

Innovate to Elevate: SyncHRonize: A Journey of Insight and Inspiration



SyncHRonize' 24 – An Exclusive Student HR Conference at Hotel Savera

SyncHRonize event hosted by NHRDN Chennai Chapter on the 1st of March, 2024 unfolded with a series of insightful sessions. The inaugural address by Mr. J Kabilan, President NHRD Chennai Chapter was followed by an inspirational speech by Mr. Sujith Kumar the Regional President (South) Head, who explained the ingredients that is required for a successful career journey. Mr. Satish Rajarathnam, Head of HR & Administration, RCG Global Services gave a kaleidoscopic view on HR roles. An amazing enthusiastic panel gathered for “Convergence - A dialogue with Industry Stalwarts!”, the panel was moderated by Mr. Karthikeyan Swaminathan, HR Business Advisor, SCB GBS. We had the opportunity to listen to an inspiring story by CK Kumaravel, CEO & Co Founder, Naturals Salon & Spa, who highlighted the importance of realising one's purpose and taking ownership of the quality of life. This powerful message served as an eye-opener, urging us to search for uniqueness in our lives without worrying about being authentic outliers. By doing so, we take ownership of the quality of life, which is key to personal and professional fulfilment.

An amazing session by S Anu followed, bringing energy after a hefty meal. She made us realise the vital role listening plays in our lives through fun-filled activities, imparting important life lessons. Then, Mr. Ramkumar Natarajan famously known as the IT Annachi, filled the hall with laughter, running the entire session with his standup comedy, making us think, inspire, and laugh. Mr. Thirukumaran, Talent Attraction Partner, Nokia explained Personal Branding and LinkedIn strategies to stand out in the professional world, exposing us to ways to utilise LinkedIn effectively for career growth. Mr. Joshua Madan, CEO Covenant Group, shared his experience and shed light on how one should shape his/ her academic journey for career success for the first-year students. In a parallel session the second-year students had the opportunity to have conversations with HR mentors. Grateful for the chance to hear from industry experts and learn from their experiences, the networking opportunities were enriching. Overall, it was an insightful experience filled with valuable discussions on emerging HR trends. We look forward to implementing these learnings in our professional journey.

-Sanjana

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Industry Pulse: What's Hot Now Wander beyond and broaden your trajectories!



**Mr. Natarajan R
Adjunct Professor**

R. Natarajan holds a B.Tech. (Mechanical Engineering) degree from IIT Madras and a Post Graduate Diploma in Management from IIM Bangalore. He has over 30 years of experience in Supply Chain, Operations, and Logistics in India and abroad, including leadership roles such as Supply Chain Director. His special expertise is in JIT Inventory, Lean Logistics, Jidoka, TQM, and Toyota storage techniques, including training through simulation models/games developed to demonstrate the concepts; gained working knowledge through regular interface with Toyota Motor Corporation. He possesses a strong drive to adapt to the innovative spirit of Kaizen – continuous improvement. He has over 10 years of teaching experience, primarily with MBA students, and has conducted several training programmes for corporates. His teaching interests are in the areas of operations management and supply chain management.

How do you think freshers who are just entering the industry should equip themselves?

Freshers going into an industry should equip themselves in terms of various functions and their interfaces through observations in internships, industry visits, and alumni interface. As a fresher, one will have less experience, and mere textbook content is not enough. Hence the need to gain as much practical insights as possible.

What is your opinion on current trends in operations?

Like any other function, Operations is largely influenced by IT. The big data, the IOT, real-time information, and the speed of computer responses have enabled data-based decision making. Before this rapid growth, decisions were made based on a person's interpretation of available data and hunch; even today, the hunch of a person is relevant but within the context of more accurate data-based decision making.

With this rapid technological growth, what place do operations hold in the future?

The fundamental operations role doesn't change, which is delivering a product or service at the least possible cost, and this cannot change anytime because it is inherent to the function. It is only that the expectations are likely to be more in terms of deliverables. Also, the product life cycle is becoming shorter and hence the need to be more innovative. The threat of the media saying AI will replace human power is far-fetched in my opinion. It will only enable and help faster decisions. There is no question of AI replacing humans in near future.

As an operations manager, what should a person prioritize in the industry, and how should they work towards their continuous growth?

Operations as a role is vast; there are very many activities and functions under operations. The scope of operations management in an organization is immense and complex. So, suggest not to fixate oneself with milestones and benchmarks. Rather it is better to build strong relationships within the organisation and remain open to exploiting any opportunities that come your way.

From your experience as a professor, what advice would you give to aspiring managers, and how do you think this generation of students should prepare for their future managerial roles?

Everything is constantly evolving, given the exponential technological growth. In this context, remember your learning cannot stop with MBA; it truly starts in an organization. As a fresher, when you enter an organization, recognise it is a completely different world. Develop a genuine respect for all your colleagues, not just for selfish reasons. This way, they will start reciprocating it, and gradually getting inspired by you as a person. It is best if you can try to start enjoying your work. When work becomes fun, it ceases to be a burden. Keep an open mind. The twists and turns in life will only bring different opportunities. By keeping an open mind, you will be able to accept, adapt and make the best out of them. On the contrary, if you limit yourself to a particular role, you are more likely to stagnate than gain in terms of career progress. In short, I suggest you make the best of every opportunity that comes your way. Wish you all success!

-Beulah Catherin Jayanthi

Faculty Corner

Navigating the Ethical Landscape of Using AI in Writing Assignments



Dr. Theerthana P
Assistant Professor

In the rapidly evolving landscape of education, technology has become an integral part of academic endeavors. Among the myriad of tools available to students, AI-powered language models like ChatGPT is frequently used by students in writing assignments. However, the ethical implications of using such tools are complex and multifaceted, requiring careful consideration.

The Right Way: Leveraging AI for Learning and Enhancement

One of the most compelling arguments in favor of using ChatGPT for writing assignments lies in their potential as learning aids. It can be used as an invaluable resource for generating ideas, refining writing skills, and overcoming writer's block. By providing suggestions, alternative phrasing, and even topic exploration, AI can foster creativity and expand students' writing horizons.

Moreover, with tight deadlines and demanding workloads, students often find themselves succumbed with time constraints. AI-powered tools can help students to allocate their time more efficiently and focus on other aspects of their academic pursuits.

Particularly, for those students who are less proficient in English, AI can be a boon. By offering language assistance, such as grammar corrections, vocabulary suggestions, and sentence restructuring, these tools empower students to express themselves more effectively and confidently in writing assignments.

The Wrong Turn: Pitfalls of Unethical Use

However, using AI assistance in writing assignments must be considered with ethical perspective. Directly copying text generated by AI without proper citation constitutes academic dishonesty. Students must remember that submitting work that is not their own is a breach of trust, leading to plagiarism.

While AI tools can be valuable aids, over-reliance on AI for writing assignments may hinder the development of critical thinking, creativity, and independent writing skills. Education is not merely about producing assignments; it's about engaging actively in the learning process. Also, the expectation to produce high-quality work quickly using AI tools can lead to stress and burnout among students, termed as ‘Technostress’.

Striking a Balance: Responsible Use of AI in Education

In navigating the ethical landscape of using AI in writing assignments, it's essential to strike a balance between leveraging technology for enhancement and upholding academic integrity. Students should approach AI tools as aids rather than replacements for their own effort and ingenuity. Proper citation and acknowledgment of AI-generated content are imperative to uphold scholarly standards and intellectual honesty.

Educational institutions play a crucial role in providing guidance on the ethical use of AI tools in academic settings. By fostering a culture of integrity and ethical conduct, educators can empower students to harness the potential of AI responsibly and ethically.

Ultimately, the ethical use of AI in writing assignments hinges on the principles of honesty, integrity, and accountability. Embracing technology as a tool for learning and enhancement while upholding academic standards is the path forward in navigating the complex terrain of modern education. By doing so, students can harness the transformative power of AI while remaining true to the core values of scholarship and intellectual integrity.

Meet Snehalathaa

Building a Bridge to Deloitte: How My BDO Internship Propelled My MBA Journey



S. Snehalathaa
SSN MBA 2022-24

My journey into the world of professional taxation began with a dream – to one day contribute to the success of a Big Four company like Deloitte. With a clear vision, I embarked on an internship at BDO India LLP, Chennai, a member firm of the BDO international network, recognized as the world's 5th largest accounting and consulting network. This internship proved to be an enriching experience that laid a strong foundation for my future career aspirations.

My internship with the Direct Tax and Regulatory Services department at BDO India LLP provided me with invaluable real-world exposure. My managers were incredibly supportive, providing me with continuous guidance and mentorship. Their expertise was instrumental in deepening my understanding of the field. I had the privilege of working alongside experienced professionals and collaborating on various aspects of the taxation domain. This included engaging with real clients, researching and analyzing tax laws, preparing and reviewing tax returns, contributing to tax strategy development, and conducting economic analysis for intercompany transactions. Also, the collaborative team environment fostered a spirit of teamwork and encouraged open communication, allowing me to learn from the diverse strengths of my colleagues. Surrounded by individuals who were equally passionate about their roles, I was motivated to challenge myself and learn new things constantly. This broadened my professional horizons and exposed me to the intricate world of corporate taxation.

My internship at BDO wasn't just a nurturing experience but a strategic stepping stone towards my dream placement at Deloitte. It equipped me with the necessary skills, work ethic, and confidence to thrive in a Big Four environment. As I embark on my career at Deloitte USI, I am deeply grateful for the foundation laid down by my internship at BDO India LLP. I am confident that the skills and knowledge gained there will empower me to contribute meaningfully to my future endeavours at Deloitte USI.

“Life's a canvas, paint big dreams fiercely, chase relentlessly and conquer every milestone with unwavering passion”.

-Priya Shanthini

People Power

Unlocking Business Analytics Insights



Dr. Asai Asaithambi
Professor & Director,
School of Computing,
University of North Florida

In today's rapidly evolving technological landscape, data is the new oil. When harnessed effectively, data serves as a powerful tool for decision-making, enabling companies to adapt to market dynamics proactively. Dr. Asai Asaithambi, a distinguished professor and director at the School of Computing, University of North Florida, USA recently delivered an enlightening session titled 'Empowering Minds with Data Analytics: From Data to Insights and Innovation' on 19th March, 2024. Commencing with his early encounters with computing using IBM punch cards during his studies at IIT Madras, Dr. Asai reminisced about the reverence accorded to the room housing the punch card machine. Reflecting on the evolution of computing over his career, he highlighted the fortuitous position of the current generation in this data-driven era.

Beginning with an exploration of the fundamentals of Business Analytics, Dr. Asai outlined its definition, types, significance, and current scope before delving into specific topics. Using relatable examples, he elucidated each type of data analytics, making complex concepts accessible to all. Furthermore, Dr. Asai shed light on the latest trends in business analytics and demystified the process involved, from data collection to visualization, with real-world examples. His adept articulation, enriched by his extensive domain knowledge, facilitated a clear understanding, and addressed our queries effectively. Moreover, he provided insights into various problem-solving models and concluded his session with the challenges and opportunities in business analytics. In sum, Dr. Asai's session was exceptionally informative and deeply engaging.

-Krishikaa

Demystifying Platform Business Models: A Holistic Perspective



Mr. Murugesan P
Founder & CEO,
Tulsi Consultancy Services

On Mar 16, our SoM hosted Mr P Murugesan, Founder and CEO of Tulsi Consultancy Services, for a guest lecture which delved into the workings and benefits of a platform business model. His talk, informed by his diverse background in AI/ML, coding, law, and the intersections between these areas, provided a comprehensive and insightful look at this dynamic business approach.

Murugesan began by delineating the differences between the traditional pipeline model and its challenger- the platform model. He emphasized how pipeline models created value through a linear sequence of activities, like procuring technology, building infrastructure, and hiring personnel. In contrast, platform models acted as marketplaces, providing the infrastructure for producers and consumers to interact. Through the example of the Apple App Store, where the App Store lays the groundwork, but app developers create the value, he emphasized how platform owners established rules for interactions to ensure mutual benefit. He also contrasted how the trouble models were different on basis of various parameters like value proposition, scalability, user engagement, ecosystem, and asset ownership. With digitization, it has become difficult for one producer to meet satisfaction of all consumers and scale up the business. Platform resolves this by inviting multiple producers to satisfy all needs.Mr. Murugesan then delved into the concept of network effects, a core principle of the platform economy, which describes how the value of a platform increases as more users join. A platform with more riders is more attractive to drivers, and vice versa (think Uber). He emphasized that the number of interactions and associated network effects are the ultimate source of competitive advantage in the platform space. Open architecture and open governance were also highlighted as essential elements contributing to platform success. The lecture didn't shy away from the challenges of platform businesses with the discussion of the “chicken and egg” problem, where attracting both buyers and sellers can be a hurdle in the initial stages. He also presented a case study of Airbnb, exploring its success and how it dealt with trust and security challenges that platform businesses need to address. This lecture provided a valuable introduction to the exciting world of platform business models. By understanding the key concepts and considerations, businesses can leverage this powerful approach to create value and achieve sustainable growth.

-Indumathi

The SSN-SNUC Instincts 2024, an annual cultural fest, unfolded with immense enthusiasm and vibrancy on March 7th, 8th, and 9th. The campus buzzed with excitement as students, faculty, and guests immersed themselves in a myriad of activities and experiences. The fest boasted an array of attractions including enticing food stalls and interactive games, setting the stage for a captivating celebration of culture and talent.



The festivities kicked off with a lot of events including a gaming event which featured a team of our own, competing in the game of Valorant. As night descended, the stage illuminated with the pulsating energy of Choreonite, where dynamic dance crews dazzled the audience with their electrifying performances.



INSTINCTS'24

MAR 7-9

Viva La Fiesta

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The following day witnessed our department students creating a platform for students to showcase their talents in the Variety Show Event, a captivating spectacle that highlighted a diverse range of skills. Students from our class left an indelible mark by clinching the runner-up position, much to the delight of their peers. The evening was followed with the Pro Show, headlined by the eclectic band Masala Coffee, infusing a delightful Indian twist into Western melodies.

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As the fest reached its climax, the campus reverberated with the infectious beats of the DJ Night, drawing everyone to the dance floor for an unforgettable evening of revelry and camaraderie. Amidst the pulsating rhythms and jubilant atmosphere, friendships were forged, and memories were imprinted, marking yet another successful edition of SSN-SNUC Instincts, a testament to the spirit of unity and creativity that defines our institution.

- Sree

Placement Corner

A Place Meant For You



Saravana Priya S
SSN MBA 2022 - 24

Saravana Priya S is a cheerful student of SSN SoM, pursuing her final year of MBA and specializing in Operations and Business Analytics. In October 2023, she got placed in Federal Bank as Officer in Junior Management Grade I for Branch Banking. She currently serves as the Cultural Secretary of the batch 2022-24.

How did you prepare yourself for the placements?

I started my preparation about three months before the placements began. The placement training sessions conducted in our school helped a lot in shaping my résumé skilfully and in practising quantitative aptitude tests. For the latter, I used to visit frequently a website called IndiaBIX to brush up on formulae and other key tricks for solving. I was diligent and steady in my preparations, even if it was just for a couple of hours every day.

Can you share your experience of the interview process?

Federal Bank placement involved three rounds—an aptitude test, a group discussion and a personal interview. I kept myself updated on the recent happenings around the globe and that helped a great deal during the GD. The personal interview took place in the Federal Bank office with a panel of two members. Following a brief introduction, the questions posed to me were focused on testing

my skill set. I made it a point to answer the questions honestly and I believe that played a crucial role in getting me a placement there. For instance, one of the interviewers asked me about my daily routine and I gave a straightforward answer to it, along with what others will consider to be little flaws. But in the end, honesty matters a lot.

What is your role going to be like? How do your specialization course and your strengths align with it?

The role I have been offered will keep me on a probation period of two years and will have a lot to do with service operations and management. It will also involve providing financial solutions to customers and ensuring their satisfaction. Since I am a people person I'm sure I will find it enjoyable. One of the lessons I learnt throughout the MBA program is to take on challenges and to never be risk-averse. That improved my problem-solving ability which is crucial, especially in banking firms. Also, the skills I picked up through my specialization in analytics will surely come in handy as my role will include tasks like assessing credit risks, fraud detection, etc.

Would you like to share a few words of wisdom for your juniors?

I have always been a person with a cool and positive outlook on life. Having a level-headed approach to placements is more important than anything else. There may be difficult times ahead but overthinking will not help.

Build a strong résumé. It may attract a lot of attention from the interviewers. So be mindful of every word you write in it. Make sure your efforts are consistent because in the end it is not about how much you worked but only how regularly you worked on it. Wear a confident smile on your face. And always remember, there is a place for everyone, for you and for me. Believe that it is meant just for you. Keep walking towards it and don't feel disheartened on the way. You will definitely take that place! Best wishes!

-Shirly Jim

IIC Workshop

Entrepreneurial Epiphanies

Unveiling Strategies for Product-Market Success



Mr. Kumar Sachidanandam, the Co-Founder of Ydealogy & Mr. Harsha Ramaiah, Board Member / Independent Director of Tripura Multinational Pte. Ltd,

On 28th February, 2024 in the IIC workshop on achieving a problem-solution fit and product-market alignment, two seasoned entrepreneurs, Mr. Kumar Sachidanandam, the Co-Founder of Ydealogy Ventures and Mr. Harsha Ramaiah, Board Member / Independent Director of Tripura Multinational Pte. Ltd, embarked on a thought-provoking dialogue. Their discussion revolved around the essence of corporate strategy, encapsulating the pivotal journey from inspiration to implementation, embodied in the 4I framework: Inspiration, Insight, Idea, and Implementation.

Mr. Kumar's strategic mantra of 'zoom in, zoom out' was a guiding principle, urging entrepreneurs to delve into the minutiae while keeping an eye on the broader landscape. Through the lens of Very Large-Scale Integration (VLSI), they illustrated the pathway to success, emphasizing validation, launch, scaling, and international expansion as key milestones in achieving product-market fit.

Mr. Ramaiah's insights further enriched the dialogue, shedding light on the inherent risks and rewards of the startup ecosystem. Drawing parallels to the world of horse racing, he underscored the importance of embracing uncertainty while striving for incremental gains, mirroring the essence of the Pareto principle where focused efforts yield disproportionate results.

Their discourse resonated with pragmatism, highlighting the significance of tangible metrics such as total revenue and customer retention in gauging product-market viability. They emphasized the iterative nature of innovation, advocating for the development of Minimum Viable Products (MVPs) to iterate towards perfection while minimizing risk. What distinguished this workshop was its interactive nature, eschewing the traditional slide decks for a more organic exchange of ideas. Sachidanandam and Ramaiah's camaraderie fostered an environment of openness and collaboration, inviting participants to share their thoughts and experiences.

Their dialogue was a testament to the entrepreneurial spirit, where resilience, adaptability, and relentless pursuit of excellence converge. From the inception of inspiration to the culmination of implementation, their insights provided a roadmap for aspiring entrepreneurs navigating the turbulent seas of innovation and growth.

-Nandhini

Ponlait Chronicles:

Un Petit Voyage à Pondichéry



On March 6, our industrial visit to Ponlait, a renowned dairy plant in Pondicherry, was an enlightening experience. The trip commenced with a lively bus trip, marked by cheerful conversations and spontaneous dance breaks, setting a vibrant tone for the day. Stepping into Ponlait's premises, we were greeted by the continuous activity of milk processing and packaging. We were immersed in the intricacies of quality control measures, milk processing, packaging, and distribution in place.

Witnessing the meticulous quality control measures underscored the team's unwavering commitment to excellence. Engaging with industry professionals provided invaluable insights into supply chain management and production efficiency, enriching our understanding beyond the confines of textbooks. Undoubtedly the highlight was tasting their famed kulfi, a creamy delight that encapsulated the essence of their expertise.

Following the enriching visit, we embarked on an afternoon sightseeing tour of Pondicherry. Roaming the quaint streets adorned with colonial architecture, we absorbed the unique blend of French and Indian cultures. From the bustling markets to the tranquil shores, Pondicherry's charm

captivated us at every turn.

As the day drew to a close, we reminisced about the day's adventures during the return journey, which once again reverberated with laughter and merriment. Reflecting on the amalgamation of learning and leisure, the trip not only broadened our industrial insights but also forged lasting memories of camaraderie and cultural immersion. Pondicherry, with its blend of tradition and modernity, had left an indelible mark on our hearts, echoing the spirit of exploration and discovery.

- Shalini

The industrial visit to Ponlait was an enriching one and close to my heart. The streamlined processes were great to witness and the interactions with the workers were very informative. The intricacies of the step-by-step development of a product was visibly seen. I also had the opportunity to interact with the staff on their supply chain efficiency, from gathering milk from neighbouring farmers to dispatching their products all over Pondicherry. And to top it off we had a nice Kulfi from their own production.

- Anand



EMERGING TRENDS ICETBM IN BUSINESS AND MANAGEMENT 2024

SSN School of management proudly conducted its second international conference on “Emerging Trends in Business and Management” spread over 2 days the 22nd and 23rd of March. The conference included sustainable business practices, local consequences, and global viewpoints that are reshaping the business world today. Two outstanding professors from Vietnam, Dr. Nguyen Quynh Phuong from RMIT and Dr. Nông Thị Như Mai from the University of Finance-marketing, respectively, presented case studies with the titles "Bringing sustainable Vietnamese handicrafts to the global market" and "Barriers to applying industry 4.0 and the relationship with supply chain capacity and operational efficiency." It was educational and inspirational. Soon after, the distinguished professor and dean of Sunway Business School in Malaysia, Professor Weng Marc Lim, virtually joined the meeting to give a presentation on "Traditional Marketing for creating sustainability”.

The panel consisted of Mr. T.S. Giridharan, the CEO of SSN iFound, and Mr. Rajesh Raghavan, the President of Rane Holdings Limited. The moderator was Gp Capt. Dr. R Venkatraman, a management professional from the Madras Management Association. "ESG as a Business Enabler - Issues and Challenges" was the subject of a serious conversation among the panellists. They all answered the students' questions and offered their opinions. Post this a paper presentation session convened different research scholars, students and faculties who presented their thesis. All in all, the event proved to be fruitful and concluded with a valedictory speech appreciating the students for their enthusiastic involvement and selfless service. Bravo to the student coordinators led by Pranav Krishna and our faculty coordinators Dr. Kavitha, and Dr. Vani for their guidance and support. Their perseverance and hard work made this event a grand success.

- Sowmya



Alumni Talk Series

Maximizing Summer Internship Opportunities: Insights from Akshara Mukundan

ALCOM on 2nd March 2024, hosted a captivating talk series featuring Ms. Akshara Mukundan, Associate Product Manager at Elyxr AI, as the keynote speaker. Ms. Mukundan, an alumna from the batch of 2021-2023, shared invaluable perspectives on "Strategies for Maximizing Summer Internship Opportunities: From Resume Building to Networking."

The session commenced with a thorough overview of her academic and professional journey, encompassing significant milestones from her schooling years to achieving an MBA. Drawing from her impactful summer internship experience, she underscored the importance of seizing opportunities and highlighted the profound impact of her contributions. Ms. Akshara delved into a transformative mock interview encounter that later evolved into a promising career opportunity, emphasizing the critical aspect of aligning company selection

with personal interests. She encouraged attendees not to settle for roles that did not resonate with their aspirations, sharing thoughtful experiences from interview rounds that underscored the invaluable learning derived from the process. Connecting internships to future career prospects, she emphasized the paramount importance of effective communication skills. Providing a glimpse into her current role, she recommended exploring opportunities within startup environments for diverse and enriching experiences.

In her concluding remarks, Ms. Akshara delivered a motivational message, urging students to proactively explore and grab opportunities. Her inspirational insights served as a guiding light for students navigating their career paths, encouraging them to embrace challenges and strive for excellence.

-Sarojini



Ms. Akshara Mukundan
SSN MBA 2021 - 23

Build a Brighter Tomorrow: Kickstarting a Fruitful Career in FMCG Companies

On March 16, 2024, the Alumni Talk Series featured SSN's alumnus, Mr. Winni Fred, who belonged to the 2017-19 batch of SSN School of Management. Mr. Winni addressed the first-year students on the topic, 'Career Paths in FMCG: From Entry-Level to Leadership Positions'. He began by reminiscing about his good old days spent on campus with friends. He went on to reflect on his journey from being a curious student, kickstarting his career as Territory Sales Executive at GSK Consumer Healthcare, to becoming the Area Executive at ITC Ltd.

Mr. Winni threw light on the nuances of Sales and Marketing by initiating an insightful discussion on the subject, particularly concerning FMCG companies. Interestingly, he insisted on the enduring impact of reading textbooks, quoting Philip Kotler's 'Principles of Marketing' as the 'marketer's bible', and how it still helps him keep pace with a dynamic and demanding corporate world. Mr. Winni firmly asserted that an astute marketer never stops learning and is challenged to broaden his understanding every new day. With a proven track record of driving sales through several key accounts, distributors, and dealers, he drew many implications from his rich experience in the field in a way that kindled a passion for the role in the young minds and hearts of the students. He emphasized the need for students to pay careful regard to choosing the right roles for themselves, making sure they are passionate about the same and also encouraged them to cultivate an entrepreneurial spirit in every venture they undertake. The entire session kept the students in high spirits as Mr. Winni engaged them in a relatable discussion and imparted critical knowledge on building a successful career in FMCG companies.

- Shirley Jim



Mr. Winni Fred
SSN MBA 2017 - 19



The Team

Faculty Coordinator
Dr. T. Thiruvankadam

Sumithra Thillaikannu Pavithran Divya Barathi Krishikaa Sowmya Nandhini Dwarkeesh
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