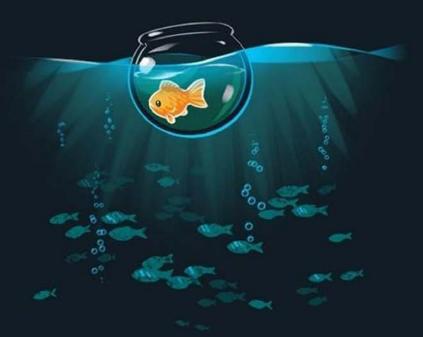
THE REFLECTION OF TSM



READY TO FACE THE WORLD OUTSIDE THE TANK

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WELCOME TO OUR ECHOES

EDITORS COLUMN

Hello Echoes readers,

This edition brings us to the last leap of 2015-17 session. Being associated with Echoes for the past two years was an immense happiness for me in the way of expressing my thoughts through various articles and write ups. It was overall a great learning and experience to be with the team of extremely talented buddies of Echoes team.

There are a hidden talent in each one of one us that we fail to realize sometimes. Hidden talent in a sense of bringing the thoughts on paper in a form of beautiful article. However, in this edition we have tried our best to involve everyone as much as possible to increase the contribution from students as well as faculties of TSM.

For the vibrant readers, this edition covers overall reflection of TSM, covering all important events including Inferno, Tackle, Yukti and various club activities and reviews on movies and gadgets, various article shared on particular theme and at last includes a small campus survey.

It's time to extend our gratitude to Director Prof. Gautam Ghosh, Principal Dr. M Selvalakshmi and faculties of TSM by providing necessary help and assistance in making this release a remarkable one, Students and buddies who provided their predominant contribution to this edition. Last not the least, I would like to thank the entire Echoes team without whom the edition would not have been a great success.

ANKIT ANAND EDITOR

ECHOES MAGAZINE



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BUSINESS

SUNIL SOOD

"good for society is good for business"

When we talk about the most trending news, definitely the one for the last couple of month is "Reliance Jio" that has definitely pitched the market with the same strategy as it came in late 2000 with the "Smart SIM" service where it provided free connections and calls to the customers. It has been very successful in implementing whatever

strategy it has planned in their past irrespective of the actual cost, since their vision in highly long term oriented.

But parallel to that there's a different corporate strategy that has been followed by one of the world's leading giant telecom company Vodafone, to lucid

the path of their growth. This makes us to cover him as CEO of the month. He is "Mr.

Sunil Sood", CEO of Vodafone Group India.

Sunil Sood was succeeded by Arun Sarin who was the former CEO of Vodafone India till 2008. He is an Engineering graduate from Indian Institute of Technology Delhi

(1977-1882). He then joined MBA Programme from Indian Institute of Management, Calcutta in 1982-84 and further did

his Advanced Management Programme from Harvard Business School in 2013. He started his career with a FMCG sector in South-East Asia and Africa, and also held the position as CEO of PepsiCo, a leading beverage company in Bangladesh. In addition to his responsibilities at Vodafone, he

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also

serves as a Director on the board of Indus Towers, the world's largest telecom tower company and is a member of several prestigious industry policy forums including CII, FICCI, ASSOCHAM, and COAL

He is in association with Vodafone for the past 15 years. He is said to have played a pivotal role in establishing Vodafone India as one of the country's largest telecom

service company, a distinct and an admired brand. He is considered as one of the major that has led to Vodafone India revenues to grow from INR 400 crores to INR 42000 crores making it second largest MNC.'s in the country with 188 million customer base.

The latest strategy of Vodafone and Idea merger to compete with the Indian Giant Reliance Communication is an important initiative that has been devised under the Management of Sunil Sood and Vittorio Colao, Global CEO of Vodafone Group.

Apart from being a successful business graduate, he is considered as a firm believer of "good for society is good for business", he has conceptualized "Project Drishti", that is an award winning initiative that helps visually challenged people to be trained and recruited as a telesales agents so that they become financially independent. He was also instrumental in leading Vodafone India to partner with the Indian Academy of Paediatrics and launch the world's largest vaccination reminder free of cost SMS service for its flagship Programme 'Immunize India' to reduce infant and child mortality rate in India.

He has been an example of both, a distinct leader and a socially congenial person to the young management graduates.

CEO OF THE MONTH

ANKIT ANAND



CAPITALISM A HR PERSPECTIVE

Let the 'Human' be alive in 'Human Resource'.

Capitalism^{is an}_{economic}

dimension that focuses on the private ownership of the factors of production. In simple words, it is a system in which the decision making and investments are determined by the owners of the factors of production. In classical economy, Adam Smith, David Ricardo, and their followers focus on physical resources in defining the factors of production. They referred to the price components as the cost of using – land, Labor and capital. According to the classical economics, labor refers to the human effort in terms of physical and mental contribution to the production of the goods.

India is a country where the humanitarian approach of handling workers was introduced by TATA Steels in 1912, even before the world witnessed the human relations movement. It, then, took half a century for our country to introduce Human Resource Management through Industrial Relations and Personnel Management.

In India, 90% of the businesses are family owned with high returns compared to the non family owned businesses or professionally run businesses. However the organisational climate of the family owned businesses don't look healthy as compared to the professionally held businesses.

In my recent assignment, I have come across a case in the factory of a family owned business where there were frequent labor unrest and drop in productivity. In order to address the issue, a survey was conducted and the job satisfaction of the workers was ascer-





Source : http://www.fmblinks.org/

tained. The result has shown that the native employees, especially women, are highly satisfied with the job, but the migrated workers reported high level of dissatisfaction. On interviewing the migrated workers, the reason for job dissatisfaction was found to be the issues with food and the treatment by native higher officials. (Please note that the majority of employees in family run businesses belong to the same community or family)

The question, now, is - Does the problem lies with the food in canteen and with the unfair treatment by the managers? When the supervisors and the workers nodded 'yes', I find it challenging to agree that the problem is with the

food and the managers.

A capitalistic business, purely, depends on the bureaucracy in an organisation for profitable business. Though the case I dealt with was in a family owned capitalistic business, the bureaucracy did not seem to have worked well. The bureaucracy failed in the organisation due to the lack of empowerment. Can you imagine the impacts of the accumulation of power with an individual who runs the entire show? On the other hand, the traditional businesses have not understood the importance of the Human Resource Management and the HR Managers. How would an organization with 2000-3000 employees and 3 HR Managers be?

As any other business, the organization under study preferred the low cost laborers from a different geography (and different culture) for blue collar jobs. But, the imposition of the values of the family owned business on those workers led to chaos. The pale and weak migrated workers, who were not allowed to have food of their culture & interest and to raise their voice for reporting grievances, reminded me the commodity approach to handle human beings at work.

Though 'labor' is said to be a factor of production, no business has the right, legally and ethically, to claim ownership over the human resource. With the country's economy growing at fast pace, it is high time for the owners of the capitalistic businesses to appreciate the importance of human resource and to delegate the power in their organization for the effective management of the resources.



KISHORE M S II PGDM - HR

SIGNIFICANCE OF ADAPTABILITY IN WASTE MANAGEMENT

Consumption of goods and services and production across the industries is the most visible disasters as the volume of waste generation is more. Holistic approach would give a better strategy to adopt 3R's (reduce, reuse, recycle) to have a significant approach. Proactive approach relates with reducing the waste from the industries whereas reactive approach deals with reuse or recycles of waste products. Reverse supply chain process involves in reactive approach .Such that firm achieve a profitable position in remanufacturing the products and recycle of other products. In USA environment legislation impose charge on original equipment manufacturers (OEM) for recycle products depending upon on market share. This has led OEM to generate less wastage from the firms. Remanufactured products offered in low price which attracts the segment of customers who are interested in buying new products. Switching of previous new product to remanufactured products results in cannibalization effect. The fact that individual firms are formulating positive attempt towards waste management.

Waste management program will provide significant effect on recyclers and remanufacturers to build long term contracts with waste generators as they supply adequate resources for their activities. This made the industries financially stable for day to day operations. Financial incentives are provided by the states for waste management programs such as subsidies, low interest loan etc. Structuring of waste management activities should be taken into account for a circular economy. Such processes improved the economic stability, functional and value added service. Integrating a waste management system will take long time horizon to enhance rather than focus on immediate action. Finally R's in waste management strongly influence the individual to have leadership, analytical and strategic perspectives

> MEENATCHI SANKARAN II PGDM



Friends, am putting forth a beautiful article that was shared by James Altucher, Editor of Self Designed magazine hailing from California, USA. Though the article is based on US Market however, it protrudes for Indian markets too.

The article says how the recent development has introduced job all over the world but parallel to that they quality of jobs have been seeing a declining phase.

He further mentions that there are 10 pretty obvious reasons for you to quit your job. Please do find your one if you have a supporting talent.

A) SALARIES ARE DISAPPEARING

Average income for people ages 18-35 has gone from \$36,000 to \$33,000 since 1992.

And you can't blame any political party, no matter whosoever comes, this trend is not going away.

B) 94% OF ALL NEW JOBS CREATED IN THE PAST TEN YEARS ARE PART-TIME OR FREE-LANCE

Every time someone writes a line of software, a job is lost.

This is not a bad thing or a good thing. It's just a fact. An example: when the Internet was created, we no longer needed programmers to write "networking" code. People even forget what that is.

When digital music started, music stores died.

"When self-driving cars are everywhere, 90% of the auto industry will disappear."

With 90% of the auto industry gone, the car insurance industry will disappear. The oil industry will turn upside down. The real estate industry will change. And so on rippling affect.

C) PRODUCTIVITY IS FOR ROBOTS

Amazon is building a new store: when you walk in, your phone beeps.

When you pick up a book and put it in your basket, your phone notices. When you walk out of the store, your phone logs into your account in Amazon and buys the books in your basket.

That's every store. And then maybe every restaurant. Where will the cashiers go?

D) THE GREAT KNOWLEDGE HANDOFF

Humans are handing computers, "the keys to our lives". Why trust a human doctor when u can run genetic tests, blood tests and brain tests using technologies and use Artificial Intelligence (AI) to diagnose.

Or JP Morgan has just outsourced hundreds of legal decisions to AI. Why talk to a lawyer when AI has 10,000s of legal precedents it can go through in a micro-second. Data and AI know the human world better than we do. It's like "Goodbye 90% of lawyers, doctors, pharmacists, programmers".

E) THE ILLUSION OF PASSION

But what about the arts?

In 1994 I interviewed a professor of music, David Cope, from UC Santa Cruz for Mondo 2000, a magazine which no longer exists. (Magazines only exist now is small pamphlets).

David wrote software that even then would make classical music compositions. They were good then.

Looking up what he is up to now.

He couldn't get a record label to produce his music. So

he did a test: would classical experts tried to tell the difference between his software's compositions and Mozart.

Not only could they not tell the difference, they thought his compositions were more beautiful.

What is beauty without soul?

It's a poetic question but it has a pragmatic answer: it's the music written by David Cope's computer program.

F) THE ACCESS ECONOMY, WHAT WILL HAPPEN?

In an interview with Chip Conley, head of Hospitality at Airbnb, he used one phrase which changed the opinion on the entire economy.

"Nobody is sharing," he said, "It's not the sharing economy. It's the Access Economy."

This is the business model of every business in the access economy:

1) Some people have an excess of an item

(e.g. empty rooms, empty car seats, etc).

2) Some people want access to that excess.

3) And then there is a platform in the middle to help with discovery, transactions, problems, mediation, etc (Airb-nb, Uber, Ola in India etc).

If you brainstorm where there is excess

in your life (even an excess of knowledge that others might not have) you can create a

business in this model.

Elon Musk, a South African-born Canadian-American business magnate recently addressed this. He said we might need UBI: "Universal Basic Income" for everyone to handle the economic collapse that will result may be in the forthcoming decade.

G) YOUR BOSS HAS TO FIRE YOU

If you create \$1 in value, and you have a boss, who has a boss, who has a boss, who has a board, who has shareholders....then how much of that dollar do you get to keep?

Well, now we know the answer. In the 1960s, a CEO might make five times the average employee.

Now a CEO makes 200 times the average employee. The answer: you get none of the dollar and the CEO gets all of it.

And what is that dollar? Its money you created for the company. More of it should be yours. But every day less of it is yours.

Who will get fired first? The slave drivers or the slaves? We know the answer. Executives took billions of dollars in bonuses when the banks got \$600 billion in bailout money from the US government in 2009. And everyone else got fired.

This is not a political opinion. Or a suggestion on how things could have been different.

But it's this: now we know the answer.

H) YOU DON'T NEED THE JOB TO BE HAPPY

Depression is highest in fully employed, first world countries. The two highest countries for depression? France and the United States.

We simply were not made to work 60 hours a week. Archaeologists figure that our paleo ancestors "worked" maybe 12 hours a week.

And then they would play, in order to keep up the skills needed to hunt and forage, etc.

Why is work depressing? Not all of these reasons but maybe some of them.

• Being bossed around by people we don't respect.

Meetings

Seeing the 80/20 rule in action where 20% of the employees create 80% of the value and the other 80% just barely (desperately, fearfully) survive.

• Seeing corporate political agendas rule over financial realities and not being able to say anything about it for fear of being fired.

 Spending 6am to 7pm getting ready for work, commuting to work, and working, commuting back, too tired to move when you return home.

J) JOB WON'T CREATE WELL-BEING. BUT THIS WILL:

And this will help you to find the things you are passionate about. And how to make money from them.

This is not the how-to. This is the direction.

Every day improve:

- Relationships
- Competence
- Freedom

Taking small steps in each of the above allows you to still make a living while we live in "The Shift" but get your Evil Plans ready for when it happens.

Always have an EVIL PLAN.

9

Skills and ideas are the new currency. Not certificates and titles.

You do your job. AND you do your evil plan. The evil plan will win in the long run.

You won't quit your job and find the answer from a single bullet point. No one incidence will tell you the destination. But it can tell you the direction.

EDITED BY

I) YOU WERE MEANT FOR SOME-THING ELSE

May be you never realized of what you actually meant for. The world pushes from a brink and you enjoy their force on you rather than going on what

your soul says.



HEARTY WELCOME TO NEW BRANCHES OF TSM

Prof. Daisy Gohain, M.A. (Eng.), M.Phil. (Eng.), Ph.D (Pursuing)

Prof. Daisy Gohain teaches Managerial Communication and Soft Skills. She has received her M.A. (Eng.) and M. Phil (Eng.) from Auxilium College, Vellore. A passionate teacher and an ardent learner, she has proficiency in Phonetics and Linguistics. Besides being a University topper and a First Rank holder in both M.A, and M. Phil, she also has research publications and paper presentations to her credit in both National and International Conferences/ Symposiums. She is currently pursuing her doctoral research in Indian Writing in English from Madurai Kamaraj University.





Dr. Nivethitha S, MBA, PhD (Joint program - IIT-M and University of Passau, Germany)

Dr. Nivethitha S has completed her PhD (Joint Doctoral Degree Program) in OB/HR from IIT Madras, India and University of Passau, Germany. She has teaching experience in India and Germany. Her teaching interests include Organizational Behavior, Human Resource Management and International Human Resource Management. Her research interests include HRM practices, Psychological Contract, Organizational Identification and Employee Turnover.



Dr. Nilamadhab Mohanty, Fellow (IRMA)

Dr. Nilamadhab Mohanty joined TSM as Assistant Professor in the Marketing Area in March 2016. He holds a Fellowship from the Institute of Rural Management Anand (IRMA). Dr. Mohanty's primary research interest is to understand the idiosyncratic drivers of consumer choice process, and its impact on marketing strategy. His research include digital marketing and rural business.



Prof. N.Y. Preethalakshmi, PGDM Marketing & Finance

Mrs. Preethalakshmi has joined TSM in Nov, 2016. She has completed her PGDM from Thiagarajar School of Management in 2015. Her areas of interest are Digital Marketing and Marketing Analytics. Previously she was associated with Kotak Mahindra. She is certified in Google





Prof. R Beanca Rosalin, B.Tech, PGDM (LIBA)

Prof. Beanca Rosalin R, a SCJP and MCTS certified IT Professional has 4 years of industry experience with TCS (Chennai) handling banking projects and was bestowed with the prestigious "Harbinger" award. Her passionate areas are Brand Management, Consumer Behaviour, Services Marketing and B2B Marketing.



Dr. Ashok Natarajan, PhD (University of California, Irvine)

Dr. Ashok Natarajan joined TSM as a Professor in the Accounting and Finance Area in July 2016. He holds a Ph.D. in Management. His primary research interests are in corporate governance, accounting transparency, real and cosmetic changes following corporate restructurings, assessing company- and industry-specific performance, and management compensation, and his research has been published in leading Accounting and Finance journals, besides being included as part of a textbook for European MBA programmes. He has taught courses in Financial and Managerial Accounting, Financial Reporting Standards, Financial Statement Analysis, and Research Seminars in Accounting at the undergraduate, MBA and MSA levels. His professional experience also includes industry experience as an accountant in an FMCG company and as a Manager of Computer and Network Services at a large academic institution. In addition, he has also consulted on a number of Mergers and Acquisition projects, as well as on other Corporate Valuation services.



RURAL-IMMERSION PROGRAMME – THE TRIP WHICH GRILLS OUR MANAGEMENT SKILLS

" OVERALL A PRODUCTIVE TRIP. WE WISH MANY SUCH TRIPS WILL HAPPEN IN FUTURE TOO."

Perfect kick-start

After a very hectic schedule of our exams and viva-voice, the New Year started off well with the Rural-Immersion programme. It was a useful trip in terms of both knowledge as well as in terms of exploring the behaviour of rural people.

Guidance from alumni of IIM-A

We are really lucky to work under the guidance of Mr.Sridhar Lakshmanan who graduated from IIM-A and had a vast experience in the field of marketing as well in the area of rural behaviour of the people. His teaching guru ANNAJI who is really an inspiration for all of us. His age is around 70 ,but still he works like a young man with lot of energy and enthusiasm. He created the SEVA society and provide employment opportunities to the rural people. His SEVA society includes water treatment plant, beverages, milk etc. we got an opportunity to explore all these areas and experienced their journey which really inspired us.

The Business Plan

The biggest task we faced in this trip was to make our own business plan for a product and analyze it in terms of Market gap, pain point, and target audience. This really helped us in kindling our marketing concepts. Mr.Sridhar really helped us a lot in making us develop a proper need gap, pain point and target audience. He almost spent a whole day in teaching these concepts. Later we realized how important it was for a business plan. Some of us were in oscillation of choosing a product, but he guided us and gave a clear picture of choosing a product.

Final Presentation

Final task which was placed before us were to take a final presentation in creating a business plan for our product which we chose. We made our own business plan as per the teams formed and presented with the financials as well. It was judged by the panel from corporates who shared their views and gave some suggestions regarding the presentation which was really helpful for us.

The End

The one week trip finally came to an end with lot of inputs gained by us. Before the trip we were just a layman, but after the trip a complete transformation takes place for all of us. Thanks to the management for providing such a wonderful platform to gain indepth knowledge in management.



MANIKANDAN.K I PGDM



SMART CITIES

TO



It has been 70 years since India regained independence still we call India as a developing economy and yet there are families' who are afflicted by the crunches of poverty, unemployment and malnutrition; this has to be taken on a serious note. Although Indian economic development was at great pace it was not an inclusive development i.e. the development and growth has not been dispersed rather it was concentrated mainly to the important cities of union India. We are seeing a huge gap in income, life style, consumption pattern between the urban and rural population. Let's see what change is needed in formulating new economic policy for the inclusive development of India.

It's a unwritten fact that "one economic model cannot fit for two or more countries" i.e. each country has to formulate its own economic policy based on their countries own resources, strategic opportunities, its strength etc. economic reforms of 1991 has some advantages and many disadvantages too, firstly it was a developing concept of east Asia where the whole economy was opened for foreign development as a result it has gained a tremendous economic growth in a short span of time, India in order to speed up its economic growth opened its economy in 1992. India being an open economy is not totally a wrong concept but India should be cautious in choosing the industries, the location where the development should be focused etc. After 1992 economic reforms lot of Multi National Corporations have setup its industries in India as a result business in India has gained a great momentum which in turn generated lot of job opportunities however the sad part of this is rural economy is left untouched to a large extent. It is the main reason for the huge inequality gap in India.

Focusing industrial development in cities has made the life of the urban people miserable like increased traffic, high pollution level (e.g. Delhi), increased land

rates

etc. The reason is huge population has started moving towards important cities for employment, better life style, quality education etc. and also it leads to unregulated and illegal construction of housing facilities which in turn created huge miseries during disasters, one such example is Chennai flood, the inference from the Chennai flood is that the population of the city and the development has exceed many folds than the capacity of the city that it can actually cater.

The future development should be focused largely on rural economy because it leads to inclusive development and also it will put an end to huge migration of population from rural to urban areas for better job. Rather than creating smart cities create smart villages i.e. like creating small scale industries for small cluster of villages and the important thing is that industry should support the farming community of the cluster of villages. So agriculture based industries has huge potential for developing the rural economy and also it will pave the way for increasing the income of the farmer by getting higher return for their for their produce. The other thing to be noted here is it will create huge employment opportunities for the educated rural population.

The another important phenomena to be taken into consideration is infrastructure development like good educational institution, better health care facilities, road connectivity etc. it's true that in India good educational institution and multi-specialty hospital are largely located in tier 1 and tier 2 cities. Now the change needed here is that the multi care hospitals and higher educational institution should made available to be every districts and important towns, so that in emergency situation rural people can travel short distance in order to avail world class medical facilities.

As Gandhi said "The soul of India lives in its villages" it's important to focus now on rural development by creating better infrastructure, facilitating industrial development as it will lead to inclusive economic development which in turn will reduce the income inequality of India.

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INFERNO 17



Sports is an integral part of most of the education institutions of our country and TSM is no exception to that. TSM boasts of conducting "INFERNO" the most awaited and prestigious cricket tournament held among B-schools and Post-Graduate colleges across Tamil Nadu. The journey commenced way back in 2010 and has grown by leaps and bounds since then. The history has been quite glorious for the TSM cricket team who had won the inaugural edition of the tournament followed by four consecutive title wins since 2013. TSM is the defending champion of this title and the boys seem to carry forward the legacy with pride. Inferno got bigger and better with lots of extravaganza as large number of B-schools started participating and sponsorships from various alumstarted growing.

The eighth edition of Inferno was held between February 24th to 27th, 2017 and this year it got bigger with new entries from Coimbatore and colleges outside Madurai. With Inferno getting its own brand image, for the first time we were associated with Corporate sponsor like Decathlon. The fifth consecutive title win acted as an icing on the cake substantiating the pedigree yet again. The wait for the next edition is already on as the boys sweat out to defend the title for the sixth consecutive time. I want to thank all my teammates for such wonderful memories on and off the field. My advance wishes to all the colts whom I feel will definitely make TSM proud in the coming years.

SATYENDRA NATH SAHA II PGDM





The game we love is the game we live for. The feeling of being the champions of Tackle-'16 is something out of this world. Everyone saw us lifting the trophy but only few know the pain and hard work we had put beforehand. Five months of practice, day in and out, and finally to be crowned as the champions was worth the wait.

Our team started off **"TACKLE-'17"** with a 7 goal win over SKCET, Coimbatore. It gave us lots of confidence to look forward to more. The 2nd league

match was against Madurai, which was prehensively. Little we would face them again in the nal.

draw finals, we when we entered the a 0-0 score-line against mal College of Engineering college. Rightly executing a defensive



strategy to the best fect, we to see ourselves Playing a

Sourashtra College,

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FARIS AHAMED

final is always a difficult task, irrespective of the team you face. There's pressure of being the host team. So many to cheer you, support you; you can't let that go in vain, can you? We clearly knew that one good move will turn the tables in our favour. Unable to break the deadlock in the first half, we started the second half with a positive intent. To be frank, I haven't seen such a spirit ever before playing alongside these boys. Like brothers, we were hunting down every ball in packs. And eventually, yes! That moment happened. Guess when? Right in the dying minutes!! The whole ground erupted in joy and we were determined to drag ourselves past the final few minutes and relish the moment we had been waiting for months. TSM won "TACKLE '17" beating Sourashtra College 1-0!! And so did the celebrations start...

It was an occasion to savour! A memory that will be etched in my mind forever. That too, to have done it with these lads was all the more special. I felt every minute of hard work we had put in on the training pitch was worth it then. We wouldn't have achieved this without the much appreciated support of TSM management. I'm sure any player of this team would call this a fairy tale and a dream come true moment.







L S M has changed the lives of lot of students, it has given rise to several successful entrepreneurs, and many TSM alumni are holding good position in corporate, not only at home but abroad. But somewhere, somehow the branding part was missing. The first outcome of such branding effort was launching of TSM website & FB page. To spread awareness print advertisements were given in national papers like The Times of India, The Hindu. Even the local and vernacular newspapers like Ei Samay, Telegraph were used to reach the local audience.

Another new effort that TSM introduced this year was marketing TSM digitally through AdWords. There we tied up at various levels with internet sites like Shiksha. com, Career 360 & PaGaLGuy.com so that TSM can increase its horizon and expand its presence. TSM also distributed free samples of TSM META, a books on general knowledge & current plicants-.

tied up with

addressed

This year TSM has The Hindu and MBA aspirants in Vaizag & Hyderabad. It was a new initiative where one to one interaction was possible with students. Several campaigns were organized in Chennai & Kerala to promote TSM, create awareness and communicate the USP of TSM. Even our admission team travelled to Ahmedabad to address the Gujjus and all those residing at Gujarat at Tamil Sangam. TSM experimented several new promotional techniques to reach a wider audience. TSM not only promotes ethnic & cultural diversity but also gender diversity.

Today the workplace is getting diversified, so it's very essential students are exposed to such situation where they learn to adapt and accept others and their culture. This will make the world a better place where people from diverse background can live in peace and harmony. So efforts were taken to conduct admission campaigns in the eastern part of the county. TSM participated at MBA Junction, which was a sort of student counseling Programme hosted by Career Launcher in various cities like Ranchi, Jamshedpur, Bhubaneshwar and Kolkata.

TSM conducted a Quiz contest named "Quizzine-2K17" at Rotary Sadan Kolkata. It was an open Quiz where more than 200 MBA aspirants participated and competed with each other. The quiz was hosted by Prof. Gautam Ghosh, Director TSM. Cash prizes of Rs. 25,000 were offered to the top 3 teams. The Director also attended an event "Shiksha Sangam", powered by Airtel and addressed the crowd on the topic "Perception Vs Reality" in the context of TSM at HHI, Kolkata. The gathering was graced by Faculty members and Directors from 20+ B-Schools all over India.





Industrial nar Port, Freight

Visit to V O Chidambara-Tuticorin and St.John System, Tuticorin

TSM KAIZEN Club organized an inranar Port, Tuticorin and St.John Freight It is an initiative which helped the first year insights about the operations and logistics of the port We thank the management of TSM and initiators for the wondustrial visit to V O Chidamba-System on 9th March 2017. students of TSM to gain and St. Jones. derful opportunity.



At VOC Port, Tuticorin.



St.John Freight System

-KAIZEN CLUB TSM





Saraswati puja, which is also known as Basant Panchami as per the Hindu calendar, is the festival celebrated in the honour of the Goddess of Learning – Saraswati. We celebrated this auspicious day in our temple - Thiagrajar School of Management, Madurai, on 1st February 2017. The enthusiasm to celebrate Saraswati puja was on peak, as we started preparing for it a week ahead. We had bought all the necessary items for conducting the puja like flowers, sandalwood paste, incense sticks, camphor, akshata, kalash, mango leaves, milk, fruits, and invited all the fellow mates and faculty. We assembled in the meditation hall at 6 o'clock in traditional attire, and started preparing for the puja. The mahurat was from 7 o'clock. Everyone gathered for the puja, and it started with Maa Saraswati's aarti and mantras. At last, we distributed prasad to everyone. It is on these occasions that people from all walks of like gather irrespective of their cultural background and ethnicity, and seek the divine blessings of Goddess Saraswati. . The initiative to celebrate Saraswati puja was started in the last batch, and I'm sure it would be celebrated in our college for years to come.



JUHI SINGH I PGDM



REVIEW

BOOK REVIEW



RAJAGUHAN R I PGDM

was very excited to read this book, first of all. The anticipation grew as I read reviews on goodreads, saw video reviews of booktubers raving about this book and I was indeed intrigued to know what this book was all about. After much of browsing for the "best price online" I got the book for a solid 279 INR. Cha-Ching, right?

So, did this book live up to its expectations?

The story revolves around a girl named Mare Burrow who is Red by birth in a land where people are separated by blood: Red and Silver. Red are the normal people who live in poverty, suffer, and have mandatory military service for every kid that is 18 (conscription) and so on. Silvers have special abilities; they frame the rules and rule the Red. Mare's only friend Kilorn is up for his conscription and Mare wants to save him. One thing leads to another and the Silver find out that Mare is different so they try to protect her identity and hold her a sophisticated captive. Till what extent does Mare go to protect her family, her friend and even more her own self?

When I began reading the novel, the first few chapters were captivating as they built the world and the characters introducing Mare, Kilorn, the differences in the Red-born and the Silver-born. But after a few chapters, I realized this was an average Young Adult dystopian novel after all. I was supposed to be taken by surprise at places where I actually felt 'meh' and nothing more. I am not the one for love triangles and the love triangle in this one wasn't any breathtaking one either. The characters just came and went. Even though it has only been few days after I finished reading it, I do not remember any of the names other than the main characters'. They are not memorable since they do not play impactful roles in the story.

The second half of the book was better compared to the first since I knew that there was a plot twist. Accidentally, I misplaced my bookmark one day exactly on the page where the plot twist was and I read the spoiler.



Boy, was I stupid. I think I would have had a different view of the book had I not seen the spoiler. I hope you don't read any spoilers before reading this one. I saw on the internet where people were taking teams such as Team Maven and Team Cal or whatever. I don't know. I never truly felt rooting for either one of them as they practically did nothing amazing of any sorts. This was definitely not going to be a DNF (Did Not Finish) and I was sure of. I have not read many YA (Young Adult) fiction yet I could see that this story was not something very original. Even the review at the back of the book says that it is a blend of Hunger Games, The Selection, Divergent and Graceling. Can't get any more original, now, can it?

I liked the ending of the book, though. You know when you watch certain TV shows where you don't exactly like it but at the end of the episode you wanna watch the next one? This book was like that for me. I might get around reading the second and the third book of the series.

MASK OF THE MONTH



19 ECHOES MAGAZINE 2017



Mom

Thank u for giving me life

Karthik S Thanks for helping out on there during Sangamam!

Sai Sudha Sushil

Thank you my dear sister for the wonderful memories we made, and for being a constant moral support throughout this journey called life. - T A Sairam

Praveen rai

Thanks for the sudden affection that you show when we met for the first time in this college.

Prof. Gautam Ghosh

Thank you for giving me a seat in MBA. I am grateful for you sir. - Agnes Veronica

Each of my friend

There is always something to be thankfull for. The flowers that bloom above our feet. The songs of birds and hum of bees. The shoulder of friend and hands of father. THE LOVE OF MOTHER. Let's be grateful for what we have. Wishing all a blessed Thanksgiving. - Kevin Devaraj. D

Shiyam Sundar

Thank you so much for being with me in all my though times...and you ve been very positive n very supportive!! Thank you so much for all the time you have spent for me.You are the best! BEB !

Naveentha

I know, You know... and for what i sent this to you Navee.. thanks for being with me in the hardest part of my life....

David Leonard

our talk- walk made you special to me.....

Karthick P

Hey Karthick!! Ur such a wonderful frnd!!! So caring

n positive... Thank you so much for ur love and care ! All the best!! Have a great career ahead.

Srihari Prasath and Harish

Thank you for bringing out happiness every day in my life <3 - Saranya J

Maheshwaran

Thanks a lot for your constant support and encouragement!!!

Divash, Gayu, Beni, Dharini, Jerry, Abi, Shanmathi

Thank you for all the special things you do :) -Shruthi Luzzy Thankzz for understanding me atleast now

Anand, Sanjai, Harish,

Paaru & Meera Thanks a millions for understanding & trusting me by being sect throughout ups and downs in my life..... -Ashwanth R

All Mess patties and

Care-taking akkas

Thank you for loving and caring us.... and making us feel in home.... - Ashwanth R

To all TSM Gurus

Thank you for the Freedom you have given us and Trust you have on us.

We promise to practice, develop, spread and advocate the knowledge you have sowed in us and be the brand ambassadors of TSM and make you feel proud. - Ashwanth R

Luzzy

Thankzz for understanding me atleast now



sathya kumar sir

Thank you so much sir for INSPIRING & MOTIVATING ME.. :)...!!! - Varsha Priya K

Yogesh Ram

Our dear Yogesh, We take this chance to thank you for keeping us entertained and making life in TSM a happier one. - Fans of yogesh Ram

Yamini

I am very thankful for all the love u showered on me. The message is simple, but it means a lot. Thank you for accepting me in your life. - Uthra Ravichandran

Malavika

Thank you so much for the smile you gave me, Thank you for the best memories which made me and Yamini to roll in the floor and laugh to the core. Thank you so much for accepting me in your life.

- Uthra Ravichandran

To all the girls of my batch

Thank you so much for helping me when I met with an accident. - Uthra Ravichandran

Abinaya

Thank you so much for spending my ever first weekend in TSM Hostle when I was new to this campus. This moment made us to be friends. - Uth-ra Ravichandran

Jayanandabharathi & Vaishnavi

Thank you so much for all the memories you both gave me. – Uthra Ravichandran

Amma

Thank you so much for caring, supporting, guided and raised me when i were drowning. I'm so much happy to be a part of your life this birth - Syed Ibrahim N



TOP 10 SOURCES OF CLIMATIC CHANGE

Electricity and Heat:

The main driver of climatic change is by burning fossils fuels for electricity. According to World Resource Institutes, this emission accounts (3.6%) a third of global greenhouse gas emission.



Transportation:

Pollution emitted from transportation makes nearly 15% of global Climate change.



Manufacturing and Construction: They are less often discussed, nut contribute around 13.3% for climate change.



Agriculture:

Researchers say that, giving up meat, especially beef would help curb greenhouse gases. Agriculture makes up 11.1% of Global pollution.



Other fuel combustion:

Burning woods contribute 8.2% of emission. It also includes, burning of fuels in commercial and residential buildings, burning fuels for agriculture and deep sea fishing takes responsibility.



Industrial Process: No wonder, Industry adds about 5.8 % of global carbon and greenhouse gas emission.



Deforestation:

Forest trap carbon, chopping down rainforest contributes around 5.7% of emission which creates a heavy damage in climate change.



Fugitive Emission:

Gas flares and other emission contribute around 5.3% of emission.



Waste:

Landfills produce Methane, which is a potent of greenhouse gas. Our waste system creates 3.1% of global warming pollution.



Bunker Fuels:

It includes ships in international waters as well as international flights. They contribute 2.2% of emission of global pollution.







Yukti is one of the famous Busischool fest in Tamilnawith thousands of participants from various leading top B-schools in India. The primary aim of leading Business school summit, Yukti is to foster a good relationship between the students of various institutions in India, acquire & share acknowledge among them. Being a complete sponsor-driven event, Yukti is conducted by the budding managers of TSM with a prize money worth of Rs.5 lakhs. It offers a plethora of management and cultural events that explore every dimension of one's managerial abilities. At Yukti we aim to provide a global level platform that not only entertains and educates students but also presents them with an opportunity to test their mettle, alongside eminent industry experts in India.



Yukti - The top famous B-school summit in Tamilnadu, India has been expanding its horizons year on year. The theme revolved around the Climatic Change. It is high time to think about the climatic changes happing around us. All the management events were designed based on the theme – Climatic Changes. It was a perfect platform for the budding managers to make decision and find ways to save our planet.

The 19th edition of Yukti was a three-day b-school fest, and it was held on 3rd, 4th and 5th of February 2017. The President of Yukti 2017 was taken up by

Arjun S, II MBA and Vice President is Eunice Kennet J, II PGDM.

The event was inaugurated by Mr. NAGARAJAN - Founder & Chairman of RAMRAJ Group of Companies

We had a special guest for the cultural ferst Mr. Bobby Simha, Actor- The National Film Award Winner for Best Supporting Actor and Mr. Priyan, Cinematographer. He was a special jury for photography and short film events



MANAGEMENT EVENTS

ECOPLANEN

Organizers:

Paul Raj G – II PGDM

Sakthi Sree – II MBA

Climate change is the single greatest threat to a sustainable future, to address the looming threat is not a matter of politics or money but a question of survival. It is high time for us managers to take on the mantle address the issues plaguing climate change in turn creating an opportunity to promote prosperity, security

and a brighter future for all. Focused on the true spirit of entrepreneurship this

event is designed to give the collegiate entrepreneurs a real- world experience to fine tune their business plans. We provide an unparalleled experience for the participants by designing a brilliant event to plan for not just a successful future but also for a better one

Winners: LIBA, Chennai Runners: Prince Weillinger Institute, Mumbai

CAELUM ANALYTICA

Organizers:

Varuna A – II MBA

Solai Raj G – II PGDM The Analytics event was called 'Caelum Analytica', which was formulated from the specialization 'Analytics' and the term 'Caelum', which means 'Climate'. This is also in accordance with the theme of Yukti 2017 -'Climate Change'. The focus of this event was to find the 'Best Analytical Mind' who possessed the various skills needed by a Data Scientist such as Estimating a Scenario in Numbers, Forecasting, Optimum utilization of resources, Analytical thinking etc.

MILJO

Organizers:

Devanand H-IIPGDM Jayavignesh JT-IIMBA

The Best Manager Event "MILJO" of YUKTI'17 is the flagship event of YUKTI 2017. The colosseum is set for all those who seek to challenge and emerge as the legendary "Best Manager".

Therefor Gather all your guts and come experience the bloodbath against the toughest and brightest minds in the country. The event is spread over two days and it will be more arduous than your wildest imagination.

Winners: Christ University, Bangalore

Runners: IIM, Kozhikode

CLIMUTOCRAT

Organizers: Ramanthan P L – II PGDM Gautham Krishna D-IIMBA

The CSR Event "CLIMUTOCRAT" of YUKTI'17 exclaims" Is human race on the verge of extinction because of climate change?" and believes there is no planet B. Let us ask "As socially responsible managers how we are going to take care of one we have."

Therefore Climutocrat is all about how you use your skill sets to connect the dots, influencing people on values of corporate social responsibility that one should hold on to make a positive difference in the world you live.

Winners: XIME, Bangalore **Runners: Christ University, Bangalore**

STRATAERIS

Organizers:

Sachin John Raju – II PGDM Senthur Raja P – II **MBA**

The Strategy Event "STRATAERIS" of YUKTI'17 is an adventurous expedition for all strategic tourists unveiling the ultimate ocean of the real time challenge of differentiating your mission, vision, values etc... in this bloodbath.

Therefore bloom on to let the executive in you to fire up, for tomorrow's success depends on today's work of building up a successful strategy linked to the reduction of factors of Climate Change

Winners: XIME

Runners: Christ University, Bangalore

RELIQUIAE

Organizers:

Shruthi Sankari P – II PGDM Nithya V – II MBA The Human Resource event RELIQUIAE of YUK-TI'17 tries to address sustainability management with regards to climate change. Continuing with the history and extravaganza, Reliquiae is again all set, to take you on a ride towards the zenith of creativity and management skills, alongside making you experience a real corporate-influence.

Winners: XIME



FINOMENA Organizers: Ankit Anand – II PGDM Patrick Leontus Fernando T – II PGDM Vijay Samuel R – II MBA

The Finance Event "Finomena" insures you of various challenging valuations of financial holdings that are the most essential capital to reserve the sustainability and to cut the rate of overhead due to climate change. Therefore FINOMENA with YUKTI'17 brings you the real theme, trending to the changing phase of climate. Let's not ignore the situation rather take a chance to fight and evolve as better human beings.

So, here we are to connect finance and the environment to witness the best moments of learning is honoured with interesting awards and worthy recognitions to grant you the pride of being the responsible financial wit focusing also on the phenomena of climate Change. **Winners: XIME** lenges will be thrown; Plans will be tested with an engrossed case of dynamic logic.

Winners: XIME

Runners: Amrita School of Management, Coimbatore

AVEKTOS

Organizers: Vaishnavi Raju – II PGDM Arun Prasad C – II MBA

Let's be the change as we have only one planet named "Earth" and no other planet to go to, so predict where clients are going and stop right in front of them to be the future of marketing.

All that you have to do is make him an offer that he can't refuse. Take the risk to be a new marketing innovator.

As a marketing enthusiast you are expected to undergo several competitive rounds with other fellow mates.

Winners: Shri Venkateshwara College Runners: Christ University, Bangalore



Runners: Christ University, Bangalore

ΚΥΟΤΟ

Organizers:

Anubala – II PGDM Maralvizhi M – II PGDM Mohamed Kani PN – II MBA

The Operations event "KYOTO" of YUKTI'17 emphasizes that the Business world demands change day by day. To ensure sustainability, how fast we adapt to the change matters. "If you fail to plan, you may as well plan to fail"

Therefore, let's make the knack of playing under constraints as a habit. When skills are questioned, chal-

Organizers for the Quizzing Events: Srinivasan R – II PGDM Maria Princy J – II MBA CORPORATE COMBAT

The event is for the corporate fraternity as an innovative, interactive platform to facilitate a copious flow of knowledge and ideas packaged in exciting rounds. This corporate quiz will help oneself to understand the need to go beyond the routine and seek meaningful outlets that rekindle the spirit of positive competition.

Winners: INFOSYS

Runners: Goldman Sacs & Amazon

EXQUIZZIT

The Open general quiz of Yukti 2017 seeks to bring together sharpest minds in India to take on the heat of the toughest quiz among the B-School fests.

Winners: Nexus Baggage Runner I: Goldman Sacs & Amazon Runner II: Hive Minds

CEREBROS VERDES

The term 'Cerebros' means 'Brains' and 'Verdes' means 'Green' in Spanish. The fight for the 'green' minds.



If there is one biggest human threat that is REAL, then it is not TERRORISM but CLIMATE CHANGE. As scientists say, if everyone believes GRAVITY is real, then why not climate change?! It is happening and affects every business.

'Cerebros Verdes' is an inter collegiate business quiz of Yukti 2017 with the theme 'Climate Change'.

Winners: ICAI

Runners: Christ University, Bangalore



CULTURALS EVENT

S. No	Events	Coordinators	Winner	1st Runner	2nd Runner
1	Mr. & Miss. Yukti	Sairam	Kalasalingam University & Lady Doak Col- lege	-	-
2	As you wish	Archana – II MBA Varsha – II MBA	Kalasalingam University	American College	American Col- lege
3	Cine Studio	Srikrishnan – II MBA	IIT, Madras	-	-
4	IPL Auction	Saravanan	Venkateshwara College	Madurai Kamarajar University	Venkateshwara College
5	Woods fete- Cine Quiz	Harshini – II MBA Karthick	Ramco College		
6	l'artista (Solo Singing)	Maruthanayagam Sairam – II PGDM Shenbhagavalli – II MBA	TCE	American College	TSM, Madurai
7	Beat the Heat (Pot Pourie)	Priya – II MBA	Sri Krishna Col- lege	Kalasalingam Uni- versity	IIM-Kozhikode



S. No	Events	Coordinators	Winner	1st Runner	2nd Runner
8	JUXTAPOSE (Photography)	Packiya Ramanan – II PGDM Shyam sundar – II MBA	CIT, Coimbatore	Dj, Coimbatore	Lady Doak, Madurai
9	Break Free!!! (Group Dance)	Nandha – II PGDM Indhumathi C - II MBA	Jamal Moham- med College, Trichy	Kalasalingam Uni- versity	-



WINNERS OF CULTURALS





SRIRAM CHAND



SHYAM SUNDAR



BUILT FOR ALL ROADS. BUILT FOR NO ROADS. NOW AVAILABLE ACROSS INDIA.

"IF YOU WANT TO SPREAD WINGS IN ANY ROADS

ROYAL ENFIELD HIMALAYAN IS THE CHOICE.".

Royal Enfield launched the Himalayan adventure bike in India some days before. at initial, when i look at the bike it seems to be another impulse offroad bike. but, i changed my mind. when i get the chance to feels its power in hand. Our TSM yukti gave that chance of riding the himalayan. I'm a fan of bullet and clas-

> sic 350 for its look. so, that i thought of buying it in near future. but, after riding Himalayan. i could believably see

lot of upgradation enfield put in its new machine. the thump of bullet is not there but still when i ride it. i felt like king of the road.

Stable body, vibration free suspension,seat comfort at its best. i already rode classic 350cc from my partner paul raj a lot of time. i felt like flying on the highway at my days of internship. Now, after riding the Himalayan, i can surely say that it will be the best choice over classic 350 in all terms except looks. waiting for my own Himalayan to set free on the roads. i feel this would be the best competent in its segment based on price and performance if you forego speed which is way lesser than sports counter part. overall, Loved it for ride but reliability is ?????. waiting for some owner review.



REVIEW



SYED IBRAHIM II PGDM





Takewell to our Beloved Prema Mam



"The captain of our ship...Yes, our beloved prema mam. Your efforts in grooming us right from the very first day to transform us into a professional. We really feel indebted to you for all your time and effort you spent on us. We will surely miss you a lot. "

All the best for your future endeavours.

Please shower your blessings to US.

-PGDM STUDENTS





our dream come true by putting up

Entrepreneurship is always been a big dream for us. We Yamini Muneeshwaren and I Uthra Ravichandran made a food stall in Yukti 2017 – Pokestop.

We wanted to name our shop which can remain in people's mind forever. So is the shop name. These three days gave a different view on the food business. We learnt a lot of things right from the operations, preparation of foods to meeting customer requirements. We could understand the customer expectations in terms of taste. This made us to deliver a variety of foods in these 3 days.

We thank Dr. Janarthanan, Chairperson Yukti for this great opportunity which made us to discover the entrepreneurial skills within us. Thanks to our professors and fellow mates for being our customers.

Very Special thanks to our friends, Malavika R, Syed, Vel Prasath, Kishore, Jaya, Mark, Vaishnavi who were our backbone to run this shop and made it a grand success.



UTHRA RAVICHANDRAN II PGDM



SASTHA FOODS

A shop which is completely run by women in MMC Colony, Avaniyapuram, Madurai East. What so special about this shop? Thinking???

A small food stall which sells tasty vegetarian foods especially Iddiyappam. Ms. Kavitha and Ms. Lakshmi are co-founders of this shop – SASTHA FOODS. I really admire when all the women in the shop work really hard to meet their daily needs. Kavitha and Lakshmi are cousins and close friends. They started this shop way back in 2013 by selling Iddiyappam. They faced many problems in pitching the market. They struggled for 3 yeras to get stable in their business. They believe that a strong advertisement for their shop is done by word of mouth by other customers. They expanded their shop little by little and now they have diversified their food varieties to Dosa varieties, Parota etc.

The shop is flooded by people to take hot parcel. When we asked the customers why they come to this shop when there are many other shops in the area, they said that this is the only vegetarian shop with good quality in this area.

They are not from Birla group, nor Ambani group, they are trying to become like the one. Support the women entrepreneurship.



HIGH FIVE

THE BASKET BALL TOURNAMENT OF TSM

was July 2016 and we started off with 3 players who practiced every evening...

It

None of us had ever imagined that we could actually have a team of 10 or 12..

As days passed by we multipled from 3 to 10, we transformed from amatuers to beginners and are still in the process of becomprofessionals...

ing

One fine evening the Post practice chill session turned out to be a serious discussion on whether we should participate in the University Zonals(October-November 2016) which was shooting soon.Most of us saw this as an opportunity to challenge and prove ourselves.

Little had we thought that we would play the semi finals after 2 consecutive and successful victories. The match was definitely breath taking and we lost the match just short of 4 baskets.

We returned back to college with a heavy heart but a zeal to perform even better in the near future by understanding and learning from our mistakes crept into our minds.

Months passed by and the practice became vigorously vigorous.

Inspired by Inferno and tackle we thought of conducting and Inter collegiate tournament and after a lot of brainstroming we decided to name it High5.

It was mid November when we finalised on conducting this tournament somewhere in February-March 2017... While practice became a daily routine ... The team meetings(post practice sessions)and team lunch/ dinner bonded us together stronger than ever before. We were no more strangers and acquitainces to each other.

The support from the college's end was immense and played a pivotal role in shaping each of us which gave us the confidence to host this debut tournament.

March 18 2017, 10.30pm all of us gathered at the court to decide and strategize for the upcoming matches...

4 teams 3 total matches to be played by each team before the finals which was on March 19 2017.

The strategies seemed to work out pretty well and we reached the finals to play against Psy college.

A nail biting match and Yes we won....34-31...

As the final whistle blew... We could see happy smiles , hootings ,whistles and HIGH5's all over, While some hugging each other and the others jumping in excitement.

On one end we were elated with the victory and on the other end a sense of accomplishment of successfully hosting this debut tournament.

This Tournament and victory means a lot to us and WE WOULD LIKE TO DEDICATE THIS VICTO-RY AND ACCOMPLISHMENT TO YASHWANT AND TEAM(2014-2016 batch) who paved the way for us in all aspects supporting, mentoring and standing by our side at at all times.

"As we move on, we remember all the times we spent together, as our lives change we shall cherish these moments forever"



GOPALAKRISHNAN.T



Managing change ~ Valentine's Day

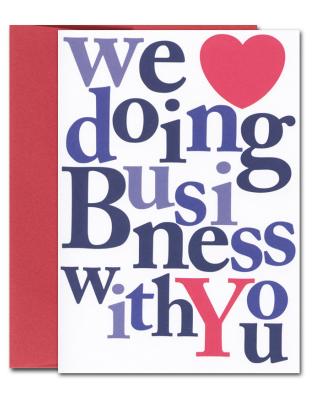
women for V-Day.

Sales at Archie's also are 10 times the normal during the days leading to valentine's day .

"Love is the air and so is the business " for the retailers as most retailers see a spike in sales in the double digits . No matter what has changed , love remains the winner in all occasions , here's wishing all the readers a very blissful and healthy life ahead .

"Let us meet each other with smile, for smile is the beginning of love "

Mother teresa



are at a pinnacle of change, replacing buttons, changtouch screens ing regimes, changing greetings, changing choices, changing preferences, changing fashions, changing people, changing management, changes policies and ouch !! Changing oil prices. The only impermanence maintained is by change that has been on the run, on the move, like a never ending loop of challenges. From a country that created the a form of love making to the country that shuns couples dating or together , we have come a long way on terms of expressing our love for another soul, which comes as no surprise as such informal means of expressing our love has garnered a market for innovators creators to come up with means for us to express our love to each other with the world becoming increasing materialistic, we seem to appreciate love thorough the lens of products that are found on websites . We can see an exciting range of products that are found online through various platforms.

The current market of goods available to be gifted to our loved ones ranges from flowers from any part of the world to cakes to jewellery . The current market is pegged at around Rs 15 billion , It starts with Rose Day (Feb 7), followed by Proposal Day, Chocolate Day, Teddy Day, Promise Day, Kiss Day, Hug Day and Valentine's Day (Feb 14) .

It said men spent more than double the amount than





The intersection between gaming PCs and all-in-ones is pretty small; pretty much the null set. But this system sounds like it's got the horsepower, the essential discrete graphics card --unlike most all-in-ones, it's upgradable.

An all-in-one desktop for gaming is one of those ideas that never quite works out as well as you'd expect,combining computer components and a display into a single package, but their shallow bodies usually leave little room for the kind of high-end components gamers need.

The Omni from Origin PC combines that boutique PC company's extreme customization options and build flexibility with a big-screen all-in-one body, highlighted by a 3,440x1,440-pixel, 34-inch curved display. The base unit is an off-the-shelf chassis, and like many gaming PC builders, Origin PC takes that third-party unit and customizes it with its own components, tweaks and software to create something unique

The Omni supports up to an Intel Core i7 5960X processor, liquid cooling, and can fit a new Nvidia Titan X desktop graphics card. That's all especially noteworthy because these are parts you pretty much never see in an all-in-one desktop. The back cover comes off, allowing you access to the motherboard so components can be swapped out for future upgrades -- another feature rarely seen in all-in-one desktops.

Sitting in front of the system, the huge 34-inch screen wraps subtly around you. Curved screens on big TVs are a gimmick, offering a great view to only the person sitting dead center.

In a world where a typical "gaming" all-in-one tops out with a GeForce GTX 960, the new Omni raises the bar with a GeForce Titan X and liquid-cooled, 8-core Core i7-59660X packed into its 34-inch curved display Price-conscious gamers will cry foul at the use of a spendy Titan X, but like the 8-core Haswell-E chip, it's optional. Origin said it will offer both Haswell-E and Skylake CPUs in the Omni, and clearly any card up to a Titan X will fit, including the economical GeForce GTX 980 Ti.

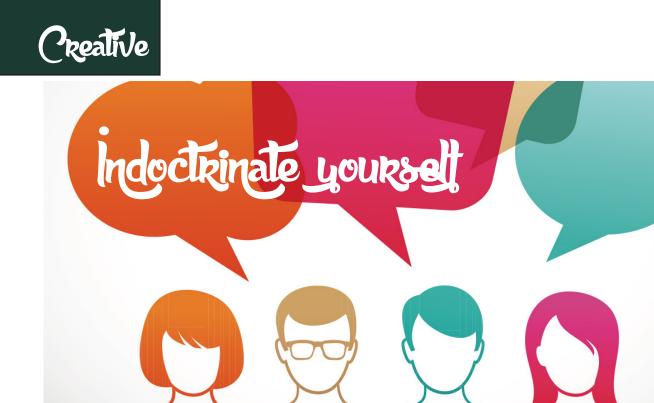
Gaming desktops and hardware are on a roar these years due to a potential rise in gaming community. That is the reason gaming companies are on a boom and struggling to deliver the best to the gamers. One such well known company – Origin stunned everybody this year by introducing the All-In-One (AIO) Gaming PC with a curved 3K display remarking as the most powerful gaming desktop. Origin's Omni PC is a highly customizable desktop PC which packs a punch with its sleek curved display and all the components attached at the back of the desktop, which is the most unique feature in the world of Gaming PC Ever.

FEATURES:

- Up to dual 2.5"HDD/SSDs
- Up to 32 GB DDR4 RAM
- Fully upgradeable Mini –ITX platform
- Free life time.US .based technical support
- A stunning 34" 3440 x1440 QHD curved display
- Up to an intel core i7 5960X
- ORIGIN FROSTYLE Sealed liquid cooling



PADMA PRIYA I PGDM



It was a cloudy day on a summer evening when my friend and I were talking about some random stuff, but then suddenly something serious came in between our conversation, "the 2012 movie". Why is this serious? And why is this relevant even to be the topic of conversation? The whole movie revolves around something that has its high chance of occurrence in future; in this case our alternative hypothesis is so strong that we have to reject our null hypothesis of thinking that nothing can harm us in near future and we can just be dreaming of everything without taking any actions. Now, why is this even titled as Indoctrinate yourselves? When we have no means to bring in a change it's when we have to reeducate our-"There will be no selves and be the change. Yes, the main idea water" of this article is to bring a change for this climate change which we all are having as our motto in this YUKTI season. We all know that the world is getting warmer by 1 degree Celsius every year but are we doing anything from our end? Yes, there are millions and millions of people living in this society but, the proverbs says "Small drops together form the ocean" we can't be idle thinking that how can I alone change this society?

Our parents made this world beautiful for us to live in and here come the next question are we doing the same for the future? Medications have reached to a level that there is nothing to be termed as incurable in future but are we strong enough to withstand this medication even? A lot can revolve around this topic but let we be specific in choosing in what way can we solve this issue. We all live in hostels and we have plenty of ways to bring this global warming down. We leave our fans running, water flowing through taps, litter even when the dustbin is some 10m near, so does this indicate we all are not serious about this issue yet? Might be a few are but, let us all join hands because this life is to be lived in a peaceful and harmless way without getting ourselves into trouble.

There is a village in Kerala where every new born was affected by some unknown disease and their growth

stops at the age of 2. After so many tests and analysis it was found that it was due to a chemical in the fertilizers. Though the fertilizer is banned now the soil, water and air of that entire village has become poisonous and now people are vacating the village and mov-

ing apart .Yes it's a small village that is moving out to some other part of this big world but there will be a day where the entire world will be like this small village then where will we all go? This may not happen in near future but it will happen to our great grand children or to someone in our family chain as even Stephen Hawkings has reported that life on earth will last only for 1000 more years and at that moment we will not be here to reckon and regret that we should have given them also a beautiful place to live.

Now the **YUKTI** season has begun and we all are aware of what we are up to, let us all join in bringing

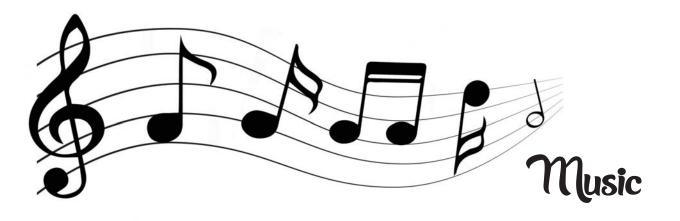


an environment supporting campus. A huge number of trees in campus, let us drop waste only in dustbin which is asking us to feed it than throwing to a tree which is not even capable of digesting that plastic cover. This soil is of high heritage and value let us not simply waste that. Let us all keep it as a practice of throwing waste only in dustbin and not anywhere else. A many more like turning the charger switch, light, fan everything off when moving out of the room. Water is such a valuable resource and we all know that our ground water level is depleting and reports of the research in US gives shocking information that "There will be no water" by 2040, so what will our future generation live with? Let us all take a pledge not to waste even a single drop of water in our campus so that we can do our duty in the right way for the blue growth.

Resolving this climate change issue after it has reached this level is quite difficult but we all can take steps for not bringing in the adverse effects at the earliest. Talking about climate change touches a wide arena let us take in a small portion of it and do our best. Try indoctrinating yourself on this. Wish we provide a better place for every living species.



KARTHIKA MALINI A I PGDM



Music is essential and most attractive alternative to escape the hideousness that's in the World. It happens that all of us use music to elude the treacherous motives of the physical realm and travel towards a dimension which is free from mortal bonds.

This very nature of 'music' gives a prodigious feeling which is hard to be defined by any word in the dictionary.

I used to wonder the kind of rapture music creates for musicians. A few said "It's hard to explain my boy". I began questioning them "Isn't there an end for music?" They said, "As long there is room for imagination and creativity which is a phenomenal gift from God; Music is like blood keeps flowing through every nerve bringing out every emotion as a positive outcome which is unbound of constraints".

I was struck by one such note during my school days and the very note inspired me to take up an instrument. At early stages it was difficult to see the world through the eyes of a musician, however it didn't take me long enough to discover the right lens that matched.

"Define Music? I overheard a voice "Please ask easypeasy question", probably that was my mind-voice. Soon, that very lens enhanced my vision to understand that music is a powerful emotion that activates your brain enabling to resuscitate the creativity to intensify the degree of focus and mould the emotion to give that a pattern and present it to the benefit of humanity.

It's undoubtedly an amazing mode that mankind ever created to enunciate human emotions that create an adrenaline rush and make a human mind accelerate faster than light speed to travel beyond galaxies. Henceforth, this blog is dedicated to Indian Music Industry and all aspiring young musicians.

PATRICK LEONTUS FERNANDO



"SUITING UP FOR THE LAST TIME"

Every student faces a transition in the verge of their to step out as an individual to confront one's fear

"Yes!!" I am exactly talking about what a judgement day which declares turns a student to be a responsi-It happened in such a way that I by a season of interviews. Some get a job" I took it as challenge way that I was unable crack inconfidence into shards of glass fix.

Then I kept questioning myself, from the battle rather to fight whisper in my ears. "Your much day I decided to confront my last day I'm suiting up". The confidence was raging in my Life may not be as green as lands which are too infertile to water them with confidence pose a challenge even for a The only way to confront your which cannot be defined by any books. rough seas and reach 'Paradise'.



student life. It may haunt or gives the satisfaction to be a fully functional citizen of the country.

you think "The Interview", more of freedom from studies, books and ble man/woman.

was haunted and being hunted said "Hey buddy!! it's difficult to and it so happened in the same terviews which shattered my pieces which I found difficult to

"Am I took weak to run away for my life" I heard someone stronger to win the battle", that fears. I said to me "This is the day was too hard on me but the soul to accomplish my destiny. grass, it may lead us to face be cultivated but we can always to grow as strong as trees that mighty chopper.

nightmare is with "Confidence" It is a skill to be acquired to swim the

"Suit up and confront your fears – The Sun is waiting to shine upon you"



PATRICK LEONTUS FERNANDO

FAREWEI



DOES IT MAKE ME LOOK MACHO

The above questions troubled me two years since 2014. I wasn't aware of the initiative No-Shave November and it's cause. All i could remember is posting photos on social media and showing off my long grown beard A year ago is, when i really went deep into my thoughts to dig out the curiosity to know, what No-Shave November actually is?

SO WHAT IS NOSHAVE NOVEMBER

The Ultimate goal of No-Shave November is to create awareness among the society by growing our hair. The cancer patients tend to lose their hair during the aggressive chemotherapeutic sessions in the process of curing. This awareness is just an initiative to raise funds to help those suffering from cancer. This challenge actually goes up for the whole month of November, where men let their hair grow wild and long, without spending money on shaving and grooming.

RULES OF NOSHAVE NOVEMBER

The rules are very simple

- 1. Throw away your razor for 30 days (November).
- 2. Let your beard and Mustache grow wild and natural.
- 3. Don't groom or shave.
- 4. Save money that is spent on Grooming and Shaving.
- 5. Stay away from sight of our Dean!

TTS VERY EXSY ISN'T IT

Final step is to donate the money to any cancer institute or use the money to create awareness among people about cancer and its preventive ways. Motivate your family and friends to follow this, to take up this challenge, to post a picture on Facebook and create awareness!



t's not too late, is it? Better late than Never! Throw away your razor and participate. Let's fight the cancer together!

MOHAMED HUSSAIN

EDITION



Jayalalitha *Feisty Leader*

What could it be? I think hearing the demise of Jayalalitha could be the worst news possible for TN in 2016. Since the time I got my voting rights, since the time I felt I'm responsible for choosing the leader for the betterment of TN & India, I supported Jayalalitha and her ideology. Being an ardent follower and supporter. I remember the times I had squabbled over many political issues & defended her. I remember the times I was trying to persuade my friends to vote for her. Indeed, I was so desperate & even tried for AIADMK party membership. One of my dream is to meet her in person, though that will be left only as a dream. Now, I'm trying to

recollect myself what magnetized me to follow this exceedingly inspiring "charismatic" personality? Could it be the dauntless lady's power to stand on her

feet with zero dependency on others, be it in politics or personal life?

Could it be due to the reason that TN had no other choice except other corrupt politicians with rotten families awaiting to fight for their piece of cake?

Could it be her unyielding attitude during the toughest time? Be it to drive her life as an actress with no parents to take care in this venomous cine Industry or be it the boldest decision to helm AIADMK being an illegitimate heir after M.G.R's demise or be it hearing all the worst possible rumors, curses and public humiliation. I think one needs sheer willpower with immense perseverance to be stable, self-conscious and be self-controlled.

Could it be her unadulterated superlative English which sets her extremely apart and nowhere near her peers?

Could it be her audacious decisions on removing government employees? Considering 2% of vote Bank, no-other politicians in TN could ever dared off doing this. Still now, I could see its cascading effect in all



-SANJAI PRABOO II MBA

government employees home those who fear for her power and vote for DMK (which regularly gives salary appraisal for sluggish Govt. employees)

> Could it be her Autocratic leadership trait which slavishly made male chauvinistic politicians to fall under her feet for no reason?

Could it be her distinctive nature of empowering police to crack down all the regional rowdies and often playing with minister's portfolio which guzzled the hopes of all corrupt party men!

Could it be her tenacity to hold the surmounted pressure of being lonely & encircled by males, double-crossers, foes without knowing whom to believe and whom not to, with only limited well-wishers to trust as Sasikala (as said by Jayalalitha in an interview), Cho (political mentor)

Could it be her periling nature to fight back with anyone who comes in her way?

Could it be her robust interviews and her lines?-

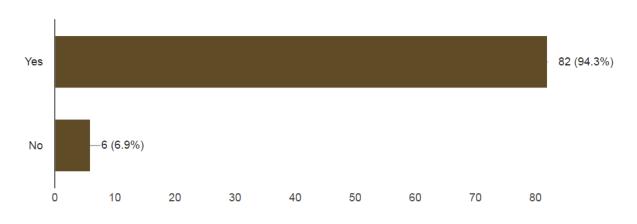
"When you are a leader, you learn to control your emotions, you learn not to show them openly, you have to" "Everyone took advantage of my innocence I had to learn everything the hard way" "If I wasn't tough, they'd have said she failed because she is a women"

Could it be the way she envisaged a vision for TN and administration style?

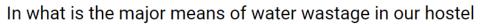
Or just could it be because she is a WOMAN?

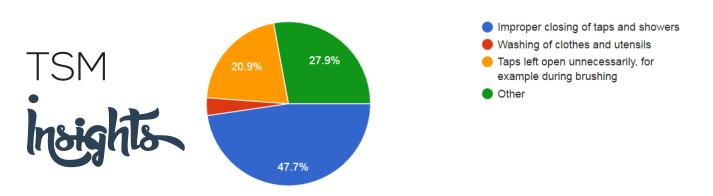
I think last line justifies it all. Moreover, whatever may be the reason, I love my leader and I proudly brag myself to be a patron of her. Even though, I terribly exasperated over her recklessness towards health and for not paving clear path for her followers, with narcissist heart and optimistic thought, I'm afraid TN needs to wait quite a long to fill in the void she left!





Do you think water wastage in our hostel is a serious problem?





Overflow of water Tank in hostel is as one of the problems Source: Survey Data

Fix the Taps and knobs in the toilets. Even the Cooler knob isn't functioning properly. People drink water and fail to notice that the cooler knob is not released and water keeps flowing.

Every individual have a responsibility, if they saw somewhere water is wasting they need to lock it, if taps are not locking properly then they need to intimate management they need to take responsibility quickly, and fix the problem. Here our TSM campus if student intimates the info tape leakage to management, management not working quickly by replacing new tape. Plumbers use to say that they don't have new tape to replace, management is not providing prober support. These need to be change in our campus.

Senor Taps and Senor Switches for motors

Automated water level checker which will switch on the motor when it is at the low level and switch off when it reaches the high level automatically. This will prevent overflow of water which is the major wastage of water in our hostel.

By proper fitting of quality pipes which are leak-proof, Daily inspection and Judicious Usage of Water-Heater.



PH.D ADMISSION EXPERIENCE WITH DEPT. OF MANAGE STUDIES





Name **UG Degree PG Degree** Work Experience Contact

Preethi R (TSM Alumni, 2011-13 batch) B.E (ECE), Mepco Schlenk Engg College, Sivakasi MBA, Thiagarajar School of Management, Madurai System Analyst, Tata Consultancy Services, 2.8 yrs preethi.mepco@gmail.com

Joining Premium Institution like IIT Madras is never a distant dream for any TSMite. I proudly say this, as we have guidance of our faculty members and a strong

alumni network that can guide and direct us in the right path, when approached.

Each and every alumni of our institution with or without our knowledge carry the Brand name "TSM" wherever we go, which positions us in a unique horizon. We will definitely realize this in one scenario or the other. As the Brand image we hold is high, obviously we ought to meet the level of expectations in terms of performance and knowledge.

1. Preliminary step to apply for Ph.D programme in Department of Management Studies (DoMS), IIT Madras is to have a valid GATE/ CAT/MAT/UGC NET/ JRF score that acts as qual-

	DEP/ INDIAN INSTITU	ARTMENT OF MANAG JTE OF TECHNOLOGY	EMENT STUDIES MADRAS, CHENNAI 600
Dr. L. Pra Professor			Date: June 07, 2016
Dear Ms.	Preethi,		
Sub: Ad	imission to Ph.D Progr y to November Semes	ramme under HTRA Schen ter 2016 – Reg.	ie in IIT Madras –
Ref: You	r Roll No. MS16D00	8	
1. If you website: 1 on or befo	any missing document accept the offer of https://www.iitm.ac.in ore 30/06/2016. If yo	admission, pay the Adm /academics (for details ple ou do not pay the fee befor	unexure (please check "Rem ission fees online through ase see the note in the next e the said date, you will forfi
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ifying criteria in addition to Minimum of 6.5 CGPA equivalent in Post graduate degree. The most preferred ry out the research among these is UGC NET/JRF certification.

Ph.D admissions in Department of Manage-2. ment studies, IIT Madras happens twice an academic year (Jan – May & July – Nov batch). Applications will

DEI INDIAN INSTIT	PARTMENT OF MANAGI TUTE OF TECHNOLOGY	EMENT STUDIES MADRAS, CHENNAI 600 036
Dr. L. Prakash Sai, Professor and Head		Date: June 07, 2016
Dear Ms. Preethi,		
Sub: Admission to Ph.D Pro July to November Seme	gramme under HTRA Schem ester 2016 – Reg.	e in IIT Madras –
Ref: Your Roll No. MS16D0	08	
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Residential status	e next waitlisted candidate.	SC/ST/PwD
Residential status For Hostellers	General category Rs. 16,763/-	SC/ST/PwD Rs. 14,263/-
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be available online in the month of September and March for the academic batches Jan-May and July-Nov respectively.

3. Applications can be either submitted online or in-person. While applying for the course, it is mandatory to upload a Research proposal (approx 1500 words) in your area of interest. In addition, we have to submit scanned copies of X and XII mark sheets, UG and PG degree certificates, Community certificate, Passport size photo and other basic documents of employment details (if any).

4. An ideal Research proposal is expected to include

- Area of focus
- Literature review done to observe any research gap

Identification of the problem statement to car-

Significance or Seriousness of the Problem



• Method or Tools to be used to proceed the research

• Scope for Improvement (optional)

5. Application fee of Rs.100 per research proposal should be paid while submitting the documents with application form. Each candidate can submit more than one Research proposal in either same or different management areas (e.g. Operations , Finance).

6. Applicants are shortlisted based on quality of the research proposal and their past academic performance. Selected candidates will be called for interview in the campus.

7. A written exam is conducted for candidates who have a long break after academic learning (more than 8-10 years). This round does not have any screening of applicants.

8. Final round is faculties who are expertise research proposal is subbasically test us on our acperseverance required for on the submitted research
9. Previous Journal/vant to your research prosubmitting application ry eligibility criterion.

10. Work experience letter/ No objection cerapplicable should be subexperience. Scholars are in Ph.D programme as ing or Research Assis-External/ Part-time can-If we opt for 11. pend of Rs. 25,000 per years will be provided for And we are supposed to sibilities like Teaching Exam invigilation, co-coprogramme and related 12. Probability of sethe availability of vacant

	IN			TECHNOLOGY MADRAS ic Section	(10 and
	Tele	ephone: [044] 2257 8034	_	FAX: [044] 2257 8042	
No. F.Acad	/R1/A	dmission/2016		Date:	07.07.201
		LETTER	OF	ADMISSION	
		the Admits of the F			
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the panel interview with in the area in which the mitted. Their questions ademic basics, patience & research work and mainly proposal concepts.

Paper publications releposal can be quoted while and this is not a mandato-

certificates/ Relieving tificates (NoC) whichever mitted if you have work allowed to pursue research HTRA (Half time Teachtant-ship)/ Non-HTRA/ didates.

HTRA programme, Stimonth for a period of 5 Ph.D research scholars. take up additional respon-Assistant, Library duty, ordinating admission works.

lection also depends on slots under each faculty

guide in their respective area of research interest.

Trust me; it is not a big deal to clear these rounds of selection. Faculties in the department are approachable while preparing your research proposal itself. Even the interview will be so cordial (very much light compared to our job interviews) and friendly to test our knowledge and patience. While applying for the course, I didn't have any journal/paper publications relevant to my research proposal/ area of interest and it doesn't matter at all.

Be confident, work hard and sincerely prepare yourself for the selection process and you can definitely make your dream come true..!

All the best for your Successful future!!!

Do drop me a mail if you have further clarifications regarding this admission procedure.



ECHOES Output

The Reflection of TSM