

**National Institute of Technology**

**Tiruchirappalli**

organises

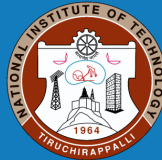
**Ministry of MSME**

Sponsored

**Five day Advanced MDP (AMDP)**

on

**“The Power of She: Women’s  
Journey to Business Leadership”**



**2nd to 6th  
December 2024**

### Coordinators

Dr. P Sridevi, Professor

Dr. B Senthil Arasu, Professor

Dr. S Nivethitha, Assistant Professor

Dr. V Lavanya, Associate Professor

Department of Management Studies

National Institute of Technology

Tiruchirappalli

### ABOUT NITT

National Institute of Technology, Tiruchirappalli (NIT Trichy) is one of the India's top engineering institutions, renowned for academic excellence and cutting-edge research. Established in 1964, it is an Institute of National Importance and offers undergraduate, postgraduate, and doctoral programs in various disciplines of engineering, science, and management. NIT Trichy is celebrated for its vibrant campus life, innovative research culture, and strong industry collaborations.

### ABOUT DOMS

The Department of Management Studies (DoMS) at NIT Trichy is a prestigious business school within the institute, established in 1978. DoMS is known for its rigorous curriculum, experienced faculty, and industry-aligned pedagogy, fostering leadership, innovation, and analytical thinking.

### HIGHLIGHTS

#### NO REGISTRATION FEE

Participants are requested to fill the form in the link given below

Register at:

<https://forms.office.com/r/YYxnGLFFOS>



#### ELIGIBILITY

Women Entrepreneurs with graduation (any degree) who are in early or advanced stage of their entrepreneurial journey are eligible to apply.

#### LEARNING


The AMDP uses diverse pedagogy to cover the topics related to women leadership, business challenges, emotional intelligence, negotiation and conflict management.

#### NOTE

1: The participants are entitled for Aadhaar authentication

2: Request for accommodation will be based on availability of rooms

Contact:  [psridevi@nitt.edu](mailto:psridevi@nitt.edu)

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**MSME**MICRO, SMALL & MEDIUM ENTERPRISES  
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Ministry of MSME, Govt. of India



Date	Session 1 09:30 am - 11:00am	Session 2 11:30am - 01:00pm	LUNCH BREAK 12:45 PM TO 01:30 PM	Session 3 02:00 pm - 03:30 pm	Session 4 04:00 pm - 05:30 pm	
02.12.2024	<b>Inauguration &amp; Keynote address</b>  Ms. Kuppulakshmi Krishnamoorthy Global Head Zoho for Startups	<b>Women in Leadership</b>  Ms. Rajalakshmi Bakthavatsalam Head of Educational Initiatives, Rane Foundation, Rane Holdings Limited		LUNCH BREAK 12:45 PM TO 01:30 PM	<b>Managing Accounts for successful Business - Exercise</b>  Dr. B. Senthil Arasu Faculty, NIT Tiruchirappalli	
03.12.2024	<b>Managing Organizational functions</b>  Dr. Shobitha Poulose Faculty, NIT Tiruchirappalli	<b>Managing work-life interface</b>  Dr. Chitra Margaret Dey Faculty, Anna University, Chennai			<b>Team building Exercise</b>  Dr. Chitra Margaret Dey Faculty, Anna University, Chennai	<b>Successful Women Entrepreneur</b>  Dr. P. Sridevi Faculty, NIT Tiruchirappalli
04.12.2024	<b>Managing in a digital business era</b>  Dr. M. Sridevi Faculty, NIT Tiruchirappalli	<b>Women in Technology</b>  Dr. M. Brinda Faculty, NIT Tiruchirappalli			<b>Strategic Leadership</b>  Dr. S. Nivethitha Faculty, NIT Tiruchirappalli	<b>Digital Marketing</b>  Dr. B. Janarthanan Faculty, NIT Tiruchirappalli
05.12.2024	<b>Emotional Intelligence</b>  Dr Saraswathy R Faculty, Shrimati Indira Gandhi College, Trichy				<b>Multigenerational Diversity</b>  Dr. V.K. Karthika Faculty, NIT Tiruchirappalli	<b>Issues faced by women at workplace</b>  Ms. R.Gokila Advocate
06.12.2024	<b>Negotiation Skills</b>  Dr. Abraham Cyril Issac Faculty, IIT Guwahati				<b>Navigating through organizational barriers and Breaking the bias</b>  Ms. Deepa Rajkamal National Resource Person - NRLM, Ministry of Rural development	

**Tea Break: 11.00 to 11.30am; 03.30 to 04.00 pm****Venue: Capstone Building, Department of Training & Placement  
NIT, Trichy**