

VOL 1 ISSUE 2 OCTOBER – DECEMBER 2016



proclaim

the voice of the aimers

NEWSLETTER OF ALAGAPPA INSTITUTE OF MANAGEMENT



NEW ROADS..... NEW GARDEN....



**OUR CAMPUS HAS A FACELIFT
WITH GREENERY AND
BETTER INFRASTRUCTURE.**



An alumni meet was organized on 17/12/2016 at our campus. A day long interactions, nostalgia sharing and discussions were held with 45 alumni members who have made the day a memorable occasion.

PHOTO GALLERY OF ALUMNI MEET ON 17TH DECEMBER 2016



AIM ALUMNI GET TOGETHER AT TRICHY ON SEPTEMBER 24, 2016



ACCOLADES OF AIMERS



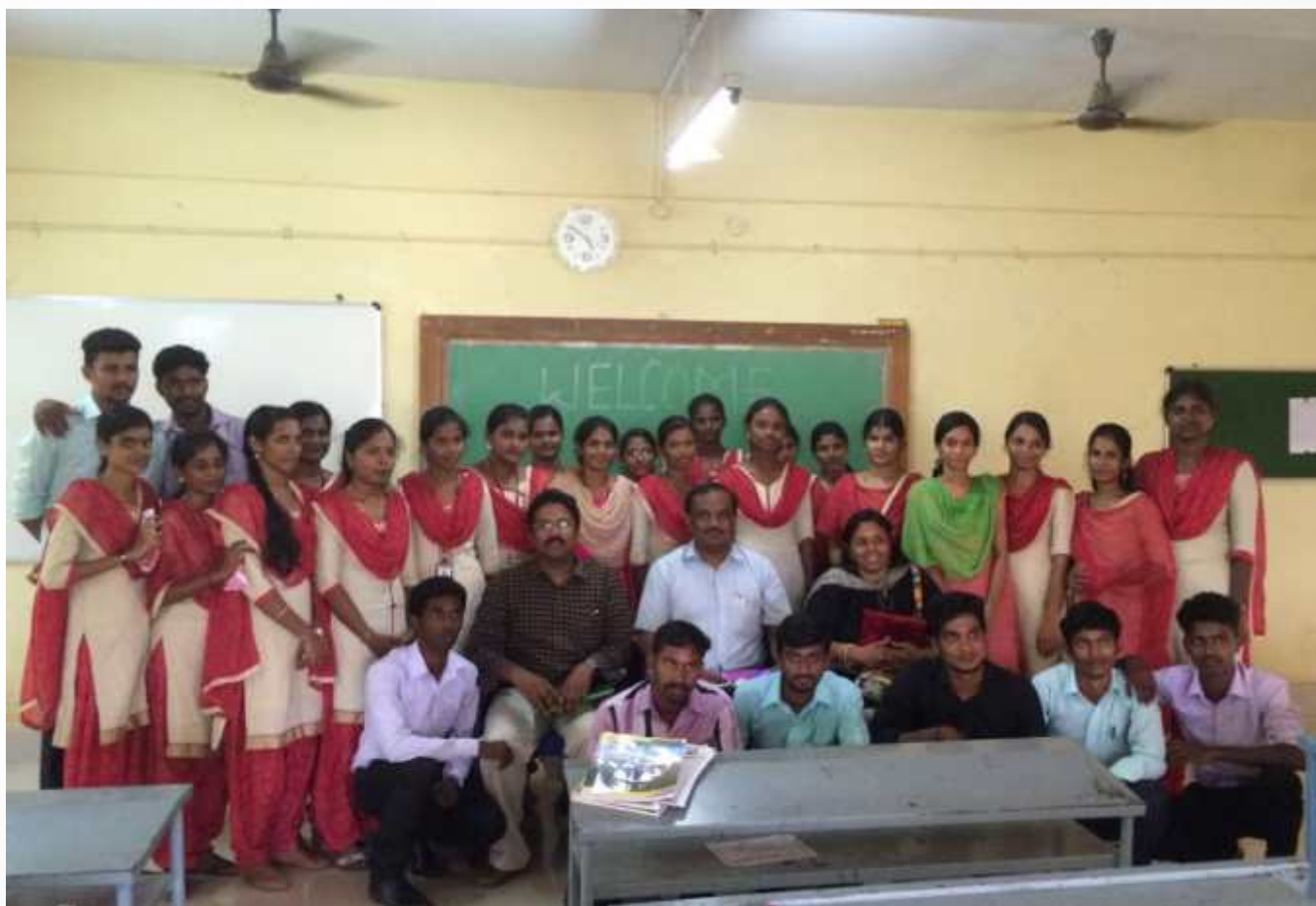
Overall Championship Shield handed over to our Director Dr. S. Kaliyamoorthy



22nd AIMERs won Overall Championship in "AVEERA 2016" Man Meet at Poondi AVVM College for the Third Consecutive Year. The Rolling Shield is now permanently retained by us.

MEET THE MANAGER PROGRAMME SERIES

AIM always believes in interacting with Professionals as the best platform for the current students to enrich their knowledge and update it. A series of such Meet the Manager programmes were organized at AIM.



A team of three eighth batch aimers Mr. Manikandan, Ms. Maheswari Narendran and Mr. Saravanan interacted and shared their experiences with Aimers on



5 BUSINESS TRENDS THAT WILL TAKE OFF IN 2017

2014
2015
2016
2017
2018
2019
2020

It's time to look to the trends in 2017 that will change how we do business there are five business trends

Elevated customer engagement:

Now a day's customer engagement will continue to dominate as merchants move to a more digital-based business model. Relationships matter and we have forgotten that intimacy can exist in a digital environment through data, responses and personalization. Customers want brands to become experts on them and to be treated as though they matter. If companies show that they're personalizing their experiences, rather than just selling something, those actions will build trust, curate the quality of the product and deliver value.

Customer data collection

Study what customers consume and how they consume it, and use that information to give them what they want. Brands have always collected data on their customers but are only now learning to use it to their advantage. The Internet of Things (IoT) is one way to increase customer engagement and provide brands a way to build stronger relationships.

Automation

In business, chatbots perform a much more important role for companies like social messaging married to artificial intelligence, and holographic computing; these trends will redefine how marketers connect with consumers.

Crowdfunding

Crowdfunding for product validation allows companies to engage and learn from a small, but vocal, user community early in the process. Customers are your best source of information about your product. Crowdfunding may not be "mainstream" yet, so break the mold. Think outside the box. Your best focus group may be the market itself.

Specialization

Companies are hiring specialists who are assigned to perfect one skill, instead of trying to be proficient in ten. Think about it this way, Be laser-focused on what your customers want. The one-size-fits-all approach went away along with mobile strategies and Narrow your focus, hire specialists and give customers what they want.



CONSERVE ENERGY THROUGH ECO-FRIENDLY TECHNOLOGIES

Whenever you save energy, you not only save money, you also save your natural resources for your next generation buds.

In the study of U.S. Centres for Disease Control, nearly 93 % of people tested positive for BPA(a harmful chemical present in plastic products).At present, only 27% of plastic bottles are recycled and the rest sit in landfills where they can take up to 1,000 years to decompose and they spoil the earth lives. Due to this, One million seabirds and marine mammals die each year from plastic pollution in our oceans. So reduce the energy consumption and plastic usage by using eco friendly products in your daily life.

“ Save tree! Get rain!
Save energy! Get life!
Save land! Get food! ”

1. Technological eco friendly products which is available in market . . .
2. Grovemade iPhone Back case made From Discarded Skateboards
3. Bamboo iphone speakers
4. Reusable /biodegradable shopping bags reduce soil wastage
5. SolSource Solar Powered Grill in your kitchen
6. Husqvarna Solar Powered Lawn Mower which is completely autonomous
7. SunRise’s solar powered attic fans
8. Solar-2-Go portable charging station for your home and long travel
9. Fairphone developed Smartphone with Environment and Social Responsibility which assure reuse and recycle with good usable life
10. Lameco developed eco laptop,eco touch screen computer and other eco computer accessories which reduces carbon footprints and ensure recycle and reuse
11. Pilot’s ballpoint pen made from recycled water bottles
12. OAT’S biodegradable sneakers
13. GLO’S organic pillow cases, organic towels and mattress beds
14. ONYA stylish backbags, drinking bottle accessories, sandwich wraps and coffee cups the above small fraction of eco friendly products to show you just how easy it can be to replace some of the plastic products you buy. By replacing them, you can virtually eliminate your single use plastic pollution in that area.



WHO ARE YOU??

Always be yourself, express yourself, have faith in yourself, do not go out and look for a successful personality and duplicate it.

-Bruce Lee

Nowadays we are comparing us with someone, he is looking handsome, his dress is good, like these things we are comparing us with others. We are looking at some successful person and we are trying to act like them just think who are you? or who am I? ask this question to your heart. In this world every person has created for some reasons

Life is like a movie, You are the hero. God is your director, but the story writer is just you. No one can write a good story for you except you. Try to analyze yourself, try to analyze your positive and negative, and try to change your negative to positive, don't underestimate you, have trust in you, if you didn't trust your ability then who will teach you all the things, if you fail first time then decide to run fast even better to achieve your dreams

Fail = First Attempt In Learning

Dr.A.P.J Abdul Kalam

so don't be afraid of failure, every time if you fail you will learn something. Life is the teacher, we are the students, every day we are learning from our life. Don't care about what others will say, because they change according to your success and failures so don't care about others, make your own history, make others to follow that.

what is success ?

Success is nothing but

“if someone says you can't do it, you must do it”



**ALAGAPPA INSTITUTE OF MANAGEMENT
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