

THE TIDINGS

DRIVING PRINCIPLED INNOVATIVE LEADERS



The Future of Leadership Begins Here

At Karunya School of Management (KSM), we are dedicated to shaping visionary leaders who drive innovation, embrace change, and create impact. Through academic excellence, industry collaborations, and a strong ethical foundation, we empower our students to navigate the evolving business world with confidence, equipping them with the skills, knowledge, and values needed to excel in a dynamic global landscape.

As KSM proudly completes 30 years of excellence, we celebrate a legacy of academic brilliance, leadership, and transformation. The Tidings serves as a window into our vibrant journey—highlighting achievements, inspiring stories, and the relentless pursuit of innovation that defines KSM.

TOP NEWS

NATIONAL CONFERENCE

Karunya School of Management's National Conference on Sustainable Goals, in partnership with ICT Academy, successfully convened scholars and experts for impactful discussions

SIGNING OF MOA WITH ESAF BANK

Karunya School of Management and ESAF Small Finance Bank partner to launch a Sustainable Banking Certificate Program for MBA students.

KSM CELEBRATES SILVER JUBILEE

Karunya School of Management's Silver Jubilee Alumni Day, held December 7th, successfully reconnected global alumni and shared inspiring stories, celebrating 25 years of impact.

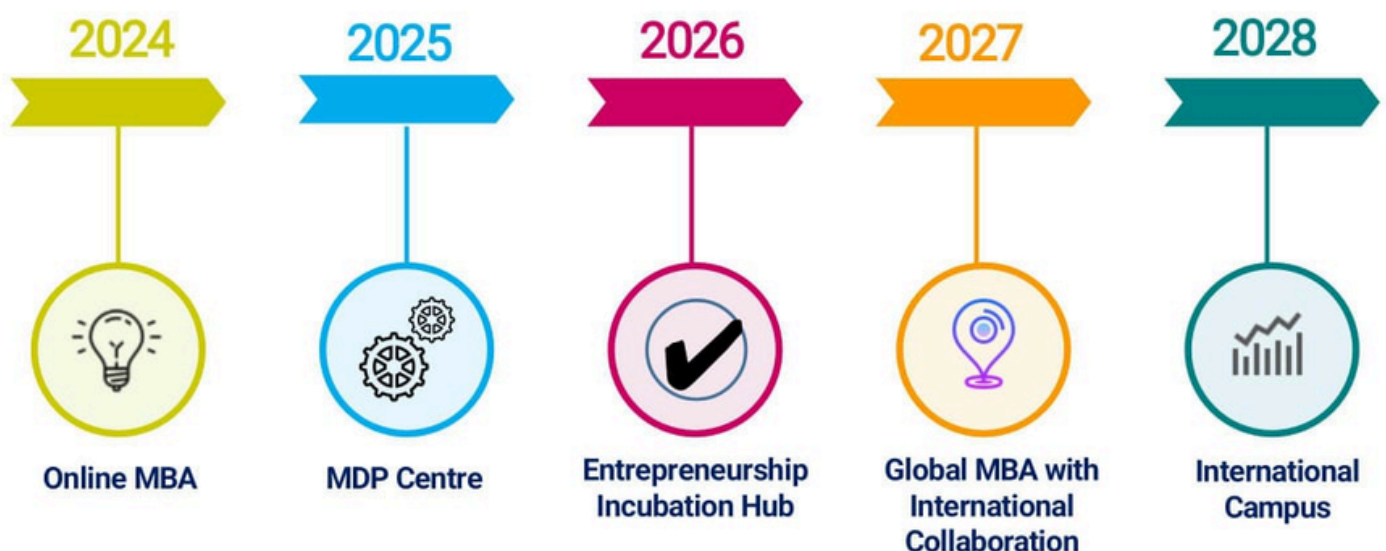


OUR MISSION

- Raise Management graduates with excellence in functional knowledge, skills, attitude and a passion for lifelong learning .
- Instill in students' professional values with ethics to serve as responsible leaders .
- Empower students with an Entrepreneurial mindset to find solutions to business and societal problems.

OUR VISION

To excel in Management Education teaching, research and consultancy, benchmarked with global standards to develop professional and socially responsible leaders focused on finding solutions to human problems



MESSAGE FROM THE DEAN

Greetings from the Dean's Desk!

As we step into another exciting chapter at Karunya University, I am delighted to connect with you through this edition of Tidings. Each milestone we achieve is a testament to the dedication of our students, faculty, alumni, and well-wishers.

With a vision to empower future leaders, we are constantly evolving to enhance learning experiences, foster innovation, and create meaningful industry collaborations. Our focus remains on:

- Expanding Global Perspectives: Encouraging students to embrace international trends and opportunities through academic and industry partnerships.



Dr. J. Clement Sudhahar

"The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sails."

—John Maxwell

- Bridging Academia & Industry: Strengthening hands-on learning through case studies, live projects, and expert-led discussions.
- Shaping Ethical Business Leaders: Cultivating values-driven leadership by integrating sustainability, responsibility, and innovation into our curriculum.

We look forward to your continued support in shaping the future of business education. Together, let's inspire, lead, and make an impact!

WISHING THE BEST

DR. J. CLEMENT SUDHAHAR
DEAN, KSM

NATIONAL CONFERENCE ON *Sustainable goals*

KSM HOSTS NATIONAL CONFERENCE ON SUSTAINABLE GOALS IN COLLABORATION WITH ICT ACADEMY

Karunya School of Management (KSM) successfully organized a **National Conference on Sustainable Goals** on **November 7th and 8th**, in partnership with **ICT Academy**.

The event, held in both online and offline modes, brought together **scholars, industry experts, and students** to discuss innovative strategies for **achieving sustainability**. The conference was a resounding success, fostering meaningful discussions and collaborations.

Special appreciation goes to faculty coordinators **Dr. Dolly Diana** and **Ms. Nisha Malini** for their dedication and efforts in making this event impactful and insightful.



KSM CELEBRATES *Silver Jubilee*

On **December 7th**, as part of **Karunya School of Management's grand Silver Jubilee celebrations**, we hosted a memorable **Alumni Day** in both online and offline modes. The event brought together esteemed alumni from across the globe, rekindling connections and sharing inspiring success stories.

Engaging **panel discussions, networking sessions, and heartfelt reminiscing** made the day truly special. Our alumni's invaluable insights and experiences served as a beacon of inspiration for current students, reinforcing the strong legacy of KSM.

The event was a testament to the enduring bond between the institution and its alumni, celebrating **25 years of excellence and impact**.



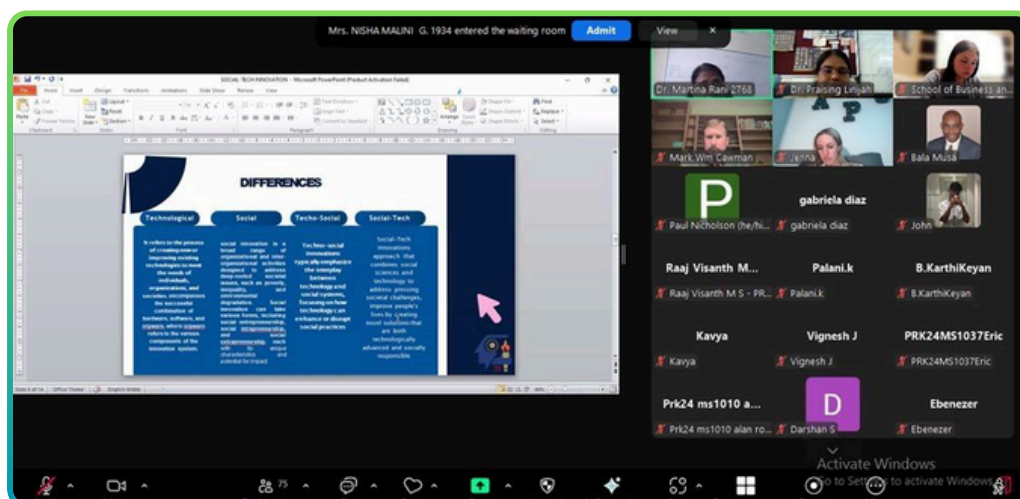
KSM SILVER JUBILEE CELEBRATIONS with Alumni

INTERNATIONAL BUSINESS *Colloquium*

The Karunya School of Management, in collaboration with **Azusa Pacific University**, successfully hosted the **International Business Colloquium 2025** on **February 25, 2025**. The event brought together industry leaders, academics, and students to explore the theme, **“Are SMEs Ready for the Dual Challenge? Examining the Paths and Barriers to Social-Tech Innovation Integration.”**

The colloquium featured insightful keynote addresses by **Dr. Mark WM Cawman, Director of International Business & Entrepreneurship at Azusa Pacific University**, and **Dr. Martina, Professor at Karunya School of Management**. Their sessions provided valuable perspectives on the **evolving role of SMEs in navigating technological advancements and societal changes**. Attendees engaged in thought-provoking discussions, case study analyses, and networking sessions, making the event an enriching experience for all participants.

The event successfully fostered **knowledge-sharing and collaboration**, equipping attendees with actionable insights to drive innovation in SMEs. We extend our heartfelt gratitude to our esteemed speakers, organizers, and participants for making this event a grand success. E-certificates have been issued to all registered attendees.



INTERNATIONAL BUSINESS COLLOQUIUM hosted by **KSM** in collaboration with **AZUSA PACIFIC UNIVERSITY**



NBA *Accreditation*

KARUNYA SCHOOL OF MANAGEMENT WELCOMES NBA ACCREDITATION COMMITTEE FOR RENEWAL PROCESS

The Karunya School of Management recently hosted the **National Board of Accreditation (NBA) Committee** as part of the renewal process for our esteemed accreditation. The visit was a crucial step in reaffirming our commitment to academic excellence, continuous improvement, and industry-aligned education.

During their visit, the NBA committee conducted an extensive review of our department, assessing various aspects such as curriculum, faculty expertise, student learning outcomes, infrastructure, and industry collaborations. Their keen insights and observations provided valuable feedback for further enhancement.

Following the inspection, a **constructive meeting** was held between the NBA committee members and the faculty team, where key discussions centered around potential areas for improvement. The committee provided recommendations to elevate our standards even further, ensuring that we continue to meet global benchmarks in management education.

We take pride in our institution's dedication to delivering **quality education** and fostering a culture of **academic excellence**. The accreditation renewal process is a testament to our commitment to **continuous development**, and we look forward to implementing the suggested improvements.

Stay tuned for further updates as we strive to achieve new milestones in education and innovation!

Karunya School of Management
Empowering Future Leaders

Lecture Series

The Karunya School of Management recently hosted an inspiring session titled **"The Power of You"**, featuring the esteemed speaker **Dr. Amal Raju on 21st January**. The event was designed to equip students with valuable insights on stress management, time management, and personal growth.

Event Highlights

The session began with a solemn **opening prayer**, followed by a warm **introduction of Dr. Amal Raju**, highlighting his expertise and contributions in personal development.

Dr. Amal Raju then delivered an insightful talk, covering essential aspects such as:

- **Stress Management:** Understanding stress, its effects, and practical techniques to manage it. The session also included interactive activities focusing on physical and mental fitness.
- **Time Management:** Addressing the reasons why people struggle with managing time and providing effective solutions to overcome these challenges.
- **Seizing Opportunities:** Encouraging participants to recognize and grab opportunities that contribute to personal and professional growth.

The session concluded with a presentation of a memento to Dr. Amal Raju, expressing gratitude for his valuable insights. This was followed by a heartfelt vote of thanks and a closing prayer.

Takeaways

"The Power of You" was a highly engaging and enriching experience, leaving participants inspired and equipped with practical tools for better stress management, time optimization, and personal development. The interactive approach adopted by Dr. Amal Raju ensured an engaging and impactful session.

KSM's *Triumphs*

VICTORY OF KSM AT VET COLLEGE MANAGEMENT FEST

Students from Karunya School of Management (KSM) showcased their talent and competitive spirit at the Management Fest hosted by VET College, Erode on the 07th of February. The event saw participation from over 15 colleges across Tamil Nadu, making it a highly competitive platform for budding management professionals.

A team from KSM, consisting of Prathisha, Hemamalini, and John Lazarus, participated in the Business Plan Competition and impressed the judges with their innovative idea pitch. Their outstanding performance earned them the **first place**, along with **trophies, certificates**, and a **cash prize of Rs. 3,000**.

This remarkable achievement reflects the dedication, creativity, and excellence of KSM students in management and entrepreneurship.

Congratulations to the team for making KSM proud!



KSM STUDENTS receiving awards for their victory at **VET COLLEGE MANAGEMENT FEST**

KARUNYA SCHOOL OF MANAGEMENT SHINES AT SNS RAJALAKSHMI COLLEGE INTERCOLLEGE FEST

Dear Readers,

We are thrilled to share the outstanding achievements of our talented students at the **Intercollege Fest** organized by **SNS Rajalakshmi College of Arts and Science** on the **19th of February**. Our students showcased their creativity, skill, and competitive spirit, bringing laurels to Karunya School of Management.

☀ **Achievements at a Glance:**

🏆 **1st Place** – Hairdo Competition – Adlin and Catherine

🥉 **3rd Place** – Face Painting Competition – Karunyaa and Sabtecha Christina

These victories are a testament to the dedication and hard work of our students, who continue to set benchmarks of excellence in every field they participate in. Their innovative approach and passion for the arts have once again made us proud!

We extend our heartfelt congratulations to the winners and participants for their commendable efforts. A special thanks to the mentors and faculty members who have guided and supported them throughout their journey.

Let's continue to inspire, achieve, and celebrate success together!



From Left: Karunyaa Jeslin, Sabtecha Christina, Catherine Margreat, Adlin

CELEBRATING OUR CHAMPION – ABINESH!

We are thrilled to congratulate **Abinesh** for securing **Second Prize** in the **Business Quiz** at the prestigious **Management Fest** hosted by **Thiagarajar College, Madurai** on the **20th of February**.

His outstanding performance, sharp business acumen, and quick thinking helped him stand out among tough competitors from various institutions. This remarkable achievement is a testament to his dedication and excellence in the field of management studies.

At **Karunya School of Management**, we take pride in nurturing talents and encouraging our students to compete at national levels, showcasing their skills and knowledge. Abinesh's victory is an inspiration to all aspiring business leaders.

🌟 Let's celebrate his success and wish him many more victories ahead!



From Left: Prasanth (B.Tech ECE) , Abinesh T A



HALL OF *Flames*

KARUNYA SCHOOL OF MANAGEMENT – ALUMNI DAY 2025

Date: 11-01-2025 | Time: 10:30 AM – 12:00 PM | Venue: KCDC Hall

The Karunya School of Management proudly hosted **Alumni Day 2025**, bringing together alumni, faculty, and students for a day of nostalgia, learning, and inspiration.

The event began with a heartfelt **prayer**, followed by **cultural performances**, including a melodious song and a vibrant welcome dance. Alumni shared **fond memories** of their college days, reflecting on their journey and growth.

They also provided **corporate insights**, emphasizing adaptability, leadership, and technological advancements. An **interactive Q&A** session allowed students to seek guidance and motivation from experienced alumni.

The event concluded with a **vote of thanks**, acknowledging the invaluable contributions of our alumni and organizers. **Alumni Day 2025 was a true celebration of our lasting bond**, and we look forward to many more reunions!



ALUMNIS of KSM reunite for ALUMNI DAY 2025

GUEST *Lectures*

NAVIGATING SUCCESS ON RAILS & BEYOND

A Talk by MR. K. Beji George

The Karunya School of Management successfully hosted an insightful session with **Mr. K. Beji George**, Principal Chief Commercial Manager of Southern Railway, on **14th February 2025** at **KCDC Hall**. The event, provided a deep dive into the **Indian Railways' Role in Economic Growth and its Freight Transportation Strategies**.

Mr. George shared valuable insights on **corporate leadership, adaptability, and technological advancements** in transportation. He also discussed the **Management of Railway Logistics during the COVID-19 Pandemic** and **HLL Lifecare Ltd's Contributions to the Pharmaceutical Industry**.

The session concluded with an **interactive Q&A**, where students engaged with Mr. George on **career opportunities and industry trends**. The event was a remarkable opportunity to learn from an industry leader, leaving attendees inspired and well-informed about the dynamic world of Indian Railways and corporate leadership.



MR. K. BEJI GEORGE engages with the Students of KSM

GUEST LECTURE ON SUPPLY CHAIN MANAGEMENT

By Mr. Desikan, Head SCM at Walkaroo Group, India

On **4th February 2025**, the **Karunya School of Management** hosted an insightful **Guest Lecture** by **Mr. Desikan, Head of Supply Chain Management (SCM)** at **Walkaroo Group, India**, at **KCDC Hall**.

The session covered crucial topics, including **Logistics and Supply Chain Management**, **Six Sigma**, and **Inventory Management**. Mr. Desikan provided a comprehensive understanding of **different business models**, **warehousing**, and **storage strategies**, highlighting the significance of an efficient supply chain in today's competitive landscape.

Students gained practical knowledge about **optimizing logistics operations** and the impact of **quality management methodologies** like Six Sigma. The interactive session allowed participants to engage in discussions, further enriching their learning experience.

The event was a great success, equipping attendees with valuable industry insights and strategies to excel in the field of **Supply Chain Management**.



MR. DESIKAN engages with the Students of KSM

MOA *Signing*

Karunya School of Management (KSM) partners with **ESAF Small Finance Bank Limited (ESAF Bank)** to pioneer Sustainable Banking Education!

We are excited to announce that KSM has signed a **Memorandum of Agreement (MOA)** with **ESAF Bank** to foster academic cooperation and to drive sustainable banking forward.

Through this collaboration, we are launching an exclusive Certificate Program on **Sustainable Banking** for our MBA students, to equip them with the knowledge and skills required to navigate the evolving landscape of sustainable finance.

This initiative reflects our commitment to integrate **sustainability, innovation, and industry partnerships** into our academic programs, ensuring that our students are prepared to take lead as a responsible Management Professional



From Left: MR. SAMKUTTY & DR. LAWRENCE receiving the MOA from **ESAF Bank**

INTERNATIONAL LECTURE SERIES

Entrepreneurship and New Venture Creation

The Karunya School of Management successfully hosted an inspiring International Lecture Series on Entrepreneurship and New Venture Creation on the 14th and 18th of February 2025 at the KTBIP Seminar Hall. The event featured **Prof. Steve McKenna, Associate Professor at Curtin Business School, Curtin University, Perth, Western Australia**, who shared his deep insights on entrepreneurial strategies, innovation, and the challenges of new venture creation in today's dynamic business landscape. The session, exclusively designed for **MBA first-year students**, provided an enriching experience, blending academic knowledge with real-world applications.

Prof. McKenna captivated the audience with his expertise, offering practical perspectives on business model innovation, startup growth strategies, and the role of leadership in entrepreneurship. His engaging lecture encouraged students to think critically about emerging trends and opportunities in the global business ecosystem. The interactive session allowed students to actively participate, ask thought-provoking questions, and gain clarity on various aspects of launching and sustaining a successful business.

The event was meticulously organized under the guidance of **Dr. Martina Rani (Associate Professor)** and **Ms. K. Zael (Research Associate)**, who ensured its smooth execution. The students expressed their gratitude for this valuable learning opportunity, as the lecture broadened their understanding of entrepreneurial success factors. The International Lecture Series concluded on a high note, leaving participants inspired and equipped with newfound knowledge to embark on their entrepreneurial journeys.



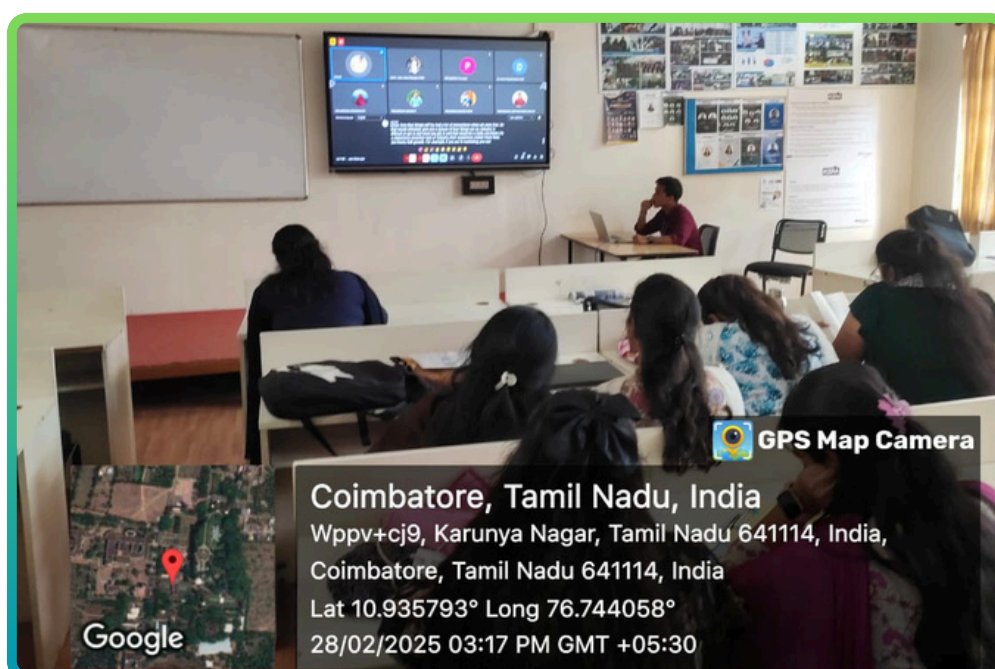
PROF. STEVE MCKENNA visits KSM

Alumni Lecture Series

The Karunya School of Management (KSM) successfully conducted an **Alumni Lecture Series** on **February 28, 2025**, featuring two distinguished alumni, **Sanosh (Analyst, Beroe Inc., Chennai)** and **Aaron (Client Manager, D Life Interiors, Trivandrum)**. The interactive session provided MBA students with invaluable insights into **job opportunities, industry expectations, and placement strategies**.

Both alumni shared their career journeys, discussed the skills required to excel in their respective fields, and offered practical advice on navigating the corporate world. The event, held in the **MBA A Classroom** from **2:00 PM to 4:00 PM**, was an engaging and informative experience for students aspiring to build successful careers.

The session concluded with an interactive Q&A, where students actively participated, gaining deeper clarity on recruitment trends and professional growth. This inspiring webinar reaffirmed KSM's commitment to bridging the gap between academia and industry, empowering students to step confidently into the corporate world.



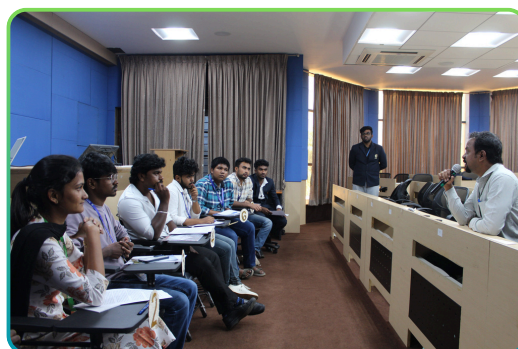
ALMINIS OF KSM MR. SANOSH & MR. AARON engages with the students of KSM through an e-seminar

Phronesis 25

The Karunya School of Management proudly hosted **PHRONESIS'25**, its highly anticipated **Intercollegiate Management Fest**, on **February 12th and 13th, 2025**, at the Elohim Auditorium. The event witnessed overwhelming participation from students across various institutions, bringing together some of the brightest young minds in business and management. With an exciting mix of online and offline events, including **Business Plan, Best CEO, IPL Auction, Business Quiz, Corporate Walk, ADZAP, and more**, participants showcased their strategic thinking, creativity, and leadership skills.

The fest also featured engaging competitions like **Poster Making, Film Making, and Meme Creation**, adding a creative edge to the management challenges. The electrifying atmosphere, combined with intense competition and knowledge-sharing, made **PHRONESIS '25** a resounding success. With cash prizes worth **Rs. 2,00,000/-**, the winners were celebrated for their exceptional performances.

The event was impeccably organized by faculty and student coordinators, ensuring a seamless and memorable experience. As PHRONESIS'25 concluded on a high note, it left participants inspired, motivated, and eager for the next edition of this extravaganza of creativity, strategy, and innovation.



Snapshots of various events from **PHRONESIS '25**

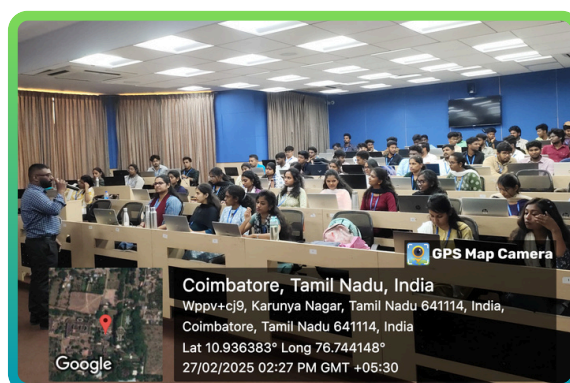
DYNAMIC WORKSHOP ON *Power Bi Dashboards*

Karunya Institute of Technology and Sciences recently concluded an engaging and insightful hands-on workshop focused on the creation and design of **PowerBI Dashboards**. Held on **27 February 2025**, the event was a stellar success, providing students with an immersive learning experience in business analytics and dashboard creation.

Led by the esteemed **Moulieswaran D, Head & Senior Trainer** at **Arivupro Skills, Bangalore**, the workshop equipped students with essential skills in **designing and creating effective PowerBI dashboards**. Moulieswaran's extensive expertise and practical approach enabled participants to gain valuable insights and hands-on experience, enhancing their analytical abilities and understanding of business intelligence tools.

The event was meticulously coordinated by **Dr. S. Annie Priyadharshini, Assistant Professor** at the **Karunya School of Management (KSM)**, ensuring a seamless and enriching experience for all attendees. The students expressed their appreciation for the interactive and comprehensive nature of the workshop, which has undoubtedly prepared them for future endeavors in the field of business analytics.

MR. MOULIESWARAN D engages with the students during the seminar



Industrial Visits

INDUSTRIAL VISIT TO FREEDOM OPHTHALMIC PVT. LTD., HOSUR & BHEL, BANGALORE

Our recent industrial visit took us on an exciting journey through two remarkable manufacturing facilities: **Freedom Ophthalmic Private Limited in Hosur** and **Bharat Heavy Electricals Limited (BHEL) in Bangalore**. At Freedom Ophthalmic, we were amazed by the intricate process of **creating intraocular lenses, ophthalmic knives, and pharmaceutical medicines**. The state-of-the-art technology and precision engineering on display were truly impressive.

Our next stop was **BHEL in Bangalore**, where we observed the **production of insulators**. The scale and efficiency of their operations, coupled with their commitment to quality and innovation, left us in awe. This visit provided **invaluable insights** into the **manufacturing processes** and the **importance of maintaining high standards in production**. We are grateful for the opportunity to witness these exceptional facilities in action and look forward to more such enlightening experiences.



KSM Students at **BHEL, Bangalore**

INDUSTRY VISIT TO GLOBAL TEXTILE ALLIANCE LTD., ANNUR

Our 1st-year MBA students had an incredible opportunity to visit to **Global Textile Alliance, Inc., Annur**, as part of their **experiential learning journey**. This visit provided valuable **real-world insights into the textile industry, manufacturing processes, supply chain management, and business operations**.

Engaging with **industry professionals** and **witnessing operations firsthand** helped bridge the gap between theory and practice, enriching their understanding of global business dynamics.

A big thank you to **Global Textile Alliance Ltd.** for the warm welcome and knowledge sharing! Looking forward to more such learning experiences.



KSM Students at **GLOBAL TEXTILE ALLIANCE LTD, ANNUR**



K-Koin Awardees

The **Karunya School of Management (KSM)** proudly recognizes the outstanding contributions of its students through the **K-KOIN Award** program. Each month, students excelling in academics, leadership, and extracurricular activities are honored for their dedication and impact on the KSM community.

KOIN Awardees of 2024:



SWETHA STEFFI VM

In recognition of Contribution to Placement Activities.



EDISON S DAVID

In recognition of Contribution to Music Club Organisation & Spiritual activities.



ARUN KUMARAN S

In recognition of Student Coordinator for Diversity Delight –
Conducted on September 19, 2024.



NEERAJ P A

On securing Placement Offer from Withum @ 6.2 LPA



Joys S

In recognition of Contribution to Rotract Activities.



ARUNKUMAR K

In recognition of contribution to KSM Promo



ANEESHA AI

In recognition of Contribution to Placement Activities.



SANDRA ANN. R

In recognition of Contribution to Rotract Activities.



PRATHISHA.E

In recognition of Coordinated workshop and Article accepted in International
Conference.



JOEL RAJ. S

In recognition of Contribution to Preparing Flyers & Posters.

CELEBRATING OUR *Achievers*

At Karunya School of Management, we take immense pride in shaping the future of our students. As part of our continued commitment to excellence, we are thrilled to announce the successful placements of our MBA (2023–2025) batch. Our students have been recruited by top-tier organizations, securing roles that will define their professional journeys.



PROUDLY PLACED AT PWC

We extend our heartfelt congratulations to:

- **Aneesha AI**
- **Swetha Steffi V M**
- **Dinesh K**

PwC, one of the Big Four accounting firms, is a **global leader in consultancy and professional services**. This is a testament to the caliber and capabilities of our students.



PROUDLY PLACED AT NESTLÉ

A big round of applause for our students who have secured placements at Nestlé:

- **Amal Infant**
- **Anurag Nayak**
- **Sweety Esther D**
- **Edison S David**
- **Shiney Mariya M**
- **Vineeth V**

Nestlé is a globally renowned leader in food and beverage, providing students with opportunities to thrive in a dynamic and competitive industry.



RESHMA P R'S SUCCESS AT ESAF SMALL FINANCE BANK

We are thrilled to share the exciting news of **Reshma P R**'s remarkable achievement. Reshma has secured a fantastic opportunity at **ESAF Small Finance Bank**, a testament to her hard work, dedication, and exceptional skills. The entire Karunya School of Management (KSM) community is incredibly proud of her success and the bright future that lies ahead.

Reshma's journey serves as an inspiration to all our students, showcasing the **power of determination and perseverance**. We extend our **heartfelt Congratulations** to Reshma and wish her continued success in all her future endeavors.



BRAND 4 BRANDS

We are proud to announce the outstanding achievements of our students through the "**Brand 4 Brands**" initiative. This program recognizes the hard work, dedication, and exceptional performance of our students, who continue to set high standards and inspire their peers.

Congratulations to:

- **Logesh Kumar C**
- **Abinaya S**
- **Santosini A**
- **Aquina Nanisha R**

These remarkable individuals have demonstrated exceptional commitment to their studies and have been honored for their achievements. The Karunya School of Management is thrilled to celebrate their success and looks forward to witnessing their future accomplishments.



PRAGA MARINE PVT. LTD.

We also congratulate **Jeanne Tracy A** for securing a placement at **Praga Marine Private Limited**, a prestigious company in the **marine industry**.



These placements reflect Karunya School of Management's commitment to **fostering industry-ready professionals**. Our rigorous academic curriculum, industry collaborations, and holistic development programs ensure that our students excel in the corporate world.



Accreditation



World
University
Rankings 2025
1201-1500 Band



CATEGORY 1
Institution
UGC Gol.

ADMISSIONS
Open 2025

KMAT'25
(Karunya Management
Aptitude Test)

For MBA

Scheduled on:
5th - 6th April 2025
(Online)

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FUTURE WITH AN

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