



Hallmark Business School

Tiruchirappalli – 620102



Annual Report

2020 - 2021

Hallmark Business School

[Approved by AICTE, Delhi & Affiliated to Anna University, Chennai]

Pirattiyur – Allithurai Road, Santhapuram, Somarasampettai Post,
Tiruchirappalli – 620102

Page 1 of 4



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A Warm Good Morning esteemed guests, faculty members, students, and alumni!

It is my honour to welcome you all to our college's Annual Day celebration. This event marks a significant occasion for us to reflect on our collective achievements, recognize our hard work, and celebrate the vibrant spirit of our institution. It is with immense pride and pleasure that we present the Annual Report for the academic year 2020-2021.

The academic year commenced on November 30, 2020, with the reopening of the college for Batch 13, welcoming 54 new students. This new cohort quickly became an integral part of our academic community. Throughout the year, we offered a variety of value-added courses designed to enhance the students' skills and prepare them for future challenges. These courses included Tally ERP 9.0, Portfolio Management, Designing Employees Welfare Schemes, and Innovation in HR Designing. Furthermore, 51 students from Batch 12 successfully completed a one-month internship at various esteemed companies, gaining practical experience and industry exposure.

Eight Teaching staffs of HBS attended Ten – day Online Faculty Development Program on Practical Aspects of ICT Tools and Online Teaching in Current Scenario from December 10 to 21, 2020 which was funded by the Management of HBS.

In this Academic year, 8 teaching staffs received a financial support of Rs. 42,850 in total from the management aiming for their professional development.

The college also prioritized the development of our non-teaching staff by organizing an Administrative Training Program on Operational Mystery from May 13 to May 17, 2021. This program was designed to improve operational efficiency and enhance the skills of our administrative personnel and seven non-teaching staffs attended and the training and got benefitted.

Financial support played a crucial role in enabling our students to pursue their education without financial burdens. The management provided scholarships totaling Rs. 89,000, while government scholarships amounted to Rs. 4,98,916. These scholarships helped ensure that all students had the opportunity to succeed academically.

Our community came together to celebrate several festivals with great enthusiasm, fostering a sense of unity and cultural richness. Notable celebrations included Christmas on December 23, 2020, New Year on



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January 2, 2021, and Pongal on January 11, 2021. These events provided a much-needed respite from academic rigours and allowed students and faculty to bond and create lasting memories.

Sports and cultural activities were integral to the holistic development of our students. The college organized numerous sports events, including Carrom on July 3, 2020, Carrom Doubles on July 10, 2020, Chess on July 14, 2020, Shotput on August 20, 2020, Volleyball for men on September 25, 2020, and Throwball for women on October 14, 2020. These events encouraged physical fitness and team spirit among students.

Cultural events were equally vibrant and diverse, offering students opportunities to showcase their talents and creativity. Highlights included Mehandhi on July 18, 2020, Solo Dance on August 14, 2020, Art from Waste on September 3, 2020, Business Quiz on September 8, 2020, Group Singing on September 20, 2020, and several online events such as Solo Singing on March 23, 2021, Tamil Kavithai on April 1, 2021, JAM - Just a Minute on April 8, 2021, Debate on April 20, 2021, Photography on April 26, 2021, Poem Writing on May 3, 2021, and Logo Creation on June 7, 2021. These activities not only provided entertainment but also fostered a sense of community and belonging.

To support students in their preparation for competitive examinations, we conducted workshops such as BANK SUCCESS - IBPS Exam and General Aptitude. Additionally, career counselling workshops, including CAREER AVENUES - ROADS AFTER MBA (online) and CAREER PROSPECTS IN STOCK EXCHANGE, were organized to guide students in their future career paths.

Despite the challenges posed by the COVID-19 lockdown, our students demonstrated remarkable resilience and determination. Students from Batch 12 achieved impressive placements in top banking and product companies, securing positions with attractive packages. This success is a testament to their hard work and the quality of education provided by our institution.

Several insightful workshops and webinars were conducted throughout the academic year to enhance students' knowledge and skills. These included a Webinar on Exclusions & Limitations of Patent Law (Intellectual Property Rights), a Panel Discussion on 'Data Protection - Need for Legislation in India' (Intellectual Property Rights), a Webinar on Intellectual Property Rights for Innovation in Information Technology (Intellectual Property Rights), a Panel Discussion on 'Access to Knowledge: To Copy or Not to Copy' (Research Methodology), a Training Program on Databases/e-resources (Research Methodology),



and a Webinar on Designing Surveys and Questionnaires (Research Methodology). These events provided students with valuable insights and practical knowledge in their respective fields.

In addition to these academic activities, Dr. SR Rameshkumar made a significant contribution to the field of research by publishing a book chapter titled 'Rise of MarTech and New Skills for the Future'. This publication highlights the importance of staying updated with the latest technological advancements and acquiring new skills for future success.

Also, 51 students of Batch 12 appeared for the final semester examinations, in which all 51 cleared the final semester exams.

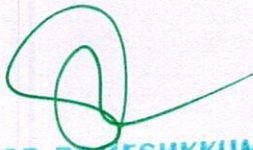
An alumni interaction was successfully organized on February 13, 2021, providing current students with the opportunity to learn from the experiences and insights of our esteemed alumni. This interaction not only inspired our students but also strengthened the bond between alumni and the institution.

As we look back on this year, we recognize the dedication and hard work of our students, faculty, and staff. Your contributions have been invaluable in maintaining the excellence and vibrancy of our institution. We also acknowledge the unwavering support of our parents and stakeholders, whose encouragement and belief in our vision have been instrumental in our achievements.

In a nutshell, the academic year 2020-2021 was marked by significant achievements, continuous learning, and holistic growth. We extend our deepest gratitude to all students, faculty members, parents, and stakeholders for their unwavering support and invaluable contributions to our success. As we look ahead, we eagerly anticipate another year brimming with opportunities, progress, and achievement.

Thank you.




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