

ECHOES

THE REFLECTION OF TSM



ECHOES- JAN 2016

Go Foodie...

Contents

BUSINESS *Dining* **ETIQUETTE**



Food **FACTS**



Festive **COLLECTIONS OF TSM**

ARETE 15

RESOLUTION TIPS

TOP 10 *Street Food*



Food **RECIPES**

CEO OF THE MONTH

CURRENT AFFAIRS

SONY 3D VIEWER



Editors Column

What is the most common sentence we often come across after a long day or during a hang out ? Perhaps "I am famished"? Yes you are right. But this time Echoes is famished and we are about to break our fast. And here we are with another astonishing edition from MAGCREW - "GO FOODIE". We have all the contents that could actually fulfill your appetite in a more literary manner. And we are proud that this is a mere feat that proves Echoes can convert anything informal into something managerial. This edition is aimed not only at food junkies, but for any Management student who is looking for careers in Food industry. The immersive experience which our designing team is most conscious about is back in a more elegant way. Thank you MAG-CREW. Thank you teachers. Thank you contributors. And thank you all well-wishers and readers of Echoes for making us scale higher and higher every time we venture something new. So what to wait for? The platter is all yours.

Love,

Mohamed Uvaise PMS
Editor

ECHOES MAGAZINE

THE REFLECTION OF TSM

Food Edition



N.Syed Ibrahim
I PGDM
DESIGNER



Monica B
II MBA
CO-EDITOR



Mohamed Uvaise PMS
II MBA
EDITOR



Ankit Anand
I PGDM
DATA ANALYZER

MR PRITHVI RAJ SINGH

CEO OF THE MONTH

The Oberoi Udaivilas, Udaipur
(No. 1, World's Best Hotels, 2015. No. 4, World Best Hotels, 2012)

HOW IT IS POSSIBLE.....?



By
Ankit Anand
I PGDM

Good food is always a complimentary to a luxurious hotel. So, with food edition let's see the top performing hospitality services in hotel business in India. Oberoi group is a global hotel company chain which is headquartered at New Delhi. At present is operates its business in over 5 countries with more than 35+ luxury hotels. Found in the Year 1934 by Rai Bahadur Mohan Singh Oberoi who bought properties from an Englishman in Delhi and Shimla. Born on 15th August, 1898 in erstwhile undivided Punjab, which is now in Pakistan, Mr. Rai Bahadur was only six months old when his father died. Success and fortune did not, therefore, come easily to him. Initiative, resourcefulness and hard work, combined with the capability to face and overcome the most overwhelming odds can best characterize this phenomenal entrepre-

neur. He started his job with a monthly salary of INR 50, as the front desk clerk at the Cecil Hotel. Today, Oberoi Group owns the hotel 'The Oberoi Cecil' where the young Mr. Oberoi found his metier. He was awarded by numerous awards as a self made entrepreneur, Including Padma Bhushan award in the year 2001. Headed by his son, Mr Prithvi Raj Singh Oberoi who is present Chairman of Oberoi hotels private limited. Vikram Oberoi, Son of PRS Oberoi and his nephew Arjun Oberoi serve as a Joint Managing Director. Hospitality is a valuable asset of an organization. Hence, recognizing the importance of quality management, Mr. Oberoi established 'The Oberoi Center of Learning and Development' at New Delhi in 1966. Today, this institution is considered amongst the best in Asia. The company has made Mergers among different groups of hotels

OBEROI



AWARDS



and it also manages hotels under a ₹900 crore EIH Association Hotels Ltd, a flagship company under India's 'The Oberoi group' and also Trident brand where it operates properties business in India and Saudi Arabia. Just like his father he was recognized by various awards and titles. Some of it includes, In the year 2004, a special award was conferred to him by the Department of Tourism, Government of India for his contribution in the tourism sector. He was given the lifetime achievement award at the CNBC TV 18 India Business Leader Awards in 2007. He received the Padma Vibhushan award in April 2008. He Received lifetime achievement award at the South Asia Travel and Tourism Exchange in 2008. He got lifetime achievement award at Ernst and Young Entrepreneur of the year awards in November 2008. He was named businessman of the year by Business India Magazine in 2008. He was felicitated with 'Hall of Fame' award at the Hotel Investment Forum India in 2009. He was given Corporate Hotelier of the World award by HOTELS magazine in 2010.

SERVICE



BRAND



HALL OF FAME



Schoes Foodie...





The TEMPLE OF LEARNING

TSM is enriched with a varied diversity with students from different parts of the country. TSM values each and every culture. The TEMPLE OF LEARNING celebrated the tamil festival called pongal on January 8th. TSM YUDDHA hosted the pongal celebration. In order to maintain the tamil tradition, both girls and boys wore traditional dress. Girls were dressed in saree and half saree. Boys were dressed in shirt and dhoti's. Various events were organized in accordance with the tamil culture.

PONGALO PONGAL

Where about 11 teams participated and they were provided pots and all the related ingredients to make the tasty pongal. Even boys enthusiastically took part in this event to prove they were equal to girls in cooking. The first prize was backed by 2nd year MBA girls(Monica. B, Ramya. v, Anukarthika, Nivetha, Haripriya) with a cash prize of Rs 500.

URI ADITHAL

Uri adithal reflects the pot breaking game. Both the faculty and the students took part in this game and they were giving their full po-

tential to break the pot with both their eyes been tightly closed with a cloth. The winner was provided Rs 200 as cash prize.

KAYIRU IZHUTHAL

This is a tug of war, where two teams comprised of both MBA and PGDM with seven members on either of the sides were asked to exert their full force to pull the rope to their side. The winners was awarded Rs 500 cash prize.

REPUBLIC DAY FUNCTION

On a bright morning of January 26, where the entire country was proud in celebrating the REPUBLIC DAY .With the same charm the TSMites also were proud in celebrating the most prestigious day of the country. Around 9:30, all the faculty members and the students assembled near the main block to contribute their respect towards the ever glowing national flag hoisting.

Following the flag hoisting, We had a good speech given by our director sir and our principal madam. Then as a love towards our nation , sweets and chocolates were provided to all students. The sweet that we are enjoying today is all because of the pain and the struggle faced by our BORDER SECURITY FORCE. So a great SALUTE to all the true heroes of the country.



By **Monica B**
II MBA



ARETE 2015

By
Shanmathi
II MBA



Arete the most awaited HR fest of TSM was held on January 8, spearheaded by the president of HR club back-powered by all the HR faculties. The Zonal HR (South Zone) of Mahindra and Mahindra Mr, Vinayakam honored the occasion as the Chief Guest. The events hosted were Chanakya (The BEST HR manager), Why so serious? (Role play), Quiz and case study competition. Our sponsor was Hi-Tech Arai Pvt. Ltd to whom we should be thankful to. The work for Arete was kickstarted well before to fine tune it to perfection. It began with calling for volunteers, event design, invitation and poster preparation. The invitations and the brochures were sent to over 100 colleges all over Tamilnadu. A student team even made visits personally to invite all the local colleges in Madurai. We had an overwhelming participants of over 120. Our team was well prepared to meet all the contingencies. We had participants from top notch institutions as well. The participants were provided certificates and winners were given cash prizes worth Rs 15,000/- . The feedback from the participants justified the efforts of TSMites. We believe that Arete 15 has set a even higher earmark for next year. Arete's sponsor has left us with a surplus with which the team is planning for another HR activity for the TSM students.

Your character is shaped, especially when you're in a business environment. Whether you're going to a business lunch with your peers, recruiters, clients or partners, you need to make sure you behave appropriately. We've put together the business dining etiquettes, which help you at your next business meal.

- The very first rule of business etiquette is – Don't be late. Five or ten mins late will leave a bad impression
- Dress properly for Business Lunch or Dinner
- If you are the host wait for the guest in the lobby for them.
- If the host has not arrived, wait in the lobby. Don't go to the table and wait there.
- Let your guest to order first
- Don't put your cell phone, keys or purse on the table.
- Look into (not over) the cup or glass when drinking
- Be polite to waiter. Say "please" and "thank you."
- Put up your right hand with your index finger raised slightly to get the waiter's attention.
- Cut one piece of meat or fish at a time on your plate and eat it before cutting the next one
- Don't share the food if you're with someone you don't know very well, or if you're at a formal business meal. If you're with someone you know better, pass them your bread plate with a little sample of food on it.
- Business should not be discussed until the meal has been cleared away
- Also, generally avoid complaining about business colleagues and work during the meal.
- Wipe your fingers and mouth often with your napkin
 - Place the napkin on your chair seat if you stand up. When you're finished with the meal, the napkin should be neatly placed on the left-hand side of your plate.
 - When you're finished, place the knife and fork together at the 10:20 position on the plate



BUSINESS *Dining* **ETIQUETTES**

By: UTHRA RAVICHANDRAN
I PGDM



MEAT BALL GRAVY

Ingredients

FOR THE MEAT BALLS

- ◆ 200 grams minced lamb (Kothu Kari)
- ◆ ¼ tbsp red chilli powder
- ◆ 1 tsp garam masala powder
- ◆ 1tbspmaida/cornflour
- ◆ 2 tsp salt to taste
- ◆ ½ tsp elachi powder
- ◆ Vegetable oil for deep fry

FOR THE GRAVY

- ◆ ½ cup onion paste – two large onion pureed
- ◆ 1 cup tomato puree – 3 large/med tomato boiled peeled and pureed
- ◆ ¼ cup cashew nut puree – 12-15 cashew soaked in warm water for 30 mins and then pureed
- ◆ 3 tbsp oil
- ◆ 2 cups of water
- ◆ 1 cinnamon stick
- ◆ 1 bay leaf
- ◆ 2-3 cardamom (elachi)
- ◆ 1tsp ginger garlic paste
- ◆ ¼ tsp turmeric powder
- ◆ ¾ tsp red chilli powder
- ◆ 2 tbsp butter
- ◆ ½ tsp garam masala powder
- ◆ 1tsp kashurimethi
- ◆ Salt as required

📖 Recipe

By Umesh Raaj M

II PGDM

Instructions

1. Mix all the ingredients listed in under meat balls except oil and make palm sized meat balls and keep aside.
2. Take a kadai and pour oil just as much for a dry fry of the meat balls.
3. Fry till golden brown and keep aside placing tissue papers underneath to drain excess oil.
4. Take a cooker with lid and pour 3 tbsp oil (use the oil used for frying the meat balls) and add 1 tbsp butter. Keep on med flame.
5. When butter melts, add cinnamon stick, bay leaf and cardamom fry till the flavours come out.
6. Add the onion paste and ginger garlic paste and brown it till the raw aroma goes away.
7. Add the tomato puree and saute for 5 mins in low flame.
8. Add turmeric powder, chilli powder, garam masala powder and cashew paste and saute for another 5 mins in med flame.
9. Add 2 cups of water and mix well, simmer the flame and cover with lid and let it cook for 7-10 mins
10. Open the lid, when oil separates from the gravy, add the meat balls and stir mildly without breaking the meat balls
11. Remove from flame and garnish with kasturimethi and butter.
12. Serve hot with Naan, Parotta, Chapathi or Basmati jeera rice



Food Facts

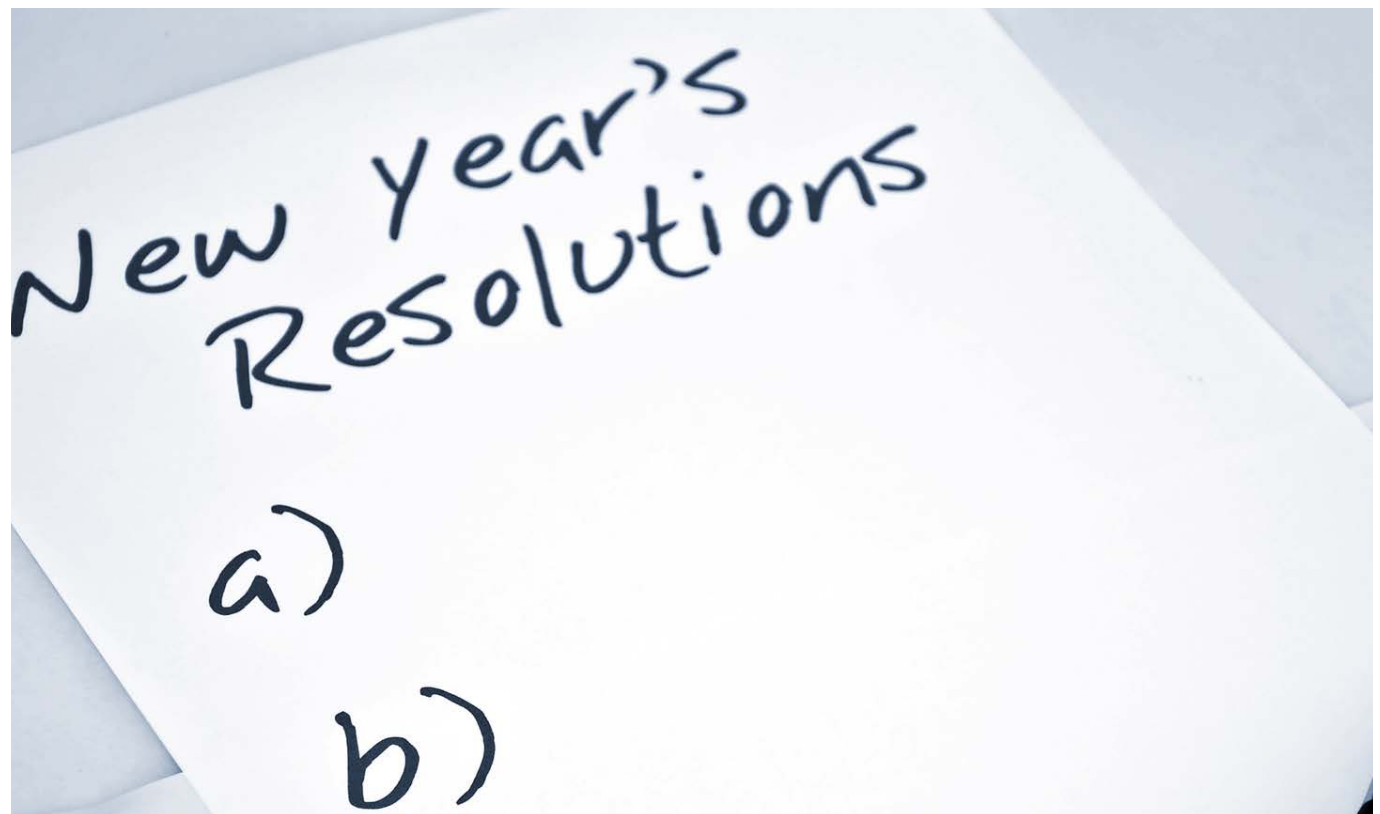
- *The fear of cooking is known as Mageirocophobia*
- *Carrots have zero fat content.*
- *Each pineapple plant only produces just one pineapple per year.*
- *Biting a wooden spoon whilst chopping onion will stop your eyes from watering.*
- *A row of corn always has an even number.*
- *Peanuts can be used to make dynamite.*
- *A watermelon is over 92% water by weight.*
- *Onion is Latin for 'large pearl'.*
- *Almonds are a member of the peach family.*
- *The fear of vegetables is called Lachanophobia.*
- *Pearls melt in vinegar.*
- *The tall chef's hat is called a toque*
- *Ketchup was sold in the 1830s as medicine*
- *The word vegetable has no scientific definition.*
- *When cranberries are ripe, they bounce like a rubber ball.*



📖 FACTS

By SWETHA BOOPATHY

II MBA



Resolution is nothing but a "new mindset". Mostly people start their resolution on the day of New Year as it is a new beginning for them. Resolutions are like being specific and being terrific. Resolutions are like a set of goals decided by ourselves to attain it.

Resolution is all about rejecting your old self. The reason for resolution could be of low performance. Resolution has to be specific.

I can't promise you that it will be easy to keep your resolutions, because to be honest, a lot of the time it won't be. But if you are willing to put in the time and effort, I promise I will give you the tools you need to make the changes you want to make.

HOW TO PLAN A RESOLUTION:-

1. A way to understand the hidden costs of your resolutions
2. A breakdown of the elements that your life is comprised of, so you know exactly where your resolutions come from, and how important they are to you
3. A concrete plan to keep your resolutions that includes:
4. "SMART", small, and challenging goals
5. A habit plan
6. A way to use the "progress trap", peer pressure, your future self, and structure to stick to your resolutions
7. Ways you can clear your mind and cut out distractions to focus more on your goals
8. Several concrete methods you can follow to act on your goals.

CUT YOUR DISTRACTIONS:-

Cut your distractions by stopping these things daily.

1. Surfing Facebook
2. Watching TV
3. Cleaning up around the house
4. Hanging out with friends
5. Checking email
6. Reading the latest news about Rob Ford
7. Listening to music
8. Playing video games

Let us try some resolution topics with examples:

"LOSE WEIGHT":-

It is a common resolution taken by all. All of us want to be fit in this society.

The resolution can be of:

1. Go up and down the stairs 15 minutes each day.
2. Have no more than a piece of cake a month.
3. Keep an eating journal.

"LEARN SOMETHING NEW":-

1. Enrol yourself in an online programming course.
2. Try to read books of different journals.
3. Read newspaper daily.

"SAVE MONEY"

1. Drop a coin in piggy bank every day.
2. Sell unwanted items.
3. Cancel unwanted spending.

"BE LESS STRESSED"

1. Do a five minute deep breathing exercise before dinner every day.
2. Get seven hours of sleep every night.
3. Take a vacation twice a year.

"INSTEAD OF DRINKING"

1. Try no drinking on weekdays.
2. Try removing alcohol and barware from home.
3. Join a self help group for alcohol addiction.

HOW RESOLUTIONS FAILS:-

The reason most people fail to keep their resolutions is that it's relatively easy to focus on the goal of a change instead of the logistics of what you'll actually need to do to make the change in your life. The moment you begin to romanticize about what a change will be like more than you plan and then hunker down to actually make that change, you've transitioned from doing to dreaming, and you likely won't keep your resolutions.

By
VIGNESH KUMAR
II MBA



HEARTS THAT *Love Deeply* CAN NEVER BE BROKEN

PREMAM, an Indian Malayalam musical romantic movie which is Written, Edited and Directed by Alphonse Putharen. The main roles are dramatized by Nivin Pauly(as George David), Madonna Sebastian(as Celine), Sai Pallavi(as Malar), Anupama Parameswaran(as Mary George), Shabareesh Varma(as Shambhu), Krishna Shankar(as Koya). Unlike the direction of Alphonse Putharen the king of this movie are the Music Director (Rajesh Murugesan) and the Cinematographer (Anand C. Chandran). Budget is about 4 Crore and the box office collection is 60 Crore. Georgean 16 year old boy develops an unreturned love for Mary, the beautiful girl from Aluva. As like the common youngster George does not propose quickly and is heartbroken to know that Mary is in relationship with another boy. This is the turnover in George's life as he is now the unafraid rowdy in college. On the fresher's day while ragging everyone George and his friends met Malar and that acci-

dently made George to fall in love over Malar and equally she too felt the same. George is again left heartbroken as Malar couldn't recognize him as she met with an accident and had lost her memories. Later Malar marries her cousin. At the age of 30, George came to know about Celine (sister of Mary George) through a conversation in an apparel shop. Then all over again he falls in love over Celine and proposed her, unknowingly of her engagement in the coming week. After the engagement had been called off Celine marries George itself which is a childhood word from Mary's sister. Malar attended George's marriage and remains unopened about the past at last he is happy with Celine now....

- Boys are always Boys
- Have guts to propose and she'll fall all over for you
- Have a profession, everything happens naturally
- Butterfly is Mentally Mental, So is **LOVE**.



By
PACKIA RAMANAN
I PGDM



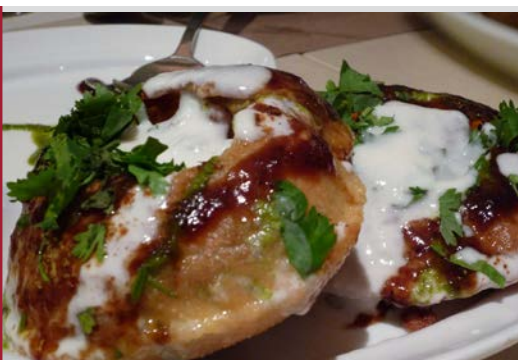


Top 10

street foods in india



By: **UTHRA RAVICHANDRAN**
I PGDM



CholeBhature:

Delhi, the capital of India is one of the best place to have street foods. Cholebhature is a Punjabi dish but very popular in major urban cities of India. Delhi is well famous for best cholebhature, commonly eaten for breakfast or snacks.

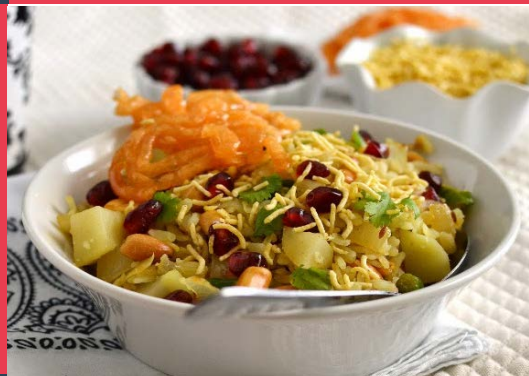
LittiChoka:

Patna, the most famous dish and the soul food for people of Bihar. LittiChokha is the best breakfast, lunch and dinner and one of the most important delicacy of Bihar cuisine. Never miss the chance to taste it on streets of Patna.

Vada Pav: Mumbai, the Indian version of burger and most popular road side food straight from the heart of Maharashtra. Vada Pav is the most loved and ultimate staple food item, consists of a fried potato dumplings called vada served in a bun, pav with condiments such as red or green chutneys and fried green chillies.

Aloo Tikki: Lucknow, the most popular snack dishes aloo tikki typically served at road-side tracks from stalls in Lucknow and all over India. aloo tikki is one of the most mouth-watering delicacies within the street food of Uttar Pradesh.

Poha-Jalebi: Indore, the biggest city and commercial capital of the state called "heart of India" Madhya Pradesh. Poha-Jalebi is the best street food and the specialty of Indore served with sev and chutney and with jalebi. Indore felt proud of the poha and jalebi being the best in the world.



Idlis Sambar: Chennai, the most favourite south Indian dish, common as breakfast item and served with combination of chutney and sambar. Sambar which tastes so good with idlis and vadas is made with tamarind and pigeon peas. Idlis and vadas sambar are the best food in the streets of Chennai, Tamil Nadu.

Akkirotl

Bangalore, the specialty of state is akki roti, A spicy bread made from rice flour and served with coconut chutney. The delicious street food is one of the most popular and common tiffin snack quick to make and tastes so good.

Kachori: Bikaner. Kachori, is from the royal state of India, Rajasthan which is well famous for its awesome cuisines and delectable street foods.

Egg Rolls: Egg Rolls are one of the most popular of all street foods in Kolkata. A fried egg wrapped inside a paratha served with chutney or sour dipping sauce in many roadside stalls.

Dabeli:

Ahmedabad, the most popular street food originate from the Kutch region of Gujarat and travel across street of Mumbai, Pune and other cities of India. Dabeli is a very popular and fantastic spicy snacks item made by boiled potatoes with a special dabeli spices and putting the mixture between the pav.

"Every Indian street food has its own speciality. Here is the list of all time famous Indian street foods which reflects the diversity of cultures in the country."

Shahi Tukdas

a classic Indian dessert. Such a simple recipe but a grand taste.



Preparation time :
10 mins

HERE IS WHAT YOU WILL NEED..

1 packet Bread (brown bread or wheat bread)
Pistachios crushed for garnishing
Oil or Ghee for frying
Heart shaped cookie cutter
For Rabri
1 Ltr Full fat milk
3 tspns of sugar
salt, a pinch
saffron strands
Pinch of elaichi powder



By: APARNA & AARABI
II MBA

For Sugar syrup

1/2 cup sugar
1/4 cup water
Pinch of elaichi powder
Sbisque nostint volupta veror as alicilibus,
tenditate periat Enis sitatenis aut.

Preparations

USE COOKIE CUTTER TO MAKE HEART SHAPED BREAD SLICES.

Method

1. Heat a wok, add oil or ghee for shallow frying. Once the oil is hot, add the bread slices. Fry on both sides until they turn golden brown.

2. Drain the golden bread hearts on a tissue paper.

3. Preparing the rabri – Meanwhile heat a thick bottomed pan. Boil the milk with continuous stirring until it is reduced to 1/4th portion. When it is half reduced, add 1/4 cup sugar, pinch of salt saffron strands and pistachios crushed.

4. Mix well, Once it is 1/4th reduced, switch off the stove and let it cool.

5. Meanwhile mix 1/2 cup of sugar with 1/4 cup water in a pan. Boil them to a light sugar syrup in medium heat. Add elaichi powder, mix well and switch off the stove. Once it is cooled, dip the roasted/toasted bread slices for a minute in the sugar syrup.

6. Using a tongs or spoon, gently remove the bread slices arrange them on a plate

and pour the rabri over it. Top the dessert with pistachios.

Notes:

1. The dish is extremely rich Eat, enjoy, workout.
2. You can toast the bread slices too, instead of frying.
3. Assembling the shahitukdas can be done just before serving, so that they remain crunchy and crispy.





By
Ankit Anand
I PGDM

TOP BUSINESS NEWS, INDIA AND WORLD AT A GLANCE (2016)

- Mauritius has regained as a top source of FDI into India by pushing Singapore to second slot in 2014-15. About 29% of country's total FDI accounted from Mauritius.

- No matter how an economy is performing but the phrase "an apple a day..." is a remarkable quote appropriate for Apple Inc. This quarter the company shipped a record 800,000+ devices to India in the three-month period, historically the strongest quarter for Apple.

- Inox Wind Ltd has announced that its arm 'Inox Wind Infrastructure Services Limited' has acquired Vinirmaa Energy Generation Pvt. Ltd a company headquartered at Delhi. However, the cost of merger remains undisclosed.

- Corporate India's Merger and Acquisition declined 18% to \$ 30.43 billion last year. In 2014 there were 569 Merger and Acquisition transaction worth \$ 37.05 billion.

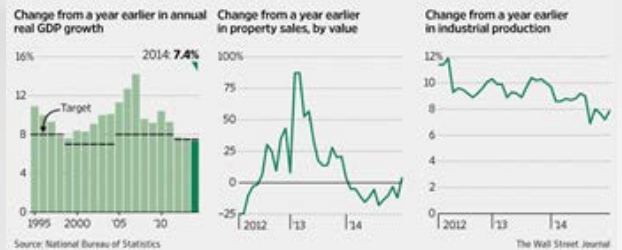


- TCS has marked itself as India's top performing company in 2015 in terms of Market capitalisation, Income, PAT and total Assets. Followed by Reliance India Limited and HDFC Bank.

- As per labour department, the US economy noted 2015, the second best year since 1999 where the unemployment rate went down by 5.6%. Overall 2014 was the best year of job growth in US

Downshifting

After decades of near double-digit growth, China's economy is slowing, weighed down by slumping real estate and weaker manufacturing.



- UK-based lender Barclays Plc has shrunk its business operations in Asia. Including India, where it has planned to shut equity broking and capital markets. As it focus on markets where it's competitive and conserves capital in the mid of expectations of prolonged global uncertainty.

- Chinese market is tumbling against economic growth. The growth for the last quarter was 6.9% which is recorded as slowest quarter rate since 2009. Even the Industrial output did not show much revival with just 5.9% increase.

- Canadian Dollar has gone weak against dollar. Two years ago, one Canadian dollar was worth 93 US cents. On Wednesday that is 20th January, it stood at 69 US cents. The prime reason for it is fluctuation in the crude oil prices that has dropped below \$50 mark.



- Foxconn, The Taiwanese Company that assembles Apple iPhones has made a \$5.1 billion bid to purchase a troubled Japanese electronics product maker 'Sharp' as per report by The Wall Street Journal on 21st January. However, the decision hasn't been approved yet.



SONY PERSONAL 3D VIEWER

By

BENITTA EDWIN

PGDM



Most people prefer to get entertained by sitting in a fixed place. Sony brings a 3D world for you alone- Sony Personal 3D Viewer HMZ-T2 (Head mounted display). It helps you step into another world of 3D by immersing you in your games and movies. OLED screens with a 45 degree field of vision. The organic light emitting diode(OLED) has emissive electroluminescent layer is made up of organic compound that emits light in response to an electric current used to create digital displays. Games and movies appear better than on TV because of the fast response of OLED screens. Each high resolution screen displays 720p of rich colour and sharp details. The movies appear with cinema-level quality.

The surround sound creates an extraordinary sensory experience. Experience a 360 degree 5.1 channel virtual surround sound experience. Games are played without blur. The clear mode sharpens the sequences and reduces motion-blur. The colour temperature is adjusted so that the temperature lowers gradually. 3D viewer uses 24 frames per second rate that films are shot in which are intended by the directors. The fully adjustable viewer weighs just 330g, so it's comfortable to wear for hours at a time. Any headphones/ earphones that are comfortable for you can be used. The viewing angle goes beyond the standard 30 degree to a wide view of 45 degree, similar to watching a 3.8m screen from a distance of 3.7m. Some of the specifications are:

- Full HD quality images in 2D or 3D.
- Virtual 5.1 surround sound system.
- High response OLED screens for each eye.
- 24p true cinema shows films at 24 frames per second.
- Clear mode reduces motion-blur for games.
- Display resolution : 1280 X 720
- Virtual image size : 750 inches in 20m distance.
- Driver unit : 13.5mm
- Frequency response: 5-24000Hz
- Maximum input : 100mW
- Dimensions : Approx. 210mm X 196mm X 110mm
- Weight: 330g
- AC power voltage : 220V-240V AC, 50/60 Hz
- Power consumption: 15W

I - MOVIE REVIEW



By
N. MOHAN RAJ
I MBA



- Intelligence.

Used this theme for the entire movie with the colourful visuals.

It was released on 14th January 2015. Since it was released one year before it is the biggest movie in terms of Budget and the star cast in recent times.

Reason why I took this movie to give review ?

I have come across a lot of reviews given by my friends and also across social networks, but after going through that I didnot find the value of giving a review by the way they expressed their thoughts. I was fascinated to write the review.. I'm not supposed to give review. After watching this film this favours and intended me to write my review. Brilliant and colourful creation by the ace director Shankar.

#SHANKAR: # LOVE is the base and also a tool used

by him right from the start # GENTLEMAN , # KADHALAN , # ENDHIRAN , # I and still more to come. Initially the movie started with the kidnapping of Amy. Screenplay runs with the love between both Vikram and Amy. He brings the entire Tamil cinema to the next stage by using the technologies available to him. And no doubt, his updation in technologies makes Good sense. He keep on climbing to the peak after releasing 1 by 1

& he keep on inspiring us and changing every "HUMANBEING" to change as "BEINGHUMAN". Entire screenplay is along with visuals was marvellous. Each and every character has been given importance. This was the "tricks of the trade" used by him always. He is able to give all sort of things in a film (Love, Emotions, Sentiments, Action, Comedy, Sense of Humour, Thriller, Confidence and Glamour too) Even a Guest performer "POWERSTAR" has played a part with a scene. Confidence level has gone to the heights of sky. Flash back starts and ends with the reflections of TV is some-

thing new and quite good. Shankar used to say his Best has yet to come, this makes the thirsty of give the Best to the Tamil audience.

P.C.SRIRAM : Possessing and exhibiting the skills has no age and P.C. has proved this again. "Old age will overcome youth and skill". When love and skill work together, expect a masterpiece. Cinematography at its peak. It is the biggest positive of the film covering all such rare mix of feelings, romance, emotions, nature. He takes us to Chennai the local locality, China and also the Nature's nest through his camera. Stunt sequences becomes mini-moves with his camera. All the Songs were superb with the visuals and with freaky colours. Especially **# Pookalae** song was the bit of the best.

MUTHURAJ : Art Director. He is subtle even in his grand sets. His artistry has made a mark.

A.R.RAHMAN : Always Shankar, A.R.Rahman combo works well. It has worked here too. There winning streak continues. His music adds more ingredients to the recipe. BGM – A Boost to the movie. All kind of musics composed in a mix to give different to the different people.

VIKRAM : Now what do I say about him. He played a Role of Body builder(Mr.Tamil Nadu), Model, Hunch back Character. Though I'm not a fan of vikram. But he gives 100% on anything. PHYSIC was awesome. One should learn how to act by following Vikram. He surrenders his entire body to the script which Shankar wanted. Entire movie runs along with vikram. He is the captain of the ship. One could not do this kind of changes in the body for a film unless his name is Vikram. He is keeping the audience very busy by the characters, especially the Hunch back character. Vikram's introduction into the movie as hunch back's appearance. He expresses all through his eyes, body language and also with the local Chennai language at times. When he knows that Amy loving him for a sake for the performance of the Ad and he realized the truth from Amy all these areas were scored by Vikram. In the initial scenes played as a Gym boy was very energetic and many round of applause for the scene which he matches his muscle to muscle with the Professional body builders.

AMY JACKSON : Even though the entire movie rounds with vikram, but vikram was rounding the model Amy. She is a model acting for commercial ads. Vikram was a great fan of Amy, so he came as one of the bouncers of Amy. Vikram on one end delivering love on the first half and Amy on the other end does the same in second part. Scope for Glamour is lot. Initially the

dubbing doesn't match with her voice. But once all are happening the dubbing was also happening. And the voice she spoke with Vikram in local language got huge rounds of applauds more than a minute. She is ready to care and hold vikram even in the bad stage. That gorgeous smile and all rare expressions captured by P.C's camera.

OAZMA: The love that even prevails in transgender too. **# LOVE S FAALL**.

SANTHANAM : His Trademark one line punches and Timing sense was good. He has given enough freedom at the end by Shankar. Lyrics was meaningful and giving love to the visuals. Stunt sequences casted good.

Over all this is a Shankar movie which reflected in the screens as usual. Love is the one line taken by him. AMY asked vikram "NA UNNA MAATHIRI AAYIRNTHA ENA VITTUTUPOIRPIYA" an impact dialogue to the youngsters. And Amy asked Vikram why they did like this? Vikram replied with "If a man grows, then the world doesn't like" (ORTHAN NALLA VALARNTHA INTHA ULAGATHULA YAARUKUMAEPUDIKAATHU) With this vikram wants to portrait the reality of the world.

Man starts with low confidence and finishing off with higher confidence. **# ALL FOR LOVE**.

Some flaws here and there, the problem is that at a point the story becomes predictable. Especially the Doctor character done by Suresh Gopi giving a clue to predict who is the villain. Medical terminologies and the logics have been missing. But the star cast, visuals, songs, Vikram's physic, extra-ordinary sets and the whole crew takes away the flaws in the movie. Clutter of all things (Romantic, Thriller, Action, Comedy, Glamour, Love, Emotions, Confidence, Science).

I IDEAL

I Innovation

I Intelligence

ROI (Return On Investment)

on Shankar is achievable.

I ELLATHUKUM MAELA....!!!!

MERSALAYITTEN...!!!!

Extra ones :

None has the rights to criticize one's creation. The Entire review was written in a positive manner. So that it won't harm anyone. But a review includes both good and bad things. Even after mentioned this "If a man grows, then the world doesn't like" (**ORTHAN NALLA VALARNTHA INTHA ULAGATHULA YAARUKUMAE-PUDIKAATHU**) in the review. If i concentrated only on negativity, then it doesn't have any sense....!!!!

Top 10 बेहतरीन Foods

✍ By: **UTHRA RAVICHANDRAN** | PGDM

I

ndia consists of 28 states and seven union territories. However, that is not what sets it apart from the other countries of the world. India is a nation that is so vibrant and diverse and every state exhibits a different culture, tradition, a way of life, language and cuisine. So, whether you are spending a few days up north in Kashmir or vacationing down south to Kerala, you will witness striking dissimilarities in the kind of foods people savor. This is what makes India one of the much-loved countries by gourmet foodies the world over. To give you a better insight into the food scene of the nation, below is a listing of a few Indian states and their special dishes, so that when you are in the country next, you can focus on trying out the best local cuisines!

1. Punjab

MAKKE KI ROTI AND SARSON DA SAAG.



This northern state is especially popular for its amazing local cuisine that is relished throughout the country. Try the makke ki roti and sarson da saag, which is a popular combination of a Punjabi flat-bread and gravy made of mustard leaves and spices. Also, the popular chhola-bhatura, rajma-chawal, amritsari machhli (fish) and lassi (sweetened buttermilk) find their roots in this region.

2. Gujarat

DHOKLA

Traditional Gujarati food is adored for its distinctive fla-



vor that maintains an interesting balance between spices and sweetness. Try the dhokla, which is a well-known snack or breakfast item that is both healthy and delicious. Other popular delicacies include the thepla (flat-bread made of fresh fenugreek leaves and flour), khandvi, dhan-sak and Gujarati kadhi.

3. Maharashtra



VADA PAV

Maharashtrian cuisine covers a range of dishes that go from being too mild to very zesty. Throughout the state, you can find amazing restaurants serving typical local food. The most cherished is the vada pav, which is a potato fritter stuffed between bread buns, served with piquant chutney and green chilies. Other prominent dishes from this region include, pav-bhaji, shrikhand, thalipeeth, puran poli and modak.

4. Bihar

LITTI CHOKHA

People don't know enough about the typical cuisine of



Bihar even though it is excessively rich in taste and austere in the way it is prepared. The most admired delicacy of the state is litti and chokha, which consists of roasted wheat balls stuffed with a special filling and mashed potatoes with distinct flavors. Also worth trying are the sattu parathas, jhal murhi, khaja and tilkut.

5. Rajasthan
DAL BAATI



This state is not only illustrious because of its vast deserts, beautiful palaces, and vibrant history—it is also famed for the scrumptious indigenous cuisine. The region presents a variety of delicacies when it comes to food. One of the most appetizing dishes is daal-baati, which consists of hard balls made of wheat flour and additives fried in ghee, and a special daal made of different types of pulses. It is usually served with churma, a sweet dish prepared by crushing baatis and adding ghee and sugar. Also try the pyaaz kachori, malai ghevar, gatte ki sabzi and kalakand.

6. West Bengal
DOI MACHH



Bengal is just the right state for those who have a sweet tooth or those who love fish. That might be a strange combination—and yet in India, you will find famous Bengali sweets and Bengali restaurants serving the traditional cuisine in almost every city you visit. One popular dish is the doi machh, which is Bengali fish curry with rice. Other well-known delicacies include the sandesh, daab jhingri (a special mustard prawn curry), rasgulla and mishti doi.

7. Sikkim
PHAGSHAPA



The cuisine of this state is influenced by the north-eastern part of India and Nepal along with a high Nepalese population. One of the must-try delicacies in Sikkim is the phagshapa, made of strips of dried pork fat cooked with turnips, radishes, and chilies. Also, momos, thukpa, gundruk and sael roti are quite popular in this region.

8. Andhra Pradesh
HYDERABADI BIRYANI



This is the state that has given the world one of its most savored dishes: biryani. Andhra Pradesh deserves a visit, especially for the authentic Hyderabadi biryani. Biryani is made of layered rice which is cooked with any type of meat, chicken or a combination of vegetables. Other popular food options in the state to take in are mirchi salan, ghongura pickle and korikoorra.

9. Jammu and Kashmir
KALAADI CHEESE



The northernmost state of India brings forth one of the most delicious cuisines to be found anywhere in the country. The rogan josh, dum aloo, yakhni, haak saag, gustaba and tabak maaz are some of the well-liked dishes served in this region. One incredible delicacy to taste is the kalaadi cheese, which is a traditional local hill cheese (usually made from cow's milk) native to this land.

10. Tamil Nadu

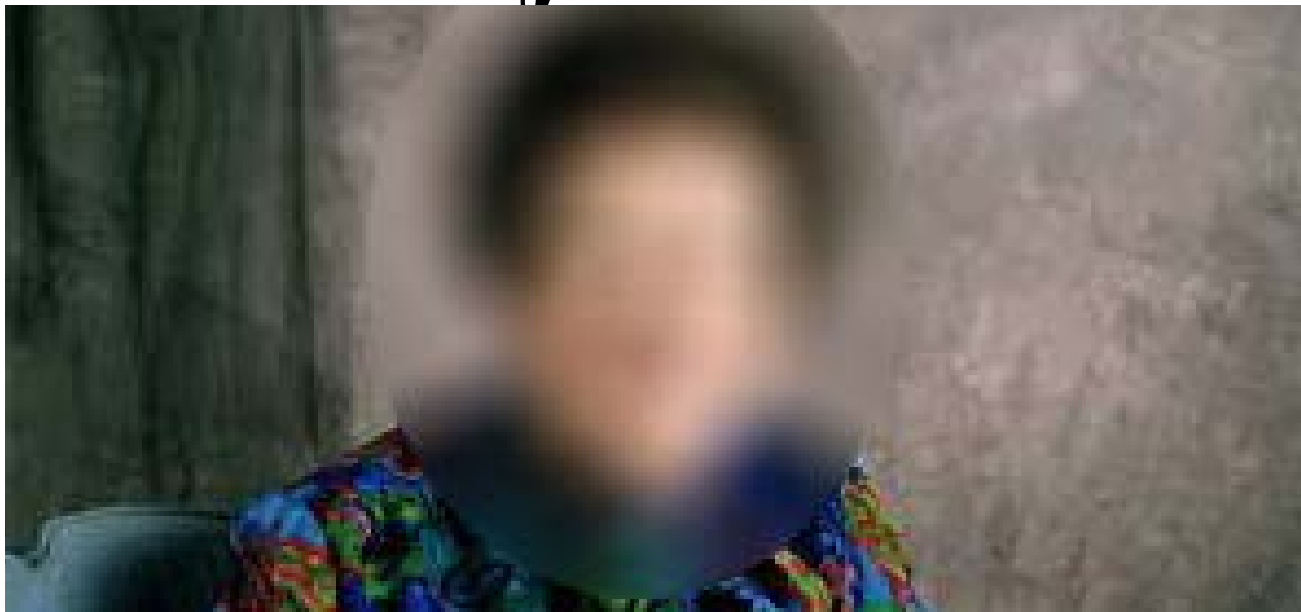
MASALA DOSA

The taste of India cannot be complete without a men-

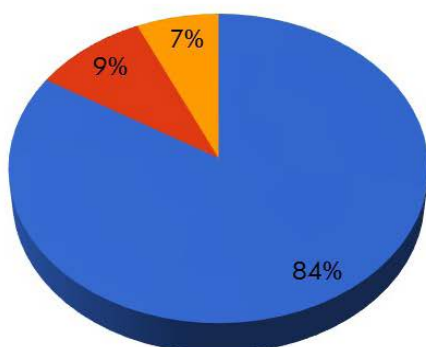
tion of the dosa and idli. This state is the origin of the most famous South Indian cuisine that is eaten around the world. There are a variety of dosas available around the region—but the most popular is the masala dosa, in which a fermented crepe made of rice batter is filled with potatoes and served with sambhar and coconut chutney. Also, one must try the idlis, appam, rasam, chettinad chicken and pongal when in this state.



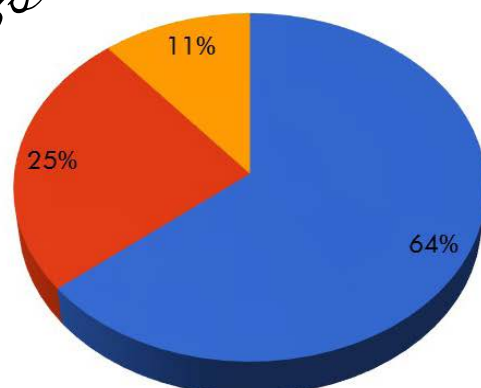
Mask of the Month



Would you like to have a paid restaurant inside the campus like other B Schools



Would you like to have a parlour and salon within the campus for both boys and girls.



Foodie Facts

■ yes
■ no
■ neutral



THIAGARAJAR
SCHOOL OF MANAGEMENT
(Autonomous)



Let us celebrate, all that was, all that is...

Its time to reminisce!!!

You are cordially invited to attend

REFLEXIONS -2016

AGENDA

- 10:30 AM** Registrations
- 11:00 AM** Prayer
- 11:05 AM** Welcome Address
- 11:15 AM** Glimpses of TSM
- 11:30 AM** Overview of Yukti
- 11:45 AM** Interactional Events
- 1.30 PM** Lunch

Date : 21.02.2016

Venue : Hotel Raj Park

180,TTK Road, Alwarpet,

Landmark : Music Academy

Chennai - 600018

Contact us : alumni@tsm.ac.in

Abinash : 9750909603

Karthick : 8344198900

Vivedha : 7811823208



Food Edition

ECHOES
THE REFLECTION OF TSM
MAGAZINE

This Magazine is
designed By

N.SYED IBRAHIM
Contact pdesign2k16@gmail.com

PARADISE DESIGNS

Graphic & Design Solutions