

TIST MII

Annual Newsletter

DEPARTMENT OF MANAGEMENT
TOCH INSTITUTE OF SCIENCE

Vol. 9 | Issue 1

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FROM HOD'S DESK

“While some dream of success, we worked together to make it happen”... This academic year was studded with several milestones of achievements for the department and our team was driven by a plethora of events, to achieve nothing but the best. This newsletter showcases all our achievements which came to fruition, purely because of the smart work of our students, excellent leadership of our faculty team and brilliant support of our management. We succeeded this year to associate with a new educational-partner through ERASMUS+ agreement with the Veleučilište u Požegi, Croatia while strengthening our international ties with our existing collaboration with the University of Kelaniya, Sri Lanka. The year marked the successful conduct of the International Conference on Business & Information jointly organized by the University of Kelaniya & TIST.

We use a self-sustainable model, wherein we as a department raise seed capital for funding all our events. We maintain a good and mutually beneficial relationship with our industry partners which have enabled us to achieve good placements this year too.

Hope this edition of TIST MIRROR, gives our readers a captivating glimpse of the mélange of activities put together by the Department towards molding our future managers.

Prof. Dr. Hareesh N. Ramanathan

FROM THE EDITOR'S DESK

The 'TIST Mirror' our department newsletter has evolved through the years and yet another issue of the 'TIST Mirror' has come to fruition. This annual 9th volume of the newsletter showcases a volleying list of events and endeavors undertaken by the department through the past one year.

The annual edition of the 'TIST MIRROR' reinforces the strengths of our department and recognizes each and every step taken towards enriching its team spirit and oneness. The newsletter aims at applauding our young achievers in the department as we prepare them for their work-life and mold them into responsible individuals.

We wish this edition is a pleasing treat to our readers, giving them a crisp snapshot of Life@Toc H MBA, in the past one year.

Dr. Simmy Kurian.

TIST MIRROR

Annual News Letter

DEPARTMENT OF MANAGEMENT STUDIES
TOC H INSTITUTE OF SCIENCE & TECHNOLOGY

Vol. 9 | Issue 1

July 2019



INAUGURATION OF 11TH BATCH OF MBA

The 11th batch of the MBA Program at TIST was inaugurated by Dr. Sanal S. K., Managing Director, Kerala State Co-operative Marketing Federation Limited. The program was presided over by Dr. Alex Mathew the President of Toc H Public School Society.

2nd Aug., 2018



Our founder director & Manager, Toc H Public Society, Dr. K. Varghese along with other board members Dr. P. J. Joseph and Treasurer Mr. M. X. Paul Vincent were also present on the occasion. This event was marked by an enlightening session by the chief guest who spoke to the students regarding the challenges of life in the industry and beckoned them to make the most of the coming two years.

STUDENT INTERACTION WITH OUR PRESIDENT Dr. ALEX MATHEW

2nd Aug., 2018



An interactive session with our President was arranged for the newly inducted students in the MBA 2018-20 batch. Dr. Alex Mathew, the President of Toc H Public School Society, spoke to the students about Toc H ethos and also discussed pertinent issues affecting the youth on this occasion.

GRAND ONAM TRADE FAIR 2K18

6th - 13th Aug., 2018



The Grand Onam Trade fair, this year too came with its own charm and newness. The fair was inaugurated by Mr. Anand Kumar, Area Sales Manager, ITC Ltd and Mr. N. P. Paulose, Vice Chairman, Marketfed on the 6th of Aug., 2018. The stalls this year included the Thattu Kada, serving traditional Kerala cuisine, the north Indian stall with Chaat and Pani Puris as specialities and the juice stall churning some really interesting mocktails of juices and smoothies. The apparel stall from Khadi and Leela Silks displayed all kinds of clothing and dress material. The footwear store showcased sandals and shoes. The book stall had a wide range of books for people of all ages and tastes.



There were stalls by Kitex, Anna Aluminium and ITC. There was also a stall by one of our alumni Ms. Munna, who had come to showcase some of her mural art paintings done by her on Kerala Sarees. The trade fair was a great learning experience for the students and they put up a grand show displaying high levels of co-operation and hardwork.



INDUSTRY & ACADEMIA INTERACTIONS

KMA MANAGEMENT STUDENTS CONVENTION

17th July, 2018

The students attended the 'Management Students Convention' organised by KMA on the 17th July, 2018. Mr. Ramachandran Nair, Chairman of the Kerala Dam Safety Authority (KDSA) spoke to the students on various issues related to flood-hit Kerala and also addressed them on dam safety measures.



TALK BY Mr. SHYAM SUNDER OF CALVIN KLEIN AND TOMMY HILFINGER

4th Oct., 2018

Mr. Shyam Sunder, Manager HR, Calvin Klein and Tommy Hilfiger briefed the students on the work culture of Tommy Hilfiger and Calvin Klein as well as he spoke to the final year students about the placement opportunities.



TALK BY Prof. (Dr.) SANJEEV PRASHAR, IIM RAIPUR

5th Oct., 2018



Prof. (Dr.) Sanjeev Prashar, Professor (Marketing), Chairman Executive Education and Consultancy, Indian Institute of Management Raipur, delivered an enlightening session on marketing strategies for the students. Prof. Prashar being a well-acclaimed and energetic Professor, made the session vibrant by his unique style of delivery and knowledge packed conversation.

TALK BY THE CHAIRMAN OF ARAVIND EYE CARE HOSPITAL

12th Oct., 2018

The chairman of Aravind Eye Care Hospital, Chennai, Dr. R. D. Ravindran spoke to the students, on occasion of a program organized

in the memory of the former President, Dr. APJ Abdul Kalam. The program was organized at Abad Plaza, Ernakulam.

VISIT TO INS VIKRAMADITYA

Students got an opportunity to visit the gigantic warship, INS Vikramaditya at the Kochi Naval base. The students were addressed by Lieutenant Commander, Ashutosh Shukla. INS Vikramaditya is a mighty aircraft carrier which is 25 Mtr in length, 60 Mtr in breadth and has 23 decks. In addition to operating various rotary aircraft, this ship is also capable of operating MiG29K aircraft from its deck.



TALK ON JOB PROSPECTS IN FINANCIAL SERVICES SECTOR

3rd May, 2019

Mr. Shine, Senior Cluster Manager, ICICI Securities Ltd., Kerala and Ms. Diana from ICICI Securities interacted with the students on various job openings as well as the industry expectations from freshers. Mr. Shine briefed the students regarding the challenges associated with the jobs that ICICI offered and what they expected

from the students. The session turned out to be informative and interactive as there were quite a number of questions raised by the student's relating to various aspects of the jobs they offer. Ms. Diana being an alumnus of the department also shared with the students her personal experiences.

INTERNATIONAL CONFERENCE ON BUSINESS AND INFORMATION (ICBI)

28th Nov., 2018



The International Conference of Business and Information was the first co-hosted International conference which our institution in collaboration with the University of Kelaniya, Sri Lanka conducted on 28th November 2018. Dr. P.N.D Fernando, Dean Department of Commerce & Management Studies was the conference chair and Prof. Dr. ChamaruDeAlwis & Prof. Dr. Hareesh N Ramanathan were the, conference Co-Chairs. spheres of Management. The goal of ICBI 2018 was to bring leading

Academics, Researchers and Scholars to the ICBI platform to exchange & corroborate their research experiences from various spheres of Management. The conference keynote was presented by Prof. Dr. Sanjeev Prashar, Professor (Marketing), Chairman Executive Education and Consultancy, Indian Institute of Management, Raipur. The Conference witnessed around

75 paper presentations which were staged in five different tracks by researchers from across the globe. There were around 44 international delegates and a hundred researchers from India who part took in the conference. The formal proceedings were followed by a mélange of cultural events which were conducted at Hill Place Hotel and Spa, Thripunithura. The evening events were jointly executed by our students and the Sri Lankan team.



ERASMUS+ AGREEMENT : 29th of Nov. 2018 THE MoU WITH THE VELEUČILIŠTE U POŽEGI, CROATIA

Our institute became the first self-financing institute in the state to enter into an MoU with the European Union by signing the ERASMUS+ agreement for academic collaboration. Through this MoU, the institution will get the privilege of

being selected for the ERASMUS + scholarship program under which students as well as faculty would get an opportunity to visit Veleučilište u Požegi, Croatia.



The Erasmus+ Programme is a European Union student/faculty exchange programme established

in 1987. The ethos guiding the programme is that education, training, youth work and sports

are keys to promoting common values, fostering social integration; enhancing intercultural understanding and a sense of belonging to a community and prevention of violent radicalisation. Erasmus+ is an effective instrument to promote the inclusion of people with disadvantaged backgrounds, including newly arrived migrants. The programme requires the participating institutions to allow for exchange of knowledge, skills and ideologies broadly in the field of management (in this context) and specifically in

Economics, Human Resource, Finance and Systems with an aim of creating more cohesive and inclusive societies where citizens are allowed to participate actively in a democratic mode of life.

A three-member delegation from Croatia which included Prof. Dr. Bersilav Andrelic, Vice-Dean for Development, Polytechnic in Pozega, Ms. Barbara Pisker, the co-ordinator of Erasmus+ and Ms. Evana Mikic visited the institution to officially sign the agreement between the two parties.

INDUSTRIAL VISIT

15th Dec., 2018

An industrial visit for the 1st year MBA batch 2018-2020, was arranged on 15th Dec., 2018 to ANNA ALUMINIUM and KITEX. Our students got

acquainted with the wide range of products manufactured by the Anna group, which includes aluminium, cookware, textiles, food and spices.

SOCIAL OUTREACH PROGRAMME

'REBUILD KERALA' :

The department every year associates itself with various CSR activities and this year was unique, as it got the golden opportunity of associating itself with the 'REBUILD KERALA', an initiative undertaken in collaboration with the NGO, Plan@Earth. The program was executed under the guidance of Mr. Suraj Abraham, director Plan@Earth. The state hit by massive floods was left devastated but nevertheless witnessed huge support from various parts of the world and our students too made their little contribution towards rebuilding lives by cleaning up several flood-hit public areas as well as painting a couple of houses. The students of 2018-2020 batch displayed a great amount of camaraderie and sportsman spirit when toiling hard to complete the cleaning up work.



LEADERSHIP TRAINING FOR UNDERPRIVELEGED CHILDREN

The department conducted a one-day leadership training as an extension of its social outreach programme at Neerkadavu, Government Harijan Welfare L.P School on 15th of January 2019. This programme was organised by MBA 2018-2020 batch of students under the guidance of Dr. George C Mathew.

Dr. Simmy Kurian also accompanied the students on the occasion. The program was well received and appreciated by the school authorities and students. The day turned out to be an enjoyable one for the small children, all hailing from the Harijan community and underprivileged sections of society.



The students organised several games and experiential learning activities for these children. The enthusiasm of the headmistress and the teachers at the school was worth appreciating.

Ms. Deepa Rajesh was instrumental in getting program organised. The school had an inspiring story to tell of making most of the limited resources provided to them by the government and still making all possible efforts to brighten up the lives of these little children.

CAREER GUIDANCE CLASS

22nd Jan. 2019

With a view of equipping the students to embrace the changes in the business world, the MBA department on 22nd January 2019 organised a session for our students 2018-20 on Project Management. This session was taken by Mr. Kenny, the Vice president of Project Management Institute, Kerala Chapter. He was also accompanied by Mr. Sunil Kumar, who is in charge of the PMI activities in Cochin. The session was all about the importance of



project management, advantages of membership with PMI group, and a brief description on various initiatives undertaken by PMI to unite industry and academia.

ON-THE-FLOOR TRAINING WITH BIG BAZAAR

23rd -26th Jan., 2019



Our students were sent for a three day on-the-floor internship training as part of Big Bazaar 'Big-Day Campaign' from 23rd-26th Jan., 2019. The students were able to get a hands-on experience of being part of the marketing and operations practices in the organization. The training was a great practical exposure for the students.

DE'NOVO: THE INTERNATIONAL MANAGEMENT FEST

The Curtain raiser of De 'Novo was launched on 4th January 2019

The department in association with the women's cell in the college organised a special training programme on women safety, this was also the curtain raiser event for De 'Novo 2018. The programme was conducted under the aegis of School of Martial Arts, Aluva and the event was inaugurated by Sensei Dino Davis, Founder and Director of School of Martial Arts and Sempai

Febin Paul Secretary, SMA, also final year student of MBA 2017 admission, TIST. Sensei Dino Davis took a half-day session on self-defence techniques which women could employ in situations where their safety is in question. Later in the day, there was a career guidance session conducted by IMS Cochin.



De 'Novo: The International Management Fest was held on 8th February 2019

The most prestigious flagship event of the MBA department De 'Novo 2019- An annual international management fest which was initiated in the year 2010 was held this year on the 8th of February 2019, this was the 11th edition of the annual fest hosted by the MBA department and had participation from over 22 colleges across the country.

As a part of the inaugural ceremony, the department donated a wheel chair in association with Ostrich Mobility to a five-year-old boy born with down- syndrome who had been unable to move around independently due to physical disabilities. The Executive Director of Ostrich Mobility, Mr. Binu J. was present on the occasion to do the

honours. Soon after the inauguration, the competitions commenced in their respective venues. These events included Best Manager, Finance, HR & Marketing games. The overall championship was won by the team from from School of Management Studies, Cochin University of Science And Technology.



ALUMNI MEET 2018

8th of Feb. 2019

The department conducted alumni meet on the 8th of February 2019 for the former students of the department. Giving them a chance to revisit their alma mater, reconnect with old faces and

reminisce their old memories. Around 50 alumni were present on the occasion. A cultural evening was organized for them which was followed by dinner.

GRADUATION DAY 2018: CONVOCATION OF THE 2016-2018 MBA BATCH

8th of Feb. 2019

The graduation ceremony for the 9th batch of MBA, TIST was held on the 8th February 2019. The ceremony was inaugurated by Mr. Aneish Rajan, (IRS), Deputy Director, Kerala Directorate General of Central Excise Intelligence, who was the chief guest on the occasion. The ceremony was presided over by our President, Dr. Alex Mathew. We also had with us on this occasion, our founder



director and manager Dr. K Varghese, Secretary, Toc H Public School Society Er. C.S Varghese, Treasurer, Toc H Public School Society, M.X. Paul Vincent, Principal Prof. Dr. Preethi Thekkath and other board members. The graduating students were accompanied by their parents. The scholar gave away pass certificates to the graduates and also distributed special appreciation awards to the students in recognition of their exemplary contributions on various occasions during the MBA course.

BIDDING FAREWELL TO MBA BATCH 2017-19

28th of Mar. 2019

A farewell party (ADIOS HASTA LA VISTA) was organised for the outgoing students of the MBA 2017 batch. The first year students made wonderful arrangement to bid farewell to their seniors by creating an ambience of dance and music.

A small gift designed by the students was given to each one of them. Each and every student from the graduating batch was given a chance to speak on the occasion about their life in the department.

HOSTEL MARKETING

As part of the 'Earn While You Learn' program, the students used to market different snacks and juice items made by them in the department to the staff and students monthly. The effort was much appreciated by all.

TWO DAY PLACEMENT TRAINING

5th and 6th Apr. 2019

The department conducted a two-day placement training for the students of MBA 2018 batch. The first day's sessions were dealt with by Mr. Sooraj Abraham, CEO of Plan@Earth. He shared insights on goal setting and career building. On day two the session was handled by Aravind Warriar

HR Manager at RapidValue where the focus was on how to choose the right specialization stream. He talked about the career opportunities in each specialization and also conducted a psychometric test to ascertain each student's inner interests or flair for a given specialization.

INTERNATIONAL TEACHING WEEK @ VELEUČILIŠTE U POŽEGI, CROATIA

11th - 16th Mar. 2019

The ERASMUS+ international teaching week organised by Veleučilište u Požegi, Croatia was attended by Prof. Dr. Hareesh N Ramanathan, Head, Department of Management Studies. This programme is part of the Erasmus + Agreement which the department signed earlier this academic year with Veleučilište u Požegi, Croatia. It was a remarkable milestone for the department to be part of such a prestigious programme funded by the European Union. A screening competition was

held to validate eligibility of faculty to be selected for the programme. The selection criteria were based on various parameters like teaching experience, publications, academic achievements and more. Prof. Dr. Hareesh Ramanathan fulfilling all these requirements was funded by the foreign University to participate in the International Teaching week.



SEMINAR ON DIGITAL MARKETING

23rd Mar., 2019

Five students from the department attended a full-day seminar on 'DIGITAL MARKETING' conducted by C-MERCURY CONSULTANCIES on 23rd March 2019. The seminar was all about the latest trending technologies used in the digital

marketing field. The seminar was informative and interesting for the students who were able to gather some new insights on digital marketing. The students were also given certificates of participation for the same.

ANNUAL SPORTS DAY

The department of Management Studies bagged 2nd runners up prize for the Annual Sport Day 2K19, TIST, organised under the guidance of Asst. Prof. Mr. Viju Nair, Dept. of Physical Education. Many of our students participated in various events. Ms. Smruthy Thomas bagged the 2nd prize for the 800mtr race, long jump and 1st prize in relay. Ms. Sanitha Savool was the winner of long jump along with 2nd & 3rd prize winner of 200 mtr race respectively. Ms. Keziah Babu won the 2nd prize in triple jump and relay.



Ms Karthika Jagadeesh got 3rd prize in 800 mtr race and 1st prize in relay. The other members who were part of the relay race team (girls) were Ms. Greeshma Siby, Ms. Archa Shankar & Ms. Archa Chandran. The boys team for relay, Mr. Martin Sam, Mr. Jewelwin Kuriakose, Mr. Vysakh S and Mr. Sadhu M Rajan won the 3rd prize. Mr. Martin Sam also won the 2nd prize for the 200mtr race.

INTERCOLLEGE EVENTS

A 4 member team of students participated in 'CALIGO' the fest held by the Marian College, Kuttikanam on September 22, 2018.

Students participated in the Management fest held at BRIM, Thiruvankulam. They participated in the Marketing and HR games.

Two teams participated in the 'LUMINANCE' fest organised by DCSMAT, Vagamon on November 11th 2018, The marketing team qualified for the semi-final round while the HR team could make it to the 3rd round of competition.

Two of our students also participated in the debate competition at Cochin University of Science and Technology on the occasion of the 'BA Literature Fest'. The topic for the debate was "Is Betting and Gambling in Sports legal".

PLACEMENT NEWS

Department of Management Studies secured 100% placement for the year 2019. The top recruiters of batch 2017-2019 included - Federal Bank, Yes Bank, Open Financial Technology,

Kaynes Technology, ESAF Small Finance Bank, and ICICI Securities. Thirty companies participated in the selection process and offered a package ranging from 3 Lakh per annum to 9 Lakh per annum.

HEARTY CONGRATULATIONS

The department was fortunate to witness three of its faculty members completing their Ph. D work as a result of their determination and persistent efforts. Needless to mention the valuable support and constant guidance provided to them by the Head of the department, Dr. Hareesh N Ramanathan, Dr. George C Mathew was awarded his Ph. D from Anna University, Chennai, on the 5th of October, 2018, Dr. Simmy Kurian was awarded her Ph. D from Bharathiar University, Coimbatore on 26th November 2018 and Dr. Pearly Saira Chacko, was awarded her Ph. D from Bharathiar University, Coimbatore on 22nd March 2019.



HEARTY WELCOME



Mr. Bibin Markose, joined the department as teaching faculty cum placement co-ordinator in March 2019. He has an experience of more than 12 years comprising of Industry and Academia. An MBA (Finance & Marketing) from TKM Institute of Management, he was in the financial services industry for five years. He worked with HDFC Bank Ltd as Deputy Manager- Branch Banking, with Geojit BNP Paribas as Assistant Manager- Operations. He also worked with SNGCE in the role of Assistant

Professor cum Faculty-in-charge Placements. His areas of interest are Financial Services and Brand Management. He has presented several papers in International Conferences including IIM-A.

FACULTY PUBLICATION THIS YEAR-2018-19

Name of Faculty	Number of Publications	Number of Conferences
Dr. Hareesh N. Ramanathan	8	3
Dr. Arunchand C.H.	2	1
Dr. George C Mathew	2	2
Dr. Pearly Saira Chacko	1	Nil
Dr. Simmy Kurian	2	1
Ms. Merin Thomas	1	2

TIST MIRROR

Department of Management Studies

Annual News Letter

June 2018 - June 2019

Toc H Institute of Science and Technology

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Published by:

Department of Management Studies, Toc H Institute of Science and Technology
For internal circulation only