

Echoes

the reflection of tom

LOVE

EDITION



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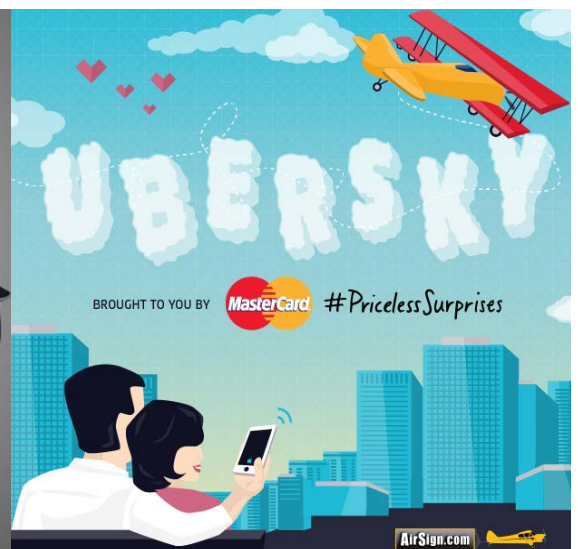
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Editors Column

Here we go the FINAL and MAGNUM OPUS from MAGCREW to seal this year perfect. JUST PERFECT. Nevertheless the theme is mixed involving friendship, relationships and of course love. By love, you guys know what we really mean. It is high time to pass this renewed legacy to our THAMBIS and THANGACHIS with the fulfillment of what we actually did is ever growing to succeed what we expected out of ECHOES. This Love edition is contrived to provide you the final feel of what we could do despite the heavy exertion with our academic efforts to shape ourselves successful managers. And we believe we did that.

Gratitude has always been in debt. And I would like to thank our Director, Principal, Faculty and Students for underpinning us such a long time with the trust that our team was capable and it would keep pushing the limits every time it surfaces with the MAG. THANK YOU ONCE AGAIN.

And at last, my team, The MAGCREW. Thank you for weaving this magic with the same zeal I witnessed on day one. Special thanks to the Co-Editor, Ms. Monica B, who piggybacked this marvelous effort for nearly a year. Hope MAGCREW under our juniors' behest would continue this triumphant run for eternity and make ECHOES great, time and again.

Thought of bidding adieu in style. I hope our baby, ECHOES, delivers the message loud and clear.

Thank you. God bless. Ciao.

#Love edition

#ultimate EchoesXP

#Thankyou

Love,
Mohamed Uvaise PMS
Editor



ECHOES MAGAZINE

THE REFLECTION OF TSM

Love Edition



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தமிழ் பக்கம்

என்றும் என் நினைவுகளில் நீயே !!!!

உன்னோடு நான் பேசும் வார்த்தைகள் இன்றும்
என் மனதோடு முடிந்துவிடுகின்றன
உன்னோடு நான் வாழும் வாழ்க்கை இன்றும்
என் கனவாய் விடிந்துவிடுகின்றன

என் இதயம் உனக்காக துடித்துக் கொண்டிருந்தாலும்
உன் உதயம் கண்டால் மட்டும் நின்றுவிடுவது ஏனோ ?
என் இதழ்கள் உன்னையே பேசிக் கொண்டிருந்தாலும்
உன் இமைகளைக் காணும் நேரம் மௌனமாய் ஏனோ ?

நான்" பெண் " என்பதாலா ??? இல்லை
நீ "ஆண்" என்பதாலா ??? இல்லை
நீ என்றும் "என்னவன்" என்பதாலா ???
பூக்களைக் கொடுத்து என் அன்பைக் கூறலாம்தான்
ஆனால் நீ
மறுத்து தூக்கி எறிந்தால் மடிவது
பூக்கள் மட்டுமல்ல என் இதயமும் அதனுள்ளே
வாழும் உன் நினைவுகளும் தான்
அந்த முன்றெழுத்து வார்த்தையின் அர்த்தம் புரியாமலே
உன்னை முழுதும் நேசிக்கிறேன்.....
அதை புரிந்து கொள்ள நொடிப்பொழுதேனும்
உன்னிடத்தில் உன் அன்பை
யாசிக்கிறேன்.....

நீ நான் = நாமாக

1.

"இதயத்தை தொலைத்தேன் உன்னிடம்,
அது இல்லாமல் தவிக்கிறேன் நினைம் நினைம்...
தேவையில்லை நான் தொலைத்த இதயம்,
தேவை ஓர் புதிய இதயம்!
அதுவே என் தேவதை - உன் இதயம்."

2.

விழியால் என் மனதை திருடிய கொள்ளைக்காரியே,
உன்னை சிறை பிடிப்பேன் மூன்று முடிச்சாவே....!

3.

காதல் எனும் சாதலில்
மாட்டிக்கொண்டு தவிக்கிறேன்!
காப்பாற்ற வருவாயோ
நம் திருமணம் எனும் வழிக்கொண்டு!
- கார்த்திக் செல்வராஜ்
(I PGDM)

இன்னொரு பாதியாய் !!!

நீ வானத்தில் வரையும் வண்ணங்களுக்குத் தூரிகையாகும், என் விரல்கள்
நீ வழியில் தொலைத்த மொழிகளுக்கு விளக்கங்களாகும், என் விழிகள்
நீ வளர்க்க மறந்த மலர்களுக்கு இதழ்களாகும், என் இமைகள்
நீ இசைக்க இயலாத மூங்கிலுக்கு மூச்சாகும், என் சுவாசம்
நீ இருளில் இருத்திய மௌனங்களுக்கு மொழியாகும், என் இதல்வரிகள்
நீ கேட்கத் தயங்கிய வினாக்களுக்கு, கேள்விக் குறிகளாகும் என் செவிகள்
நீ இமைக்க மறந்த நொடிகளுக்கு பொறுப்பேற்றும், என் பார்வைகள்
நீ உறங்க உதவிய தலையணைகளை ஒதுக்கி வைக்கும், என் உதவிகள்
நீ அடைய நினைக்கும் எல்லைகளுக்கு வழிதுணையாகும், என் நிழலும்
உறைந்துவிட்டேன் உன் உஷ்ணத்தில்,
கரைந்துவிட்டேன் உன் உதிரத்தில்,
இன்னொரு பாதியாய், யுகம் யுகங்களுக்கும் !!!

நானை உன் கரங்கள் தொட

இன்றே ஒத்திகை பார்கிறேன் - உன்

நிழலை காணும் போதும்

நிஜமாய் நான் தோற்கிறேன்

BY
S.ANUKARTHIKA,
II MBA

BY
Jayajane
II MBA

Poems

*You made me to change my whats's app status everyday
You made me to like you in all the way and share my heart with you, though you are not in facebook
You became my favourite before I do favourite other tweets
You broke my 280 gram weighed heart when I saw your elegance in instagram
You matched to my life skills before my professional skills matched a job in linked in
Your rare messages makes me happy than like Natasha's instant replies.
You are my interest not the pinterest
All because of the love I have in you*

Fathomless Love

Angel...!! letter of life to my sweetheart!
Beauty !! A word to you
Caught caged in your smile
Dear!! A world of love
Enamored me to make this art....!!!

Fairy of flowers...!!
Garden of love with all
Happiness is awaiting to
Invite my beloved girl
Jubliantly all her way to
Knock door of heaven for showers...!!!

Love of rhythm...!!
Merry will be your life
Nod your head to be mine
Only a word to be my mate
Promise to you is eternal hymn....!!!

Queen of beauty ...!!
Roses blossom to be yours
Smile all the way around
Together we go hand in hand
Under the sky with pride
Vast is the world to travel
Where I can be with my angel
eXperiencing laughter and pleasure....
Yearned to be If so
Zeal will then be our melody.....

Stay mine forever
Word ends here
Enrich my life
Enlighten my world
Together with me ever....
Heart to be loved
Extolled by world
Admired as wonder
Rhyming a singlebeat
That sounds fathomless ..

BY
GOKILAMANI T
I YEAR MBA

LOVE, IT IS.....?

It is Love, when tears roll down your Cheeks,
When your baby sister just wakes and wails.
Love, it is when you are flawlessly remembered,
By that abandoned street Dog whom you once cared.
It is Love, when you take up that blind Battle,
Just because your best buddy was hit that brutal.
Love, it is when you shout with success and rejoice,
To see your Ambitious sibling win a dream race.
It is Love, when you make your Father incredibly Proud,
Though he is so rigid and never expresses it in a crowd.
Love, it is when your sweet caring Mother treats you,
In the same beloved ways ignoring other's view.
It is Love, when someone really feels the bliss,
That it is you who is the real soul mate of his.
Love, it is to hold your hands tight for a lifetime,
Unless it is only Death that shall break it anytime.
It is Love, when the whole world is against you,
But your Family will stand by your side, you knew.
Love, it is when God showers his abundant Grace,
Though you are so unworthy and undeserved to embrace.
It is "Love" that means so differently to each of us,
But "Love" is an eternal Blessing that means "Truth & Selfless"

R Ramya Jenefar Grace
I MBA

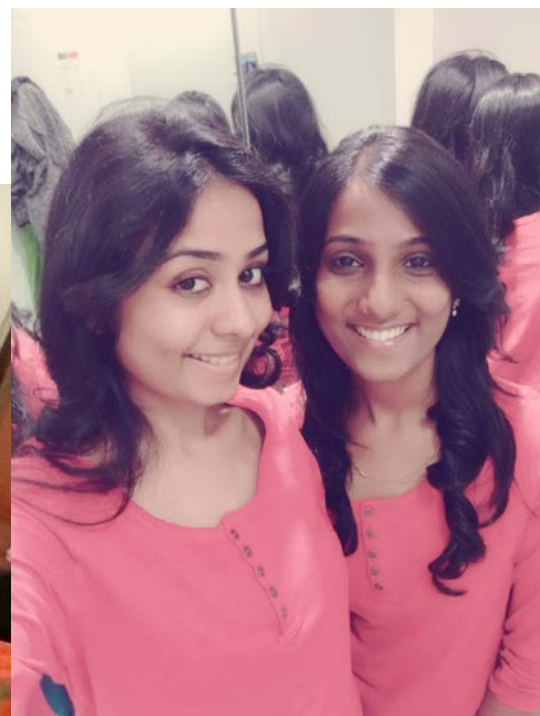
MY FAVOURITE FUN MARKETING FACTS



MONICA.B(2nd year MBA)

1. 85% of people would rather provide an e-mail for an e-book over a tweet
2. Blogs are 63% more likely to influence purchase decisions than magazines.
3. Companies that blog more than 15 times per month get 5 times more traffic.
4. The average content length for a page that ranks in top 10 position is 2000 words.
5. If a post is greater than 1,500 words, it receives 68.1% more tweets and 22.6% more face book likes.
6. Articles with images get 94% more views.
7. Using videos on landing pages can increase conversions by 86%
8. Videos get 267% more links than normal posts.
9. 58% of your audience will stop watching video within the first 90 seconds.
10. 20% of people will read text while 80% of people will watch a video with the same exact content.
11. Viewers retain 58% of what they see but only 10% of what they read.
12. Average buyer consults 11 consumer reviews on the path to purchase

Best VALENTINE SELFIE



AJAYPAL SINGH BANGA



By
Ankit Anand
I PGDM



CEO OF THE MONTH

“THERE ARE FEW THINGS THAT MONEY CAN'T BUY FOR EVERYTHING ELSE THERE'S A MASTERCARD”

A priceless tag line of an American based multinational financial corporation headquartered at Purchase, New York, USA. No matter how many credit and debit cards this company vends all around this globe, there's an Indian brain that gets the real credit of business being done ultimately. Ajaypal Singh Banga, Widely known as Ajay Banga is a current CEO of MasterCard Inc. since April 2010. Born in a Sikh family traditionally from Jalandhar, a city in Punjab, his father worked as an Indian Army officer who later retired from his service being a lieutenant general. After completing his graduation from St. Stephen's College, Delhi University, He pursued his management degree from IIM Ahmedabad, Banga started his initial business carrier with nestle in 1981. Banga spent the next 13 years working in jobs spanning sales, marketing, and general management. He later joined PepsiCo and was involved in the launch of its international fast food franchises in India as the economy liberalized. Prior to MasterCard, Mr. Banga was chief executive officer of Citigroup Asia Pacific. MasterCard on April 10, 2010 announced Mr. Banga as his CEO who worked previously as president and chief operating officer in the company. The company also announced that Banga would become a member of MasterCard's Board of Directors, effective immediately. Banga succeeded Robert W. Selander, who had been MasterCard's chief executive officer since March 1997. On Thursday, February 5, 2015, President Barack Obama appointed Banga to serve as a

Member of the President's Advisory Committee for Trade Policy and Negotiations. And at present he is also a chairman of India-US business council representing more than three hundred of the largest international companies investing in India. Besides this, he is also a president of Dow Chemical Company and member of international business council of the World Economic Forum. Recently, on January 26th 2016 he was honoured by Padma Shree award making him among 4 persons in the US, receiving Padma Shree Award in India.

He is a perfect example of a person with high innovating thoughts and leadership skills. He visits various universities and shares his thought everywhere and his one of the best speech includes what he spoke in Cornell University, New York quoting the topic as "Beyond Cash" and disadvantages of holding cash to the economy. He has made MasterCard to strengthen his business in many African and Asian countries and assures that in the forthcoming years almost 25-30% will be contributed as a customer to his global payment business that aims at easy and hassle free transactions thus, retaining to its real tag line.





VINNAITHANDI VARUVAYA

MOVIE REVIEW

Starring: Silambarasan, Trisha.
Direction: Gautham Menon
Music: AR Rahman
Production: Escape Artists Motion Pictures And R.S. Infotainment

FILMING

The shooting started on 14 February 2009 and was held in several locations as New York City, Malta, Kerala, Chennai, Trichy, Thanjavur and Rome. The songs were shot in Malta at sets and choreographed by Flexy Stu. Before anything, Gautam Menon's Vinnaihandi Varuvaya (Will You Cross the Skies for Me) makes you understand what falling in love at first sight is all about. It might not convert you, but you'll get it. The cult film, also known as VTV, and A. R. Rahman's first project after the Oscar hype, is a beautiful, uncomplicated love story between people from different religions.

Karthik (Simbu)

a mechanical engineer, dreams of becoming a film director, and meets Jessy (Trisha), a Malayalee Christian girl, who is an IT professional. And it is love at first sight. She lives on the top floor with her strict father (Babu Antony), mother and an aggressive brother, while Karthik and his family have rented out the lower portion of the house.

The romantic track is engaging because it's innocent, simple and the director nails it right. Silence convey so much more than irreverent banter, and nowhere is this more evident than in the interactions between Karthik and Jessy, whose romance is conveyed through their conversations, eyes and longing expressions. The credit goes to its lead pair who invests sincerity and genuine enthusiasm while attacking their roles.

The film is a must watch for those who cares for cinema of sense and substance. It stresses the fact that Tamil cinema has to break the mould if it aims to grab eyeballs. Gautham Menon has crafted a movie that will stay in our hearts for a long, long time The best part about VTV however, is not the portrayal of love but in its ability to make you observe a positive angle through the struggle of love Dreamy love story in an unhurried pace.



Best Moments

Best line in vtv movie:

"sir love favours the brave soningalla....!!

adhu thappu... love favours the intelligent...!!"

Best lyric in vtv

"it melts my heart"

*"Everybody wanna know be like be like,
I really wanna be here with you..*

Is that enough to say that

we are made for each other is all that is

**Hosaana* true"*

131 DIFFERENT KINDS OF



By
MONICA BALA
II MBA



If ever you wanted evidence of just how sweeping and fragmented “marketing” is, try making a list of every kind of marketing out there. It starts simple enough, with search marketing, email marketing, product marketing, viral marketing — next thing you know, you have over a hundred terms!

- account-based marketing — marketing to individual, key accounts as markets of one
- affiliate marketing — paying affiliates to send traffic/customers to your website/business
- agile marketing — using agile development methodologies in the marketing
- algorithmic marketing — using software algorithms to execute (semi-)automated marketing (computational)
- ambush marketing — piggybacking marketing on a major event without paying for sponsorship
- analytical marketing — quantitative methods and models of marketing
- article marketing — writing articles (online and offline) to promote one's business
- B2B (business) marketing — marketing to other businesses
- B2C (consumer) marketing — marketing to consumers
- B2P (person) marketing — marketing to persons, in business and life
- behavioral marketing — targeting advertising/offers based on user behavior
- blackhat marketing — primarily in SEO, unethically fooling the search engines to game rank
- brand marketing — developing your brand, often contrasted to direct marketing
- buzz marketing — getting people to talk about your stuff, similar to viral
- call center marketing — outbound telemarketing and handling of inbound prospect/customer calls
- campus marketing — marketing to (and often by) college students, campus ambassadors
- catalog marketing — marketing through printed catalogs delivered in the mail
- cause marketing — businesses marketing cooperatively with nonprofit(s) to mutual benefit
- celebrity marketing — use of celebrities as spokespeople, for endorsements or testimonials
- channel marketing — marketing promotions through wholesalers, distributors, resellers
- closed loop marketing — measuring ROI from lifecycle of marketing to sales
- cloud marketing — using software-as-a-service (SaaS) applications for marketing
- cooperative marketing — companies co-marketing a jointly developed product, service or brand
- communal marketing — engaging the public in the development of a marketing campaign
- community marketing — marketing by building an online community
- computational marketing — the marketing equivalent of computational finance
- content marketing — producing useful or entertaining content for your audience
- contextual marketing — delivering relevant, optimal messages/offers, esp. online
- controversial marketing — generating attention through controversy or conflict
- conversational marketing — actively engaging with consumers in two-way conversations
- conversion (rate) marketing — optimizing conversion rate in on-line marketing and sales
- conversion content marketing — a hybrid of content marketing and conversion marketing
- corporate marketing — company-wide marketing and standards, esp. in multi-product firms
- cross-marketing — co-marketing, product bundling, co-promotion, licensing, etc.
- culture marketing — branded content, the intersection of culture and marketing
- data (web) marketing — using data as a marketing channel, esp. with the semantic web
- database marketing — using databases, such as CRM systems, to drive marketing programs
- data-driven marketing — use data, especially analytics, to direct marketing decisions
- digital marketing — marketing through digital channels, primarily the Internet
- direct marketing — marketing directly to audience, often without TV, radio, or print ads
- direct response marketing — direct marketing expressly designed to solicit a response
- disruptive marketing — applying disruptive innovation in marketing to create new markets
- diversity marketing — marketing to different culture groups in audience, i.e. in-culture marketing
- door-to-door marketing — salespeople walking to houses, knocking on doors
- drip marketing — sending pre-planned messages to prospects/customers on a schedule
- email marketing — emailing prospects/customers, either by list rental or express permission
- entrepreneurial marketing — marketing in start-ups and new ventures, often guerilla style
- ethical marketing — marketing ethics for being socially/morally responsible
- event marketing — running events such as trade shows, conferences, seminars, festivals
- expeditionary marketing — forging new markets before competitors
- experiential marketing — enabling sensory interactions with brands
- Facebook marketing — marketing on and through Facebook
- field marketing — people selling and promoting in person, “in the field”
- geomarketing — geo-targeting for marketing tactics such as price, promotion

- global marketing — marketing of products/firms worldwide, global strategy and structure
- green marketing — explicit promotion of products that are environmentally friendly
- guerilla marketing — low-budget, high-impact marketing, typically entrepreneurial
- horizontal marketing — similar message across different groups/industries, in contrast to vertical marketing
- inbound marketing — pulling in customers via content, instead of pushing ads or cold-calls
- industrial marketing — B2B marketing but specifically for large firms, esp. manufacturers
- influence(r) marketing — focus on convincing a few influential people in a market
- informational marketing — providing useful/educational material to nurture audience, like content marketing
- in-game marketing — in-game advertising, also known as advergaming, and in-game promotions
- in-store marketing — promotions based at a retailer's location
- integrated marketing — coordination and integration of multiple marketing tools, channels, vehicles
- interactive marketing — interactions between marketers and prospects, mostly online
- Internet marketing — synonymous with online marketing and web marketing
- internal marketing — marketing to one's own employees to synchronize customer experiences
- international marketing — marketing overseas/across national borders, same as global marketing
- keyword marketing — researching and optimizing keywords in search marketing
- left-brain marketing — roughly synonymous with analytical marketing
- local marketing — ad targeting and promotions to support brick-and-mortar stores
- Long Tail marketing — marketing to many niche segments that aggregate to a huge audience
- loyalty marketing — focus on growing and retaining existing customers, e.g., rewards programs
- mobile marketing — marketing delivered via mobile devices such as (smart)phones
- multichannel marketing — using multiple channels to reach customers
- multicultural marketing — pursuing ethnic audiences with products, advertising, experiences
- multi-level marketing — marketing by recruiting others, who recruit more; e.g., pyramid scheme
- neuromarketing — the intersection of brain/cognitive science and marketing
- new media marketing — essentially synonymous with online marketing, fading term
- newsletter marketing — delivering regular newsletters to target audience via email or print
- niche marketing — targeting very specific audience segments
- non-traditional marketing — methods outside the norm, e.g., publicity stunts, guerrilla marketing
- offline marketing — all marketing that doesn't happen online, traditional marketing
- one-to-one marketing — marketing to individual consumers: identify, differentiate, interact, customize
- online marketing — marketing online, same as Internet or web marketing
- outbound marketing — contact prospects via ads, cold calls, list rental; opposite of inbound
- outdoor marketing — examples: door hangers, car advertising, billboards, balloons
- out-of-home marketing — marketing to people in public places, e.g., outdoor marketing
- performance marketing — marketing driven by performance metrics and ROI
- permission marketing — inspiring your audience to want to hear from you
- personalized marketing — like one-to-one marketing, including product customization
- persuasion marketing — derived from "persuasion architecture" for effective web marketing
- point-of-sale marketing — advertising to customers at point of a purchase in a store
- post-click marketing — user experience after an ad/email click, e.g., landing pages
- PPC marketing — pay-per-click marketing on search engines, ad networks, social sites
- product marketing — marketing around a particular product, versus corporate marketing
- promotional marketing — broadly speaking, almost any kind of marketing to attract customers
- proximity marketing — localized wireless distribution of advertising associated with a place
- pull marketing — pushing messages to prospects, synonymous with inbound marketing
- push marketing — prospects pull messages from you, synonymous with outbound marketing
- real-time marketing — accelerating marketing in the age of speed
- referral marketing — encouraging/incentivizing existing customers to refer new customers
- relationship marketing — emphasis on building long-term relationships with customers
- remarketing — modern meaning: behaviorally-targeted advertising
- reply marketing — replying to end-users with personalized messages, e.g., Old Spice campaign
- scientific marketing — application of analytical testing/statistical methods in marketing
- search (engine) marketing — organic and paid promotion via Google, Bing, etc
- self marketing — marketing yourself, also known as personal branding (
- services marketing — approaches for selling services instead of products
- shadow marketing — unexpected marketing outside the control of the marketing department
- shopper marketing — understanding how consumer shop across channels and formats
- social marketing — changing people's behaviors for the better, not social media marketing
- social media marketing — interacting with prospects in social media channels
- sports marketing — use of sporting events, teams, and athletes to promote products
- stealth marketing — ways of marketing surreptitiously to people, undercover marketing
- street marketing — unconventional marketing in public places meant to engage prospects
- technical marketing — marketing with technical depth to a technical audience
- telemarketing — calling people on the phone with a pitch, usually uninvited
- test-driven marketing — systematically and iteratively testing marketing ideas
- time marketing — research on when to release and promote products in the market
- trade show marketing — subset of event marketing, exhibiting and promoting at trade shows (TSNN)
- traditional marketing — pre-Internet marketing methods and channels
- undercover marketing — when consumers don't know they're being stealthily marketed to
- user-generated marketing — marketing created by consumers, communal marketing
- vertical marketing — packaging a solution differently for different industries
- video marketing — incorporating videos in online marketing, leveraging YouTube
- viral marketing — tapping into existing social networks to spread a marketing idea
- web marketing — marketing on the web, synonymous with online marketing
- word-of-mouth marketing — when happy customers spread your marketing message (WOMMA)
- youth marketing — targeting young audiences, often using emerging channels



Two years was exclusively allotted to groom and shape my career, my MBA programme. There are two things which the institution gifted me. I was one among those lucky students who got the opportunity to be taught by Mr.Venkiteswaram, Professor -Strategic Management IIM A. He gave me the virtual exposure to the killing vibrant corporate world. Then one fine day a thin fair old man came to class. He was the first person who impressed me with a virtual welcome bouquet. He introduced himself as a simple banker. But he taught me not just banking but something more, values for life. The best thing TSM gave me was the opportunity to meet Mr.Kothandaraman, retired AGM Bank of India. The experiences and examples he cited are embedded in my heart. "Sorry" "Please" and "Thank You" mean something more when its from him. I will always take the words which he uttered in my last day of college . He said "You can afford to forget what all I taught, not an issue..But do not forget three things for life...Dont forget to laugh even for the worst joke your boss utter...Work Life balance should not be compromised at any cause...and the third most- important-thing is 10% of the salary what you earn does not belong to you...Do Charity"..just a day to go for the women's day and i remember him distributing sweets for us. A more godfatherly is the relation I share with you. A learning for life! Thank you sir for all that you have given me .

✍ By

MS. MEENAKSHI D
(2010-2012)
CREDIT ANALYST(BANKING
AND FINANCIAL SECTOR) ,
ICRA





By

UTHRA RAVICHANDRAN
I PGDM



The real history of Valentine's Day is not comprised of roses, chocolates and pretty cards. Instead, crime, imprisonment and execution are at the genesis of our modern day love fest, dating back to the man whose martyrdom may have inspired the holiday. There were reportedly three early Christian saints named Valentine, but the one the holiday likely comes from was a Roman priest during the 3rd century A.D. under Emperor Claudius II.

The Roman Empire was experiencing massive turmoil at the time. Dubbed the 'Crisis of the Third Century' by scholars, this period saw the empire divide into three competing states, with the threat of invasion all around.

Claudius made the unpopular decision to ban marriage among young people, believing that unmarried soldiers fought better than married soldiers. With the Roman Empire hanging by a thread, Claudius needed all the brazen war power he could get.

This is where Valentine comes in; the pesky priest who believed marriage to be a God-given sacrament. Valentine began officiating marriages in secret but was eventually found out and imprisoned. Author Greg Tobin noted that the advent of the Valentine's Day love note may have come about from young children passing Valentine notes through the prison bars, but this may be embellishment to an otherwise tragic story.

Tobin describes Valentine's fate:

The priest was eventually beheaded and then named a martyr by the Church because he gave up his life to perform the

sacrament of marriage: for love of love and love of God.

At the end of the 5th century, Pope Gelasius I declared February 14 to be St. Valentine's Day, and centuries later romantic authors like Geoffrey Chaucer and Shakespeare helped seal the deal with references to the day in their works.

Every February 14, across the United States and in other places around the world, candy, flowers and gifts are exchanged between loved ones, all in the name of St. Valentine. In addition to the United States, Valentine's Day is celebrated in Canada, Mexico, the United Kingdom, France and Australia. In Great Britain, Valentine's Day began to be popularly celebrated around the 17th century. By the middle of the 18th, it was common for friends and lovers of all social classes to exchange small tokens of affection or handwritten notes, and by 1900 printed cards began to replace written letters due to improvements in printing technology. Ready-made cards were an easy way for people to express their emotions in a time when direct expression of one's feelings was discouraged. Cheaper postage rates also contributed to an increase in the popularity of sending Valentine's Day greetings.

Americans probably began exchanging hand-made valentines in the early 1700s. In the 1840s, Esther A. Howland began selling the first mass-produced valentines in America. Howland, known as the "Mother of the Valentine," made elaborate creations with real lace, ribbons and colorful pictures known as "scrap." Today, according to the Greeting Card Association, an estimated 1 billion Valentine's Day cards are sent each year, making Valentine's Day the second largest card-sending holiday of the year. (An estimated 2.6 billion cards are sent for Christmas.) Women purchase approximately 85 percent of all valentines.

Anubala B

Kadhalum karuvum endray, Sugamai
valitharum sumai, Epuluthum sugamai
mudivathillai !

Baranidharan M

Dambikai pachu, Love pachu

Bharath Kannan V

I LOVE U IS A MATHEMATICAL
FUNCTION, WHERE I LOVE IS A CON-
STANT, AND U IS VARIABLE

Chandrasekaran V

Love is addict !

Divya Bharathi R

Love is an illusion

Gautham TA

LOVE IS A MOTIVATING FEEL!

Gayathri A

The thing about love is you tend to
show the person even you don't get it
back. It changes you completely. You do
all sorts of sacrifices just to see the
person's happiness. Even when your ego
gets hurt you let it stay aside for
the sake of the person.

Janani S

Love is "him"

John Thomas P

Love is like ♥2

Karthikesh PS

Miss Panna Feel pannanum #Love

Manoj Jones Raj V

Love cannot be defined, It can only be
felt

Meenatchi S

LOVE IS UNCONDITIONAL

Sreekesh S

FOOLS GOLOD

Srivats R

Love is a feeling

Surya M

LOVE MAKES LIFE MISERABLE

Syed Ibrahim M

Love is life. And if you miss love, you miss life.

Vetrivel J

Love is what, I feel when am with the certain some-
one

Paul Raj P

Each Love has its own Experience, I
always expect for new

Rajiv Subramaniam

STARTING LA MOTIVATE PANDUM,
APPAM MOTTA PODA VAIKUM

Sachin John Raju

Still Nobody knows what is love ! Enakum
Theriyathu

Sairam TA

Love is something that makes you feel
happy and important

Shruthi Sankari P

LOVE MAKES LIFE BEAUTIFUL

Senal Rose Thomas

Love its U, Its always been U

Subha Shanmathi D

LOVE IS LIKE BUBBLEGUM, @FIRST
IT WILL BE SWEETER, LATER BE-
COMES TASTELESS

Suganya R

Love is bulljit
Vaishnavi

Love is a fog which fades away soon

Deepika M

LOVE IS LIFE

Maruthanayagam Sairam M

OFTEN, LOVE COMES AT THE COST OF
LOGIC!!

Prabha VA

LOVE IS NOT ONLY BETWEEN LOV-
ERS, IT'S A SWEET FEELING FROM
THE PEOPLE WHO CARES FOR US OR
WHOM WE CARE



Yamini

Love the heart which hates you, but don't hate the
heart which hates you

Packia Ramanan M

Everyone Loves to be loved

Ruba Atchuthan G

Love is like a Glass House, Difficult to make, A stone
is enough to break

Vignesh Rajan B

Love is Freakness...

Patrick Le

Love is feeling which a
beautiful drug that's

Uthra R

LOVE

Gifts

Perfect Love

Jerine

THEVA IL

Nare

Love

Krithika R
Commitment with pain
Abinaya R
LOVE IS MADNESS

Abinash A
LOVE, WHERE THE LOVE IS, AND
LEAVE THE REST

Aishwarya R
LOVE IS A HEARTY HUNTER WITH ONLY
ONE DESIRE

Anand G
Love is unconditional

Benitta Edwin
Love is like a briyani with a leg piece on
the top of it

Eunice Kennet J
LOVE IS ADORABLE

Gnana Vasanthi S
LOVE IS A SECRET WORLD

Hari Hara Suthan S
Love, the feel which brought meaning
to my life

Jayananda Bharathi
Love is you get attracted to someone
but you don't know why !

Kabilan V
Love the Love

Karthik S
Everything is possible when you feel love !

Kiruthika C
Love is a Beautiful Pain that happens
only once in life time

Malarvizhi M
Right in the middle of ordinary life

starts a fairytale, where destiny allows
some people to meet when, there is no
way for them to be together !

Manikandan B
LOVE CAN BE PARADISE. LOVE CAN
BE HELL. BUT BY THE TOUCH OF
LOVE EVERYONE CAN BECOME A
POET

Milton Raja Selvam E
Yet to Experience

Mohamed Sulaiman TAA
Extraordinary Feeling

Mythili M
Sweetest Pasion

Nantha B
Love is Blank

Prasanna Hari R
Love is hard to find, hard to keep, Hard
to forget

Priyadarshini G
Love is not just romance it is a care
that wipe your tears, break your pains
and holds your hand forever creating a
new version of your own smile.

Ramakrishnan G
Love is 100% trust

Ramanathan PL
Love is a combo of heaven and hell

Sakthinarayanan
When you truly love a person , then the
entire world will make a way to reach
that person

Salai raj G
AN INTANGIBLE FEELING WHICH IS A
TOUGH NUT TO CRACK



Antus Fernando T
mazes me everytime, Its a
never wrong to be with.

Santhosh Raj S
LOVE IS THE SELFISH DESIRE TO BE SELFLESS TO
SOMEONE

avichandran
IS DIVINE

Velprasath P
Love is Extinct

n Johny S
cast out all fear

e Kiruba J
BLADHADHU

ndran V
e is Cute





Love

The Expression of feelings, thoughts, care and emotions.

The Word that spreads everywhere and in everyone all along with us experiencing and exploring daily in ourselves. It is a form of feelings, emotions and thoughts which can be expressed through Mouth, Hands and especially Eyes. In this world for God's sake that anything needs a medium to express. In this way love takes some organs to express.

It can be of any form. Between a boy and a girl, brother and sister, mom and son, father and daughter, between our souls (Friends). You can see the love in real time even in our college campus where Monkeys carrying away their young ones (Infants) it is the care that given by the monkey.

All along the years love can be perceived as that it always belongs to a man and an woman, but really not. Though we have experienced the real meaning of love when a mother and father lifts their child for the 1st time. The amount of love will be more when a Father knows that it is a girl who has born to him and he takes the baby with some huge amount of love and happiness which could not be explained he will be speechless. In the same way that a Mother does when a boy born to her. This opposite sex attract everyone. This is what the entire thing about love. Also

the fact we have come across that love is blindness. Is it so? Actually yes. It can be felt at the time of pregnancy mother shows immense love and care without knowing anything whether it is a boy or a girl

?white or black ? rude or soft ? She eventually does it even after the pregnancy. It is a peculiar and a precious thing between a family. Small silly shits expressed in the form of Love between the siblings.

If You love your Dad, he gives you whatever you want.

If you love your Siblings, he/she will give enormous caring.

If you love your Friend, he/she gives mixed emotions.

If you love a Boy or a Girl, he/she definitely gives you pain in one way or the other.

But even if don't love your Mom, she gives you pure Love.

Love between a boy and a girl unexpressed. If a boy sees a girl or the other way, some crisp changes occurs on seeing a particular person. The reason for that is heart and brain. It has been

seen that love is originated from heart. Sensibly not, it is originated from the brain. When you see the person you love the your heart starts to beat fast. Does anyone felt that ? 9 in 10 of them are faced such a tremendous feeling. Years have been passed, generation has been changing, technology is improving, way of expressing love also changed. But the heart beat alone remains the same when we see our loveable girl or boy. The reason why the heart beats fast is that the brain sends signal to heart that makes the heart to beat faster. Brain putforth all your thoughts as to why you love or like a person. Main thing is the brain, but the heart is involved.

Sleep and love both are of similar difference. In this world everyone can get these two things without giving anything. Yes absolutely free..!! One could not control both sleep and love, rather both controls the person. So if you love you won't be able to sleep. Heart and brain will fight each other. Whether the face is beautiful or the

heart is ? Always there is a bridge between love and sleep when a person falls in love.

Many things in this world are destroying like anything. Dinosaurs are considered as extinct species. But not love, this won't destroy until the world considered to be an extinct..!! If something destroys earth, then it will emerge in Marstoo..!! Love is not an ordinary happening. It happens

and you will realize at the time when you are unrealized by both heart and brain.

Love makes Life beautiful. Does Life makes love beautiful ?yeah of course. The biggest thing in life is not to make money. Ultimate aim is not only to earn money, but also to earn people through love. This makes you to cherish your life to the fullest, not money.

Opposite of love is hate, We all know that it doesn't sounds good. But it do, when it is said by the loveable person of ours.

#Cuteness has been overloaded. So get some hate you from your dears.

Love is everywhere, it may felt by experiencing it. No words could express the real essence of life. It is worth when it is unexplained. This is what my perception towards love. Depending upon the people it may varies.

When it is going smooth,

LOVE Language Of Various Emotions.

But When it is going hard,

LOVE Loss Of Valuable Essence.

Some context may be explained or perceived badly by me. If so forgive me at the earliest. Pour your anger through love.

Addicted to all forms of Love....!!!!

Love is not something that you find. It is something that finds you.

#LovePeople #Love to be as people.

LOVE – Love Others Very Eagerly...



With Love,
Mohan
(1st MBA).

LOVE IS...



...when your happiness comes first



LOVE IS...



...you make me feel alive!



LOVE IS...



...picking me up when I'm down



LOVE IS...



complicated ...

LOVE IS...

...being healthy for you



OUTLAWS



love has no law...

(I want YOU, reward is ME!)

You're the best!



...Appreciation

WHENEVER YOU CALL



I get all happy and feel like a kid



...fighting for love



LOVE IS...



...knowing that you can't do it alone

I love you t..thi...s much!



Even if you're not here with me



LOVE IS...



LOVE IS

LOVE IS...



LOVE IS...



Jumping into bed sometimes just to think of you...

TRUCE...



IF ONLY...



...it can make you understand my heart...

OK you win! YOU WIN!!



LOVE IS...



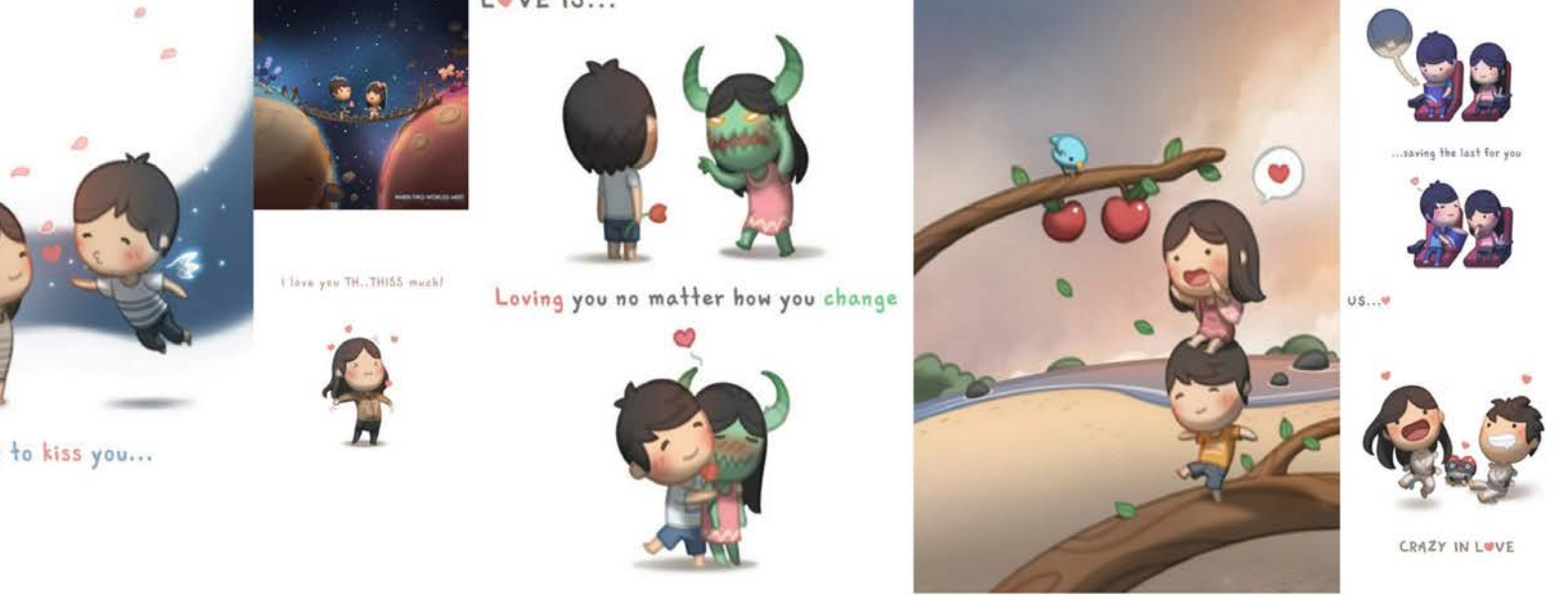
is the best medicine!

LOVE IS...



...play





HJ STORIES BY UTHRA RAVICHANDRAN I PGDM



...so the story begins



...accepting differences

I'm your superman



your love makes me melt...



...food you make



...singing and dancing together



Caring



Jingo



Can't wait to see you...
...and when I finally see you



had this feeling...



where your heart beat so fast...



and you feel out of breath...



but sometimes...



...overcoming obstacles together



LOVE is...



CUDDLING
BEST THING IN



...showing me your world

Not worrying about a thing when
I'm with you



I'm your NO.1 fan!



my wife the lost & found magician...
MORNING KISS



LOVE is...



whining... cause I miss you

LOVE is...



Can't wait to see you...

FIRST KISS



LOVE is...



becoming speechless in front



DAY-DREAMING: LOVE TRAP

oh please... please...



LOVE is...



Laughing happily together

YOU IS THE
THE WORLD...



LOVE is...



CONFESSION



LOVE is...



...PATIENCE



SOON

If there was a nuclear bomb...
I'd turn us into cockroaches



LOVE is...



FOREVER...

LOVE is...



LOVE is...



Sneaking out to see me...

LOVE is...



growing old with you...



being with you on a stormy day

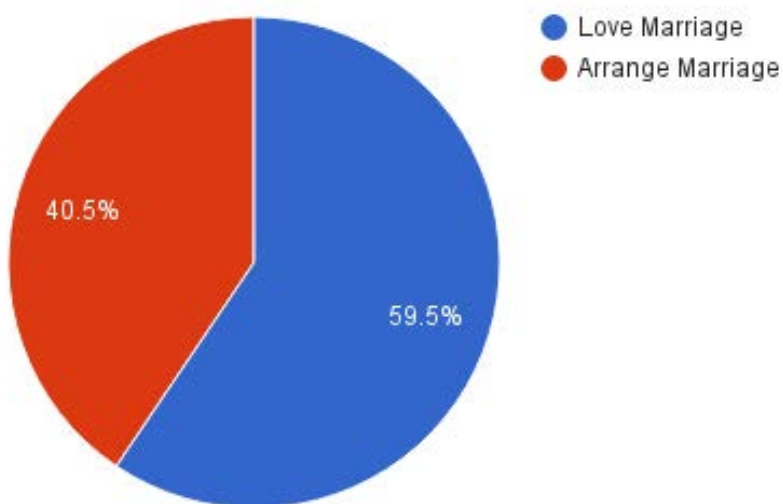
US...



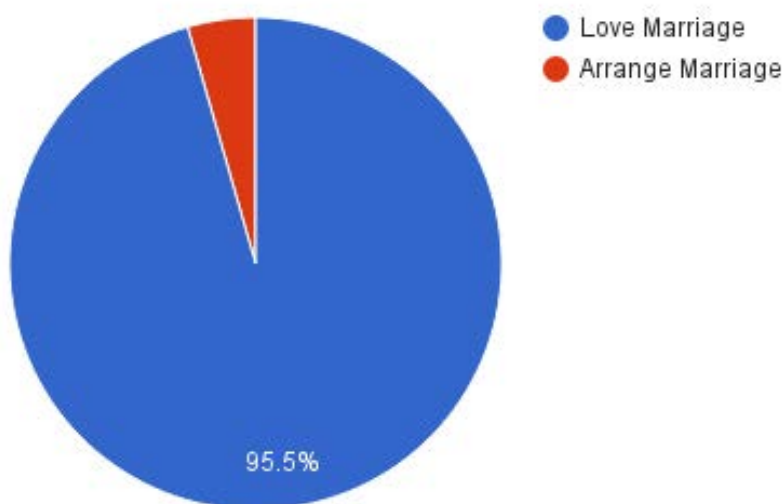
Mask of the Month



Count of If you are a female, for a successful life which marriage will be better



Count of If you are a male, for a successful life which marriage will be better



LOVE FACTS

record breaking 410 respondents

TWO STATES

Book Review

A LOVE WHICH NEVER ENDS



AUTHOR : CHETAN BHAGAT

CAST

- Arjun Kapoor as Krish Malhotra
- Alia Bhatt as Ananya Swaminathan
- Amrita Singh as Kavita Malhotra (Krish's mother)
- Ronit Roy as Vikram Malhotra (Krish's father)
- Revathy as Radha Swaminathan (Ananya's mother)
- Shiv Kumar Subramaniam as Shiv Swaminathan (Ananya's father)
- Sharang Natarajan as Manju Swaminathan (Ananya's brother)

Across boundaries of states and miles far away, a love forever. We have heard south pole and north pole attracts and experienced with magnets but now it became a realistic by connecting Ananya and Krish through the MAGIC OF LOVE. The fun they had in and around IIM A is not only for us but also for those who read this one as an epic love story. Author Chetan Bhagat understood the feelings of a country like India which has more than half of the population as youngsters. The premarital relationship between the two characters took the readers penetrate through the love story. Indians do like Friends with benefits. This generation like these kind of relationships in a love. More than a friend and less than a relation like a flirtationship became more common nowadays.

Both the Punjabi Krish and Tamilian Ananya were in a love which took them to get married with the approval drama from their culture minded parents. The highlight of this story is that both Krish and Ananya trying to convince their respective parents and bringing out the fact of the typical Indian cultured marriage.

Duniya me shaadhi karne keliye sabse zyada zarrori kya? Pyaar hain

Lekin hamari hindusthan mein dho chaar steps aur

Ladki ki family se ladhke se pyaar hona chahiye aur ladhke ke family ko ladhke se pyaar hona chahiye, ladhki ki family ko ladhke ka family se pyaar hona chahiye aur ladhka ke family se ladhki ki family se pyaar hona chahiye
Ye sabh ho jaane ke baath agar galthi se thoda sa pyaar bach jaye, tho ladka aur ladki shaadhi kar lethi !!!!!!!!!!!!!!!
!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

The narration of love between Krish and Ananya was alluring. The climax was heart breaking, where the author brings the total focus of the readers, because after a real hard time trying to convince each of their parents, the successful marriage ends in a Tamilian style. This makes the readers to feel the entire charm of the beautiful story, where by Krish Malhotra and Ananya Swaminathan gets wedded with their parents blessings. To show them in a real life this story has been written and it has happened really to prove things right when it comes to love.

TAKE AWAY FROM THE STORY:

Why our parents are against love marriage;

It's not the matter of culture, caste or communities, it's the matter because we find a life partner for us without telling them

If we fall in love with someone, it does not mean that the love or respect that we had towards our parents has been reduced. Because love does not reduce, it always fulfills everything. And they must also feel proud on seeing us that we must also love our spouse unconditionally like our parents did for each other !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
!!!!!!

By

Karthikesh (1st year MBA)
& Monica.B (2ND Year PGDM)

Tanya Dubash

Executive Director and Chief Brand Officer, Godrej Group

Tanya Dubash is heading the Godrej Group's Mastermind 2.0, a customer connect initiative that looks at products ranging from hair colour to fridges to hi-tech engineering products. She is spearheading the mission to create a brand identity for the group among the new generation, and grow its revenues exponentially

TOP 10

Powerful Women

in India

Shanti Ekambaram

President, Consumer Banking, Kotak Mahindra Bank

Shanti Ekambaram is responsible for driving in 1/3rd revenue of Kotak Mahindra Bank. She is driving digital innovations at the bank, which integrate conventional banking with social media seamlessly, offering the best of both worlds to customers. In addition to being a quintessential banker, Ekambaram is deeply involved in SOPAN, an NGO that works for educating and rehabilitation of autistic kids and always makes time for it on the weekends.

Jyoti Deshpande

Group CEO and Managing Director, Eros International

Jyoti Deshpande leads India's biggest and most profitable film-making and distribution company, Eros International. With a string of hits like Bajrangi Bhaijaan, Tanu Weds Manu Returns, and Dabaang2 to her credit, Deshpande's passion now is taking consumers digital. With Erosnow, she wants to make latest movies and other content available for free on the web and on mobiles for people to enjoy.



By: **UTHRA RAVICHANDRAN**
I PGDM



Aruna Jayanthi

Chief Executive Officer, Capgemini India

Aruna Jayanthi heads one of the biggest business units of the Capgemini group with as many as 85,000 people. Jayanthi has grown into one of the most powerful leaders in the IT services industry today. She is also an Executive Council member of NASSCOM.

Nita Ambani

Chairperson of Reliance Foundation and director of Reliance Industries.

She leads India's biggest corporate CSR outlay of over Rs 1,500 crore annually. Reliance Foundation's flagship programme Bharat India Jodo (BIJ) is an attempt at capacity building and rural transformation to help make India a developed nation by the 100th year of Independence. Her 13 schools teach over 15000 children. She launched the Health For All initiative through community outreach programmes around the hospitals for the underprivileged. Reliance Foundation has touched over 4.5 million lives till date.

Kirthiga Reddy

Managing Director, Facebook India

Kirthiga Reddy heads the sales and advertising operations for India at the world's biggest social network, Facebook. With 132 million monthly active users, Facebook India is the company's third largest contributor to its global user base. Kirthiga believes consumer consumption of media is shifting to digital and mobile, and Facebook has a role to play in helping businesses, creative agencies and developers make that transition.

Radhika Piramal

Managing Director, VIP

Radhika Piramal's role model in business is Warren Buffett. When she took over as Managing Director of VIP in 2009, her goal was to strengthen its leadership position. And like Buffet, Piramal was determined to achieve this by consistently offering excellent, cutting-edge luggage solutions to her consumers. So, she resurrected Skybags, a range of funky luggage for youth, the Caprese brand for women, and Carlton.

Bhattacharya

Chairman, State Bank of India

Arundhati Bhattacharya, the first woman to head India's largest bank, the State Bank of India, has managed to deliver an encouraging performance despite the challenging economic environment. In the past two years, she has managed to put a check on non-performing assets, delivered profitable growth and introduced new initiatives in the digital banking space.



Arathi Krishna

Joint Managing Director, Sundram Fasteners

The TVS family scion is behind the company's stellar growth over the past decade. In the last financial year, the company's income rose 16 per cent to Rs 3,238 crore, while the stock has given a return of more than 18 per cent over the last 12 months.



Chitra Ramkrishna

MD and CEO, National Stock Exchange

Chitra Ramkrishna has taken the National Stock Exchange far ahead of its rivals in the past couple of years. She is now focused on bringing in more and more retail investors into the stock markets by offering them suitable products. To that end, she has launched several ETFs, systematic investment plans, done ground level events and engaged with universities.

FRIENDSHIP

What is friendship?

Though the word is new not, definitions of each of us can be as vague as 'Friendship is Fun', 'Friendship is happiness', 'Friendship is life', 'Friendship is everything' and so on, because friendship is the hardest thing to explain than the management concepts. Don't you love to have 'friendly parents', 'friendly siblings', 'friendly bosses' and 'user-friendly products'? Have you ever wondered, what is so special about being 'friendly'? The word itself is so special that it means being sociable, affable, good-natured, open, kind, agreeable, easy-going and loving. Read on, to feel more special!

A friend is the one who knows your best and worst, fights with you for no reason and promises to never fight anymore, mends your heart, drives you mad, lets you go of your fears, motivates you when you're down, doesn't care if you're ugly or cute, doesn't bother if you're rich or poor, opens out even their darkest secrets, gives the worst criticism, expects nothing and loves you just the way you're. Often, a sister, a brother, a husband, a father and a mother may show a combination of a few of these things, but it is a friend from whom you can expect all of these (and even more). Most of the marriages that are said to be made in heaven fail, due to the absence of friendship between the two. Yes, friendship is a bond that every relationship should embrace within it.

Friendship is a relationship that shares not a single drop of our blood, but knows every cell of us. At each stage of

our life, comes a friend. Some remain as the sky and some disappear as the stars. But none fails to leave without a lesson. Every one of us would have had someone who used to be very close with us and is no longer in touch with us now. Think over, you must have learned something from that breakup story. Because, there can be no better teacher than a friend!

Also, as millennials and tech geeks who are socially unsocial, we need to understand that the one who likes all your posts and status updates aren't friends but well-wishers. A true friend can possibly be the one who understands your emotions behind the emoticons that you upload and gets back to you at that instant. They're the ones. Behold them! Your phone's contact list may have 250 names, your Facebook account may have more than 1000 people listed under the basket named 'Friends', but are they all your best buddies? Definitely, no!

Now, think how many true friends do you have? There must be someone (or many) who engrossed your mind for the past few minutes as you read through. If he/she is sitting next to you, (don't look around), just hug them! If you're spatially apart, just pick up your smartphone and ping them. After all, friends are the best companions whom you can't afford to live without.

BY

Tamizh punguil mozhi
II MBA

Opposites attract is true in our relationship

Came into my life a year ago and she has helped me through some tough times. We have become very close and I have never opened to anyone more than her. The old saying has always been, "Opposites attract". Obviously when people think of this saying, they immediately think it is true only in love, but our friendship has been an exception. My strength is her weakness. I am outspoken and make friends easily but she is a very reserved one and never try to mingle with others. At times I used to wonder "How would it be if I am staying composed like her". Our personalities and opinions haven't synchronized till today but our dissimilarities brought us closer and we never stayed apart. I used to make her do all kinds of things she wouldn't have otherwise tried. When I got stuck on a personal problem she helped me to come out of it. She is much better at advising me than I do it for myself. She under-

stands my situation better than me and stayed holding my hands during all my tough times. She never gets bored listening to my personal stuffs. Though I know she is probably right, sometimes I do not go with her advice on the problem am dealing with. We both had been supporting each other during our placement times. She care too much for me when am feeling down. We can be called exceptional friends because we never tried to push each other against our interests and opinions. We had never been fun loving friends rather stayed loving each other unconditionally. She came to me when many ignored her and now being my bestie. Thanks to those who gave her to me. We two share the most important thing off all: unconditional love.

Dedicated to
Hari Priya.M

Written By
Kavi Priya

CHANDA KOCHHAR



In India's male dominated banking sphere, Chanda Kochhar carved a niche for herself. This was no easy task. In her career which extends to over three decades of experience, she remained strong willed and alert. Her determination to make it to the top only grew from year to year. Kochhar's career growth can be traced along with the expansion of the bank over the past several years. She never stuttered in her growth and was one of the few who kept up with the aggressive development run of ICICI bank. It was her sharp

strategic planning which made the ICICI bank the 'Best Retail Bank in India' for five consecutive years.

Early Life Chanda Kochhar was born in Jodhpur in Rajasthan on November 17, 1961, but was raised in Jaipur in Rajasthan. She then joined Jai Hind College in Mumbai for a Bachelor of Arts degree. After completing her graduation in 1982, she pursued cost accountancy (ICWAI). Later, she did her Master's degree in management studies from the esteemed Jamnalal Bajaj Institute of Management Studies in Mumbai from where she received a Wockhardt Gold Medal for Excellence in Management Studies. In the same year, she won the J.N Bose gold medal for Cost Accountancy.

The 54-year-old bank chief in recent years has won so many awards and accolades that she has lost count. She was conferred with Padma Bhushan award in 2011 for her contribution to establish ICICI Bank as a leading player in the banking industry. She clinched the 4th spot in the Fortune's List of Most Powerful Women in Business, 2013. She was awarded the 'Business Woman of the Year' 2005 by The Economic Times of India and the 'Retail Banker of the Year' 2004 by The Asian Banker.

A firm believer that the woman force in an organization can grow only through merit, Kochhar leads by example by not expecting any special privileges for the fairer sex. An eternal optimist she does not shriek away from challenges. She believes that new entrants cannot disrupt large banks and that competition provides the best value to consumers. For her challenges are no more confined to achieving scale but of aligning strategy of organization with changed environment.

A mother of two, Kochhar efficiently juggles her career with family. She never slacks in her 24-hour schedule and utilises her breathing time to go through mails, telephonic conferences or to catch up on sleep. Her appointment as the head honcho of ICICI is an inspiration for all the women aspiring to make a mark in the corporate world.

THANK YOU READERS....

SEE YOU NEXT YEAR



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