



A.V.C. College of Engineering
ஏ.வி.சி. பொறியியல் கல்லூரி



NEWS LETTER

JULY – DECEMBER 2025

ACHIEVEMENTS

MBA
news

WORLD
NEWS



STUDENT
CORNER

STUDENT CORNER



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DEPARTMENT NEWS



STUDENT CORNER

WORLD NEWS

1. BRICS Summit 2025 — India to Chair 2026

The 17th BRICS Summit was held in Rio de Janeiro in early July 2025, bringing together leaders from Brazil, Russia, India, China, and South Africa. The summit emphasized strengthening economic cooperation, digital public infrastructure, and collective negotiation power of the Global South. A key diplomatic highlight was India being announced as the chair for BRICS 2026, signaling its increasing influence in multilateral negotiations.

AI governance and workforce transformation became central themes, aligning with global concerns about how automation reshapes employee behaviour. Member nations pushed discussions on cross-border payment systems and reducing dependency on Western financial institutions. The summit ended with agreements focused on long-term trade feasibility, technology exchange, and institutional cooperation.



Analysts interpreted the summit as BRICS positioning itself as a strategic counterweight to Western alliances. The bloc also acknowledged AI's impact on workplace behaviour and economic decision-making, marking one of 2025's strongest negotiation signals.

-HARSHINI DEVI R
II MBA (2024-26 Batch)

2. UN Two-State Peace Talks Conference

From July 28 to 30, 2025, the UN hosted a high-level peace conference in New York to explore implementation frameworks for the long-discussed Two-State Solution in West Asia. Delegates addressed humanitarian aid feasibility, governance restructuring, disarmament strategies, and release of hostages. The conference stressed civilian protection while creating conditions for long-term diplomatic negotiation.

Several proposals included phased ceasefire planning, rebuilding conflict-hit infrastructure, and enabling democratic governance. Countries emphasized neutral peacekeeping support and economic rehabilitation. Conflict-sensitive negotiation models were discussed to prevent further escalation.



Although no final resolution was reached, the event marked progress toward structured negotiation frameworks. Experts noted that global diplomacy is shifting toward institutional reform over military escalation, reinforcing negotiation-based conflict resolution.

- JEEVASHREE S
II MBA (2024-26 Batch)

3. G20 Johannesburg Summit — A Global South Push

The 2025 G20 Summit, held on November 22–23 in Johannesburg, became historic as the first G20 meet hosted in Africa. The summit focused on solidarity, sustainability, and equitable climate financing for emerging economies. Despite a few global leader absences, India, Brazil, and South Africa strongly advocated for food security, debt reforms, and renewable finance access.



Digital feasibility monitoring and crisis-resilient supply chain planning were key discussion areas. AI's influence on workforce behaviour also entered economic discourse, reflecting emerging global workplace transformation trends. India reinforced its negotiation power in representing Global South priorities.

The summit concluded with calls for Africa-centric financing models, disaster-resilient planning, and digital collaboration frameworks. Analysts saw it as a symbolic shift toward empowerment of developing economies in global negotiation platforms.

- BAVYA S
II MBA (2024-26 Batch)

4. Central Texas Floods — A Climate Alarm

Central Texas experienced record-breaking rainfall in late July 2025, triggering unprecedented flooding across towns and highways. Emergency teams coordinated mass evacuations as rivers crossed danger levels. Climate experts attributed the disaster to accelerating global warming and the need for satellite-linked early warning systems.



The NASA-ISRO NISAR satellite launch was cited as future backbone for global disaster monitoring feasibility. Countries discussed climate-linked conflict-sensitive response planning and AI-assisted disaster negotiation frameworks. Urban drainage feasibility planning came under renewed global debate.

Experts concluded that Texas floods serve as one of 2025's strongest climate warnings. Long-term adaptation depends on international cooperation in AI-based early warning, climate insurance negotiation models, and disaster management diplomacy.

- ASHWIN R
II MBA (2024-26 Batch)

5. Cambodia–Thailand Border Tension

Multiple border clashes occurred between Cambodia and Thailand in the second half of 2025 near disputed territories. Both nations increased military presence temporarily, impacting tourism and trade feasibility. ASEAN mediation was requested to initiate conflict-sensitive negotiation frameworks.

Disagreements focused on territorial access and cultural heritage sites, making the issue diplomatically sensitive. Regional alliances pushed peace negotiation models to avoid prolonged conflict. Local supplier networks raised concerns over cross-border trade instability.



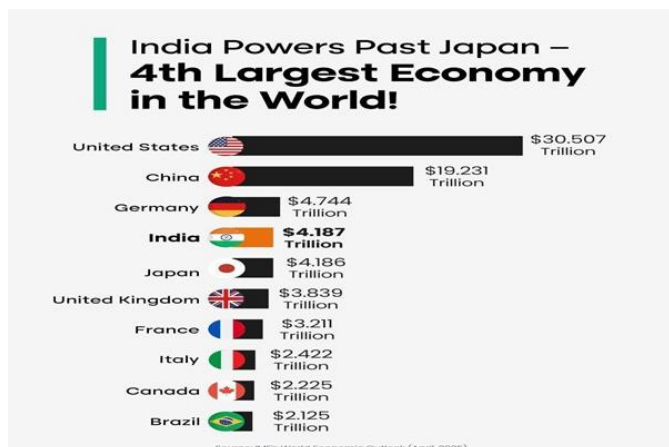
Analysts viewed the tensions as a key Southeast Asian geopolitical flashpoint of 2025. Experts stressed that cultural diplomacy, negotiation power balancing, and conflict-sensitive communication will be essential for long-term resolution.

- AFRIN BANU N
I MBA (2025-27 Batch)

INDIA NATIONAL NEWS

6. India Becomes 4th Largest Economy

India achieved a landmark economic ranking in July 2025, officially becoming the world's 4th largest economy based on nominal GDP. The milestone was driven by domestic consumption, digital scalability, AI-enabled industries, and increased FDI inflows. Government economic surveys linked AI adoption to emerging changes in employee behaviour, efficiency, and workplace norms.



Despite global inflation and geopolitical conflicts, India displayed economic resilience. The aviation, IT, and manufacturing sectors played a major role, while fintech and AI startups accelerated business model innovation. Policy advisors stressed the importance of structured negotiation power in trade diplomacy.

Analysts concluded that while this signals India's rising global influence, sustainability will depend on structural reforms, supplier coordination negotiation frameworks, and scalable infrastructure investment models.

- BARATH B
I MBA (2025-27 Batch)

7. IndiGo Flight Disruption Crisis

In December 2025, India's aviation sector faced one of its largest operational breakdowns when IndiGo cancelled nearly 1,600 flights in a single day. The crisis left thousands stranded at major airports including Delhi, Mumbai, Bengaluru, and Chennai. Passengers demanded compensation and transparency.

INDIGO IN CRISIS 100 FLIGHTS CANCELLED!



Civil Aviation Ministry initiated an inquiry into scheduling misalignment and supplier communication conflicts. Airline officials engaged in urgent negotiations with ground service vendors. The crisis triggered national debate on stakeholder negotiation power imbalance.

Experts recommended stronger crisis negotiation frameworks, AI-based scheduling conflict prediction, transparent vendor coordination, and standardized compensation protocols.

- JAI SRI VARSHINI P
I MBA (2025-27 Batch)

8. India's 2030 Commonwealth Games Bid

India received cabinet approval in August 2025 for its 2030 Commonwealth Games hosting bid, selecting Ahmedabad as the host city. The government projected economic benefits through tourism scalability, supplier partnerships, sponsorship models, and startup incubation opportunities. Multiple states including Tamil Nadu expressed interest in supporting venues. Preliminary negotiations began with Commonwealth committees and infrastructure vendors.



Budget feasibility audits and procurement negotiations were prioritized. India positioned the event as a diplomatic negotiation power scaling platform through sports. Analysts noted that hosting the Games will accelerate infrastructure modernization and strengthen India's cross-cultural stakeholder negotiation experience.

- JAYASHRI V
I MBA (2025-27 Batch)

9. Labour Code Reforms — 2026 Rollout Prep

India advanced preparations in November 2025 for implementation of four new labour codes by 2026. The reforms aim to simplify industrial relations, strengthen wage security, and redefine employer-employee engagement models. Employers welcomed the reforms, while unions raised perceptual distortion concerns.

Structured negotiations were held between labour representatives, industry leaders, and government bodies. AI-linked workforce behaviour impact became a parallel policy focus — a topic aligning with organizational management research.



Policy experts stressed ethical AI integration, transparent negotiation practices, and conflict-sensitive implementation for long-term labour ecosystem success.

- SHARMILA S
II MBA (2024-26 Batch)

10. Delhi Immigration Enforcement Drive

Delhi Police carried out one of its largest illegal immigration enforcement drives in October 2025, deporting record numbers of undocumented Bangladeshi nationals. Officials stated that procedures followed legal compliance and diplomatic coordination.

The operation triggered public debate on negotiation power, enforcement sensitivity, and perceptual distortion between security and humanitarian expectations. Security agencies emphasized legal authority while rights groups demanded ethical conflict-sensitive communication.



Experts recommended conflict-sensitive diplomacy, legal transparency, and humanitarian sensitivity in future enforcement negotiation frameworks.

-SUTHITH S
II MBA (2024-26 Batch)

TAMIL NADU & INDIA STATE NEWS

11. Coimbatore 24×7 Water Supply Project

Tamil Nadu announced in September 2025 that Coimbatore's 24×7 drinking water project reached 87% completion. The initiative aims to eliminate intermittent supply, improve pipeline resilience, and scale infrastructure monitoring using digital dashboards. The project emerged as Tamil Nadu's most visible urban resilience scale model.

Local authorities held multiple negotiation rounds with vendors for pipeline upgrades. Public feedback showed optimism but urged faster delivery. Engineers confirmed monitoring evaluation feasibility audits.

Experts believe this initiative can become a scalable model for other Tamil Nadu cities facing water supply uncertainty.



- VAISHNAVI R
I MBA (2025-27 Batch)

12. ₹144 Crore Coimbatore Infra Funding Delay

Several infrastructure projects in Coimbatore worth ₹144 crore were stalled in August 2025 due to delayed funding. The delay affected road upgrades, bus terminal modernization, and digital public infrastructure enhancements. Suppliers issued formal concerns.

State officials initiated negotiation talks to restore contractor confidence and reduce perceptual distortion between public expectations and execution realities. Business groups urged conflict resolution.

Analysts stressed stronger negotiation protocols and capital budgeting monitoring frameworks to avoid future execution conflicts.

- MANIKANDAN L
I MBA (2025-27 Batch)

13. Political Outreach Ahead of Vijayakanth Memorial

Tamil Nadu witnessed symbolic political alignment talks in December 2025 ahead of Vijayakanth’s Gurupooja memorial. Leaders from ADMK, DMK, and DMDK engaged in strategic diplomacy meetings signaling evolving party negotiation posturing ahead of 2026 narratives.



The memorial became a stage for negotiation power signaling and political perception management. Public sentiment analysis on media showed increased focus on symbolic outreach.

Experts stressed culturally sensitive conflict-sensitive communication to maintain political goodwill and reduce perceptual distortion.

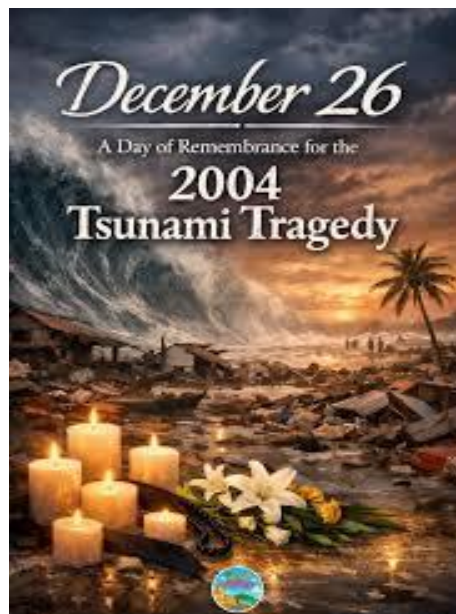
- AKILANDESHWARI M
I MBA (2025-27 Batch)

14. 21st Anniversary of 2004 Tsunami Memorial

On December 26, 2025, Tamil Nadu observed the 21st anniversary of the 2004 Indian Ocean Tsunami across coastal districts including Chennai, Nagapattinam, and Kanyakumari. The government acknowledged improved disaster feasibility monitoring systems, early warning planning, and supplier partnerships for relief coordination.

Schools and NGOs held empathy-based roleplay remembrance simulations emphasizing etiquette and humanitarian sensitivity. Fishermen welfare groups negotiated for improved disaster insurance feasibility.

Experts concluded that Tamil Nadu’s disaster preparedness has become negotiation-driven and institutionally resilient compared to 2004 frameworks.



- JAYAPRADHA V
I MBA (2025-27 Batch)

15. Chennai Metro Phase-II Expansion Progress

Chennai Metro Phase-II expansion accelerated in November 2025 focusing on airport connectivity, suburban scalability, and smart station infrastructure. Vendor negotiations for rolling stock and signaling tech reached advanced stages. Land acquisition conflicts were handled through structured negotiation models.

Commuter surveys showed increased pressure for faster rollout before 2027. Suppliers expressed optimism due to improved transparency in negotiations. Digital dashboards tracked performance feasibility milestones.



Analysts emphasized that negotiation power balance and monitoring evaluation frameworks will be core to timely infrastructure delivery.

- PREETHI V
II MBA (2024-26 Batch)



ED Bazaar 2025

ED Bazaar 2025 was successfully conducted from **11th September 2025 to 13th September 2025**, organized jointly by the **Department of Management Studies (MBA)** and the **Entrepreneurship Development (ED) Cell**. The event was designed as a student-driven entrepreneurial marketplace, providing a platform for aspiring entrepreneurs to showcase, market, and sell their innovative products and business ideas. The initiative aimed to enhance practical business exposure, promote startup culture, and develop essential managerial competencies among MBA students.



The three-day bazaar witnessed enthusiastic participation from students who set up stalls featuring a wide range of offerings including handmade crafts, food products, fashion accessories, home décor, digital services, and eco-friendly innovations. Students independently managed procurement, pricing strategy, sales negotiation, customer handling, financial tracking, and promotional activities, enabling them to apply classroom concepts such as marketing mix, budgeting, inventory planning, negotiation skills, and consumer behavior in real business scenarios. The event attracted

faculty members, students from other departments, and visitors, creating a vibrant commercial environment within the campus.

The bazaar was supported by structured guidance from faculty coordinators and ED Cell mentors. Daily monitoring of sales performance, product demand, customer feedback, and financial outcomes was carried out to ensure learning effectiveness. The event also included micro-roleplay interactions where students practiced business etiquette, persuasive communication, and conflict-free supplier/customer engagement. The event strengthened students' confidence, teamwork, and entrepreneurial mindset while improving their problem-solving and real-time decision-making abilities.



ED Bazaar 2025 proved to be a high-impact experiential learning activity that bridged academic knowledge with business practice. The event concluded with positive feedback from participants and visitors, highlighting its relevance in nurturing future entrepreneurs and business leaders. The Department and ED Cell successfully achieved the objective of creating a sustainable entrepreneurial learning ecosystem through this initiative.

Student Achievements (Awards, sports, academic toppers, etc.)

S.No	Name of Student	Year / Section	Event / Competition	Level / Award
1	Ramya .R	II MBA	Participated in Ball Badminton – CM Trophy TN Premier Sports Tournament	CM Trophy Ball Badminton - District Level
2	Ramya .R	II MBA	Participated in Ball Badminton, Anna University	Anna University – Zonal Level Match
3	Maruthanayagam .D	I MBA	Participated in Volley Ball, Anna University	Anna University – Zonal Level Match
4	1.Jeenitta Remolin J 2.Nisthula T 3.Jasra Shafeen B 4.Mohamed Nushrath J 5.Mohamed Salmaan Farris T N 6.Thiruvengadajalapathi M	II MBA	TIECOONS 2025 – Management Meet at Jamal Institute of Management	National Level Manangement Meet
5	1.Nandhagopal 2.Lakshmanan 3.MadhanKumar 4.Aasim Akram 5.Amirtham 6.Priyadharshini M K 7.Sujitha.G 8.Jayashri V 9. Swetha K (25.10.2004)	I MBA	TIECOONS 2025 – Management Meet at Jamal Institute of Management	National Level Manangement Meet

Placement & Internship Details (Offers, recruiters, internship data)

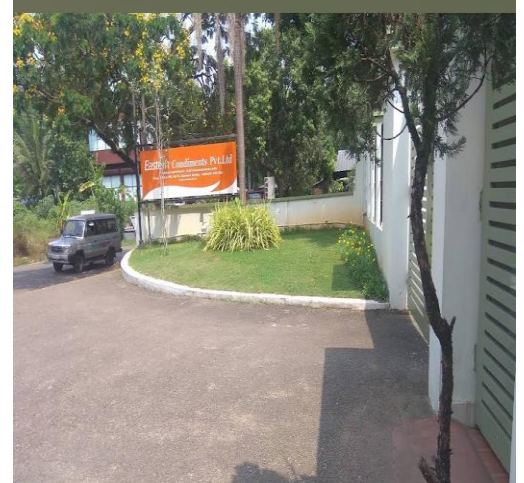
S.No	Student Name	Company / Organization	Type	Package / Duration
1	N. Pramila	City Union Bank	Placement	31,888 Per.Month
2	R.Viveedha	City Union Bank	Placement	31,888 Per.Month
3	P.Adhikesavan	City Union Bank	Placement	31,888 Per.Month
4	S.Santhosh	City Union Bank	Placement	31,888 Per.Month
5	K.Arthika	ESAF Bank	Placement	35,416 Per.Month
6	S.Nisha	ESAF Bank	Placement	35,416 Per.Month
7	S.M.Sneka	ESAF Bank	Placement	35,416 Per.Month
8	G.Praveen	IDFC Bank	Placement	20,833 Per.Month
9	V.Harsha	IDFC Bank	Placement	20,833 Per.Month
10	S.Mathivathani	IDFC Bank	Placement	20,833 Per.Month
11	K.Lavanya	IDFC Bank	Placement	20,833 Per.Month
12	A.P.Sahaana	IDFC Bank	Placement	20,833 Per.Month
13	P.Jawahar Hussain	IDFC Bank	Placement	20,833 Per.Month
14	S.Srinivasan	IDFC Bank	Placement	20,833 Per.Month
15	S.Barath	CREW	Placement	15,000 Per.Month
16	T.Pradeep	CREW	Placement	15,000 Per.Month
17	S.Avinashraj	CREW	Placement	15,000 Per.Month
18	P.Ravikanth	CREW	Placement	15,000 Per.Month
19	K. Vaishnavi	TVS	Placement	10,000 Per.Month
20	S. Prasanya	TVS	Placement	10,000 Per.Month
21	M. Dharani	RABIS	Placement	18,000 Per.Month
22	G. Kaviya	RABIS	Placement	18,000 Per.Month
23	R. Priyasharshini	RABIS	Placement	18,000 Per.Month
24	V. Santhapriya	RABIS	Placement	18,000 Per.Month
25	M.Sandhiya	RABIS	Placement	18,000 Per.Month
26	M. Suganthi	Muthoot Finance	Placement	10,000 Per.Month
27	K. Nivedha	TVS Automobiles	Placement	10,000 Per.Month
28	S. Prasanya	Unique Org Marketing Services	Placement	15,000 Per.Month
29	M. Dharani	Sri Lakshmi Homes Pvt. Ltd.	Placement	15,000 Per.Month
30	M. Suganthi	Muthoot Finance	Placement	31,888 Per.Month

Industrial Visit to Kerala

II Year MBA (2024-26 Batch) | Department of Management Studies (MBA)

The **three-day Industrial Visit to Kerala** was successfully completed from **27th December 2025 to 29th December 2025** with **42 MBA students** (Girls: 27, Boys: 15) accompanied by **two faculty coordinators, Dr. M.S. Gayathri and Mr. S. Rubendoss**. The visit was organized to provide real-time industrial exposure, enhance managerial insight, and broaden students' understanding of workplace culture, operational conditions, and organizational systems. Prior to the visit, **parental undertaking forms were collected**, ensuring approval and responsibility compliance as per institutional norms.

On **27.12.2025**, students visited **Eastern Condiments Food & Beverage Manufacturing Pvt. Ltd., Idukki**, a leading player in the FMCG and food processing sector. Students gained practical knowledge on manufacturing workflow, quality control, packaging automation, supply chain movement, and export operations. The industry interaction provided clarity on production planning, hygiene standards, and market demand alignment in the food and beverage domain



On **28.12.2025**, the team visited **Cochin Shipyard Limited, Cochin**, India's largest ship-building and maintenance facility. The students were exposed to heavy engineering operations, dry dock systems, project scheduling, safety protocols, human resource coordination in large industrial environments, and union-free conflict resolution practices. The visit significantly contributed to their understanding of workforce discipline, cross-functional collaboration, and negotiation dynamics in a high-risk industrial setup.



On **29.12.2025**, students visited **AVT Natural Products Ltd., Ernakulam**, a global leader in natural extracts and plant-based product manufacturing. The interaction helped students understand sustainable business practices, organic sourcing, R&D integration, labor safety standards, environmental compliance, and global supply network management. The session inspired students toward eco-innovation and value-based entrepreneurship.



Throughout the visit, students demonstrated **discipline, teamwork, respectful engagement, professional etiquette, and responsible conduct**. Faculty coordinators ensured continuous supervision, safety compliance, attendance monitoring, and student well-being. The industrial experts provided valuable insights through interactive Q&A, enabling students to connect academic concepts with practical industry challenges.

The visit concluded successfully with a positive learning impact, fulfilling the objectives of **experiential learning, industry awareness, operational understanding, and managerial mindset development**. This industrial exposure has contributed significantly toward improving students' real-world business perspective and professional readiness.

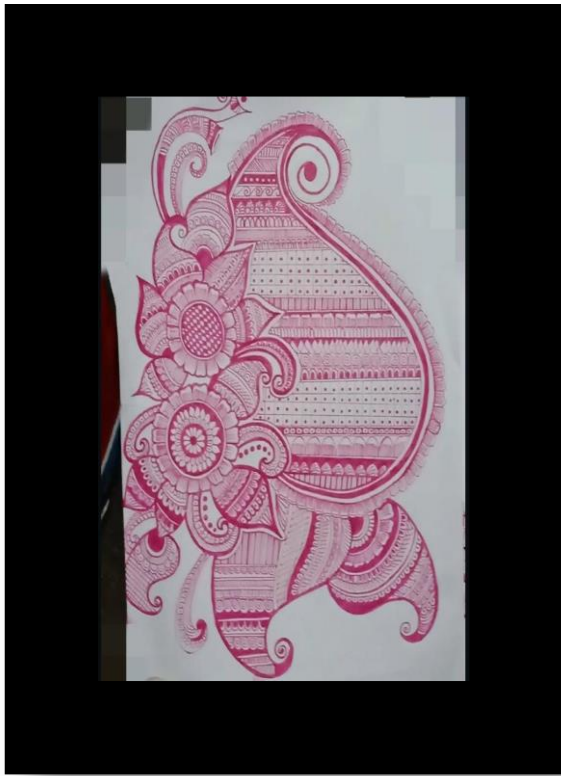
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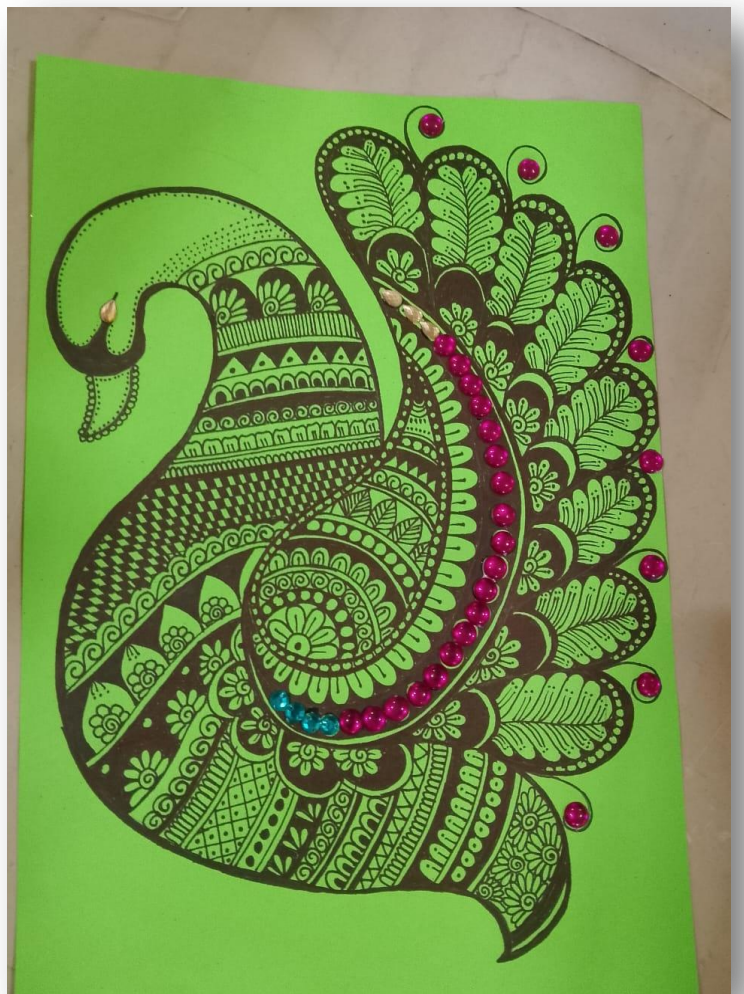
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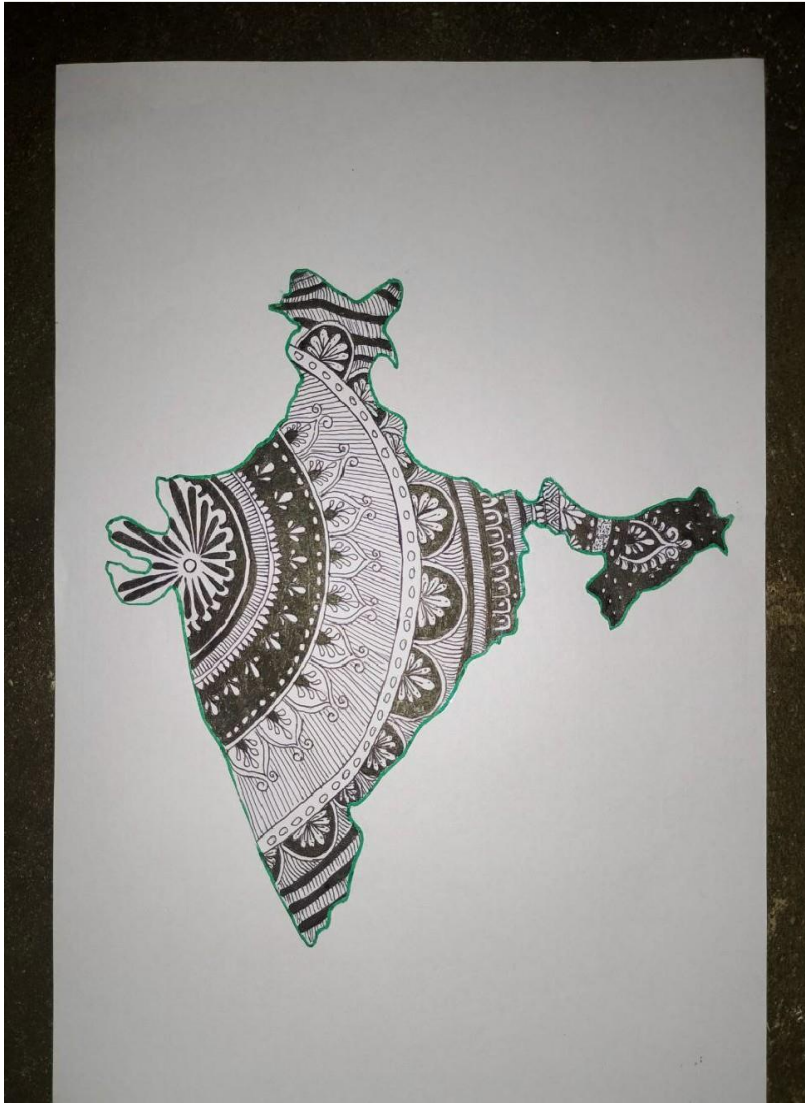
II MBA (2024-26 BATCH)





RAMYA .R
II MBA (2024-26 BATCH)





PREETHI V
II MBA
(2024-26 BATCH)



KIRUTHIKA S
I MBA -2025-27 BATCH

