



# MIM Ripples Times '14

*Reservoir of Knowledge*  
**B-School Newsletter**

## **Measi institute of Management**

(Approved by All India Council for Technical Education and  
Affiliated to the University of Madras  
ISO 9001-2008 Certified Institution)

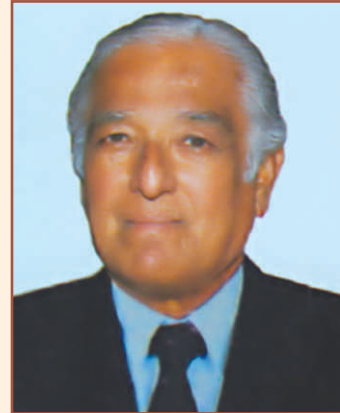


**“A thought beyond Horizons of Success Committed for Educational Excellence”**

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## Chairman's *Message*



**Janab U. Mohamed Khalilullah Sahib**  
Chairman

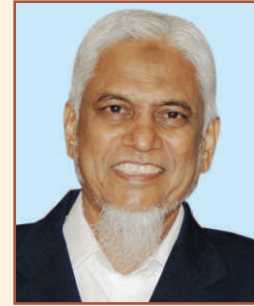
It is a matter of great pleasure and satisfaction that MEASI Institute of Management has come up with the first issue of the Newsletter “MIM RIPPLES TIMES 14”.

I believe that the newsletter will serve as a window through which the complete profile of the academic and co-curricular activities, achievements and progress made during the period January 2013 to December 2013 can be viewed.

MIM is committed to creating an ambience for nurturing innovation, creativity and excellence in our students and aim to prepare the young managers to confidently and competently face the challenges of intensifying competition by imparting high quality managerial education coupled with appropriate training and wide exposure to the state-of-art practices. Our educational programmes lay emphasis on all round personality development and also in inculcating human values and professional ethics which help our students become more humane and socially alive to lead a meaningful life.

Best wishes for the success and bright future of “MIM RIPPLES TIMES 14”.

## Executive Director's *Message*



**Janab A. Mohamed Ashraf Sahib**

Executive Director

It gives me immense pleasure to know that the MEASI Institute of Management is publishing a newsletter "MIM RIPPLES TIMES 14" for the first time. The newsletter is a reflection of various activities of the MIM. It gives us information about various initiatives and events taken up in the institute. I hope that this newsletter will help the students and faculty members to make them aware of different activities of their institute. To better culture and academic environment. Further this will boost the morale of students and faculty to participate in future activities.

I wish all the best and grand success for the Newsletter "MIM RIPPLES TIMES 14".

## Finance Director's *Message*



**Janab BC. Abdul Malik Sahib**

Finance Director

It gives me great pleasure to introduce this latest issue of the MIM Newsletter. I would like to take this opportunity to thank the editorial team for their efforts in putting together a wonderful and informative newsletter. Apart from some breathtakingly beautiful photographs of the campus contributed by our students, staff and faculty, this newsletter is proud to have an original drawing by editorial team for its cover page.

Notable achievements by our students, alumni and institute have also been highlighted along with some articles on campus life that our alumni should find interesting. I hope this newsletter will help our alumni stay connected with their alma mater, so that they can contribute to the growth and achievements of the institute. We welcome your inputs for future newsletters and urge you to stay connected with us through email and social networking sites and by visiting us whenever possible.

## ABOUT MIM

- The MEASI Institute of Management was established in the year 1987 by the Muslim Educational Association of Southern India (MEASI) as New College Institute of Management and subsequently changed as MIM.
- MEASI Institute of Management is a Co-education Institute established with the objective of imparting knowledge in different disciplines of Management in the two year full time MBA degree under the University of Madras.

## FROM THE DIRECTOR DESK

I would like to convey my best wishes to all the readers of this newsletter!. The MIM RIPPLES TIMES NEWSLETTER shall mirror all the happenings of academic and co-curricular events. It shall also highlight the achievements of students, faculty members and the other stake holders of the Institute. The Newsletter will contain in brief, various aspects of career growth and the growth of overall personality of students. It will be informative and educative. Once again, I wish you all a prosperous year ahead!!



**Dr.D.Nisar Ahmed**  
Director (Academic)

## FROM THE EDITORS

Greeting and Welcome to the issue of the MIM RIPPLES TIMES Newsletter! In this newsletter, we have reported significant achievements of MIM students, alumni and faculty members of MIM. This edition of MIM RIPPLES TIMES is designed to inform various activities of MIM - B School from January 2013 to December 2013.

We hope you will enjoy reading this issue!

We propose to publish bi annual from 2014 onwards.



**Dr.S.G.Balaji**  
Associate Professor

**Mr.A.Appu**  
Assistant Professor

**Mr. R. Akbar Ansari**  
Assistant Professor &  
Administrative officer

## FACULTY DETAILS

S.NO	NAME	DESIGNATION
1	<b>Dr.D.Nisar Ahmed,</b> M.A.,M.Com.,M.Sc.,M.Ed.,M.S., M.L.M., M.B.A.,M.L., M.Phil., Ph.D.	Director (Academic)
2	<b>Dr.S.Sheela Rani,</b> M.B.A.,M.C.A., M.Phil.,Ph.D.,	Professor
3	<b>Dr.S.G.Balaji,</b> M.B.A.,M.Phil.,PG.D.I.B., Ph.D.,	Associate Professor
4	<b>Dr. A.Vardaraj,</b> M.B.A.,M.Phil., Ph.D.,	Associate Professor
5	<b>Mr.M.S.Vijaya Rao,</b> M.B.A.,M.Phil.,	Assistant Professor
6	<b>Mrs.S.Sumiya,</b> M.B.A	Assistant Professor
7	<b>Mr.T.A.M.Hameed Kan,</b> M.B.A.,M.C.S.,	Assistant Professor & Placement Co-ordinator
8	<b>Dr.K.S.Sathyanaraynan,</b> M.B.A.,M.H.R.M.,M.C.A.,MPHIL., Ph.D.,	Assistant Professor
9	<b>Mr.A.Appu,</b> M.B.A.,	Assistant Professor
10	<b>Mr.S.Vinoth,</b> B.E., M.B.A.,	Assistant Professor
11	<b>Mrs.D.C harumathi,</b> M.B.A., M.F.C., PGCM&IA.,	Assistant Professor
12	<b>Dr.B.Latha Lavanya,</b> M.B.A.,Ph.D.,	Assistant Professor
13	<b>Mrs.W.Shabeena Shah,</b> M.B.A.,M.Phil., M.Com.,	Assistant Professor
14	<b>Mr.R.Akbar Ansari,</b> M.B.A.,PGDIB FI., P.G.D.F.M.,D.C.P.A.,Dipl. in Arabic,	Assistant Professor & Administrative Officer
15	<b>Mrs.M.I.Anees Fathima,</b> M.B.A., M.Phil.,	Assistant Professor
16	<b>Ms.A.Nishath Sultana</b> M.B.A.,CWA(Inter)	Assistant Professor
17	<b>Mrs. Shabana Tabusum,</b> S.Z., M.L.I.S., M.Phil.,	Librarian

## ADMINISTRATIVE STAFF

S.NO	NAME	DESIGNATION
1	Mr.A.K.Abdul Samath, MBA.,	Accountant
2	Mr.M.Imtiaz Sharief, MBA.,	Sr.Assistant
3	Mr.P.M.Mohamed Ismail, MBA.,	Sr.Assistant
4	Mr.I.Faiz Ahmed, MBA.,	Jr.Assistant
5	Mr.K.Mahaboob Khan	System Admin
6	Mr.S.Imran Khan, MCA.,	System Admin
7	Mr.R.Azeezullah	Electrician cum Office Assistant
8	Mr.Jamal Hameed Sulthan	Office Assistant
9	Mr.S.Md.Aboobacker Sultan	Office Assistant
10	Mr.L.Liyas	Security Guard
11	Mr.Muqabilsha	Security Guard
12	Mr.A.K.Meeran	Security Guard
13	Mr.Sheik Mohamed	Security Guard
14	Mrs.Ayshabee	House Keeping (Supporting Staff)
15	Mrs.J.Nagoor Meera	House Keeping (Supporting Staff)
16	Mrs.D.Fathima	House Keeping (Supporting Staff)
17	Mrs. Banu	House Keeping (Supporting Staff)
18	Srinivasan	House Keeping (Supporting Staff)



**TEACHING STAFF**



**NON-TEACHING STAFF**



## NEWANCE NATIONAL LEVEL MANAGEMENT MEET '13

MIM conducted an inter-collegiate meet “NEWANCE-2012-13” on 12th February 2013. Mr. P.Mishra – Senior Vice-President, ITCOT, inaugurated the Newance’12-13 and Mr. Rajagopalan Durai – Regional. Head South Reliance HR Services Pvt. Ltd., Presided over the Valedictory of the Newance’12-13. Many Business Schools in and around the city totalling to 320 students participated in this mega event. The events organized were, Adzap (advertisement based competition), Business Quiz, Smart Marketeers (based on marketing), Business Plan (proposal to start new business), Stock war (buying and selling of shares), Corporate Premiere League (IPL model of buying corporate executives). The Best Manager was awarded to Mr. Varun Thamba of Loyola Institute of Business Administration with a Laptop.



Adzap Finals on Stage Event



Newance Celebrations



Best Manager Award to Mr. Varun Thamba of LIBA in Newance '13



“A goal is a dream with a deadline”- Napoleon Hill





Alumni Students in Newance '13



Administrative Staff of MIM



Participants from other Colleges

Janab. A. Mohamed Ashraf Sahib, Executive Director MEASI Institute of Management presided over both the Inaugural and the valedictory function, Janab. C. Abdul Malick Sahib – Finance Director, Janab. K.U.Abdullah Sahib, Janab Elias Sait Sahib, Asst. Secretary of MIM and Board members also presided on the valedictory function. Mr. T.A.M. Hameed Kan was the Co-ordinator of the Management Meet.



“The price of wisdom is eternal thought”-Frank Birch



## Annual Sports Day 'Triumph 2013'

The Annual Sports day 'Triumph 2013' was held on 20th and 21st of September 2013 for the successive third year by sports coordinators Mr. A Appu & M. S Vinoth ,Assistant Professors of MEASI Institute of management. The students coordinators were Mr. Sulthan Shahul Hameed & Mr. Mohamed Fazil. Janab.A.Mohamed Ashraf Sahib,Executive Director,MEASI Institute of Management inaugurated the sports meet and briefed the importance of sports activity for the overall personality development of the person. The students of MIM participated in the various events like Cricket, Football, Volleyball, Badminton, Carom and Athletic. The six teams of TRIUMPH – SPORTS MEET 2013 were A-rated, Madras Mafia, Warriors, Androids, Red Rovers, Highlanders The Royal Challengers Bangalore Indian Premier League (IPL) Cricketer Mr. Syed Mohammed was the chief guest for the valedictory function. He shared his delight on the infrastructural facilities in the college premises and also motivated the MIM students for their level of involvement they showed in the sports events.



Mr. Syed Mohammed, Cricketer - Chief Guest for the valedictory function.



Mr. Syed Mohammed distributed certificate & overall trophy to winners



Foot Ball match started by Executive Director



Volley Ball Finals



MIM all-round sports Warriors won the title "TRIUMPH 2013"



"Players win games, Teams win Championships" -Taylor





Warriors Vs. Red Rovers Foot Ball Finals



Highlanders Team Members



Cricket Match in Triumph 2013



Photo Session of Volleyball Team Captain with Faculty



A-rated lineup for Football Match

At the end of the Sports meet prizes were distributed to all winners of the event and the overall champion was announced. Warriors (II year 'C' batch) won the overall championship for the year 2013. Teaching Director, non-teaching Staff extended full support for the smooth and successfully conduct of all events.



“If your ship doesn't come in, swim out to meet it” -Jonathan



## NATIONAL CONFERENCE ON “EMERGING MANAGEMENT PRACTICES IN CURRENT BUSINESS SCENARIO” ON 9TH APRIL 2013



Conference proceeding book released by Mr. Gokul Kalyansundaram Asst Vice President, AMP Technologies Chennai



Mr. Gokul Kalyansundaram Asst Vice President, AMP Technologies Speaking in the conference

MEASI institute of Management organized One Day National Conference on Emerging Management Practices in Current Business Scenario on 9th April 2013. The main aim of conducting this national conference is to discuss and share emerging management practices and management tools and techniques to manage the business in current scenario. The Conference Started with Inaugural Function at 10.00 AM, Dr. D. Nisar Ahmed, Director, MEASI Institute of Management welcomed the gathering, Prof. C.Kaleemullah, Principal Honoured the Chief Guest. Dr.B. Latha Lavanya conference coordinator Introduced the chief guest followed by Key note address by chief guest Mr.Gokul Kalyansundaram, Assistant Vice President, AMP Technologies, Chennai. The conference Proceedings book with ISBN number was released by the chief guest Mr.Gokul Kalyansundaram, and was received by Dr.D.Nisar Ahmed, Director. Dr.S.G.Balaji conference coordinator proposed the vote of thanks. The corporates, Academicians, Research Scholars and students from various Universities, colleges and research centers participated and presented their research papers in different disciplines like General Management, Human Resource Management, Marketing Management and Financial management. The presentation session were chaired by Dr.R.Ravanan, Associate Professor, Department of statistics, Presidency college, Dr.M.S.Arunachalam, Professor and Director, Department of Management Studies, Jaya Engineering College, Dr.Akbar Khan, Associate Professor, Department of Corporate secretaryship, C Abdul Hakeem College, Melvisharam, Janab.A.Mohamed Ashraf, Sahib Executive Director, MEASI presided over the valedictory function and addressed the gathering and Mr.C.V. Gopinath, CEO, Simho HR services private limited delivered the valedictory address and distributed the certificates to the participants.

“A Business that makes nothing but money is a poor business” -Ford

## FACULTY DEVELOPMENT PROGRAMME ON STATISTICAL PACKAGE FOR SOCIAL SCIENCE (SPSS) AND AMOS ON 16th AND 17th AUG 2013



MIM Faculty Members

Delegates from other Colleges



MEASI Institute of Management organised two days Faculty Development Programme on Statistical Package for Social Science (SPSS) and AMOS on 16th and 17th Aug 2013 in the institute premises. Nearly 30 delegates participated in the programme. The delegates were from corporate sector, research scholars, academicians and students. SPSS and AMOS was quite useful to them to the extent that they can identify and analyse the current problem in their organisations and interpret the results thereby solving the problem and increasing the efficiency of the organisation. Research Scholars pursuing M.Phil/ PhD were benefitted by SPSS and AMOS, as this programme helped them by providing insights into the process of data collection, the sampling technique to be used and the type of tools like parametric or non-parametric tests to be utilised in their thesis. Academicians, by attending the programme can go through various types of research design, the sampling technique, the data collection methodology, the tools to be utilised which will be quite helpful in publishing the research articles to be published in Journals, Magazines and to present papers in national/international Conferences. Students by attending the programme can utilise the SPSS tools in their project for submitting the same in their final semester of the MBA Programme. Dr. R. Ramanan, Associate Professor, Presidency College, Chennai has been the resource person for the two days and dealt from basic statistics like population, sample, standard deviation to parametric, non-parametric tests and Structural Equation Modelling. Dr. Akther, former Professor and Head, Department of Adult and Continuing Education, presided over the function and gave the Valedictory address. Janab. A. Mohammed Ashraf Sahib, Executive Director MEASI Institute of Management, presided over the function and distributed the certificates to the participants.



“A lifetime of training for just ten seconds” - Jesse Owens



## FACULTY DEVELOPMENT PROGRAMME ON “TEACHING PEDAGOGY” CONDUCTED ON 5th OCTOBER 2013

MEASI institute of Management organized One Day Faculty Development Programme on 5th October 2013. The main aim of conducting this FDP is to cover the rationale and pedagogy of New Techniques as well as details of 'how to teach' the new subjects and designed to improve teaching quality, evaluation and professionalism which can lead to self-propelled changes in teaching-learning process. The Programme was inaugurated by Mr.K.K Chand, CEO, RECAMS. The Sessions were handled by Dr.A.Chandramohan, Professor, SRM University, Dr.A.Vasumathi, Professor VIT Business School and Dr.S.K.Zareena Assistant Director ,IGNOU REGIONAL CENTRE,Chennai. The Valedictory function was graced by Janab.A.Mohammed Ashraf Sahib, Executive Director, Measi Institute of Management and Dr.S.Ramanathan (Retd), Former Dean of Management Studies, Anna University Coimbatore. Mrs.S.Sumiya and Mrs.D.Charumathi, Assistant Professors, MEASI Institute of Management were the coordinators for the programme.



Dr.A.Chandramohan, Professor, SRM University  
Speaking in the Faculty Development Programme



Dr.A.Vasumathi, Professor VIT Business, Interacting  
with participants in Faculty Development Programme



Inauguration of Faculty Development Programme

“Change your thoughts and you change your world” -Norman

## *Activities Conducted by Faculty Members of MIM*

### **“MANTRA INTERCLASS COMPETITION” ORGANISED BY FACULTY MEMBERS OF MIM FOR THE BATCH 2013-15 FOR EDUCATION DAY**

November 11th National Education day the birth anniversary of Maulana Abdul Kalam Azad was celebrated at MIM and symposium were conducted, in the fore noon session commenced from 10.00 a.m. The first year M.B.A. students presented seminar on different related topics like – The greatness of Maulana Abdul Kalam Azad, Status of Higher Education in Rural India, Traditional and Modern Education, Primeval, Medieval and Modern Education etc. In the afternoon session which commenced at 2.00 p.m. Essay writing competition was held on the topic “Moulana Abdul Kalam Azad’s contribution to Indian Education”. The first year MBA students participated in the event, Mr. Zakir Zaman won the first place. This was followed by an elocution competition on the topic “Moulana Abdul Kalam Azad an Eminent Statesman”. The winner for this competition was Ms. Fizza Fathima” First year MBA student.

### **INDUSTRIAL VISIT TO RABIA LEATHERS ARRANGED BY MIM FOR THE YEAR 2013**

The students in our institution are not only exposed to theoretical knowledge, but also to the practical knowledge of the widest sense through regular industrial visits every semester. The students are taken to industries for hands on experience. Every visit helps the students in learning the organizational activities. Industrial environment is different from what is learnt in the book. The hands on experience will act as a special subject to the students.



Industrial visit to Rabia Leathers

“A day without sunshine is like, you know, night”-Steve Martin



## *Activities Conducted by Faculty Members of MIM*

### **“FINANCIAL EDUCATION WORKSHOP” MIM IN ASSOCIATION WITH SEBI**

MIM organized a workshop on financial education in association with SEBI on 14th September 2013. Mr. Kasilingam - Reader Department of Management Studies was the resource person from SEBI. The workshop lasted for three hours where the resource person spoke about the motivation to invest and multiply money. The speaker also informed about the world of investors and how investment can multiply our financial resources. The students found it very entertaining and informative. Mrs. W. Shabeena Shah, Assistant Professor, MIM was the coordinator for the programme.

## *Resurgence - Inter Class*

### **“RESURGENCE” –INTERCLASS COMPETITION CONDUCTED BY Mrs. M. I. ANEES FATHIMA, ASSISTANT PROFESSOR, MIM FOR THE BATCH 2012-14**

The Measi Institute of Management conducted Interclass Competition Programme for Batch 2012-14 on every Thursday in Mohamed Sathak Auditorium. Apart from giving Academic knowledge to the students, the institute initiated a weekly event for the students to brush and sharpen their soft skills. The 3 batches are divided into 12 teams with 10 team members and each team is assigned with Captain as Coordinator. Every week each team has to organize the event in consultation with faculty in charge. The event held till date is very successful and well received by the students. The details of events are Extempore, Role play, Islamic Quiz, Islamic Speech and Debate.

“Failures are finger posts on the road to achievement” -Lewis

## MANAGEMENT DEVELOPMENT PROGRAMME MIM IN ASSOCIATED WITH NIBR ON RISK MANAGEMENT IN BANKING & FINANCE ON 19TH OCTOBER 2013

The Measi Institute of Management conducted one day Management Development Programme on Risk Management in Banking & Finance on 19th October 2013 at Mohamed Sathak Auditorium in MEASI Institute of Management . The Coordinators were R. Akbar Ansari Asst Professor & Administrative officer MIM and Mrs I. Anees Fathima Asst Professor MIM. Dr.D.Nisar Ahmed Director MEASI Institute of Management while welcoming the gathering highlighted the need and the objectives of risk management in Banking and Financial sector. He said Risk management function has come a long way and has evolved significantly in current times from being solely the responsibility of an independent unit assessing risk to becoming a credit culture that needs to be embodied by all. There is increased focus on the mechanisms for the quantification and communication of risks at multiple levels, individuals, within organisations, organisational units, the institution as a whole, and the entire financial system. He also said that the risks are consciously taken with full knowledge, purpose and clear understanding so that it can be measured and mitigated and also prevent an organisation from suffering unacceptable loss or material damage in its competitive position



Inauguration Session of MDP

The Executive Director, Janab.A. Mohamed Ashraf Sahib, inaugurated MDP with his excellent speech on role of Banks and Financial Sectors in the economy. He said Banking and Financial sectors have been making great advancements in terms of technology, quality, as well as stability such that they have started to expand and diversify at a rapid rate. However, such expansion brings into the context of risk especially at the onset of increasing Globalization and Liberalization. In banks and other financial institutions, risk plays a major part in their earnings. The higher the risk, the higher the return, hence, it is essential to maintain a parity between risk and return. He also said that the various additional services available with the banks with improved technology made the Banks as more user-friendly and Banks are very cautious in mitigating the risk. He further said that this MDP will help the delegates to acquire more knowledge about risk management.

“Management is nothing more than motivating other people” - Lee Iacocca



MIM Faculty Members Honouring the Chief Guest with Shawl and Memento

A key note address was given by Janab A. Fazlur Rahman, General Manager/CCO, Indian Bank Corporate Office, Chennai. The First session was started with an eminent speaker Mr. Sivaram Swamy, Former General Manager, Indian Overseas Bank & Faculty NIBR. He delivered an excellent speech on General Banking & Various Models of Banking. He gave a clear picture of various Banking Models and its need to satisfy customers. Mr. G Lakshminarayanan, Former Chief Manager, Canara Bank & Faculty – NIBR, started the Second session with in-depth speech on Recent trends in Risk Management. He shared his wide knowledge and experience in Risk Management. He also illustrated various measurements and methods to mitigate risk. The Third Session was geared up with a renowned speaker Mr. C Badri, Former General Manager Canara Bank & Former Chief vigilance officer Indian Overseas Bank & Chief Advisor, NIBR, on “Know your customer, Anti Money Laundering, Due Diligence”. He also highlighted the necessity of Banks to know their consumers.

The Fourth session was picked up with a distinct speaker Mr. R. Akbar Ansari, Former Manager Indian Bank International Banking Division and former programme faculty in Chief National Institute of Banking Research (NIBR) presently Asst. Professor & Administrative officer, MIM, on Interest Free Islamic Banking. He presented amazing facts about Interest Free Islamic Banking. This Asset based Banking system is on the principles of Trade, Rental and Equity based. The next session was boosted up with an interesting topic on “Challenges of Liberalisation & Opportunities” by the prominent speaker Mr. V.S. Rama Moorthy, Ex-faculty, Indian Overseas Bank Staff College, Chennai & Faculty – NIBR. He also discussed very elaborately the various opportunities and threats available in Indian economy from British period to the modern period.

The valediction was addressed by the chief Guest Mr. Venkataramana, Assistant General Manager Risk Management Department, Indian Overseas Bank, Central Office, Chennai, He highlighted the importance of Risk Management and enumerated the practical approach to Risk Management in Banking and financial sectors. He concluded by saying that this programme is one of the best platforms to update knowledge and such program will help to have a linkage on practicality with knowledge. The valediction was graced by Janab A. Mohamed Ashraf Sahib and by Janab. Abdul Aziz Chowdry Sahib, EC Member. The Executive Director, MEASI Group of Institutions Janab A. Mohamed Ashraf Sahib distributed the Certificates to all the delegates.

“Ability is of little account without opportunity”- Lucille

## *Events and Activities Conducted by Students of Mim*

### **FAREWELL CELEBRATIONS FOR 2011-2013 BATCH**

The Students of the 2011-13 Batch of MIM were given their farewell by their juniors in a colourful manner. Various games were conducted to entertain the outgoing students. The students were given a memento as a token to cherish. The various achievements of the students were highlighted and appreciated. It was a grand send off to the budding stars of the future who left the institution with endless memories to cherish.



Farewell Celebration in Mohammed Sathak Auditorium, MIM Campus



MIM 2011 – 2013 Batch students in Farewell Celebrations



“A single rose can be my garden... a single friend,  
my world” - Leo Buscaglia





### Farewell Celebrations for the Batch 2011 - 2013

A Farewell is necessary before we can meet again, and meeting again, after moments or a lifetime is certain for those who are friends. On 4th March 2013, MIM bid farewell to the batch 2011-13. An entertaining story should always end with a happy note to be the better time for farewell, when the corporate world is ready to give freshers, welcome at the end of the rigorous course at MIM. The batch known for their perseverance inside and outside the class room brought lot of accolades for the institution during their tenure as students of MIM.



“Only a life lived for others is a life worthwhile” -Einstein



## FRESHER'S DAY FOR THE BATCH 2013-15

*“the Fresher's bring new hopes, dreams, aspirations and wishes...*

*.....It's time to Welcome them”*

The second Year students of MIM welcomed the GEN – X of MIM with an overwhelming Fresher's Party. The function was presided over by the Executive Director of MEASI Janab A. Mohamed Ashraf Sahib in the presence of Dr. D. Nisar Ahmed, Director MIM and Prof. C. Kaleemullah, Principal, MIM. The function commenced with the Qirath by Mr. Mohamed Umar. Mr. Mohammed Souban, second Year MBA hosted the function and Amrin Banu of second year MBA welcomed the gathering. Janab. A. Mohamed Ashraf Sahib addressed the Fresher's and welcomed them by enlightening them about MEASI and its History and wished them well for their bright and successful future. The Director of MIM also addressed the gathering and welcomed the Fresher's to the Institute.



MIM Students Activities in Fresher's Day Celebrations



“Friendship is a single soul dwelling in two bodies”-Aristotle





Students participation in Freshers' Day Celebrations



The Freshers' were presented with a memento to cherish by the second year students. The second year students also presented mementos to their Faculties as a token of love and appreciation. Various games and activities were organized to entertain and enthrall the Freshers'. The Freshers' participated sportingly to make the function a grand success. The function drew a close with a Vote of Thanks by Mr. Mohamed Imran, Second Year MBA and the Freshers' and dignitaries were served a delicious dinner by the IIInd Year students which acted as a icing on the cake and brought the day to a fitting end. The Freshers' party was simple, overwhelming and entertaining and was the ultimate welcome given by the IIInd Year students to their juniors.



"College is a refuge from hasty judgment" - Robert Frost



## TEACHER'S DAY 2013 CELEBRATIONS on September 5th 2013

*“The best teacher is the one who and inspires  
his listener with the wish to teach himself.”*

Teachers mould the lives that they influence because the lessons learned from teachers remain with their students throughout life. We should always respect our teachers. Teachers need encouragement and support from the community to feel that their devotion to students is appreciated. The Teacher’s Day on September 5th 2013 was celebrated in a grand manner at MEASI Institute of Management. The Students of MIM enthusiastically conducted the function and felicitated their Teacher’s with memento and thanked them for their valued support and guidance. The function concluded with the cutting of a special cake and heart touching speeches by the students dedicated to their beloved teachers.



Student’s Honouring the Teaching & Non-teaching Staff with Memento

“A professor is someone who talks in someone else's sleep” - W. H. Auden



## IFTHAR PARTY ON 29th JULY 2013

The students of MIM organized the IFTHAR PARTY on 29th July 2013 in our Campus. The Principal and faculties from the various departments of New College were also present. The Ifthar began with a recitation of the verses from the Quran by Mr.Samad followed by a bayan by Mr.V.S.Muzammil of second Year.



MIM Students  
in Ifthar Party  
during Ramzan  
Occasion



“Revolution is the festival of the Oppressed” -Germaine Greer



## GUEST LECTURES FOR THE YEAR 2013

MIM has an exclusive Auditorium Fully air conditioned with a smart board which enables students and the faculties to comfortably use the system, as well as lecture in an effective manner. Good interaction has been made possible especially during the guest lectures and seminars. The following were the guest lectures held during the year 2013

- A Lecture on Islamic finance was conducted on 10th Jan 2013 by Mr.Saif Ahmed, Managing Partner Infinity Consultant spoke on the advantage of Islamic Banking over the other Banking Methods. He also created awareness on cumulative interests calculated on loans.
- A Lecture on Role of Institution in Decision Making was conducted on 6th March 2013 by Dr.K.Sathyarayanan Assistant Professor, Department of Management Studies, University of Madras. He Spoke on various efficient Decision Making methods to be learnt and used in organizations.
- A Lecture on Career Prospects in Logistics Management was organized on 3rd July 2013 by Captain.V.I.Pusha Kumar, Director of Good Ocean Institute of Logistics, Chennai.
- A lecture on “HR payroll recruitment” was conducted on 17th July 2013, by Mr.E.Karthikeyan,MD i-MTA.He spoke on the significance of creating payroll in any organization.
- A Lecture on Recent trends in financial Management was conducted on 18th July 2013.He said that the fiscal policy of Indian Government is dynamic and challenging by Dr. S. Kasilingam, Reader Annamalai University.
- A Lecture on Self Motivation was conducted on 22nd July 2013 by Mr.M.Chidambaram Trainer. He spoke on the various techniques of Motivation and its day to Day practice.
- A Lecture on Effectiveness of Communication was conducted on 24th October 2013 by Mrs.Dr.Jeyanthi Peter.She enlightened on the Basic of Communication and its significance to a Manager.
- A Lecture on “Professional Excellence” was conducted on 25th October 2013 by Prof.S.Selvam,Professor Emeritus IIM,Ahmedabad .He explained what a profession is and how the students could excel in their career.
- Mr.K. Babu, Retired Production Manager, Rane limited delivered Guest lecture on “ Japanese techniques on 5s on 11th December 2013. He explained the significance of 5s in organizations, institution, factories, schools and colleges.

“All lasting business is built on friendship”-Alfred A.

## ACADEMIC ACHIEVEMENTS OF FACULTY

### Dr. D. NISAR AHMED, DIRECTOR

- Participated in the Workshop on “Curriculum Development Workshop” on 8th January 2013, organized by Department of Business Administration, University of Madras.
- Participated in the Principals’ Meet, held on Friday 30th August 2013 at University of Madras the theme “Role of Principals in Enhancing the Quality of Higher Education” Sponsored by University Grants Commission.
- Attended syllabus review meeting on 23.02.2013 at Department of Management Studies, UOM.
- Acted as Chief Guest for inauguration of Good Ocean Maritime (Institute of Logistics) GML Dubai on 12.02.2013.
- Attended National Commission of Minority Educational Institutions on 21.01.2013 at New Delhi for Obtaining Minority Status to our MEASI Group of Institutions.
- Attended hearing at NCMEI, New Delhi on 11.02.2013. Hearing adjourned for the production of MEASI 3 years laws and certificate of registration under the society Registration Act.
- Attended hearing on 12.03.2013 at NCMEI New Delhi and obtained Minority Status Certificate to MIM, MIET & MEASI College of Education.
- Attended viva voce examination at St. Thomas College on 5th and 8th of April 2013.
- Attended D.G. Vaishnav College on IQAC Chairman on 15.04.2013.
- Attended viva voce examinations for MBA students at Vinayaka Mission Research Univeristy in Mahabalipuram on 07.06.2013.
- Went to B.S. Abdur Rahman University as a Doctoral Committee member for Ph.D. candidate Mr. Wasiullah on 21.09.2013.
- Attended syllabus scrutiny meeting at Madras School of Social Work on 06.11.2013.
- Appointed as an External Examiner for conducting Ph.D. Viva Voce examination for Ms. Bhuvana Devi, t Mother Teresa University, on 04.12.2013.
- Appointed as an External Examiner to conduct the practical and over examinations of MIM project in Management and Summer Training on 16.12.2013 and 17.12.2013 at Aarupadai Veedu Institute of Technology, Paiyanoor.
- Participated in HR Fusion’ 13 on Exceeding Expectations held on 21 November 2013 conducted by University of Madras.
- Participated in the continuing Education program on Teacher Leadership, “Extending the Role of the Teacher within and Beyond the classroom” organized by the Department of Management Studies, UOM on 8th and 9th November 2013.

“A committee is a group that keeps minutes  
and loses hours” - Milton Berle

## ACADEMIC ACHIEVEMENTS OF FACULTY

### Dr. S. SHEELARANI, PROFESSOR:-

#### List of Publications - International

- “A Study on Consumers’ Perception towards Unit Link Policies (Ulip) at Ing Vysya Life Insurance, Tiruvannamalai District”, S. Sheela Rani & Mr. M.S. Vijaya Rao, International Journal of Commerce and Management Research, July-Sept 2013, Vol. No. 1 Issue No. 2, ISSN No.2321-3604, page 105-111

#### List of Publications - National

- “The influence of Customer’s Attitude and Perceived ease of use on the Usage of Internet Banking”, Sheela Rani & Preethi Sheshadri, PARIPEX – Indian Journal of Research, August 2013, Vol. 2 Issue 8, ISSN 2250-1991, page 9-10.
- “What do consumers’ look for in a bank while availing Home loan?” S. Sheela Rani & Ms. H Vasanthakumari, GNA Journal of Management & Technology, June 2013, Vol. VIII No.1, ISSN 0974-5726, page53-57.
- “A Study on Employee Welfare Measure at Hindustan Life Care” S. Sheela Rani & Mr. M.S. Vijaya Rao, NIMS Journal of Management Research, June 2013, Vol. 2 Issue 1, ISSN 2278-2362, page 47-52.
- “Personality and Work-life Balance” S. Sheela Rani & Chitra Devi, Journal of Contemporary Research in Management, June 2013 Vol. 7 No. 3, ISSN: 0973-9785, page 23-30.

#### List of Workshop / FDP/Conference:

- “Curriculum Development Workshop”, Department of Management Studies, University of Madras, 8th January 2013.
- “The sway of customer’s attitude in the usage of E-Banking” National Conference on Social Aspects in Marketing Management, Karnataka State Women’s University, 21st & 22nd November 2013.

#### Member of Inspection Committee on behalf of University of Madras to:

- National Institute of Management Studies in October 2013
- Sivert College of Arts & Science in December 2013

#### Subject Expert on behalf of University of Madras to conduct interview for:

- Sriram College of Arts & Science on January 2013
- M.O.P. Vaishnav College for Women on May 2013.

### Dr.S.G. BALAJI, ASSOCIATE PROFESSOR:

- Attended one day Conference on “HR FUSION” at Rain tree Hotel mount conducted by DOMS, University of Madras on 25th November 2013.

#### List of Publications - International

- "Service quality dimensions and its effect on customer satisfaction. A case study across the private banks in Trichy". Dr. S.G. Balaji & Mr. M. Franklin, International Journal of Management Research & Review (June 2013), Vol.3, Issue 6 ISSN : 2249 - 7196
- Editorial Board member for MERC Global’s International Journal of Management caes.
- Advisory Committee member for International conference on Business Intelligence and International for Emerging Members.
- Reviewer for JM International Journal of IT & Management.

“Failure defeats losers, failure inspires winners.” Robert T. Kiyosaki

**Dr.A. VARADARAJ ASSOCIATE PROFESSOR:**

- Attended one day Conference on "HR FUSION" at Raintree Hotel mount conducted by DOMS, University of Madras on 25th November 2013.

**Mr.M.S.VIJAYA RAO, ASSISTANT PROFESSOR:**

- Attended One day Faculty development Programme on "Case Method Teaching" conducted by Madras Management Association on 4th December 2013.
- Participated in the Workshop on "Personal Transformation and interpersonal Skills" organized by SOMS, National Institute of Technology, Calicut on 20th and 21st December 2013.

**List of Publications - International**

- "A Study on Consumers' Perception towards Unit Link Policies (Ulip) at Ing Vysya Life Insurance, Tiruvannamalai District", S. Sheela Rani & Mr. M.S. Vijaya Rao, International Journal of Commerce and Management Research, July-Sept 2013, Vol. No. 1 Issue No. 2, ISSN No.2321-3604, page 105-111

**Mrs. S.SUMIYA, ASSISTANT PROFESSOR:**

- Attended one day Conference on "HR FUSION" at Rain tree Hotel mount conducted by DOMS, University of Madras on 25th November 2013.

**Dr. K.S.SATHYANARAYNAN, ASSISTANT PROFESSOR:**

- Attended one day Conference on "HR FUSION" at Rain tree Hotel mount conducted by DOMS, University of Madras on 25th November 2013.
- He was Awarded Ph.D. Degree from Sathyabama University during April 2013.



Dr.K.S.Sathyanarayanan, Assistant Professor of our Institute was Awarded Doctorate Degree from Sathyabama University on 29.4.13



"Innovation distinguishes between a leader and a follower" - SteveJobs



**Mr. A.APPU, ASSISTANT PROFESSOR:**

- Attended One day Faculty development Programme on “Case Method Teaching” conducted by Madras Management Association on 4th December 2013.
- Participated in the Workshop on “Personal Transformation and interpersonal Skills” organized by SOMS, National Institute of Technology, Calicut on 20th and 21st December 2013.

**Dr. B.LATHA LAVANYA, ASSISTANT PROFESSOR:**

- Attended One day Faculty development Programme on “Teachers Pedagogy” conducted by MNM Jain Engineering college on 11th September 2013.
- Attended One day Faculty development Programme on “Teachers Leadership” conducted by IIT-Madras on 8th and 9th November 2013.
- Attended one day Conference on “HR FUSION” at Raintree Hotel mount conducted by DOMS, University of Madras on 25th November 2013.

**List of Publications - International**

- “A Study on Antecedents knowledge sharing”.International Journal of Business Insights and Tranformation,IJBIT is a bi-annual journal,ISSN 0974-5874.
- “An Empricial study on call taxi advertisement and its effect”,NIMS journal of Management,Research vol-2 issue 1,June 2013, ISSN 2278-2362.
- “A Study on Organizational Learning enhances Organisational performance” ITM n-Ach vol 7 no3, 2013.

**Mrs. W.SHABEENA SHAH, ASSISTANT PROFESSOR:**

- Participated in the International Workshop on “Teaching and learning in the 21st century” organized by B.S.Abdur Rahman university in 13th February 2013.

**Mr. R.AKBAR ANSARI, ASSISTANT PROFESSOR:**

- Attended one day Conference on “HR FUSION” at Raintree Hotel mount conducted by DOMS, University of Madras on 25th November 2013.



“Experience is a good teacher, but she sends in terrific bills” - Minna Antrim

## ACADEMIC ACHIEVEMENTS OF STUDENTS

### MIM STUDENTS EVERGREEN SHINING PERFORMANCE IN 2013 IN VARIOUS INTER COLLEGE MEETS

The institute organizes a State Level Management Meet “Newance” every year, which enables the student to learn the art of managing. This acts as a platform for the students to meet the corporate people, and also provides ample opportunity to them to improve their soft skill. The students also attend the management meets conducted by various other colleges. The students have not only participated in competitions but have also won 1st place in competitions organized by many institutions.



Overall Winners in Management Meet conducted by AMET University



Winners in ASAN Memorial 2013 National Level Meet by MIM Students



“No team works out teamwork” - Dwyane Wade





MIM Students won 13 Trophy's in the year 2013

“Winning takes talent, to repeat takes character” - John Wooden



## Winners in Jamal Mohamed College, Trichy - Management Meet Trophies with Director & Principal



Overall Winners in  
Asan Memorial College  
National Level Feast

Winners in  
National Level Meet  
conducted by  
DG Vaishnav College  
with Rolling Trophy



“Your attitude, not your aptitude, will determine  
you altitude” - Zig Ziglar



Participated in Seminar organised by The Institute of Company Secretaries of India



The students from MEASI Institute of Management were felicitated by the Honorary Secretary of MEASI, Janab. A. Mohammed Ashraf Sahib, for winning in Management Meets held by various colleges in and around the City of Chennai. The students of MEASI have won the Overall Championship in 13 management meets out of 20 meets participated by them. The students had won many events like Business Quiz, Ad-zap, Stock War, Corporate Walk and Best Manager to name a few. The students had so far won prize money of around Rs. 80,000 by way of these events. The Corporate walk team of the college has won in 12 of the 16 meets they had participated. The students have also won the overall championship in meets organized by the Post Graduate Department of Economics and Computer Science, though they are not management courses.

“An investment in knowledge pays the best interest” - Benjamin Franklin

## FELICITATION FOR ACHIEVEMENTS IN THE YEAR 2013



Prof. C. Kaleemullah in his introductory speech stated that the students were following the footsteps of the Executive Director who in his college days was the captain of the Vaniyambadi Islamiya College's Ball Badminton team, the official college photographer, long jump champion and had also represented the North Arcot District in the Inter District Cricket tournament.

The Executive Director praised the Institute for the tremendous achievement by the students and also categorically stated that MEASI Institute of Management is the leader amongst the six sister institutes of Muslim Education Association of South India (MEASI) viz., The New College (Day), The New College (Eve), MIIT, MEASI College of Architecture and MEASI College of Education.

The students were praised hugely by the Director Dr. D. Nisar Ahmed for building a very good rapport with all the organizing colleges and also for their diehard and fighting spirit they demonstrated in all the events. He was very specific in saying that the students have really outperformed the students of the earlier batches by winning laurels not only for themselves but also for the whole Institute as well. The students were able to perform so good because of their sheer overall knowledge and the motivation of the Director, Principal, Staff members, and the Management, which was rightly pointed out by Mr. Irfan Baig a final year M.B.A. student in his vote of thanks address.

“Control your own destiny or someone else will” - Jack Welch

## MIM CORPORATE WALK TEAM “USUAL SUSPECTS” SHINE AS HEROES IN VARIOUS INTER COLLEGE MEETS AND MAKE BRAND AMBASSADOR FOR MEASI INSTITUTION IN 2013



Corporate Walk Winners from MIM Team in Crescent Business School



“I am a slow walker, but I never walk back” - Abraham Linclon



## BOOK EXHIBITION-A BOOK LOVERS HEAVEN PLACE!!!!

Measi Institute of Management organized Book Exhibition on 12th and 13th December 2013 with various Book sellers and Publishers. The exhibition, which was inaugurated by our Director Dr. Nisar Ahmed, Director of MIM, is no doubt a rare opportunity for book lovers of students to satiate their reading appetite. The Exhibition displayed various management related books, general knowledge books, Environmental books, General fiction, Religion & Mysticism and funny books. The exhibition, in this way, is an attempt to capture the attention of the masses as well as intelligentsia through a dazzling activity—concentrating the light through a converging exercise—the exhibition. "This is an effort to encourage book publishers to come and participate in the book exhibition which is going to be an annual affair from this year,". Multinational participants include Pustak Mahal, Higginbotham's, Orient Longman, Macmillan Publishers, Tata McGraw-Hill, S. Chand and Co., and India Book House.

## ALUMNI ASSOCIATION MEETING

The college has an alumni association, which helps the students in conducting seminars, workshops, and placement activities. The Alumni helps in the enhancement of Industry institution interaction. It helps in promoting and encouraging research in Business Administration. The alumnus is very active throughout the year. It takes care of the students' right from the beginning of the course till the end. The alumni has office bearers who work in full time for the benefit of the students. The students of MIM are encouraged by giving awards and scholarships. The alumni also helps in taking part in many activities related to the social causes and for the benefit of the society, thereby aiding the students to place themselves.



"A library is thought in cold storage" - Herbert Samuel



**BATCH 2012 - 2014  
SEMESTER II - TOPPERS**



FAYAZ AHMED.S  
75.23%

*Section A*



MOHAMED AZHAR. M  
72.54%



MOHAMMAD RAFI  
80.77%

*Section B*



MOHAMED IMRAN. A.H.  
78.38%



NARGIS BANU. M.  
78.38%

*Section C*



SADIQ AHMED. N.  
77.77%



“Leadership and learning are indispensable to each other” - John F. Kennedy



# MEASI INSTITUTE OF MANAGEMENT

Approved by AICTE and Affiliated to the University of Madras & Certified Institution for ISO 9001 : 2008

"Association Gardens" No. 87, Peters Road, Royapettah, Chennai- 600 014.(T.N)

*The Management and Staff of MEASI Institute of Management congratulate*

## UNIVERSITY OF MADRAS RANK HOLDERS

### M B A (FULL TIME) 2011-2013 Batch



IRFAN BAIG .R  
10TH RANK



FATEMA SHABBIR  
12TH RANK



NISHATH SULTANA.A  
28TH RANK



AATHIFA NAJA.V  
37TH RANK

### M B A (PART TIME) 2010-2013 Batch



PARTHIBAN V N  
1ST RANK



RAJASEKAR D  
2ND RANK



VIJAYA KUMAR B  
3RD RANK



SUBRAMANIAN C S  
4TH RANK



RAJASEKARAN G  
5TH RANK



LATHA K  
6TH RANK



MEHARAJ FATHIMA N  
7TH RANK



MOHAMED HAFIZ. I.  
8TH RANK

**MEASI INSTITUTE OF MANAGEMENT**

**THE BEST B-SCHOOL FOR MBA EDUCATION IN CHENNAI**



"Intelligence without ambition is a bird  
without wings" - Salvador Dali



## CONSULTANCY SERVICES

MEASI Institute of Management Consultancy Services came into existence with a view to provide Complete Enterprise Solution. The Consultancy services are provided to various organisations, Industries, Institutions to get most out of their available resources and to render quick and timely solutions. Today, every organization is faced with the need to adapt to changes in the global business environment, to rapidly respond to competitors, and how to best exploit organizational assets to prepare for growth.

Welcome to the marvellous world of MEASI Institute of Management Consultancy Services. We are a top notch enterprise solution provider. We render all sorts of Placement Consultancy, Corporate Training Services, Marketing Skills, Industrial Relations and Enterprise Solution.

MIM Consultancy MISSION is to provide insightful and cost effective solutions which will help to achieve most of their available resources. The approach is data driven and results are measurable. We will better define and target your most critical areas, increase the response rates and improve your results.

MIM Consultancy VISION is to provide right people at right cost with right quality to succeed in the market, based on our Professionalism, Skill, Innovation and to provide highest standard of responsibility.

MIM Consultancy GOAL is to get returns in multiples of your investments and to excel in efficiency, integrity with all stakeholders. profit through value addition, result oriented work environment.

We offer entire range of solutions for Information Technology and HRM sector including IT services and enterprise empowerment. In addition to these services we provide wide range of IT and HR consulting including onsite, offsite and offshore resources. We are a dynamic networking consultancy managed by highly qualified Teaching faculty with Industrial experienced professionals having vast experience and exposure. Our professionally trained teams of experts have acquired strong calibre. We have a solid infrastructural base to deal with any kind of enterprise solution requirements.

We render various types of services such as:

- Corporate Training Services.
- Marketing Techniques.
- Industrial Relations
- Enterprise Solution.

Corporate Training Services: Training Needs Analysis prior to design and delivery to establish exact requirements for maximum programme value. Our Trainers will have an understanding of your business needs prior to the programme, leading to heightened results for the individual as well as to the company.

“Intelligence without ambition is a bird  
without wings” - Salvador Dali



**Objectives:** Our effectual corporate training services and corporate management training can shape manpower into adept professionals. We are famed for makeovers of the human resource into highly operative teams. Our training shapes up the wit and grey matters of the league of people at work, to together contribute to company's success invariably.

**Marketing Techniques :** Discover what marketing is, how to segment your marketplace, set marketing objectives and marketing strategies, learn how marketing communication work, the promotional tools available to you, marketing tips, gain a sample marketing plan template and much more on this marketing in practice 'small group' training workshops.

**Objectives:** To impart formal Marketing skills, to better analyse needs, expectations and to plan appropriately, to sharpen Marketing skills, to create effective Marketing strategies, to analyse and improve Marketing plan, to better handle objections, to win that 'beauty parade'!

**Industrial Relations:** Today it is already clear- we do not need "surface polish" and "great" achievements; we need laborious long work with real persons- managers and specialists of concrete enterprises thereby to avoid Industrial disputes. It is necessary to organize work in the sphere of education, discussion and solution of complex problems appearing in their working practice. In this case it is impossible to avoid staff reduction or its professional re-training, optimization of use of technological resources, legalization of new relations in the team.

**Objectives:** This problem cannot be solved on impulse, by enormous financial investments, attraction of "super-consultants". Managers should completely change their philosophy and attitude to work; step-by-step learning of modern methods and ways of managing a company as a single developing system is needed.

**Enterprise Solution:** Investments in the form of new technique, equipment's, technologies do not lead to a proper result because company staff is not ready to use them. In this connection the role of managerial team of every company increases. It should formulate the strategy of business development, work out and realize the program of a company's restructuring that will be the base for success on the world market, and do this independently, using the best world achievements.

**Objectives:** Solution of concrete problems of company's business development. Effective use of intellectual potential of a company. Maximal disclosing of available reserves and finding new possibilities. Forming a new team of Managers and specialists who will find and settle problems appearing in- and outside the company.

**Value-added services :** We offer successful and timely solutions. To be modern and innovative defines our quintessence. The services which we are providing, represents a mirror of our Institution and create a Picture of a real Solution Provider. Deliver engaging presentations that get results. Persuade, educate, motivate, and sell better. Increase your confidence and sense of control.

**Overview:** In today's high-involvement, high-participation, high technology based work environment, the roles of many Employees, Supervisors, and Managers are changing.

“Success is walking from failure to failure with no loss of enthusiasm” -Winston Churchill

Many of the people who used to make the decisions or "direct" the work are now being asked to change their role to one of Team Facilitator.

These new team champions must develop a variety of special skills and knowledge to ensure successful implementation of employee involvement efforts in Etiquette, Workplace Diversity, Communication Skills, Negotiation Skills, Conflict Resolution Skills Business Writing, Management Skills, Time Management, Stress Management, Creativity, Critical Thinking and Client Relations.

Our Guiding principles. Honesty towards the profession. To understand the context and interdependency of the origination role, environment and thereby to achieve more profitable outcomes.

A good consultant will listen to your ideas and concerns and will get to know your business before making suggestions.

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Please call on us at our premises

## **MEASI INSTITUTE OF MANAGEMENT**

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Email : [admin@measimba.ac.in](mailto:admin@measimba.ac.in)

Web : [measimba.ac.in](http://measimba.ac.in)

Please contact

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**Dr. A. VARADARAJ**, MBA., M.Phil., Ph.D.,

Associate Professor

Phone : 044 – 2835 2982

Mobile: 94430 31806

DIRECTOR

**Dr. D. NISAR AHMED**

M.A., M.Com., M.Sc., M.Ed., M.S., M.L.M., M.B.A., M.L., M.Phil., Ph.D.

MEASI Institute of Management

PH- 044-28352975



“Creativity is the key to success in the future, and primary education is where teachers can bring creativity in children at that level.” - A. P. J. Abdul Kalam



**WELCOME TO OUR WORLD  
MEASI INSTITUTE OF MANAGEMENT  
YOU ARE JUST IN IT**



**UPCOMING CAMPUS EVENTS .....**

- \*Staff Get together & Picnics
- \*Newance Inter college Meet
- \*National Seminar
- \*Entrepreneurship Awareness Camp
- \*International Conference

