

## Innovate to Elevate: Navigating the HR Landscape



**Mr. Ranjith R**  
Regional HR Head (South)  
Minda Corporation Ltd.

As part of NHRDN Students chapter activities, On the 27th of April 2024, Mr. Ranjith R, Regional HR Head (South) of Minda Corporation Ltd Chennai, delivered a guest lecture that provided a rich understanding of the evolving role of HR in the corporate world, drawing on extensive experience in manufacturing. It's impressive how the lecture covered various dimensions of HR, from talent management to compliance with labour laws and the integration of financial knowledge into HR functions. The emphasis on the evolving expectations from the workspace, such as a positive organizational culture and meaningful roles, resonates with the contemporary trends in employee preferences. Additionally, Mr. Ranjith discussed the transformation of organizational infrastructure over the years, transitioning from manual processes to automation, reflecting the ongoing technological advancements impacting HR practices.

The analysis of workforce composition, revealing a growing reliance on contract laborers, emphasizes the imperative for HR to adapt to shifting labor dynamics influenced by cost considerations and regulatory changes. Mr. Ranjith underscores the significance of legal compliance in HR operations through discussions on apprenticeship programs and adherence to labor laws. Furthermore, he highlights the evolving role of HR professionals beyond conventional domains, as the integration of financial expertise into HR functions aligns with the organization's broader strategic objectives. The collaboration between learning & development and recruitment functions underscores the interconnected nature of HR processes, emphasizing the need for a unified approach to talent management.

Overall, the lecture provided a comprehensive perspective on the multifaceted role of HR in modern organizations, emphasizing the need for adaptation, innovation, and collaboration to navigate the evolving corporate landscape successfully. Mr. Ranjith's real-life examples provided valuable insights and enhanced our understanding. It's evident that HR professionals must possess a diverse skill set and a deep understanding of organizational dynamics to drive sustainable success.

-Indhumathi

## Industry Pulse: What's Hot Now

### SSN School of Management Shines: Placement Performance 2024 Batch!

In continuation of our previous coverage on placements, it brings immense pleasure to highlight the remarkable performance of SSN School of Management in the 2022-24 placement season. The numbers speak volumes: a staggering 96% of students have been successfully placed out of 112 registered candidates. This achievement not only demonstrates the calibre of the institution but also underscores its commitment to nurturing and preparing students for the competitive corporate landscape.

One of the most striking aspects of this year's placements is the substantial increase in the average Cost to Company (CTC), which now stands at an impressive 7.1 LPA, marking a notable 4.4% uptick from the preceding year. This surge reflects the growing recognition of SSN graduates by top-tier companies across various industries. A testament to the school's growing reputation is the diverse array of 34 companies that recruited including esteemed names such as Federal Bank, HCLTech, Sincere Syndication, CUMI, Meritto, City Union Bank, Mindsprint, TVS Electronics, Beroe Inc, CavinKare, Renault Nissan Tech among others. These companies offer students a broad spectrum of career opportunities, ensuring a well-rounded placement experience.

Furthermore, the top 10% of students have secured an enviable average CTC of 11.55 LPA, demonstrating the exceptional talent pool that SSN School of Management cultivates. Notably, the pinnacle of this year's placements is the international offer extended by Khimji Ramdas, with a remarkable highest CTC of 18.33 LPA, showcasing the global recognition and reach of SSN graduates.

#### PLACEMENT STATISTICS

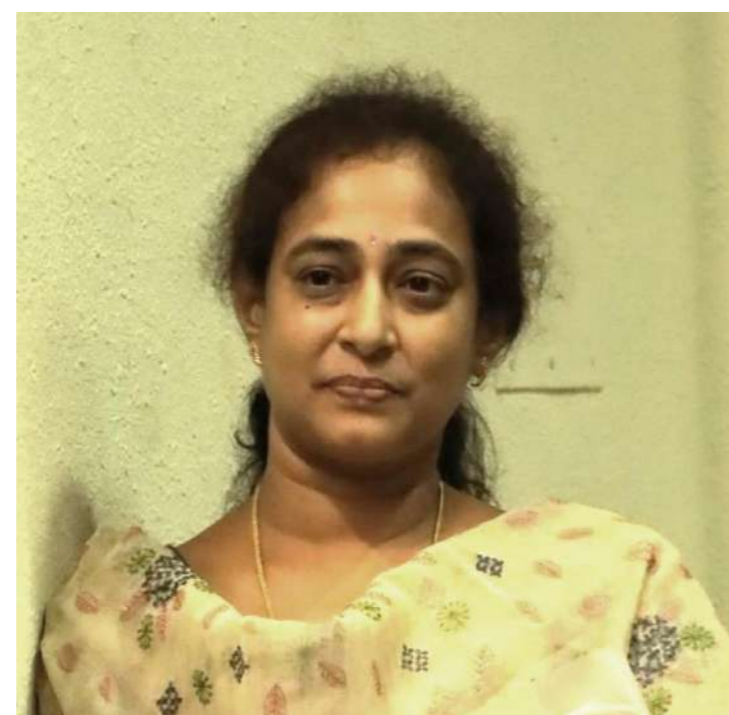


In conclusion, the all-around performance of SSN School of Management in the 2022-24 placement season reaffirms its position as a premier institution while highlighting the institution's unwavering excellence in management education.

As we celebrate these achievements, we eagerly anticipate the continued success of our graduated in the corporate world.

- Placecom 2022-2024

## Faculty Corner Mastering The Art of Financial Empowerment for Fulfilment & Freedom



**Dr. Kavitha Muthukumaran**  
Associate Professor  
SSN School of Management

Embark on a journey of financial empowerment, aligning wealth management with personal aspirations through strategic planning and mindful decision-making. Explore diverse investment strategies tailored to risk tolerance and objectives, optimizing spending and prioritizing expenses to reflect values and aspirations. Cultivate resilience by establishing emergency funds, managing debt wisely, and leveraging insurance to safeguard against financial challenges. Foster a mindset of abundance and continuous learning, embracing financial education to navigate wealth management confidently.

Factor healthcare expenses into your financial plan, considering health insurance coverage, long-term care options, and potential medical costs in retirement. Incorporate holiday and retirement

planning into financial strategies, setting realistic budgets and exploring investment options to secure future goals. Recognize the importance of protecting against job insecurity by diversifying income sources and investing in skill development. Prioritize personal fulfilment by aligning financial goals with values and passions, striving for a future of financial freedom where wealth empowers pursuit of dreams and meaningful contributions to the world. Regularly review your financial plan and adapt it to changing circumstances, market conditions, and personal goals to ensure continued progress towards financial empowerment and fulfilment.

Commence on this transformative journey towards financial empowerment, shaping a legacy of abundance and boundless possibilities together.

# HR CONCLAVE

## A CONFLUENCE OF HR'S

NHRDN Students Chapter of SSN School of Management, in collaboration with the NHRDN Chennai Chapter organized a HR Conclave '24 centred around the theme: "Enhancing Employee Experience, Engagement, and Talent Acquisition in the AI and Digital Era: The evolving Role of HR" on 30th March 2024. The event was graced by esteemed members of the NHRD Chennai Chapter EC committee, including Mr. Dinesh Kumar Kamalasekaran, Ms. Punitha Anthony, Mr. Isaac Patturaja GB, Mr. Fabian Figredo, and Mr. Thirukumaran R.



The event commenced with the traditional lighting of the lamp and a moment of reverence, followed by a warm welcome address from Dr. Hariharanath K, the Director of SSN School of Management. The inaugural address was then delivered by the distinguished NHRD Chennai Chapter EC Members.

Throughout the day, three insightful panel discussions took place. The first discussion, "Digital Transformation in Talent Acquisition," was moderated by Dr. Sriji E S, Assistant Professor, SSN SoM. The panel, consisting of Mr. Fabian Figredo, Mr. Joshua David, Mr. David Netto, and Ms. Barghavi explored the challenges faced in talent acquisition, both historically and in the context of AI and Digitalization.



After a refreshing tea break, the second discussion commenced on the topic: "AI and HR Digital Transformation - Navigating the New Frontier". The panel included Mr. Bharathkumar M, Ms. Kerlin Sara Wilson, Ms. Mercy Gabriel, and Mr. Velpandiyam S. Moderated by Miss. Harshitha K, a second-year MBA student at SSN SOM, the panel examined the implications of AI on employment and potential opportunities across various sectors.



The final panel discussion, moderated by Ms. Shakthidharshini A R, focused on "The Role of HR in Improving Employee Engagement in Changing Times" with panellists Mr. Shankar Srinivasan, Mr. Pandi Alagu Raja, Ms. Umadevi Ayyappan, and Ms. Dhivya Srinivasan, the discussion delved into personal anecdotes and sector-specific strategies for enhancing employee engagement.

The event concluded with a vote of thanks extended by the faculty coordinator Dr. Thiruvankadam T, Associate Professor, SSN School of Management. The event was witnessed by 60 HR professionals from various industries, 50+ students from other business schools and 120 students from SSN School of Management. In sum, it was an enriching experience, providing valuable insights into the evolving landscape of HR in the digital age.

# Alumni Talk Series

## Conquering The World With Effective Communication Skills



**Harshini H**  
MBA 2019-2021

Our cherished alumna Ms. Harshini, who had previously addressed us during our bridge course in August 2023, was hosted officially by the Alcom for the 2023–2025 batch on 16th March, 2024. Ms. Harshini kickstarted the session with a variety of interactive activities with our peers, making it a lot of fun. She got us involved in the process of developing and building communication, demonstrating the value of effective communication in the digital age. The importance of thoroughly reviewing job descriptions and clearly stating one's qualifications was emphasized at the beginning of the session. Significant aspects of communication were emphasized, such as the value of active listening, perfecting presentation techniques, and customizing information to the audience. Following that Ms. Harshini scrutinized verbal communication encompassing for influencing, negotiating, and presenting techniques. She then touched upon ways to make communication better. The importance of mock interviews was given particular consideration. Additionally, Ms. Harshini offered advice on how to show recruiters that you are a skilled communicator, emphasizing the STAR (Situation, Task, Action, Result) approach with a personal example. Effective communication, in her opinion, is essential in enhancing how we show ourselves. As the session drew to a close, she gave out mementos to the women in the batch, commemorating Women's Day.

- Sowmya R

## Placement Corner From Shakespeare to Cashflows



**Pavithra**  
MBA 2022-2024

Pavithra, a perseverant and hardworking student, unwaveringly pursued her MBA journey despite being from a literature background. She showed her utmost commitment and got placed in Federal Bank.

**How and when did you start preparing for placements? What aspect of preparation should everyone generally focus more on?**

Prior to a month of placements, I had started to get back in touch with my basics. I usually read the newspaper regularly, but that particular month I focused more on major events. Everyone should practice aptitude as much as possible, and in group discussions, be clear and concise about your points and don't argue or cut people over their points. Maintain your composure and be time conscious.

**How would you describe your placement experience? Which parts of it were easy for you, and which were hard?**

There were three rounds: aptitude, group discussion, and personal interview. For me, aptitude was easy to crack. The group discussion, however, proved to be a struggle since it was online. It was pooled with other colleges, and people were trying to register their presence, so I didn't get a chance to say anything. It was a 10-minute GD, and I had only made two entries, but I made sure that those two points were factual. The people who were not selected for the next round were the ones who made invalid statements and were underestimating others, so make sure you are aware of what you say.

**What kind of questions should we be prepared for?**

Everyone should have a thoroughly prepared answer for "tell me about yourself" and "why MBA," especially those with different educational backgrounds. Get as much information about the company as possible. You don't necessarily have to be calm, but you do have to be composed. At the end of the day, what you say should be acceptable and should mean something.

**What advice would you give to your juniors?**

It's acceptable to have no reason or direction. You don't always have to follow a defined path. Just because others have things figured out does not mean that they are better than you. You have a different journey from others, and you need your own time. Give your 100 percent because everything you learn here will be helpful in the future.

-Beulah

# Student Corner

## Chronicles From College Day

MBA 2022-2024 Students  
Felicitated at The  
28th College Day  
Celebration 2024



There is a famous saying by the French philosopher Voltaire: 'Appreciation is a wonderful thing. It makes what is excellent in others belong to us as well.' This quote underscores the profound impact of recognition and appreciation, highlighting how it benefits both the giver and the receiver. College Day is the occasion that embodies this sentiment and ignites enthusiasm. On this day, the campus resonates with the spirit of achievement, uniting students, parents, and teachers in celebrating both big and small victories, turning students' accomplishments into a source of shared pride and success.

The 28<sup>th</sup> College Day celebrated on 24<sup>th</sup> April 2024, commenced with a well-detailed overall report of the campus elucidated by our beloved principal. This elaborates on the majestic accreditation of the campus and national-level achievements of our students and faculties in both academic and extracurricular activities. Following the recognition, the office bearers from each department graced the stage presenting the annual reports of their respective departments.

SSN School of Management was represented by President Praveen Kumar S of the MBA 2022-2024 batch. The report comprehensively covered major areas such as placement records, students' achievements, funded projects, published papers and special emphasis on the international conferences and conclaves spearheaded by the SSN School of Management.

### AWARDS RECEIVED BY THE STUDENTS

<b>Best Outgoing MBA Student Award</b>	<b>Snehalatha S</b>
<b>Volunteering and Representing The MBA Department with Distinction at Instincts.</b>	<b>Shruthi R</b>
<b>Rank Holders of Semesters</b>	
<b>Semesters 1</b>	<b>Ramkumar P – Gold Maresh S - Silver</b>
<b>Semesters 2</b>	<b>Maresh S – Gold Aadhithyan M – Silver Lavanya S – Silver</b>
<b>Semester 3</b>	<b>Prashannha KP - Gold Swathika Senthilkumar - Silver</b>

The speech delivered by our esteemed chief guest resonated deeply with the youth present, setting a tone of relatability from the outset. He immediately caught our attention through his humble and simplistic way of narration. His address urged us to become self-made individuals in the competitive world fostering empowerment and collective introspection.

As the day ended, our hearts swelled with pride, faces adorned with smiles, and eyes glistened with happy tears. We departed with cherished memories, each one a testament to the transformative power of wisdom shared and lessons learned.

- Aadithyan

[Click here for Chain it!](#)

## MBA Association Election 2024!

Days after the national elections took place, the principles of democracy were laid down within the premises of SSN SoM too. 36 students had eagerly nominated themselves for various executive and functional roles and on the 23<sup>rd</sup> of April, 2024, the much-awaited MBA Association Election was conducted. Students were thrilled to cast their votes and elect their leaders for various committees, including Sponsorship and Fund Mobilization, Marketing and Promotions, Procurement and Logistics, Core Event Management, Design, Media, and Content, which will be coordinating SoM's flagship event, Daksha '24.

With a whopping majority, Mr. Madhesh Kannan B triumphed and became the President of the Management Association. Mr. Pavithran P took over as the Vice-President, and Ms. Kaviya Ravi became the Secretary of the MBA Association. Through this election, not only was the spirit of democracy established but also students were empowered to voice their expectations and opinions. The election, in many ways, reinforced the importance of supporting healthy competition and gave students a lesson on leadership that will guide them in their managerial endeavours.

It was rightly stated by Aristotle centuries ago that

*"If liberty and equality are chiefly to be found in democracy, they will be best attained when all persons alike share in government to the utmost."*

While we hope that the new office-bearers make room for integrity, leadership, teamwork, and commitment in all the achievements they set their minds on, it is only when every student truly appreciates their integral part in the association, that democracy is realized.

- Shirley Jim

# IIC Workshop

## Exploring Creativity & Innovation: A Cross-Border Workshop



**Dr. Nong Thi Nhu Mai**

**University of Finance - Marketing, Vietnam**

**Dr. Nguyen Quynh Phuong**

**RMIT, Vietnam**

The SSN School of Management, in collaboration with the Institution Innovation Council (IIC), hosted an interactive workshop titled "Exploring Creativity and Innovation" on March 21, 2024. Dr. Nong Thi Nhu Mai from the University of Finance

- Marketing, Vietnam, and Dr. Nguyen Quynh Phuong from RMIT Vietnam shared their insights with undergraduate students, research scholars, and faculty members. The workshop shed light on how businesses can thrive by embracing creative and innovative approaches. Dr. Phuong emphasized that innovation extends beyond technology, challenging the notion that theories lack practical relevance. She highlighted the significance of theories in managerial learning, as they encapsulate real-world observations. Dr. Mai discussed the language barrier as a significant challenge in global logistics, stressing that overcoming it, alongside acquiring sound knowledge, will propel the field forward. The session provided valuable perspectives on fostering creativity and innovation in business practices. The speakers addressed students' queries, enriching the educational experience of the session. Moreover, they elucidated Vietnam's collaborative endeavors with India, emphasizing the educational benefits of their country and spotlighting the interconnectedness between our nations.

**-Sumithra**

## Navigating the Global Economic Seas: Opportunities & Challenges

The SSN School of Management, in collaboration with the Institution Innovation Council (IIC), hosted a workshop titled "Understanding the Global Economic Scenario and Its Impact on Business and Technology" on April 17, 2024. Dr. Amitendu Palit, Senior Research Fellow and Research Lead (Trade and Economics) at the Institute of South Asian Studies, National University of Singapore, delivered the lecture. Dr. Palit commenced by discussing on the confluence of 2 oceans a dynamic coupling between the Indian and Pacific Oceans, highlighting the shift in global discourse from Asia-Pacific to Indo-Pacific. He noted the contrasting economic landscape of India, being the world's most populous nation yet facing significant poverty. The disruption caused by Covid-19 underscored concerns about supply chain vulnerabilities, prompting geopolitical responses like Quad IPEF to address anxieties about China's control over vital supply chains. Dr. Palit emphasized the challenges of complete decoupling and advocated for diversification as a more feasible approach. He elaborated on initiatives like SRCI, Indo-Pacific Framework, and Quad IPEF, highlighting India's pivotal role in these endeavours. Dr. Palit also discussed how conflicts like the Israel-Palestine disrupt supply chains, particularly affecting the Indo-Pacific region.



**Dr. Amitendu Palit,**  
**Senior Research Fellow and Research Lead**  
**(Trade and Economics),**  
**Institute of South Asian Studies,**  
**National University of Singapore**

He outlined various opportunities and challenges, including the global demand for control over CHIPS (semiconductors) due to their significance beyond digital technology, touching on their relevance to both civilian and military activities. Global challenges such as food and energy inflation, exacerbated by the Russian-Ukraine conflict, were discussed, alongside issues like water shortages affecting the Panama Canal. Dr. Palit concluded by urging participants to analyse these opportunities and challenges to drive strategic decisions.

**-Sumithra**

## People Power Transformation Through Reflection



**Dr. Indumathi Somasundaram**  
**Founder and Director,**  
**Indu's Academy of**  
**Biology and Medicine**

With a hectic lifestyle clouding our minds about self-care and self-maintenance, we neglect to prioritize ourselves and lead an ignorant life. Dr. Indumathi Somasundaram, a PhD and Postdoc in the field of stem cells with over 14 years of teaching and research experience from Indu's Academy of Biology and Medicine (IABM), conducted a workshop on 1<sup>st</sup> April 2024 where she discussed the important values of self-reflection. She emphasized that becoming aware that something needs to change can progressively lead to mastering oneself. The 10 rules of Ikigai, which deal with attaining peace and balance, were broadly explained in a comprehensible manner, which inspired individuals to practice healthy self-nurturing habits. She further unravelled the principles and teachings of Ikigai and how it is incredibly essential that individuals follow the practices of Ikigai. She provided insightful information about how self-affirmation can potentially foster personal development and create a sense of self-worth in an individual. The session enlightened about the empowerment of individuals personally and outlined how being mindful and self-aware can transform people into greater individuals. Furthermore, she guided everyone in identifying their own career journey through impactful career value lessons. The session proved to be incredibly powerful and inspired everyone

**-Beulah**

## Ingredients of Ethics from a Seasoned Employee

As part of the MBA placement training programme, an insightful lecture on corporate behavioural training was organized on April 6, 2024, to provide students with sound knowledge about workplace ethics. The speaker, Mrs. Aarthi Anantha Padmanabhan, Senior Director, Experience and Culture Office, Relevantz Technology Services gave a splendid talk on workplace dynamics, employer-employee relationships and the changing patterns of HR norms with a diversified workforce entering the corporate gates every day.

Narrating a little parable of a *guruji* and his *sishtyas*, the speaker beautifully conveyed essential lessons on corporate expectations from employees and the importance of seamless collaboration and esprit de corps among workmates. Through an activity using the Leadership Compass, Mrs. Aarthi taught the students different leadership styles and how to identify one's own with the same. The discourse shed light on the importance of building a strong and steady work culture that is both cooperative and inclusive. Finally, she concluded with a Q&A session with the students, showing from her exemplary career, the right way to becoming the most sought-after employee.



**Mrs. Aarthi Anantha Padmanabhan**  
**Senior Director,**  
**Experience and Culture,**  
**Relevantz Technology Services**

**-Shirly Jim**

## Upcoming Activities

(Click on the icons for more info)

**ECON 101**

**STARTUP  
EXPO**

**Young  
Entrepren  
-eur  
Program**

**Optical  
Invaders**

**The 1 Cr.  
Mega  
Pitch  
Challenge**

# Meet Britto

## Navigating Internships: Unlocking Career Potential and Amplifying Marketability

### Achievements

Nivethetha, Vigneshwar, Indhumathi  
Won 2nd Prize, IE Challenge (Operations Event)  
IndCon Techno Management Fest  
conducted by Anna University  
Industrial Engineering Dept. (on 28th March)



Britto David Raj S  
MBA 2022-2024

Britto David Raj has a bachelor's degree in computer science and a work experience of two years at Infosys. For his summer internship program, he had the opportunity to intern with Rane Brake Lining Ltd. Chennai. With the increasing sales of automotives, brake lining has become more like FMCG for automobiles says Britto and this was the underlying reason he chooses to intern with Rane Brake Lining Ltd. to understand its trend. At Rane Britto was offered the role of Marketing Associate in the After Market Department. During this two-month program, he was asked to understand their product portfolios and their target markets. He had the chance to pitch a promotion strategy for their new product. Britto feels that this was an enriching experience for him which helped him develop his marketing acumen. A Summer Internship Programme (SIP) acts as a vital conduit for newcomers to grasp both the external landscape and internal workings of an organization. For freshers, it offers a prime avenue to explore and ultimately choose a specialization. I advocate for broadening experiences by engaging with various departments,

and thus gaining insights into their respective functions. This exposure not only informs career decisions but also enhances adaptability and proficiency. In addition to this, SIP participation significantly enhances one's prospects in the interview arena. It offers invaluable insights into the candidate's ability to understand business processes and navigate real-world scenarios effectively. This firsthand experience showcases a candidate's skill in aligning closely with organizational objectives and understanding their practical implications, thereby strengthening their candidacy. Active engagement is crucial. Proactively seeking information and guidance during the internship tenure allows interns to maximize learning and contribution to the organization while improving themselves. In essence, SIPs are transformative opportunities that empower individuals to gain multifaceted insights, refine their career trajectory, and enhance their marketability in the professional realm.

**TIP:** "If you need to know anything don't hesitate to ask. Only when you ask, you will be given the information that you want." - Sumithra & Priya



The day began with a wave of anticipation as seniors and juniors, dressed smartly in their best outfits, gathered in the mini auditorium for the farewell event, eager to uncover what the day held in store. The Farewell event was a spectacle, featuring captivating dance performances, thrilling games, heartfelt confessions, and, most notably, the seniors' touching dedication through energetic performances and nostalgic videos. Emotions ran high throughout the auditorium, with smiles and tears mingling in a whirlwind of sentiment.



Seniors were given white shirts for friends to write messages on, creating a heartfelt souvenir filled with memories and affirmations. Customised gifts from *Cusmatize* added a personal touch, with keychains featuring individual photos and group pictures capturing cherished moments.



# FAREWELL

## 2K24

To the departing seniors: you've been the bedrock of support, guiding lights through the challenges of our MBA journey. Mentors, friends, and integral parts of our daily lives, your absence will be deeply felt in the halls of the library, CT, and corridors. Your presence will forever linger in the memories and spirit of our MBA cohort.

The day concluded with a delicious biryani feast and a DJ night where everyone showcased their dance moves. The success of this memorable farewell was a testament to the tireless efforts of the organising team, whose dedication ensured its success.

-Sanjana K



### The Team

Faculty Coordinator  
Dr. T. Thiruvankadam

Sumithra Thillaikannu Pavithran Divya Barathi Krishikaa Sowmya Nandhini Dwarkeesh  
Beulah Catherin Jayanthi Sanjana Sabari Manikandan Priya Shanthini Shirly Jim