



NEWS Letter

**MBA
MARCH
2026**

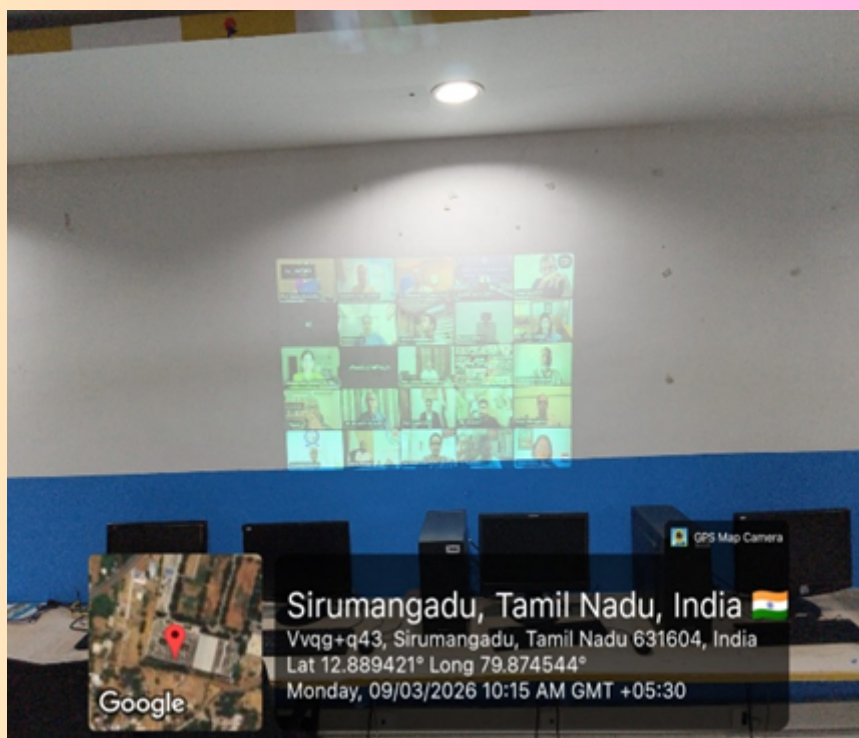
The Department of Management Studies, Jeppiaar Institute of Technology, Sriperumbudur, successfully organized a series of academic and knowledge-enriching events in March 2026, fostering learning, innovation, and industry interaction among MBA students.

1. Post Budget Webinar – Insights from the Prime Minister of India

Date: 09 March 2026

The MBA students actively participated in the Post Budget Webinar addressed by the Narendra Modi. The session provided valuable insights into the Union Budget 2026, highlighting key economic policies, reforms, and growth strategies.

The webinar enabled students to gain a deeper understanding of government initiatives, fiscal priorities, and their impact on business, entrepreneurship, and the overall economy. It was an enriching experience that connected academic learning with real-time economic developments.





2. Project Expo – “Village to Value: Transforming Rural Business”

Date: 17 March 2026

The Department organized a Project Expo and Poster Presentation on the theme “Village to Value: Transforming Rural Business”, showcasing innovative ideas by MBA students.

Students presented creative and practical solutions focusing on rural entrepreneurship, sustainable development, and value creation from local resources. The event encouraged critical thinking, innovation, and awareness about rural economic transformation. Faculty members appreciated the students’ efforts in addressing real-world challenges through research-driven approaches.



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3. International Conference – ICIRMS 2026

Date: 26 March 2026

The Department of Management Studies successfully conducted the 2nd International Conference on Innovative Research in Management Studies (ICIRMS 2026) on 26th March 2026.

The conference featured insightful keynote addresses by distinguished speakers including Dr. Eniyathenral Athiyaman, MDIS country head, Singapore T. Baskaran from the National Centre for Financial Education, and Divya R S. Senior HR Professional

The event witnessed enthusiastic participation from students, research scholars, and faculty members from various reputed institutions. The conference served as a platform for sharing innovative research ideas, promoting academic excellence, and encouraging collaborative learning in the field of management studies.





Conclusion:

These events reflect the department's continuous efforts to bridge the gap between academia and industry while promoting research, innovation, and holistic student development.