

Echoes

The Reflection of TSM



Welcome Edition

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Editors Column

We, the magazine crew of Thiagarajar School of Management take an immense pleasure in bringing forth you the first edition of our college magazine "Echoes" for this session.

Echoes, the name itself defines the vibrant life of TSM, its values, culture and activities that not only drives a sense of joy and pleasure but helps to identify the so called hidden talent and skill that we possess. We feel extremely privileged to unfold this first edition that is dedicated to all the Teaching as well as Non-Teaching staffs for their ceaseless service towards student fraternity.

The edition comprises of columns that apprehend the learning process required as a future manager. Top 10 start-ups, small acts of kindness, CEO of the month, surveys and many more articles have been contributed. In a nutshell, we have come up with both corporate as well as social awareness that brings both knowledge and thinking for a better mindset to a managerial lesson.

We would like to extend our gratitude to Director Prof.Gautam Ghosh, Principal Dr. M. Selvalakshmi and the faculties of TSM by helping our team in providing necessary help and support in the domain required to make this initiative a remarkable one, Students and buddies who provided their predominant contributions to the Echoes club. Last not the least, I would like to thank our team where we worked together to roll out this edition successfully.

WITH LOVE
ANKIT ANAND
II - PGDM

MY First DAY COLLEGE



By
PADMA PRIYA
I PGDM

The first day of my college was most unforgettable day in my life. I went very much earlier to the college with excitement. Green and calm environment welcomed me and I felt happy. At 10 AM announcement was made to gather at auditorium. I went before mentioned time and was having look over the college environment and rules and regulation, placement details etc of college. People started coming and I took glimpse of the people who were dressed in professional way which made me realize that I have joined B SCHOOL which is ranked 2ND in Tamilnadu. After entering the auditorium I felt as if I am entering a new world where I felt I know nobody. Inaugural function started with lighting of Kuthuvilakku and then the director and principal delivered speech. They also showed a presentation on the institution. I where they said about the best of PGDM and TSM which made me feel that I took the right and correct decision in selecting the B SCHOOL. After forenoon session there was a break where tea with biscuits were provided in which I started talking with people and started to mingle with my new friends. The afternoon session was ice breaking session and staff introduction. Staff introduction was new to me which was not therein My UG College. This made me know details of staff before they started lectures. Ice breaking session was really great where the students were allowed to interact between themselves and was subsequently divided into groups and made to sit in a circle and each one was asked to say about the person who was sitting to the right, this made us know more about each and every person in details in a informal way and in jovial manner. This session made even Students who were introvert to talk with more people. The Session lasted up to 5PM and at the end I came out with the same excitement with which I had entered at 8 am.

HUNGER VS. HOPE

*Dreams that feel burdened sleep's more
I am not blown away by the mishappenings I faced,
Coz I still dream my fate to get replaced.
Blown away by the storms of indigence
I will definitely find a better place to lie one day.
But all I need is your support'
Yes, your support is the only hope to spare.
I am not crying for my share
I just need some to sustain, only that I care.
Look on my Dad; He never had enough to plan life long
Nor have any resource to think a day beyond.
Oh poverty...!! You don't have hands still you touch
Sometimes I feel broken coz you are too tough.
What a co-incidence manifest my sad intone,
People build muscles, but I hide bones.*

- Ankit Anand



Photo Contest - Morning Bliss



By
SRIRAM CHANDH
I PGDM



AJIT JAIN

CEO of the Month



by
ANKIT ANAND
II PGDM

didn't know how to spell insurance, or reinsurance, but I was hired to do a job in the reinsurance operations of National Indemnity, a self-quoted line of a man who started his journey from a small Indian town to a CEO of Berkshire General Reinsurance Incorporation. He is a man in charge of Warren Buffett's profit machine.

Ajit Jain is an Indian born businessman who heads the Berkshire's reinsurance business. He hails from a Jain family in Orissa. In 1972, after graduating from IIT Kharagpur as a bachelor degree in mechanical engineering he started working with IBM as a salesman in their data processing business. However, he lost his job in 1976 when IBM pulled out of India after the government required part-Indian ownership of foreign companies.

He moved to USA in 1978 to pursue his masters from Harvard Business School and started working with Mc. Kinsey.

In 1986 he left Mc. Kinsey and started working with Warren Buffett's insurance business group.

When he joined he knew very little about the insurance business but today he is the CEO of Berkshire Hathaway Insurance group. Jain heads Berkshire Hathaway Inc.'s reinsurance operation, focusing especially on multimillion-dollar agreements to take over parts of the property risks from other insurance companies. It's a business that generates hundreds of millions in annual profits.

Ever since he has arrived in Berkshire he has buildup of over \$40 billion business that is highest contribution in terms of profit and revenue ever made by any Berkshire employee.

In 1999, Buffett wrote "In Ajit, we have an underwriter equipped with the intelligence to properly rate most risks; the realism to forget about those he can't evaluate; the courage to write huge policies when the premium is appropriate; and the discipline to reject even the smallest risk when the premium is inadequate. It is rare to find a person possessing any one of these talents. For one person to have them all is remarkable."

In the annual letter to shareholders on 2014, it is suggested that both he and Greg Abel could be appropriate successors for Warren Buffet as CEO of Berkshire Hathaway.

As a philanthropic he has established Jain foundation, an organization that takes care of disorder caused by a deficiency of functional dysferlin protein in Seattle, Washington.

SPECIFICATION

DISPLAY SIZE	15.6-INCH (TOUCH DISPLAY)
RESOLUTION	1,920X1,080
PC CPU	2.5GHZ INTEL CORE I7-6500U
PC MEMORY	16GB DDR4 SDRAM 2133MHZ
GRAPHICS	2GB NVIDIA GEFORCE 940MX
STORAGE	28GB SSD + 1TB HDD
NETWORKING	802.11AC WIRELESS, BLUETOOTH 4.0
OS	MS WINDOWS 10 HOME (64-BIT)



By
PADMA PRIYA
I PGDM



SAMSUNG SEVEN SPIN GADGET REVIEW

Samsung is known for some really eye-catching computer designs, such as its Tab or the ultrathin Book 9 laptops. Samsung Notebook 7 Spin feels like it just might languish in the land of the in-betweens: it's got a lot of oomph, including a dedicated graphics card, but it isn't meant for hardcore PC gamers. When you really take a good look (and go hands-on), that facade starts to crack. The laptop's shallow keyboard, poor-quality webcam and lackluster battery take away from that initial glow. On the Geek bench synthetic benchmark, which measures overall performance, the Notebook 7 notched a score of 7,132, just under the mainstream laptop average of 7,521. Still, it outperformed its competition, including the ThinkPad X1 Yoga (7,064), the Inspiron 15 (6,499) and the Specter x360 (6,376). The Notebook 7 has a mix of useful programs and complete junk preinstalled. Among the unwanted bloat ware are Candy Crush Soda Saga, Flip board, Trip Advisor, Netflix, Twitter and Norton Security. Samsung includes a recovery utility for backup management, Simple Sharing for exchanging files with Android devices, and Wi-Fi Transfer, which sends files to other computers wirelessly. The drums and cymbals came through the speakers clearly, as did the songs iconic guitar and bass. The vocals, however, were shallow and did not stand out on the track. It's discreet, whether the laptop is closed, open, or in "tent" mode. The floaty touchpad and overall bland design keep me from being too excited about the Notebook 7 Spin, but dispassionately, I can appreciate its charms, and sometimes you want basic workmanlike efficiency over flash. The keyboard is full-sized, roomy, and backlit and the keys felt springy and comfortable. In short, I liked everything about it with the exception of the track pad alignment. As with a lot of 15-inch laptops, the extra real estate allows room for a number pad on the right-hand side, which means the track pad is off-center to the left (although centered to the alphabetic keys).



New Beginnings



Every day is a starting point..... The rising sun.... The rays on the earth... The breath.... The chill breeze.... Everything can be a starting point.... Every year ... every month... every day...every hour ... every minute... every second... can also be a new beginning... The way we approach the life gives a meaning to it. Our happiness, sadness, despair, victory, loss ... a new beginning lies in everything.

The time when a baby starts developing ...it generates happiness. The birth of child, the first smile, the first step, the first word uttered spreads happiness... Each and every moment in the growth of child creates an environ of joy.

A seed we sow, a sapling we plant, a smile from the face is a new journey in life. Life is an ocean... sometimes calm; pleasant, though it is dangerous; sometimes severe; pain... but it is beautiful.

Life has only beginnings. There is no end to life. Even death is not an end to life, when you had lived a life worth living. The death speaks a lot of our life...then life begins again. Every end is a new beginning, believe me or not. The death of a plant produces seeds, a new sprout. The old leaves wither in spring to produce a new leaf. So is it a Beginning or an End??? Decide yourself.

Do you have an idea that time passed is an end to it??? Definitely not so, I guess it is a beginning to our memories. **Start making memories !!!**

Is losing meant an end to everything.....?? The lost victory is a new lesson to make ourselves better to achieve victory. **Start achieving.....!!!**

A water drop in air, lost in cloud, becomes sparkling crystal, the rain, a boon to the earth piercing through thunder & lightning and again lost by sunbeam. Is it a loss or victory...?? Nothing can be determined... Accept pains to succeed ... **Start thinking.....!!!**

It is always better to share and care in life. A sense of accomplishment comes to your life when you start lending hands to the needy ones... **Start helping.....!!!**

Hidden thoughts when found enlighten us. A way to a new world, new spirit of life....Everything is within you.. **Start exploring.....!!!**

The moment flown away will never come back....Spread laughter and happiness...**Start enjoying.....!!!**

Faith drives the strength of a person. Belief on oneself engenders to success....**Start believing....!!**

Love is an art of life. Learn how to draw it **Start loving your loved ones.....!!!!**

Start writing your memories of life.....!!!, a new chapter in a fresh page, a new day with colorful inks: yellow for happiness, green for prosperity, red for energy, orange for success, green for freshness, blue for wisdom, black for grief, purple for loyalty and white for purity. Make your book colorful.....!!! A combination of sunny and rainy day is always cheerful when it is with a rainbow...

Every second is a new adventure creating a thrill of what is next....?? A new beginning.... **Start Living rather than existing.....!!!**

Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending." ~Carl Bard

This is my new start... a new beginning to my words... my thoughts...hope it continues... All the best to everyone.... Make a new wish ... Succeed success in your life.....!!!! The best is yet to come!!

Live your life without limitations.....

Love your life without expectations.....

Atish T.

Miracles from Heaven- Are miracles true?

MOVIE NAME: MIRACLES FROM HEAVEN

RATING: 4.2/5

'There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle.' - Albert Einstein.

It was a lazy Sunday when I was flipping through the channels of my television in home, I got really bored with all the usual drama things and decided to watch any movie which I can get it. I opened my brother's HD to find this movie 'Miracles from Heaven'; I thought okay this movie title is different so let's watch it. That really happened to be one of the best films I recently watched.

About the movie : Miracles from Heaven is a 2016 American Christian drama film directed by Patricia Riggen and written by Randy Brown. It is based on 'Miracles from Heaven' by Christy Beam, which recounts the true story of her young daughter who had a near-death experience and was later cured of an incurable disease.

Starring: Jennifer Garner (Christy beam- Mom), Martin Henderson (Kevin Beam - Dad), Kylie Rogers(Anna beam - second sister), Brighton Sharbino (Abbie Beam - first sister), Courtney Fessler (Adelynn Beam - third sister).

Movie plot: The movie starts with Beam family who was happy-go-lucky family with 3 sweet daughters. Anna the second daughter gets sick and suffers from pain. Doctors tell its acid reflux & lactose intolerant, but later they find she suffers from a condition called 'pseudo-obstruction motility disorder', due to which her intestine can't digest the food she eats. Her intestines would've been twisted in simple words and the doctors in Texas would say it's untreatable except by Dr.Nurko in Boston. Her mom loses hope in God and stops praying. She doesn't get any better even after her treatment with Dr.Nurko, they return back to Texas. Anna and Abbie playfully climb a 100 year old tree in their yard where Anna falls inside the tree and her total family is devastated that she might die. Her mom suddenly starts praying and she will be rescued by the squad and taken to treatment, and a miracle would've happened.

My experience: I thoroughly enjoyed the whole movie even though I believe I'm an atheist, but still I think miracles do exist which is unseen by us in daily basis. Anna would've told she saw a white butterfly and it took her to heaven to talk to God and he told she will be cured if she returns back. I literally was sitting in tears when her mom suddenly gets hope and starts praying to God and this miracle would've happened to her daughter after that. May be if she wouldn't have prayed to God also it would've happened. The perspective of every viewer is different and everyone won't believe that she is miraculously cured by God or some heavenly power. But I still think the director has reemphasized the belief in God and miracles. I think miracles exist everywhere and it's not seen by everyone. Miracles may be love, God, goodness or anything can be defined in anyway according to one's perspective. A must try movie if you believe in miracles.

May be I happened to watch that movie miraculously!



**BY
KAVITHA R
I- PGDM**

edureka!



TOP 10 STARTUPS IN INDIA

BY

UTHRA RAVICHANDRAN - II PGDM



FRAMEBENCH



Eduureka

Founded by Lovleen Bhatia and Kapil Tyagi in May 2011, the start-up is into the business of virtual classrooms to make learning easy, interesting and affordable. Eduureka is located in Bangalore

My Smart Price

Founded by Sitakanta Ray and Sulakshan Kumar in July 2011, it is in the business of helping people in their shopping decisions with online shopping research. MySmart-Price is located in Hyderabad.

Linkstreet Learning

Founded by Arun Muthukumar and Vikram Ramakrishnan in March 2011, it's in the business of providing end-to-end technical backup in the online education space. Linkstreet Learning is located in Bengaluru.

ShopClues

Founded by Sanjay Sethi, Radhika Ghai Aggarwal and Sandeep Aggarwal and started in January 2011, ShopClues is an E-commerce marketplace located in Gurgaon.

HackerEarth

Founded by Sachin Gupta and Vivek Prakash and started in 2012, HackerEarth is in the business of recruitment at technology companies. It is located in Bengaluru.



OYO Rooms

Founded by Ritesh Agarwal in 2012. It was designed as a platform for booking budget and premium accommodations. Headquartered in Gurgaon.

Framebench Technologies

Framebench Technologies was founded by Rohit Agarwal and Vineet Markan in 2012. Located in Pune, it's in the business of online file collaboration software.

Culture Machine Media

Founded by Sameer Pitalwalla and Venkat Prasad in July 2013, Culture Machine Media is in the business of digital video content production. It's located in Bangalore

Zoom Cars

Founded by Greg Moran and David Back in 2013. Zoomcar is the first company in India to focus on self-drive car rental, in contrast to earlier companies in India that focused on chauffeur-driven rentals. Zoom cars is located in Bangalore.

Lime Road

Founded by Suchi Mukherjee, Ankush Mehra and Prashant Malik and started in December 2012, it is in the business of E-commerce.

Yukti 2017 theme

CLIMATE CHANGE

THE THEME OF 18TH EDITION OF YUKTI IS GOING TO BE AN INTERESTING ONE. YUKTI'17 BE AN EPITOME THAT SIGNIFIES THE IMPORTANCE OF CHANGING CLIMATE

The theme of 19th edition of Yukti is going to be an sensational one. Yukti'17 will have a climate change theme. We always talk about increase in water problems either it is excess or scarce, health problems and heat waves

Climate change, on the other hand, makes business opportunity, the more the risk prevails in the world. Business arise as an opportunity. Let Yukti'17 be an epitome that signifies the importance of climate change and how to control global warming by management skills.





Industry Visit



As an industry exposure program, two days industrial visit were planned in order to make we fresher's acquainted with the industries, its operation and work culture so that they can figure in out to which shoes they are going to fit in future. The venue for the industrial visit was TI cycles and Hyundai manufacturing plant.

Tube Investments of India Limited (Initially established as TI Cycles of India Limited, Madras) was a Murugappa Group company that specialized in engineering, bicycle, metal formed products, and chains. It is a Chennai based company that was incorporated as TI Cycles of India Limited in 1949, as a joint venture company. The visit was an eye opener for us as we had the chance to see how manufacturing plant segments its customers and the strategies adopted by them to become the market leaders. The second day was the visit to Hyundai manufacturing plant at Sriperumbudur. Hyundai Motor India Ltd is a wholly owned subsidiary of the Hyundai Motor Company in India. It is the second largest automobile manufacturer in India.

We assembled in the auditorium and the presentation was made by the Head Operations team regarding how company carries out its operation, the various people working within the organization, hierarchy and they also talked about the role of HR in the organization in specific. They also explained how it's a different being a Hyundai's employee, the work environment in the organization and also talked about the new models like elite Elentra and i20, they top gave the detail that the Hyundai is posing top 4 rank in car production.

After that we were taken for the plant visit. We saw the process right from the beginning as how the metal sheets were transformed to its end product, a pretty looking vehicle; we gained immense knowledge during this industrial visit. They even explained how flexible they were in production process and how they would come up easily with the changing trends. At last we met Natwar Kadel Head HR of the team Hyundai. We had an interaction session with him were we pitched various questions and their managerial implications and was very well taken by him. It was really a learning session being there.

MASK OF THE MONTH



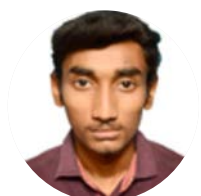
OUTBOUND TRAINING



A real team spirit comes out with a team task. So after industrial visit we left for Maturantakam, Adventure zone for our outbound training program. This was the moment for which all of us were waiting for. The first day we were divided into the groups of four and were given clear instructions how to perform the task with the help of team members and "paplu", a stick provided to us.

The second day was the day when we realized a team cannot function alone with a single performer but needs each and every single member to be more effective. we tend to do more events like shooting , rappelling ,climbing, raft building were done in that also our team out performed every team .from that we learnt actual risk and perceived risk ,team effect on output.

Final day we tend to do the event called bridge building in that total team made in restricted way .the gadget given were used in the effective way and attained the success. From this we were learn the team effort, absolute standard vs. relative standard, move out of the limit by voluntary or by involuntary.



BY
KARNAN
I- PGDM

MANAGEMENT LESSONS WE WERE LEARNED FROM THIS TRAINING:

PERCEPTION OF TEAM MEMBER

TANGIBLE VS. INTANGIBLE

ACTUAL RISK VS. PERCEIVED RISK

ABSOLUTE STANDARD VS. RELATIVE STANDARD

TEAM MEMBER EFFECT OF OUTPUT

EXPERIENCE LEARN FROM TEAM MEMBER

MOVE OUT OF THE COMFORT ZONE VOLUNTARY AND INVOLUNTARY

TSM, in making a socially responsible Managers.



We care club of TSM in association with SHE welfare trust and Usilampatti GH organised an event called Genesis which includes Blood donation camp, Orphanage visit. We care is a student driven club of TSM which takes care of the institute's Corporate Social Responsibility activities. This Genesis event is conducted every year in remembrance of the institute's Late alumni Mr. Shiva Ramasubramaniam. Students and faculty contributed for this event selflessly. In this camp 60 units of blood

was donated by the TSM family to Usilampatti GH. After the blood donation camp students visited Humanist Kids Home, Kovil Papakudi and they were spending a quality time with kids over there and also had one happy lunch with them. The entire program was co-ordinated by Dr.Jeevananthan, Faculty in charge of WE CARE and well supported by director Prof. Goutam Ghosh and Dr.Selvalakshmi principal of TSM



SMALL ACT OF KINDNESS

NO ACT OF KINDNESS
NO MATTER HOW SMALL
IS EVER WASTED

We often forget how much of an impact a small act of kindness can have, which may not mean much to the person doing them, but may mean the world to the person receiving them.

Here's my list of small acts of kindness in no particular order:

1. Greet a person with a warm smile. You exude positivity.
2. Say 'Thank you', whether that person is a co-worker or a cabbie. It brightens their day.
3. Appreciate others on their achievements, no matter how small that is.
4. Tell a woman 'You look beautiful'. Believe me, they love receiving genuine compliments.
5. When you're in a crowded train or bus, offer your seat to an elderly, disabled or pregnant lady.
6. Simply say I'm sorry, when you are wrong.
7. Don't jump queues.
8. Help a blind person/elderly cross a road.
9. Spend time with your family.
10. Buy varieties of chocolates for a small kid.
11. Never use your mobile phone while out on lunch/ dinner with someone. Listen to them.

12. Give away clothes that you don't use anymore. There's no use of it lying idle in your shelf.

13. Take a minute to guide someone who is lost, even though you are rushing.

14. Call your mom and ask how her day was.

15. Visit your friend in the hospital. It's just a matter of few hours/days, but they would be happy that you stayed beside them.

16. Never keep any dues. Be prompt.

17. Don't interrupt when someone is explaining themselves.

18. Never haggle with a street vendor.

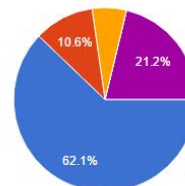
19. Check on your friend, but not when you need them. They might be expecting your text otherwise.

20. Leave a generous tip for a pleasant waiter. He would be more than happy to serve you the next time.



BY
SAIRAM TA
II PGDM

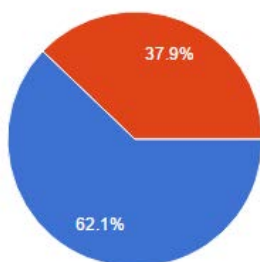
How do you like to reduce your weight?



● Walk n Jog
● Yoga
● Aerobics
● Fat burn pills
● Gym

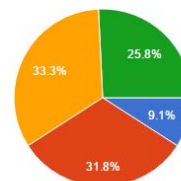
TSM WELCOME SURVEY

Gender



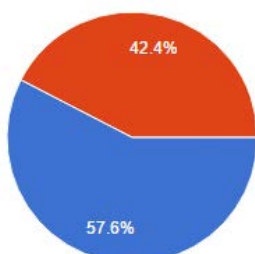
● Male
● Female
● Transgender

How often do you exercise?



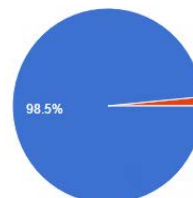
● Daily
● Based on availability of time
● Rarely
● Never

What is your food preference based on?



● Healthy
● Taste

Do you Think Health and Fitness are important for success in Academics and career?



● Yes
● No



S
17

Taken over in the month of April offering hots , colds and snacks to munch in green campus with a pleasant ambience and background music.

TSM being a fully residential college, Enrista caters to both localities' and our has a wide variety of categories including local products as well established home-made food.

Keeping into consideration diet of health conscious people, the café provides baked corns, ragi laddus etc. . ,

The café is opened the whole day and take's birthday cake orders and other. Café also promotes new launch of Jio Mobiles.

To engage students there are activities conducted during free time for practical involvement.

Customer feedback has always been one of the most important areas and hence ice-creams, Nestle and our "Go India " mission.

Café Enrista takes pleasure in serving the people of TSM

*Situated at the centre of a
acre lush green campus*

*the midst of the lush
ic .*

*tsiders needs. The café
ed brands & also*

ked items, oats drink,

er special orders.

xposure, whole college

this has helped to get

%.





Every end is a new
beginning

Paradisya Designs

N.Syed Ibrahim

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