



## MEASI INSTITUTE OF MANAGEMENT

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



**MIM RIPPLES TIMES**  
**RESERVOIR OF KNOWLEDGE**  
**B-SCHOOL BI-ANNUAL NEWSLETTER**  
**VOLUME 1, ISSUE 2, JAN-JUNE 2014**



"A thought beyond  
Horizons of success  
committed for Educational  
Excellence"

## MIM RIPPLES TIMES

RESERVOIR OF KNOWLEDGE

## B-SCHOOL BI-ANNUAL NEWSLETTER

VOLUME 1, ISSUE 2, JAN-JUNE 2014

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## FROM THE DESK OF THE CHAIRMAN



Dear Readers,  
Seasons Greetings!

The very motto of MEASI Institute of Management is to provide world class quality education and professional exposure. MIM goes for 360 degree development of all students through various academic activities, sports, co-curricular and extra-curricular activities which are the hall mark of our campus. I am very pleased to present our MIM newsletter covering the entire spectrum of activities held at our institution. "MIM RIPPLES TIMES" has been an integral part of every student who has entered the hallowed portals of this education. It gives immense pleasure to to release the second edition of MIM Newsletter .

## EXECUTIVE DIRECTOR'S MESSAGE



The MEASI Institute of Management today exudes a new spirit of learning in the field of professional education. It is great to find a considerable number of winners and participants in co curricular and extra curricular activities which certainly prove that our staff and students are adequately equipped and possess necessary quality skill sets to bring laurels to the institution. I am sure that publishing a newsletter of this sort containing the achievement's of the MIM family will be recognition to them. I wish them all the very best for future endeavor's.

## FINANCE DIRECTOR'S MESSAGE



It gives me immense pleasure to note that the Second Newsletter of MIM is being released. When we have a glance at the Newsletter, the staff and students will get more recognition when the awards/achievements they won are publicized through the Newsletter. It would definitely be an inspiration and motivation for other students and staff to scale newer heights.

## MESSAGE FROM ADVISORY COMMITTEE

A deep sense of appreciation and joy surges through our heart as MEASI Institute of management stepping into 19th year of existence. The fertile soil of MIM produced year after year budding Managers and Entrepreneurs making their alma -mater proud. The newsletter which is being rolled out today marks the launch of an effervescent activity that would enable the management to bring out to the eyes of the competitive world, the academic achievements of our prestigious institution. This news letter would definitely be an inspiration and motivation for all students and staff to perform better and add on their contribution in the forth coming issues.

Dr.D.Nisar Ahmed ,Director

## FROM THE EDITORS'S DESK

Having successfully crossed the various hurdles encountered on the way of its growth, MEASI Institute of management has grown in stature and strength today, and has become one of the finest educational institutions, dedicated to the pursuit of knowledge and excellence. To respond effectively and creatively to the needs of today's society we focus on an educational program which revolves around equipping our students with such qualities of head and heart that they confidently plunge into any field of activity which is socially useful, intellectually elevating and spiritually ennobling. We are extremely happy that MIM is bringing forth a news letter of second issue "MIM RIPPLES TIMES" highlighting the activities between January 2014 to June 2014. We hope everyone will find this newsletter exciting and interesting.

Dr.S.G.Balaji, Associate Professor  
Mr.A.Appu, Assistant Professor  
Mr.R.Akbar Ansari, Administrative Officer

### **About MEASI**

- The MEASI Institute of Management was established in the year 1987, by the Parent body of Muslim Educational Association of Southern India (MEASI) as New College Institute of Management and subsequently changed as MIM.
- The MEASI Association, established 113 years ago, was registered under the Act XXVI of 1860.
- It is one of the Oldest Minority Group of Educational Institutions in Southern India.
- It is having a multi-level educational system ranging from School Level, Post Graduate Level and Research level.
- It has excellent infrastructural facilities with a sound financial resource-base.
- It is backed by a democratic and participative management system.
- It is under the Leadership of Enlightened and Eminent individuals drawn from Educational, Industrial and Other walks of life.
- The Association was formed primarily for the benefit of the Muslim Community which is Educationally Backward.

### **MEASI INSTITUTE OF MANAGEMENT**

MEASI Institute of Management is Standalone, Co-education and Muslim Minority Institution having multi level educational system and has been established with the objective of imparting training in different disciplines of Management with emphasis on practical application suited to Indian Environment and manages intellectual needs.

### **VISION**

- To emerge as the most preferred educational B-School with global recognition by producing most competent entrepreneurs and managers through quality education.

### **MISSION**

- To build a B-School, through sustainable effort with an environment which empowers the active participation of faculty and staff, encourages the students to develop competencies for learning with the following input/output:
- Creation of world class facilities and ambiance for advance level of teaching and practical training.
- Developing students as global citizens with conscience, commitment and dedication.
- Strengthening industry-institute interfaces and promotes Entrepreneurial development activities.
- Getting possible placement opportunities and multiple job offers.

### **QUALITY POLICY**

- To provide well qualified faculties with world class infrastructure and equipment facilities towards the all round growth of the students which includes their competencies and personality growth.



**MIM RIPPLES TIMES –RESERVOIR OF KNOWLEDGE-B –SCHOOL  
MANAGEMENT DEVELOPMENT PROGRAMME  
ON  
ENTREPRENEURSHIP AND DEVELOPMENT AND INNOVATION  
On Saturday 4th January 2014.**



MEASI Institute of Management, 87, Peters Road, Royapettah, Chennai- 14 organised Management Development Programme on Entrepreneurship Development and Innovation on Saturday 4th January 2014. The Programme started with Inauguration Function at 9.30. AM. Janab A .Mohamed Ashraf Sahib, Executive Director, MEASI Institute of management Presided over the function. Mr.K .Murali, Director, Research and Development, Micro Small & Medium Enterprises (MSME), Chennai delivered keynote address. Mr.S.Vinoth, Mr.A.Appu, Assistant Professors, MEASI Institute of Management are the coordinators for the Programme. Programme scheduled in five different sessions. Session-I is about scope for the Innovation and Entrepreneurs Development Chaired by Dr.E.Muralidharan, Environmental consultant and Bio-Medical Engineer.

*"The only way to do great work is to love what you do." -Steve Jobs*



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***" Leadership is the challenge to be something more than average." Jim Rohn***



## INDUSTRIAL VISIT TO BHARATIYA NABHIKIYA VIDYUT NIGAM LTD

Our First Year Students of Batch 2013 – 2015 visited BHARATIYA NABHIKIYA VIDYUT NIGAM LTD. A Govt. of India Enterprise under Department of Atomic Energy located at Kalpakkam near Mahabalipuram on 24-01-14 Friday from 8.00 hrs to 19.00 Hours. The objectives of Industrial visit is to provide the students with a right blend of theoretical learning and an opportunity to witness how those concepts are utilized in the industry. Industrial visit has been woven into academic practices of the school keeping in mind that experiential learning is the ethos of MIM. The visit was coordinated by our faculty coordinators namely Dr. Sheela Rani, Mrs. D. Charumathi and Dr. K.S. Sathyanarayanan which guide them to develop their managerial skills in a free environment.



Students visited the Project Building and Stimulator building which consists of control room, chemical lab and training Centre, etc. It's Chairman and Managing Director is Mr. Prabhat Kumar, Distinguished Scientist. In this Project there are Electrical, Mechanical, Instrumentation, Information Technology HR, Finance divisions.

*"Change your thoughts and you change your world." - Norman Vincent Peale*

BHAVINI will be the second power utility in India after Nuclear Power Corporation of India Ltd (NPCIL), to use nuclear fuel sources to generate power. It is established in Dec 2003 at Kalpakkam and foundation laid by Dr. AbdulKalam, ex. President of India. It is situated near the coastal areas of Tamilnadu. BHAVINI has made a world record in concreting. Students were given Power point presentation about BHAVINI before visiting project site buildings and the presentation is highly informative, innovative technology..The Govt of India has sanctioned two more such projects at Kalpakkam. It is a sodium cooled fast reactor. All major equipment's are installed in the Project.



. It is having wonderful township named Anupuram nearby. Suitable safety systems are maintained in main plant equipment. They saw model reactor, which shows all its functions and came to know the power production. They also saw how various major companies such as L&T, BEST & CROMPTON, GAMMON, etc. played their role in construction of the project.

The Students felt that the Industrial visit was interesting and they observed the following:

- It is a 500MW (e) Fast Breeder Reactor under completion stage which will produce Electricity 500MW(e),
- It is a green energy project,
- It is a first of its kind in India,
- Power will be distributed to southern grid which covers Tamil Nadu, Andhra Pradesh, Karnataka and Kerala. It is expected to provide energy security to the country,
- The fast breeder reactor built with the design and technology developed at the Indira Gandhi Centre for Atomic Energy (IGCAR), KALPAKKAM.

***"Change your thoughts and you change your world."-Norman Vincent Peale***



## NEWANCE NATIONAL MANAGEMENT MEET '14

MEASI Institute of Management organized its annual national level management meet in the campus on 30th January, 2014. The event was inaugurated by Mr. K. Phani Kumar, Associate Vice President, HCL Technologies Ltd. Janab A. Mohamed Ashraf Sahib, Executive Director, MEASI delivered the presidential address. The Faculty Co-ordinators, Mr. T.A.M. Hameed Kan and Mrs. W. Shabeena Sha were also present. The events organized by the students of MIM were Best Manager, Brand War, Ad-Zap, Best Management Team, Biz Quiz, IPL Bidding, Marketing Wizard and Corporate Walk. All the events were formulated to help the students face the challenges present in the modern day corporate world. The events tested the tactical and managerial skills of the students.



*"The starting point of all achievement is desire".-Napoleon Hill*

A total of 40 colleges participated with the participants counting to around 450. All the participants participated enthusiastically in all events to bring out their best in them. A delicious lunch was provided to all participants and faculties. The Placement Brochure of the MIM 2012-14 batch was also released by the Executive Director of MEASI, Janab A. Mohamed Ashraf Sahib.



The event concluded with the valedictory function which was presided over by the Inspector General of Police – Headquarters, Tamil Nadu Police, Mr. Md. Shakeel Akthar, IPS. The Chief Guest of the evening delivered the Valedictory address and distributed the prizes to the winners of the various events. Cash Prizes and Trophies were awarded to the winners. The students of The University of Madras were the overall winners and the biggest prize of the day, an Apple Ipad was won by the Best Manager of Newance 14, Mr. E.Allan Daivd. On the whole, Newance 14 was a grand success organized in a spectacular manner by the students and took forward the legacy of NEWANCE, one of the most excited and awaited event.

***"Culture is the arts elevated to a set of beliefs"-Thomas Wolfe***



## SOCIETY EXPOSURE PROGRAMME VISIT TO THE ANJUMAN-E- HIMAYATHE ISLAM

“Service to mankind is service to God” – with this motto, the management students and staff are encouraged to participate in Corporate Social Responsibility Programmes in the brand name of “Society Exposure Program” (SEP). In accordance to this, the students involved themselves in societal well-being activities like interaction with the children and conducted awareness programmes in the form drama and role play. The Anjuman-e- Himayath-e- Islam was founded in 1890 at the initiative of the then Prince of Arcot, H.H. Nawab M. Munawar Khan Bahadur, with the objective of establishing an orphanage to rehabilitate the poor and helpless orphans of the Muslim community and was registered under the Societies registration Act in 1894. The Teaching and non- teaching staff members of the MEASI Institute of Management visited the Orphanage located in B.N. Reddy road, T. Nagar, Chennai on 3rd April 2014 to interact and to share love with the boarders of the orphanage.



The staff members interacted with the children and provided them good quality eatables. The children exhibited their various skills like singing and art work. The staff members of MEASI spent two hours of time with the children and shared their love and affection. The children were very happy to interact with the MEASI Staff members and also gave a feed- back about their happiness in meeting them.

***“Beauty is whatever gives joy”.- Vincent Millay***



## KNOWLEDGE OUTSOURCING FORUM

Guest lectures are an integral part of the pedagogy of MIM. Corporate head-honchos as well as doyens from the academia are invited to share their valuable insights from their rich experience about contemporary business issues, the challenges they are faced with and how they dealt with them. These sessions serve as the ideal platform for the students to supplement their theoretical knowledge with first hand perspectives from some of the stalwarts of the industry and also appreciate the different dimensions of handling modern day business challenges. The Event was coordinated by Mrs.S.Sumiya, Assistant Professor, MIM. The following were the guest lectures during the year 2014.

- A Guest Lecture on Islamic finance was conducted by Mr.Moulana mufti Barakathullah Khan Advisor, Sharia Council, London, Spoke on the salient features of banking which he sees as a possible remedy to the crisis, specifically, by introducing risk sharing to make market discipline more effective, which will complement the role of regulators and supervisors and help make the financial system healthier and more stable. He made a comparison of Islamic and conventional banking and explored the overlap between them, which is expected to increase with rising acceptance of Islamic banking instruments and conventional regulatory trends that are in line with Islamic banking.
- Mr. P.K. Shabeer Ahmed, Educationist, handled a session for the Full Time M.B.A. students on “Time management” on 9th January 2014. The session highlighted some important facts like managing time more effectively that are essential to running a productive and profitable business. Both of these interactive and practical workshop courses have been designed to help you improve your personal skills in these area and will help to improve your business.
- Mr. P.K. Shabeer Ahmed, Educationist, handled a session for the Full Time M.B.A. students on “Time management” on 9th January 2014. The session highlighted some important facts like managing time more effectively that are essential to running a productive and profitable business. Both of these interactive and practical workshop courses have been designed to help you improve your personal skills in these area and will help to improve your business.
- Prof. S. Vasudevan, Dean, Dept. of Management Studies, AVIT, Chennai, conducted a session for the Full Time M.B.A. students on ”Heart of Decision Making” on 20th February 2014. The focus of the gathering was "Managing Decision Making" and Prof.S.Vasudevan, in his inimitable style set the ball rolling by explaining the process of decision-making and the intricacies involved in it. The speaking of various pre-conceived notions, he cautioned the students against taking rash and irrational decisions. Availability, Confirmation and Anchoring were a few of many biases plaguing the human mind which affect decision-making. All the students became aware of their ingrained inefficiencies while choosing alternatives and acting on them. Exemplifying each of them, Mr. Prof.S.Vasudevan made sure that the whole session was both informative as well as participative.

***“By failing to prepare, you are preparing to fail”. - Benjamin Franklin***

## ACADEMIC ENDEAVOURS OF STUDENTS

Going by the well known saying “The taste of the cake lies in its eating”, MIM evaluates its introspection index by the achievements of its students. The budding Managers exhibit their acquired competence through some eye catching activities for which MIM academia and management readily extends support and encouragement. The following list indicates a few of the remarkable activities and achievements of the students.



NAME OF THE MEET	VENUE	DATE	EVENT	PARTICIPANT NAME	POSITION
PARADIGM' 14	ETHIRAJ COLLEGE FOR WOMEN	JANUARY 9 <sup>th</sup> 2014	RAMPAGE	MOHAMMED SOUBAN	Ist Place
IIKM' 14	IIKM BUSINESS SCHOOL	JANUARY 10 <sup>th</sup> 2014	CORPORATE WALK	USMAN SAALIM SYED FAIZAN MOHAMMED SOUBAN MOHAMMED RAFI MIRZA FARAZ ALI BAIG MOHAMMED SHARJEEL AMMAR MOHAMMED	Ist Place
NIRVAHA' 14	ASAN BUSINESS SCHOOL	FEBUARY 20 <sup>th</sup> 2014	FASHION SHOW	MUJAHIDEEN NATIF-UL-HAQ RAFATH AHMED MIR RAHBER ALI ABDUL HASSAN	Ist Place
AMET' 14	AMET UNIVERSITY	FEBUARY 25 2014	BEST MANAGER	SAMI TANZEEL	Winner
AMET' 14	AMET UNIVERSITY	FEBUARY 25 2014	A~ A ROUTE	MOHAMED TAHA	Runner
ZEST' 14	MOP VAISHNAV COLLEGE FOR WOMEN	FEBUARY 27 <sup>TH</sup> 2014	BLOOD BROTHERS	SULTHAN SHAUL HAMEED	IST Place

***“Innovation distinguishes between a leader and a follower”.-Steve Jobs***



NAME OF THE MEET	VENUE	DATE	EVENT	PARTICIPANT NAME	POSITION
ZEST' 14	MOP VAISHNAV COLLEGE FOR WOMEN	FEBRUARY 27 <sup>TH</sup> 2014	CORPORATE WALK	USMAN SAALIM SYED FAIZAN MOHAMMED SOUBAN MOHAMMED RAFI MIRZA FARAZ ALI BAIG MOHAMMED SHARJEEL AMMAR MOHAMMED	Ist Place
SRMC' 14	SRI RAMACHANDRA UNIVERSITY	FEBRUARY 28 th 2014	NEW PRODUCT DEVELOPMENT	AFSHAN FAREEN ASHIKA PARVEEN	2 <sup>nd</sup> Place
SRMC' 14	SRI RAMACHANDRA UNIVERSITY	FEBRUARY 28 th 2014	CORPORATE WALK	USMAN SAALIM SYED FAIZAN MOHAMMED SOUBAN MOHAMMED RAFI MIRZA FARAZ ALI BAIG MOHAMMED SHARJEEL AMMAR MOHAMMED	Ist Place
JAINS ESPRIT GESTIONNAIRE' 14	DHANARAJ BAID JAIN COLLEGE	MARCH 7 2014	PHOTO HUNT	HASINA LOKHAWALA	Ist Place
JAINS ESPRIT GESTIONNAIRE' 14	DHANARAJ BAID JAIN COLLEGE	MARCH 7 2014	POSTER DESIGNING	AFSHAN FARHEEN	3 <sup>rd</sup> Place
JAINS ESPRIT GESTIONNAIRE' 14	DHANARAJ BAID JAIN COLLEGE	MARCH 7 2014	POSTER DESIGNING	DENNIS AMJATH FAZIL SULTAN IMRAN	Ist Place

*"A day without sunshine is like, you know, night."-Martin*



## TRAINING & PLACEMENT ACTIVITIES

The Training & Placement Office, MIM facilitates the process of placement of students passing out from the Institute besides collaborating with leading organizations and institutes in setting up of internship and training program of students. The Training & Placement Office provides the infra-structural facilities to conduct group discussions, tests and interviews besides catering to other logistics. The Office interacts with many industries in the country, of which nearly 55 companies visit the campus for holding campus interviews. 60% of the eligible final year students (2012-14) got placed in top companies. The chief placement officer was Mr. Pakir Mohammed and MIM placement coordinator was Mr. T. Hameed Khan.



Name of the Company	Number of students placed
HDFC	14
CMA CGM	11
ETA Star Property Developers	04
Covenant Technologies	03
Axis Securities	03
Accenture Services Pvt Ltd	06
Zebronic	05
VKC Group	04
VertX Solutions	04

*"The secret of happiness is to admire without desiring." - Carl*

## FAREWELL '14

### Farewell Program for 2012-2014 Pass out Batch

**“If you're brave enough to say goodbye, life will reward you a new hello”**

The farewell day was celebrated at Measi Institute of Management Campus on 31st March 2014 .A farewell function was organized by the batch (2013 – 2015) to their seniors in the grand manner. The students walked in the college auditorium post 5.30 pm dressed in their very best to bid adieu to their beloved college.The formal Function co-hosted by Mr.Faiz Ahmed.S & Mr. Mir Rehber ali, First year students began with the entry of the day's chief guest Janab A Mohamed Ashraf Sahib, Executive Director & other dignitaries who graced the function.



The function was initiated with a prayer song by Mohamed Aasim Ansari, First year students and was followed by a brief presentation by Janab A Mohamed Ashraf Sahib addressing the students told that “All MIM students shall reach the heights of excellence and fulfill their endeavors”. Dr. D Nisar Ahmed, Director then address the students that this batch was known for their preservance inside and outside the college and brought lot of laurels to the institute in history of MEASI Institute of Management. He also motivated the students to develop the society through their innovative talents.

***“Love is the only force capable of transforming an enemy into friend.”-Martin luther***





The function had various cultural programs like dance, songs and games to entertain their seniors. The students were given a memento as a token to cherish. It was a grand send off to the budding stars of the future who left the institute with endless memories. The students & teachers shared some anecdotes & experiences of their time together, some of which were so affectionate that they had every one's eyes welled up with tears. Finally Abdul Wahid.S ,First year students proposed vote of thanks to all dignitaries, teaching staff, non teaching staff and students who graced the occasion. In a nutshell, the freshers carried out the event elegantly coupled with their boundless vigor. The event was thus an embodiment of the college's love & best wishes towards its beloved students which will always remain live in the memories of the college's dearly missed.

*"If there is no struggle, there is no progress".-Douglass*



## 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.

**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.

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

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## **MIM International Journal of Management Research (MIM IJMR) Call for Papers**

Greetings from MEASI Institute of Management!

MEASI Institute of Management (MIM) has constant interest in bringing out research and publication intelligence among Academic fraternity and practicing Managers. Hence, we set to hit Bi - annual issues of MIM International Journal of Management Research in June, December every year with an objective to share the research and expert acquaintance among Faculty, students and corporate. Hereby, we request Faculty Members, Research Scholars, Freelance journalists and practicing Managers to contribute the research works in the areas of Production, HR, Marketing, Finance, IT and allied areas to our journal for publication. The authors shall submit their original works as Empirical research papers.

Submission of Articles:

Authors can submit their manuscripts electronically to [Journal@measimba.ac.in](mailto:Journal@measimba.ac.in)

One Hard copy shall also be sent to the following address

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(Refer our website for detailed guidelines to authors)

### **UPCOING CAMPUS EVENTS ...**

- \* Induction Programme
- \* Foreign Exchange Programme
- \* Freshers Day
- \* Teachers Day
- \* Alumni Association Meet
- \* Annual Convocation
- \* Educational Tour
- \* Triumph'14