



Sri
SAI RAM INSTITUTE OF MANAGEMENT STUDIES
Sri
SAI RAM ENGINEERING COLLEGE

and

Sri
Department of Management Studies
SAI RAM INSTITUTE OF TECHNOLOGY

Sai Leo Nagar, West Tambaram, Chennai - 44, Tamil Nadu, India.



CEO CONCLAVE-2018

23rd February 2018

In association with :



AIMS
ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

MMA
MANAGEMENT
ASSOCIATION
ESTD. 1990

CII
Confederation of Indian Industry

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ABOUT SIMS

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was rated with prestigious AAA status by Career 360 during 2017, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B-School survey rated among Top 150 B-Schools, and Business Standard rated our institution with A4 category. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, and Conduct Workshops and International Student Exchange programs. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

ABOUT THE CONCLAVE

To inculcate managerial practices among the students, Sri Sai Ram Institute of Management Studies used to host a variety of seminars, workshops, international conferences every year. SIMS takes a step ahead of its customary industry institute interaction to conduct a CEO Conclave. The art of enterprising and leadership can be built by sharing of experience by the entrepreneurs. CEO conclave is aimed at sharing and imparting the knowledge acquired by the CEO's of diverse industries to the budding executives. This can be a platform for the participants to learn about the real time risks and opportunities available in the industry. This conclave is set in the context and is designed to provide a platform to share the story of climbing the ladder of management by the CEO's. this provides an unparalleled platform to undergraduate and postgraduate students with management, commerce, finance and economics. The conclave is designed to have open audience interactions coupled with discussions and is expected to have out of the box thinking question and answer sessions. The conclave aims at developing leadership qualities among the budding executives.

OBJECTIVES

- To inculcate the leadership traits for undergraduate and post graduate management students.
- To create a forum for the students to ask out of the box thinking questions to the CEO's.
- To disseminate CEO knowledge and skills among the students.
- To create awareness on market opportunities in the digitalized marketing environment among students.

Who Can Participate?

Undergraduate and Postgraduate students.

Registration Fee:

Rs. 100/- per participant.

SESSION SPEAKERS

Session 1 : Mr. KOMAL ANBARASAN, Managing Editor, News 7 channel



Komal Anbarasan, Managing Editor of the News 7 channel have a rich experience of more than 20 years in the T.V. channels. Komal is rich with experience both in the print as well as visual media. He has been holding great positions in the Sun Tv and in Makkal Tv.. His programme, 'Sirappu Paarvai' (Special View) in the Sun T.V. Komal was the first one to daringly deal with investigative news in the history of the Tamil channel broadcasts. He is also the pioneer in the contribution of 'gossip news' in the T.V. Channels. He brought to use many Tamil words related to the news. Komal takes credit for coining words such as "neralai" (live), anmai seithi' (flash news) that are widely used in all Tamil News channels now. He has the reputation of having introduced hundreds of people into the television media. With a natural flair for writing, he has authored 12 books in the fields of politics, history, media and life style. He bagged "BEST YOUNG JOURNALIST", "MEDIA LEGEND", "The Best Research Scholar in Media", "BEST YOUNG AUTHOR" awards from prestigious organizations.

Session 2 : Mr. R. JEGANATHAN, Organic Farmer, Founder 'Nalla Keerai'

R.Jeganathan, an organic farmer, who grows around thirty varieties of greens in his 2-acre leased farm. He has emerged as a role model for educated youth, who are planning to take up organic farming seeing an opportunity in the growing demand for organic food in urban areas. In 1999, he conducted a socio-economic survey among the 240 families living in his village. The survey findings were an eye-opener. He found that about 60 percent of the annual income of the villagers - which was around Rs.1.6 crores – had been spent on purchase of fertilizers, pesticides, medicines and alcohol. In 2011 he took some agriculture land on lease at Pakkam and started cultivating on 2 acres of land initially. Soon, some youngsters joined him and helped him to market the produce under the brand name of 'Nalla Keerai' ('nalla' is good and 'keerai' is 'greens' in Tamil) directly to customers in Chennai. Having 16 years of organic farming experience and networked 25+ organic farmer producer companies with land size of 1.65 Lakhs acres in Tamilnadu and travels around the country, advising State Governments on Organic farming and is a guest lecturer at 15 universities for Agri-Entrepreneurship. Before stepping into Agriculture he was working as business development manager for an MNC.



Session 3 : Mr. SASHI, Vice President of the Perungudi Industrial Estate



Sashi has a career mapping across various roles. She has excelled in these transformational assignments in engineering & fashion retail companies alike. Her roles are defined through product development, marketing to manufacturing & consulting with a stint of running a business in a new domain & managing Corporate Finance. She also serves as the Vice President of the Perungudi Industrial Estate, part of a team looking to attract, retain and develop companies and infrastructure at the industrial estate. Sashi's entrepreneurial vision & general management skills are derived from her experience in family business - MTAB. At the age of 10, she talked about MTAB products to customers and played host to many international visitors. Her technical expertise is in the area of Advanced Manufacturing Technology covering Manufacturing & Production Automation, CNC Technology and Robotics. A passionate entrepreneur, a professional with high integrity and a caring mother, Sashi is a strong role model for women, on how to stand out and succeed in the industry.

Session 4 : Black Board Mr. BALA

Balasubramaniam Meenakshi (Blackboard Bala), Managing Director Blackboard Technology India Pvt Ltd (formerly Higher One Inc USA) - India Operations, is an alumni of IIM Calcutta and University of Madras. BLACKBOARD INC USA- An Education, Financial Technology company focused on helping college business offices manage operations and provide enhanced service to students through a full array of services from payments, electronic billing, payment plans, LMS, Security Solutions, Online education, Analytics and more. Blackboard provides its services to approximately 100+ million students from 19000 universities across the globe for at distinguished public and private higher education institutions. 15 years of diverse experience & proven track record driving strategy and overall operations by delivering value to enterprise clients by increasing their revenue opportunities, reducing their costs, and increasing their end customer delight. Bala brings right balance of offshore management, software delivery management, business acumen and technical competency with an ability to meet and exceed revenue and profit goals.



For Further details, kindly contact,

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