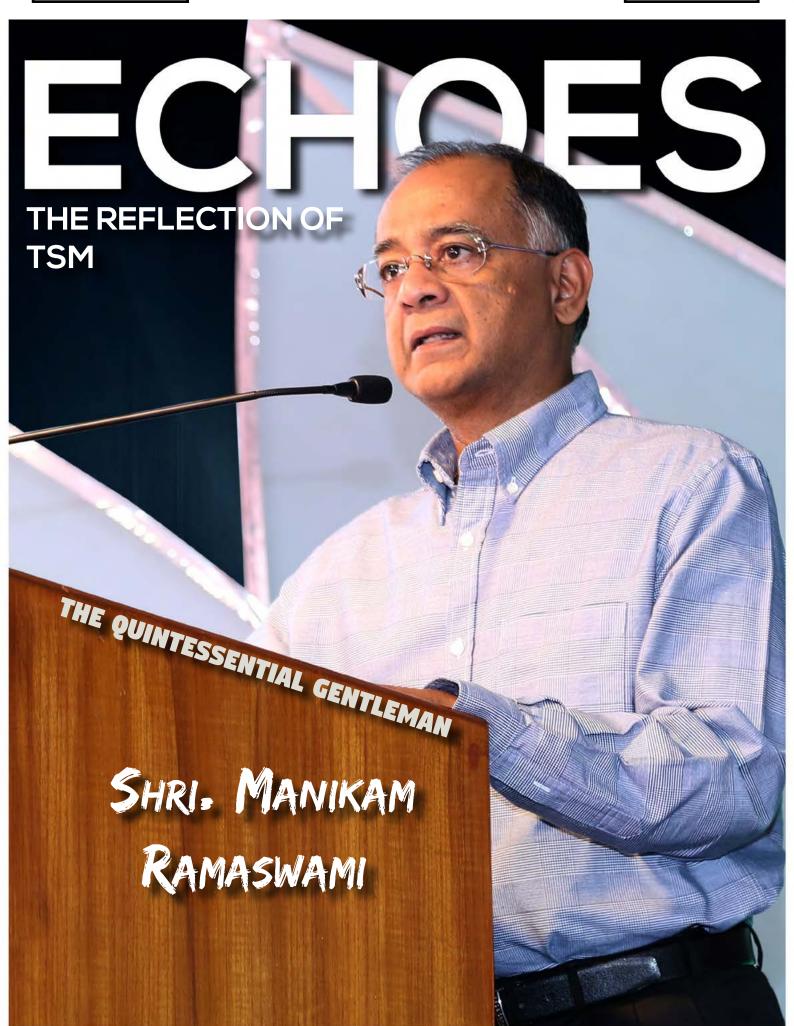
STARTUP EDITION OCTOBER 2017



ECHOES 2017

BUSINESS GIANTS WHO STARTED FROM GARAGES

PIX PROMENADE

HOW CELEBRITIES TURN

FAME INTO BUSINESS?

SHARING IS CARING

THE INAUGURATION OF CANDHAI

HOW TSM CRICKET IN-FLUENCED MY LIFE

THE LOGO LAVA
HOW AN EFFECTIVE TEAM

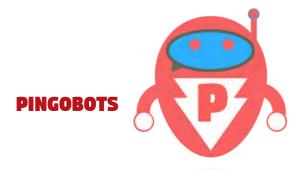
IS REQUIRED FOR A SUCCESSFUL STARTUP?

INTERNATIONAL OUT-BOUND TRAINING ON CLOUD NINE WITH PIZZA!



HALLMARK OF TOP CEOS







EDITOR'S NOTE

HELLO ECHOES READERS,

The loss of our beloved Chairman Shri. Manikam Ramaswami has created a void in every TSMite that cannot be filled. He was the pillar and strength for all the endeavours of TSM. His contribution to the business world and his investment in children's education is insurmountable. We, the team Echoes, convey our condolence to the passed soul. We need to take his goals and put them into action at a speed that he wanted TSM to move in. Yukti is shaping up really well and to make his dreams come true, we should all work together.

This edition of Echoes is basically the theme of Yukti - Startup. We talked to several creative writers inside TSM to come up with cool content for this edition and the result we have achieved is simply mind blowing. We have worked on the feedback given by the students and made this edition much better, as you will see when you read.

We also want to thank you for supporting the Welcome edition with such warmth. And a huge thanks to the newly formed magazine crew for their involvement and efforts this month. We have exciting months ahead of us, both for Echoes and the whole family of TSM.

So, sit back; have a cup of coffee; relax and enjoy the Startup edition - one page at a time!

RAJAGUHAN, EDITOR





TSM

TRIBUTE TO OUR CHAIRMAN SHRI. MANIKAM RAMASWAMI (1953-2017)

On October 2, 2017, the stars twinkled lesser as it had covered a shorter path while the soul of our Chariman twinkled brighter on its long path to the almighty. A multifaceted and dynamic personality, Mr. Ramaswami (63) headed the Loyal Group, an eight-decade-old business group, offering a diverse range of products

and services for textiles and apparel industries. He has headed a range of prominent industry bodies and has helped shape industrial policies for the benefit of the manufacturing

sector.

He has a perspicacity to reel out a tonne of statistics before you could pull your notebook out. He said "Some 1.25 crore jobs need to be created every year for those, who will enter the job market; an additional 15-25 lakh jobs a year must be created for those who are underemployed in rural areas"

are

"took the long-term view", one who "never compromised on quality", "a rare human being"

Textile Industry Genius
Shri. Manikam Ramaswami, Chairman and
Managing Director of Loyal Textiles, aged
64, collated the concept of "good inflation"
with good cholesterol as it benefitted the
weaver or farmer. He fully understood the
Indian textile market and found that India's
Rich are willing to pay a bit more for subsidized handloom fabric, while India's "aam

aadmi" (the general populace) rely on manmade and synthetic textiles and so are badly affected by inflation. Ramaswami was the living example of the notion that extreme humility and outspokenness could exist cheek by jowl in the same person. For a person

who drove Loyal Textiles from a small scale unit with turnover from around *rupee symbol* 2.5 crore to a modern textiles and garment house of a turnover of over *rupee symbol*1,500 crore, he was remarkably mild-mannered and

down-to-earth.

His Views on "Make in India" Campaign

The 'Make in India' campaign seeks to make India a manufacturing hub for exports. And that endeavour has been fully supported to create mass employment opportunities, which in turn is pivotal to any effort to alleviate poverty.

He critiqued "Why do raw materials cost high?"

For one thing, the profit guarantee scheme for monopoly producers gives them undue pricing power. Indicatively, the price Indian consumers pay for metals, cement, caustic soda, viscose, polyester, plastics and tyres is much higher than in most parts of the world."He has also stated that out of fear of competition, companies well-entrenched in the domestic market are preventing free-trade agreements (FTAs) being signed with huge consumption

TSM

markets, even with countries where wage costs in those countries are 10 to 20 times higher, like EU, Canada and Australia. In an occasion, he asked the government to critically review the entire regime of anti-dumping duties and FTAs taking into account the global commodity market situation.

He also suggested to prevent the BIS certification requirement from being misused as a protectionist measure, the government should open up inspection to private labs, which can give quality certification to imported cargo in double-quick time.

And most importantly, the government should sign FTAs with countries where high labour costs prevail, so that domestic manufacturers can source raw materials at internationally competitive costs and export to major destinations without suffering import duties and become export-competitive.

Mr. Ramaswami has held the post of CMD of Loyola Textiles, Chairman of TSM, Vice-Chairman at TEXPRO-CIL; Chairman at the Southern India Mill's Association; and headed the Tamil Nadu State Council of Confederation of Indian Industry (CII).

What executives perceived about him

"Truly Quintessential Gentleman"

-Mr.Gopal Srinivasan, CMD, TVS Capital Funds.

"A holistic person with the solidity of the old generation and the enthusiasm of the new"

-Mr. P. Ravichandran, President, Danfoss Industries.

"Ramaswami was an exemplary businessman to whom values and ethics were at the core. He had a no-nonsense approach to business and never compromised on quality"

-Mr. R. G. Chandramogan, Chairman and Managing Director, Hatsun Agro Products Ltd.

"Our country has lost a person who was always value-oriented, hugely ethical and kept the cause of general good ahead of individual profit"

-Mr. C. K. Ranganathan, Chairman, Cavinkare.

"He was a fair employer and a mentor"
-Mr. T. S. Balaji, an ex-employee of Loyal Textiles





TSM

Dear TSM class of 2019,

Congratulations and welcome to Thiagarajar school of Management. In the 55 years since its inception, the institute has produced leaders in diverse fields. The next two years at TSM is going to be the most rewarding years of your life. This place will offer you with a lot of opportunities whether it is academics, entrepreneurship or placements.

Of course there is going to be pressure, there will be pressure to perform better than others; there will be pressure to be the top 10 of your batch, but it's not just about that. It's not just about the competition. It's about being there for your friends who couldn't probably attend class. It's about taking up work from someone in your study group who might have had a club visit.

It's about staying up all night with your study group researching, fighting over what recommendation should go in the report; submitting assignments on Moodle at 11:59:59; that moment when you are completely frustrated and are cracking mediocre jokes. Those are the memories you are going to take away. Those are the learning that will leave you richer. Welcome to the campus that never sleeps.

To the person like me, the library is very important. It's at this place, I have prepared for the class preparation, quizzes and assignments. This place has given me the little peace of mind away from the hustle and bustle of the outside world.

People are often going to tell you that life at B-School is all about focus, especially in the academic classes. But at TSM you find the time to follow your own interest. Here at TSM we have a vibrant sporting culture regardless of what you want to play be it Football, Cricket, Volleyball, Handball, we have the infrastructure and the people to play with.

Coming to a place with so many talented people around you is a great opportunity. This place gives you so many opportunities so that you just need to go and grab it. TSM is a dream to many but a home to few. This institute will inspire you to think to push yourself to spread your wings and fly.

WELCOME TO THE REST OF YOUR LIVES.

- GAUTHAM V FROM THE BATCH OF 2018



TARTING

Experience @ TSM

HOW TSM CRICKET INFLUENCED MY LIFE



As per the survey conducted by the government of India, among 1.3 billion there are approximately 5.45 million people playing cricket in India. Right from its first test in Lords, 1932 till date, 32 men have captained Indian cricket team. Being born in 90's I grew up by seeing Sachin Tendulkar, Yuvraj Singh, Rahul Dravid, Mahendra Singh Dhoni and few more legendary players. Among them, Dhoni my favorite is the first captain to lift all the ICC trophies.

I started playing cricket from class three. I still remember how I bought my first bat after lot of pleading from my parents. I used it almost for 4 years. As the time ran by, my way of batting and bats got changed. After my 10th board exam, I played a cricket tournament, during my quarter-final, I got injured and had to go under nasal bone surgery. Parents didn't allow me to play cricket then after. But, again after lot of pleading I started again after a year, practiced hard to be back in playing 11, hit the ball as harder as possible and finally won the same tournament after two years. That was the most joyful moment at that point of life. After that I used to play every weekend and continued till I joined TSM.

After joining in TSM cricket team last year, I struggled a lot during my initial days asI was new to the stich ball and the jute mat than I used to play in stumper and cosco balls. I started hitting nets daily, my seniors encouraged me a lot and in less than two weeks I improved. They started giving me chances in playing 11, sometimes I may get chance to bat, and at sometimes I may not. As the months passed on, I improved more as a person and also as a player. TSM Cricket team taught me many times on how as a team we can win the matches that are supposed to be lost. My captain was open to suggestions and I still remember during a match that was going on opponent's way and I approached my captain and suggested few changes in his strategy, he thought for a while and went with my suggestions and we won the match that day. Also we won our Inferno 2K17.

This cricket and cricket team taught me that there is no I in a team, how team bonding is more important, react according to the situation, give your 100% always in any situation, play better than yesterday and make use of the chances provided, use of various strategies which most of the subjects failed to provide me.

HARISH II PGDM



Experience @ T



"Doing business without marketing and advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does".

- Steuart Britt.

Well, some of us took this quote seriously and made a decision to start a marketing club in the college.

Prof. Dr. Manjula, Marketing, appreciated the initiation of the club and spoke about the benefits from the club and the role that club was playing during its initial stages under Prof. Veppa Srinivasan (late).

She also compared the club's name Candhai, with the local version of market which is an apt name for a marketing club. The involvement showcased by the club's driving committee was remarkable. The club started off with a wide wink, expecting to do wonders in coming days of TSM, keeping alive the spirit of brand worms.

The inauguration of the marketing club of TSM, Candhai which happened at the college auditorium on October 12th, 2017. The members of the club were working overtime with great enthusiasm for the grand inauguration of Candhai club which was flagged off by Jaisinh Vaerakar, Director, Paprika Oleos Pvt. Ltd. (India).



The programme commenced with lightning of holy kuththuvilakku. Principal Dr. M. Selvalakshmi welcomed the gathering and presided over the function. Dr. S. Goswami, chairperson - Marketing, introduced the office bearers followed by an oath-taking ceremony. He insisted the importance of teamwork and emphasized on the satisfaction with available resources. The chief guest held the students spellbound by narrating his experience in the industry and enlightened the students about what is marketing and sales. He was addressing them as 'Warriors' and made the students understand that everything that happens in life paves way for a better life. He advised the students not to be jealous of their colleagues when they succeed in their life and he also had the penchant to say that everyone should recognize others talents.

Finally he said, "If anyone has the zeal to come to marketing, they should shed the laziness, shyness and fear".

Followed by chief guest's keynote some of my friends



Experience @ Tom

presented their experience of their Marketing field activity which was organized by Dr. N. Manjula in collaboration with Thillai masala.

Students were felicitated with cash awards for their hard work in the Marketing field activity which bloomed their sales knowledge.

As a club, our aim is to bring together some of the brightest minds, interested in exploring the ever changing dynamics of marketing. The club aims at keeping members abreast with the latest on marketing while integrating the vast experience of its members across functions and industries such as advertising, research, sales, branding communication and digital marketing to name a few.

We firmly believe that a sound business education is an ideal mix of a world class curriculum and practical learning opportunities. As such, the club strives to create opportunities for students to learn by doing. The club aims to create a learning environment and enhance the skill sets of the students in the area of their interest. The club will be the most valuable resource for students interested in Marketing through collaboration of our members, officers, career services and other entities with the outside world.



DURRAVASAN I PGDM









BUSINESS GIANTS WHO STARTED FROM GARAGES

It's easy to look at the world's largest companies and think," I could never start something like that" or "I wonder I would become a celebrity like that CEO". We see the spotlight and perceive either it is an impossible task and quit trying or forget the thought of being one after a big sigh. Most of the companies took decades to get where they are today. They didn't start by trying to create Amazon, Google, Disneyland. They started creating an online bookstore, a search algorithm, a drawing. It's not about a garage or basement or dorm room it's about where they are now.

Everything starts as nothing. It's all about where you end up.

THE BIRTH OF 10 to the 100th power

Like the saying 'Opposite poles attract each other' the birth of Google occurred as a result of the spark between Larry Page and Sergey Bin. Travelling back to 1995, argument started the day the two grads met each other. Brin was asked to show Page around his University by when the two clashed incessantly, debating, shared many of their views but they were clearly drawn to each other like two swords sharpening one another.

Everything began with Page searching for a topic for his doctoral thesis. He was attracted to the burgeoning World Wide Web. He always says to Page "Each computer was a node, and each link on a Web page was a connection between nodes — a classic graph structure. Computer scientists love graphs". They built a search engine that used links to determine the importance of individual pages on the World Wide Web. They called this search engine Backrub. They didn't end there but to enhance it more. Page was naturally aware of the concept of ranking in academic publishing, and he theorized that the structure of the Web's graph would reveal not just who was linking to whom, but more critically, the importance of who linked to whom, based on various attributes of

the site that was doing the linking. They discovered that their mission require an extraordinary amount of computing resources. They didn't have the money to buy new computers, so they begged for a hard drive from the network lab, an idle CPU from the computer science loading docks. Using Page's dorm room as a machine lab, they fashioned a computational Frankenstein from spare parts, then jacked the whole thing into Stanford's broadband campus network. After filling Page's room with equipment, they converted Brin's dorm room into an office and programming center. They always remembered the early days and late nights with the clunky desktop computers, a ping pong table, and bright blue carpet.

One day they had a breakthrough algorithm "PAGE RANK". As they were fiddling with the results, they were not even aware of the leap they have made. Soon they renamed their child as GOOGLE which aptly reflected Larry Page and Sergey's mission "to organize the world's information and make it universally accessible and useful."



START UP



THE SOURCE OF THE LONGEST FLOWING RIVER

"Make hay while the sun shines" best suits the history and origin of AMAZON. Since his childhood till now Jeff Bezos, the CEO of the largest using e-commerce website, is portrayed as hyper intelligent, extraordinarily ambitious person who seeks to push the possibilities of modern technology beyond the imaginable. He was graduated as a National Merit Scholar and found his place at Princeton University. Though he planned to do his Physics major, he came out as a graduate of two Bachelor of Science degrees in computer science and electrical engineering. Bezos went to Wall Street where computer science was increasingly in demand and worked in several firms.



It was at D.E. Shaw where Jeff Bezos first came across a day that changed his life. While surfing the web in search of new ventures for D.E. Shaw, Bezos found a statistic that World Wide Web was growing by 2,300 percent a month. Bezos immediately understood the potential prospects of selling products online. Shaw tried his best to convince Bezos to stay in his firm, but Jeff said, "I would rather try and fail than never try at all". His initial list of possible products to sell online included CDs, software and hardware but landed on book as it had a wide range of existence. As they say "Luck favours the brave", his risky attempt was favoured and that is the then-recent U.S. Supreme

Court ruling that mail-order catalogues did not have to pay taxes in states where they did not have a physical presence. In other words – Bezos paid zero tax for the products he sold via the internet. Bezos initially incorporated the company as "Cadabra" on July 5, 1994. However, a year later he considered to change it when his lawyer misheard the word as "cadaver," but that was not the worst one. Another alternative was "MakeItSo.com" – a catchphrase from Captain Picard in Jeff's beloved Star Trek. It could have also been "aard.com," which would help push the company to the front of website listings. Jeff and MacKenzie also registered the domain names Awake.com, Browse. com, Bookmall.com, and Relentless.com.

Bezos was looking through the words that start with "A" in dictionary and he liked the resonance between one of the planet's longest rivers and largest bookstore.



THE AMAZING LAND

As they say "Where there is a will, there is a way", it reflects the biography of Walt Disney. Walt had a very early interest in drawing, and art. Starting his business without even knowing that it is business he sold his small sketches, and drawings to nearby neighbours when he was seven years old. As they say when you have passion for something, time and day doesn't matter, he attended the Academy of Fine Arts, to better his drawing abilities everyday night. After returning from his Red Cross camp in France he started to create The Alice Comedies, which was about a real girl and her adventures in an animated world, Walt ran out of money, and his company Laugh-O-Grams went bankrupted. Instead of giving up, Walt packed his suitcase and with his unfinished print of The Alice Comedies in hand, he headed for Hollywood to start a new business when he was not even twenty-two. With his brother

Roy O. Disney's immense sympathy, encouragement and \$250 he set up shop in their uncle's garage. Soon, they received an order from New York and the brothers expanded their production operation to the rear of a Hollywood real estate office. It was Walt's enthusiasm and faith in himself, and others, that took him straight to the top of Hollywood society.

Walt once said "I could never convince the financiers that Disneyland was feasible, because dreams offer too little collateral." So Walt turned to Television for his

financial support. "Walt Disney's Disneyland" television series offered a glimpse of the future project. This brought the idea of Disneyland into reality for Walt. When the real designing came around, Walt was met with inevitable questions. How do you make believable wild animals, that aren't real? How do you go about building a huge castle in California? The design of Disneyland answered every question, it was something never done before. There would be five uniquely different lands.

Even though Walt Disney wasn't able to see how his park and his company prospered and grew into the 21st Century, his legacy still lives on with us. Throughout Disneyland and throughout the entire world, he will always be there.

No one needs to be a natural talent;

It is fine if they are passionately curios. This will take them to greater heights. So it is better be late than never to make your first step to reach the final step of being a

competitor to companies such as Google or Apple.

"Passion will move men beyond themselves, beyond their shortcomings, beyond their failures." - JOSEPH CAMPBELL



SHANMUGAPRIYA.R-I PGDM

HOW PEOPLE TURN THEIR FAME INTO START-UPS

India has no dearth of innovative founders and entrepreneurs. Starting up their own business is everybody's dream. For many it stays as soft copy in their mind due to hurdles. Some key hurdles are competition, lack of funding, time restraints, poor planning and advertisement.

Is advertisement necessary for a start-up? When this question arises, the answer is absolutely YES.

"The side purpose of business is service. The sole purpose of advertising is explaining the service which the business renders". -LEO BURNETT

Mass advertising is not advisable for start-ups because the product has not been proved yet. But the awareness about the product in the market is necessary. So this can be achieved by word of mouth, celebrities as ambassador, digital marketing. Celebrity marketing has become quite popular and even not-so- popular brands have started signing celebrities for their brand endorsements. Here comes the days, where the celebrities use their fame, name cash to venture into startups. They can easily overcome the ground obstacles

START UP ECHIE



faced by start-ups.

Helps to tap new market

Well known faces can endorse the brand, which attracts the new target audience automatically. People, who would not have cared much about the product, now will turn up to try it once.

Helps to personify the brand

The celebrity will ensure that the start-up idea or the idea they are investing matches his/her personality and that is directly reflected to the audience.

Builds trust and credibility

Every celebrity we come across has millions of fans. When these people join the brand, the brands' market value will automatically rise.

In the past, many big names had made investment in sectors like clothing, hospitality and personal care. But they were capital intensive business which required more money and time. But now the start-ups requires lesser investment compared to those. Some prominent celebrities from Bollywood, modelling, cricket have routed up as banyan trees in entrepreneur world.

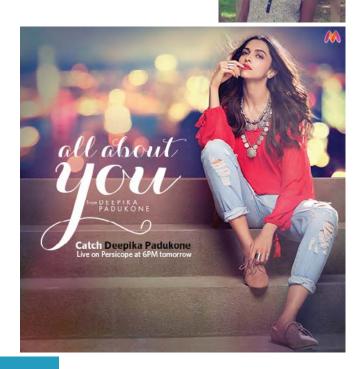
All About You- Deeepika Padukone

The actress showcased her western wear creations that were done in collaboration with French design agency, Carlin and online fashion portal, Myntra.

The other trend is that celebs take up the role of investing in start-ups. Big celebrities like Madonna, Justin Bieber, Salman Khan, A R Rehman, Sunny Leone and many more invested in some or the other ventures.

The moment when the people get to know that a famed person has invested, then the start-ups has much of standard value. To add witness to above statement, the cricketer Yuvaraj Singh's investment in Healthians.com has brought a 15% spike in consumer traffic and lot of credibility for the year old start-up. In the blooming start-up environment, famed persons are expected more.

MEENA



Harish Bijoor, the brand consultant, says,

"Tech start-ups are the sexiest things going around today. Start-ups need money and celebrities need place to invest their money. One gives, the other takes."



ECHWES START UP



PINGOBOTS BUILT TO CONNECT



Launching a start-up is like an aircraft flying in bad weather undergoing a lot of turbulence. You have to be headstrong, keep your stomach tight because there are highs and lows. The lows are really low, but the highs can be really high. You have to fly through the journey you started. And where else could somebody experience these hurdles that come your way than college.

"Your first office could be in your very own hostel room," says Rashmi Bansal.
Well, I'm not exaggerating here, everything happened way back in the month of April during my summer internship program. I got a chance to work with the CEO of an emerging furniture based hyper local marketplace. It is a start-up that is incubated by NASSCOM 10K start-up in Tidel Park, Chennai. I'm a marketing aspirant, the love for it started when I understood that it's an art.

Hi Mohamed!

Welcome to Pingo'Bots.
I'm Pingo very your virtual superman created by hussain to save the world and yeah! ofcourse to help you.

You can see my selfie right above this text very.

I am awesome, ain't i?

139 PM

Yest

I definitely know that you would say that very I'm super cool.

I joined the start-up company as the Digital Marketing Ninja. The CEO of the company gave me all the freedom to explore the different horizons of the business. I took the initiative of creating

an exposure to the company by creating a Facebook Business page, groups, email marketing and

page, groups, email marketing and databases. Everything went well, but I wasn't satisfied. I wanted to give a creative technology touch to the company's platform as it is an online based business model. My interest in the Digital marketing tricks and strategies introduced me to a new social media

based enhanced customer engagement, called Chatbots. Later, I developed one for the company.

My first chatbot gave me so much confidence, yet, I was confused. I was good in building a chatbot but mak-

ing it into a business is a tough task. I wasn't sure how I could drive more leads and convert them into a revenue generating pattern. Pingobots was born with the collective ideas of two people. Sathya Priya, the co-founder of Pingobots is a good friend of

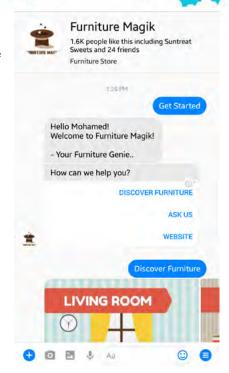


START UP



mine. She is a person with amazing skills who could convert sales pitch cold calls into business. She contributed a major part in brain storming the ideas and also helped in investment to start the business. Our investment was not that big, as I was very sure about not investing much but reaping out maximum.

Facebook, the social media giant, is now becoming a life saviour to most of the small scale businesses around the world. Businesses these days sell their product/services through Facebook without having to invest much on website and hosting. But! Staying online 24/7 to respond to customers is a tough task. Here is where, Pingobots come into picture. Chatbots are the fastest growing technology in the world today. We at Pingobots design and build chatbots for people who are doing their business through Facebook.





This makes ideal for Entrepreneurs and marketers of small companies while engaging with their customers.

Key benefits are

- 24/7 engagement
- Instant response
- Broadcast Products/services
- Inbuilt Payment Solutions
- Drive huge traffic to website
- Classy User Interface

We attained breakeven after completing the first two clients of ours. The business went on well. At times we even take and make calls from hostel rooms to meet our customer requirements. It was a tough for the initial few days. The feeling was amazing, having a business of your own with your own money feels great. We believed in two things, the first is Passion and the other is meeting the demand. The rest became history.

MOHAMED HUSSAIN I II YEAR PGDM



Hallmark OF TOP CEUS

Being the budding managers if you have the aspirations to become an entrepreneur someday, then there are certain common traits that every top CEOs possess which you must know. This article is a must read to the aspiring minds. Becoming a CEO is an easy task. It is a matter of seconds you create a job description, work on it, and add to your own profile in social media that you are the CEO of your new company. Presto! Kudos for becoming the new CEO of your dreams.

It is as simple as that. But what really matters is not the position you hold, but how much you have excelled fighting against the galloping freshet. Top CEOs are good at hiring and firing. They sell people into their own dreams and work towards their grail. They get others to work no matter what. I have also seen CEOs who are bad at firing people. They hardly realize that the mistake they make in not firing can doom their entire business someday. Being streetwise is more important than being book smart for a successful CEO. They get out, dive into the field and try understanding the psychology of customers to provide them with the world class services.

Successful business men build values and cultures in their own organization. They believe it makes them work towards the mission. Being a good listener also matters. They have multiple ways to prove that they are the masters of their own field. They are so optimistic and find zeal in getting feedbacks from the fellow mates. They fight against all odds, even when they know the business is not running positively, they keep up their resilience and never quit. They are skilled at convincing people about the product or ser-

vices that they provide. They even become customers advocate deeply understanding what customers want, how they want it and when is the high time to make a move in the giant market space. They naturally have the ability to espouse and forbear uncertainty. They are good at managing crisis. They make associations wherever they go which makes them the most valued among the peer industries.

Being an entrepreneur it might demand your action at the right time, push you into decision making - which as two sides of coin could be either a successful decision or an unsuccessful one. The elite CEOs vie for a top notch place wanting to be ranked the best and be the jack of all trades that they make. I have seen CEOs who have work-life balance personally and also strive hard in providing the same to their employees as well. They know that the smallest kind of selfless act that they make can bring a big difference to someone's life. They reach out and touch the lives of people. That is what makes them unique and humane. Running a startup can be as hard as the curls of an idiyappam. It is too difficult to separate! All you can do is not bother about the curls and take a bite. Just similar will be the situations you face in life, at times it might be difficult to decipher the problems you face but all you need is rise every time you fall if you want to be the spearhead in your own journey called life. Just remember a mantra that "Life is what you make it". Best wishes for your aspirations to take a leap in the years to come!



JEYAPRIYA K MBA I YEAR

START UP ECITION OF



HOW AN EFFECTIVE TEAM IS ESSENTIAL FOR SUCCESSFUL STARTUP?

Standup India is a scheme launched by the Modi government on 16th of January in 2016. This campaign aimed at bringing new open doors for the young people of the nation. This initiative is to urge the young entrepreneurs for better future. As indicated by the program, around 1.25 lakh bank branches energize young entrepreneurs by giving them loan. This campaign will generate new occupations for the general population of India. Even after such huge initiative why do startups fail which started off with the promising combination of great ideas, a sound business model and required resources? It is because they start with full force but their ending is not complete. They lacked the correct founding team. A solid team from the beginning shapes the direction and development of new venture which often decides the fate of the startups. Scouting for a good team is the first major challenge for any startup especially at the nascent stage and failing in that is the main reason for the shutdown of 23 percent of failed startups. Then how can we create a good team? For creating a good team one should be able to get answers for these 3 questions:

- 1. Does the individual you're hoping to procure share the same level of passion you have?
- 2. Is the individual skilled to do the job which you are aiming for?
- 3. Does the individual have the qualities you're looking for and the ability to learn?

While choosing the teammates for the startup if you feel that you are able to get the answers then that person is the right candidate. Remember - abilities are learnable, however personalities can hardly be changed. Individual's interpersonal abilities and their temperament can sometimes be more important for your startup's way of life. Which ever path you pick at last, attempt to avoid this mistake that many founders make: "Don't chase after someone else's star" Many feel that individuals who demonstrated their skills and made a great show in their respective field could repeat their magic again and again. In many cases that is not essentially true but quite the opposite. Last but not the least, for a nourishing and effective team work, make sure you and your team have a clear picture of your company's vision. Be transparent about where your company is headed and involve all your team members. Have a clear culture and promote a clear set of values. This will also help you while boarding new members.





JUHI SINGH II PGDM

••• Experience @ Tom

THE CLOUD NINE MOMENT WITTO OF 770





FOOD has been my best companion in life. They restore my energy back from all the tough times. Exploring different varieties of food gives me a broader smile ever. One such exploration happened in the pooja holidays at Kodaikanal. The trip was planned suddenly in a Friday morning with my buddies. The trip was hard till afternoon but at noon we landed at CLOUD STREET CAFÉ for our lunch. The ambiance gave us a feel of homely touch.

We ordered a full vegi cheese loaded pizza. It took them nearly 20 mins to serve but I saw how people enjoyed and praised about the pizza they ate, while billing. That increased the expectation level even more higher.

The pizza was presented in a round wooden tray. Ahhh!! the top layer was burning with cheese and the vegetables were smiling and was calling me to grab them and eat. I took my first bit with my eyes closed and felt the hot cheese burning in my tongue and they threw an Italian delight into my tastebud. Wow!! words are not enough to describe it. The crust of the pizza was soft which just crawled inside our mouth. The cheese was oozing out in every bite. My love towards food was increasing more for every single bite. The top layers toppings taught me that the life is full of different colours and each gives a different taste to live upon. This pizza was the best I ever tasted in my life and I had a cloud nine experience. The pizza in Cloud Street not only gave us food but a time well spent with our beloved ones.

SHRUTHI II PGDM

Experience @ Tom •••

- THE PRINCESS OF HILLS



This trip was more of an unprepared jaunt without much of a planning involved, thanks to the long weekend for Dussehra. But what I learnt in the recent times is that, "Never to visit a traditional travel destination on a long weekend especially during the school vacations". Kodaikanal does fall under this group of a "traditional holiday destination. Yet it doesn't matter where you are going. It is with who you have beside you. I thoroughly enjoyed my one-day trip to Kodaikanal with my best friends.

Moreover it was my sixth innings to these hills, after a gap of many years and I could see radical changes everywhere. The route from Madurai to Kodaikanal is a well-maintained, two-lane highway. Had a small break at Silver Cascade falls viewing its beauty from the car which one can encounter a couple of kilome-

ters before the town and it is very gorgeous.

Then we were driving to explore all the major sightseeing spots of Kodaikanal. Due to the tourist rush, it was really a throbbing experience trying to navigate through jams on these hilly roads. The best part of being in Kodaikanal was the weather, which was close to freezing even though the plains were seething with heat. Later we went on shopping for homemade chocolates to be taken back home.

It was one-day trip and there we were, back at Madurai. Back to our regular chores; the usual routine but full of memories that we will never forget. Truly, it was a wonderful trip to Kodaikanal.



SATHYA PRIYA II PGDM





THE FIRST EVER INTERNATIONAL DUTBOUND TRAINING!

On behalf of all my fellow TSMites who took up the opportunity to visit Malaysia and Singapore for the educational tour, I take pleasure in penning down my pleasant experience from the trip.

It was pure excitement from the moment we landed in Malaysian airport. We were in awe of the cultural and racial diversity at the airport and later at the architectural excellence of the country. Later we met the tour guide Mr Shaam who was a complete fun and outgoing person. Later we were accommodated in Cyperjaya which has Malaysia's science park as the core.

Our international marketing session by Dr Praveen at the Heriot Watt University was very insightful. Global marketing, global marketing statergies and market expansion were taught in a very interactive session. We even got a chance to present our team work on "Global expansion of an industry" to Dr Praveen. Later we got to visit the very beautiful campus along with its enormous library, scenic lake and the breathtaking rooftop. We got to explore and interact more with the local people because we were advised to take the Uber for local commuting, it was a warm experience bumping into Tamil people along the journey. We explored the streets of Malaysia by foot and enjoyed listening to live street music, getting our pictures drawn by the street artists an eating street food.

Singapore was economically and architecturally forward than Malaysia, we were accommodated in a fine hotel near the famous Little India which gave us a flavour of home and native food.

Industrial visit at Brands Suntory gave us the wide knowledge about manufacturing and marketing of the various SKU's of their energy drink products. Industrial visit to Sigma Water Engineering was a wakeup call for the enormous amount of liquid waste we exert into environment that causes risk for environmental sustainability. The elaborate discussion about the waste water engineering, its purpose, its market, its awareness and the necessity was very educational and enlightening.

We also visited the famous Twin tower, Merlion statue, Marina bay sands, Gardens by the bay and the Asia's costliest hotel. We were lost for words after watching the light show from high up. Like the icing on the cake we ended our trip by watching the entire Singapore from the top from the Singapore Flyer which was magical.

We couldn't have asked for company with the Principal madam, who showered us all with maternal care and Balaji sir who was like one amongst us and always motivating us.

We thank Mr. Shaam for planning out the best spots for sight-seeing, arranging fine food and great accommodation for our very memorable trip and also for being such a friendly person.

> INOTHINI I PGDM





Experience @ Tom

SHARING IS CARING







We, the members of "We Care Club" were allotted with different areas such as Periyar, Simmakkal, Thirupurankundram, Maatuthavani and all possible areas around Madurai for giving out clothes that was collected from all students. As we know, food, clothing and shelter are the basic needs of every human being. The value of giving out clothes was experienced when it reached the appropriate audience, who are so called "penurious".

Took bundles of clothes in hand and went around distributing it. Few people were selective of which texture they want; few said they never change clothes; few said they don't get clothes; few accepted it whole-heartedly; few were picky that they didn't get girl trousers for young chota boys (even when they were wearing a torn one);; few came running towards us with longingness demanding if we have got some more; few smiled, laughed and held those dresses like their treasured possessions!

We have always heard, "May God bless you" but this time we were held up in high-esteem from those poverty-stricken people. We had a multifaceted experience in their acceptance, rejection, expectation, hesitancy, enthusiasm, happiness and what not? Only after this event, we realized the necessitate for clothes and how much can be given for we believe that SHARING IS CARING.

We felt a moralistic grandeur while serving the needy. The sense of satisfaction felt within made us all as happy as Larry. To reword the quote by John Keats, "The thing of Beauty is a joy forever"- we experienced "The Art of Giving is a joy forever".



ARSHIYAFATHIMA A I PGDM

••• Experience @ TSM

LOGO LAVA

In the hot pursuit of classes, assignments and presentations and the actual need for promoting Yukti to the first years seemed very important as a second-year student and as the *Caution! Bragging ahead* Secretary of Marketing for Yukti 2018, I had to keep them informed of the progress of the upcoming management event. As I was scrolling through 9GAG on a fine night (it was past midnight, 3 a.m. to be precise), I found an awesome post that talked about how a research was conducted in America where they asked the people to draw logos from their memory. The results were purely shocking. Most of them could not even get anywhere near the actual logo. I couldn't believe it and so I did what any normal person would do. I took out a piece of paper and tried to draw a logo that I was "sure" that I knew perfectly. In this case, it was the logo of Ola. Boy, was I wrong!

I know you might have guessed it, I couldn't do it. No matter how hard I thunk (the past tense of think is this, right?), I could not visualize the actual logo. I mean, it was nearly impossible. You know how creative people conjure ideas at night? That is true. I wanted to internally promote Yukti inside TSM and thought this would be the perfect way to do that. I talked to Kevin (II PGDM) who had just formed a group with people who were interested in art. I thought, "Why not collaborate with them and make an event happen?"

I spoke with him about this idea of conducting a logo art competition. He was pumped as well. We rolled out emails mentioning that there was going to be a logo event (we were very clear in not mentioning the 'quiz' part). We asked them to register their teams so that we would know how many people would come to the event. This was for us to plan and get sketches for them to make the logos.

14 teams showed up out of the 23 that registered which is quite a good number.

(We had bought 23 packets of sketch pens, though). I opened the Google Slides (I prefer Google Slides to Microsoft PowerPoint). The slide had Pinterest's logo and everyone started raising their hands and some shouted the answer "Pinterest". But they had no idea what was in store for them. Then we told them the truth. We explained to them the actual rules of the event and the game began.

Most of them get excited after seeing a specific logo's name thinking that they knew how it looked but when it came to them sketching the logo, they became confused; they started questioning every single detail. The logos were of companies like Ola, Playboy, Twitter, Subway, Kwality Wall's, Videocon, Warner Bros. etc..

Still, everyone had fun as they worked as teams. We collected feedback from the teams and they all had mentioned that they loved the event as it was out of nowhere. They had not expected the event to be like this.

This is just the beginning of the promotions of Yukti and much more events are to come. They will be equally exciting and people will just love being a part

of it.

RAJAGUHAN II PGDM

Experience @ Tom •











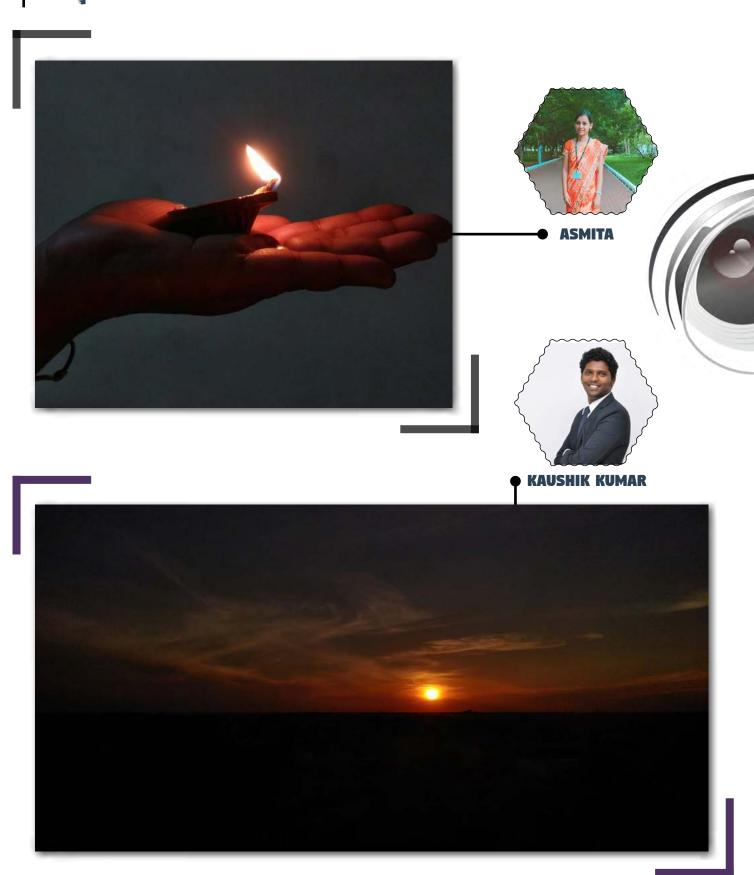








PROMENADE



PROMENADE





••• Experience @ TM



The peace in the campus is bliss. You would realize and start missing it once you weren't allowed there as students. Not only academics you will learn life lessons there. Best place to shape your future. Make use of all the opportunities and come out with beautiful memories

-Siva Ranjanee (2015-2017)

The 2 years sweet mem-ories. The course personally benefited me a lot. I was an authoritarian leader before the course and later TSM had moulded me a lot with an improved interpersonal relationship and balanced thinking. I was able to realise the drastic change in my quality and skills that were conglomerated after these two golden years.

- Palaniappan (1976-1978)

Best place I've ever lived and made memories was at TSM. Apart from life, job, education, value, blah blah blah, Tsm gave me some remarkable memories which I could cherish in my old age days. Sleepless nights before excursion day and sleepy nights before exams, hostel atrocities, suspension threat, backlogs, relationships, getting new ideas to leave home on weekends etc., were some of the moments I can never forget. Yukti 2016, the event changed most of our lives. Though we were (not me) learning management basics and methods, Yukti was a real hands on training in all aspects. One best thing in TSM is that, you will get to know who you are.



Ram Aravindhan L, PGDM (2014-2016)

I cannot limit TSM as a place which gave me a job and a MBA degree. It is one such place which gave me a confidence to face the world independently in a positive note. The 2 years are the most memorable phase of my life. Cannot describe those in words.

-Mutheeshwaran (2012-2014)





Experience @ Tom •••



In case I get a chance to write a book about my life, my days at TSM will have almost 40% of it. This is just to show how important TSM is to me. TSM has not just taught me the nuances of management but I must thank TSM for giving me the courage to stand in this competitive world to face it with "I can do attitude" and win it. If someone asks me to describe TSM, I would say it is the best place where you can get quality education equal to IIM's and other Top B-Schools at an affordable rate. TSM is always close to my heart and it will remain so till my last breath.

-Srishnath, PGDM (2014-16)



TSM helped me to tag myself to the world with my own Identity. I got an identity as a Designer, HR Professional and a Digital Marketer. We all need label to identify ourselves in a large crowd(world). TSM acts a platform to identify my skills, love and passion to lead my life. Key inspiring Faculties (Leader Makers) at TSM are Mr.Gowtam Sutar, Mr.Gopal, Ms.Alagammai, Mr.Janarthanan, Mr.Sathya kumar, Mrs.Tanusree and our Dean Prema. Never Ever Forgettable days especially with Excursion, OBT (Outbound Training), RIP (Rural Immersion Programme), Yukti, Echoes and all other clubs!!!

-Syed Ibrahim N (2015-2017)

Life at TSM was the best for me. I was both at my ups my downs here. But I was carefree still. I didn't put much effort into studying since I was mostly bunking classes and being crazy with friends. Residential course was the best. I would not have mingled with all the students in my course had I not been in the residential course. This gave a lot of new experiences. The birthday celebrations, treats, fights, dances and lots of other things are still etched in my memories. Now that I have left the college and have gotten into this monotonous life, I miss college when I sit back to think of the best moments of my life.

-V Bharath Kannan., PGDM (2015-2017)





As a reader, when I went through the magazine it was all refreshing and a rewinding come back of all the learning experiences I had in my internship and memories during my year 1 in TSM. The expert reviews about Enfield and Big data were so much intriguing and informative to read. It was absolutely a delight to read the travel diaries that rekindled my urge of wanderlust and special credits to the amazing photographs clicked. Kudos to the crew members and cheers for doing the amazing knowledge sharing through TSM Echoes!

KAVITHA II-PGDM

TSM Echoes reflects the feelings of the upcoming managers and happenings in the campus. Internship dairies were rewinding my experiences and memories during my internship in first year. Arts were prompt and appreciable. Photography looked very professional. Review on big data was intellectual and informative. Its clear focus made first magazine enjoyable with quality, which makes the creators would find supportive and encouraging. Special credits to the editor and the design crew! Keep growing!

R.VIJAYALAKSHMI I-MBA

A writer feels blessed when his works are seen and enjoyed by others. TSM Echoes has given us such a space. The first edition portrayed the internship experience of 2016-18 which brought back my internship period and the writers sense of achievement is notable. The travel diary gave me the feel of travel. Congrats to the executive members. All the best for your future issues!

M.SHRUTHI II-PGDM



I went through TSM Echoes magazine. It is very well-edited and formatted and looks very professional and clean. I liked the part where people shared their experiences on internship because it is very important for every junior to know how internships are different for different students. I encourage this should be continued. More poems and creative writings can be added. The front page can be of some other colour instead of black every magazine of TSM.

SUSHMITHA II-PGDM

Echoes, A reflection of what we are. So it is the image of what we are doing and our inevitable experience given by our prideful institution TSM. We are glad in sharing our ideas and thoughts. We had networks to connect virtually, physically but this is an artistic platform where we connect with other TSMites through ink, as a tool of art. We are thankful in bringing out this initiative which equip us in all ways, knowing the real strength and talent of our TSMites.

S.YUVASRI, II MBA.

Experience @ Tom •••



"Echoes" more than calling it a magazine, it would be much appropriate to coin it as a whole-some experience of students who are soon to be the managers and the significant pillars of future India. The magazine was comprised of several sections that included Unboxing TSM, Travel diaries, The Intern show, Biker's point, Art exhibit, Pix promenade. I was literally happy with the way the edition was compiled, Kudos to the editor and sub-editors for sparing time for such commendable efforts. One kind suggestion would be, presenting a brief article about the happenings within TSM would do fine. Like a club inauguration, an activity conducted by any clubs. A few photographs of it, honoring students for a good contribution, for a meritorious deed would encourage the rest in an optimistic way and lit energy is what I feel and believe. The designs and layouts can be improvised in the upcoming editions.

Preetham, I PGDM

The magazine gave us what the seniors and our peer PGDM experienced during the various stages of our 2-year journey at TSM. This shows how our life is going to be in the forthcoming days. The arts sections and sketches are very good. Kudos to the crew! Keep up the good work and soon we will also contribute.

KARTHIKEYAN I-MBA

First of all hats off to the creator of the magazine. The idea of the trip to Megamalai was amazing. I just personally felt that touch because I have visited the place twice. Secondly the internship column by the seniors which clearly showed us what they went through in their intern programme. Overall it was complete package of entertainment and learning. Good luck and keep up the good work

KUMARAVEL.S-I -MBA

Tamil Poem by Gomani Rajan and quotes in page 26 are really so touching. Life at TSM experience shared by Guru Vignesh was relatable and makes the reader to involuntarily get a small recap of our own experience. Intern experience by Rajaguhan gave us the glimpse on things to be considered before opting for SIP. Startup or a big company doesn't matter. Passion should be one's career and not the other way. Intern experience of Venkatesh was valuable. The statements he mentioned at the end were inspiring. I would like to share them as future managers we should not be carried away only by the salary but be driven by your passion and at the same time it is very important to think as an Indian how my contribution to work is going to benefit the society. Choice of words was really good. Thanking everyone for sharing their thoughts and experiences. Special credits to editor and Paradisya designs!

Commendable work.

INDHUMATHI -I MBA



YouTube GLORY

Videos are the most powerful tools of marketing in this current trend to reach a huge audience in a span of time. YouTube, The Greatest video sharing platform helps by spreading these videos across the internet to create magic every day, every hour, and every minute.

It created a new dimension where the path was unknown, but if pitched right with some basic hygiene rules the reach was extravaganza. With the consistent upgradation of Smartphones market, devices played a supplementary role in sufficiently giving every user with an option to carry a camera on-thego which sequentially helped the platform unanimously to share any content anytime and anywhere on the webpage.

Below are some crazy eye dropping facts about You-Tube that I came across few days ago, which is one of the many reasons to instigate me to blog about this.

- The number of people who use the platform 1,300,000,000
- 300 hours of video are uploaded every minute
- Over 30 million visitors per day
- Almost 5 billion videos are watched on every single day
- Though it's an American sharing company 80% of views are from outside of the U.S
- Average number of mobile video views per day is 1,000,000,000

Over the years, people have taken it as a career in life as it not only helps you earn bread (butter and jam) but also gets you the fame that one can never imagine in a short period. The World's highest paid YouTube stars have earned a combined total of \$54.5 million in 2015 and the highest paid YouTube partner is PewDiePie with annual income reaching \$12 million for 2015.

The Massive YouTube Ecosystem

























The ideal way to success through the platform is to keep creating continuous content and making sure to stand out completely new from

Experience @ Tom ••

others. One ingredient that would highly be essential for every video is to bring out a current happening in a most crazy and swiftly manner possible. Time plays as another key factor, as it requires us to be on our toes to react and act spontaneously. End of the day it's all about how soon you act and portrait it uniquely.

The tech geek reviewer on YouTube is one fine example to our context; they have to act rigorously to bring out a video about any new technology released in the market. The content could be same but must have one's own touch and style to create that one unique selling proportion. Marque Brown lee, popularly known as MKBHD on YouTube world, is often referred to be one of the best Tech reviewers on the planet earth. His content has his own trademarks and style to standout from other tech videos. When everyone comes out with complete review of a mobile device, he goes on to talk about one unique feature from the device and makes sure that the Audience doesn't lose interest on the content among other million videos.



Content plays a crucial role for any video to go viral and sensational. It simply needs the few basic ingredients to prepare the best appetizer.

Taking into consideration a recent statement made by the one and only media revolutionist Mark Zuckerberg, Facebook founder aka trend creator of this generation, "I see video as a mega trend, same order as mobile and also understand premium content needs to be supported by ads"



Mark has spent a whooping load of money to their current platform for implementing Facebook Live and Watch. Speaking of Watch, It is more personalized to help you discover new shows, organized around what your friends and communities are watching. For example, you will find sections like "Most Talked About," which highlights shows that spark conversation, "What's Making People Laugh," which includes shows where many people have used the "Ha-ha" reaction, and "What Friends Are Watching," which helps you connect with friends about shows they too are following,"

These strategies were all brought up to turn the heat on for YouTube and other players of on-demand video platforms. Being an average daily user of the Facebook application, I feel Facebook is one deadly weapon that can outperform this sensational platform anytime soon, but we will have to wait and see if YouTube can come up with something even extraordinary to really out-stand the heat or get burned by it.



ASHWIN II PGDM



The entire magazine was wonderful. Those internship diaries were really useful. Editing work was awesome and colorful. I didn't find it boring in any of the pages. Unboxing TSM section was really worth reading. I could relate to it as I felt the same when I joined here. I want to publish my photographs in the photography section in the upcoming editions as well.

SARAVANAN I-MBA

The ECHOES magazine is a wonderful initiative by TSM. It is a great platform for people who are interested in photography or poetry to showcase their talents. Being a part of TSM, when my fellow mates share experiences about their life at TSM I find it so relatable to my own life here. As a first year management graduate I was always inquisitive in knowing what people do during internships, sharing such experiences are like an icing on the cake for ECHOES. Kudos to the team for such a good initiative!

RAJSHREE I MBA

