



# JEPPIAAR UNIVERSITY

VOL NO:4



## EL-DORADO

SCHOOL OF ARTS,  
HUMANITIES AND MANAGEMENT

2026





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.

Dr. Margarete Regeena



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

#### 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



#### Pro Vice Chancellor

I'm delighted and happy to know that SAHM has come up with a magazine that encompasses various talents of students. Such platforms showcases the technical and non-technical strengths of the school. The articles reflect the passion, thirst for excellence and artistic intent of the students. I'm happy to understand that utmost care was taken at every stage in bringing out this magazine by the editorial team.

Dr. Kishore Sonti

#### 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.

Dr. 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

# School of Arts, Humanities, and Management (SAHM) Jeppiaar University, Chennai

The School of Arts, Humanities, and Management (SAHM) at Jeppiaar University is a dynamic and progressive educational institution that aims to foster holistic growth and professional development among its students. Headed by Dr. Padmavathy N., the Dean of the School, SAHM has grown into a hub of academic excellence, nurturing young minds in the fields of Business Administration, Commerce, and Management. With a diverse offering of undergraduate and postgraduate programs—namely, the Bachelor of Business Administration (BBA), Bachelor of Commerce (B.Com.), and Master of Business Administration (MBA)—the School strives to equip students with both theoretical knowledge and practical skills to thrive in the evolving global market.

## Intent and Targets

Intent of the School of Arts, Humanities, and Management is to create socially responsible and ethically sound professionals who can contribute positively to society through leadership and service. The Targets is to provide an education that not only focuses on academic rigor but also fosters critical thinking, creativity, and ethical behavior. By integrating these values into its curriculum, the School aims to produce graduates who are prepared to meet the challenges of the global business landscape while remaining committed to the larger societal good.

## ***SCHOOL OF ARTS HUMANITIES & MANAGEMENT***



# ACADEMIC PROGRAMS OFFERED

## 1. BACHELOR OF BUSINESS ADMINISTRATION (BBA)

The BBA program at SAHM is designed to provide students with a strong foundation in business and management principles. The curriculum covers a wide range of subjects including marketing, finance, human resources, and operations management, with a special focus on developing leadership and entrepreneurial skills. The program is structured to give students a comprehensive understanding of the functional areas of business, while also exposing them to the latest trends and technologies in management.

Students are encouraged to participate in internships, workshops, and industry visits as part of their learning experience. The BBA program also integrates real-world case studies, and industrial visits, ensuring that students are industry-ready by the time they graduate. With a focus on developing well-rounded individuals, the program includes modules on communication skills, personality development, and ethical leadership.

## 2. BACHELOR OF COMMERCE (B.COM)

The B.Com. program at SAHM aims to provide students with a thorough understanding of commerce, accounting, and financial management. The curriculum is designed to meet the needs of students who wish to pursue careers in banking, finance, accountancy, and auditing, as well as those who aspire to be entrepreneurs. In addition to core subjects like accounting, economics, and business law, the program offers electives in areas such as taxation, business analytics, and digital marketing, allowing students to specialize in their areas of interest.

The B.Com. program also emphasizes practical learning. Students are given opportunities to engage in internships and projects with industry partners, where they can apply theoretical concepts to real-world situations. Additionally, the School organizes various seminars and guest lectures by professionals from the corporate world, providing students with insights into industry trends and practices.

## 3. MASTER OF BUSINESS ADMINISTRATION (MBA)

The MBA program at SAHM is designed to develop business leaders with a strong grounding in management theory and practice. The two-year postgraduate program offers specializations in areas such as Human Resource Management, Finance, Logistics, and Business Analytics, allowing students to tailor their education to their career goals. The curriculum is regularly updated to reflect the latest developments in the global business environment, and the teaching methodology is highly interactive, focusing on case studies, group discussions, and problem-solving exercises.

The MBA program places a strong emphasis on experiential learning. Students are required to complete internships, live projects, and participate in management development programs, which provide them with practical experience in solving business problems. The School also has strong links with industry, ensuring that students have ample opportunities to interact with professionals and understand the demands of the business world. In addition to academic excellence, the MBA program at SAHM focuses on developing leadership, teamwork, and ethical decision-making skills.

## 4. MASTER OF BUSINESS ADMINISTRATION - SHIPPING & LOGISTICS

MBA in Shipping and Logistics Management is a specialized postgraduate program designed to develop professionals for the global maritime, supply chain, and transportation industries. The course combines core business management principles with in-depth knowledge of shipping operations, port management, international trade, freight forwarding, and supply chain.

## *FACULTY EXPERTISE*

The School of Arts, Humanities, and Management boasts their experienced faculty who are dedicated to nurturing the academic and professional growth of students. The faculty members come from diverse backgrounds, bringing with them a wealth of experience in both academia and industry.

Under the leadership of Dr. Padmavathy N., the Dean, the faculty is committed to creating a student-centered learning environment that fosters intellectual curiosity and critical thinking. Dr. Padmavathy N herself is a respected academic and researcher with extensive experience in business management and education. Her vision for the School is to create an academic ecosystem where students are not only educated but also empowered to become leaders in their chosen fields.

### *Industry Partnerships and Collaborations*

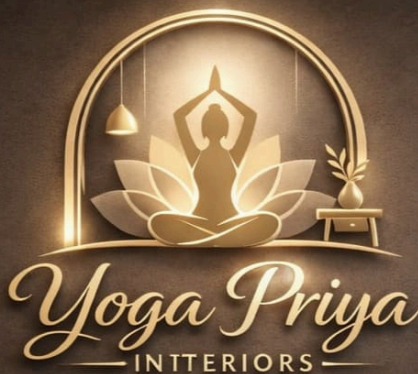
One of the key strengths of SAHM is its strong industry linkages. The School has forged partnerships with leading companies and organizations to provide students with opportunities for internships, Industrial Visits, and placements. These partnerships also enable the School to keep its curriculum aligned with the latest industry trends and practices. In addition, the School regularly invites industry professionals for guest lectures, seminars, and workshops, ensuring that students are exposed to real-world business scenarios.

The School of Arts, Humanities, and Management at Jeppiaar University is committed to providing a quality education that prepares students for the challenges of the modern business world. Under the leadership of Dr. Padmavathy N., the School continues to strive for academic excellence while also fostering a culture of innovation, brilliance, and social responsibility. With its strong industry partnerships, collaborations, and focus on holistic student development, SAHM is well-positioned to shape the next generation of business leaders and entrepreneurs.

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& Academy**

# *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 2026. We, the editorial team have exercised all 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 Vice chancellor Prof. Dr. R.Baskaran and Pro Vice chancellor the Registrar Dr. 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.

## **STAFF CO-ORDINATORS**



*MOHAMEED SAIF N*  
*ASSISTANT PROFESSOR*

## *STUDENT CO-ORDINATOR*



*V.SWETHA*  
*B.com*  
*1st yea*



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## DEAN'S MESSAGE



*Dear Students, Faculty, and Friends,*

*It is with great pride that I extend my warmest greetings to all as we celebrate another fruitful year at Jeppiaar University. This yearly magazine is more than just a collection of achievements; it is a reflection of the vibrant academic and creative energy that defines our university. As we turn the pages, we witness the dedication, innovation, and resilience that have shaped this academic year—qualities that continue to propel us toward greater heights.*

*The School of Arts, Humanities, and Management remains committed to nurturing well-rounded individuals who are equipped not only with knowledge but also with the values of integrity, leadership, and service. The past year has challenged us in many ways, but it has also provided immense opportunities for growth. Our students and faculty have embraced these opportunities with enthusiasm, demonstrating excellence in both academic and extracurricular pursuits. Their achievements remind us of the boundless potential within each of us, and the importance of continuing to foster an environment of learning, exploration, and collaboration.*

*As we move forward, let us remain focused on our mission to make meaningful contributions to society through education, research, and community engagement. The world is constantly evolving, and it is our responsibility to prepare our students to face the challenges ahead with confidence, compassion, and a strong sense of purpose.*

*I commend the editorial team and all contributors to this magazine for their hard work and dedication. It is my sincere hope that this publication inspires, informs, and brings a sense of pride to everyone associated with Jeppiaar University. Together, we will continue to build on our legacy of excellence and innovation, shaping the future with vision and determination.*

*Warm regards,*

*Dr. R. Padmavathy*

*Dean, School of Arts, Humanities, and Management  
Jeppiaar University, Chennai*

# SCHOOL OF ARTS HUMANITIES & MANAGEMENT

Dr. S.S.ONYX NATHANAEL  
NIRMAL RAJ



Dr. R. KANDAVEL



Dr. T VETRIPRABU

**Robicon Publications** *Advances in Multi-disciplinary Research and Innovation*

**Internet Marketing: Strategy, Implementation, and Practice: an overview**  
Habeeb Syed T.Vetriprabu<sup>1</sup>

<sup>1</sup>Visiting Assistant Professor, Department of Management Studies, National Institute of Technology Warangal, Telangana.  
<sup>2</sup>Assistant Professor (MBA), School of Arts, Humanities and Management, Jeppiaar University, Chennai

#### ABSTRACT

The article provides a complete analysis of the strategic and practical internet marketing aspects for digital economies. Organizations require methods to use digital platforms and tools effectively for attaining better visibility of their brands and improved market engagement with customers to become more competitive. Strategic marketing strategies need to integrate organizational goals with search engine optimization (SEO) and social media and content marketing and data analytics technologies for successful implementation. This article presents a section-by-section framework to guide the development of internet marketing campaigns where various disciplines work together for planning their execution followed by measurement. The research explores digital environment consumer behavior patterns simultaneously with CRM systems and studies how individualized interactions and interactivity affect user experiences. The analysis evaluates the impact of rising market trends which include mobile marketing solutions along with artificial intelligence methods and data privacy ethics. According to existing research and industry best practices this paper delivers essential knowledge about adopting effective internet marketing techniques across multiple business fields. This study enhances academic along with practical insights about modern marketing environment transformations due to internet marketing while suggesting strategic directions for investigation and progress.

**Keywords:** Internet Marketing, Digital Strategy, Online Consumer Behavior, CRM, SEO, Social Media, Content Marketing, Data Analytics, Personalization, Mobile Marketing, AI in Marketing, Digital Campaigns, E-commerce, Marketing Ethics and Strategic Implementation.

#### INTRODUCTION

The extensive book "Internet Marketing: Strategy Implementation and Practice" written by Dave Chaffey and Fiona Ellis-Chadwick provides detailed research into digital marketing complexities. Readers learn an efficient approach to implement and understand internet marketing concepts through this fundamental text. Each of the three major sections in the book presents strategy design followed by actual execution and continuous optimization which provides extensive coverage about the topic. The book emphasizes the requirement to link digital marketing approaches with corporate objectives. The digital marketing mix concept introduces readers to an updated version of the 4Ps marketing framework adapted for internet functionality. Users must understand how digital platforms alter both products, prices, delivery channels and promotional approaches. The authors demonstrate the significance of Online Value Propositions (OVPs) that characterize the exceptional benefits which separate companies from their competition during digital interactions.

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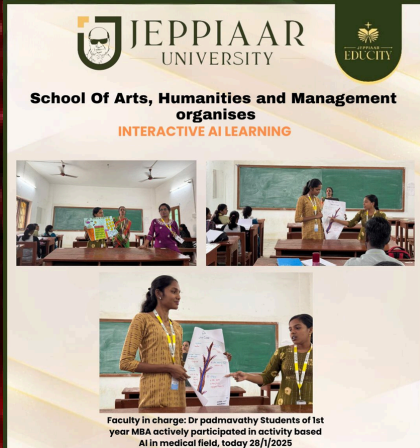
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TITLE OF INVENTION	IMPACT OF AI TECHNOLOGY FOR DIGITAL MARKETING IN E-COMMERCE
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PUBLICATION DATE (U/S 11A)	05/12/2025

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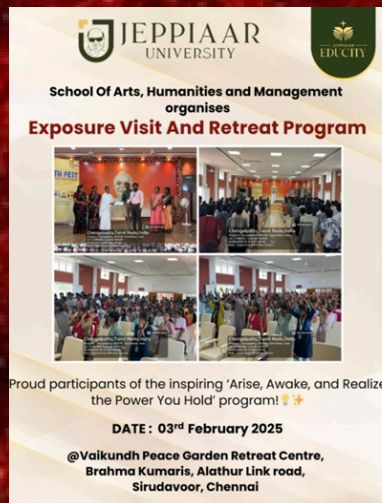
# EVENTS

## INTERACTIVITY AI LEARNING



On January 28, 2025, the School of Arts, Humanities, and Management at Jeppiaar University organized an "Interactive AI Learning" session. Led by Dr. Padmavathy, first-year MBA students actively engaged in activities focusing on the role of AI in the medical field. The event took place in Hall No. 6 from 9:00 to 10:00 AM, fostering exploration of innovative applications of AI in healthcare.

Jeppiaar University's School of Arts, Humanities and Management is organizing a Youth Fest titled "Arise, Awake and Realize the Power You Hold" from February 3-6, 2025, at Vaikundh Peace Garden Retreat Centre, Chennai. The event focuses on digital wellness, de-addiction, career innovations, and student serenity sessions, aiming to encourage spiritual discipline and emotional strength among youth.



Proud participants of the inspiring 'Arise, Awake, and Realize the Power You Hold' program! 🙌

DATE : 03<sup>rd</sup> February 2025

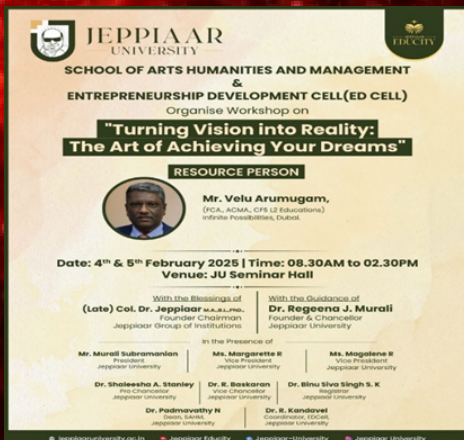
@Vaikundh Peace Garden Retreat Centre,  
Brahma Kumaris, Alathur Link road,  
Sirudavoor, Chennai

## INVESTOR AWARENESS SESSION THROUGH ONLINE MODE

"Investors Awareness Session" organized by Jeppiaar University's School of Arts, Humanities, and Management. The session was held online on February 10th, 2025, from 8:30 AM to 11:30 AM at LJ7, Jeppiaar University. Dr. P. Karthika served as the resource person, delivering insights on investments. The event was conducted with the blessings of Col. Dr. Jeppiaar and guidance from Dr. Reegeena J. Murali, featuring several distinguished faculty members from the university.



10 FEBRUARY 2025  
8.30 am to 11.30am  
LH,07 CLASSROOM



**TURNING VISION INTO REALITY THE ART OF ACHIEVING YOUR DREAM**

This is a workshop organized by Jeppiaar University's School of Arts, Humanities, and Management along with the Entrepreneurship Development Cell. The workshop, titled "Turning Vision into Reality: The Art of Achieving Your Dreams," features resource person Mr. Velu Arumugam and is scheduled for February 4th and 5th, 2025, from 8:30 AM to 2:30 PM at JU Seminar Hall. It highlights the guidance of eminent personalities, including Dr. Reegeena J. Murali and other university officials, emphasizing motivation and leadership.

**GENERATING ARTIFICIAL INTELLIGENCE AND BUSINESS INTELLIGENCE FOR INDUSTRY 5.0**

workshop on "Generative Artificial Intelligence and Business Intelligence for Industry 5.0" organized by Jeppiaar University's School of Arts, Humanities, and Management. Held on February 20th and 21st, 2025, from 8:30 AM to 3:00 PM at EFIL LAB, the session featured resource person Vanitha Pushrothaman, an expert in Subject Matter Analytics. The event was guided by senior faculty members including Dr. Reegeena J. Murali and others, and aimed to explore advancements in AI and business intelligence, fostering industry-academic collaboration.

**WORKSHOP ON POWER COMMUNICATION**

Jeppiaar University recently hosted an orientation session titled "Setting Financial Goals" as part of the School of Arts, Humanities & Management program. The event, held on 21.08.2025 at the SRM University Ramapuram Campus, brought together students and faculty for goal-setting guidance and financial literacy. Dr. Lakshmi, Assistant Professor from SRM University, shared insights to help students plan their educational and career finances effectively. The session featured engaging discussions and interactions, aiming to empower attendees with practical strategies.

**Income Tax Day Celebrations 2025**

Jeppiaar University, in collaboration with The Institute of Cost Accountants of India and the Southern India Regional Council, proudly hosts the Income Tax Day Celebrations 2025. The event features CMA Kiran Thomas Ellis as the chief guest, sharing insights on leadership, finance, and strategic management for business executives. Attendees will include distinguished faculty, industry leaders, and professionals who will explore tax, accounting, and governance trends. The program promises valuable discussions, networking opportunities, and thought leadership from experts across academia and industry.

**SUCCESS THROUGH DISCIPLINE**

Jeppiaar University is organizing a Lecture Series titled "Navigating Success Through Discipline" under the School of Arts, Humanities and Management. The session features Dr. V. Susan Jayaseeli Manuel as the resource person and is scheduled for 28th August 2025 from 10:30 AM to 12:00 PM in Chamber 1, Jeppiaar Eduity. The event will be conducted with the blessings of prominent leaders like Col. Dr. Jeppiaar and Dr. Reegeena J. Murali, and will include a panel of esteemed university officials and faculty. Attendees can look forward to valuable insights on discipline and personal development for academic and professional success.

Workshop hosted by Jeppiaar University's School of Arts, Humanities, and Management on "Transforming HR – Leveraging AI Tools for Modern Strategies." It highlights Mr. Soorya Jawahar, the resource person and CEO/CHRO of Jawa EdTech and Jawanexis Technologies, as the key speaker. The event is scheduled for January 20, 2026, and the design features multiple images: a group photo, a speaker at a podium, and two audience shots from a lecture hall, suggesting an engaging, large-venue session focused on integrating AI tools into HR practices. The bottom of the poster provides social and institutional branding for Jeppiaar University.

**GUEST LECTURE**

**AIRLINE CUSTOMER HANDLING**

**DATE**  
July 30, 2025

**TIME**  
1 PM - 3 PM

**RESOURCE PERSON**  
**Mr Vaiyal**  
Chennai Airport



**EVENTS**  
**2025 TO 2026**  
**AVIATION**

**PLACEMENT TRAINING**

**MASTERING LSRW SKILLS: UNLOCK THE POWER OF EFFECTIVE COMMUNICATION**

**DATE** November 20 **TIME** 10.30 AM TO 12.30 PM

**RESOURCE PERSON**

**Ms Kritika N**  
Deputy Dean & Asst Prof  
School of Languages  
Guru Nanak College, Chennai



**GUEST LECTURE**

**Digital Marketing Fundamentals for Beginners**

**DATE**  
July 21, 2025

**TIME**  
10.15 AM - 12.15 PM

**RESOURCE PERSON**  
**Mr Karthik**  
HCL Technologies



**One Day Out Bound Training**

**FRIDAY**  
**NOVEMBER 07**

Venue: Umino Beach Resorts, ECR  
Time: 09:00am - 05:00pm

Team Building Activity, Outcome Based Activity, Indoor & Outdoor Games, Softskill Training, Fun Activities

**Participants**

1st Year BSc Aviation  
1st Year MBA Shipping & Logistics



# CONVOCATION



**JEPPIAAR UNIVERSITY**  
State Private University established under Tamil Nadu State Private University Act 14 of 2010

Cordially Invites you for the



## CONVOCATION CEREMONY

WEDNESDAY, 10<sup>th</sup> SEPTEMBER @ 03.00 - 05.00 PM

Venue: Chamber 1, Jeppiaar Educity

With the Blessings of  
**(Late) Col. Dr. Jeppiaar M.A. S.I., Ph.D.**  
Founder Chairman, Jeppiaar Group of Institutions

Guest of Honor  
**Dr. Regeena Jeppiaar Murali**  
Founder & Chancellor  
Jeppiaar University

In the Presence of

Mr. Murali Subramanian President Jeppiaar University	Ms. Margarette Regeena Vice President Jeppiaar University	Ms. Magalene R Vice President Jeppiaar University
Dr. Shalasha A. Stanley Pro-Chancellor Jeppiaar University	Dr. R. Baskaran Vice-Chancellor Jeppiaar University	Dr. Binu Siva Singh S. K Registrar Jeppiaar University

### AGENDA

3:00 PM	MCC Guard of Honour	Chief Guest & Dignitaries
3:05 PM	With Band Academic Procession Proceeds to Chamber 1, Jeppiaar Educity	
3:10 PM	Invocation	
3:15 PM	Lighting of Lamp	Chief Guest & Dignitaries
3:20 PM	Convocation Day Ceremony Declaration 'Open'	Dr. Regeena Jeppiaar Murali, Founder & Chancellor, Jeppiaar University
3:25 PM	Welcome Address	Dr. Shalasha A. Stanley, Pro-Chancellor Jeppiaar University
3:30 PM	Felicitation	Dr. Regeena Jeppiaar Murali, Founder & Chancellor, Jeppiaar University
3:35 PM	Convocation Address by Chief Guest	Dr. Regeena Jeppiaar Murali, Founder & Chancellor, Jeppiaar University
3:40 PM	"Convocation Report"	Dr. R. Baskaran, Vice-Chancellor, Jeppiaar University.
3:45 PM	Awarding Bursar & Trust Certificates	Shri. Murali Subramanian President Jeppiaar University
4:00 PM	Photo Session (On Stage)	
4:05 PM	Awarding Degree Certificates (On Stage)	Sankar - Dean Siddhi - Dean SET - Dean
4:30 PM	Convocation Oath on Convocation Day	Dr. Binu Siva Singh S. K Registrar Jeppiaar University
4:35 PM	Vote of Thanks	Ms. Magalene R, Vice President, Jeppiaar university
4:40 PM	Convocation Day Ceremony Declaration 'Close'	Dr. Regeena J Murali, Founder & Chancellor, Jeppiaar University
4:45 PM	National Anthem	

*Jeppiaar University is hosting a Convocation Ceremony on a scheduled date, featuring a detailed agenda for the event. The invitation highlights Dr. Regeena Jeppiaar Murali as the Guest of Honor and outlines a formal program including convocations, awards, and a national anthem. The event will take place in Chamber 1 at Jeppiaar Educity, with senior university officials and dignitaries in attendance. The accompanying agenda card provides a minute-by-minute schedule, ensuring a smooth and ceremonious proceedings*





*Ms. Tamil osai. T*

*23JUPMB140*

*CGPA :9.51*

*RANK I*

*Dr. Col. Jeppiaar Award*



*Ms. Soundharya P*

*23JUPMB194*

*CGPA 9.25*

*RANK II*

# CASE STUDY CONCLAVE

**JEPPIAAR UNIVERSITY** **ISSM BUSINESS SCHOOL** **EDUCITY**  
 CHENNAI | HYDERABAD

**SCHOOL OF ARTS, HUMANITIES AND MANAGEMENT**  
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**CASE STUDY CONCLAVE 2025**  
**SOLVING REAL WORLD PROBLEMS WITH INNOVATIVE SOLUTIONS**

**INNOVATIVE PRACTICES AND EMERGING CONCEPTS IN BUSINESS MANAGEMENT**

**JURY MEMBERS**

**Dr. Irudhayaraj M**  
 Head of Human Resources,  
 ZF Hero Chassis Systems Pvt. Ltd.

**John Rex T**  
 HR & Technology Evangelist,  
 Truetech, Chennai

**Arockia Selvi A**  
 HR at Flatirons Solutions,  
 Chennai

**Date: 27<sup>th</sup> February 2025**  
**Venue: Jeppiaar University**

jeppiaaruniversity.ac.in | Jeppiaar Educity | Jeppiaar-University | Jeppiaar University

"Case Study Conclave 2025" organized by Jeppiaar University's School of Arts, Humanities, and Management in collaboration with ISSM Business School. Held on February 27<sup>th</sup>, 2025, at Jeppiaar University, the event focused on solving real-world problems with innovative solutions and emerging concepts in business management. The conclave featured jury members Dr. Irudhayaraj M, John Rex T, and Arockia Selvi A, all experts in their fields, aiming to promote innovative practices and industry-academic interactions.



**Case Summary & Core Problem**  
**NutriBite Situation**

- NutriBite is a health supplement.
- It is sold in sachets.
- It is sold in a premium price range.
- It is sold in a premium price range.
- It is sold in a premium price range.

**Core Business Challenge**

- How to reach a wider audience?
- How to reach a wider audience?
- How to reach a wider audience?

**The "Ultra-Fast Fashion" Dilemma**

Case Study Conclave 2025 - (Sustainability for Innovation)

Hosted by: Arockia Selvi A, HR at Flatirons Solutions, Chennai

Organized by: Jeppiaar University - ISSM Business School



**JEPPIAAR UNIVERSITY** **ISSM BUSINESS SCHOOL**  
 CHENNAI | HYDERABAD

Jointly Organising the

**CASE STUDY CONCLAVE 2026**  
 An Event for the Thinkers of Tomorrow

**BUILDING MANAGERIAL EXCELLENCE FOR INCLUSIVE GROWTH**  
 Innovative Business Solutions for Emerging Economies

Event Dates  
**24, 25**  
 February 2026

The Case Study Conclave 2026 is a joint effort by Jeppiaar University and ISSM Business School, Chennai Hyderabad, inviting "thinkers of tomorrow" to explore innovative business solutions for emerging economies. The event centers on the theme "Building Managerial Excellence for Inclusive Growth," featuring talks and case studies that aim to drive inclusive development. It is scheduled for February 24–25, 2026, and promises practical insights for managers seeking to foster growth that benefits a broad spectrum of stakeholders. The poster showcases a professional setting with a presenter at a whiteboard, underscoring the conference's focus on practical, action-oriented learning.

# EXPOSURE VISIT

## IMAGE CREATIVE EDUCATION

Jeppiaar University's School of Arts, Humanities and Management invites you to an engaging exposure visit to Image Creative Education. The event is scheduled for 30th May and 2nd June 2025 at Image Creative Education in Adyar, Chennai. This visit promises a firsthand look at creative education initiatives and industry practices, guided by experienced mentors. It's a great opportunity to observe campus life, programs, and potential career paths in creative fields.

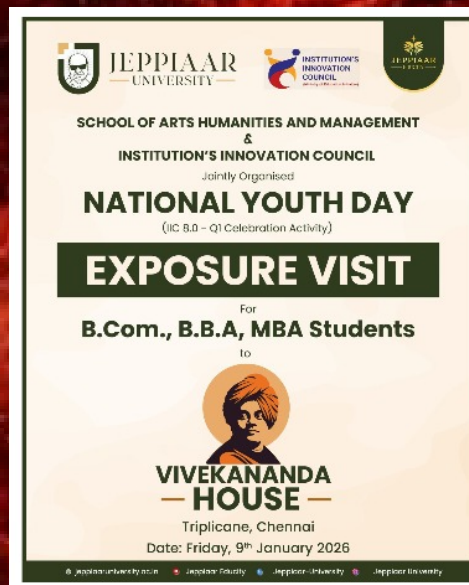


National Youth Day Exposure Visit organized jointly by Jeppiaar University's School of Arts, Humanities and Management and the Institution's Innovation Council, inviting B.Com., B.B.A., and MBA students to Vivekananda House in Triplicane, Chennai. The event is framed as an IC 8.0-Q1 celebration activity and is scheduled for Friday, January 9, 2026. The design features the Jeppiaar University and IIC logos, along with a Vivekananda portrait, emphasizing an engaging educational outing for aspiring business and management professionals.

The School of Arts, Humanities and Management welcomed students for an Exploring Visit at Image Creative Education in Adyar, Chennai. This exposure visit, organized by Jeppiaar University, brought together budding artists and scholars to witness real-world creative processes. The event, held on 04 June 2025, featured group activities, campus tours, and interactive sessions that highlighted career pathways in arts and management. Students from diverse backgrounds connected with mentors and peers, gaining insights to enrich their academic journeys. The visit underscored Jeppiaar's commitment to experiential learning and holistic education.



## NATIONAL YOUTH DAY



## IMAGE CREATIVE EDUCATION

# PLACEMENT

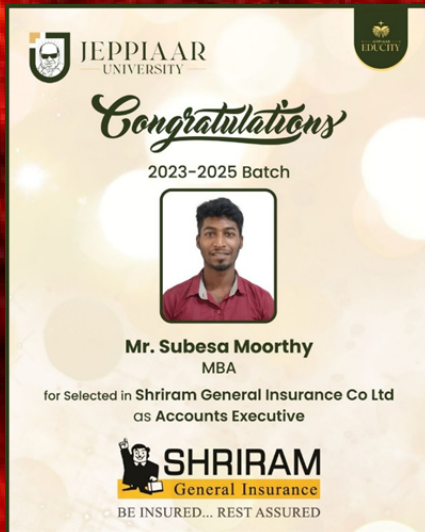


*congratulatory certificate for Ms. Emimal K from Jeppiaar University, recognizing her as part of the 2023-2025 batch. She has been selected as a Junior Associate at Guidehouse with a CTC of 3.6 LPA. Ms. Emimal holds an MBA degree and her achievement highlights her academic success and professional placement.*

*Congratulatory certificate for Ms. Muthukaliammal M from Jeppiaar University, recognizing her as part of the 2023-2025 batch. She has been selected as a Finance Associate at Capgemini with an MBA degree. Her achievement reflects her academic excellence and successful placement in a reputed company, highlighting her potential and career progression.*



*John Jackson R. has earned his MBA from Jeppiaar University, as part of the 2024-26 batch. The announcement highlights his achievement with a celebratory design, spotlighting his photo and name. It notes that he has been placed as an HR Intern (Documentation Specialist) with Versuni India Home Solutions Limited. The certificate-style graphic also features the Versuni logo, underscoring the new professional opportunity.*



*Mr. Subesa Moorthy from Jeppiaar University, recognizing him as part of the 2023-2025 batch. He has been selected as an Accounts Executive at Shriram General Insurance Co Ltd with an MBA degree. The certificate highlights his successful placement and emphasizes a message of confidence: "Be Insured... Rest Assured."*



# PLACEMENT TRAINING

## TRAINING PROGRAM

**JEPPIAAR UNIVERSITY**  
DEPARTMENT OF  
**TRAINING AND PLACEMENT**  
in association with  
**MAGIC BUS FOUNDATION**

**Magic Bus**  
Childhood to Livelihood

is organizing

**PLACEMENT TRAINING FOR  
MBA 2026 BATCH**

19-8-2025 to 30-8-2025

jeppiaaruniversity.ac.in jeppiaar Educity jeppiaar-University jeppiaar University

*Jeppiaar University's Department of Training and Placement, in association with Magic Bus Foundation, is organizing a Placement Training program for the MBA 2026 batch. The initiative, dated from 19-08-2025 to 30-08-2025, aims to equip students with essential employability skills and interview-ready confidence. Magic Bus's "Childhood to Livelihood" approach will guide the sessions, focusing on holistic development and practical career readiness. The program underscores the university's commitment to bridging academics with industry opportunities*



*Jeppiaar University's Department of Training and Placement, in association with Magic Bus Foundation, is organizing a Placement Training program for the MBA 2026 batch. The initiative, dated from 18-09-2025 to 29-09-2025, aims to equip students with essential employability skills and interview-ready confidence. Magic Bus's "Childhood to Livelihood" approach will guide the sessions, focusing on holistic development and practical career readiness. The program underscores the university's commitment to bridging academics with industry opportunities*

**JEPPIAAR UNIVERSITY**  
DEPARTMENT OF  
**TRAINING AND PLACEMENT**  
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## PLACEMENT TRAINING FOR III BCOM, BBA

# AWARDS

ALL INDIA SOUTH ZONE INTER  
UNIVERSITY CHESS

STATE LEVEL INTER COLLEGIATE  
MEDIA AND CULTURAL FEST



**Kudos to the Jeppiaar University Chess Team for clinching the Runner-Up title in the AIU- South Zone Inter-University Chess (Men) Tournament, organized by Vel Tech from January 8-11, 2025 and qualified for the all India Inter university Championship at Marwadi University Rajkot**




**School Of Arts, Humanities and Management**

## Congratulations




**I-BBA Student MR. Vishweswaran participated state level inter - collegiate media and cultural fest held on 22nd January 2025 at Bishop Heber College, Trichy and secured 2nd Place in Best Film.**

# TEDx JEPPIAAR UNIVERSITY

TEDx Jeppiaar University  
x = Independently organized TED event



19<sup>th</sup> February 2026

Unravelling the Infinite

*TEDx Jeppiaar University is an independently organized TED event scheduled for 19th February 2026, themed "Unravelling the Infinite." The event aims to explore boundless ideas and innovations that push the limits of knowledge and inspiration. Featuring diverse speakers, it promises thought-provoking talks that challenge perspectives and spark creativity. Attendees can expect an immersive experience celebrating curiosity and infinite possibilities.*



**TEDx**  
Jeppiaar University

**UNRAVELLING THE INFINITE**



**Dr. Margarette Regeena**  
Vice President, Jeppiaar University  
Director, Jeppiaar Group of Schools



**Mr. Suresh Kalpathi**  
Chairman and Executive Director  
- Veranda Learning,  
Co-Founder of Kalpathi Investments,  
AGS Cinemas & AGS Entertainment  
and Angel Investor



**Shri. Rajendran Dandapani**  
Director,  
Zoho Corporation



**Mrs. Anusha Dhayanidhi**  
Podcaster



**Thiru. A. Myilvaganan, IPS**  
Superintendent of Police  
Vellore District,  
Government of Tamilnadu



**Dr. J. Radhakrishnan, I.A.S**  
Honorary Chief Secretary / Chairman,  
Government of Tamilnadu



**Mr. M. Seshu Sai**  
Honorary Consul General  
Republic of Seychelles  
Founder, Farm Guru



**Thiru. C. K. Kumaravel**  
Co-Founder and CMD  
(Chairman & Managing Director),  
Naturals Salon & Spa

# CELEBRATION

## PONGAL CELEBRATION



Women's Day 2025 organized by Jeppiaar University at the Col. Dr. Jeppiaar Auditorium on March 7th, 2025, starting from 2:30 pm. The event featured distinguished women leaders and dignitaries, including Ms. Rohini Manian, Ms. Pooja Srinivasa Raja, Dr. Tamilsai Soundararajan, Dr. Preetha Ganesh, and Dr. Bhairavi Senthil. The celebration emphasized women leadership, achievements, and empowerment, with various awards and felicitations recognizing outstanding women in academia and industry.

### Women's Day

JEPPIAAR EDUCITY presents **WOMEN'S DAY 2025**  
March 7, 2025 - Col. Dr. Jeppiaar Auditorium  
2.30 pm onwards

Ms. Rohini Manian, Ms. Pooja Srinivasa Raja, Dr. Tamilsai Soundararajan, Dr. Preetha Ganesh, Dr. Bhairavi Senthil

| FIRE SIDE CHAT & WOMEN LEADERSHIP AWARDS |

Annual Sports Day 2025 organized by Jeppiaar University and Jeppiaar Engineering College, scheduled on April 3rd, 2025. The event will feature notable presiding officials including Dr. Regeena J Murali and Mr. Karthikeswar R, with Mr. Karthikeswar R serving as the chief guest. The program also includes various dignitaries like Dr. Shaleesha A Stanley, Dr. R. Baskaran, and others, emphasizing the importance of sports and physical activities.

JEPPIAAR ENGINEERING COLLEGE, JEPPIAAR EDUCITY, JEPPIAAR UNIVERSITY

Management, Staff and Students Cordially Invite you all to the Annual **SPORTS DAY 2025**  
03<sup>rd</sup> April 2025

**Dr. Regeena J Murali**  
Founder and Chancellor  
Jeppiaar University  
Will preside over the function

**Mr. Karthikeswar R**  
Mr. Universe  
(Income Tax Department)  
CHIEF GUEST

IN THE PRESENCE OF

Mr. MURALI SUBRAMANIAN, Ms. MARGARETTE R, Ms. MAGALENE R  
PRESIDENT, DIRECTOR, VICE PRESIDENT  
JEPPIAAR UNIVERSITY, JEPPIAAR ENGINEERING COLLEGE, JEPPIAAR UNIVERSITY

Dr. SHALEESHA A STANLEY, Dr. R. BASKARAN, Shri. BINI SIVA SINGH SK  
PRO CHANCELLOR, PRO VICE CHANCELLOR, REGISTRAR  
JEPPIAAR UNIVERSITY, JEPPIAAR UNIVERSITY

Dr. K. SENTHIL KUMAR, Dr. JEBASTIN  
PRINCIPAL, VICE PRINCIPAL  
JEPPIAAR ENGINEERING COLLEGE, JEPPIAAR ENGINEERING COLLEGE

Organizing Committee:  
Dr. G. THANGAVEL, Mr. J. JOTIBHASKI, Mr. J. PASUPATHI, Mr. M. KARTHIK  
DIRECTOR-SPORTS, PHYSICAL DIRECTOR, DIRECTOR OF PHYSICAL EDUCATION, FOOTBALL COACH  
JEPPIAAR UNIVERSITY, JEPPIAAR UNIVERSITY, JEPPIAAR ENGINEERING COLLEGE, JEPPIAAR ENGINEERING COLLEGE



## CHANCELLOR MAM BIRTHDAY CELEBRATION

Pratyog 2K25, a live concert organized by Jeppiaar Engineering College and Jeppiaar University. Featuring performer Premgi Amaren, the event is scheduled for 6:00 pm onwards. It aims to offer an energetic and entertaining experience for students and attendees, highlighting the vibrant music culture of the event.

### PRATIYOG

JEPPIAAR ENGINEERING COLLEGE, JEPPIAAR EDUCITY, JEPPIAAR UNIVERSITY

**PRATIYOG 2K25**  
PREMGI AMAREN  
Live Concert  
TIME: 06.00PM ONWARDS

### ICON AWARD

JEPPIAAR EDUCITY PRESENTS **JEPPIAAR ICON AWARD 2025**

Date: 4<sup>th</sup> April 2025 | Time: 10.00 am to 12.00 noon  
Venue: Col. Dr. Jeppiaar Auditorium

Shri. VIJAY SHANKAR, Mr. JAYASEE RAVI, Dr. ASHOK V GARGSHE, Shri. MANO, Shri. KARTHIK SUBBARAJ, Shri. K. SRINIVASA RAJA, Shri. MADAN GOWRI, Shri. VIJAY KARUNAKARAN

With the Blessings of (Late) Col. Dr. Jeppiaar Founder Chairman Jeppiaar Group of Institutions  
With the Guidance of Dr. Regeena J. Murali Founder & Chancellor Jeppiaar University

Jeppiaar ICON Award 2025, scheduled on April 4th, 2025, at the Col. Dr. Jeppiaar Auditorium from 10:00 am to 12:00 noon. The event features prominent personalities as awardees, including Shri. Vijay Shankar, Ms. Jeyasee Ravi, Dr. Ashok V Gargshe, Shri. Mano, Shri. Karthik Subbaraj, Shri. K. Srinivasa Raja, Shri. Madan Gowri, and Shri. Vijay Karunakaran. It aims to honor distinguished individuals for their contributions across various fields, celebrating their achievements and inspiring others.

## ONAM CELEBRATION

Jeppiaar University's Rotaract Club, in collaboration with EduCity and the School of Arts, Humanities and Management, celebrated Thiruvonam with a special event on September 4 from 9:00 am to 1:00 pm at the Jeppiaar University venue. The ceremony featured a lineup of esteemed speakers and guests of honor, including Dr. Regeena Jeppiaar Murali and Mr. Murali Subramanian, among others. The program honored cultural traditions while showcasing the university's commitment to student engagement and community spirit. Attendees enjoyed a day of celebrations, speeches, and cultural programs. The flyer highlights the university's active involvement in student clubs and regional festivities



TEACHERS DAY CELEBRATION

**JEPPIAAR UNIVERSITY** **JU** **EDUCITY**

ROTARACT CLUB OF JEPPIAAR UNIVERSITY  
ALONG WITH  
SCHOOL OF ARTS, HUMANITIES AND MANAGEMENT

*Celebrates*

**Thiruvonam**

THURSDAY, 4 SEPTEMBER @ 09:00 - 01:00PM

Venue Jeppiaar University

With the blessings of  
**(Late) Col. Dr. Jeppiaar MA., B.L., Ph.D.**  
Founder Chairman, Jeppiaar Group of Institutions

Guest of honour  
**Dr. Regeena Jeppiaar Murali**  
Founder & Chancellor  
Jeppiaar University

In The Presence of

<b>Mr. Murali Subramanian</b> President Jeppiaar University	<b>Ms. Margarette Regeena</b> Vice President Jeppiaar University	<b>Ms. Magalene R</b> Vice President Jeppiaar University
<b>Dr. Shaleesha A. Stanley</b> Pro Chancellor Jeppiaar University	<b>Dr. R. Bakaran</b> Vice Chancellor Jeppiaar University	<b>Dr. Binu Siva Singh S. K</b> Registrar Jeppiaar University
		<b>Dr. N. Padmavathy</b> Dean - SAHM Jeppiaar University

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AYUDHA POOJA CELEBRATION

## STAFF ACHIEVEMENTS



## STUDENTS ACHIEVEMENTS

**JEPPIAAR UNIVERSITY** **EDUCITY**

School Of Arts, Humanities and Management

*Congratulations*

I-BBA Student MR.Vishweswaran participated state level inter - collegiate media and cultural fest held on 22nd January 2025 at Bishop Heber College, Trichy and secured 2nd Place in Best Film.

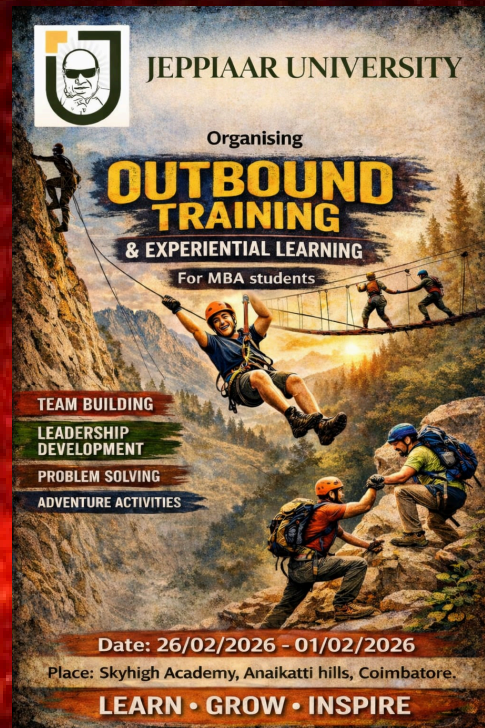
## IN BOUND | OUT BOUND TRAINING TRAINING

*Jeppiaar University is organizing a Lecture Series titled “Navigating Success Through Discipline” under the School of Arts, Humanities and Management. The session features Dr. V. Susan Jayaseeli Manuel as the resource person and is scheduled for 28th August 2025 from 10:30 AM to 12:00 PM in Chamber 1, Jeppiaar Eduity. The event will be conducted with the blessings of prominent leaders like Col. Dr. Jeppiaar and Dr. Regeena J. Murali, and will include a panel of esteemed university officials and faculty. Attendees can look forward to valuable insights on discipline and personal development for academic and professional success.*



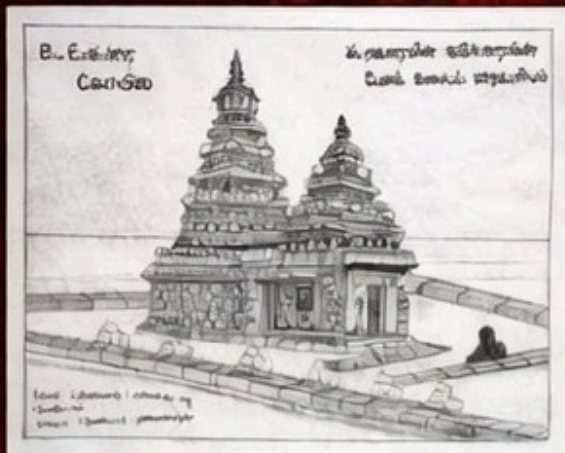
### INBOUND TRAINING OF CHAMPIONS CAMP

*Jeppiaar University’s School of Arts, Humanities and Management is promoting an outbound training and experiential learning MBA program for the 2025–2027 cohort. The poster highlights hands-on team-building activities and outdoor experiences designed to enhance leadership, collaboration, and practical problem-solving outside the traditional classroom. Scheduled from February 26 to March 1, 2026, the program will be hosted at Skyhigh Academy in Anaikatti Hills, Coimbatore, offering participants immersive exercises that blend theory with real-world application.*



# Student Contributions

Vignesh.m - B.Com 1st Year



## Shore Temple - Mahabalipuram (Kadalraik Kovil)

This drawing illustrates the Shore Temple at Mahabalipuram, a famous Pallava-era monument located on the coast of Tamil Nadu.

The sketch highlights the temple's classic Dravidian architectural style, featuring tiered towers, detailed carvings, and its historic seaside setting.



## Leaning Tower of Pisa

This is a detailed pencil sketch of the Leaning Tower of Pisa, a world-famous bell tower in Italy known for its unintended tilt.

The drawing captures the tower's iconic Romanesque architecture, featuring multiple tiers of arches and intricate decorative patterns.

## Pooja - MBA 1st Year

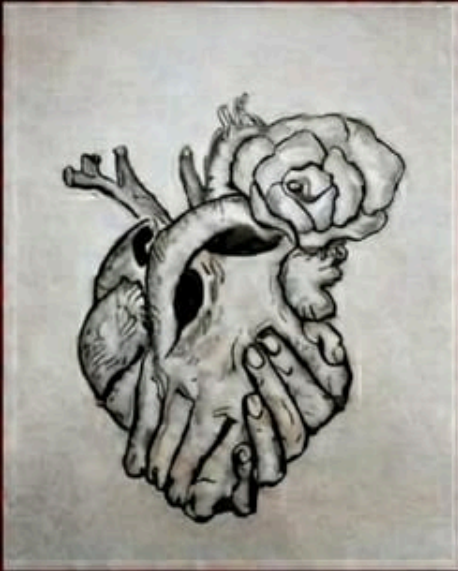
### Zentangle Mandala Art

This artwork is a *zentangle* mandala that blends decorative floral and leaf patterns with a central symbolic element (three hearts).

- The design conveys ideas of:
- Mindfulness
- Creativity
- Personal expression
- Artistic balance



## Swetha V – B.Com (General) 1st Year



♥ Swetha.v, a first-year B.Com student, has shared her heartfelt artwork portraying:

The same hands that once held the heart with such care are often the ones that slowly tighten their grip until the pulse begins to fade.

## Mathumitha B – BBA 2nd Year

Mathumitha, a BBA 2nd year student presents a striking pencil sketch capturing a friendship and magic, featuring the iconic trio of Harry, Ron, and Hermione in front of a detailed Hogwarts.



## 💡 Niranjan N – B.Com (General) 1st Year

Niranjan, a first-year B.Com student brings a detailed sketch as a tribute to the dedication required to hone one's talent. Ultimately, it is a beautiful visual representation of the flow state every creator seeks.

## ✦ Pooja M – MBA 1st Year



✦ Pooja M, a first-year MBA student, presents a beautifully detailed mandala-style peacock artwork.

This drawing represents grace, beauty, and artistic elegance.

The peacock, often seen as a symbol of pride and positivity, is designed with intricate patterns that reflect creativity, patience, and inner harmony.

## ✦ Christ Praicy – B.Com 1st Year

✦ Christ Praicy, a first-year B.Com student, shares a meaningful Tamil literary piece.

Her work beautifully expresses deep emotions and thoughtful reflections about life, relationships, and human values.

The poem highlights emotional strength, understanding, and inner realization.

### அவளிடம் என்ன இல்லை...

அவளிடம் என்ன இல்லை?  
வனிகளா?  
அவள் மயமும் நஞ்சும்.  
அதுவாகத்தான் நிலம் நெருக்கிறது...!!!  
அமுசையா?  
அவள் எப்போதும் அவள் மட்டும் தான்  
எய்துகொண்டிருக்கிறாள்...!!  
அனிமலா?  
அவள் நித்தமும் அதை வையங்களைப்போடு தான்  
வயந்தாள் எந்த கழகிறாள்...!!  
ஏக்கங்களா?  
நிறைவேறாது அனாதை, நெடிரிந்தும் அவந்த  
வனாகுகுள் சரணாயனது, சூனாவாதுகளும்  
வயங்குருக் கொள்வனவா...!!  
கல்லாவற்றிற்சூமான எவ்வகைங்களா..?  
அவற்றிடை காரணைகளாகவள..  
னாதைக்குள், தீர்த சூனாய்க்குள், தான்  
அவன்குள் கொள் துமிரான் அநாதை..?  
ருதையல்லாம் அவனைத் அவனையா  
வேறுபாரால் டெனா முவந்ததன்...?

- கிறிஸ்ட் பிரைசி .சா


## ❖ Rohit Kumar – BBA 2nd Year

### MARK THE WORDS


*Of All The Children in My School,  
I May Not Be The Idiot.  
Of All My Neighbors, The World,  
Name Me The Illest...*

*But I Can Almost Touch The Hemisphere,  
I Stand On My Mountainide,*

*And Soon My Words Might  
Change The World,  
So You'd Better Listen Close.*

 **Rohit Kumar**, a second-year BBA student, shares an inspiring English poem that encourages others to pay close attention to powerful and impactful words that have the potential to change the world.

## Jai Harish – B.Com (General) 1st Year

 **Jai Harish**, a first-year B.Com (General) student, presents a touching English poem titled “Flaws in the Bloom...”.

His poem beautifully compares light and darkness, day and night, and emphasizes the beauty found within imperfections and human love.

### Flaws in the Bloom...

If you're the light in  
the sky then  
let me be the darkness.  
If you're the 'moon'  
of my life then I will be  
'Darkness' to make you shine.

Let me born at your  
dawn and die when  
you are gone.  
Let me hold your smile,  
Your smile is the  
autumn spring of my life  
which blooms my heart.  
All human hearts are filthy.  
but the filthiness  
shows the beauty of  
our life.

### Flaws in the Bloom...

If you're the light in  
the sky then  
let me be the darkness.  
If you're the 'moon'  
of my life then I will be  
'Darkness' to make you shine.

Let me born at your  
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Let me hold your smile,  
Your smile is the  
autumn spring of my life  
which blooms my heart.  
All human hearts are filthy.  
but the filthiness  
shows the beauty of  
our life.

அம்மா...

அம்மா  
நிலஜ் என்றப் |நாத  
அழவாக புதம்னுள்ள  
அனாத ஓன்ப  
என்னை ருந்வுகோல்ல  
ஓய்வ ருண்வத  
தன் சிவவடுதிரைகளை  
அய்யறில் சூதவேர  
அனனினை ருநகிவ்வத்தது  
அமீவியறான  
அனனாருபமாஆறேன  
அதன்பேம்தால்  
அவ்வள ஓக சிவன்கமள களை  
ஓரம்ளக் கேவூல...

G.B. YOGAN23,0 d[722013

✦ Yoga sree

B.Com

1st Year

✦ Sharmila

B.Com

1st Year

யார் என்று தேடாதே...

யார் என்று தேடாதே, யார் என்று அறியாமல் இருப்பதே நன்று.  
இத்தனை வருடம் சாயாத  
என் இதயம் உன்னைப் பார்த்தவுடன் சாய்ந்துவிட்டது!

என் கால்கள் பாதையில் போகச் சொல்கிறது,  
என் கண்கள் உன்னைப் பார்த்துக்கொண்டே இருக்கச் சொல்கிறது.  
என் கைகள் உனக்காக  
கவிதை எழுதச் சொல்கிறது.

அதனால் என் கால்களுக்கும் கண்களுக்கும் மட்டும்  
பூட்டுப் போட்டு விட்டு, என் கைகளை உன்னிடத்தில் தருகிறேன்.

மறுபக்கம் திரும்பி நின்றேன், கிறு நேரம் கழிந்து நினைவு  
வருகிறது – நான் உன்னைத்தான் பார்த்துக் கொண்டிருக்கிறேன் என்று.

என் மனதில் பயம்

கலந்த ஆனந்தம்

ஏற்படுகிறது. என் கவிதையை நீ படிப்பதைப் பார்க்கிறபோது  
யார் என்று தேடாதே, இந்தக் கவிதையை நீ படிக்கிறபோது உன்  
முகத்தில் ஏற்படும் சிரிப்பில் உள்ளேன்.

உன் பின்னால் பல பாவனை

செய்வேன், ஆனால் எதிரில் உன் முகம் பார்க்கக் கூட

தெரியும் இல்லை.

இப்படிக்கு... உன் அறியாதவள்... ♥

# ✦ Stephin Prem – MBA 1st Year

உன்னை எனக்கு ரொம்பப் பிடிக்கும்,  
என் பிடிக்கும் என்று கேட்டால் எனக்கு  
சொல்ல தெரியாது.

எவ்வைவு பிடிக்கும் என்று கேட்டால் அதை  
அளவிடவும் தெரியாது.


ஆனால் உன்னை எனக்கு பிடித்த.அளவிற்கு  
இதவறை யாரையும் பிடித்ததஇலை.  
இனி யாரையும் பிடிக்கப் போவதுஉில்லை...

Stephin Prem S.

1st MBA (General)

# NANDHA VARSHINI

BBA 1st YEAR

 Nandha Varshini, a first-year BBA student, presents a beautifully detailed mandala-style peacock artwork. This drawing represents grace, beauty, and artistic elegance.

## ITS OBVIOUSLY A COLD COFFEE DAY !

Yeah, i didn't perceive the warmth of the day  
people solicit why , nevertheless I was forlorn  
i dimmed my own light , at times , it unfolds this way

Nothing but the rhythm of **my heart** ,  
even my reflection feels unfamiliar , through the haze of doubt  
quiet wisdom carved by experience , souls that shift  
the engine waits , but the spark is gone

as fleeting as summer sunsets ,  
i offered warmth , but gathered wounds  
even my prayers felt unheard some nights  
even so , life holds its beauty .

~ R. Nanthu

*Nandha Varshini*

BBA 1st Year

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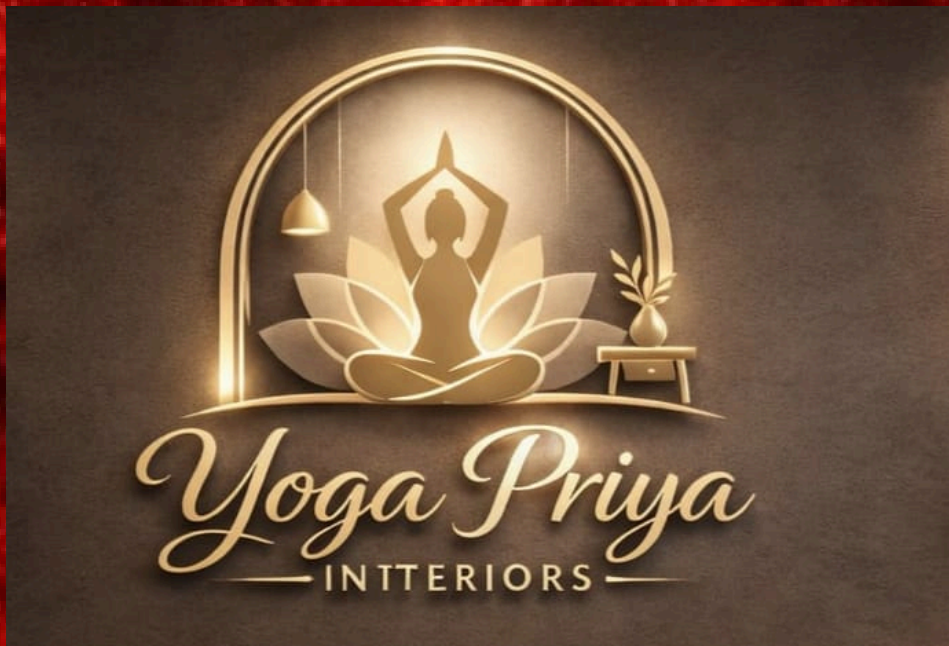


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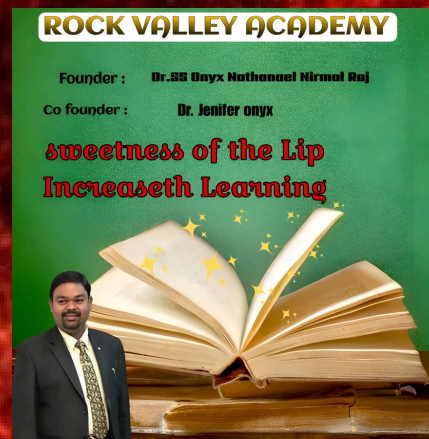
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