



**THEIVANAI INSTITUTE OF
BUSINESS MANAGEMENT**

LEADHER INSIGHTS

**BI-ANNUAL NEWSLETTER
VOLUME 1, ISSUE 1,
DECEMBER 2025**

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DIRECTOR'S MESSAGE

I am delighted to present the first edition of LeadHer Insights, our bi-annual newsletter that encapsulates the key activities, achievements, and milestones of our MBA programme over the last six months. This publication reflects the collective dedication of our faculty, staff, and students who continuously strive for excellence.

Our MBA programme is designed with a clear purpose — to empower women to become confident, competent, and visionary leaders. In today's dynamic business landscape, women professionals play a transformative role in shaping organizations, communities, and the economy at large. Recognizing this, our curriculum blends strong managerial foundations with contemporary technological competencies, ensuring that our students are future-ready.

I extend my heartfelt appreciation to everyone involved in bringing this newsletter to life. I am confident that LeadHer Insights will continue to serve as a platform to showcase excellence, inspire innovation, and celebrate the spirit of empowered women.

Wishing all our readers an enriching experience.

Dr S Kavitha MBA, MCA, MPhil, PhD
Director

VISION

To empower rural women through quality education for the purpose of serving the humanity with social responsibility and leadership commitment

MISSION

To empower young women from rural areas with emphasis on academic excellence and holistic development, to face the challenges of life with courage and commitment, to be builders of a humane and just society with value orientation and to contribute for the process of nation building

**Empowered women
are not born; they are
made through courage,
resilience, and
opportunity**

INSTITUTE TIMELINE

The 1 year 2025-2026 MBA batch was inaugurated on 18 August 2025. The event was graced by the esteemed chief guest, Mr. Gopinath, the renowned host of Neeya Nana. The programme began with a warm welcome address, highlighting the purpose and vision of the institute. Mr. Gopinath delivered an inspiring speech, motivating students with his valuable insights and experiences. Followed by this an one week orientation was conducted by inviting eminent resource persons.



The spirit of Onam was joyfully celebrated on 3 September 2025 with vibrant and culturally rich activities on campus. The festivities began with a beautifully crafted pookalam that added colour and charm to the event. Students showcased their talents through graceful traditional dance performances and melodious songs, creating a festive ambience. A series of engaging games further enlivened the celebration, bringing together students and staff in a spirit of camaraderie and cultural harmony.

**Leadership is not about gender;
it is about vision, values and
voice**

INSTITUTE TIMELINE

Students of TIBM celebrated the Teacher's Day on 4 September 2025 with heartfelt enthusiasm. Students expressed their gratitude and appreciation through thoughtful performances that reflected their respect for the teaching fraternity. The celebration created a warm and memorable bond between students and faculty, making the day truly special.



Ayudha Pooja was celebrated on 30 September 2025 with great enthusiasm and cultural vibrance. The celebration featured traditional drama, expressive dance performances, and an engaging ramp walk, showcasing the creativity and festive spirit of the students. The event brought together the campus community in honouring tradition and celebrating togetherness.



Empowered women lead empowered teams

INDUSTRY CONNECT

As part of the initiative to bridge theory with practical exposure, the I MBA students visited Ava Sakthi Enterprises, Villupuram, on 21 August 2025. They further enriched their learning through an industrial visit to the Tamil Nadu Co-operative Milk Producers' Federation Limited (Aavin), Villupuram, on 22 August 2025. These visits provided valuable insights into the operations of a manufacturing enterprise, as well as dairy processes and practices.



Eight students from I MBA enthusiastically participated in the Business Quiz 2025 (Chapter Level) organized by the National Institute of Personnel Management (NIPM), Neyveli Chapter on 26 September 2025.



Their involvement reflected their keen interest in current business trends and their commitment to enhancing their knowledge beyond the classroom.

**Empowering a rural woman leader
is an investment in sustainable
development**

STUDENT TIMELINE - LEADHER TALK FORUM

A debate on the topic “Is Artificial Intelligence a Threat or a Tool for the Education System?” was organized on 22 November 2025 as part of the LeadHer Talk Forum initiative. Ms. Kamatchi N, Ms. Priyanka T, and Ms. Jeevitha A argued that AI poses a threat, while Ms. Priyadharshini J, Ms. Thrisha K and Ms Nandhini D presented AI as a valuable tool. The discussion enabled students to articulate their perspectives on the role of AI in education and emphasized the importance of using AI responsibly and ethically.



The LeadHer Talk Forum organized the Elevate Communication Challenge on 29 November 2025. First-year MBA students delivered impromptu speeches on randomly selected topics, providing them with an opportunity to enhance their confidence and develop spontaneous speaking skills.

On 5 December 2025, the LeadHer Talk Forum organized a seminar presentation titled “Indian Ethos Insights” Students presented on selected themes related to Indian Ethos and Business Ethics, demonstrating their understanding of ethical principles, value-based decision-making, and the relevance of Indian ethos in contemporary business practices.



**An MBA does not just build managers;
it builds confident women leaders**

STUDENTS' CORNER

PERSONAL BRANDING

Your Voice, Your Brand

In the present dynamic digital world, Personal branding has become one of the most powerful tools for students, professionals, and entrepreneurs. Personal branding not only highlights skills, talent also showcasing their uniqueness and personality through social media platforms such as Instagram, Youtube and X (Twitter). These platforms allow individuals to build a professional image that reaches millions.

Branding themselves are not only through social media platform and also most of the people branding them whenever they get a chance in any events, cultural and conference.

A strong personal brand helps individuals stand out in a competitive job market by reflecting their expertise, achievements, and credibility.

Another major factor behind the rise of personal branding is the shift toward digital entrepreneurship. Many individuals now earn through online businesses, content creation, freelancing, and digital services. In such cases, the person is the brand. Audiences connect more with real people than with companies, sharing real experiences, values, and stories helps build trust and long-term relationships with followers.

The digital era also provides tools such as websites, blogs, online portfolios, and analytics that help individuals track their growth and reach.

In conclusion, personal branding is no longer optional it's a necessity in the digital age. Whether someone wants a successful career, business, or online presence, building a strong personal brand helps them stay relevant and competitive.

Ms. N. KAMATCHI

I-MBA



**Empowered
women
empower
organizations**

STUDENTS' CORNER

YOUNG ENTREPRENEURS

Entrepreneurship knows no age



Young entrepreneurs are becoming a powerful force in today's business world. With easy access to technology and online platforms, many young people are launching their own businesses at an early age. They use creativity, digital skills, and innovative ideas to turn small ideas into successful ventures.

Social media plays a major role in their growth. Platforms like Instagram, YouTube, and LinkedIn help young entrepreneurs promote their products, reach customers, and build a strong online identity without large investments. Online learning has also made it easier for them to gain new skills in marketing, finance, and technology anytime and anywhere.

Digital tools such as e-commerce websites, online payment systems, and analytics apps help young founders run their businesses smoothly. However, they also face challenges like managing time, handling competition, and dealing with failure. Despite this, their passion and willingness to try new things make them stand out.

In today's digital age, young entrepreneurs are shaping the future with fresh ideas and bold thinking. Their drive to create, innovate, and lead shows that age is no barrier to success.

Ms. R. JAYASRI

I-MBA

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communities**