

KNOWLEDGE IS POWER



# SRINIVASAN COLLEGE OF ARTS & SCIENCE (MBA PROGRAMME)

(Approved By Aicte, New Delhi, Affiliated To Bharathidasan University, Trichy )  
Thuraiyur Main Road, Perambalur – 621 212.

## REPORT ON THREE DAYS STATE LEVEL STUDENT DEVELOPMENT PROGRAMME (SDP)

on

**EQUIPPING FOR 2025: NEED TO KNOW ABOUT  
THE STATE OF BUSINESS AVIATION INDUSTRY**



*Venue:*

**WEBINAR – GOOGLE MEET**

**FROM 14.06.2021 TO 16.06.2021**

**JUNE 2021**



**SRINIVASAN COLLEGE OF ARTS & SCIENCE  
(MBA PROGRAMME)**

(APPROVED BY AICTE, NEW DELHI, AFFILIATED TO BHARATHIDASAN  
UNIVERSITY, TRICHY)

**THURAIYUR MAIN ROAD, PERAMBALUR – 621 212.**



**In Association With  
MYSKYFLY AVIATION INDIA, MADURAI  
Jointly Organizes**

**THREE DAYS STATE LEVEL STUDENT DEVELOPMENT  
PROGRAMME (SDP)  
ON**

**EQUIPPING FOR 2025:  
NEED TO KNOW ABOUT THE STATE OF BUSINESS AVIATION  
INDUSTRY**



**VENUE: WEBINAR – GOOGLE MEET**

**ORGANIZED BY**

**DEPARTMENT OF MANAGEMENT STUDIES (DoMS)**

**FROM 14.06.2021 TO 16.06.2021**

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SCAS

Message from Hon. Chairman Ayya....



It is a theme of pride to pen down the message for the Three Days online Student Development Programme (SDP) of Srinivasan College of Arts & Science (MBA Programme), Perambalur. My heart fills with immense pleasure as I perceive the progress being made at Srinivasan College of Arts & Science (MBA Programme).

The Student Development Programme at SCAS-DoMS is a launch pad for building a successful and satisfying career for educators and researchers in management and allied areas. The Contents of the SDP reflect the wonderful creativity of thoughts and imagination of our management faculty fraternity.

I extend my warm wishes to the Principal, Vice-Principal, Director, Staff and Students of Srinivasan College of Arts & Science (MBA Programme) to continue this journey on the road of excellence.

Message from Principal....



D.N.Vetrivelan  
Principal – Srinivasan College of Arts & Science

“The Future belongs to those who believe in the beauty of their dreams”.

- Eleanor Roosevelt

In SCAS – Business School, we teach our students to believe in themselves and in the beauty of their dreams; to believe that with God overhead and the spirit, belief and passion in their hearts, nothing is impossible. Keeping this in mind, the SDP during “COVID-19 work place strategies” through diverse activities focused on the highs and lows, the ups and downs, the painful and the blissful moments our country has experienced from time to time, fearlessly withstanding the challenges that keep surfacing, reminding its countrymen to awaken, uphold their dignity, strive for excellence and take pride in their rich economy and cultural heritage. An initiative of Department of Management studies (DoMS), this Three Days Online SDP programme was planned with motive to enhance the knowledge in Aviation industry.

I extend my sincere appreciation and best wishes to the Director, Staff and students to continue this journey on the road of excellence. May goddess bless us with wisdom.

Message from Vice-Principal...



Prof. G.RAVI  
Vice-Principal – Srinivasan College of Arts & Science

I am immensely delighted to learn that SCAS –DoMS, is bringing out its Three days Online SDP report towards excellence. The present times have witnessed numerous changes in varied fields, technology, industry, and climate. Therefore, students fraternity needs to strive endlessly to give prolific meaning to education and equip ourselves with such skills that provide them with the opportunities where they can fulfill their vision for the future.

It is a kind of platform extending valuable opportunities to young talents to express their creativity in aviation education. As Vice-Principal of the College, I am proud of the commitment of the Director and staff to the holistic development of young business minds, towards which our efforts remain focused. I wholeheartedly convey my facilitations for bringing out the SDP report and wish the Director, staff and students of the Department of Management Studies (DoMS) all the success in their endeavor.

### **Target Participants:**

The SDP is designed for aviation students and teachers working in aviation industry and institutions, universities and colleges.

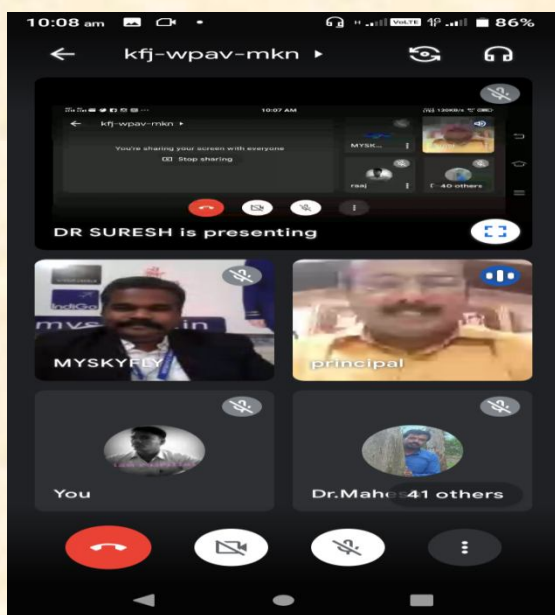
### **Evaluation:**

Feedback from Evaluation forms was extremely positive. The presentation and the inputs given by the resource person were highly appreciated. The sample feedback and attendance is enclosed for your kind information.

### **OPENING CEREMONY**

Srinivasan College of Arts & Science (MBA Programme) in Association With MYSKYFLY AVIATION INDIA, MADURAI, Jointly organized a three - days State Level SDP webinar on “Equipping For 2025: Need To Know About The State Of Business Aviation Industry” on 14-16<sup>th</sup> June 2021 in virtual mode. The programme started at 10:00 am with the welcome address by Dr.D.Mahesh, Director - DoMs. The dignitaries were Mr.A.Premkumarraja, Mr.T.J.Venkatest, Director(s) & Mr.M.Sampath Kumar, General Manager of MYSKYFLY Aviation India, Madurai & Ms. Lavanya Kannan, Former Cabin Crew, Air India Express.

**Opening remarks and introduction of the programme** was given by Dr.D.Mahesh. He highlighted the webinar will provide a better understanding of where the industry is today,



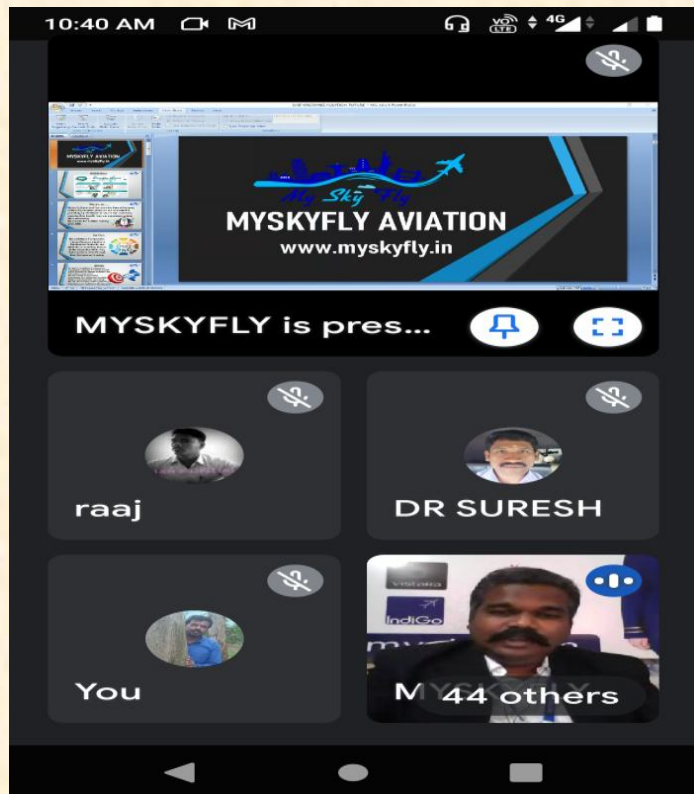
where it going and a discussion of the disrupters to watch for next generation. He is also emphasized the need of taking the next level aircrafts in aviation industry. Subject Experts, Mr.A.Premkumarraja, Mr.T.J.Venkatest, Director(s) & Mr.M.Sampath Kumar, General Manager of MYSKYFLY Aviation India, Madurai & Ms. Lavanya Kannan, Former Cabin Crew, Air India Express, knowledgeable of real ground level problems in aviation industry, were the dignitaries invited for the seminar. He also welcomed all distinguish personalities and

expressed his gratitude for the Founder Chairman Shri A.Srinivasan Ayya and the Vice -

Chairman, DS Group of Institutions, Principal, Vice-Principal, Heads of the Departments, Interested faculty and aviation students from various parts of the State were invited for the SDP webinar. More than 50 + aviation students were participated in the webinar.

After a small tea break the first session highlighted by **Mr.A.Premkumarraja, Director, MYSKYFLY Aviation India, Madurai.** Overview of the Indian aviation industry - The Indian

aviation industry is the ninth largest civil aviation market at present and is expected to be the third largest by 2020 and the largest by 2030 (IBEF, 2017). The overview in this section, unless otherwise stated, is based on the information collected from the DGCA and Airport Authority of India (AAI), the two prime regulatory authorities governing air travel in India. DGCA estimates that the total number of domestic passengers grew by 25.13% in 2017 over the previous year. Government of India (2018) states that during



2017–2018 the domestic terminals of airports handled 1138.78 lakh passengers which was higher than the traffic in the corresponding period of 2017 by 16.07%. This leads to high operational efficiency attributed to economies of scale. India has one of highest aviation fuel prices in the world (approximately 88 USD per barrel). Rising aviation fuel prices have been a concern for policymakers (The Economic Times, 2016). The demand sensitivity of the passengers with the prices of aviation fuel is recorded to be high (a growth of 10% in passenger traffic with a reduction of 7.3% in prices of aviation fuel) (ET Online, 2014). In consideration of International Air

**On the second day, the session began with a recap of the day-1 session.** It was followed by an empowering talk **Mr.T.J.Venkatesh on Next Generation Aircrafts.** Airbus family, Airbus cockpit etc., he is also emphasized the aircraft would combine of three distinct propulsion system (two turbo fans, rocket booster, scramjet) mach4.5. Mr.Venkatesh sharing their immense knowledge on Boeing is an American multinational aerospace company, it is based in Chicago USA. World largest manufactures, sell airplanes, rockets, satellites, telecom



equipments, missiles. Company also provides leasing and product support services. He focused on numerous new aircraft models in most seat categories have recently entered commercial service or are imminent in the next few years. Under favorable conditions, their fuel burn per available seat-km is typically 15 to 25% less than that of the aircraft models they replace. When considering everyday operational conditions, improvements are usually a few percent lower. Continuous progress is being achieved in all areas of



evolutionary technologies, namely aerodynamics, materials and structures, propulsion and aircraft equipment systems. Some examples of technologies which have recently made noticeable progress are: natural and hybrid laminar flow control, new high-bypass engine architectures as well as aircraft systems such as electric landing gear drives and fuel cells for onboard power generation.

Next post lunch sessions started with another resource person Ms. Lavanya Kannan on Aviation changing trends and revival measures of post covid.



Ms. Lavanya empowered on Airlines should reevaluate the economics of their operations, especially long-haul flights. First, a smaller contribution from business traffic could necessitate a different pricing logic. For example, today most carriers price point-to-point non-stop flights at a premium. Travelers who value time over price mostly business traveler's book these nonstop flights. Leisure travelers, even those

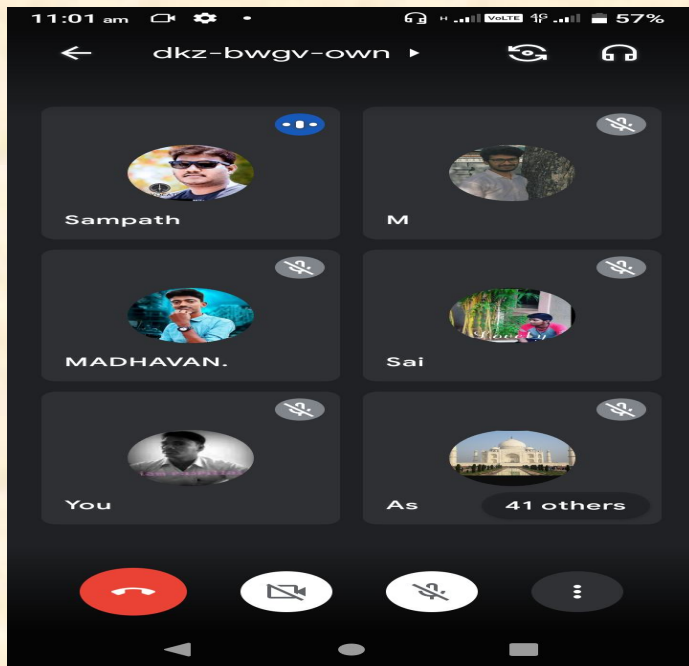
traveling in premium classes, are more price sensitive and may choose an indirect routing.

This large gap between nonstop pricing and connect pricing may need to narrow. Furthermore, when demand for air travel returns, it will likely outpace supply initially. We see a glut of latent demand of people eager to travel. It will take time for airlines to restore capacity, and bottlenecks such as delays in bringing aircraft back to service and crew retraining could lead to a supply–demand gap, resulting in higher short-term prices.

**On the third day, the session began with a recap of the day-1 & 2 sessions.** It was followed by *Mr. Sampath Kumar, General Manager, emphasis on “Road Ahead – Indian Business Aviation.* India’s aviation industry is largely untapped with huge growth opportunities, considering that air transport is still expensive for majority of the country’s population, of which nearly 40% is the upwardly mobile middle class. The industry stakeholders should engage and collaborate with policy makers to implement efficient and rational decisions that would boost India’s civil aviation industry. With the right policies and relentless focus on quality, cost and passenger interest, India would be well placed to achieve its vision of becoming the third-largest aviation market by 2020. The expenditure of Indian travelers is expected to grow up to Rs. 9.5 lakh crore (US\$ 136 billion) by 2021. Due to rise in demand in air travel, India will need 2,380 new commercial airplanes by 2038.

### **CLOSING CEREMONY**

Closing Ceremony was held through virtual mode. Ladies and gentlemen, the 3 – Days SDP



on “EQUIPPING FOR 2025: NEED TO KNOW ABOUT THE STATE OF BUSINESS AVIATION INDUSTRY” is now drawing to a close. I would like to take this opportunity to extend our sincere gratitude and appreciation to all of you, for your invaluable contributions in making this SDP a great success. We hope the past three days have been fruitful and that you will be able to make the most from the sessions you attended. Through a wide range

of keynote speeches and discussions, we have been presented with new ways to deal with

some of the challenges in Aviation Industry. We hope that you shared your experiences and expertise with other participants from near and far, and that a cordial relationship established among us during the SDP will further strengthen. We look forward to further building partnerships with you and your organizations. I hope that all of us will continue what we have started here these days. Before I conclude, thank you for being here in SCAS with us and have a safe journey home.

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**DoMs SDP Team Members:**

**Dr.D.Mahesh - Director (Convener)**

**Prof.S.Rajasekaran – Programme Coordinator**

**Dr.M.Suresh (Technical Head)**

**We Are  
Aviation**



## Webinar Invitation:



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(MBA PROGRAMME)  
(Approved by AICTE, New Delhi & Affiliated to Bharathidasan University, Tiruchirappalli)  
**PERAMBALUR - 621212.**  
website : [www.scas.ac.in](http://www.scas.ac.in)





*In Association with*

## MYSKYFLY AVIATION INDIA, MADURAI

*Jointly Organizes*

### Three Days State Level Online Student Development Programme (SDP)

*On*

### Equipping For 2025 : Need to Know about the State of Business Aviation Industry

**Webinar** 



June 14

**A.Premkumarraja**  
Director  
Myskyfly Aviation India,  
Madurai

Topic :  
Growing  
Aviation Future



June 15

**T.J. Venkatesh**  
Director  
Myskyfly Aviation India,  
Madurai

Topic :  
Next  
Generation  
Aircrafts



June 16

**Lavanya Kannan**  
Former Cabin Crew  
Air India

Topic :  
Aviation- Changing  
Trends & Revival measures  
of Post covid



June 16

**M.Sampath Kumar**  
General Manager  
Myskyfly Aviation India,  
Madurai

Topic :  
Aviation  
Business  
Post Covid-19

REGISTRATION LINK :  
<https://surveyheart.com/form/60c20a0e5a39bb1651471cd5>

**Mr. A.PREMKUMAR RAJA**  
Director - Myskyfly Aviation India

**Dr. D.MAHESH**  
Director - DOMS

**Dr. N.VETRIVELAN**  
PRINCIPAL - SCAS

