Placement Brochure 2019 - 2021

Department of Management Studies
Anna University was established 1978 as a unitary type of University.

There are 4 University Department Campuses, 13 Constituent Colleges, 3 Regional Campuses and 593 Affiliated Colleges.

The state university offers high-quality education in the fields of technology, engineering, applied sciences and architecture.

The university offers numerous postgraduate, undergraduate and doctoral programme.

OBJECTIVES
To constantly raise the quality of engineering education.

To uphold the highest ethical and professional standards.

To serve the society with technological advancement

RECOGNITIONS
NIRF :- 13th Rank in the Overall category

NAAC :- Anna University was re-accredited with a CGPA of 3.46 on a four-point scale at “A” grade
The extremely competent faculty elevate DoMS to an enviable level, one to which thousands of aspirants strive to become part every year.

The emphasis on guidance and counseling has effectively complemented the regular curriculum thereby imparting robust sense of professionalism along with academic proficiency.

The programs are designed extensively to discover and foster the managerial skills of business professionals. An exceptional place for those aiming to pursue a career in business management.

The **MBA program** in Anna University commenced in 1981. (DOMS) has successfully achieved in creating talented, proficient and dedicated professionals.
The Centre for University - Industry Collaboration, Anna University, established in 1991 primarily focuses on all domains of the University.

It empowers the students by arranging Industrial Training, Visits and Projects, and enhance Core Competencies of individuals. Through the CUIC, the students of DoMS have an excellent platform to connect academics and industry.

The programs are designed extensively to discover and foster the managerial skills of business professionals.

"The Faculty Members and the Students of the Department of Management Studies (DoMS), Anna University, Chennai, made us proud by securing 59th ALL INDIA RANK under MHRD-NIRF-2020. The Department has continuous engagement with academic experts and industrialists to enhance their academic competencies and individual professionalism.

With the erudite academic qualities of the Faculty members, the students are nurtured to become the future leaders. The CUIC works closely with DoMS in shaping the students for placements by conducting seminars on Industry Readiness Program, Interview Techniques, FAQs, GD preparation, Analytical Skills etc., With this exposure, all the students have an unique academic as well as industry-ready disposition.

With these proven professional qualities it will definitely be a “Placement Paradise” for any organization which intends to visit Anna University for on-campus hiring. It is thereby my unique privilege to invite all the Corporate HRs to visit our campus for on-campus recruitment."
At DoMS, we persistently enhance ourselves to meet the challenges of the current fast-changing world and its dynamic business environment. Given the pace of change witnessed in the recent past, it is a task that keeps us on our toes. We incessantly and continually strive to incorporate the best practices of the academic world into all our programs, thus making DoMS an institution of great repute and an obvious choice for the brightest young minds in the country.

The MBA program at Anna University Chennai is an approach to address this concern in a scientific spirit. DoMS proudly and successfully has unleashed more than thousands of highly successful managers into the corporate world through the years.

The time has come yet again for us to showcase the best minds we have constructed and perfected for the outer world that is waiting to test and absorb the best of talent that exceeds par excellence and competence.

Placements always form an important part of Management studies function. It marks the culmination of the process of molding highly employable and industry-ready professionals through a two year long rigorous academic process. I look forward to forging stronger bonds of co-operation to navigate unchartered areas of excellence. Welcome home to the DoMS!

Dr. R. MAGESH
DOMAIN

INFORMATION ERP DATA

PROFESSOR
Dr. A.K. SHEIK MANZOOR
M.E., M.B.A., Ph.D.

ASSOCIATE

PROFESSOR
Dr. A. THIRUSELVI
B.Sc., M.B.A., Ph.D.

DOMAIN

Behavioral Sciences Research Methodology
Data Analysis Psychology
Service Marketing Work Force Management

ASSOCIATE

PROFESSOR
Dr. E. THENDRAL
B.E., PGDM IIM-B., (Ph.D.)

DOMAIN

Operations Marketing

ASSISTANT
Supply Chain Management
SUMMER PROJECT:
- Analysis of Fatalities in Aviation Accidents

COURSE CERTIFICATIONS:
- Business Analytics
- Python for Data Science
- Business Intelligence

COMPETENCIES:
- Data Visualization
- Data Analysis
- Tableau
- Python
- Basics of R Programming
- Problem Solving

“I Believe - Aspiration, Diligence and Perseverance is key to building a masterpiece”

COMPETENCIES:
- R
- Java
- HTML
- Android
- MS Office

COURSE CERTIFICATIONS:
- Basics of R Programming (Udemy)
- Financial Markets (Shine Academy)

SUMMER PROJECT:
- Exploratory Study on Covid-19 Spread in Tamil Nadu and Social Restrictions

SKILLS:
- Communication Skills
- Good in quantitative
- Analytical Skills

““To stay Positive, Patient, Physically fit and Productive, thereby achieving the growth for myself as well as the business””
Dhinesh Kumar R
B.E (Civil)

**COURSE CERTIFICATIONS:**
- Accounting Analytics
- Financial Analyst

**SUMMER PROJECT:**
- Earnings Management Detection using Beneish M-score model.

"When what you hear and what you see doesn’t match, trust your eyes" 

Gowrish V
B.Com (Finance)

**COMPE TENCIES:**
- MS Power BI
- MS Excel
- SQL

**SKILLS:**
- Good Communicator (with Business English Certification - 2015)

**COURSE CERTIFICATIONS:**
- Business Analytics
- Basics of R programming

**SUMMER PROJECT:**
- Analyzing Factor Affecting Gold Price During 2019-2020

"If your goal doesn’t scare you, they aren’t big enough"
Hafeezu Rahuman H  
B.Tech (Mech)

COURSE CERTIFICATIONS:
- Basics of R Programming
- Business Analytics
- SQL

SUMMER PROJECT:
Equity Analysis on different Sectors.

SKILLS:
- Team Player
- Positive Minded
- Adaptable to situations

“Time gives the best lessons and the art to strive”

Harishwar L  
B.Tech (Civil)

COURSE CERTIFICATIONS:
- Business Analytics
- Python programming
- Fiction Writing

SUMMER PROJECT:
- Tracking and Analyzing Live Stock Market in Microsoft Excel

“ If your goal doesn’t scare you, they aren’t big enough ”

COMPETENCIES:
- MS Office
- MS Excel
- C, C++, R, Python
- Website Development
- Revit Architecture Advanced Excel
- Autocad

WORK HISTORY:
Part Time Teacher  
(Physics & Mathematics)
“Your limitation - it’s only your Imagination”

“ If you think you are perfect already, then you never will be ”
You are never too old to set another goal or to dream a new dream.

"I believe that - Intelligence and Integrity are paramount in a professional career"
Saravanan SR
M.Sc (Material Science)

Skills:
- Leadership
- Skill Transfer
- Investment Strategies using Analytics

Competencies:
- Analysis using R
- SPSS Mathematica
- MS Excel
- Smart Contracts using Solidity

Course Certifications:
- Tableau
- R programming
- Block-Chain

Summer Project:
- Customer churn prediction using Multivariable logistic regression

Work Experience
Thomson Reuters
Research Analyst

Montana State University
Graduate Teaching Assistant

"Team player and a Critical Thinker bringing proficient knowledge of analysis to aid sound financial decision making"

Course Certifications:
- Business Intelligence Analyst
- Finance Analyst
- Customer Analytics

Management:
- Quick Learner
- Adaptability

Technical:
- Tableau
- Power BI
- MS Excel
- mySQL
- Python & R

Saravana Kumar S
B.Tech (Mech)

"You can change what you Do, but you can't change what you Want"
**Saravanan K**
B.E (CSE)

**COMPETENCIES:**
- MS Excel
- Python
- SQL
- ERP

**WORK HISTORY:**
- Project Engineer at Wipro Ltd.

**COURSE CERTIFICATIONS:**
- Business Analytics

**SUMMER PROJECT:**
- Forecasting Financial Market using Hybrid ML models.

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**Vignesh V**
B.E (EEE)

**COURSE CERTIFICATIONS:**
- Data Science using R & Python
- Business Analytics

**SUMMER PROJECT:**
- Company risk Analysis using Altman, Springate and Zmijewski model

**WORK HISTORY:**
- Marketing Executive at TBEA Ltd.

**MANAGEMENT:**
- Quick Learner
- Adaptability

**TECHNICAL:**
- Mat lab
- Python
- R

"Persistent and deterministic person. Support each other towards progress."
COURSE CERTIFICATIONS:
- Accounting Analytics and Earnings management via Coursera

SUMMER PROJECT:
- Analysis and after effects of factors influencing the GDP in India

TECHNICAL SKILLS
- Data Analysis and Data Visualization using R Basics and Excel

MANAGEMENT SKILLS:
- Orator
- Peer Collaborator

“Life always seems hard, so don’t ever go easy on it”
“Coming together is a Beginning, Staying together is Progress, Working together is Success.”

“Be patient enough to wait for what you deserve.”

Akshaya R S
B.E (ICE)

**COURSE CERTIFICATIONS:**
- Financial Markets
- Customer Analytics
- Leadership and Emotional Intelligence

**SUMMER PROJECT:**
Mini project on “Relationship between Emotional Intelligence and Job Performance among Generation ‘Z’ in “IT” Sector”

**COMPETENCIES:**
- Basics of C,C++
- Java
- SPSS

**SKILLS:**
- Time Management
- Problem Solving
- Adaptability
- Dedication
- Leadership
- Communication Skills

Anitha K
B.E (EEE)

**COURSE CERTIFICATIONS:**
- Financial markets
- Operations analytics
- Financial risk

**SUMMER PROJECT:**
Impact of COVID 19 on final year student’s career perspectives.

**SKILLS:**
- Computer skills
- Critical thinking and problem solving
- Flexible and adaptable
Waves are impressive not because they fall every time they rise but because they rise every time they fall.

I believe every individual needs Commitment, Compassion and Courage to live a better life.
A clear vision backed by definite plans leads to success

“Don’t let the fear of losing, be greater than the excitement of winning”

Jemi Mercilin J
B.E (Civil Engineering)

COURSE CERTIFICATIONS:
- HR Analytics
- Financial Modeling and Valuation
- Financial Markets

SUMMER PROJECT:
Exploring Students’ Attitude towards E-Learning Systems through the Technology Acceptance Model.

SKILLS:
- Time management
- Problem solving
- Decision making
- Adaptable

COMPETENCIES:
- C
- C++ Programming
- Microsoft Excel

COMPETENCIES:
- Advanced Microsoft Excel
- Microsoft Power BI

Kavi Priya G
B.E (EEE)

COURSE CERTIFICATIONS:
- Financial markets
- People analytics

SUMMER PROJECT:
Mini Project on “PSYCHOLOGICAL IMPACT OF COVID - 19 ON PEOPLE DUE TO LOCKDOWN”
“The best way to predict future is to invent it.”

Anything is accomplishable with commitment and focused effort.
Today's dreams becomes tomorrow's reality when opportunity meets talent

Sobana R
B.E (ECE)

COURSE CERTIFICATIONS:
- Operation Analytics
- Financial Risk Analytics

SUMMER PROJECT:
Mental health of employees during COVID-19 pandemic

SKILLS:
- Opportunity seeker
- Positive approach toward situations.
- Seeking peace in spirituality.
- Grabbing knowledge through environment and experiences.

Varalakshmi D
B.E (Bio Medical)

SKILLS:
- Analytical thinking and adaptability
- Time management
- Problem solving and decision making

COURSE CERTIFICATIONS:
- Understanding Financial markets
- People analytics

SUMMER PROJECT:
Mental Health of covid 19 on employees in IT sector

COMPETENCIES:
- Mat lab
- Microsoft excel.
- C and C++
Never wait for a perfect moment, just make a moment, and make it perfect.

Yoreshwaran B
B.Com (General)

COURSE CERTIFICATIONS:
- Business Analytics

SUMMER PROJECT:
Employees job satisfaction in IT sector in Secunderabad and Chennai

COMPETENCIES:
- MS Office
- Talley ERP 9
- Basic of C, C++
- Java

SKILLS:
- Leadership
- Decision Making
- Good listener
- Team worker
- Good communicator
Azarudeen K  
B.Tech (Civil)

**COURSE CERTIFICATIONS:**
- Tableau (Udemy)
- Artificial Intelligence (MyCaptain)
- Cryptocurrency and Blockchain (MyCaptain)

**SUMMER PROJECT:**
- Business analyst intern at The Sparks Foundation- GRIP

**COMPETENCIES:**
- Python
- SQL
- R
- Tableau
- Google Analytics
- Octave

“Hurdle through Pessimism”

Christina Rodrigo F  
B.E (CSE)

**COURSE CERTIFICATIONS:**
- Business Analytics
- R for Data Science
- Machine Learning

**SUMMER PROJECT:**
- Business analyst intern at MedTourEasy

“You become what you focus on”
COURSE CERTIFICATIONS:
- Operation Analytics
- Tally
- ERP
- Tableau

SKILLS:
- Analytical Thinking
- Problem Solving
- Adaptability

WORK HISTORY:
- Production Manager at Durga Snacks, Karur

SUMMER PROJECT:
Impact of COVID-19 on Restaurants

“Love what you do or do what you love”

TECHNICAL SKILLS:
- C, C++
- Basics of R & Python
- MS office
- Designing
- Data Analysis
- Jamovi & SPSS

MANAGEMENT SKILLS:
- Team Player
- Empathy
- Effective communication
- Adaptability
- Active Listening

COURSE CERTIFICATIONS:
- Business Analytics

SUMMER PROJECT:
Consumer behaviour and intention towards Internet Banking

WORK HISTORY (NGO):
Rotary - Rotaract Club since (2016)

“Passion, Hard work & Endurance can bring Success at anything”

Divya K
B.E (Cse)
Gavathri A  
B.E (CSE)

**COURSE CERTIFICATIONS:**
- Operational Analytics
- Agile Project Management

**SUMMER PROJECT:**
Study of factors influencing consumers’ behaviour and perception towards the use of e-wallets

**COMPETENCIES:**
- JAMOVI
- SQL
- Highly Data driven
- Analytical Thinker
- Resource Utilisation & Optimisation
- MS Office

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**DON’T LIMIT YOUR CHALLENGES, CHALLENGE YOUR LIMITS!!**

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Maithreyan S  
B.E (Mech)

**SKILLS:**
- Python
- Tableau
- Power BI
- Google Analytics
- MySQL
- MS Excel

**COURSE CERTIFICATIONS:**
- Python Programming for Data Science
- Data Analytics with Tableau
- Getting started with Power BI
- Getting Started with Google Analytics
- SQL for Data Analytics

**SUMMER PROJECT/INTERNSHIPS:**
Analysis of Stock Market and Stock Price Prediction using Seasonal Arima
Business Analyst Trainee at MedTourEasy
Business Analyst Intern at The Sparks Foundation
LISTEN to Everyone, LEARN from Everyone, because Nobody knows everything but Everyone knows something.
COURSE CERTIFICATIONS:
- Data Science (IBM - Coursera)
- Python (Michigan University - Coursera)
- Smart Contracts (University of NY-Coursera)

SUMMER PROJECT:
Study about the effect of COVID19 on Bitcoin’s Price (done using Python)

COMPETENCIES:
- MS Office - ICDL certified
- Cisco A+ Computer Maintenance (Software & Hardware)
- Team worker
- Multi-Tasker

WORK EXPERIENCE
- Syriatel Telecom: Technical Invoices Coordinator
- Gruppo Volontariato Di Civile: Procurement Daily Worker
- Humanitarian Experience: Syrian Arab Red Crescent Warehouse Keeper

“What makes you feel Pain today, will make you Gain tomorrow”
Arunraj K  
B.E (ECE)

**COURSE CERTIFICATIONS:**  
- Fundamentals of Digital Marketing  
- Business Analytics and Digital media  
- Leadership Through Social Influence  

**SUMMER PROJECT:**  
“Jaramed Healthcare” - Study on  
Marketing strategies adapted post covid

**SKILLS:**  
- Able Administrator  
- Quick learner  
- Strong attention to detail  
- Multitasking  
- Analytical skills.  
- Ability to work independently and as part of a team.

**WORK HISTORY:**  
- Tutor for competitive exams at “Nazareth academy”

“Realizing your responsibility will pave the way to your destiny”

Athira Gopinathan  
B.Tech (EEE)

**COURSE CERTIFICATIONS:**  
- Digital Marketing  
- Competency based HRM  
- Business Analytics  

**SUMMER PROJECT:**  
Case Study Analysis on “Aachi Masala- entering into the North Indian Masala Segment”

**SKILLS:**  
- Quick learner  
- Customer-oriented  
- Inquisitive  
- Self-motivated  
- Strong Communication  
- Interpersonal skills

**WORK HISTORY:**  
- Program Analyst at Cognizant Technology Solutions

“Team work makes the dream work”
Ganesh K
B.Sc Maritime hospitality

COURSE CERTIFICATIONS:
- People Analytics

SUMMER PROJECT:
- A Study of consumer behavior towards Plastic money

SKILLS:
- Good Communication
- Problem solving & Multitasking
- Adaptable & dedicated

TECHNICAL:
- MS Excel
- Talent Acquisition Software

WORK EXPERIENCE
JW Marriott (Pune)  Carnival cruise lines (US)
Culinary associate (Chef)  Buffet Garde Manger

"The best way to predict the future is to create it"

SKILLS:
- Strategic Planning
- Problem Solving
- SEO
- Social media & Promotional tools
- Word press basic knowledge

COURSE CERTIFICATIONS:
- The complete digital marketing
- Digital Marketing
- Managing human capital

SUMMER PROJECT:
- Digital Marketing at OneYes Technologies
- Content writing at Torcherd magazine

Rajabharathi S
B.E (ECE)

"The mind is everything. What you think you become"
“If you are not willing to risk the usual, you will have to settle for the ordinary”

““The beautiful thing about learning is nobody can take it away from you”
It is not enough that we do our best; sometimes we must do what is required.
**Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.**

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**Abinaya S**  
B.Tech (IT)

**Course Certifications:**  
- Supply Chain Finance  
- Blockchain Technology  
- Customer Analytics

**Summer Project:**  
Impact of COVID-19 pandemic on Supply chains

**Competencies:**  
- Analytical Thinking  
- Problem Solving  
- MS Office  
- SQL  
- Time Management

**Work History:**  
- Analyst Programmer at Ramco Systems  
- Associate Engineer at Qualcomm

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**Aravind Sriram K**  
B.Tech (IT)

**Skills:**  
- Positive Attitude  
- Grasping Tendency  
- Flexible Team Player

**Course Certifications:**  
- Financial Modelling & Valuation  
- Supply Chain Mistakes  
- Financial Market  
- Financial Risk Analysis

**Summer Project:**  
Financial Performance of the Banking Industry during Covid-19

**Competencies:**  
- MS Office  
- SQL

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"Learn from your mistakes and Progress in it"
Consistent Efforts Lead to Success

I believe in vision, commitment, discipline. Let’s grow together and support each other.
Sivaranjini R
B.E (ECE)

COURSE CERTIFICATIONS:
- Fundamentals of visualization with tableau
- SAP Financial Accounting
- Financial Markets

SUMMER INTERNSHIP:
Financial performance of FMCG industry during Covid-19 lockdown

SKILLS:
- MS Excel
- Tableau Desktop
- SAP FI Basics
- Communication

“Be the Change You want to see”
Adarsh R
B.Tech(Mech)

COURSE CERTIFICATIONS:
- Tableau 20 Advanced Training
- Business Analytics for Management
- Customer Analytics from Wharton
- Operation Analytics from Wharton

SUMMER PROJECT:
- Business Analyst- The Sparks Foundation
- Designing a Hybrid model for Movie Recommendation System in Python (Scikit learn, Pyspark, Pandas, Matplotlib)
- Customer Segmentation model in python jupyter notebook

COMPETENCIES:
- Team Player
- Self-Confident & Persuasive
- Organized & Responsible
- SQL
- Python
- Tableau
- Jamovi & SPSS
- R (Basics)

WORK HISTORY:
Piping and Piping Engineer (2+years)

“Everything depends on up-bringing”

Dinesh Kiruthik KG
B.E (Production)

COURSE CERTIFICATIONS:
- Statistics
- ML and AI
- Financial Analyst
- Training & Investing

WORK EXPERIENCE:
- Cognizant Technology Solutions

SUMMER INTERNSHIP:
Research on Consumer Behaviour towards UPI Payments

COMPETENCIES:

DB LANGUAGES:
- SQL
- MS Excel
- Mongo DB

PROGRAMMING:
- Python
- HTML
- C

VISUALIZATION:
- Tableau
Harshith N
B.E (Mech)

Course Certifications:
- Structured Query Language (SQL)

Summer Project:
- Computer Aided Process Planning (CAPP) to increase energy efficiency and to reduce CO2 emission at public malls.

Competencies:
- Auto Cad
- MS Excel

Work History:
Customer Relationship Officer at A&A Dukaan Financial Services Ltd (3 months)

You are not your resume, you are your work

Vijay N M
B.E (E&I)

Course Certifications:
- International Marketing and Cross Country Growth from Yonsei University
- Content Marketing and Inbound Marketing from Hubspot Academy
- Search Engine Optimisation from ESSEC Business School
- ‘A Life of Happiness and Fulfillment’ from Indian School of Business

Summer Project:
- Digital Marketing at Food for Marketeers (2 months)
- You tube Strategist at Learn Diversified (2 months)
- Content Writing at Torcherd Magazine (1 month)

Competencies:
- Emotional Intelligence
- Creativity and Innovation
- Team Player

Technical:
- MS Office
- Tableau
- SPSS & JAMOVI
- Basics R Programming

Hold the vision, Trust the process
Purushotaman K
B.BA (Business Admin)

COURSE CERTIFICATIONS:
- Customer Analytics

SUMMER INTERNSHIP:
- A Study on Consumer Behaviour towards dairy products

"The only way to do great work is to love what you do"

TECHNICAL:
- Tally
- MS Excel

PERSONAL TRAITS:
- Punctual
- Flexible
- Quick Learner
- Team Player

COURSE CERTIFICATIONS:
- Brand Management - LBS, University of London
- IMC: Advertising, PR, Digital Marketing - IE Business School
- Customer Analytics - Wharton Business School

WORK HISTORY:
- Artist and freelancer with ownbrand - Moyra
- Accountant - The Kahanipuram Trust
- Art Associate for the movie - AMNP

SUMMER INTERNSHIP:
- Study on Customer Loyalty (through brand positioning of mobile phone brands)

MANAGERIAL:
- Leader, Team Player
- Result-oriented
- Diplomacy
- Time Management
- MS Office

INTERPERSONAL:
- Awareness
- Empathetic
- Logical
- Communication

Rashmi Panigrahi
B.Com (Comm)

"The greatest discovery of all time is that a person can change their future by merely changing their attitude"
COURSE CERTIFICATIONS:
- Customer Analytics, Wharton Business School (2020)
- Introduction to Product Management (2019)
- Lean Six Sigma Yellow Belt Certification (2018)

SKILLS:
- Customer Relationship Management
- Interpersonal & Communication Skill
- Administration
- Critical Thinking
- Problem Solving
- Multitasking
- Result Oriented
- Proactive

“Nothing is impossible, you just haven’t found a way.”
Anitha N  
B.E (ECE)  

**COURSE CERTIFICATIONS:**  
- People Analytics - University of Pennsylvania - July 2020  
- Project Management Basics - University of California - July 2020  
- Tableau Beginner - Udemy - April 2020

**SUMMER INTERNSHIP:**  
- Human Resources Intern - TuteDude - Sep'20 to Oct'20  
- Management Trainee - (MMA) - June’20 to July’20

**COMPETENCIES:**  
- Project Management  
- Attention to detail  
- Leadership  
- Interpersonal Skills  
- Collaboration skills

**WORK HISTORY:**  
- IT Administrator - KHFoges Pte Ltd  
- System Engineer - Tata Consultancy Services

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"Success is not a destination, it’s a Journey"

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Mariappan Karthik S  
B.E (ECE)  

**COURSE CERTIFICATIONS:**  
- Operations Management  
- Organizational Design  
- Quality Improvement Techniques

**SUMMER PROJECT:**  
- A Study on Grains Procurement and Storage Management in Food Corporation of India

**WORK HISTORY:**  
- Software Engineer at Embedur Systems (7 Months)

**TECHNICAL:**  
- MS Office  
- Tableau  
- SPSS

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"You never know what you can do until you try"
FOR PLACEMENT ENQUIRY

Centre for University Industry Collaboration

Dr. S Iniyan,
Director - CUIC,
Anna University, Chennai - 600 025

Email: cuic@annauniv.edu | cuic@annauniv.gmail.com
Phone: 044-22358989