achieve Gender Equality, Sustainable Economic Growth, and Poverty Reduction, women must participate in the economy. According to the McKinsey Global Institute (MGI), adding 88 million more women to the workforce by 2025 may increase India's GDP by USD 0.7 trillion. Less than half the global average, or 17% of India's GDP, is contributed to by women's economic activity. India holds the 10th position in ease of doing business for the year 2022 to 2027 in comparison to the 14th position from 2018 to 2022. According to the 2016 Sixth Economic Census Report, female business owners struggle with limited access to financing, funding opportunities, family support, a lack of information, a lack of networking, fewer market connections, mental wellbeing, and mobility. According to the Global Entrepreneurship Monitor (GEM) report, women in India and South Korea appear to face the most difficulties in accessing business funds compared to men.

The government of India has launched several schemes to encourage female entrepreneurship, viz., Mudra Loans, Women Entrepreneurship Platform, Udyogini Scheme, Bharatiya Mahila Bank Business Loan, AtmaJyoti Scheme, Shree Shakti Scheme, Deekha Shakti Scheme, Mahila Udyam Nidhi Yojana, Orient Mahila Vikas Yojana Scheme, Cent Kalyan Scheme, Pradhan Mantri Rozgar Yojana, and Syed Mahila Shakti Scheme. Various studies have found that 37% of the investment deals in India between 2019 and 2022 were raised by startups with female leaders.

According to a Bain & Co. survey, Women entrepreneurs account for 22 to 27 million direct jobs in India. By increasing the number and quality of female entrepreneurs, they can create 150 to 170 million jobs by 2030. According to the global entrepreneurship index, India ranks below the 20th percentile in terms of female entrepreneurship in comparison with developed countries like the US and UK, as well as developing economies like Brazil, Russia, and Nigeria. According to a survey by Forbin, Women Entrepreneurs make up 18.26% of the total entrepreneurs in India. To motivate women's entrepreneurship and startups, equal access to inputs should be given to women as it is to men. Through entrepreneurship, women support economies and innovation all across the world. Promoting women's entrepreneurship is a powerful means that can speed up India's journey to achieving a \$5 trillion economy.

To conclude, investments in Women Entrepreneurs would result in reduced levels of global poverty, better lives for children, and higher levels of creativity and innovation.

According to a Bain & Co. survey, Women entrepreneurs account for 22 to 27 million direct jobs in India.

Top-10 states with women led MSMEs

State	Percentage of women-led MSMEs
West Bengal	23.42
Tamil Nadu	10.37
Kerala	7.85
Uttar Pradesh	7.34
Andhra Pradesh	6.96
Odisha	6.76
Madhya Pradesh	6.67
Uttarakhand	6.47
Goa	4
Karnataka	3.07

Fig 1: Top 10 States with Women led MSMEs
Source:MaMSME Annual Report 21-2022

The author is the Dean- School of Arts, Humanities and Management, Anglia University, Chennai. She has over 20 years of experience in the education sector as Assistant Professor and now as the Dean.

35 • ENTREPRENEUR | JULY 2023

Springer link: (article published)
<https://www.atlantispress.com/proceedings/icrbss-23/125998425>

Scopus article
<https://journalra.org/index.php/jra/article/view/181>

இந்திரன் கோட்டம்
மீண்டெழும் மள்ளரியம்
மண்: 1 திழ்: 2 ஜன்: 2023 - விலை ரூ.50/-
மாத இதழ்

தேவேந்திர குலத்தல் பிறந்து தமழ் மொழியால் உயர்ந்த தமழற்கர்
சுருதுகளின் நாயகன்

முனைவர் பூ.மு. அன்புசிவா
ஜெப்பியார் பல்கலைக் கழகம், சென்னை

CELEBRATIONS



NEW YEAR DAY
CELEBRATION

Pongal celebration



CHRISTMAS
CELEBRATION

REPUBLIC DAY
CELEBRATION



INDUSTRIAL VISIT



SR MINERAL WATER PRIVATE LIMITED



THE TIMES OF INDIA





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Dean SAHM



Dr. R. Kandevel
Associate Professor



Dr. P.M. Anbu Shiva
Associate Professor



Dr. M. Nagalakshmi
Associate Professor



Dr. S.S. Onyx
Associate Professor



Mrs. M. Vandhana
Assistant Professor



Mrs. M. Naveena
Assistant Professor



Mrs. J. Rashmi Kumar
Assistant Professor



Mr. I. Samuel Das
Assistant Professor



Mr. N. Mohammed Saif
Assistant Professor



Ms. C. Reni Ashwini
Assistant Professor



Mrs. T. Haseena Begum
Assistant Professor

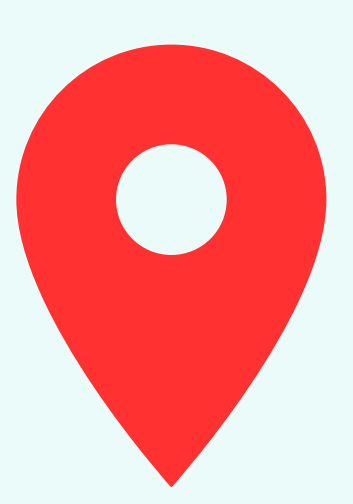
VOLUNTEERING FOR STATE LEVEL EVENTS



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Founder of Spiritual Rock Ministries.



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