

**Annexure**

### MMA Board for Major Events Activities: April 2018 - March 2019

S. No	Title	Date	No. of Participants
1	Seminar on “Managerial Excellence 2018”	12 Jul 2018	358
2	62nd Annual General Meeting & MMA Awards Function 2018	12 Jul 2018	368
3	7th CavinKare- MMA Chinnikrishnan Innovation Awards 2018	05 Sep 2018	1402
4	MMA Annual Convention 2019 on the Theme “Future Forward: India Leaping Ahead”	16 Feb 2019	678
5	MMA Women Managers’ Convention 2019 on the Theme “Reflections”	16 Mar 2019	396
	<b>Total</b>		<b>3202</b>

### MMA Board for Major Events - Forums Activities: April 2018 - March 2019

S. No	Title	Date	No. of Participants
1	<b>Young Managers’ Forum</b> MMA 22nd Competition for Young Managers: Theme “Future Forward: India Leaping Ahead”	08 Feb 2019	85
2	<b>Women Managers’ Forum</b> MMA 18th Competition for Outstanding Woman Manager of the Year Award 2019 - Theme: “Reflections”	09 Mar 2019	55
	<b>Total</b>		<b>140</b>

### MMA Training Activities April 2018 - March 2019

S. No	Title	Date	No. of Participants
1	Workshop on “Guerrilla Marketing”	04 Apr 2018	9
2	Workshop on “Prioritizing & Planning for Effective Performance”	06 Apr 2018	20
3	Talk on “Crypto Currencies” at SA Engineering College	06 Apr 2018	131
4	Workshop on “Basic 7QC Tools & Its Applications”	07 Apr 2018	10
5	Workshop on “Handling, Investigating and Reporting Incidents of Sexual Harassment at Workplace”	11 Apr 2018	28
6	Workshop on “Voice & Accent for better English Communication”	12 Apr 2018	6
7	Talk on “Simple Regression for Progression in Business Analytics” by Dr Vasudevan	12 Apr 2018	45
8	Workshop on “Voice & Accent for better English Communication”	13 Apr 2018	6
9	Dedication of MMA Management Center	14 Apr 2018	280
10	Certificate Course on “The Disciplinary Process” For Executives, Managers from all Fields & HR Professionals - Introduction & Understanding Discipline, Acts of Indiscipline & Rules Governing Discipline	18 Apr 2018	5
11	Certificate Course on “The Disciplinary Process” For Executives, Managers from all Fields & HR Professionals - Process involved in disciplinary action, Suspension pending enquiry and Punishment	19 Apr 2018	5
12	Workshop on “Attitude Building for Productivity and Self Development (in Tamil)”	19 Apr 2018	16
13	Certificate Course on “Business Writing Skills” - Email Etiquette, Writing Formal & Informal Emails and Report Writing	21 Apr 2018	29

14	Talk on “Cryptocurrencies - Issues and Perspectives“ by Mr G V Anand Bhushan	23 Apr 2018	115
15	Workshop on “Customer Complaints are Sales Opportunities”	26 Apr 2018	37
16	Panel Discussion on the theme of the book “The First Book authored by Mr Kiruba Shankar”	26 Apr 2018	49
17	Workshop on “Customer Orientation” - a wholistic approach	27 Apr 2018	8
18	Certificate Course on “Finance for Non-Finance Executives” - The changing role of the Finance Function	27 Apr 2018	9
19	Certificate Course on “Business Writing Skills” - Meeting documentation, Notice and agenda & Minutes of meeting	28 Apr 2018	29
20	Certificate Course on Growing Big - Stay Positive to Win the Game of Life	01 May 2018	26
21	Certificate Course on Growing Big - Health is Wealth	02 May 2018	26
22	Certificate Course on Growing Big - Get Smarter with Social Media (SM)	03 May 2018	26
23	Talk on “Technology Empower - Insight into Management” by CA V Pattabhi Ram	03 May 2018	110
24	Certificate Course on Growing Big -Talk to Conquer	04 May 2018	26
25	Certificate Course on “Finance for Non-Finance Executives” - Accounting Concepts	04 May 2018	9
26	Certificate Course on Growing Big - Create Art	05 May 2018	26
27	Talk on “Winning Formula for Success” by Mr K M Padmanabhan	09 May 2018	175
28	Talk on “Success Stories -How it Was Done!” by Mr Sudhanshu Mani	10 May 2018	183
29	Talk on “Big Data Intelligence - Deep Learning in R” by Dr Vasudevan	10 May 2018	42
30	Workshop on “Why-Why Analysis: For Problem Solving”	11 May 2018	11
31	Certificate Course on “Finance for Non-Finance Executives” - Financial Statement Analysis	11 May 2018	9
32	Talk on “The Uncommon Leader: Empowering Entrepreneurship” by Dr P Srinivasan	15 May 2018	145
33	Certificate Course on “Advanced Excel for Finance Professionals”	16 May 2018	21
34	Certificate Course on “Advanced Excel for Finance Professionals”	17 May 2018	21
35	Certificate Course on “Finance for Non-Finance Executives” - Value of Money	18 May 2018	9
36	Workshop on “Data Enabling Decisions using Analytics & Visualization for Marketing Professionals”	18 May 2018	19
37	Workshop on “First Time Manager”	23 May 2018	11
38	Talk on “Stress Management & Wellness Programme” by Mr K Prasad	25 May 2018	79
39	Certificate Course on “Finance for Non-Finance Executives” - Cost Management for Competitive Advantage	25 May 2018	9
40	Talk on “Managing business during digital disruption - An Overview”	28 May 2018	128
41	Panel Discussion on the theme of the book “Dhinam Oru Nanbar- Katrathum Petrathum authored by Mr Bala Sandilyan	31 May 2018	135
42	Workshop on “Personal Wealth Management”	02 Jun 2018	24
43	Talk on “Future of Work” by CA V Pattabhi Ram	06 Jun 2018	45
44	Workshop on “Essentials of Key Account Management”	07 Jun 2018	16
45	Panel Discussion on the theme of the book “HR Here and Now: Dilemmas and Challenges”	08 Jun 2018	148
46	Seminar on “Managing Digital Disruption and Turning it into Opportunities”	11 Jun 2018	176
47	Talk on “How to Get your wheels moving in New E-Way Bill System” by CA Umesh Gulecha	13 Jun 2018	113
48	Talk on “Empowering Women - A Shared Responsibility” by Dr Geeta Madhavan	14 Jun 2018	110
49	Certificate Course on “Advanced Digital Marketing”	19 Jun 2018	16
50	Certificate Course on “Advanced Digital Marketing”	20 Jun 2018	16
51	Talk on “ Her Idea - Entrepreneurship Workshop for Women”	21 Jun 2018	189

52	Launch of the book “The Climate Solution” by Shri Suresh Prabhu authored by Ms Mridula Ramesh	21 Jun 2018	245
53	Talk on “Legal Safeguards for Social Networking” by Mr G V Anand Bhushan	22 Jun 2018	135
54	Talk on “Consumer Rights and Responsibilities” by Mr G Santharajan	25 Jun 2018	110
55	Workshop on “Team Management, Team Building and Bonding in Business and Corporate Enterprises” (in Tamil)	27 Jun 2018	33
56	Workshop on “Balanced Score Card”	29 Jun 2018	11
57	Panel Discussion on “Empowering Entrepreneurship - The 10 Laws of the Trust”	28 Jun 2018	113
58	Talk on “Protecting Business - Delivering Value” by Mr R Thyagarajan	29 Jun 2018	225
59	Workshop on “Preparing for GST Audit”	04 Jul 2018	40
60	Workshop on “Managerial Leadership for Excellence”	05 Jul 2018	12
61	Talk on “Building your personal Brand as a Successful HR Professional” at MOP Vaishnav College	05 Jul 2018	225
62	Talk on “Importance of Data Analytics and Research Methodology” at D G Vaishnav College	06 Jul 2018	165
63	6th Dr K C G Verghese Endowment Lecture - “Latent Causes in Aviation Safety” by Mr Lalit Gupta	06 Jul 2018	185
64	Talk on “Nuanced Account Management - Driving Excellence in B2B Sales” by Prof Bala Shankar	07 Jul 2018	162
65	Workshop on “Revenue and Profit Optimization Using Micro Level Analytics”	10 Jul 2018	11
66	Talk on “The Uncommon Leader: Empowering Entrepreneurship” by Mr Naveen Mahesh & Ms Raaji Naveen	10 Jul 2018	124
67	Talk on “Big Data Intelligence - Deep Learning in R” by Dr Vasudevan	12 Jul 2018	69
68	Talk on “How to Identify Right Food for Healthy Living” by Mr G Santharajan	16 Jul 2018	93
69	Talk on “General Data Protection Regulation” by Mr G V Anand Bhushan	18 Jul 2018	110
70	Workshop on “Power of Customer Centric Selling”	19 Jul 2018	7
71	Workshop on “Contract Labour, Factories Act and Protection of Women from Sexual Harassment at Workplace”	20 Jul 2018	22
72	Talk on “360 Performance Appraisal” at D G Vaishnav College	20 Jul 2018	198
73	Workshop on “Entrepreneurship” at Vel Tech Hi Tech Engineering College	20 Jul 2018	168
74	Workshop on “Performance Breakthroughs for Business Transformation”	21 Jul 2018	12
75	Talk on “Fundamental Rights - Your Rights & Responsibilities” by Dr Geeta Madhavan	23 Jul 2018	89
76	Seminar on “Building Professional and Leadership Excellence among Faculty” at Ethiraj College for Women	23 Jul 2018	427
77	Seminar on “Building Professional and Leadership Excellence among Faculty” at Ethiraj College for Women	24 Jul 2018	425
78	Seminar on “Building Professional and Leadership Excellence among Faculty” at Ethiraj College for Women	25 Jul 2018	420
79	Workshop on “Supervisory Development” (in Tamil)	25 Jul 2018	18
80	MMA-Andhra Chamber of Commerce - Partners in Excellence Celebration of 80th Joint Event “Paradise Regained: AIMLA enables Strategic Profitability for the Technopreneur” by Prof Bala V Balachandran	25 Jul 2018	278
81	Seminar on “Building Professional and Leadership Excellence among Faculty” at Ethiraj College for Women	26 Jul 2018	415
82	Certificate Course on “Microsoft Project for Non IT and IT Professionals”	26 Jul 2018	5
83	Certificate Course on “Microsoft Project for Non IT and IT Professionals”	27 Jul 2018	5

84	Seminar on “Building Professional and Leadership Excellence among Faculty” at Ethiraj College for Women	27 Jul 2018	425
85	6th Raghu Pillai Annual Memorial Oration on “Mindful Leadership in the 21st Century” by Swami Shuddhaanandaa Brahmachari	30 Jul 2018	178
86	Talk on “Technology and Strategic Management” at Guru Nanak College	30 Jul 2018	143
87	Panel Discussion on the theme of the book “The Age of the Agile”	31 Jul 2018	108
88	Talk on “Leadership Lessons I Learnt From My Clients” by Mr Ambi Parameswaran	01 Aug 2018	160
89	Workshop on “How Effective Inventory Management can Positively Impact the Bottom Line?”	04 Aug 2018	18
90	Workshop on “Enhancing Customer Experience”	07 Aug 2018	18
91	Seminar on “Functional Governance for a New India - Issues & Opportunities”	07 Aug 2018	170
92	Talk on “How AI is Reshaping Business Strategy: Myths and Realities” by Dr Venkatesh (Venky) Shankar	09 Aug 2018	165
93	Talk on “Success Insights Life & Business” by Ms Sumathi Srinivas, Dr Santhosh Babu, IAS & Dr Arokyaswamy Velumani	10 Aug 2018	160
94	Talk on “Importance of Behaviour in Corporate World” at Jeppiaar Engineering College	10 Aug 2018	145
95	Workshop on “Entrepreneurship Development Program for Women in Business”	11 Aug 2018	80
96	Talk on “Preparing for the Corporate World” - Induction Programme at SRM University, Kattankulathur	16 Aug 2018	358
97	Advisory Board Meeting for Faculty at SRM Easwari Engineering College	16 Aug 2018	175
98	Workshop on “Nuances of Front Office Management”	16 Aug 2018	9
99	The Madras Quiz 2018 at MMA Management Center for MOP Vaishnava College for Women	19 Aug 2018	320
100	Talk on “Unfair Trade Practices & Misleading Advertisements, Is the Trade Crossing its Barrier & Ethics” by Mr G Sanathanarajan	20 Aug 2018	60
101	Workshop on “Sales Effectiveness through NLP (Working for Customer Delight)”	21 Aug 2018	14
102	Workshop on “Research Tools” at S S Shasun Jain College for Women	24 Aug 2018	158
103	Workshop on “Creative Thinking and Problem Solving”	25 Aug 2018	20
104	Talk on “Terrorism and Its Impact on Business” by Dr Geeta Madhavan	27 Aug 2018	40
105	MMA Students Chapter Inauguration and Talk on “Managerial Competencies” at S A Engineering College	27 Aug 2018	185
106	Talk on “Inherent Talent” at Ethiraj College for Women	27 Aug 2018	135
107	Students Orientation Programme for Anna University at MMA Management Center	28 Aug 2018	240
108	Talk on “Importance and Role of Professional Affiliations for Personal and Professional Growth” at S A Engineering College	29 Aug 2018	95
109	Talk on “Inherent Talent” at Saveetha School of Management	29 Aug 2018	165
110	MMA Students Chapter Inauguration and Talk on “Challenges & Expectation in Academia - Passion Focus Trust” at Sairam Engineering College	30 Aug 2018	396
111	Workshop on MMA - Halbe “Empowering Entrepreneurs - The Startup, Wheel - Zero to one explored” Topic - A deep dive into Startup Venture Funding in India	30 Aug 2018	24
112	Workshop on “Competency Mapping”	30 Aug 2018	17
113	Panel Discussion on the Book - Idliya Irungal, You vs You, Power of Emotions	30 Aug 2018	89
114	Students Orientation Programme at Chennai Amritha Business School	03 Sep 2018	95
115	Students Orientation Programme at Vels University, Pallavaram	04 Sep 2018	223
116	Talk on “Keys to Wealth: Wealth Management for Businesses & Entrepreneurs” by Mr Balaji GR	04 Sep 2018	174

117	MMA Students Chapter Inauguration and Orientation Programme at JBAS College for Women	04 Sep 2018	373
118	Workshop on “Intelligent Investment of your College Years” at SDNB Vaishnav College for Women	06 Sep 2018	85
119	Workshop on “VA/VE, Value Analysis & Value Engineering” - Improving Product & Process Function and Cost Reduction	07 Sep 2018	7
120	Talk on “The Uncommon Leader: Empowering Entrepreneurship” Featuring Mr Anil Srinivasan & Dr Sudha Raja, Programme Head - Rhapsody - Education through Music	07 Sep 2018	92
121	MMA Students Chapter Inauguration and Talk on “Motivation” at Rajalakshmi Engineering College	08 Sep 2018	143
122	Workshop on “Corporate and Business Etiquette Master Workshop Are you Etiquette Ready?”	11 Sep 2018	11
123	Seminar on “Functional Governance for a New India: Tamil Nadu Experience	12 Sep 2018	216
124	Workshop on “Building Positive Attitude” at Jeppiaar Engineering College	12 Sep 2018	87
125	MMA Students Chapter Inauguration and Talk on “Motivation” at SRM University, Vadapalani	14 Sep 2018	158
126	Talk on “Empowering Leaders of Tomorrow” by Srimat Swami Atmapriyananda Ji	14 Sep 2018	159
127	Appreciation Programme on Implementing ISO 45001: 2018 – Changes from OHSAS 18001 on Occupational Health and Safety Management Systems (OHSMS) by Mr Abhay Pathak	15 Sep 2018	25
128	Conclave on “Youth Empowerment 2018”	15 Sep 2018	285
129	MMA 17th All India Management Students Convention - Competition 2018 - “The Big Debate” on the Theme: The End Justifies the Means”	17 Sep 2018	60
130	MMA 17th All India Management Students Convention - Competition 2018 “Management Quiz”	17 Sep 2018	68
131	Talk on “Sustainable Consumption - Empowering Entrepreneurs/Consumers” by Mr G Santharajan	17 Sep 2018	83
132	Workshop on “Public Speaking Skills” at S S Shasun Jain College for Women	18 Sep 2018	124
133	MMA 17th All India Management Students Convention Competition 2018 - Business Plan	18 Sep 2018	60
134	MMA 17th All India Management Students Convention Competition 2018 - Paper Presentation on the Theme “Emerging Management Challenges”	19 Sep 2018	95
135	Talk on “Organisational Culture and Climate” at S S Shasun Jain College for Women	19 Sep 2018	126
136	Certificate course on “Analysing and Visualising Data with Interactive Dashboards in Excel”	19 Sep 2018	14
137	Workshop on “Non-Profit Organization” at SRM Easwari Engineering College	20 Sep 2018	114
138	Certificate course on “Analysing and Visualising Data with Interactive Dashboards in Excel”	20 Sep 2018	14
139	Workshop on “Secrets of Selling - Means to Develop Grow & Sustain Revenue Generation”	20 Sep 2018	13
140	Workshop on MMA - Halbe “Empowering Entrepreneurs - The Startup, Wheel - Zero to one explored” Topic - Legal Contracts & Intellectual Property - A guided tour of the Legal maze	20 Sep 2018	21
141	Panel Discussion on the theme of the Book “Between U and Me”	21 Sep 2018	91
142	Chanakya - The Best Management Student of the Year 2018 - Pre Finals Competition	24 Sep 2018	85
143	MMA 17th All India Management Students Convention 2018 on the Theme - “Emerging Management Challenges”	25 Sep 2018	1504
144	MMA 17th All India Management Students Convention 2018 on the Theme - “Emerging Management Challenges”	26 Sep 2018	1504
145	Talk on “GDPR in Indian Context” by Mr G V Anand Bhushan	27 Sep 2018	82

146	Talk on “Entrepreneurship” at SRM Easwari Engineering College	27 Sep 2018	165
147	Talk on “Public Speaking Skills” at SRM Easwari Engineering College	28 Sep 2018	175
148	Workshop on “Practising Strategic HRM Through NLP”	28 Sep 2018	11
149	Talk on “SWITCH - Sales Transformation for Strategic Advantage” by Mr Srinivas Uppaluri	28 Sep 2018	131
150	Talk on “Building Competencies for a Management Career” at Gurunanak College	03 Oct 2018	145
151	The National Level Management Meet Paradigm 2018 - “Integrated Technological and Digital Transformation of Future Business and its Leadersip Challenges” at Ethiraj College for Women	05 Oct 2018	68
152	Workshop on “Recent Trends and Challenges in the Telecom Sector” at Gurunanak College	05 Oct 2018	118
153	Certificate Course on “Project Management” - Introduction on Project Management for Project Managers (Framework & Lifecycle)	06 Oct 2018	14
154	Certificate Course on “Cyber Security for Managers” - IT Landscape and System Architecture Governance - Imperatives - Components - System Architecture Models	06 Oct 2018	11
155	Talk on “The Ultimate Competitive Edge” by Dr Rekha Shetty	10 Oct 2018	125
156	MMA Students Chapter Inauguration & Talk on “Passion Focus and Trust” at SRM University, Kattankulathur	10 Oct 2018	343
157	MMA Students Chapter Inauguration & Talk on “Leadership” at Saveetha School of Management	11 Oct 2018	178
158	Workshop on “ESSENTIALS of 5S - Improving Performance & Productivity”	11 Oct 2018	8
159	Talk on the theme of the book “Flirting with Stocks” by Dr Anil Lamba	12 Oct 2018	140
160	Certificate Course on “Cyber Security for Managers” - Frameworks and Standards for Cyber Security COBIT- NIST and ISO 27000 family - Approaches to Cyber Security & Risk Management Eminence of Enterprise Governance, Principles and Practices	13 Oct 2018	11
161	BUSTLE Quiz 2018 for MOP Vaishnav College for Women at MMA Management Center	14 Oct 2018	350
162	Industrial Visit at Madras Engineering Industries P Ltd for Guru Nanak College	15 Oct 2018	60
163	Conclave on “AI Trasformation for India - Talent Development & Management” (Confluence of Data, Analytics, Technology and Automation)	15 Oct 2018	270
164	Certificate Course on “Cyber Security for Managers” - Firewall-IDS-IPS Ethical Hacking- VA and PT Various flavours of IDS-IPS- basics of Ethical Hacking- Vulnerability Assessment and Penetration Testing	20 Oct 2018	11
165	Talk on “Present day Management through Social Media” at SDNB Vaishnav College for Women	22 Oct 2018	123
166	Workshop on “Leading Teams for Synergy”	23 Oct 2018	25
167	MMA Students Chapter Inauguration & Talk on “Marketing Strategy” at SA Engineering College	24 Oct 2018	123
168	Talk on “IBC & Enforcement of Personal Guarantees” by Mr G V Anand Bhushan	25 Oct 2018	90
169	Workshop on MMA - Halbe “Empowering Entrepreneurs - The Startup, Wheel - Zero to one explored” Topic - Cross-Border Business Setup - A Structured evaluation with potential challenges	25 Oct 2018	22
170	Certificate Course on “Business Writing Skills” - Email Etiquette, Writing formal and Informal Emails, Common mistakes made while Writing leading to Mis-Communication, Report Writing & Interpreting Data	25 Oct 2018	11
171	Certificate Course on “Business Writing Skills” - Meeting Documentation, Writing Notice and Agenda, Minutes of Meeting & Business Letter	26 Oct 2018	11
172	Certificate Course on “Cyber Security for Managers” - Creation of Organizational Infrastructure for Physical, Environmental Security - Monitoring, Detection and Logging	27 Oct 2018	11

173	Certificate Course on “Project Management” - Project Scope Management, Resource Management and Communication Management	27 Oct 2018	14
174	Workshop on “Building a Website using Wordpress”	29 Oct 2018	9
175	Panel Discussion on the theme of the book “21 Lessons for the 21st Century” Authored by Yuval Noah Harari	30 Oct 2018	80
176	MMA Students Chapter Inauguration & Talk on “Leadership” at SRM University, Vadapalani	30 Oct 2018	165
177	MMA Students Chapter Inauguration & Talk on “Marketing Strategy” at Rajalakshmi Engineering College	30 Oct 2018	173
178	MMA Students Chapter Inauguration & Talk on “Imperatives of Market Research in Business” at SRM University, Vadapalani	31 Oct 2018	152
179	Workshop on “Essentials of Key Account Management”	31 Oct 2018	5
180	Workshop on “The Imperatives of Preventing Sexual Harassment at the Workplace”	02 Nov 2018	14
181	Certificate Course on “Cyber Security for Managers” - Maintain Human Resources to Safeguard Cyber Security Creating and maintaining Human Infrastructure based on global best practices	03 Nov 2018	11
182	Certificate Course on “Project Management” - Project Stakeholder Management, Risk Management & Procurement Management	03 Nov 2018	14
183	Talk on “Innovation Secrets of Indian CEO’s by Dr Rekha Shetty	08 Nov 2018	130
184	Workshop on “Customer Relationship Management”	09 Nov 2018	16
185	Certificate Course on “Project Management” - Project Schedule Management & Quality Management	10 Nov 2018	14
186	Certificate Course on “Cyber Security for Managers” - Business Continuity Planning (BCP), Disaster Recovery Planning (DRP) & Business Impact Analysis- BCP and DRP	10 Nov 2018	11
187	MMA Students Chapter Inauguration & Talk on “Enhancing Management Competencies” at Bharath University	14 Nov 2018	98
188	National Conclave on “Functional Governance for a New India: Politics of Economics”	12 Nov 2018	325
189	Talk on “The Uncommon Leader: Empowering Entrepreneurship” Featuring Harry MacLure	13 Nov 2018	100
190	Seminar on “The Future of Finance”	13 Nov 2018	210
191	Workshop on “Managing Change” (in Tamil)	14 Nov 2018	7
192	Workshop on “Coaching and Mentoring Skills”	15 Nov 2018	9
193	Workshop on “Vendor Management”	15 Nov 2018	6
194	Workshop on MMA - Halbe “Empowering Entrepreneurs - The Startup, Wheel - Zero to one explored” Topic - Enterprise Valuation & IPO	15 Nov 2018	21
195	MMA Students Chapter Inauguration & Talk on “Enhancing Management Competencies” at Kingston Engineering College	16 Nov 2018	129
196	Certificate Course on “Organizational Discipline” (Core of Industrial Relations) - Need and Importance for Administering Positive Discipline and the Role of HR Personnel, Shop Floor Managers & Factors that Promote Positive Discipline - Proactive	17 Nov 2018	30
197	Certificate Course on “Cyber Security for Managers” - Cyber Crime- Concept and Actors- Digital Forensics (DF) Types - Modus Operandi- Actors who perpetrate and who detect- basics of Digital Forensics	17 Nov 2018	11
198	Certificate Course on “Project Management” - Project Cost Management	17 Nov 2018	14
199	Workshop on “Resume Building” at SA Engineering College	17 Nov 2018	118
200	Workshop on “Successful Strategic Account Management”	22 Nov 2018	10
201	Workshop on “Decisions Using Analytics & Visualization for HR Professionals”	23 Nov 2018	14
202	Talk on “Overview of Block Chain Technology and Cryptocurrency” by Mr G V Anand Bhushan	23 Nov 2018	110



203	Certificate Course on Organizational Discipline (Core of Industrial Relations) - Causes for Indiscipline and Issues in Compromising on Indiscipline	24 Nov 2018	30
204	Certificate Course on “Occupational Safety”	26 Nov 2018	30
205	Certificate Course on “Occupational Safety”	27 Nov 2018	30
206	Talk on “The Art of Presenting Yourself” at SA Engineering College	27 Nov 2018	118
207	Certificate Course on “Occupational Safety”	28 Nov 2018	30
208	Certificate Course on “Occupational Safety”	29 Nov 2018	30
209	Certificate Course on “Occupational Safety”	30 Nov 2018	30
210	Panel Discussion on the theme of the book “Don’t Startup: What No One Tells You about Starting Your Own Business” authored by Mr Karthik Kumar	26 Nov 2018	140
211	Certificate Course on “Organizational Discipline” (Core of Industrial Relations) - Different Perspectives of the Stake Holders on Organizational Discipline	01 Dec 2018	30
212	Presentation & Panel Discussion on “Power of Parity: Advancing Women’s Equality”	04 Dec 2018	165
213	MMA Students Chapter Inauguration & Talk on “Recent Trends in HR” at Vel Tech Hi Tech Engineering College	05 Dec 2018	118
214	Certificate Course on “Organizational Discipline” (Core of Industrial Relations)- Approaches to enforcing Discipline, Importance and Relevance in Enforcing Discipline	08 Dec 2018	30
215	Talk on “Creating the Innovative Field - The Navarasas of Innovation & Thinking Tools and How to use them” by Dr Rekha Shetty	10 Dec 2018	140
216	Workshop on “Waste Management”	11 Dec 2018	8
217	Talk on “GST Annual Return (GSTR-9) and GST Audit(GSTR-9C) for the Financial Year 2017-2018” by Mr Umesh Gulecha	11 Dec 2018	86
218	Workshop on “Writing Research Tools” at S S Shasun Jain College for Women	11 Dec 2018	113
219	Industrial Visit at Amrutanjan India P Ltd for Gurunak College	12 Dec 2018	63
220	Business Mediation Summit - 2018	12 Dec 2018	279
221	Workshop on “Stores Management”	12 Dec 2018	30
222	Workshop on “Three Focus areas for Effectiveness at Workplace”	13 Dec 2018	8
223	Workshop on “Why - Why Analysis: For Problem Solving”	13 Dec 2018	13
224	Workshop on MMA - Halbe “Empowering Entrepreneurs - The Startup, Wheel - Zero to one explored” Topic - Understanding the relevance of Product Market Fit and it’s implications - For both services & products	13 Dec 2018	24
225	Workshop on “Social Media Marketing (Part 1) Using Facebook and Twitter”	14 Dec 2018	17
226	Industrial Visit at Madras Engineering Industries for Gurunak College	14 Dec 2018	63
227	Panel Discussion on the theme of the book - Table Talk: Conversation with Leaders	14 Dec 2018	165
228	Guest Lecture on “Power of Positive Thinking” at JBAS College for Women	15 Dec 2018	102
229	Certificate Course on Organizational Discipline (Core of Industrial Relations) - Steps and Processes involved in taking Disciplinary Actions, Dos and Don’ts in conducting Domestic Enquiry - Adherence to Principles of Natural Justice	15 Dec 2018	30
230	Workshop on “Capital Research Tools” at S S Shasun Jain College for Women	17 Dec 2018	85
231	Talk on “Manage your Stress for Success” by Dr V Chockalingam	17 Dec 2018	158
232	Talk on “The Importance of Creativity and Innovation in Organizations” at SDNB Vaishnav College	19 Dec 2018	65
233	Talk on “Introduction to Data Analytics and AI” at Gurunak College	19 Dec 2018	98
234	Talk on “Functioning of NGOs” at JBAS College for Women	19 Dec 2018	115
235	Workshop on “Critical Thinking for Leaders”	20 Dec 2018	28



236	Panel Discussion on the theme of the book “Dreamchasers: Women Entrepreneurs from the South of the Vindhyas” Authored by Ms Shobha Warriier	20 Dec 2018	135
237	Talk on “Crypto Currencies & Block Chain” by Mr Krishnakumar	21 Dec 2018	110
238	Certificate Course on ‘Organizational Discipline’ (Core of Industrial Relations) - Precautions to be taken before Final Decision on Punishment and Industrial Disputes Act/Trade Union Act - Scope, Importance and Relevance	22 Dec 2018	30
239	Talk on “Consumers and Misleading Advertisement” at Gurunanak College	28 Dec 2018	123
240	Certificate Course on ‘Organizational Discipline’ (Core of Industrial Relations) - Importance of Judge Made Laws in Disciplinary Actions/Proceedings	29 Dec 2018	30
241	Certificate Course on “Neuro Linguistic Programming (NLP)” at D G Vaishnav College	03 Jan 2019	45
242	Certificate Course on “Neuro Linguistic Programming (NLP)” at D G Vaishnav College	04 Jan 2019	45
243	Workshop on “The Power of Goal Setting” (Aim High in 2019)	04 Jan 2019	11
244	Certificate Course on Organizational Discipline (Core of Industrial Relations) - Case Study Discussions/Exercises/Sharing of Actual experiences	05 Jan 2019	30
245	Workshop on “Inventory Management”	05 Jan 2019	22
246	Panel Discussion on the theme of the book “Indian Managers and Organizations” by Mr Ashok Malhotra	07 Jan 2019	175
247	Certificate Course on “Neuro Linguistic Programming (NLP)” at D G Vaishnav College	07 Jan 2019	45
248	Talk on “The Uncommon Leader: Empowering Entrepreneurship featuring Mr Ninan Thariyan	08 Jan 2019	103
249	Workshop on “Acquire the Art of Professional Presentation for the Corporate World”	08 Jan 2019	6
250	Certificate Course on “Neuro Linguistic Programming (NLP)” at D G Vaishnav College	09 Jan 2019	45
251	Workshop on “Acquire the Art of Professional Presentation for the Corporate World”	09 Jan 2019	6
252	Workshop on “Advanced Excel for Finance Professionals”	09 Jan 2019	12
253	Certificate Course on “Building Blockchain Using Ethereum and Hyperledger”	09 Jan 2019	8
254	Workshop on “Advanced Excel for Finance Professionals”	10 Jan 2019	12
255	Certificate Course on “Building Blockchain Using Ethereum and Hyperledger”	10 Jan 2019	8
256	Panel Discussion on the theme of the book “The Made in India Manager” by Mr R Gopalakrishnan and Dr Ranjan Banerjee	10 Jan 2019	175
257	Presentation and Discussion on “Art Entrepreneurship” by Dr Ms Mariazeena Johnson	18 Jan 2019	131
258	Talk on “Writing Research Report” at MEASI Institute of Management	21 Jan 2019	128
259	Talk on “Introduction of Data Analytics and AI” at JBAS College for Women	21 Jan 2019	185
260	Workshop on “Setting Goals for Achieving Success” at Rajalakshmi Engineering College	22 Jan 2019	176
261	Workshop on “The Power of Relationship Selling”	22 Jan 2019	6
262	Talk on “Opportunities in Financial Markets” at MEASI Institute of Management	23 Jan 2019	95
263	Talk on “Consumers and Misleading Advertisement” at Gurunanak College	23 Jan 2019	145
264	Workshop on “Cost Effective Measures of Energy Management in Industries”	23 Jan 2019	8
265	Talk on “Opportunities in Financial Marketing” at St. Joseph College of Engineering	24 Jan 2019	142
266	Talk on “Building Competencies for Managers” at SRM University, Kattankulathur	28 Jan 2019	312
267	Talk on “Importance of Marketing Research” at S A Engineering College	29 Jan 2019	185
268	Talk on “Career Planning & Trends in HR” at Kingston Engineering College	29 Jan 2019	117
269	6th Endowment Lecture on “Building a Leadership Pipeline” at University of Madras	29 Jan 2019	105
270	Panel discussion on the theme “The books that changed My Life”	29 Jan 2019	96
271	Workshop on “Product Costing and Negotiation Techniques”	29 Jan 2019	10
272	Talk on “Interviewing Skills” at Jeppiaar Engineering College	29 Jan 2019	98

273	Talk on “Foreign Exchange Management Act (FEMA)” at S S Shasun College for Women	29 Jan 2019	113
274	Talk on “The World of Soft Skills” at Vel Tech Hi Tech Engineering College	30 Jan 2019	98
275	Talk on “Importance of NLP in Management” at St Joseph College of Engineering	30 Jan 2019	131
276	Workshop on “Product Costing and Negotiation Techniques”	30 Jan 2019	10
277	Talk on “Contract and Commercial Risk Management - Part-1” by Mr G V Anand Bhushan	30 Jan 2019	95
278	Talk on “Responsible Business Conduct in Supply Chain Intermediaries” by Mr A S Girish	31 Jan 2019	120
279	Talk on “Disaster Management” at S S Shasun Jain College for Women	01 Feb 2019	112
280	Talk on “Foreign Exchange Management Act (FEMA)” at Sri Ramachandra University	02 Feb 2019	39
281	Inaugural Talk at the “Inter-Collegiate Competitions” at S S Shasun Jain College	05 Feb 2019	96
282	National Conclave on “National Security Perspectives: The Way Forward”	05 Feb 2019	471
283	Talk on “Current Trends in HR” at SRM Easwari Engineering College	06 Feb 2019	113
284	Workshop on “High Impact Mentoring”	06 Feb 2019	16
285	Talk on “Contract and Commercial Risk Management- Part-2” by Mr G V Anand Bhushan	06 Feb 2019	95
286	Workshop on “Harnessing the Power of Thoughts for Workplace Effectiveness-(By NLP)”	07 Feb 2019	7
287	Certificate Course on “Total Quality Management” at D G Vaishnav College	07 Feb 2019	43
288	Students Training & Empowerment Programme (STEP) - Making My Path - Walking My Journey	07 Feb 2019	450
289	Certificate Course on “Total Quality Management” at D G Vaishnav College	08 Feb 2019	43
290	Talk on “Managing Interpersonal Relationship” at Rajalakshmi Engineering College	09 Feb 2019	112
291	Workshop on “Accident Prevention & Materials Handling in Industries” (in Tamil)	12 Feb 2019	22
292	Workshop on “Essentials of KAIZEN - Improve Business Process & Performance”	13 Feb 2019	13
293	Talk on “Growth & Cash Flow Management For Business Development” by Mr Rathandeep	13 Feb 2019	98
294	MMA Students Chapter Inauguration & Talk on “Motivation” at SRM University, Ramapuram	14 Feb 2019	147
295	Workshop on “Building Competencies for Young Managers”	14 Feb 2019	18
296	Talk on “Understanding Financial Statements” at JBAS College for Women	15 Feb 2019	160
297	Talk on “Leadership Essentials for a Successful Career” at JBAS College for Women	16 Feb 2019	142
298	Talk on ‘Power of Positive thinking’ at Bharath University	18 Feb 2019	89
299	Workshop on ‘Setting Goals for Achieving Success’ at Bharath University	19 Feb 2019	85
300	Talk on “Intellectual Property Rights (IPR)” at S S Shasun Jain College for Women	19 Feb 2019	114
301	Workshop on “Python for Artificial Intelligence (AI)”	20 Feb 2019	17
302	Talk on “Market Research in Sales and Service” at St. Joseph Engineering College	21 Feb 2019	125
303	MMA Students Chapter Inauguration & Talk on “Leadership” at SRM University, Ramapuram	21 Feb 2019	123
304	MMA Students Chapter Inauguration & Talk on “Motivation” at Krishnaswamy College for Women	21 Feb 2019	128
305	Workshop on “Python for Artificial Intelligence (AI)”	21 Feb 2019	17
306	Talk on “Power of Positive Thinking” at Jeppiaar Engineering College	22 Feb 2019	87
307	Workshop on “Mastering Enterprise Sales Strategy”	23 Feb 2019	17
308	One-Day Intensive Programme on “Prepare for Perfection - Youth Empowerment”	24 Feb 2019	300
309	Talk on “Mind & Body Management for Success” by Dr V S Sankaranarayanan	25 Feb 2019	68
310	Talk on “Challenges Faced by the Fresh Graduates after joining Corporate Sector” at SDNB Vaishnav College for Women	26 Feb 2019	76
311	Talk on “Managing Change from Student to a Professional” at JBAS College for Women	26 Feb 2019	172
312	Talk on “Opportunities in Financial Markets” at Vel Tech Hi Tech Engineering College	27 Feb 2019	98

313	Talk on “Managing Inter Personal Relationship” at Jeppiaar Engineering College	27 Feb 2019	97
314	Talk on “Introduction to Data Analytics and AI” at Jeppiaar Engineering College	01 Mar 2019	113
315	Conclave on “Re-Energizing Industrial Growth of TN”	01 Mar 2019	220
316	Talk on “Recent Trends in HR” at Rajalakshmi Engineering College	02 Mar 2019	113
317	Workshop on Understanding Financial Statements and Ratios (Specially for Non-Finance Professionals)	02 Mar 2019	21
318	Talk on ‘Undaunted - Saving the Idea of India’ by Mr P Chidambaram	02 Mar 2019	257
319	Talk on “Corporate and Business Etiquette” at SA Engineering College	06 Mar 2019	125
320	Workshop on “The Labour Legislation - A Practical Perspective”	07 Mar 2019	15
321	Talk on “Artificial Intelligence (AI) in Life and Business” by Mr Sriram Narasimhan	08 Mar 2019	185
322	Talk on “New Techniques in Operations Management” at SRM Easwari Engineering College	08 Mar 2019	137
323	Workshop on Understanding Financial Statements and Ratios (Specially for Non-Finance Professionals)	9 Mar 2019	21
324	Talk on “The Future of Leadership: Transforming Organizations and Society by Leading from the BEING” by Mr Sujith Ravindran	11 Mar 2019	125
325	Talk on “Leadership Essentials for a Successful Career” at SA Engineering College	12 Mar 2019	121
326	Workshop on “ECG-Emotional Competency Growth”	12 Mar 2019	11
327	Talk on “The Uncommon Leader: Empowering Entrepreneurship featuring Thirupurasundari Sevel	12 Mar 2019	115
328	Workshop on “Data Analytics Using Statistical-’R”	12 Mar 2019	15
329	Talk on “Resume Writing and Interviewing Skills” at SA Engineering College	13 Mar 2019	118
330	MMA Students Chapter Inauguration & Talk on “Motivation” at BS Abdur Rahman Crescent Business School	13 Mar 2019	85
331	Workshop on “Data Analytics Using Statistical-’R”	13 Mar 2019	15
332	Launch of the book “Titan: Inside India’s Most Successful Consumer Brand” Authored by Mr Vinay Kamath & Launch of the book by Mr T K Balaji	14 Mar 2019	254
333	Workshop on “Contract Management” (Logistics/Purchase/Sales)	14 Mar 2019	8
334	Workshop on “Contract Management” (Logistics/Purchase/Sales)	15 Mar 2019	8
335	Talk on “Career Planning” at Gurunanak College	15 Mar 2019	123
336	Talk on “Unethical and Unfair Trade Practices that Managers should be Aware” at SRM University, Vadapalani	18 Mar 2019	128
337	Talk on “Resume Writing and Interviewing Skills” at Bharath University	18 Mar 2019	89
338	Talk on “Managing Interpersonal Relationship” at Bharath University	19 Mar 2019	95
339	Workshop on “Competency Mapping”	19 Mar 2019	14
340	Workshop on “THE SELF-COMPLIANCE MANAGER - Intrapersonal Skills for Corporate Executives”	20 Mar 2019	10
341	Panel Discussion on “Be a Job Giver & Not a Job Seeker - Opportunities in Entrepreneurship” for Anna University Students at MMA	22 Mar 2019	89
342	Workshop on “Simplified GST Accounting & Filing of Returns from Tally”	23 Mar 2019	30
343	Certificate Course on “Digital Marketing” - Introduction of Digital Marketing	23 Mar 2019	6
344	A Panel Discussion on D..E..F’s of Elections	23 Mar 2019	186
345	Talk on “Conversations that Enhance Productivity, Engagement and Leadership” at SRM University, Vadapalani	25 Mar 2019	129
346	Certificate Course on “Corporate Communication for Secretaries and Assistants”	26 Mar 2019	28
347	Talk on “Resume Writing and Interviewing Skills” at Vel Tech Hi Tech Engineering College	26 Mar 2019	98

348	Panel Discussion on “Making Career Choice” at SRM University, Kattankulathur	27 Mar 2019	465
349	Talk on “Consumers and Misleading Advertisement” at Saveetha School of Management	27 Mar 2019	148
350	Certificate Course on “Corporate Communication for Secretaries and Assistants”	27 Mar 2019	28
351	Talk on “Doing Business in India (Investments Vehicles, Legal and Regulatory Issues - Part -1)	27 Mar 2019	127
352	Talk on “Scope and Opportunities of Data Analytics” at SRM University, Ramapuram	28 Mar 2019	121
353	Talk on “Power of Positive Thinking” at Saveetha School of Management	29 Mar 2019	135
354	Talk on “Importance of Financial Management in Successful Business Enterprises” at Rajalakshmi Engineering College	29 Mar 2019	114
355	Certificate Course on “Digital Marketing” - Content Writing, Strategies & Methods	30 Mar 2019	6
	Video Workshops at different locations from 01 April 2018 to 31 March 2019 (84 nos)		5211
	Joint Certification Courses in Big Data Analytics conducted in Association with Institute of Analytics, USA™ (30 Courses)		215
	<b>Total activities: 469</b>		<b>42364</b>

### Corporate Training Programmes: April 2018 - March 2019

S. No	Programme	Date	For	No. of Participants
1	Planning and Organizing Skills	21 Apr 2018	Sundaram Motors Ltd, Coimbatore	25
2	Smart Leadership	23 Apr 2018	CPC Diagnostics Pvt Ltd	15
3	Attitude Building for Productivity and Self Development	05 May 2018	CPC Diagnostics Pvt Ltd	20
4	English Proficiency Course	15 May 2018	Dhanwanthari Vocational Trust	25
5	English Proficiency Course	16 May 2018	Dhanwanthari Vocational Trust	25
6	English Proficiency Course	17 May 2018	Dhanwanthari Vocational Trust	25
7	Selling Skills	17 May 2018	CPC Diagnostics Pvt Ltd	19
8	English Proficiency Course	18 May 2018	Dhanwanthari Vocational Trust	25
9	English Proficiency Course	19 May 2018	Dhanwanthari Vocational Trust	25
10	English Proficiency Course	22 May 2018	Dhanwanthari Vocational Trust	25
11	English Proficiency Course	23 May 2018	Dhanwanthari Vocational Trust	25
12	English Proficiency Course	24 May 2018	Dhanwanthari Vocational Trust	25
13	English Proficiency Course	25 May 2018	Dhanwanthari Vocational Trust	25
14	English Proficiency Course	26 May 2018	Dhanwanthari Vocational Trust	25
15	English Proficiency Course	28 May 2018	Dhanwanthari Vocational Trust	25
16	English Proficiency Course	29 May 2018	Dhanwanthari Vocational Trust	25
17	English Proficiency Course	30 May 2018	Dhanwanthari Vocational Trust	25
18	English Proficiency Course	31 May 2018	Dhanwanthari Vocational Trust	25
19	English Proficiency Course	01 Jun 2018	Dhanwanthari Vocational Trust	25
20	Selling Skills	11 Jun 2018	CPC Diagnostics Pvt Ltd	11
21	Orientation-cum-Counselling Programme	14 Jun 2018	CVRDE	25
22	Attitude Building for Productivity and Self Development	16 Jun 2018	Sundaram Motors Ltd	25
23	Sales Effectiveness	05 Jul 2018	PMG, Chennai City Region	34
24	Sales Effectiveness	06 Jul 2018	PMG, Chennai City Region	34
25	Art and Science of Selling and Handling Difficult Customers - Batch 1	09 Jul 2018	NMP Readymades	30

26	Art and Science of Selling and Handling Difficult Customers - Batch 2	09 Jul 2018	NMP Readymades	30
27	Art and Science of Selling and Handling Difficult Customers - Batch 3	10 Jul 2018	NMP Readymades	30
28	Art and Science of Selling and Handling Difficult Customers - Batch 4	10 Jul 2018	NMP Readymades	30
29	Team Synergy and Work life balance - Batch 1	11 Jul 2018	NMP Readymades	30
30	Team Synergy and Work life balance - Batch 2	11 Jul 2018	NMP Readymades	30
31	Team Synergy and Work life balance - Batch 3	12 Jul 2018	NMP Readymades	30
32	Team Synergy and Work life balance - Batch 4	12 Jul 2018	NMP Readymades	30
33	Supervisory Skills	13 Jul 2018	NMP Readymades	30
34	Finance for Non-Finance Executives	21 Jul 2018	Shriram EPC P Ltd	23
35	Understanding Body Language of Consumers - Batch 1	04 Jul 2018	Arihant Retail P Ltd	25
36	Understanding Body Language of Consumers - Batch 2	05 Jul 2018	Arihant Retail P Ltd	25
37	Understanding Body Language of Consumers - Batch 3	06 Jul 2018	Arihant Retail P Ltd	25
38	Understanding Body Language of Consumers - Batch 4	10 Jul 2018	Arihant Retail P Ltd	25
39	Understanding Body Language of Consumers - Batch 5	11 Jul 2018	Arihant Retail P Ltd	25
40	Understanding Body Language of Consumers - Batch 6	12 Jul 2018	Arihant Retail P Ltd	25
41	Understanding Body Language of Consumers - Batch 7	13 Jul 2018	Arihant Retail P Ltd	25
42	Understanding Body Language of Consumers - Batch 8	17 Jul 2018	Arihant Retail P Ltd	25
43	Understanding Body Language of Consumers - Batch 9	18 Jul 2018	Arihant Retail P Ltd	25
44	Understanding Body Language of Consumers - Batch 10	19 Jul 2018	Arihant Retail P Ltd	25
45	The Art and Science of Selling - Batch 1	25 Jul 2018	Arihant Retail P Ltd	25
46	The Art and Science of Selling - Batch 2	26 Jul 2018	Arihant Retail P Ltd	25
47	The Art and Science of Selling - Batch 3	27 Jul 2018	Arihant Retail P Ltd	25
48	The Art and Science of Selling - Batch 4	29 Jul 2018	Arihant Retail P Ltd	25
49	The Art and Science of Selling - Batch 5	31 Jul 2018	Arihant Retail P Ltd	25
50	The Art and Science of Selling - Batch 6	01 Aug 2018	Arihant Retail P Ltd	25
51	The Art and Science of Selling - Batch 7	02 Aug 2018	Arihant Retail P Ltd	25
52	The Art and Science of Selling - Batch 8	03 Aug 2018	Arihant Retail P Ltd	25
53	Finance for Non-Finance Executives	04 Aug 2018	Shriram EPC P Ltd	20
54	The Art and Science of Selling - Batch 9	05 Aug 2018	Arihant Retail P Ltd	25
55	Sales Effectiveness - Batch 1	13 Aug 2018	NMP Readymades	30
56	Sales Effectiveness - Batch 2	13 Aug 2018	NMP Readymades	30
57	The Art and Science of Selling - Batch 10	16 Aug 2018	Arihant Retail P Ltd	25
58	Handling Difficult Customers - Batch 1	17 Aug 2018	Arihant Retail P Ltd	25
59	Finance for Non-Finance Executives	18 Aug 2018	Shriram EPC P Ltd	18
60	Handling Difficult Customers - Batch 2	21 Aug 2018	Arihant Retail P Ltd	25
61	Handling Difficult Customers - Batch 3	22 Aug 2018	Arihant Retail P Ltd	25

62	Handling Difficult Customers - Batch 4	23 Aug 2018	Arihant Retail P Ltd	25
63	Handling Difficult Customers - Batch 5	24 Aug 2018	Arihant Retail P Ltd	25
64	Behavioural Workshop for workmen	27 Aug 2018	Bharat Petroleum Corp Ltd	25
65	Handling Difficult Customers - Batch 6	28 Aug 2018	Arihant Retail P Ltd	25
66	Handling Difficult Customers - Batch 7	29 Aug 2018	Arihant Retail P Ltd	25
67	Handling Difficult Customers - Batch 8	30 Aug 2018	Arihant Retail P Ltd	25
68	Handling Difficult Customers - Batch 9	31 Aug 2018	Arihant Retail P Ltd	25
69	Finance for Non-Finance Executives	01 Sep 2018	Shriram EPC P Ltd	18
70	Handling Difficult Customers - Batch 10	09 Sep 2018	Arihant Retail P Ltd	25
71	Prioritising and Time Management	05 Sep 2018	Arihant Retail P Ltd	30
72	Prioritising and Time Management	06 Sep 2018	Arihant Retail P Ltd	30
73	Service Excellence for Sales Personnel - Batch 1	07 Sep 2018	Arihant Retail P Ltd	25
74	Service Excellence for Sales Personnel - Batch 2	09 Sep 2018	Arihant Retail P Ltd	25
75	Service Excellence for Sales Personnel - Batch 3	11 Sep 2018	Arihant Retail P Ltd	25
76	Service Excellence for Sales Personnel - Batch 4	12 Sep 2018	Arihant Retail P Ltd	25
77	Service Excellence for Sales Personnel - Batch 5	13 Sep 2018	Arihant Retail P Ltd	25
78	Kaizen	15 Sep 2018	Sundaram Motors Ltd	25
79	Service Excellence for Sales Personnel - Batch 6	18 Sep 2018	Arihant Retail P Ltd	25
80	Service Excellence for Sales Personnel - Batch 7	19 Sep 2018	Arihant Retail P Ltd	25
81	Service Excellence for Sales Personnel - Batch 8	20 Sep 2018	Arihant Retail P Ltd	25
82	Service Excellence for Sales Personnel - Batch 9	25 Sep 2018	Arihant Retail P Ltd	25
83	Service Excellence for Sales Personnel - Batch 10	30 Sep 2018	Arihant Retail P Ltd	25
84	Kaizen Follow up Session	05 Oct 2018	Sundaram Motors Ltd	25
85	Kaizen Follow up Session	06 Oct 2018	Sundaram Motors Ltd	25
86	Sales Promoters Training Program (Chennai)	09 Oct 2018	Maya Appliances P Ltd	40
87	Sales Promoters Training Program (Chennai)	10 Oct 2018	Maya Appliances P Ltd	40
88	Sales Promoters Training Program (Coimbatore)	16 Oct 2018	Maya Appliances P Ltd	40
89	Sales Promoters Training Program (Trichy)	17 Oct 2018	Maya Appliances P Ltd	40
90	Sales Promoters Training Program (Madurai)	24 Oct 2018	Maya Appliances P Ltd	40
91	Sales Promoters Training Program (Tirunelveli)	25 Oct 2018	Maya Appliances P Ltd	40
92	Effective Managers & The Art of Creating Winning Teams - Batch 1	03 Nov 2018	Magnum Clothing P Ltd	20
93	Sales Promoters Training Program (Bangalore)	13 Nov 2018	Maya Appliances P Ltd	10
94	Effective Managers & The Art of Creating Winning Teams - Batch 2	16 Nov 2018	Magnum Clothing P Ltd	20
95	Finance for Non-Finance Executives	17 Nov 2018	Shriram EPC P Ltd	20
96	Prevention of Sexual Harrassment laws - Batch 1	21 Nov 2018	NTPC Tamil Nadu Energy Company Ltd	25
97	Prevention of Sexual Harrassment laws - Batch 2	21 Nov 2018	NTPC Tamil Nadu Energy Company Ltd	25
98	Prevention of Sexual Harrassment laws - Batch 3	22 Nov 2018	NTPC Tamil Nadu Energy Company Ltd	25
99	Achieving Sales Excellence	22 Nov 2018	Maya Appliances P Ltd	15
100	Modi Paper Trace India P Ltd (Agra Trade)	30 Nov 2018	Creating a Business Plan	40
101	Leadership program for Postmasters	06 Dec 2018	Department of Posts, India	30
102	Customer Orientation and Service Excellence	07 Dec 2018	Department of Posts, India	30
103	Smart Leadership	07 Dec 2018	CPC Diagnostics P Ltd	15
104	Finance for Non-Finance Executives	08 Dec 2018	Shriram EPC P Ltd	18
105	Artificial Intelligence	14 Dec 2018	Apollo Tyres, Ernakulam	20



106	Alcohol De-Addiction - Batch 1 (Thirukkazhukundram)	16 Dec 2018	Magnum Clothing P Ltd	57
107	Alcohol De-Addiction - Batch 2 (Thirukkazhukundram)	16 Dec 2018	Magnum Clothing P Ltd	57
108	Customer Segmentation and Insights - Batch 1	18 Dec 2018	Arihant Retail P Ltd	30
109	Customer Segmentation and Insights - Batch 2	19 Dec 2018	Arihant Retail P Ltd	30
110	Finance for Non-Finance Executives	22 Dec 2018	Shriram EPC P Ltd	19
111	Effective Supervision - Assuming Leadership Role	26 Dec 2018	Arihant Retail P Ltd	30
112	Effective Supervision - Assuming Leadership Role	27 Dec 2018	Arihant Retail P Ltd	30
113	The field of Insurance Marketing and Insurance Training	27 Dec 2018	Department of Posts, India	30
114	The field of Insurance Marketing and Insurance Training	28 Dec 2018	Department of Posts, India	30
115	Building Positive Work Culture	29 Dec 2018	Nadeem Leatherware Exports	200
116	Postmasters Training Programme on Leadership and Sales & Marketing	03 Jan 2019	Department of Posts, India	30
117	Postmasters Training Programme on Leadership and Sales & Marketing	04 Jan 2019	Department of Posts, India	30
118	Finance for Non-Finance Executives	05 Jan 2019	Shriram EPC P Ltd	17
119	Orientation-Cum-Counselling Programme	07 Jan 2019	CVRDE	25
120	Finance for Non-Finance Executives	10 Jan 2019	Sundram Fasteners Ltd, Puducherry	25
121	Goal Setting and Effective Communications	17 Jan 2019	Department of Posts, India	30
122	Developing Positive Attitude & Professional Ethics	17 Jan 2019	Department of Posts, India	30
123	Sale of Postal Products & Use of Technology for better service delivery	18 Jan 2019	Department of Posts, India	30
124	Customer Relations & Service Excellence	18 Jan 2019	Department of Posts, India	30
125	Goal Setting and Effective Communications	23 Jan 2019	Department of Posts, India	30
126	Developing Positive Attitude & Professional Ethics	23 Jan 2019	Department of Posts, India	30
127	Sale of Postal Products & Use of Technology for better service delivery	24 Jan 2019	Department of Posts, India	30
128	Customer Relations & Service Excellence	24 Jan 2019	Department of Posts, India	30
129	Alcohol De-Addiction - Batch 3 (Kandigai)	27 Jan 2019	Magnum Clothing P Ltd	67
130	Alcohol De-Addiction - Batch 4 (Kandigai)	27 Jan 2019	Magnum Clothing P Ltd	68
131	Alcohol De-Addiction - Batch 5 (Padappai & Kundrathur)	03 Feb 2019	Magnum Clothing P Ltd	45
132	Handling Customer Grievances	05 Feb 2019	Arihant Retail P Ltd	30
133	Handling Customer Grievances	07 Feb 2019	Arihant Retail P Ltd	30
134	Goal Setting	12 Feb 2019	Arihant Retail P Ltd	30
135	Goal Setting	14 Feb 2019	Arihant Retail P Ltd	30
136	Email Etiquette	14 Feb 2019	Sundram Fasteners Ltd, Puducherry	25
137	Orientation-Cum-Counselling Programme	15 Feb 2019	CVRDE	25
138	Attitude Building among the subordinates	26 Feb 2019	Arihant Retail P Ltd	30
139	Attitude Building among the subordinates	28 Feb 2019	Arihant Retail P Ltd	30
140	Orientation-Cum-Counselling Programme	15 Mar 2019	CVRDE	25
141	Service Excellence in the Training Industry	27 Mar 2019	NMP Readymades	25
	<b>Total</b>			<b>4045</b>



**Entrepreneurship Development Cell**  
**MMA - KAS Training Activities: April 2018 - March 2019**  
**MMA Attur Chapter**

S. No	Title	Date	No. of Participants
1	Talk on "Success Stories: How It Was Done!"	04 Aug 2018	124
2	Talk on "Empowering Entrepreneurs – Ethics and Honesty for Success"	07 Sep 2018	121
3	Talk on "Stress Management - Key to Performance & Productivity"	06 Oct 2018	85
4	Talk on "Keys to Wealth: Wealth Management for Businesses & Entrepreneurs"	17 Nov 2018	84
5	Talk on "Leadership Lessons for Entrepreneurs" at Green Park Institution	11 Jan 2019	129
6	Talk on "Personality Development" at Green Park Institution	27 Feb 2019	101
7	Talk on "Change Management –The Secret to becoming a Successful Entrepreneur"	27 Feb 2019	126
8	Talk on "Empowering Entrepreneurs – GST Accounting"	26 Mar 2019	140
<b>Total</b>			<b>910</b>

**MMA Erode Chapter**

S. No	Title	Date	No. of Participants
1	Workshop on "Communication Skills" at Kongu Engineering College	18 Apr 2018	52
2	Talk on "Entrepreneurship" at Vellalar College of Engineering	19 Apr 2018	121
3	Talk on "Leadership" at Nandha College of Engineering	10 May 2018	54
4	Talk on "Entrepreneurship" at Kongu Engineering College	10 May 2018	120
5	Workshop on "Communication Skills" at SSM Engineering College	17 May 2018	52
6	Workshop on "Communication Skills" at EBET College of Engineering	25 May 2018	110
7	Workshop on "Interpersonnel Skills" at Vellalar College of Engineering	15 Jun 2018	54
8	Talk on "Disruptive Innovations" at Nandha College of Engineering	15 Jun 2018	98
9	Workshop on "Effective Customer Relationship Management" at EBET College of Engineering	11 Jul 2018	42
10	Talk on "Entrepreneurship" at Kongu Engineering College	12 Jul 2018	121
11	Talk on "Campus to Corporate" at SSM Engineering College	21 Aug 2018	34
12	Workshop on "Effective Customer Relationship Management" at Vellalar College of Engineering	22 Aug 2018	44
13	Workshop on "Personality Development" at Kongu Engineering College	25 Sep 2018	121
14	Workshop on "Personality Development" at Nandha Engineering College	25 Sep 2018	114
15	Talk on " Inspirational Business Leadership Skill"	25 Sep 2018	21
16	Workshop on "Skills for Entrepreneurs in Digital era" at Sengunthar Engineering College	11 Oct 2018	24
17	Workshop on "Trends in Employability Skills" at Kongu Engineering College	27 Nov 2018	121
18	Workshop on "Trends in Employability Skills" at Nandha College of Engineering	27 Nov 2018	114
19	Talk on "Trends in Human Resource Management for SMEs"	27 Nov 2018	24
20	Workshop on 'Innovation and Future Trends in Industry" at Surya Engineering College	13 Dec 2018	56

21	Talk on “Essentials for Entrepreneurship” at Sengunthar Engineering College	14 Dec 2018	43
22	Workshop on “Basics of GST” at Kongu Engineering College	29 Jan 2019	125
23	Workshop on “Basics of GST” at Nandha Engineering College	29 Jan 2019	122
24	Talk on “GST: Background and Compliances”	29 Jan 2019	21
25	Workshop on ‘Innovation and Future Trends in Industry’ at SSM College of Engineering	21 Jan 2019	42
26	Talk on “Change Management - The Secret to Becoming Successful Entrepreneur”	26 Feb 2019	17
27	Workshop on “Goal Setting and Achieving Success” at Kongu Engineering College	26 Mar 2019	52
28	Workshop on “Goal Setting and Achieving Success” at Nandha College of Engineering	26 Mar 2019	44
29	Talk on “People Management Skills for Entrepreneurs”	26 Mar 2019	18
	<b>Total</b>		<b>1981</b>

### MMA Namakkal Chapter

S. No	Title	Date	No. of Participants
1	Talk on “Personality Development” at M Kumaraswamy College of Engineering	30 May 2018	242
2	Talk on “Inspirational Leadership Skills”	30 May 2018	44
3	Talk on “Personality Development” at Muthayammal Engineering College	22 Jun 2018	55
4	Talk on “Trust - Building Bonds that Impact Business and Individuals”	01 Jul 2018	70
5	Talk on “Success Stories: How It Was Done!”	04 Aug 2018	94
6	Talk on “Management Lessons from Thirukural”	07 Sep 2018	111
7	Talk on “Entrepreneurship” at Paavai College of Engineering	08 Sep 2018	122
8	Talk on “Stress Management - Key to Performance & Productivity”	05 Oct 2018	67
9	Workshop on “Magic of the Mind - Power of Positive Thinking” at Paavai Engineering College	06 Oct 2018	121
10	Talk on “Keys to Wealth: Wealth Management for Businesses & Entrepreneurs”	17 Nov 2018	59
11	Talk on “Leadership Skills” at Paavai College of Engineering	11 Dec 2018	124
12	Talk on “Empowering Entrepreneurs – GST Accounting”	12 Jan 2019	89
13	Talk on “Trends in Business and Economics” at Muthayammal Engineering College	30 Jan 2019	62
14	Talk on “Building Blocks to Entrepreneurial Success” at Trinity College	21 Feb 2019	45
15	Talk on “Change Management – The Secret to becoming a Successful Entrepreneur”	26 Mar 2019	45
	<b>Total</b>		<b>1350</b>

### MMA Puducherry Chapter

S. No	Title	Date	No. of Participants
1	Workshop on “Effective Communication Skills” at CK College of Engineering	19 Apr 2018	54
2	Workshop on “Personality Development” at Sri Manakular Vinayakar College of Engineering	19 Apr 2018	67
3	Talk on “Innovation & Entrepreneurship” at Manakular Engineering College	30 May 2018	40
4	Talk on “Innovation & Entrepreneurship” at Rajiv Gandhi College of Engineering	30 May 2018	120
5	Talk on “Innovation & Disruptive Technologies - Impact on Business”	30 May 2018	33
6	Talk on “Personality Development” at Sri Manakular Vinayakar College of Engineering	14 Jun 2018	56

7	Talk on “Effective Communication Skills” at Pondicherry University	25 Jul 2018	175
8	Talk on “Personality Development” at Pondicherry University	25 Jul 2018	175
9	Talk on “Inspirational Business Leadership Skills”	25 Jul 2018	30
10	Talk on “Inspirational Leadership” at Sri Manakular Vinayakar College of Engineering	23 Aug 2018	112
11	Talk on “Indian Economy - Way Forward” at Pondicherry University	14 Sep 2018	124
12	Talk on “Indian Economy - Way Forward” at Sri Manakular Vinayakar Engineering College	14 Sep 2018	65
13	Talk on “Socio Economic Past Present and Future: Impact on Business”	15 Sep 2018	56
14	Workshop on “Team Building” at CK College of Engineering	25 Oct 2018	41
15	Workshop on “Entrepreneurship” at Sri Manakular Vinayakar College of Engineering	26 Nov 2018	120
16	Workshop on “Effective Leadership Skills” at CK College of Engineering	26 Nov 2018	119
17	Talk on “Building Collaboration between Entrepreneurs & Start Ups”	26 Nov 2018	34
18	Talk on “Basics of Cryptocurrency and Blockchain” at Pondicherry University	30 Mar 2019	41
19	Talk on “Cryptocurrency and Blockchain”	30 Mar 2019	40
<b>Total</b>			<b>1502</b>

### MMA Salem Chapter

S. No	Title	Date	No. of Participants
1	Talk on “Personality Development” at Vivekananda Institute of Information and Management Studies	31 May 2018	154
2	Talk on “Inspirational Leadership Skills”	31 May 2018	33
3	Workshop on “Skills for Executives” at Vivekananda Institute of Information and Management Studies	27 Jul 2018	246
4	Talk on “Trends In Employee Engagement”	27 Jul 2018	44
5	Talk on “Entrepreneurship” at Vivekananda Institute of Information and Management Studies	07 Sep 2018	124
6	Talk on “Emotional Intelligence” at Vivekananda Institute of Information and Management Studies	21 Sep 2018	287
7	Talk on “Importance of Emotional Intelligence for Entrepreneurs”	21 Sep 2018	44
8	Workshop on “Magic of the Mind - The Power of Positive Thinking” at Vivekananda Institute of Information and Management Studies	05 Oct 2018	343
9	Workshop on “Effective Team Building” at AVS College of Engineering	23 Nov 2018	120
10	Workshop on “Effective Team Building” at Mahendra College of Engineering	23 Nov 2018	112
11	Talk on “Role of Leader in Modern Organisation”	23 Nov 2018	41
12	Workshop on “Modern Marketing & Digital Marketing” at Vivekananda Institute of Information and Management Studies	26 Feb 2019	124
13	Workshop on “Modern Marketing & Digital Marketing” at Mahendra College of Engineering	27 Feb 2019	121
14	Workshop on “Goal Setting and Achieving Success” at Vivekananda Institute of Information and Management Studies	27 Feb 2019	119
15	Workshop on “Goal Setting and Achieving Success” at Mahendra College of Engineering	27 Mar 2019	114
16	Talk on “People Management Skills for Entrepreneurs”	27 Mar 2019	30
<b>Total</b>			<b>2506</b>

## MMA Trichy Chapter

S. No	Title	Date	No. of Participants
1	Workshop on “Skills for Executives” at St Josephs Institute of Management	20 Jul 2018	121
2	Workshop on “Skills for Executives” at Jamal Institute of Management	20 Jul 2018	120
3	Workshop on “Skills for Executives” at Bharathidasan University	21 Jul 2018	54
4	Talk on “Trends in Employee Engagement”	21 Jul 2018	30
5	Workshop on “Effective Communication Skills” at Bharathidasan University	20 Aug 2018	121
6	Workshop on “Effective Communication Skills” at Jamal Institute of Management	20 Aug 2018	55
7	Talk on “People Management”	20 Aug 2018	34
8	Workshop on “Rising young entrepreneurs with innovative ideas” at St Josephs Institute of Management	26 Sep 2018	120
9	Talk on “Entrepreneurship” at Bharathidasan Institute of Management	26 Sep 2018	121
10	Talk on “Competitive advantage of MSME”	26 Sep 2018	27
11	Workshop on “Disruptive Technologies” at St. Josephs Institute of Management	06 Oct 2018	122
12	Workshop on “Disruptive Technologies” at Jamal Institute of Management	06 Oct 2018	121
13	Talk on “Emotional Intelligence for Entrepreneurs & Business Development”	06 Oct 2018	27
14	Workshop on “Disruptive Innovations” at St. Josephs Institute of Management	22 Nov 2018	125
15	Workshop on “Disruptive Innovations” at Jamal Institute of Management	22 Nov 2018	121
16	Talk on “How to Build Successful Start Ups”	22 Nov 2018	23
17	Workshop on “E-Commerce & Contemporary Management” at St Josephs Institute of Management	02 Feb 2019	121
18	Talk on “Impact of Data Analytics in Business”	02 Feb 2019	45
19	Workshop on “Industry 4.0 and Career Focus”	01 Mar 2019	120
<b>Total</b>			<b>1628</b>

## Summary of MMA Programmes & Participants during the year 2018-19

	2017-18		2018-19	
	Programs	Participants	Programs	Participants
a. MMA Board for Major Events	5	3711	5	3202
b. MMA Board for Major Events - Forums	3	349	2	140
c. MMA Training Activities	467	31397	469	42364
d. Corporate Training Programmes	24	620	141	4045
e. Erode Chapter	28	1522	29	1981
f. Namakkal Chapter	17	965	15	1350
g. Puducherry Chapter	24	1785	19	1502
h. Salem Chapter	16	1920	16	2056
i. Trichy Chapter	17	1574	19	1628
j. Attur			8	910
<b>Total</b>	<b>601</b>	<b>43843</b>	<b>723</b>	<b>59178</b>