

NHRD Chennai Chapter National Wellness Conference : Welcon'24 A Focus on Holistic Well-being

- Sarojini



SSN MBA 2023-2025 students at
the Welcon'24

The NHRD Chennai Chapter on 23th August organized the Welcon Event, where thought leaders and experts came together to emphasize the importance of physical, mental, social, and environmental health in the workplace and beyond. Opening Address by Dr. Prithvi Mohandas, Managing Director of MIOT International & Director of Hip Arthroplasty at the Department of Orthopedics. He highlighted the evolving landscape of healthcare and wellness. He also emphasized the crucial role HR leaders play in driving holistic well-being within organizations. As India's healthcare sector continues to grow, it is powered by a skilled workforce dedicated to innovation and excellence. Dr. Pal Manickam, Consultant, Gastroenterologist, Cofounder – NewMe delivered an engaging session where he shared insights from his personal journey of weight loss during the COVID era. He stressed the significance of mindful eating and respecting natural sleep-wake cycles. And the "NewMe" program, which promotes a healthy lifestyle aimed at disease prevention and enhancing community well-being. Dr. V V Bashi, Director & Senior Consultant, Institute of Cardiac & Advanced Aortic Diseases emphasized the timeless adage, "prevention is better than cure," particularly in heart health. He highlighted the importance of regular physical exercise and avoiding smoking as fundamental to heart health. Dr. Bashi also discussed the advancements in minimally invasive surgery and the promising potential of AI in the future of healthcare.

A dynamic panel discussion, moderated by Mr. Krishna Chakravarthy, General Manager, HR Business Partner & Wellness Leader, John DEERE, delved into strategies for workplace wellness. Leaders like Anuradha Kumar, HR Leader, AstraZeneca India; Niroopa Paulson, Head, Safety & Wellbeing, TCS and Sanjeev Magotra, Founder & CEO, Joye shared their insights on integrating wellness initiatives with business performance and leveraging AI for enhanced employee engagement. Raj Ganpath, Cofounder & Coach, Quad emphasized making smart food choices that nourish both the body and mind, while Dr. J Radhakrishnan, IAS, underscored the importance for HR leaders to balance productivity with mental and physical well-being. The event also shed light on the importance of financial wellness and the pursuit of passion over money. Ms. Ayshwarya Desikan, Director & Head South India - HSBC provided valuable financial strategies to help secure the future, while Mr. Sriram Sardas, Chief Happiness Expert, Our Happiness Matters discussed the art of finding happiness through daily rituals. Mr. Sujith, AVP & HR Business Leader, Infosys Ltd., in his message briefed about prioritizing passion over money in the workplace resonated strongly, reminding attendees that meaningful work brings true fulfillment. Dr. Thiruvenskadam T. and Mr. Mukundh Periasamy, along with our MBA 2023-2025 students participated in the conference that underscored the significance of holistic health and well-being, both personally and professionally. This event serves as a powerful reminder for HR leaders and organizations to foster a healthier, happier future.

Industry Pulse: What's Hot Now Advertising Careers: Trends and Insights



Mr. Parthiban D,
SSN MBA 2001-2003
Head of MarTech and Client
Engagement, Ogilvy

Parthiban Dorai, a proud alumnus of the SSN School of Management, from the batch of 2001-2003. Parthiban has carved an impressive career in the world of advertising and marketing, currently contributing his expertise at Ogilvy, one of the most renowned advertising agencies globally.

What inspired you to pursue a career in advertising?

My interest in advertising started during my 11th or 12th standard when I was studying in the commerce stream. We had a module on advertising, and as I delved deeper into the subject, I found it incredibly engaging. This initial spark led me to pursue a bachelor's degree in commerce, followed by a master's in marketing, to ensure I was on the right path toward a career in advertising. The inspiration came from iconic advertising campaigns I encountered as a school kid, and the more I learned about the industry, the more I wanted to be a part of it.

What are the potential growth prospects and opportunities within the advertising industry?

Advertising is indeed a specialized industry, and it's true that not many consider it as a career path unless they're pursuing Mass Communication or related fields. While it's relatively small, it offers tremendous potential for anyone passionate about making a career in it. The industry caters to a wide range of interests and skills. Whether you excel as a writer, a strategic planner, in client servicing, or as a media specialist, there's a place for you. Each role presents its own unique challenges and rewards, and for those ready to embrace these challenges, the opportunities in advertising are vast.

How can young creatives effectively upskill themselves to enter into the advertising field?

I read Pandeymonium by Piyush Pandey, the Executive Chairman and Global CCO of Ogilvy, who is renowned worldwide for his exceptional creative work. The book offers a fascinating glimpse into how he used his personal experiences to craft some of the most iconic ads. It emphasizes the importance of not just building skills but also enriching oneself through experiences that help you understand people and what truly inspires them. It's also about mastering the art of storytelling. While creativity is crucial, the book highlights that advertising goes beyond just being creative—it's about understanding the audience

and delivering impactful messages effectively.

In today's advertising landscape, which channel do you believe is the most effective for reaching audiences?

No single channel can be considered the most effective in advertising. The effectiveness of a channel depends on various factors like the target audience, the message, and the overall idea behind the campaign. Different platforms serve different purposes, and choosing the right one is key to reaching the intended audience in the most impactful way. It's all about aligning the channel with the specific goals and the message you're trying to convey.

AI is increasingly being integrated into various aspects of advertising, from data analysis to automated content creation. What are your thoughts on this trend?

I believe this trend is here to stay. Advertising has already embraced AI significantly, with numerous examples of how it's been used to bring powerful ideas to life. However, technology, in any form, is simply an enabler. It cannot replace the idea itself. The real focus should always be on the 'idea.' Powerful ideas still originate from people. So, the ongoing trend will be how AI, or any technology, can serve as a tool to bring those creative ideas to life, rather than becoming the idea itself.

Given that many people tend to skip ads, how would you address this challenge in your advertising strategies?

We are constantly surrounded by advertising, and skippable ads are just one aspect of it. Advertisers employ a variety of strategies like Influencer Marketing, Content Marketing, and more to effectively communicate their messages to audiences. Moreover, not all ads are skippable, and not everyone chooses to skip them. Different approaches ensure that the message reaches the audience in diverse and engaging ways, beyond just traditional ad formats.

- Sowmya

People Power

Building Your Personal Brand



Ms. Vaisali Sridharbabu
VP, NatWest Group

On 29th July in a session on Personal Branding, Ms. Vaisali Sridharbabu, Vice President at NatWest Group, offered a deep dive into this crucial topic, leaving participants with much to ponder. To kick things off, She engaged us with a fascinating activity. We were shown pictures of various soap brands and asked to identify people we knew who used them. Why? To demonstrate the strength of brand association and recognition. This led to a lively discussion about how personal branding works similarly—we are identified and remembered by our unique attributes and actions.

How do you stand out in a crowded professional world? She then highlighted the importance of visibility, both internally and externally. Internal visibility involves being recognized by colleagues and peers within your organization. External visibility, however, is about building a broader network. "LinkedIn is a powerful tool for this," she noted, "but it's not just about adding connections. It's about connecting with purpose." She encouraged us to connect with professionals from our dream companies, including CXOs, senior management, entrepreneurs, and influencers. What are your strengths, and how can they shape your brand? Exploring and honing our strengths is vital. She pointed out that personal branding isn't just about what we do, but how we do it. Are you a great communicator? Skilled at negotiation? A natural leader? To illustrate, she used everyday scenarios: If you're the leader of your friend group, you are likely possess leadership qualities. If you can make tough decisions on the fly, you have strong decision-making skills. How can you effectively express your brand? She advised focusing on thought expression over mere content creation on LinkedIn. Sharing insightful thoughts and engaging in meaningful discussions can significantly enhance your professional presence. She concluded with the inspiring story of Dolly Jain, a celebrity saree draper who has styled for top Bollywood actors, underscoring the power of a well-crafted personal brand.

- Nandhini

IIC Workshop

Innovation & Prototype Validation

Converting Innovation into A Start-Up



Mr. George Christopher
CTO, MacAppStudio

The SSN School of Management in association with Institution Innovation Council (IIC) organized a workshop on "Innovation & Prototype Validation Converting Innovation into a Start-Up" on 23.08.2024. Mr. George Christopher, CTO, MacAppStudio delivered the lecture. The workshop was attended by MBA students, research scholars and faculty members.

Mr. George kicked off the session with a resonant quote: "Whatever you are looking for is also looking for you, but not this version of you—rather an elevated version of you." This quote highlighted the law of attraction, emphasizing the need to continuously upgrade ourselves to create a better

version of who we are. George then guided us through the pathway to starting a startup. He suggested that the first step should be identifying a serious pain point for customers, rather than focusing solely on an idea or innovation. Once the pain point is identified, a market analysis can be conducted, allowing us to move forward with developing a solution, automating processes, and scaling the business.

George further outlined four strategies essential for creating a successful startup. The first strategy is to "Start with a problem but be open to pivoting later," which he illustrated with the story of Netflix. The second strategy is to "Create a narrative around how you are going to solve the problem," exemplified by Kalyan's brand story centered on trust. The third strategy emphasizes the importance of "Building and maintaining good strategic relationships." Finally, the fourth strategy is to "Understand how money works," stressing the importance of financial literacy in business with the quote, "There is no charity in business, and no business in charity!" George's charismatic and captivating talk ignited a strong interest among participants in starting their own ventures.

- Sumithra



The Art of Effective Communication

"Communication is not about speaking what we think. Communication is about ensuring others hear what we mean." - Simon Sinek

Dr. Binu James Mathew
Manager, Career Development and Corporate Training at National Finance Company, Oman

Dr. Binu James Mathew, a Ph.D. from IIT Bombay, on 18th August visited SSN SOM campus to deliver an engaging and insightful lecture on "Enhancing the Art of Communication: Essential Insights for Campus Interview Success." Beginning the session by referencing Charles Darwin, Dr. Binu highlighted the need to be adaptable in this ever-changing world. He emphasized that soft skills, an essential part of EQ, is a combination of character traits and interpersonal traits. Dr. Binu encouraged us to discover and leverage our unique capabilities. He also delved into Glossophobia, or the fear of public speaking, and offered various strategies to tackle the fear and overcome it. Breaking our perception that communication is solely about verbal interaction, he illustrated that communication is actually a blend of 55% non-verbal cues, 38% vocal elements, and only 7% words. This underscored the crucial role of body language. Dr. Binu reminded us that failure is a part of every great journey and we must embrace it with a growth mindset. He also played relevant videos as he discussed certain topics. His lecture included practical advice on managing our LinkedIn profiles. He also walked us through the nuances of handling interviews with poise and confidence. We concluded the session with a wealth of takeaways and we are feeling better prepared to face the interview board with a fresh perspective.

- Krishikaa

Upcoming Events

(Click on the icons for more info)

IIMB
Business
Conclave
2024

Model United
Nations
Conference
2024 -Christ

TEDx SCMS
Pune -
Symbiosis

NHRDN Student's Chapter

Office Bearers 2024



Dhivya T
PRESIDENT



Divya C
VICE PRESIDENT



Harini K
SECRETARY



Joshikaa S
TREASURER



Inauguration Ceremony of 2024 – 26 (XXVth) Batch of MBA

The SSN School of Management warmly welcomed its 25th MBA class (2024–26) on August 29, 2024, ushering in an exciting new chapter for its incoming students. The ceremony was a vibrant celebration of academic beginnings, setting the stage for a transformative journey in management education.

A video highlighting SSN's rich history opened the event, which was then followed by a prayer and the customary lighting of the Kuthu Vilakku. The SSN SOM Director, Dr. K. Hariharanath, gave the students a hearty welcome and exhorted them to seize the chances and challenges that lay ahead.

Mr. Abhigyan Ghosh Head Human Resource India, First Solar gave the keynote talk and emphasized the importance of agility in the quickly changing corporate environment. He encouraged the students to continuously update their skills and embrace leadership, which he described as "the art of getting things done through others."

The inaugural address was given by Mr. Sujoy Ghosh Vice President & Country MB India, First Solar highlighted the significance of matching individual objectives with broader societal implications. Emphasizing digitalization and climate change as major disruptors altering businesses, notably energy, he advised students to see difficulties as possibilities.

The event concluded with a vote of thanks by Dr. T. Thiruvankadam, Associate Professor at SSN SOM, who expressed his gratitude to the speakers, students, and organizers for making the day a memorable one.

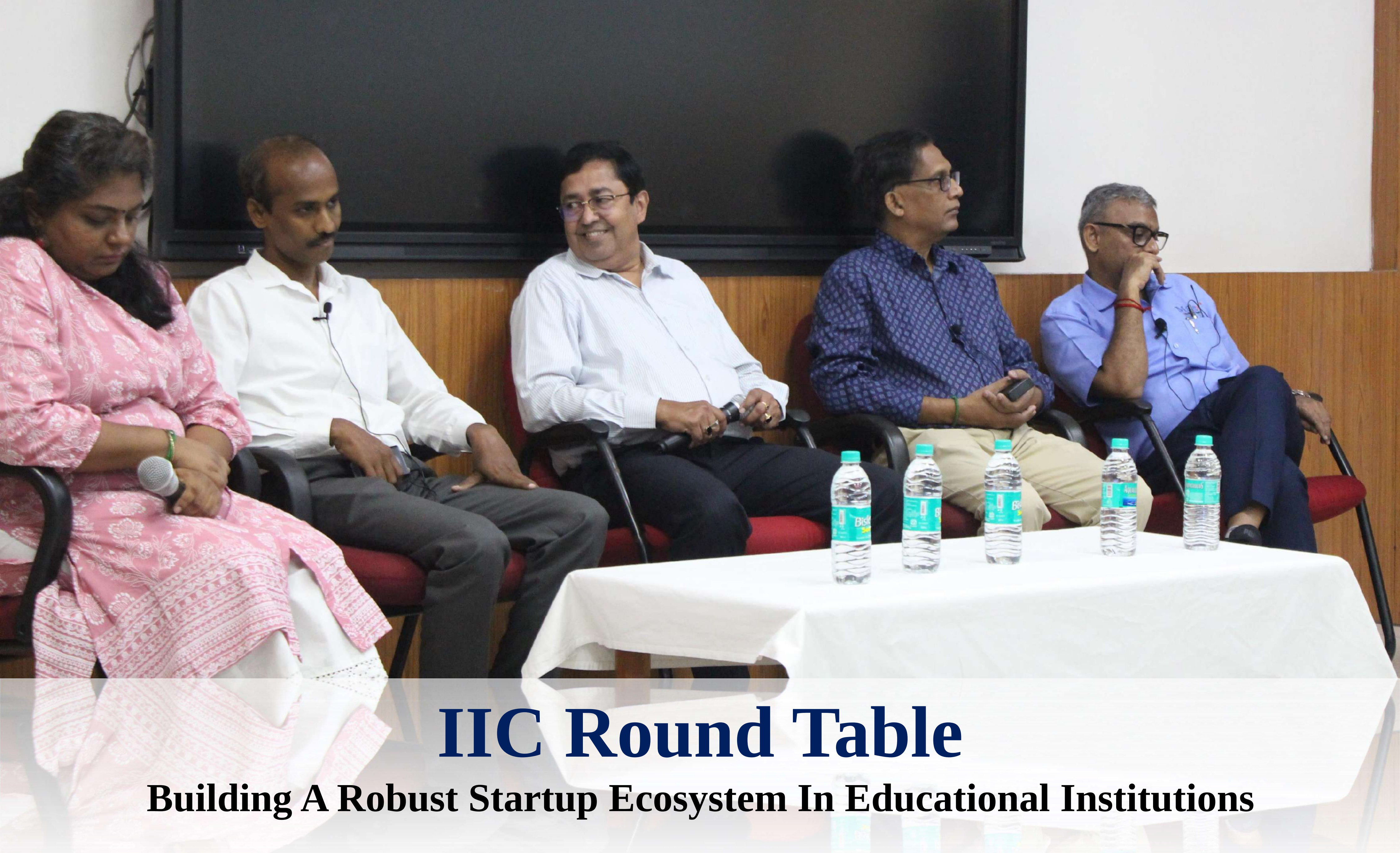


Chittaranjan, Lead HR at TCS, then shared his experiences, focusing on career development and networking, followed by a special address from Averyl Dsa Saldanha, Entity Head HR at Numeric, who stressed the importance of adaptability and being industry-ready.

Senior students representing the Placement Committee, Alumni Committee, and NHRD Student Chapter also introduced their respective committees, explaining their roles and functions to the upcoming batch. This helped the new students gain a clearer understanding of the opportunities and resources available to them.

The event concluded with a lively networking session between the 2023-25 and 2024-26 batches, building connections and fostering a sense of community. The day set a positive tone for the new students as they embarked on their transformative MBA journey at SSN School of Management.

-Shalini R



The SSN School of Management in association with Institution Innovation Council (IIC) organized Round Table on " Building A Robust Startup Ecosystem In Educational Institutions " on 30.08.2024. Mr. Chandran Krishnan, Managing Director & CEO of Campus Angels Network & Principal Advisor of SSN Incubation Foundation moderated the panel discussion. The round table was attended by MBA students, research scholars and faculty members. The session commenced with an invocation by Nandhini, II year MBA student followed by welcome address and felicitation of moderator and panel members. Nanu Swamy Founder – Maxelerator Foundation elaborated on the importance of perseverance in the entrepreneurial journey, particularly highlighting the role of accelerators and allied projects within institutions that help transform lab ideas into commercially viable products. Yogeshwaran Managing Director, Matexnet spoke about strategic growth within organizations. He discussed survival strategies, the importance of networking, and recognizing market needs, drawing from examples like Suguna Poultry and Soundarajan's personal mentorship. Chandrakumar Dean, Industry Relations, Incubation and R&D – Veltech University shared his journey and insights on how academic institutions and their incubators bridge the gap between academic ideas and market realities. He stressed that startups should be nurtured from the idea stage, with incubation centers providing critical support. Vedha Executive Director, Native Lead Angles discussed her experiences and knowledge gained about startups as they transition out of incubators. She emphasized the importance of having a scalable business model, identifying the right problems to solve, and understanding the availability of funds and the role of incubation centers. These elements are crucial for startups to bridge the gap between initial ideas and successful market entry. On the whole the round table was an informative session.

- Sowmya & Sumithra



Student Corner

The Time



Chanthiveeran
MBA 2023-2025

The watch on our wrist changes its time every second, but we still find ourselves watching it. Even though this is a basic function, it still excites us. People who wear watches daily understand this excitement, especially when they forget to wear theirs for a day and keep looking at their wrists out of habit. That's the magic of watches. What makes watches fascinating, and why are they considered valuable in trade terms, when they are essentially just time-showing devices?

Indeed, they are, but the time they show matters immensely.

Recall the first time you wore a watch. During our school days, some of us didn't even know how to read time correctly. We relied on digital watches to count the minutes until our boring lectures ended. This continued into college, but with a twist, the watches evolved into classic wristwatches or smartwatches, displaying not just the time but also the date, heart rate, and more. Interestingly, these features became even more useful after graduation, when we started using our watches to meet professional deadlines.

At every stage of our life, we keep an eye on the time. It constantly changes, but we never grow to despise it. Sometimes, we wish we could return to a particular moment, but time only moves forward, showing us the present and not allowing us to go back. Every tick-tock reminds us that something precious in our lives is passing.

Don't chase after time. Instead, spend it with good people, creating memories. Even as time slips away, it remains with you in the form of cherished memories. And even if those memories are painful, time eventually heals the wounds. It might take a while, but like its unyielding march forward, it never fails us.

Appreciate every moment—the more you cherish, the richer your life becomes. That's why time is both intriguing and valuable. Make it your companion by wearing a watch and also make it as a memorable compliment to your people during occasions

Keep it close and create lasting memories with the people you love!



Meet Sanjana

Navigating Carbon Markets: Internship in Sustainability & Emission Trading

Sanjana is currently pursuing her second year of MBA at SSN School of Management. During her summer internship at NET CARBON VISION, a joint venture between GCV and its technology partner Coda Technology Solutions Pvt Ltd, she worked on consultancy, solutions, and implementation services for managing and trading carbon emissions in heavy-emitting industries. Net Carbon Vision has 2 products namely SustainOS NCaRP (Net Carbon Reduction Platform) and SustainOS XTrad. The SustainOS NCaRP (Net Carbon Reduction Platform) is a comprehensive solution for managing carbon emissions, integrating various functionalities to measure, analyze, and accurately report emissions throughout an organization's operations. The SustainOS XTrad is a tool designed for carbon credit and offset trading, enabling organizations to participate in both regulated and voluntary carbon markets. It provides features for buying, selling, and managing carbon credits.

As a research market analyst Sanjana conducted competitor research by analyzing their websites, white papers, and arranging demo calls. A questionnaire guided this research to gather insights about competitors' products. She also had the opportunity to do market research on EU, China, and California's carbon markets, including how carbon transfers take place and the pricing of carbon per ton. This helped her gain insights on the market dynamics as well. Sanjana says that the sustainable industry is rapidly growing, and gaining knowledge in this sector will provide a significant advantage, particularly with the increasing importance of non-financial reporting.



Sanjana K
MBA 2023-2025

"MBA is an excellent opportunity to expand your knowledge and grow your network. Mastering the art of networking can significantly boost your career and pave the way for success. Be open to making connections, learning from diverse perspectives, and broadening your horizons to enhance your professional growth."

- Sanjana

- Sumithra

[Click here for Chain it!](#)

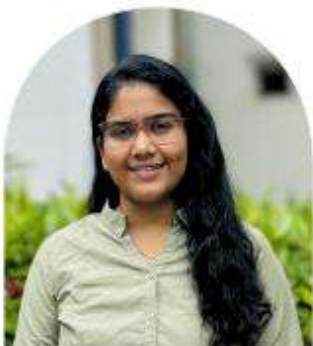
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The Chief wishes everyone for the ongoing placement season!
All the best folks!!

The Team

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