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Avinashilingam Institute for Home Science and Higher Education

The Department of Business Administration, Avinashilingam Institute for Home Science and Higher Education for Women hosted CMA BRIDGE CONCLAVE 2024 at the Avinashilingam Institute's Premises. The Conclave portrayed Kongu region as an industrially vibrant and a hub of several global businesses with more number of Medium, Micro and Small Scale Industries. The Conclave portrayed how

Kongu region's former MSMEs have evolved into mid-cap companies with sales revenues exceeding Rs.500Crores. The event provided specific insights into the industry's current position and projected growth rates, while discussing how professional graduates can align with the needs of these industries. The Presidential Address was delivered by Dr. V. Bharathi Harisankar, the Vice Chancellor, Avinashilingam Institute who stated

that the key take away from the conference would be the need for academia to develop and refine their ideas to a level where they can effectively collaborate with industry. The keynote speakers include Dr. Nithyanandan Devaraj Vice President -CMA, Mr. V.Krishna Kumar Vice President -COINDIA, Mr. V. Sundaram Director- CODISSIA Defence Innovation and ATAL Incubation Centre & Vice-President, Indian Chamber of Commerce and Indus-

try, Coimbatore and Dr.N.Raveendran, Secretary- CMA who all deliberated on how the MBA graduates should equip themselves for the future positions and take pride that Coimbatore will play a major role in the economic development of the Nation. The Dean, School of Commerce and Management Dr. P. Santhi gave her reflections on the theme. The Head, Dept. of Business Administration, Dr. K. Ramya proposed the Vote of Thanks.