

Travel Edition

THE REFLECTION OF TSM

ECHOES

Yukti 2016
Coming soon

'Pursuit of
Happyness'

Did you know?
You can travel to
Switzerland without
any passport

India's
Top 10
Destination

Royal
Rajasthan

CEO of the
Month

Travel
tips

SANGAMAM
2015

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India's
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Who Moved My Cheese? is a simple parable that reveals profound truths

YUKTI 2016 *In what way Yukti'16 will be different?*

Answers for Last Edition Puzzles

Welcome to TSM - New Faculty Ms. Nithya.

Hola readers,

Back from diwali bang eh? Now its time to witness another bang from MAGCREW. After a staggering first edition, this time our mag has got new facelift with all new theme embellishing every column. It's TOURISM this time. Yes you are going to see some really cool places while you experience this ultra cool 2nd edition of echoes. The MAGCREW has reengineered your reading experience with stunning visuals all along while raking up terra incognitas of India.

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India is a potential game changer. It is a sun rise industry, an employment generator, a significant source of foreign exchange for the country and an economic activity that helps local and host communities.

The prime focus of this edition would be to explore not only new places but also to scour the viable opportunities that rests within this beautiful industry. The MAGCREW has retained some of the old columns with new columns making their inception in an interesting way.

MAGCREW with much emphasise on its viewership has roped in new contributors to provide you new and engaging contents that kindle your critical thinking and test your managerial capabilities accordingly. At this juncture, I would like to thank and congratulate N. Syed Ibrahim of 1st PGDM for embarking upon this journey with MAGCREW. As always we are open to feedbacks and reviews from the other side and we sincerely thank everyone who had given their valuable suggestions for the improvement. I would like to thank our Director, Principal, faculty, contributors and all the students for supporting us all the way.

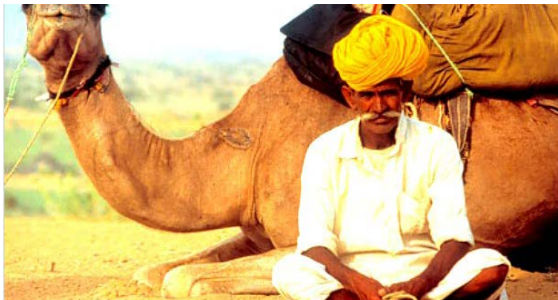
Happy Reading!!!!

Love,

Mohamed Uvaise PMS



A new rhythm of togetherness and a better support made the programme a successful expedition of fun. It brought a mix sense of duty and respect towards each other.



ROYAL RAJASTHAN

TRAVELLING tips



by
ANKIT ANAND
PGDM
1ST YEAR PGDM

Planning, "Just like a management guy" is good as early as possible. The early bachelor catches the deals. Find out as soon as possible the "where's and when's" of venues. Call a few places and pit them against one another for the best rates. Everyone is looking for business so make this work for you in saving money. Hunt for the great deals, use the Internet by typing in places where to go. Visit online travel sites, and call a travel agent or party planner. There are tons of excellent deals by searching through the internet highway so make it work for you guys. It can't hurt to ask any place you are going to if the bachelor can have a free ride. Whether you are renting a SUV or a car, going to a nice restaurant or hotel or a club, every company is looking for your business and will make you a deal. Use this advice to your advantage. You should also know that if you are in Goa, ask the taxi drivers for discounted rates to go to clubs as they are all spiffed and will give you great rates (sometimes a free ride) since they get paid by the clubs. Ask a groom to yourself, looking smart and cool is your right.

"HUNT FOR THE GREAT DEALS, USE THE INTERNET by typing in places where to go."

"CARRY stuffs like tickets and passes, DSLR, IPod, SUNGLASSES, MEDICATION, SNACKS, FAVOURITE CANDY"

Carry stuffs like tickets and passes, DSLR, IPod, Sunglasses, medication, snacks, favourite candy.

DID YOU KNOW THAT ?



YOU CAN TRAVEL TO SWITZERLAND WITHOUT ANY PASSPORT!

Mini Switzerland of India is located on a small plateau in Chamba district of Himachal Pradesh. Khajjiar is a hill station located in the picturesque Chamba valley, surrounded by green meadows, dense forests and with a small stream-fed lake in the middle. It is about 6,500 feet (2,000m) above sea level in the foothills of the Dhauladhar ranges of the Western Himalayas.

Khajjiar can be reached from Dalhousie, the nearest major town

and hill station, by bus in an hour or so. It has a rare combination of three ecosystems: lake, pasture and forest, all in one place.

On 7 July 1992, Mr. Willy T. Blazer, Vice Counselor and Head of Chancery of Switzerland in India brought Khajjiar on the world tourism map by christening it "Mini Switzerland". He also put a sign board in the hiking trail showing Khajjiar's distance from the Swiss capital Berne - 6194 km.

Summers are pleasant and one can do with some cottons and light woollens. Winters are very cold, since it often snows here. The best time to visit Khajjiar is from February - April. Yet the beauty of Khajjiar lies during the winter season. The meadows are covered with ice and the lake in the center is frozen.

The dense trees are covered with a thick blanket of snow,

which gives the effect of Switzerland. There is a pathway around the meadows where one can have peaceful walk. One of the major attractions of Khajjiar is its huge nine-hole golf course. People visiting the valley of Chamba make sure to visit Khajjiar and enjoy the sport. And of course, it is the most romantic place for honeymoon! Before you spend thousands for a trip to Swiss, check out this Indian marvel that will not burn a hole in your pocket!

BY

UTHRA RAVICHANDRAN
1ST YEAR PGDM





SANGAMAM



by
ANKIT ANAND
PGDM
1ST YEAR PGDM

An energetic air of excitement floated through the mind that evening as it was resounded by cheers and echoes as it grew glowering.



This reminded me a phrase that my teacher used to say in my undergraduate,
 “Yes its true, college life and its degree is not a sign that one is a finished product but an indication a person is prepared for life.”



Yes, that was an amazing event arranged by our seniors. On 21st September evening where every one of us gathered for a wonderful event “Sangamam” organized by the seniors as an expression of their love and regards towards a first year buddies and it was also based on the theme “vanga pazhagalam”. A new rhythm of togetherness and a better support made the programme a successful expedition of fun. It brought a mix sense of duty and respect towards each other. The programme started with a prayer, followed by welcome dance, teacher’s introduction and a power packed dance by a group of seniors.

The best was still yet to come when they randomly called us to the stage for an activity. It broke our hesitation and made us laugh holding our stomach till the end of the entire program.

It also made us realise how we TSM’ite collaborated as a team with mutual cooperation and concern.



THE RELEASE OF ECHOES FIRST EDITION WAS LAUNCHED IN STAGE
 BY DIRECTOR SIR AND PRINCIPAL MADAM.
 THE LAUNCH WAS A GREAT SUCCESS....



royal rajasthan

The Rajasthan – A colourful and festive cultured state situated in the northwest region of India. Rajasthan also known as the “Land of Kings” is the epitome of romance and heroism. Rajasthan has special place amongst tourists around the world with its enthralling geographical features.

There are a number of beautiful monuments which stand tall to make the world aware about its enriching history. The entire character of the land is vibrant in nature which is due to its rich heritage, enthralling culture, enticing desserts, sun kissed sand dunes and an amazing wildlife.

BY

RENUGA DEVI
2ND YEAR MBA

The Pink City - Jaipur



The capital city of Rajasthan, Jaipur is the largest city in the state. The city was founded by Maharaja Sawai Jai Singh II in 1727, after whom the city has been named. Jaipur is best known for its beautiful palaces. The skyline of this city is dotted with pink buildings and the place is mesmerizing enough to cast a spell on the onlookers. The stunning forts and palaces are the major attractions. The list of forts includes, Amer, Nahargarh, Moti Doongari etc.

Nahargarh Fort



Nahargarh Fort, along with other two forts viz., Amer Fort and Jaigarh Fort, once formed a strong defense for Jaipur city. Built by Maharaja Sawai Jai Singh II in 1734. Nahargarh which means 'abode of tigers', located in one of the oldest mountain ranges of the world, the Aravalli Hills, this fort gives you a breathtaking view of the scenic surroundings. Nahargarh Fort is noted for its extended wall which connects it to the other few Forts.

A COLOURFUL AND FESTIVE CULTURED STATE SITUATED IN THE NORTHWEST REGION OF INDIA.

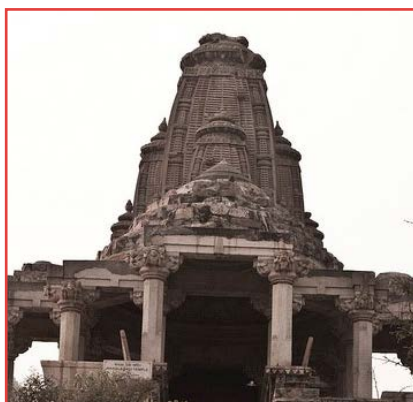
Amer Fort



It is an old fort, built in 1592 by Raja Man Singh. This fort is also very popularly known as the Amer Palace. The Amer Fort was built in red sandstone and marble and the Maotla Lake adds a certain charm to the entire Fort. Though the fort is quite old and may even look so from the outside, it is beautiful on the inside and boasts of various buildings of prominence like the 'Diwan-i-Aam', the 'Sheesh Mahal' and even the 'Sukh Mahal'. The Amer Fort has influences of both

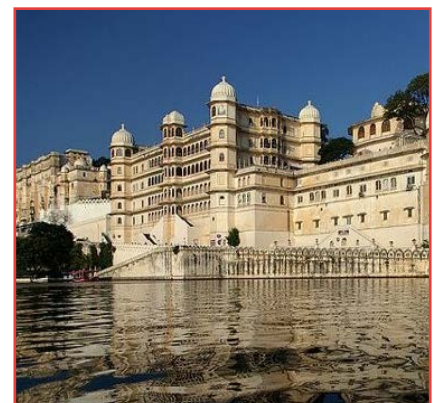
Hindu and Muslim architecture. This fort also has the 'Shila Devi' Temple and the 'Ganesh Pol' which is a gate that leads to the private palaces of the kings. The Amer Fort has many pavilions and halls of great interest and other popular attractions.

Bhangarh Fort



If ghost stories fascinate you, Bhangarh is the place for you! Situated in Alwar district of Rajasthan, this village is known as one of the spookiest places in India. According to the legends, this village was cursed by a

guru called 'Balu' after an arrogant prince constructed the village. Entry to this area is strictly prohibited before sunrise and after sunset.



City Palace

City Palace boasts of the wonderful blend of Medieval, European and Chinese Architecture. The Palace has various towers, domes and arches, which add to the flavor of heritage site. Towering on the banks of Pichola Lake, City Palace is truly a feast to the eyes. City Palace is a marvelous assortment of courtyards, pavilions,

terraces, corridors, rooms and hanging gardens. Encircled by fortifications, this imposing Palace is wholly built in granite and marble.

City Palace comprises 11 wonderful palaces, which were built by different rulers still they resemble each other. With the sheer glimpse of unique paintings, antique furniture and exquisite glass mirror & ornamental tiles work of these palaces, we will get amazed. One of its palace Manak Mahal (Ruby Palace) has figures of crystal and porcelain, Bhim Vilas flaunts a fabulous collection of miniature paintings depicting the real life stories of Radha-Krishna.

Nizammudin Dargah



The Dargah Sharif in Ajmer, Rajasthan. It is the maqbara or grave of the Sufi Saint Khwaja Moinudeen Chisti and attracts hundreds and thousands of devotees, pilgrims and tourists from all over the country and the world.

People largely believe that when the saint Moinuddin Chishti was 114 years old, when he locked himself inside a room for 6 days and he pray and left with his mortal body in peace. Ajmer Sharif is considered as the most imperative sacred place for Muslims on behalf of the presence of tomb of founder of Christi Sufi, Khwaja Moinuddin Chishti. Not only Muslims, but people from all over the world visit the shrine to get rid of problems of their life. As it is located in Rajasthan, the border state of India, people from Pakistan also comes here to get the blessings from the Sufi saint. Akbar, the great ruler had a habit of coming to this Dargah Sharif once in a year by walk for fulfilling the prayer made here for his son.

Dune Bashing

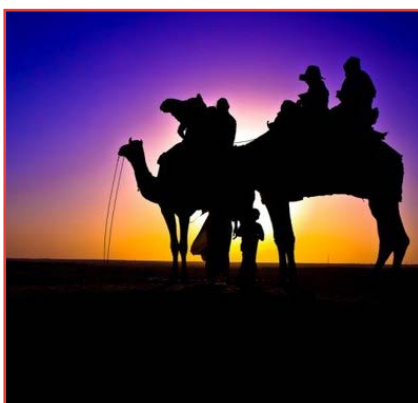


Get an adrenaline high and hit the alluring sand dunes in Osijan and Jaisalmer. Cruise through the rustic sands on a sedan and enjoy the thrill of dune bashing with every turn and twist of the engine! Whether the day or the night sky, Dune Bashing across the Thar Desert will make you fall in love with the timeless sands of Rajasthan.

Camel Safari

One of the most unforgettable and enchanting experiences we could have in India is to ride through the the rippling, windswept desert on camel back and camp out under the stars. Taking a camel safari will also give you the opportunity to witness the rustic, rural desert life of India.

“Taking a camel safari will also give you the opportunity to witness the rustic, rural desert life of India. “



Chokhi Dhani

One of the finest and exquisite village resorts in the world, Chokhi Dhani offers the most unique and indigenous flavours of Rajasthan. Located in Jaipur, this 5 Star rated resort is a

perfect destination to discover and explore the different essence of Rajasthan. From fine dining to shopping, luxurious stay to cultural visits, you will never run out of options in Chokhi Dhani.

Apart from these destinations, there are lot more forts and palaces to make us feel as one of the medieval - Junagarh Fort, Hawa Mahal Palace, Deeg Palace, Jaisalmer Fort, Neemrana Fort, Umaid Bhawan Palace, Chittorgarh Fort, Jagmandir Palace, Taragarh Fort, Lohagarh Fort. Desert National Park, Ranthambore National Park, Keoladeo Ghana National Park are few to explore wildlife of Rajasthan.

Elephant Ride at Amer Fort, Hot Air Ballooning at Rajput, Ziplining at Neemrana Fort, Royal Camping in Desert, Bird Watching in Bharatpur Bird Sanctuary are few activities to feel the real essence of Rajasthan.





DEEP KALRA
OF MAKE MY TRIP.COM

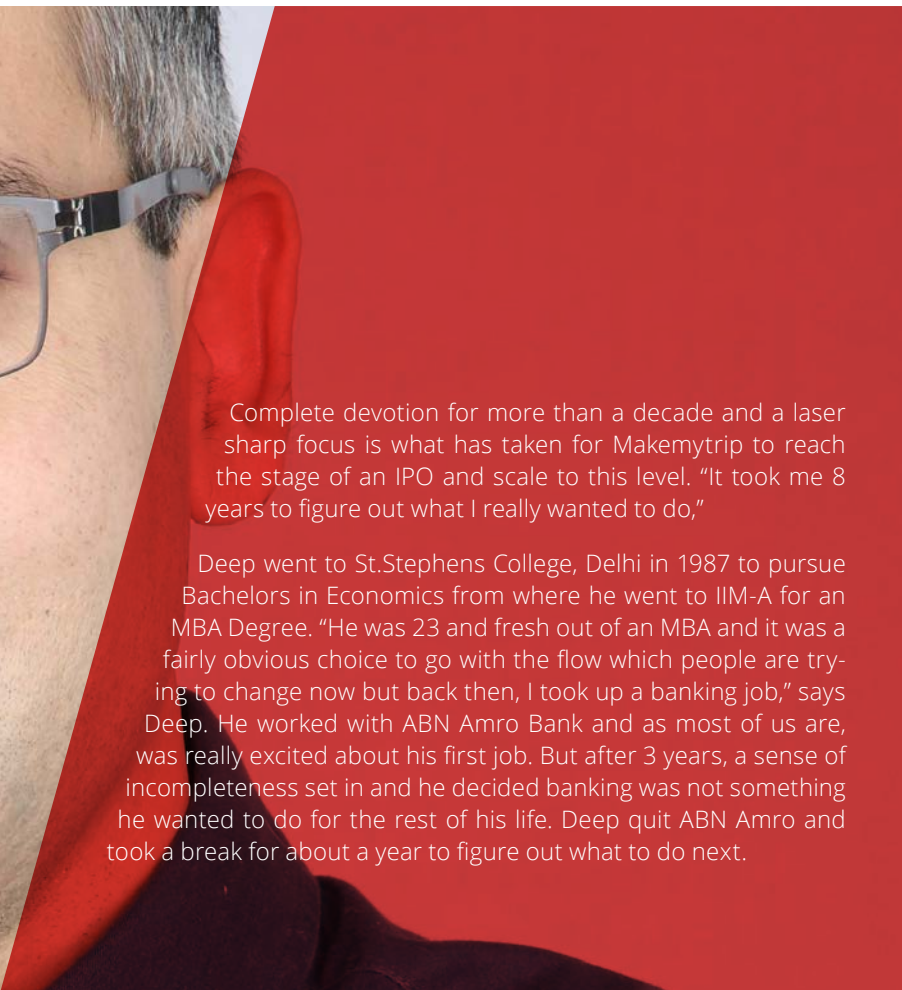
CEO of the Month



MPost AMF, Deep could have started up something else but he felt he needed some more corporate experience before diving into it. He felt that he was missing out on the learning part and the self-development part had plateaued after ABN. Looking out for companies, he got a lucrative offer from GE Capital to head Business Development. The year was 1999 and looking for opening up new avenues, the internet was the obvious answer. Deep met almost all the top players in the Indian internet space and helped GE grow via the internet and during this time, Deep also

had a couple of incidents that formed a strong faith in the internet- he managed to successfully sell a car for INR 20k more than what was being offered online and he was able to book a hotel in Thailand for a trip with his wife and the vacation went off really well.

And after a little over a year with GE, Deep felt he was ready to take the plunge. Entering travel was not only because of the good experiences but a very clinical thought-out decision: it was too early for eCommerce back then and travel seemed like the right direction to move in. Mixing the idea with a proper business model, Makemytrip was born



Complete devotion for more than a decade and a laser sharp focus is what has taken for Makemytrip to reach the stage of an IPO and scale to this level. "It took me 8 years to figure out what I really wanted to do,"

Deep went to St. Stephens College, Delhi in 1987 to pursue Bachelors in Economics from where he went to IIM-A for an MBA Degree. "He was 23 and fresh out of an MBA and it was a fairly obvious choice to go with the flow which people are trying to change now but back then, I took up a banking job," says Deep. He worked with ABN Amro Bank and as most of us are, was really excited about his first job. But after 3 years, a sense of incompleteness set in and he decided banking was not something he wanted to do for the rest of his life. Deep quit ABN Amro and took a break for about a year to figure out what to do next.

in the year 2000. And the rest, as they say, is history...

**HOWEVER BIG OR SMALL,
MAKE IT A GOOD BUSINESS,
MAKE IT A CLEAN BUSINESS,
MAKE IT A BUSINESS YOU
ARE VERY PROUD OF**



**DEEP
KALRA**

FOUNDER, MAKEMYTRIP.COM

YOURSTORY.COM



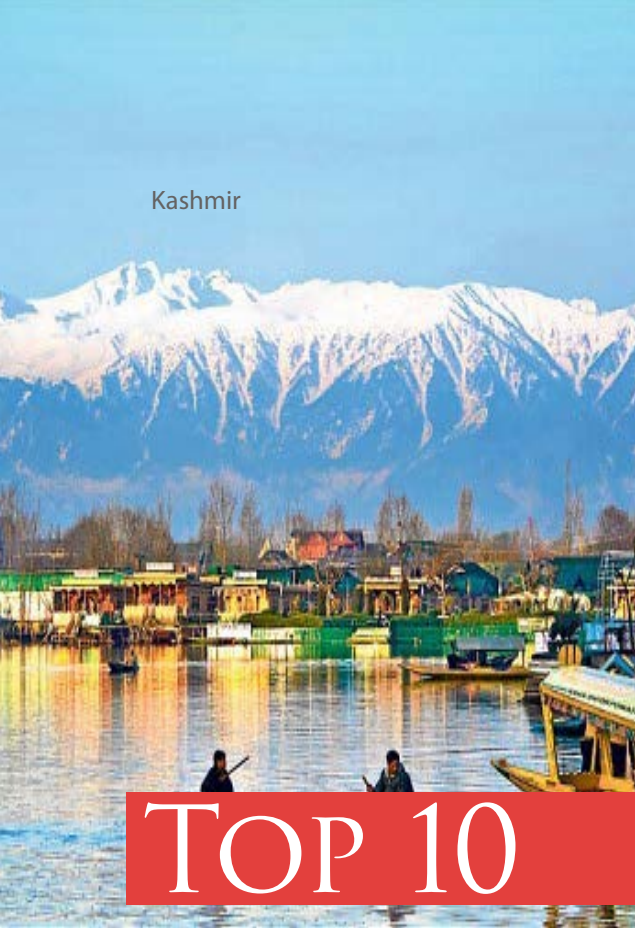
MAKEMYTRIP.COM

Makemytrip Inc. is an Indian on-line travel company, founded by Deep Kalra in 2000. Headquartered in Gurgaon, Haryana, the company provides online travel services including flight tickets, domestic and international holiday packages, hotel reservations, rail and bus tickets. In 2011 and 2012, MakeMyTrip made strategic acquisitions in pursuit of growth through new channels and markets in Southeast Asia. Recently, it launched Travel Apps for mobile devices. The company has been consistently recognised as one of India's best travel portals. In addition to a full-service online portal, the company also operates through 59 retail stores across 37 cities in India along with international offices in New York City and Sydney.



by
Monica .B
2nd year MBA

Kashmir



Taj Mahal



Golden Temple



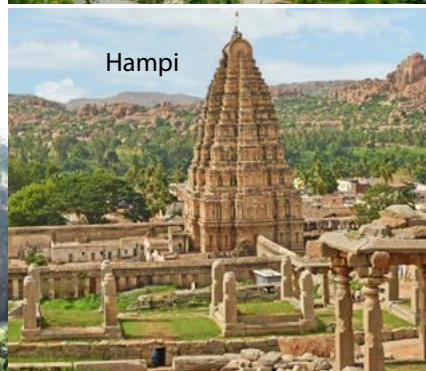
Udaipur



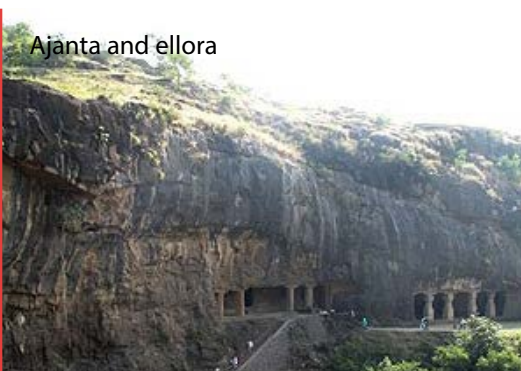
Kerala



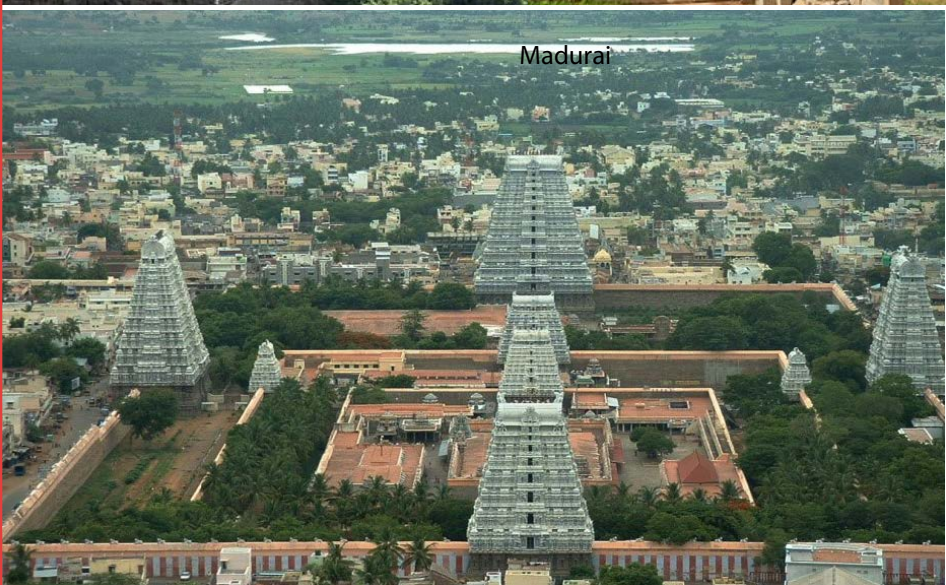
Hampi



Ajanta and Ellora



Madurai



Leh / Ladakh



TOP 10 places to visit in india

By
MONICA .B - 2nd YEAR MBA
UTHRA RAVICHANDRAN - 1ST YEAR PGDM

Kashmir was once called Heaven on Earth, and once of the most beautiful places in the world. However, in last couple of decades, terrorism has faded its charm – A place home to Himalayan Ranges. The State of Jammu & Kashmir has main three geographical regions known as “The Lesser Himalayas” or the “Jhelum Valley” (Kashmir), “The Inner Himalayas” or “The Indus Valley” (Ladakh & Frontier areas) also called “Trans-Himalayas”, and “The Outer-Himalayas” or “The Southern mountain range” (Jammu). The area of Jammu & Kashmir is 2, 22,236 square kilometers.

Kerala One of the most popular attractions in India, a trip in a houseboat along the palm-fringed Kerala backwaters is so tranquil and relaxing. The lush green landscape, diverse wildlife, and houses and villages that line the backwaters make a journey along these waterways seem like a journey through another world. Freshly cooked Indian food and chilled beer on board the boat make the experience even more enjoyable. Don't miss it!

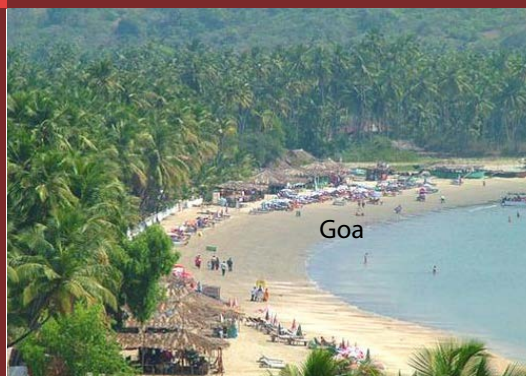
Leh/Ladakh The Ladakh capital city of Leh lies near the eastern parts of Jammu and Kashmir, on the crossroads of the historic “Silk Route” from Sinkiang to West Asia and to the plains of India. The humbling monasteries of Shey, Hemis, Alchi, Thikse and Lamayuru will nurture your spiritual needs, and the landscape of Leh provides for a number of adventure activities including mountaineering, white-water rafting and trekking along the Markha Valley.

Taj Mahal

A part of India's popular Golden Triangle tourist circuit, Agra is home to the Taj Mahal. Enough said really. It's India's most iconic monument and the top historical attraction in India. For that reason, it's impossible to leave it off the list.

Golden Temple Amritsar, home to the Golden Temple, was founded in 1577 by Guru Ram Das, the fourth guru of Sikhs. It's the spiritual capital of the Sikhs and gained its name, meaning “Holy Pool of Nectar”, from the body of water around the Golden Temple. The exquisite Golden Temple attracts pilgrims from all over the world and the number of visitors it gets rivals that of the Taj Mahal! It looks particularly arresting at night when it's beautifully lit up, with its imposing gold dome illuminated.

Udaipur AAh, Udaipur! Famed city of lakes and palaces. (And yes, I really do think it's the most romantic city in India). A must-visit for the ability to immerse yourself in regal splendor. h, Udaipur! Famed city of lakes and palaces. (And yes, I really do think it's the most romantic city in India). A must-visit for the ability to immerse yourself in regal splendor.



Goa India's top beach destination, Goa lures visitors with the promise of parties and lazy days at the beach. However, there's more to Goa than just hedonism. The state also offers an eclectic blend of history, nature, culture, and adventure activities. splendor.

Ajanta and Ellora No doubt India's most popular and widely recognized caves, the Ajanta Ellora caves are carved into hillside rock quite in the middle of nowhere, near Aurangabad, in northern Maharashtra. These caves are simply awe inspiring. Words can't describe how magnificent they are.

Hampi An incredible energy can be found in Hampi. The last capital of Vijayanagar, one of the greatest Hindu kingdoms in India's history, it's renowned for its captivating ruins, intriguingly intermingled with large boulders that rear up all over the landscape. for the ability to immerse yourself in regal splendor.

Madurai

Ancient Madurai in Tamil Nadu is home to the most impressive and important temple in south India --the Meenakshi Temple. If you only see one south Indian temple, the Meenakshi Temple should be it. The city of Madurai is more than 4,000 years old, and has remained a major center for Tamil culture and learning. The 12 day Chithirai Festival, featuring a re-enacted celestial wedding of God and Goddess, is held in Madurai during April each year.

YUKTI 2016 THEME

MYTHOLOGY

THE THEME OF 18TH EDITION OF YUKTI IS GOING TO BE
AN INTERESTING ONE. YUKTI'16 BE AN EPITOME THAT
SIGNIFIES THE IMPORTANCE OF MYTHOLOGY.

The theme of 18th edition of Yukti is going to be an interesting one. Yukti'16 will have a mythological theme. We always talk about modern world and most of forget its foundation. Myths has significance to a culture (or species), a story that addresses fundamental and difficult questions that human beings ask.

Mythology, on the other hand, makes other peoples interesting, the bearers of more fascinating stories to listen to around the campfire of dazzlingly bright colors, languages and customs. Let Yukti'16 be an epitome that signifies the importance of mythology.

By
A.Srishnath
President-Yukti'16





The core committee of Yukti'16 is working on all possible aspects to make Yukti'16 a different and a memorable one. The door is always open for suggestions and support to make Yukti'16 a grand success.

In what way Yukti'16 will be different?

Three days fest:

Almost all the editions of Yukti was a two days fest. This 18th edition, Yukti'16 will be a three days fest tentatively planned on 11, 12 and 13th of February 2016.

Inter-Collegiate cultural events:

One major difference that Yukti'16 will have is the inclusion of inter-college cultural events. TSM is one such B-School that lays importance on all around development of an individual. It strongly believes that academic knowledge is not the only entry ticket for a student's career. And thus, Yuk-

ti-the brain child of TSM will be hosting inter-college cultural events in a way to encourage and support the all round development of students.

Inclusion of Analytics events:

In this competitive world, Analytics is a buzzword among the corporates. Analytics is one such field that is gaining importance and is becoming a tool to have an edge over the stringent competitions. Realizing such a trend in corporate world, Yukti'16 will have events in Analytics to inculcate, educate and signify its importance among the budding managers.

Who Moved My Cheese?

Spencer Johnson, M.D.

WHO MOVED MY CHEESE? IS A SIMPLE PARABLE THAT REVEALS PROFOUND TRUTHS ABOUT CHANGE

It is an amusing and enlightening story of four characters who live in a 'Maze' and look for 'Cheese' to nourish them and make them happy. Two are mice named Sniff and Scurry. And two are little people' - beings the size of mice who look and act a lot like people. Their names are Hem and Haw. 'Cheese' is a metaphor for what you want to have in life - whether it's a good job, a loving relationship, money, a possession, good health, or spiritual peace of mind. And 'The Maze' is where you look for what you want - the organization you work in, or the family or community you live in. In the story, the

characters are faced with unexpected change. Eventually, one of them deals with it, and writes what he has learned from his experience on the maze walls.

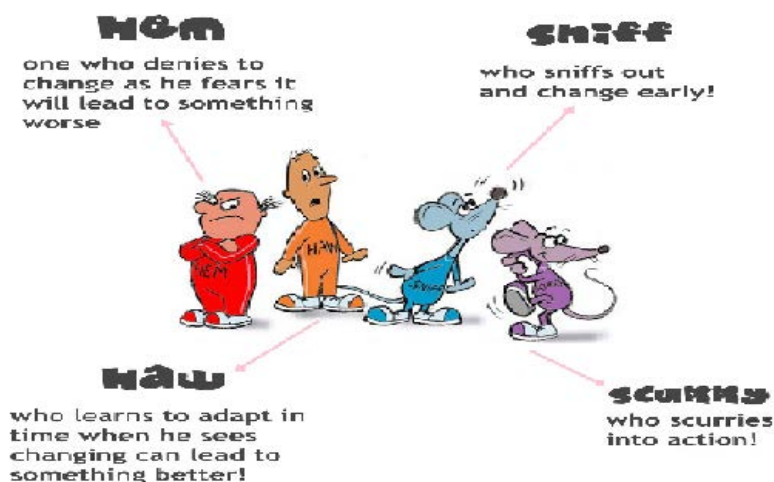
The principle which works behind Nature is the same principle which works behind Man. Change is one of the principles which works behind Nature. Everything in Nature Changes. So, Change is an integral part of human life. It is the law of life.

This book Who Moved My Cheese by Dr. Spencer Johnson which emphasizes the need for change in human life is divided into three sections.

In the first section several former classmates meet on a Sunday in Chicago and talk about their inability to change with the changing times. All of them agree that they resist changing because they are afraid of change. It is then Michael tells them that a simple story with four characters in it changed his entire personal and professional life. He then narrates the story called WHO MOVED MY CHEESE. The second section is the story itself with four imaginary characters.

In the third section the friends analyze the story and thank Michael immensely for having made them to understand the need for change and that they should never resist change. Henceforth they will sniff out the changes ahead of time and scurry into action rather than get hemmed in and be left behind.

Finding out the cheese is a continuous phenomenon because the cheese is not constant. It keeps on changing depending upon what we want to do in our lives. So, keep changing realizing that "Change is



only thing that does not change in life."

Philosophically, it is not finding out the cheese that matters. Rather it is the struggle to find out the cheese that matters. "Struggle" is the essence of life. Life is a struggle and that's what makes life meaningful.

Sniff and Scurry are always prepared to struggle in life by accepting the fact that change is the law of life and if you don't change for the better at the right time you will be destroyed. They don't suffer from any 'imaginary fear' of change and face the reality head on. Even Haw, though initially hesitant confronts his fear of Change struggling against his fear of change and realizing his mistake.

Haw realized that the fear of starving to death helped him to Change. Then he laughed and realized that he had started to Change as soon as he had learned to laugh at himself and at what he had been doing wrong. He realized the fastest way to change is to laugh at your own folly. Haw also realized that one should not over-analyze or overcomplicate things like Sniff and Scurry. Too much of intellectual thinking and lack of action, which HAMLET suffered from, is a 'tragic flaw'. When the situation changed and the Cheese had been moved, they (Sniff and Scurry) changed and moved with the Cheese. Haw understood that he should keep things simple, be flexible, and move quickly. One should not overcomplicate matters or confuse oneself with fearful beliefs.

One should notice when the little changes begin to appear, so that one would be prepared for the big change that might be coming. Haw realized that the biggest inhibitor to Change lies within yourself, and

that nothing gets better until you Change. He also realized that some fear should be respected, as it can keep you out of real danger. But he realized most of his fears were irrational and had kept him from changing when he needed to.

As Haw recalled what he had learned, he thought about his friend Hem. Hem had to find his own way, beyond his comforts and past his fears. No one else could do it for him, or talk him into it. He somehow had to see the advantage of changing himself. Hem had to 'struggle' within himself.

Life is a maze. Everything in life is uncertain like in a maze. Anything might happen at any point of time.

But, Change for the sake of change is detrimental not only to the individual but also to the society. For example, how many times can an individual change his life partner? To be more specific, how many times can a husband change his wife, or, for that matter, how many times can a wife change her husband, for whatever reason? Irrational and illogical changes of this sort will not only affect the individual but also the family, which is the fundamental unit of the society. Hence, the society at large will be affected. Here it should be remembered that the mindless changes that are taking place today on the political and economic front have not only impoverished majority of the people but also institutionalised corruption. Corruption is the order of the day in India.

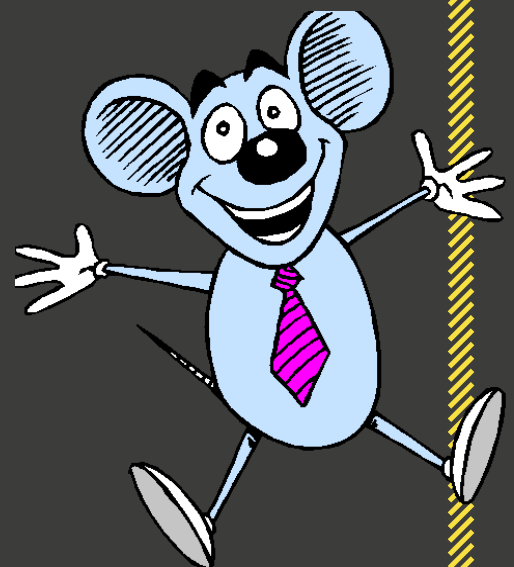
Hence, go for a CHANGE only when it is inevitable. Secondly, CHANGE should always be for the better. This is what this symbolic story stands for. Cheese is only a symbol. It could stand for material success or spiri-

tual success.

Sniff and Scurry's quest for material success ended or may be began because they accepted CHANGE, but CHANGE for the better and the change which is inevitable.

Spencer Johnson with his lucid style of writing makes it very intriguing for the readers. I loved reading this book and I hope you TSMites will too.

By
Aparna
II MBA



KAIZEN - Operations Club Inauguration



The KAIZEN Operations Management club of TSM was inaugurated by Shri. P Ramasubramanian, Sr. General Manager of TVS Sundram Fastners Madurai and Chennai Plant on Oct 09 2015.

> To keep track of world class manufacturing practices

> To equip students for a career in operations

The Club Activities include Case

He provided the insights on the following topics

1. What is KAIZEN
2. 5S
3. TQM
4. TPM
5. Six Sigma
6. Lean Management
7. TPS
8. SMED
9. Opportunities in Operations Management



The core objectives of TSM KAIZEN Club are

> To create awareness, learn and share knowledge in contemporary practices of Operations Management

Competitions, Quiz and crossword puzzles, Paper Presentations, Guest Lectures, Career Advice & Interview Preparation, Industrial Visits to observe operations in practice etc.

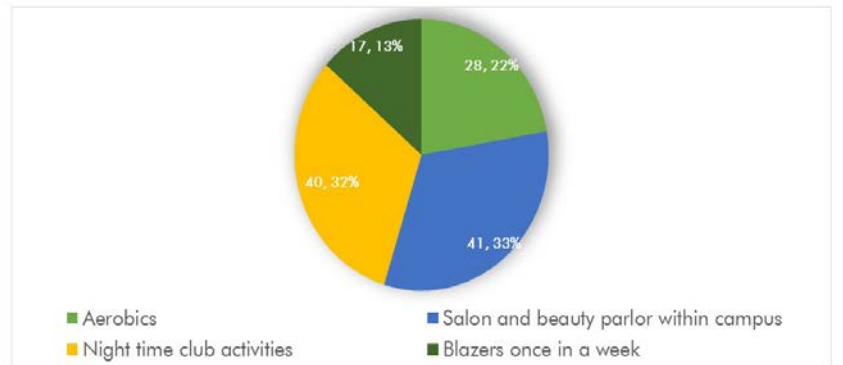
As a part of the club activities, a Guest lecture was arranged. Shri. . P.Ramasubramanian, Sr.General Manager, TVS Sundram Fastners Pvt. Ltd. Madurai & Chennai addressed the students. The lecture was on the topic Kaizen for Efficient Operations Management.

The guest lecture completed with Q & A session. This event was presided by Dr. Selvalakshmi, Principal-TSM and lead by Ms. Uthra Ravichandran, Secretary of Kaizen. This event was attended by I MBA students and the KAIZEN club members of TSM.



CAMPUS SURVEY

Things like to be introduced in Campus



This puzzle is usually attributed to Einstein, who may or may not have written it.

The German owns the fish and the table below details the full answer:

Nationality :	Norweg	Dane	Brit	German	Swede		
Colour :	Yellow	Blue	Red	Green	White		
Beverage :	Water	tea	milk	Coffee	Chocolate		
Smokes :	Dunhill	Blend	Pall	Mall	Prince	Blue	Master
Pet :	Cats	horses	birds	Fish	dogs		

ANSWER TO LAST EDITION PUZZLE

WELCOME TO TSM

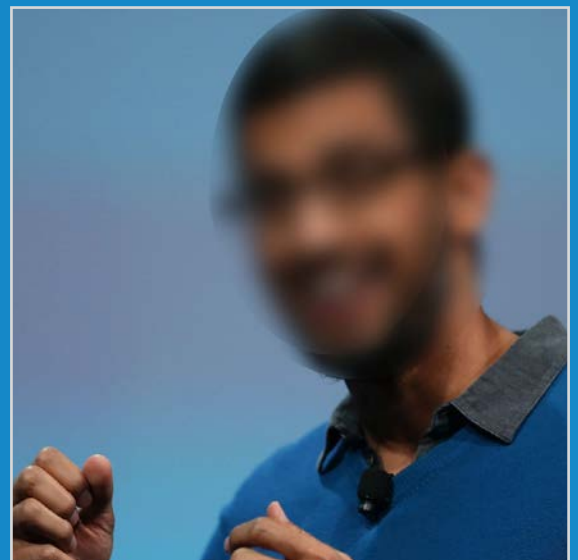
Ms.M.Nithya

BTech; MBA; (PhD)



Ms. M.Nithya is an ethical researcher and passionate teacher; she is currently pursuing her doctorate in brand extension in Anna University, Chennai. She has published research articles in double blind peer reviewed and indexed international journals and presented papers in international conferences. Her major research interests include but not limited to brand stretching, co-branding, brand switching behaviour and Asian perspective of consumer decision making.

She holds the qualification of UGC-NET with JRF. Her major teaching areas include brand management, marketing management, retail marketing and consumer behaviour. She has attended FDPs on multivariate data analysis and theory building from IIM, Kozhikode.



MASK OF THE MONTH

FIND THE FAMOUS PERSONALITY



TIME FLIES AND BEFORE EVEN I REALISE I HAVE LEFT COLLEGE FOR WORK, IT'S BEEN FEW MONTHS ALREADY!

Yes, I want to call that part of my life spent in TSM as one of the most memorable and eventful phases, with lots of learning which I'm sure equipped me not just to get a job but did prepare me for the rest of the long journey called life!

TSM – place where there is always a lot of things happening! Many young minds with great dreams walk in, groom themselves in all possible ways to not just earn the degree but to have a wholesome development. Those were years through which I discovered more about myself and evolved to be a new person all together, say in the way I perceive, think, reason out and.

The days in TSM made me a combination of a night owl, early bird, multitasker (I can watch a movie/serial, chat/play games on mobile, chat with friends around, listen to music, sing along, pick a fight, eat and do my lessons simultaneously), someone who can think on her feet (unprepared, not knowing who presents on which part, ending up in reading from the slides and

making up totally irrelevant stories on spot thinking that I'm "applying concepts").

I joined TSM as a naïve graduate, with lots of curiosity and urge to make the best out of the two years. Let be the early morning or the late night classes, the long hectic days at the end of which we still have to work on projects, class presentations, submissions, working in teams- being a free rider at times and cursing one when I am doing all the work, sleepless nights spent preparing for semester exams/ watching movies/ endlessly chitchatting irrespective of the time & the amount of pending assignments, serious moments of awaiting exam results, unforgettable moments of the intra and inter college level events with lots of work and fun, moments of wining and losing, crazy moments in our hostel rooms, arguments, misunderstandings, compromises, moments of getting back together, birthday celebrations, outings, tours, home visits, anxious moments during placements and the emotional moments of fare-

well- days in TSM were filled with a spectrum of emotions which are etched in my mind forever!

The friends I got in TSM and the kind of bond we share is very special for we have been for each other through the most critical and life changing moments and so will we be! It all started with little conversations as we always get to interact with different people of the batch for some reason or the other – the most anxious but what turned out to be a fun filled evening- our freshers party, the sports events, part of the routine projects and then we were so bonded to be able to enjoy, learn, plan and organise things together as one team.

Our professors, needless to mention have always been there to mould me to be what I am now. The interactions we used to have during classes, after class hours, in tours, have all been very cherishable and inspiring, not just professional but also in personal front. They made me realise that I can accomplish lot many things than I ever thought I am capable of.



the **VALUE** of **TSM**

- Yohini Balaji

“THIS PART OF MY LIFE, THIS LITTLE PART IS CALLED HAPPINESS”

Be it a class presentation, participating in a competition, nominating myself for some role, they have all always been there to make me give a try, do my best, get me through them and make me believe that it is possible so that the next time something like that comes up I would never miss to grab.

I still remember the days when we used to complain about the hectic schedule but I now realise that we could have done lot more and made much more memories. To be a student is anytime better because that is when we have the freedom to say “ we don’t know”, we are given the time and opportunity to learn and to make mistakes. TSM had the most conducive environment to goof up, fall, work on perfection and excel. Now at work, there have been many instances wherein I have got answers to many questions I had in my head during college as to “ Why am I asked to do this? How is it going to matter?”. I realised that even the little things we are put through, asked to do, we ourselves take initiative and

get involved in, do make a lot of difference and have helped me in many unexpected ways. They have all been essential experiences.

The first trimester kept us busy with schedules, probably after that we get used to it or learn to make time for everything. Working in different teams for different tasks help me understand my strengths / limitations and work accordingly. In the second year with all juggled schedules for electives, more focus on placements, things got a little serious. But with all the efforts and encouragement we all eventually got through.

Though we don’t realise that we are having one of the best times of our lives, when we all actually become part of different companies as managers, that is when we know those were the most awesome days and that, its only after that we have no choice but to leave our comfort zone, be more responsible, committed to deliverables and meet up deadlines (unlike how our professors were sometimes very sweet

enough to extend deadlines, cancel tests, let us take breaks in between continuous classes, give us a little less portion for class tests - well yes that’s when we were all so united to negotiate!)

Since the time I left TSM, things have changed a lot and life has been very unpredictable with all of us being placed in different cities for different roles, for few as expected, for few with all surprises and for few with shocks. I still know and believe that we have a great network of people who are just a call away when the journey gets a little rough. I owe big time for all the good and bad things that happened through my days in TSM! I badly miss those days and wish I could be back there again!

Written by
Yohini Balaji
Batch 2013-2015
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))ECHOES((



يرفتي غله في تلخمار