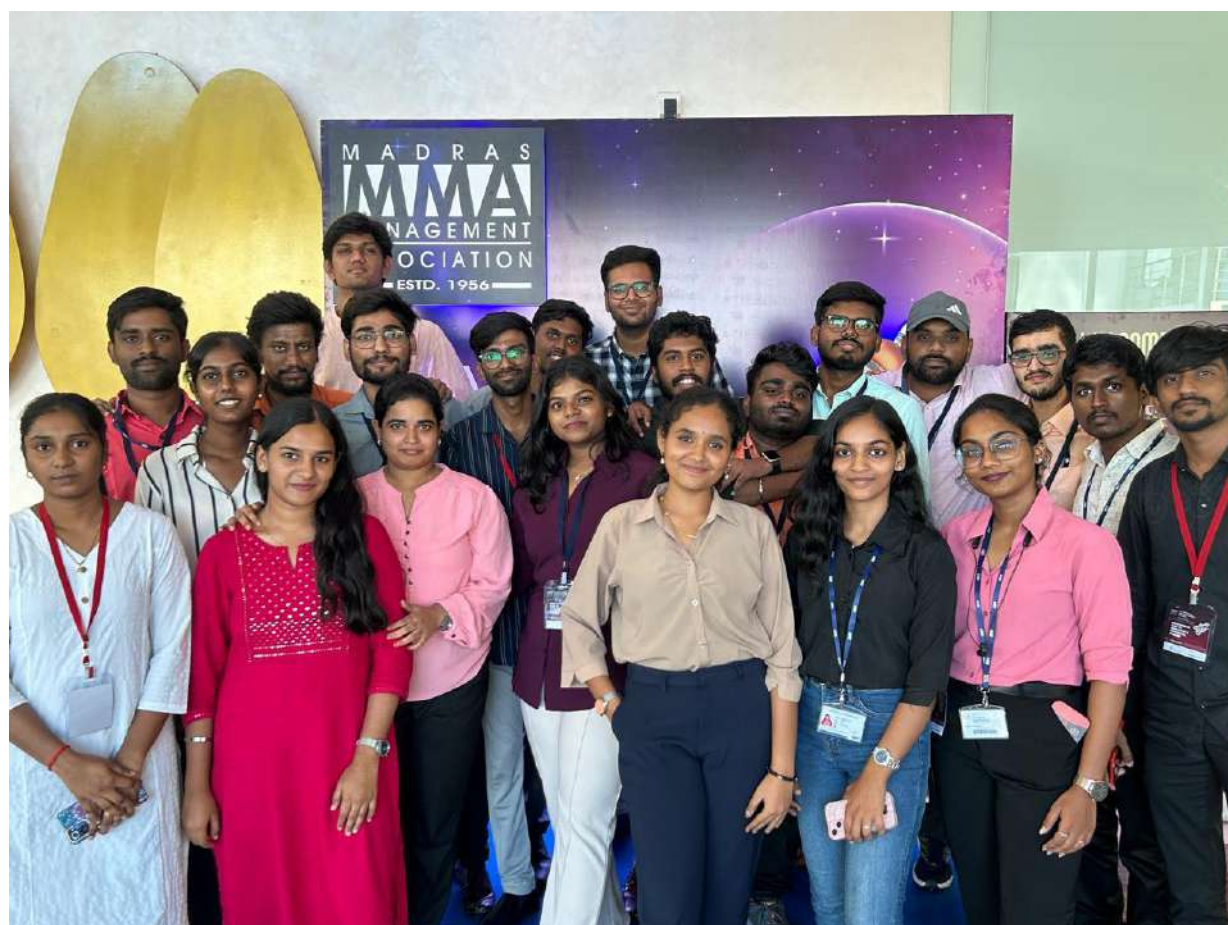


MMA 2024

Jumpstarting Careers: National Student Convention Empowering Future Leaders



SSN MBA 2024-2026 Students at MMA event

On 22nd October, 2024, our students of batch 2024 - 2026 had the privilege to attend the all India management student's convention for the year 2024 conducted by Madras Management Association on the theme **“What does it take to Jumpstart a Successful Career”** in IITM Research Park, Chennai. The event started off with a warm welcome address from Mr. K Mahalingam, President of MMA & Partner/Director of TSM Group of Companies and a keynote address on “Defining success in the modern workplace” from the guest of honour Mr. S V Nathan, CEO & Co - Founder, Visra Human Capital Consulting Pvt Ltd.

The convention featured six insightful sessions led by industry experts from top organizations. It began with career planning and goal-setting, followed by a session on resilience, emphasizing the importance of starting with a “why” and trusting one's instincts in decision-making. Another session focused on essential skills for the future, highlighting agility, communication, critical thinking, and problem-solving. The session on job search strategies stressed understanding personal strengths, the value of soft skills, and effective networking.

Leadership and mentorship were discussed, with an emphasis on the benefits of having the right mentor. The event concluded with a session on building a personal brand, underscoring its importance for career growth. A highlight of the convention was its flagship event, Chanakya - The Mastermind, where the top management student of 2024 was chosen through a series of rigorous contests that tested their all-round abilities. The event concluded with an awards ceremony recognizing winners from various competitions hosted by the Madras Management Association. Mr. A. R. Unnikrishnan, Vice President of MMA and Managing Director of Saint-Gobain India Pvt Ltd, delivered a vote of thanks, expressing gratitude to all stakeholders for making the event a success.

The MMA National Student Convention 2024 provided invaluable career insights, mentorship, and skill-building opportunities to empower future leaders.

-Swathi G

Industry Pulse: What's Hot Now Shaping the Future: The Impact of U.S. Leadership on Indo-American Relations and the Indian Diaspora

As the 2024 U.S. presidential election looms, former President Donald Trump, now a prominent Republican candidate, has the potential to reshape U.S.-India relations once again. With India's rising global influence and its strengthening ties with the U.S., the outcomes of a second Trump presidency could have significant implications for both countries. This article explores how Trump's leadership could impact Indo-American relations, focusing on key areas such as trade, defense, immigration, and the Indian diaspora.

Positivity on the Indian Diaspora Based on Victory Speech

In his victory speech, Trump delivered positive remarks about the contributions of immigrants to American society, including Indian Americans. This was a departure from some of his earlier rhetoric, and many in the Indian American community welcomed the recognition of their hard work and success across sectors such as technology, healthcare, and education. Trump's acknowledgment of their economic and cultural contributions could lead to greater acceptance of the Indian diaspora within the broader American society. His focus on economic growth and job creation also signals potential opportunities for Indian Americans, particularly in industries where they are well-represented, such as Silicon Valley, medicine, and academia.

Trade and Economic Policy

Trade relations were a focal point during Trump's first term, especially concerning India's trade surplus with the U.S. Trump had pushed for reduced tariffs and imbalanced trade practices, often criticizing India's trade policies. If re-elected, Trump may continue to seek trade concessions, potentially leveraging India's expanding market to secure favourable deals for U.S. companies. Sectors such as defense, technology, and energy could see enhanced collaboration under his "America First" agenda, aligning with India's growing economic potential. As India becomes an increasingly important partner in the global economy, its strategic role in U.S. trade could intensify.

Defense and Security Cooperation

Trump's first term saw a remarkable strengthening of U.S.-India defense relations. India's designation as a Major Defense Partner facilitated closer military ties, including technology transfers and joint defense exercises. These efforts were partly driven by shared concerns over China's regional ambitions. A second term for Trump could see continued expansion of defense cooperation, with a focus on intelligence sharing, military collaboration, and countering China's growing influence in the Indo-Pacific. Such strategic partnerships would not only bolster India's defense capabilities but also affirm its role as a key ally in the region.

Geopolitical Strategy in the Indo-Pacific

India is increasingly central to U.S. strategy in the Indo-Pacific, especially within frameworks like the Quadrilateral Security Dialogue (Quad), which includes the U.S., Japan, Australia, and India. Trump's vision of a “Free and Open Indo-Pacific” aligns closely with India's interests in ensuring regional stability and countering China's assertiveness. A second Trump presidency could intensify cooperation within the Quad, with a focus on enhancing investments in India's infrastructure and deepening strategic ties. This could further integrate India into the U.S.-led global order, strengthening both countries' positions in the face of China's growing influence.

Climate and Environmental Policy

Trump's environmental policy, particularly his withdrawal from the Paris Climate Agreement, was one of the most controversial aspects of his first presidency. For India, which faces the dual challenge of economic development and environmental sustainability, a return of Trump could create tension on climate issues. However, India may continue to collaborate with other global players, such as the European Union and China, on renewable energy projects, while focusing on domestic solutions to combat climate change.

Impact on Indian Diaspora and Immigration

Immigration was a contentious issue during Trump's first term, particularly with policies that targeted H-1B visas, affecting many Indian IT professionals. If re-elected, Trump is likely to maintain a hardline stance on immigration, which could continue to impact the flow of skilled Indian workers into the U.S. However, his emphasis on strengthening U.S.-India economic ties might create new opportunities for Indian professionals in sectors such as technology and services. Furthermore, Trump's recognition of the Indian American community's contributions during his victory speech may foster a more inclusive environment for Indian immigrants.

Conclusion: A Future of Strategic Opportunity

While a second Trump administration could present challenges—especially in climate policy and immigration—there are numerous opportunities for India and its diaspora. Enhanced defense cooperation, economic growth, and shared geopolitical interests in the Indo-Pacific could strengthen U.S.-India relations. India's rising global influence, coupled with its deepening ties to the U.S., positions both nations to benefit from a closer partnership. By navigating political complexities and leveraging shared interests, both countries can chart a path of mutual growth and prosperity.



Dr. Srinivas Gumparthi
Faculty, SSN SoM

Corporate Talk Series

Strategies for the Journey from Incubation to Industry

On 19th October 2024, Ms. Vaishali Sridharbabu, Vice President of Quality Engineering at NatWest Chennai, delivered an inspiring lecture as part of the university’s industry talk series. Known for her roles as a public speaker and communication trainer, Ms. Vaishali shared valuable insights for aspiring MBA graduates.



Ms. Vaishali Sridharbabu,
Vice President of Quality Engineering,
NatWest Chennai

She began by stressing the importance of authenticity in choosing an MBA. It's not just about earning a degree, but about committing to it with respect and dedication. She then highlighted five key lessons for success: staying updated on market trends by following industry reports and influencers; seeking mentors, such as industry leaders or peers, for guidance; building meaningful connections, particularly on LinkedIn; actively applying for internships; and focusing on thought expression rather than relying on AI tools.

Ms. Vaishali emphasized learning beyond the MBA curriculum, especially in areas like economics and stocks, which are foundational to various careers. She also shared practical tips for securing internships, such as researching companies, reaching out to Talent Acquisition teams, and tracking responses.

Concluding with the mantra “Be ready to start small and achieve big,” she encouraged students to embrace opportunities, no matter how modest, and remain open to growth.

-Karthikeyan AC & Yugalakshmi J

Alumni Talk Series

Insights for Tomorrow: HR Leadership and Entrepreneurial Vision



Ms. Radhika Ravi, India Head of Campus Hiring (WILP) at Wipro and Ms. Deepika Sridhar, Entrepreneur, founder Nature Valley Camp.

An engaging session on HR and Entrepreneurship was organized for the 2026 batch students on 19th October 2024, featuring two esteemed alumni from the 2009-2011 cohort, Ms. Radhika Ravi and Ms. Deepika Sridhar. Ms. Ravi, India Head of Campus Hiring (WILP) at Wipro, shared her journey in Human Resources, highlighting pivotal experiences and strategic decisions that have shaped her career. She encouraged students to adopt a reflective approach in choosing their MBA Specialization(s), aligning choices with their strengths and ambitions. Through her early years at TCS in the Resource Management Group (RMG), she developed resilience, adaptability and core HR competencies-traits she emphasizes as essential for success in corporate HR. Meanwhile, Ms. Deepika Sridhar, an entrepreneur who founded “Nature Valley Camp” in Yercaud, Tamil Nadu in 2021, shared her inspiring journey of leaving a career in the U.S. to pursue her dream of establishing a business in India. She discussed the challenges of entrepreneurship, from conceptualization to execution, emphasizing the importance of keeping aspirations alive until the right moment arrives. Her message embraces bold steps towards fulfilling one’s passion. The speakers offered invaluable insights into resilience, adaptability, and self-driven learning, drawing from their extensive expertise in both Corporate and entrepreneurial arenas. They thoughtfully guided students through the complexities of these career paths, addressing each question with patience and providing strategic advice to empower students in navigating their MBA journey and shaping their future careers with confidence and purpose.

-Karthik Sivanesan M

Internship Journey

Transformative Internship Journey Forges the Path for Career Ascent



Ms. Kaviya Ravi
SSN MBA 2023-2025

Juggling the roles of a dedicated student and budding professional, Kaviya Ravi (2023-25), the estimable Secretary of the MBA Association, is making the most of her MBA journey at SSN School of Management. She channels her boundless energy by sharing the impactful insights gleaned from her transformative internship experience.

A resonant two-month summer internship fuelled Kaviya’s transition from a commerce student to a valued Tax Consultant at Deloitte. As an intern at the SSN Incubation Foundation (IFound), she delved into the intricacies of diverse business revenue models, contributing significantly to impactful projects. She streamlined the share transfer process, developed comprehensive standard operating procedures, also she got the opportunity to collaborate closely with the SSN central finance team to maintain records and address any grievances related to financial matters. Moreover, she gained invaluable experience in event coordination and organization, including hosting an event under the aegis of the Centre of Excellence. Kaviya's internship journey culminated in knowledge transfer to a new associate and empowered her to articulate her role and contributions effectively during interviews. As she aptly stated, “This internship has been an integral part in my academic and professional evolution”.

Moreover, she suggests her juniors to “seize internship opportunities that align with their desired career paths. The efficacy of an internship hinges on individual performance within the organization, irrespective of its scale.”

-Abineswari S

Placement Corner

Climbing the Marketing Ladder: Priya Shanthini’s Road to Success

Aspiring to land a dream job at a top-tier company? Look no further! Priya Shanthini (2023-25), a talented MBA student at SSN School of Management, with a knack for navigating the job market, reveals her strategies. As a Placement Coordinator, she brings a unique perspective to the table, making her insights all the more valuable. Let's get more insights from her.



Ms. Priya Shanthini
SSN MBA 2023-2025

Can you walk me through your placement journey and how you secured this offer?

I secured a PPO from Whatfix, resulting from a successful internship with a partner marketing team. This experience provided me with invaluable insights into real-world marketing strategies for ISV (Independent Software Vendors) and SI (Service Integrators) Partnerships and allowed me to build strong relationships within the organization. It provided an in-depth experience in partnership-focused marketing, equipping me with valuable skills essential for sustained success in the field.

What was your preparation strategy leading up to the Whatfix interview?

Before starting my MBA, I acquired a range of experiences, including working as a Blockchain Developer and doing 2 short-term internships that provided valuable, hands-on knowledge. Each internship spanned three months—one centered on Business Development, and the other on Digital Marketing. These roles strengthened my technical abilities and broadened my understanding of key business functions, from development to strategic marketing. This blend of experiences offered me a balanced perspective and practical edge, both of which were instrumental in my success during the Whatfix interview process.

What should first-year students start doing now to prepare for placement season?

I would advise first-year students to begin by identifying the functional areas that truly interest them, whether it’s marketing, operations, finance, HR, or any other field. Once you’ve pinpointed your area of interest, start building the necessary skills that will set you up for success. Seek out certifications that are recognized and valued in the industry, as they will help you stand out and demonstrate your commitment to learning. Additionally, networking plays a pivotal role in your journey—reach out to seniors, alumni, and professionals in your field to gain insights into industry expectations and the day-to-day realities of roles that align with your aspirations. Starting your preparation early, along with aligning your efforts with industry standards, can significantly enhance your chances of securing a desirable position in the future.

-Priya Shanthini

ABOUT

“From Insight to Impact: Transforming Leaders into Change makers”

DAKSHA, an avid management fest titled as “EUTOPIA:TOWARDS A BETTER TOMORROW” was held on 25th October, 2024 We are delighted to thank our sponsors TMB title sponsor, SNJ presenting sponsor, Sathya and Hungry cars platinum sponsor, classic Builders and Jenitec Enterprise a gold sponsor and atlast SDR restaurant and cafe, Agaram paints and KSPS Tuticorin silver sponsors .

The inaugural speech was enlightened by the words of S.N. Jayamurugan who gave us various Insights on entrepreneurial, marketing and business skills.

EVENTS

The management fest consisted of 12 events like Thriveon-best manager event, Bullion-stock exchange event, pitch perfect-marketing event, Business Quiz, Datasphere-business analytic event, PyroMergers

-M&A event, Zenpack-Marketing

event, FolkForge-HR event, Continuum-operation event,

Bideleven-IPL event, Seek Decode Grow-Treasure hunt event and Pixellence-photography (fun event). First ever in history of

DAKSHA the number of registrations went over 720+ from reputed colleges all over Tamil Nadu.

OVERALL CHAMPIONS

Thiagarajar School of Management, Madurai won the overall championship at DAKSHA'24. Thanks to the remarkable efforts of Dr.K.Hariharanath, Dr.T.Thiruvankadam, faculty-coordinator Daksha'24 and students.

Overall it was an ecstatic management event which was leading with Purpose, building with Passion and uniting teams for Success.

-Jovina Salome R



Student Corner

Beyond the classroom: A College Peer Evaluation Experience

“கற்க கசடறக் கற்பவை கற்றபின்
நிற்க அதற்குத் தக”

(“Learn thoroughly what should be learnt. And having learnt, stand according to that.”)

From learning to assessing, a completely different experience of MBA students. Let’s hear from Narmatha, 2023 – 2025 batch, about her experience, “It was a great experience as a peer evaluator at Saveetha School of Management for me and a few of my batch mates at the SSM 2nd MBA Star Summit 2024. We had the privilege of assessing MBA students' projects, which they had completed in collaboration with various companies.

This experience was not only enlightening but also an excellent learning opportunity for me and my friends We were assisted by our faculty member, Dr. Kavitha Muthukumaran, who was also present there as a faculty judge. I sincerely appreciate and thank her for her unwavering support and guidance throughout the entire process. Her professionalism, coupled with her approachable demeanour, ensured that the students received constructive and meaningful evaluations.

As a judge, I was impressed with the quality of the work students delivered. Each presentation reflected their deep understanding of industry trends and their ability to adapt academic knowledge to practical scenarios.

Beyond the evaluation process, this experience also allowed me to engage with the students and learn from them. It was a fantastic opportunity to exchange ideas and witness how academic learning is being applied in the corporate world. To wrap up, my time at Saveetha was both rewarding and enriching, and I left with a deeper appreciation for the potential of the upcoming of business leaders. Looking forward to implementing these learnings in my future.”

- Narmatha Manohar M



**Dr. Kavitha. M, Faculty, SSN SoM
and SSN MBA 2023-2025 Students
At Saveetha School of Management**

From Student to Judge: Pharmitha's Journey

Pharmitha, a motivated first-year MBA student with a strong background in marketing, had the opportunity to serve as a judge for a marketing event and also a cultural event. This experience not only enhanced her marketing expertise but also provided valuable insights into the evaluation process. Here, she shares her journey and the skills she developed through this unique opportunity.



**Ms. Pharmitha S
SSN MBA 2024-2026
at Loyola College**

“It gives me immense pleasure to share my experience being a judge for the events "Sell Me This" at DG Vaishnav College Commerzthon'24 and "Channel Surfing" at Loyola College Ovarations’24. I had the opportunity to see numerous talented individuals and their creativity during their participation, and it was truly remarkable to assess their skills and recognize the most deserving participants with accolades. I extend my gratitude to our management and faculty for their support in facilitating my participation in such engaging activities.”

- Pharmitha.S

Upcoming Events

(Click on the icons for more info)

[Takshak 24](#)

[Unlocking
Entrepreneurial
Potential](#)

[Enigma Business Quiz](#)

[How to start your
Entrepreneurial
Journey](#)



Diwali Celebrations

28/11/24

The Team

Faculty Coordinator
Dr. T. Thiruvenskadam

Vikashini C
Swathi G

Harini K P
Abineswari S

Roqueson Fernando S
Jovina Salome R

Karthick Sivanesan M
Yugalakshmi J

Nivedha V
Deepika K