

# SSN-CUMI Emerging Leaders Program: Cultivating Strategic Excellence in Phase III

The SSN-CUMI Emerging Leaders Program (ELP-2024) moved forward with inspiring momentum in Phase III, conducted from 23rd to 26th April 2025, at the SSN School of Management. With 37 middle-level managers representing the Abrasives, Ceramics, and Super Refractories divisions of CUMI from across India, this phase reflected the shared vision of CUMI and SSN to cultivate future-ready leaders capable of driving strategic transformation



SSN CUMI Program – Phase III

Spanning four intensive days, the program combined functional and behavioural competencies that are critical to navigating the evolving business landscape. The sessions were meticulously curated to enhance participants' strategic thinking, operational execution, digital acumen, and emotional intelligence.

The first day, 23rd April 2025, opened with a session on Emotional Intelligence (EI), emphasizing the value of empathy, self-awareness, and interpersonal skills in leadership. This was followed by Motivation and Influential Skills (MIS) and Essentials of Leadership (EL), both of which strengthened participants' ability to lead through influence, navigate change, and build resilient teams. The day also marked the initiation of collaborative efforts on the Capstone Projects, allowing managers to translate their learning into actionable insights relevant to real-time business challenges.

On 24th April 2025, participants explored the importance of Environment and Sustainability (EAS), recognizing the growing need for sustainable practices in long-term corporate strategy. This was followed by Data Analytics and Visualization (DAV), equipping managers with the tools to make informed, data-driven decisions. The day also featured the Capstone Project Review, offering structured faculty-industry feedback. Later, a stimulating session on AI Use Cases in Manufacturing and Supply Chain was delivered by Mr. K P Bharathy Venu Prakash, Director of TechnomaX. A cultural excursion to Mahabalipuram provided a welcome pause, fostering camaraderie and team bonding.

The third day, 25th April 2025, focused on Execution Excellence (EE). This session addressed key operational challenges and introduced frameworks for goal-oriented leadership and resource optimization. Participants continued to refine their Capstone Projects with guidance from faculty and industry mentors, ensuring alignment with CUMI's strategic direction.

26th April 2025, the final day of Phase III, commenced with a module on Understanding Business Strategy (UBS), enhancing participants' ability to navigate complex competitive environments. Tailored parallel sessions followed, including Financial Acumen for Business (FAB), Manufacturing 4.0 (MFR4), and Branding & Marketing (BAM)—enabling managers to pursue deeper learning in their functional areas of interest. The program concluded with another high-impact session by Mr. Bharathy on Artificial Intelligence in Manufacturing and Supply Chain, offering forward-looking perspectives essential for digital transformation.

A defining feature of ELP-2024 Phase III was the emphasis on Capstone Projects—17 real-time business challenges crafted by CUMI to align with its strategic growth plans. These integrative projects are currently being mentored by SSN Faculty and supported by industry leaders, and will continue until July 2025. Participants appreciated the rigorous guidance provided by SSN, which is helping bridge theory with impactful solutions for their organizations.

The CUMI Emerging Leaders Program, launched in December 2024, spans 14 modules across four phases, and is aimed at strengthening the leadership pipeline for CUMI's ambitious strategic vision. With one final phase scheduled for the third week of June 2025, the program is steadily culminating towards the submission and presentation of Capstone Projects.

Through its structured curriculum, seasoned faculty, and strong industry collaboration, SSN-CUMI ELP-2024 continues to emerge as a benchmark in executive education. Phase III has not only advanced strategic, digital, and operational thinking but also reaffirmed the role of continuous learning in shaping agile and responsible business leaders.

- **Karthik Sivanesan M**

# Industry Pulse iGOLDz: The First Startup from SSN School of Management Blending Tradition with Technology



**Dr. Kirubakaran,**  
Assistant Professor, SSN SoM

Every great innovation begins with a dream. For Dr. Kirubakaran Boobalan, Assistant Professor at SSN School of Management (SSN-SoM) and a recipient of the prestigious Institute of Eminence (IoE-IISc) Fellowship from the Indian Institute of Science, Bangalore, that dream was to revolutionize the jewelry industry by harmonizing age-old craftsmanship with cutting-edge technology.

Fueled by a passion for creativity and innovation, Dr. Kirubakaran launched iGOLDz (<https://igoldz.co.in/>) under the SSN iFound Incubation Program—the very first startup from SSN School of Management. This pioneering venture reimagines the art of jewelry making, setting a precedent for future entrepreneurial endeavors from the institution.

At the heart of iGOLDz lies a commitment to merging heritage with high-tech tools, bringing customization and craftsmanship to new heights. The startup leverages Artificial Intelligence, CAD/CAM design, 3D printing, electroforming, and vacuum pressure casting technologies to design and manufacture bespoke jewelry with unmatched precision and efficiency.

This fusion of tradition and technology empowers customers to become co-creators, allowing them to design pieces that reflect their personal stories and styles. By combining the elegance of artisanal techniques with the speed and accuracy of modern manufacturing, iGOLDz sets a new standard in the jewelry space.

Dr. Kirubakaran's visionary approach exemplifies how academic innovation can translate into entrepreneurial success, proving that with the right blend of purpose and technology, even centuries-old crafts can sparkle with a new brilliance.

## Upcoming Events

The Big Brand  
Theory

Altair Optimization  
Contest

Natural Language  
Processing Tool

National Case Study  
Competition

# SSN's 29th College Day Where Excellence Meets Recognition



**College day - SSN MBA Batch 2023 – 2025 winning awards on SSN's 29th College Day**

SSN Institutions marked a significant milestone with the grand celebration of its 29th College Day, commemorating the exceptional achievements and contributions of its students across diverse departments.

The event was graced by **Mr. Ashwin Raja**, Co-Founder & CTO of Motorq, as the Chief Guest. He was joined by Dr. Kala Vijayakumar, President of SSN Institutions, Dr. S. Radha, Principal of Sri Sivasubramaniya Nadar (SSN) College of Engineering, and other esteemed dignitaries who took part in recognizing and awarding student achievers.

Madheshkannan B, Student President of the MBA Association (MBAA), Batch 2023-25, represented the School of Management (SoM) and delivered the department's annual address alongside other departmental student leaders.

## MBA Award Winners:

### 1. *Best Outgoing Student*

Sumithra Thillaikannu R,  
SSN MBA Batch 2023 - 2025

### 2. *Outstanding Student Coordinator for Instincts'25 & Presidential Award*

Madheshkannan B,  
SSN MBA Batch 2023 - 2025

### 3. *Rank Holders of Semesters for Batch 2023 - 2025:*

#### Semester 1

**Gold:** Krishikaa Sankar, Varshini Kumaran

**Silver:** Vigneshwar Suresh

#### Semester 2

**Gold:** Varshini Kumaran

**Silver:** Keerthana B

#### Semester 3

**Gold:** Krishikaa Sankar, **Shalini R**

**Silver:** Varshini Kumaran

Heartfelt congratulations to all the awardees for their relentless hard work and commitment towards excellence. College Day served not only as a celebration but also as a motivation for all students to strive for greater accomplishments. — **Nivedha V**

# SSN-SNUC's 25th Sports Day Champions in Action: Showcases Student Talent

SSN-SNUC came alive with athletic energy and spirited competition at its 25<sup>th</sup> Annual Sports Day, held on April 4th, 2025 with the International table tennis champion, Shrimathi K. The event was a resounding success, showcasing the remarkable sportsmanship and talent of students across all departments.

Students participated enthusiastically in a wide range of events, from track and field to team sports, demonstrating their dedication and passion for athletics. The spirit of healthy competition was palpable, with participants pushing their limits and cheering on their peers.

A special highlight was the outstanding performance of the MBA department students, who excelled in various sporting events and secured impressive victories. Their achievements underscored the well-rounded nature of the MBA program, where academic excellence is complemented by a strong commitment to sports and physical fitness. Notably, G. Jenita Jasmine (MBA Batch 2024 - 2026) showcased exceptional talent, winning in both Chess and Carrom, while Umarathi J K (MBA Batch 2024 - 2026), Subiqsa R (MBA Batch 2024 - 2026), and Tharun S (MBA Batch 2024 - 2026) also claimed victories in Chess. Sandilyan (MBA Batch 2024 - 2026) and Akilan (MBA Batch 2024 - 2026) joined Jenita Jasmine in securing the Carrom wins. The Throwball team, comprising MBA Batch 2024 – 2026 students including Jenita Jasmine G, Harini K P, Vikasini C, Pharmitha S, Oviya R, Libiksha Babu B I, Pranitha P S, Yugalakshmi J, and Neha J B, also emerged victorious, demonstrating excellent teamwork and skill. Hari Prasad secured the win in Shuttle.

The Sports Day not only provided a platform for students to showcase their athletic abilities but also fostered a sense of camaraderie and unity within the SSN-SNUC community. The event celebrated the values of teamwork, discipline, and perseverance, which are essential both in sports and in life.

The college extends its heartfelt congratulations to all the winners and participants for their exemplary performance and sportsmanship. The success of the Sports Day is a testament to the students' dedication and the college's commitment to promoting a holistic educational experience.

- Abineswari S

# Alumni Panel Discussion Finding Your Fit: Alumni Share Insights on Choosing the Right MBA Specialisation

The alumni panel discussion that happened on 5th April 2025 at SSN School of Management offered valuable perspectives on how specialisations in an MBA program translate into real-world career paths. The panelists included Ms. Prasanthi (SSN MBA Batch 2017 - 2019), Business Analyst, Comcast, Ms. Santha Ruby (SSN MBA Batch 2020 - 2022), Human Resources Generalist, Tata Consultancy Services and Ms. Jeyashree Suresh (SSN MBA Batch 2021- 2023), Management Trainee, Excelacom Technologies. From diverse professional backgrounds, they emphasized the importance of aligning one's interests with academic choices, rather than simply following market trends.

Ms. Santha Ruby shared how Maslow's Hierarchy of Needs, once seen as just theory, became a practical tool in designing welfare and wellness initiatives for associates. "It's not about memorizing theories like formulas. When you start applying them, they make sense in your everyday work," she explained, encouraging students to approach academics with curiosity and openness.

Ms. Jeyashree reflected on how agile methodologies are part of day-to-day tasks and how marketing knowledge helped in understanding customer needs and product relevance. "Every time I analyze data, I can relate it to marketing concepts. It all comes back when you start applying it," she said, highlighting the cross-functional value of classroom learning.

Ms. Prasanthi who initially specialised in operations and marketing shared that working with clients on e-commerce applications brought classroom concepts like logistics and ETA into focus. "I wasn't a fan of marketing back then, but it has helped me a lot in applying concepts on the job," she admitted.

Discussing roles in established firms like TCS, Ms. Santha Ruby noted that large companies often have specialized functions. "In such firms, you won't always handle the full HR cycle. You focus on specific areas like recruitment or training, whereas smaller firms may expect end-to-end involvement," she clarified. Marketing was also praised for helping with personal branding. "There's a misconception that your work should speak for itself. But if you don't speak up about your work, who will? Branding yourself is essential," a panelist stressed. On choosing specialisations, the panel encouraged students to follow their interests rather than job market trends. "Even if things don't seem clear now, following your passion will eventually guide you," said one of the speakers. They also advised students to be open to opportunities in startups and smaller firms for greater learning.

Regarding certifications, the message was clear: while they add value, they don't replace the depth and structured guidance offered within the curriculum. In conclusion, the session reminded students that even uncertain beginnings can lead to fulfilling careers, as long as they stay curious, open, and true to their interests.

-Rahul B K



**Sports day - SSN MBA Batch 2024 – 2026 winning prizes on SSN SNUC's 25th Sports day**



**Panelists of Alumni Panel Discussion**

# "In today's fast-evolving tech landscape, it's not enough to just know business or technology—mastering both will set you apart as a leader."— Mr. Laxminarayanan G

Mr. Laxminarayanan G, a seasoned corporate executive, addressed students in an inspiring session and shared valuable insights on preparing for dynamic, tech-driven careers. He emphasized the importance of becoming a techno-functional professional—someone who can connect technical expertise with strategic thinking. The talk highlighted the value of continuous learning, developing problem-solving frameworks, and building a strong foundation in both business and technology. He encouraged students to pursue practical experiences, stay updated with digital tools, and tailor their skillsets to meet evolving industry needs. The session was both motivational and informative, offering a clear roadmap for students aspiring to make an impact in the corporate world.



**SSN MBA Batch 2024 - 2026 students along with Mr. Laxminarayanan G**

# Industry Talk Series

## Art and Science of Product Management

A session on 5th April with Mr. Sidharth Sivasailam, Head of Product Strategy and Management, Corporate Incubation, Tata Consultancy Services, unraveled the evolving world of product management—a role that stands at the crossroads of creativity, strategy, and technology. With experience leading product strategy and corporate incubation at TCS, he painted a compelling picture of what it truly means to be a product manager in today’s fast-paced tech environment.



**Mr. Sidharth Sivasailam,**  
**Head of Product Strategy and**  
**Management,Corporate Incubation, TCS**

Product management, he explained, is not just about building features—it’s about transforming an idea into something valuable and impactful. The journey typically unfolds through five phases: ideation, definition, development, testing, and release. Whether it’s a consumer-facing app, a B2B solution, or an internal tool, the success of a product relies heavily on understanding user needs, collaborating with cross-functional teams, and staying focused on delivering value.

Sharing a glimpse into the life of a PM, Mr. Sidharth highlighted the diverse range of responsibilities they juggle each day. From reviewing user feedback and aligning with leadership teams to supporting designers, engineers, marketers, and legal advisors, a PM’s role is dynamic and deeply collaborative. They are the glue that holds the product vision together, constantly making trade-offs, solving problems, and pushing the product forward.

For aspiring product leaders, he emphasized the value of an MBA. The degree not only sharpens strategic thinking and cross-functional skills but also builds leadership qualities that are essential for navigating complex product environments. It provides a platform to explore innovation, take ownership, and drive high-visibility initiatives. Looking ahead, the world of product management is rapidly evolving. AI is emerging as a powerful co-pilot, helping PMs make smarter decisions and personalize user experiences. The role is demanding new skills—technical fluency, data literacy, and adaptability are more important than ever. At the same time, soft skills like empathy, clear communication, attention to detail, and a growth mindset are defining the next generation of standout PMs. With increasing demand for hyper-personalized products, the ability to truly understand and serve individual user needs is becoming a competitive advantage.

Career opportunities in product management continue to grow across the globe. From Associate Product Managers to Chief Product Officers, the path is rich with possibilities. Leading companies like Meta, Zoho, PayPal, and Walmart are actively hiring PMs who can think strategically and execute creatively.

In closing, Mr. Sidharth reminded us that product management is more than a job—it’s about shaping the future. It’s a role that calls for passion, purpose, and a relentless focus on making a difference. And for those willing to embrace its challenges, it offers an incredibly fulfilling and impactful career journey.

- Karthikeyan A C

# Placement Corner

## Beyond the Offer Letter

In the chaos of uncertainty, I discovered that growth isn’t a destination—it’s the journey itself. That realization began to take shape during the placement process, which was nothing short of an emotional rollercoaster. It wasn’t just about interviews or offers—it was about handling the pressure, the silence between updates, and the constant doubt that creeps in when things don’t go as planned. You put yourself out there, hoping for the best, but the outcomes aren’t always immediate. That’s when you start learning what really matters: showing up, staying grounded, and trusting yourself, even when the road ahead feels blurry. In those moments of uncertainty, I learned the most—about resilience, patience, and perspective.



**Ms. Shalini R**  
**SSN MBA Batch 2023-2025**

Landing the Management Trainee role at Adrenalin eSystems was an achievement, but the real shift came when I started my internship in the AI and Product Enablement department. That’s when everything I learned in theory started to hit home. I saw how ideas actually get turned into products, how plans are put into action, and how each decision plays a part in the bigger picture. It wasn’t as smooth as I imagined—it was a lot more complicated than I expected. But it showed me how all the moving parts—people, strategy, and tech—have to come together to make something happen.

The biggest thing I’ve learned is that real learning isn’t about fitting into a neat little box. It’s about adapting, asking questions, and being open to challenges you didn’t anticipate. Every task, every conversation, every bit of feedback became a chance to grow—not just in knowledge, but in how I think, work, and contribute. The more I engaged, the more I understood the value of staying curious and stepping outside my comfort zone.

If there’s one thing I’d say to anyone starting out—it’s this: don’t rush the process; trust it. Growth shows up when you least expect it.- Shalini

-Shalini R

# IIC Session

## Workshop on "Business Model Canvas" Enlightens SSN Students with Practical Insights

The SSN-IIC in collaboration with the SSN School of Management, organized an engaging and insightful workshop on the topic "*Business Model Canvas*." The session was conducted by Mr. M. Manoharan, a seasoned Sales cum Leadership Development Consultant and Go-to-Market Strategy Specialist.

The workshop aimed to provide students with a comprehensive understanding of the Business Model Canvas (BMC) – a strategic tool used for developing new business models or documenting existing ones. Mr.M.Manoharan skillfully walked participants through the **nine essential components** of the BMC:

1. Key Partners
2. Key Activities
3. Value Proposition
4. Customer Relationships
5. Customer Segments
6. Channels
7. Key Resources
8. Cost Structure
9. Revenue Streams

Each component was explored in detail, highlighting how they interconnect to build a robust business model. The session stood out for its **practical approach**, particularly through the real-world application of the BMC using the example of **Electric Vehicle (EV) charging stations**. This case study helped students relate the theoretical framework to a relevant and rapidly growing industry.

One of the key takeaways from the session was the deep dive into the concept of **Value Proposition**, emphasizing how businesses can create, deliver, and capture value in a competitive market.

The workshop not only enriched the participants' understanding of business modeling but also provided a **hands-on analytical perspective** on evaluating a company's operations and strategy using the Business Model Canvas.

The SSN-IIC and SSN School of Management continue to foster such interactive and knowledge-driven events, enabling students to bridge the gap between theory and practice in today’s dynamic business landscape.

- Jovina Salome R



**Mr. M. Manoharan,**  
**Sales cum Leadership Development Consultant**  
**and Go-to-Market Strategy Specialist.**

# Internship Corner

## Beyond the Shelf - A Week at Wipro

As part of my academic journey at SSN School of Management, I had the opportunity to intern with Wipro Consumer Care and Lighting—a leading player in the FMCG sector. This hands-on experience, stationed at Reliance Smart Bazaar in Iyyappanthangal, offered me a practical glimpse into sales dynamics, customer behaviour, and retail operations.



**Ms. Reethi Sri N**  
**SSN MBA Batch 2024 - 2026**

My responsibilities included promoting key products like Santoor, Soft Touch, Safe Wash and Giffy during high-footfall event - Reliance Big Day Sale. I actively engaged with customers, collecting valuable feedback that helped us understand their preferences and refine our sales strategies.

Additionally, I worked alongside the store manager to collect and manage inventory data related to Stock Keeping Units (SKUs), which taught me the importance of backend efficiency in ensuring smooth retail operations.

This internship helped me to develop my communication skills, deepened my understanding of consumer behaviour, and reinforced the value of resilience and teamwork. From learning how strategic product placement influences buying decisions to mastering the art of persuasive selling, my time with Wipro was both enriching and inspiring.

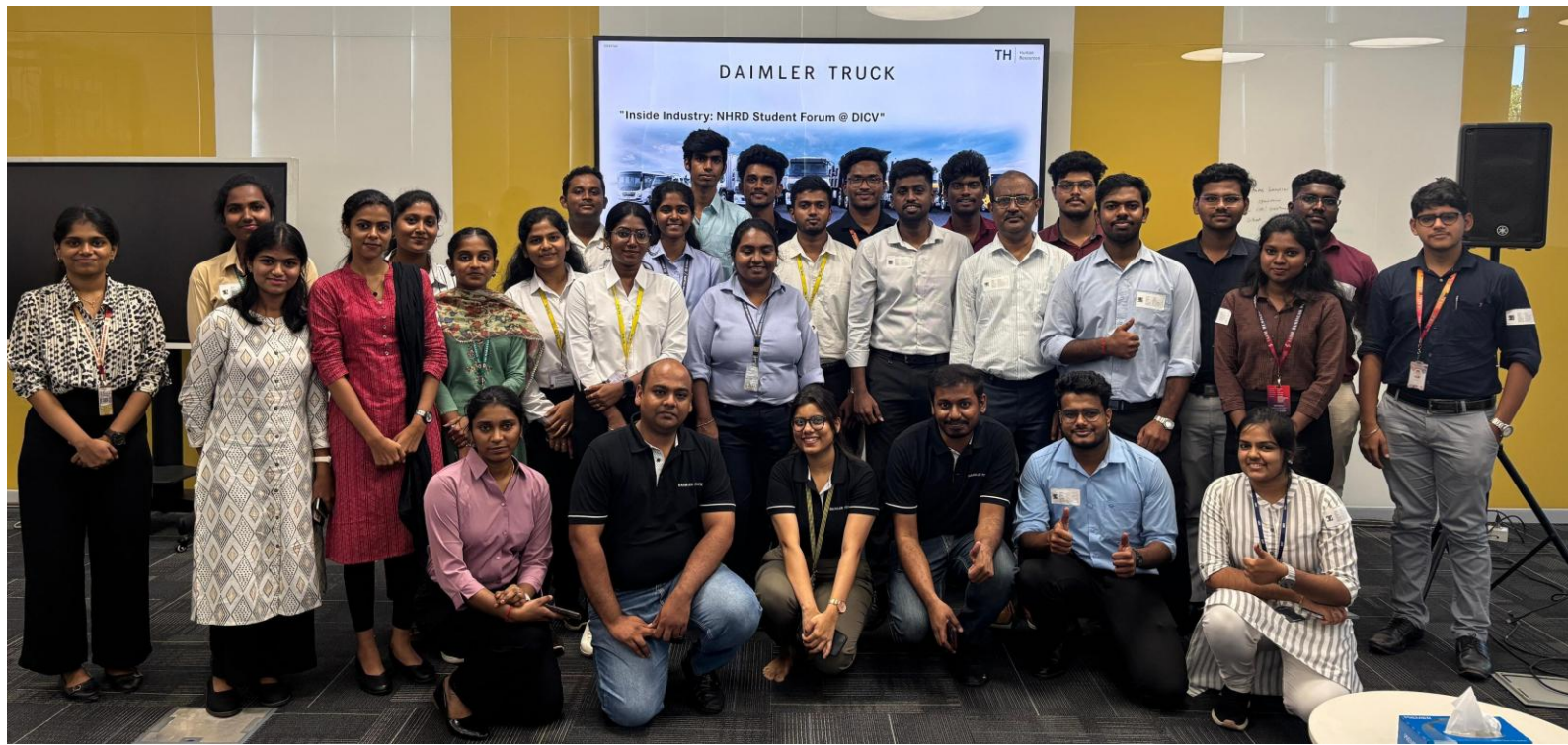
It was more than just an internship—it was a stepping stone into the real world of business and marketing.

- Reethi Sri N

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# NHRD Industrial Visit

## A Transformative HR Learning Experience at Daimler India Commercial Vehicles



SSN MBA Batch 2024 -2026 students attending the Industrial Visit at Daimler India

As part of the NHRD Chennai Chapter’s HR Horizons outbound program, two students from batch 2024-2026, Ms. Nithya M and Ms. Reethi Sri N, had the incredible opportunity to visit the Daimler India Commercial Vehicles (DICV) plant in Chennai. The visit offered us a perfect blend of theoretical learning and practical exposure, showing how HR concepts come to life on the ground. After a warm welcome, we enjoyed a hi-tea and lunch at Daimler, followed by an insightful presentation by the HR team that addressed many of our questions and set the tone for the day’s learning.

The visit was filled with rich interactions and on-ground experiences. Mr. Roshan Mehta walked us through Daimler’s inspiring journey — from launching BHARATBENZ in India to expanding globally with brands like Mercedes-Benz India, Freightliner, and Mitsubishi Fuso. Daimler’s focus on sustainability and innovation stood out strongly. Mr. Yuvaraj Neelakandan and Mr. Kuldeep G shared valuable insights into workforce management strategies, including initiatives like ‘Better to Best’ and their robust Employee Assistance Programs. Mr. Alok Lamech highlighted Daimler’s progressive HR practices, such as the Campus to Corporate onboarding model and the She-Rise initiative promoting women’s leadership.

A tour of the manufacturing floors led by Ms. Vidya and Mr. Dinesh offered a fascinating look at the real-time assembly of trucks, engines, and transmissions, showcasing Daimler’s precision and operational excellence. We also had a virtual session with Ms. Sharmada Vijayagopal and Mr. Joseph Rajkumar, who shared insights into Daimler’s high-performance work culture. Special thanks to Ms. Sahara Dibyadarshini and Mr. Prasad G for their seamless coordination and to the NHRD Chennai Chapter team for creating this outstanding platform for continuous HR learning and professional growth.

- Reethi Sri N

2025

Farewell

