

ECHOES

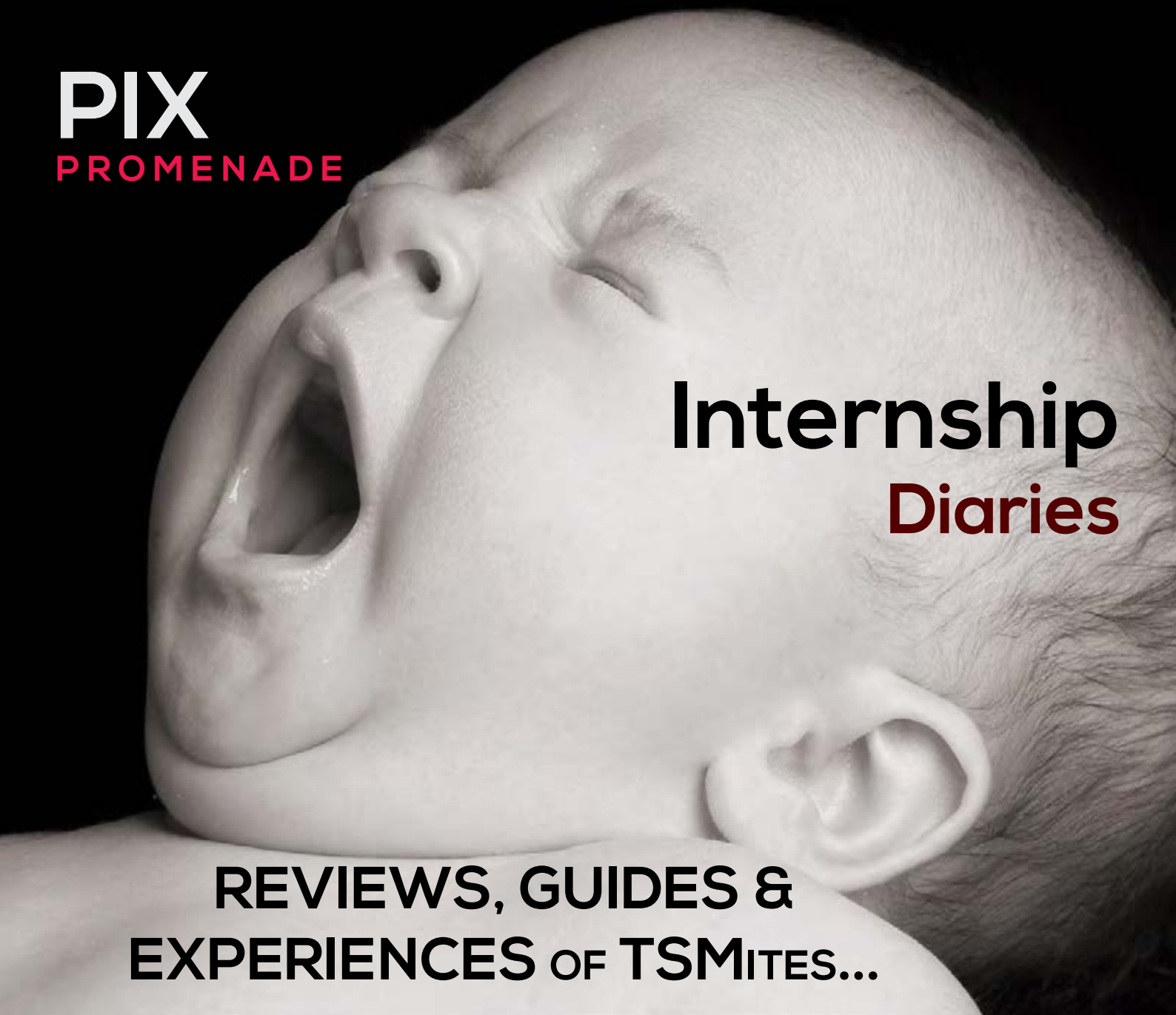
THE REFLECTION OF TSM

UNBOX
TSM

PIX
PROMENADE

Internship
Diaries

REVIEWS, GUIDES &
EXPERIENCES OF TSMITES...



ECHOES 2017

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WELCOME
EDITION

EDITOR'S COLUMN

Hello Echoes readers,

We take immense pleasure in launching the first edition of TSM Echoes for the academic year 2017-18. Ever since we started pondering ideas for the first issue of TSM Echoes, we had one goal – to deliver the best possible edition. In our hectic schedule of time table that was packed with classes and us being busy with our Summer Internship Programme project reports, we took the time to figure out a structure that would fulfill the writing and artistic ambitions of both the first years and the second years. With the entirety put together in a bundle, we present to you the privilege of TSM in the form of magazine that has the eminent work of the students. We have ideas of taking the magazine to newer frontiers in the editions to come. And we promise to delight you with every single one of them.

Rajaguhan,
EDITOR

ECHOES MAGAZINE

THE REFLECTION OF TSM



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Kamal Krishna - I PGDM

*One can't predict the twists and turns of life; the whirlwind had swayed me into a new world of exploration.
Now, I find myself in the world of business in TSM (Touring in Self-management - My quest)*



I never even knew that my UG days would trigger me to explore myself and drive into a grove of talents (TSM) where diversity and intellect swing to and fro.

The dusk and dawn has novel experiences and surprises for the students. The life lessons introduce me to myself and to the big world out there.

June rolled on to check on strangers to be my friends, my classmates and hostellers. Our campus greenery - a feast to eyes, inmates from gateman to warden and office staff to our teaching fraternity - all had a sweet-smile welcoming the fresher's which would actually rejuvenate our minds with confidence to face the day. Faculty members are more like facilitators; and whose focus is always to churn the intellectual side of the students, greet us with smile. Their inspiring interactions motivated us to the core.

The pace of time is unbelievable that we are awaiting millions of experiences hoard ahead for the coming months to graduate us, as young entrepreneurs knocking the business buzz of the world market. I must say TSM is my pride and this is real me "A True aspirant of TSM".





The UNBOXING @



THIAGARAJAR
SCHOOL OF MANAGEMENT
(AUTONOMOUS)

Florance Andrea - I PGDM

This post is completely about how my life had changed recently after enrolling in Thiagarajar School of Management (TSM),

“Life begins at the end of your comfort zone”



My post graduation is an amazing opportunity to live the above words. Life becomes interesting when it throws a lot of challenges right at your face and demands you to win and emerge against all odds. In this management school, demands are more challenging that it will force one to move out of their comfort zone or their safe den and face the real corporate world. It has already been two months and the following challenges have sculpted me to become an efficient and qualifying performer in the business world.

To begin with, the diversity which the campus and classrooms offer is wide. One can see students from all parts of India. Studying and working with them has groomed and increased my adaptive skills. This could be your foundation for working with diverse set of people in work. The more time you spend with people who are completely different than you, and then you would start believing that all human beings are good at something and know something which you don't know.

“THIS PLACE PROVIDES OPPORTUNITY TO KNOW THAT EVERY HUMAN BEING IS AMAZING.”

Secondly, the tight schedule will change your way of working. It will force you to cut down on your inessentials and focus on what's essential. It helps you become organized and work in a systematic and integrated manner. TSM provides all facilities for one to enhance knowledge and skills. It changes your working style to give efficient results.

Third of all, the work experience which the teachers and seniors share would give you insights on what

your work would be in the corporate world. Apart from the theoretical knowledge, internships provided here would empower you as a strong leader in your future endeavors. The demand of the on campus stay for both students and teachers makes one access resources easily. Though it physically separates you from your family and home, TSM might end up becoming your second home when you find how to connect with the people in here.

The last of all, TSM stands a testimony for the statement that, “People make places great”. TSM provides education on par with IIMs with the support of various qualified teachers in here.

Every educational experience should guarantee a student the following aspects: knowledge and memories. And if you are also looking to move out of your comfort zone, then TSM is definitely your call!



Guru Vignesh - I PGDM

*Hans Rosling, a Swedish physician and statistician, inspired me to learn how to interpret information from any data, but I was fond of business and administration. With the help of Google and little research I found this awesome course called Business Analytics, which can satisfy both my new and old desire. The problem with this course is that only very few colleges in India offer it as it needs very erudite faculties to teach and **THIAGARAJAR SCHOOL OF MANAGEMENT** is one among those.*

During the month of February I applied TSM for its flagship PGDM course with my CMAT score. Then I was called for the interview process on March 18, 2017 which contained more than 3 rounds before the final face to face interview. I was the last person in my panel for the final round and with little fear and excitement I entered the room and greeted the interview panel with a smile. The interview started with the obvious "Tell us about yourself" statement.

During the course of that interview they asked me about some completed unexpected question about the Indian economy, E- Rickshaws, Holography (which I mentioned in my SOP) and about my work experience. I had a healthy argument with a panel member about economics without knowing that she has a doctorate in it and surprised see her as my economics professor now. Then they continued to ask about my hobbies and I was again surprised to see another panel member who almost noticed a minute mistake I did while singing the raga Reethigowla. This final round of the interview was a splendid experience and it only increased my desperation to join TSM.

My first day at TSM as a student was on 13 June 2017 but even before that I created a WhatsApp group and started making friends with the help of social media. All my friends and I sat together during the induction program and we were in awe after knowing the profile of every faculty member as most of them studied from highly reputed college in India and abroad. The total of 120 members was divided into two sections and as I expected most my friends are in the section 'A' and only a few of us is in section 'B'. But this gave us an opportunity to gel up with new people and got some really awesome and knowledgeable friends. The



change in seating arrangement every third week is something similar to icebreaking session where we get a chance to know about other fellow students sitting near us.

Sitting in smart classrooms and listening to the professors is a delight. The two week foundation course, before trimester 1, on accounts, management and math helped non commerce and non-management students to get accustomed to the management topics. The case studies and materials used by the faculty members are on par with other highly reputed B-schools across India. The faculty members are highly knowledgeable, very friendly and can be reached anytime through mail or call.

At TSM, students have the complete responsibility over what they do. From running a cafeteria to managing and running clubs like Marketing, HR, Zero gravity and more, teachers hardly intervene and will only do when students need any guidance. People aspiring to become entrepreneurs (just like me) can enjoy the incubation center here where TSM gives free office place and also guides students with company secretary and auditing works. The ambitious and passionate students will definitely enjoy the life at TSM to the core.

In these two months of time I got the opportunity to do more presentations, performed in some cultural events, enjoyed social enterprise programs, outbound training and enjoying being in part of many clubs. I can't wait for tomorrow at this place. TSM is definitely a place that is changing me as a future manager with a lot of knowledge and values.

INTERNSHIP

MADE EASY - Surthi Lingam - II MBA



On entering an organization for intern, I coincidentally found the book “The New One Minute Manager”. This is authored by Ken Blanchard and Spencer Johnson for the next generation of leaders. The book reveals 3 one-minute secrets for budding managers.

This is a frame story (a story within a story). I related the 3 secrets with my manager in my intern organization. He helped me to understand my intern as well as the book in a better way.

The First Secret: One Minute Goals

Do not take more than a minute to set a goal

If it takes more than a minute to set a goal, then it takes longer time than usual to complete the task. My manager takes less than a minute. He asks for today's task what I have planned. Being his subordinate, I should also follow the one minute story or he will get bored and say come to the point. (I have seen him telling to one of his subordinates). I will depict it, he says, 'good proceed' or else, 'just say what can be done instead'.

The Second Secret: One Minute Praising

Take a minute to appreciate truly and do not flatter.

When you care about another person's well-being, then take the time to notice when they're doing something right and comment on it and appreciate it. I would have done a task (matters big to me) I'll go in full excitement to report him and get next task. But he just says well and assigns the next job. I come back to my seat and wonder and then I recognize myself. The praising is done and the task as well.

The Third Secret: One Minute Re-Directs

Today, with the constant need for skill development, everyone is a learner. Agreeing to this, I accept my mistakes. When I commit an error, he points it out and suggests an alternate way. He does not take minutes in arguing.

My Learning

A manager takes only a minute for goal setting; appraising and re-directing; like my manager. I realized I'm still a school kid and now I understand the organizational world. This is, in fact, my learning at internship. My manager helped me in understanding the book as well.

Vinith Michael Antony E
II-PGDM



Summer Internship, the most awaited thing by all the budding managers as an interlude for the hectic exams, presentations, viva and seminars, but actually isn't.....!

It provides surfeit opportunity to nurture ourselves professionally. Being the so called "engineer", specialization in operation is my natural choice.

I'm excited about the opportunity of combined learning experience with TAFE, the agriculture-friendly manufacturer- that too in Madurai, which is my home town. It all started in the month of April. Since my choice is all free from the intimation, I planned to stick with the basics and be flexible to the needs of the organization.

My guide instructed me to have a visit of the entire organization and learn about the actual stuff followed. He also said that the first week is the "honeymoon" period. So, I had a rough overview about the process in the shop floor. To be frank, I was feeble in my first week. Everything which I came over was optimal and gave good results and I couldn't even find a single problem. I realized that life is always ready to throw measureless challenges every day; our readiness to face the challenge matters a lot. Then I stepped further and spent some time with the buyers of the organization trying to figure out the problem. From them I got a seed to my project - to enhance the supplier's performance. Probably an operation manager will be fond of twin phrase "Increase the profit" and "Decrease the cost". I have been always a fan of Elton Mayo and his Hawthorne experiment about continuous monitoring to improve the performance. The key expectation from the summer internship was to closely monitor the suppliers and enhance their performance. The problem is DEFINED

To proceed further I got "tons of Junk", among those 99% were irrelevant. I drilled deeper into the process

and tried to find the relevant Information. The most enjoyable aspect of the project was to apply the concept which you already knew, and create a working model. Besides the project, the interaction with the industry people was an eye opener and gave a new way of thinking about the business world rather than the traditional bookish approach. All the summer internships are designed in such a way to have the holistic approach towards business. I have many takeaways which will groom myself as a better professional. I also understood the two sides of the coin (theory and practical) and learnt to deal with the uncertainties.

"JUST WHEN I THINK, I HAVE LEARNED THE WAY TO LIVE, LIFE CHANGES". BE THE CHANGE.



INTERNSHIP

EXPLORE

Diaries

Rajaguhan
II- PGDM

Can I tell people that I am the same person after my internship? Do I see marketing the same way I had before? If these questions are put forth to me, I can definitely answer them with a negation – No. I know how I have changed after the internship and how my perspectives have transformed after an awesome 3-month experience in an UBER cool company.

So, I have always been intrigued by the concept of digital marketing which I knew for sure that it was going to revolutionize the marketing world. My personal life revolves around computers and technology and I have a passion for writing. I found out that this was the perfect domain for me to enter and learn as much as possible. Out of all the companies that were accepting interns, I opted only for those that were primarily digital marketing. I had to wait a long time to get a desirable company that had an interesting portfolio and a good workplace location (for me, it was Chennai). And finally I got to know of this company called the Firebrand Labs. I was offered an intern position in this company through the placement team to whom I am thankful for.



When I was selected for this role, I had no idea what was in store for me at the company since I had no clue of how a company that does digital marketing operated. But the steps you take forward can take you ahead or teach you lessons.

This was one such step for me. The company is a startup with about 15 employees working. It does web designing, branding, social media marketing and all stuff that are related to the promotion of a company through digital means. To be simple, Firebrand Labs is an advertising agency.

The entire process that happens around the company is supposed to be creative as that is the primary requirement in order to stay ahead of the competitors in the market. My roles and responsibilities in the com-

pany included content creation, blog writing, Facebook promotion, analysis of performance metrics on social media, writing advertising copy, data entry for the spends made on the social handles, photo shoots for promoting certain clients' brands etc.,

It is a fact that many companies these days have cut their budget in their traditional advertising and have been investing in social media advertising which has turned out to be more effective, time saving and cost-effective. I never would have known this part of social media marketing had I not gone for this internship. This has given me a whole new view point of the marketing scenario. I have ideas of starting up my own business which have been under cards for a long period of time and I think getting an expertise in the field of digital marketing would fetch me some heads up in the process of me setting up the business and run it smoothly in the future.

I have started working on getting my Google AdWords certification. SO, if you are one of the people who think that I want to be someone who is creative and is trying to make a living working in front of a computer from not necessarily having to go the office to work, digital marketing is the right choice for you.



EXPLORE

Diaries

INTERNSHIP



OPERATIONS

Yazhisai K.C

II-PGDM



The internship was the best thing I have done in my career. For the first time, I was able to experience the corporate culture and instead of feeling exhausted, I was excited and inspired every day. I did my internship for 3 months in a start-up “GoBumpr” which is 1 year old.

The start of the SIP program gave me the learning and understanding of GOBUMPR and the business they are indulged into. Eventually, I started getting trained for AXLE application where I had an orientation session in the company about it. I studied in and out about the application and its uses to the garages. The garage will book a service when they on-board new customers. The operational part lies with the coordination of the customer and the supplier. Above all, I really enjoyed my internship. I learned a lot about the technology used in the start-ups and also to handle a business with a successful supply chain management. The knowledge that I gained from the organisation was so materialistic. It can definitely help me to apply the real time learning in any situation if it demands me to grow up.

GoBumpr gave an array of learning throughout my internship tenure.

- 1) It gave me the knowledge and awareness about the customer booking process and the mentality of the suppliers while accommodating a vehicle for service.
- 2) It trained the suppliers on how to talk to a customer while he prospects from our system of service
- 3) Did a two way communication and rigorous follow ups with both the suppliers and the customers by connecting them in a conference.
- 4) Learned the CRM tool called BRIDGE and how to convert a lead via segments.

Instead of confining myself to a particular role in a multi-national company (MNC), here, in a start-up, I indulged in more than 4 processes and shifts of roles.

Now I have got the confidence and assertiveness of handling any role in any company .

After I joined GoBumpr, they gave me the responsibility of cracking up and penetrating a new region. The job and the process were so confronted; but somehow, I got the positive amount of inflow to the company by acquiring quite a lot of garages for partnering with us. My recommendation for the future scope of the company:

Presently, Gobumpr is operating with a manual system of custom operations, which requires more manpower and more time. My future idea is to implement an automated system in which the app has to do the work of searching the location (GPS) of required service and allotting the nearby supplier via app. Just like the business strategy of Ola / Uber), I think, this would be a successful supply chain automation for a leading online automobile service sector platform.

Overall, I am very grateful for this experience of 3 months and would recommend it to anyone who is creative, organized and communicative and who wants to enrich his level of knowledge in Operations. The experience that I had in GoBumpr is so exciting and gives me a perspective of this new industry (Automotive Aftermarket). The best part of the internship is that I have learned the quality and the amount of work they do, to make a service provider as well as the customers to convert in the business. I tried to learn as much as I could and along with that I also contributed myself for the betterment of the company. I would recommend my juniors to do their internship in any start ups to improve their skills and knowledge.

INTERNSHIP

EXPLORE

Diaries



Senthamizhselvan
II PGDM

*“Giving is the master key to success in all applications of human life”.
-Bryant McGill*

One might wonder whether it is possible to learn anything in just three months of internship! If you ask me I would say, hell yeah, you could learn a lot. I would even say it gave me a head start. But it all depends on you, your willingness to learn and of course the place where you do the internship.

My area of interest was stock market where compounding does the magic. I was waiting for a role where I could get exposed to the stock market. Luckily I got into a start up with the help of a friend, Padmanabhan. Thanks to him. The Start up is a great place to learn, especially, if you are a fresher. The perk, for being in a start up, is that you could get to know the entire business which isn't possible in well known branded companies.

The start up is a financial advisory firm based in Chennai having two sections namely equity and mutual fund. I worked in the equity section under Mr. Rupakumar Raja, Vice President, Research and Mr. Praveen Kumar, Technical Analyst, and to whom I am obliged to. Before beginning the internship, my view was that one must be highly intelligent and develop a complicated model in order to pick stocks.

But during the internship, I realised that it was all about common sense and keeping things simple. Investing is more of an art and a bit of science. The Art in investing is all about controlling your emotions which can be mastered through practice. The science is about knowing and applying facts based on research. It can be developed only by reading books and implementing them. Hence, one should be a voracious reader. Well, I have just started my journey to become a voracious reader.

If you ask me a single take away from the internship then it would be the joy of giving. They were sharing their life experiences, years of knowledge in the field

without any hesitation and expectation from me. They treated me like a mentee and the only way to repay them is to share, what I have learned, with as many as I can. I realized the joy of giving than getting.

With this, I would like to conclude that the key to success in any field is patience, and perseverance. The perseverance to do what you love in spite of difficult times. The patience to wait for the right opportunity.

যদি হতে অচেনা

আমায় তুমি না চিনলেই পারতে।

কথাও হত মাসে দু-একবার।

দেখাও ধরো সরস্বতী পূজায়।

বিকেল রোদের ভিজে লেকের ধার।

আমায় তুমি না চিনলেই পারতে।

ঝগড়াঝাটি সেসব কমই হত।

'খুড়োর কেবিন' প্রথম স্যালারিতে।

মাসের শেষে টানাপড়েন যত।

আমায় তুমি না চিনলেই পারতে।

মন খারাপে বই পড়তাম একা।

রাস্তাঘাট সব পুরনো এখন।

পুরনোতেই নতুন তোমায় দেখা।

তবুও তুমি চিনলে আমায় কেন?

আকাশপাতাল ওলটপালট হল।

ভীষণ রাগে ভীষণ মেঘ ডেকে,

মনের ভেতর বৃষ্টি নেমে গেল।



POEM

POET - ANKITA MUKHERJEE-I PGDM

Saranya - II MBA

PRIDE AND PREJUDICE



I did my internship in the domain of digital marketing at Paragon Digital Services Private Limited, Chennai. It's a digital advertising company. I got the privilege to work in the HR department as my digital marketing trainer was out of station. So I can disclose that I have performed dual role in my internship.

BEFORE INTERNSHIP

While I was searching companies for my internship, I was ready to go anywhere in India other than Chennai. I had a prejudice feeling over Chennai the so-called metropolitan city where people will be busy all the time. Incidents like Swathi murder, gang rape of a girl by five members who had been friends for three years and media influence made hatred for

Chennai. When I got internship at Paragon, Chennai, OMG! Why it's always me God??. These two months are going to be a bad period and wished for it to get over soon!!!

DURING INTERNSHIP

Sailed through traffic in the roads of Chennai and reached office like an energy drained soul. Formal introduction took place and we were assigned with systems. When I gradually learned about digital marketing, a sense of insecure feeling urged my mind. In the name of 'Consumer behaviour', these people monitor each and every activity done by a user. Even atheist has to believe that there is a digital eye which is watching over their activity. Privacy is just a fancy label stuck to a transparent box in the

digital era.

AFTER INTERNSHIP

Two months of internship was gone in the pace of light. When I was about to leave Chennai, I felt emptiness in my heart. Then I realized, I had started loving Chennai, not because of the place but because of the people who made it wonderful. I can tell out to the world with pride that I had earned good people who even supported me financially. I am looking forward to have my final placement somewhere in Chennai. Media has always shown a sour face of Chennai; there is a whole new world which is not known by many. Like me, you too, shed your prejudice feeling and explore the new world!!!!



David Leonard - II MBA

“HR ON THE MOVE”

“In which field are you planning to do your Internship?” asked a voice and the entire college was shouting, ‘Marketing... Marketing... Marketing...’ and there were a little ‘Finance’ and ‘Operations’ in the crowd. With a feeble voice, I said,

“HUMAN RESOURCE”.

You know what!! It is always a thrill to go against the flow, but it usually has its own risks. In my case, risk factor? Nah.. There weren't any because I felt God is making every step for me and guiding me all the way. “David, are you interested?” When it was tough to get an internship in the field of Human Resource, the op-

portunity to be a HR Intern at Loyal Textile Mills came as a bolt from the blue. I was officially selected to be a HR intern when I said these words, “Yes, I am interested and would love to work with you”. Joining me for this life changing experience in HR was Mr. Mohammed Abir, my crime partner and for Operations

INTERNSHIP

EXPLORE

Diaries

Internship Mr. Akshay Arvind, an innocent soul, Mr. (Storm) Sathish, a multi-talented personality and Miss. Gayathri, woman with a heart as white as snow. We never imagined that we would be doing an internship at Kovilpatti; but to be honest, it had its perks.

“We (Loyal Textile Mills) are one of the largest composite textile mills in the country. Committed to humanity and socio-economic development, we provide an array of products and services for textile and apparel industries”, said the guide as we walked through the factory trying to understand everything that we were shown. Walking down a manufacturing unit without knowing the purpose of each and every machine that was up and running made me think, ‘Will I survive and work up to their expectation?’

Thoughts of doubt and fear were washed away after a brief talk with the Chairman. What a dedicated and ambitious person he was. I was stunned by his humbleness and love for his employees. His brief talk inspired us to dream big and do more for others than ourselves. One such ambitious project that he generously asked us to do was to measure the Happiness Index of the workforce and Aspiration survey of Loyal Textile’s employees. For a person like me, who likes to see people happy, this was a feast for the eye. It was a chance to quantitatively measure an abstract term ‘Happiness’. Happiness in recent years is considered to be the right measure of social progress of any country. Applying a similar kind of metric to an organizational setting ignited my curiosity. Our work started on the second day ; there was no time to waste.

A task that was as big as a mountain was right before me. We introduced ourselves and started interacting with the employees from all the three shifts, day after day in batches of 30 -50 and had them complete the Happiness and Aspiration survey questionnaires. We, Abir and I, interacted with not only the employees of Loyal Textile Mills, Kovilpatti, but also with the employees of Valli Mills (another unit of Loyal groups), Sattur.

One thing that I observed was, you never know when and where an issue may arise and a HR’s presence will be expected. It is a 24x7 job that requires you to stay alert, attentive and boldly make decisions. There were several occasions where we longed for a nice nap but the

work demanded our presence. We were always on the run between Loyal Textile Mills, Kovilpatti and Valli Mills, Sattur to meet employees regarding the project in hand and also to interact and motivate them. Thank God! We always had a cab at our disposal. During one such ride, this line popped up, “HR’s are always on the move”. Isn’t that true? Well, it was true in our case.

Nearly half way down our internship, Abir and I had interacted with over 2000 employees. Things we considered to be impossible turned out to be possible. The impossible becomes possible when we take one step at a time. With the right people around to help and support us along the way, our internship turned out to be a piece of cake. Not a moment did they treat us as a guest; we were part of their family right from the first day. We were blessed with an air-conditioned accommodation and the best food in the city. What more can anyone expect? Thank You Loyal Textile Mills <3. So much of hospitality, love and affection surrounded us everywhere we went. As I said, it was sure a piece of cake.

I was assured that I would receive an excellent learning experience before all this started and now when I look back I know that I did, for which I thank Prof.P.Mutharasi, Dr.R.Saraswathy and Dr.S.Nivethitha for being a pillar of support and guiding us all the way. I take this opportunity to thank my seniors in TSM, currently employees of Loyal Textile Mills, Mr. Rajiv, Miss. Shruthi, Mr. Hari and Miss. Malarvizhi for the valuable support you gave us. You make Thiagarajar School of Management (TSM) proud. Wishing you the best of the best. A special thanks to our Chairman, Mr. Manikam Ramaswami and my faculties for giving me this amazing opportunity.

I hope I didn’t bore you with this article. I found it difficult to put my two months of experience to words. It is better felt than written and read. See you soon with another article ;)

!! ..Adios..!!

LOYAL

LOYAL TEXTILE MILLS LTD.



Shalini - II MBA

It was more like a dream come true. I have always been lucky and the same luck played its best bet when it came to my intern. I was all set to fly to London for my Summer Internship, away from all friends far from my comfortable world to a new place. With a bundle of mixed emotions I was at the airport. I didn't know this trip was going to change me from inside out. To me it was just a trip with my mom and cousins who stayed there nothing more and nothing less.

“London welcomes me”

I said to myself as I landed. It was all a beautiful countryside where my cousin lived. Breezy wind and shorter nights were new and fun. My days were long and same between office and home. The time in between was all for myself to know who I actually was. With no friends around and five hours behind all loved ones communication reduced. Did I talk to myself? Did I start to believe that I was up to something that many others could not have? Did I realise my work mattered to both the concern and me? I have no clue but I started to give in my heart and soul to what I did because that was the only thing I did. My project was coming out well and the amount of happiness when I knew it got approved was beyond measures.

Everything turned out well, from my project to the people around. There was no room for politics and no backstabs. Every little effort was appreciated and ended with a little party. When work comes with freedom and self-authority, workplace definitely becomes a heaven. My office was one such heaven where I could be me and they appreciated the same. Might be that was the reason for why both me and my project gained equal importance.

“Your reports are flawless. The proficiency you have over our language is astounding. Can you help us write some general content for our promotions?” a question that was put forth to me by my colleagues.

The writer in me was emerging out. I started to write their promotion notes, my blog, a personal document where all my daily happenings were jotted down and an article on LinkedIn which is still



being liked by peers. I don't know if the internship has had any impacts on me, but I already loved what I did and I was happy doing what I loved.

Initially when I found updates of friends chilling, I cursed myself for being there. But being one of the luckiest struck me later. For I knew the purpose was not to sit and brood but make the best out of best. It was a trip to identify me. I never knew I could handle my own issues, I was never that organised and I never took pain to do what I could do with ease and all this happened because I had to do them all by myself. “You never know how strong you are until being strong is the only option you are left with” was something I personally experienced. Sometimes you have to take a break to know your worth, to know your capabilities, to know who you actually are and this was my time to know me.

Decisions were being made. I am going to give my best to the report, write my blog and read a lot, for these were once in my blood and soul and it was high-time I don't let them fade. Let go of anything that does not belong to you, but never let anything off, for “could have” should never be in your dictionary. Never regret a chance lost, for many out there are not as privileged as we are!!!!

MY THREE MONTHS OF RURAL EXPERIENCE

VENKATESH - II PGDM

I am not feeling proud to say that India as a developing country nor do I feel proud of the 8 or 9 percent of the GDP growth rate. We have poverty and I feel ashamed to see the number of farmer suicides in India. So not as a manager, as an Indian I always think of what I can contribute to the society. This brings me to the interest towards working in a rural organization and to my luck I got an offer to do my internship in Samunnati Agri value chain finance - a startup working towards enhancing the value of all the players across the agri value chain.

As I was so interested in working in rural area, the organization had asked me to do market research about marginal dairy farmers in and around the village Pooriyampakkam (a village near Melmaruvathur). I felt it would be quite interesting to have discussion with rural household about their livelihood, their attitude towards agriculture etc. So after preparing my interview questions, I started my village visits. Initially it was difficult for me to build a rapport with the village people but as I started asking about their problems and present agriculture and cattle rearing scenarios the kind of response from them was warmth. Sometimes it takes one hour to get the input that I want, but it is very important to patiently hear all the information that the farmer tells which many times may not be relevant to your study.

As from the interview with 40 rural household, many people say that agriculture is not as profitable as it was before but they don't want to leave agriculture and issues like monsoon failure, low procurement rate for their produce are adding fuel to their problems. Even though cattle rearing has been a security for regular income, people are facing problem in rearing a cattle especially during the drought season and around 50% of the people whom I interviewed sold off their cattle as there were no fodder for cattle. Another problem is the low procurement rate fixed by the dairy companies and as the dairy societies at the village level are highly fragmented they are not in position to collectively bargain for better price for their milk produce. Effective cattle management has been lacking and people are not exposed to such practices.



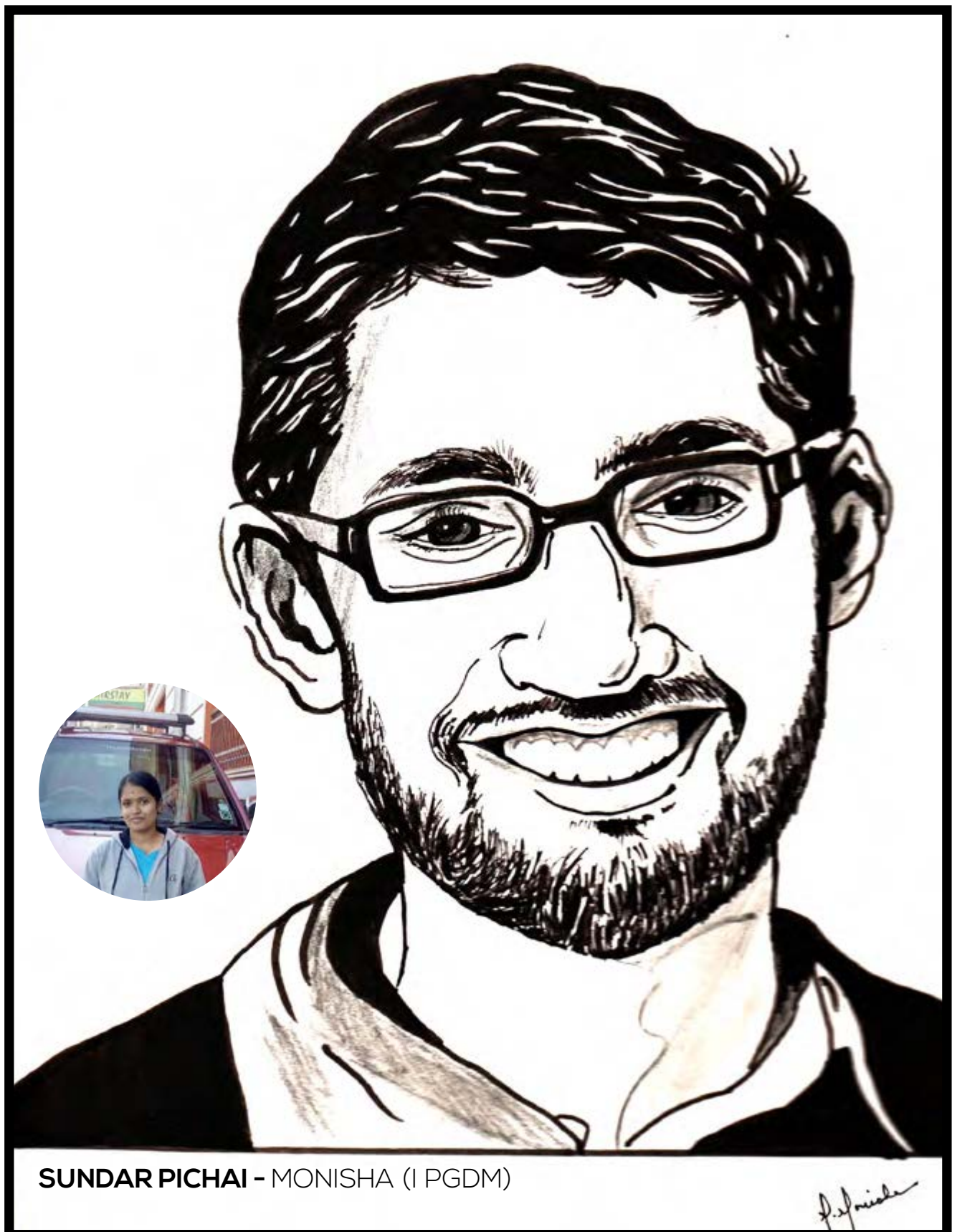
The another great gift that I got during the internship is chance to interact with Mr. Loganathan fondly called as Annachi (Executive director of ASSEFA), a 70 year-old man who has a huge experience in rural development and for the past 49 years he has been working for community development and more importantly towards women empowerment through entrepreneurship. The qualities which I like to adopt from him is his simplicity and his motive towards enhancing the livelihood of rural household.

Before the internship I was interested in getting a job in rural organization but after my internship I got an interest towards starting my own integrated dairy farm in a rural area with modern facilities and set an example to the fellow rural youth about the small scale business opportunities available in rural areas. As a part of this I have developed a framework and discussed my ideas with dairy experts and I am happy to share that they welcomed my ideas and asked me to develop a complete plan for it.

My uncle used to repeatedly say about Japanese economic growth after deadly Hiroshima and Nagasaki incident, they able to achieve it because the Japanese consider the carrier as their first marriage and evaluate their contribution to work as contribution to the economic growth of their country. So 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.

ONLY PASSION CAN ELEVATE THE SOUL TO GREAT THINGS
-DENNIS DIDEROT

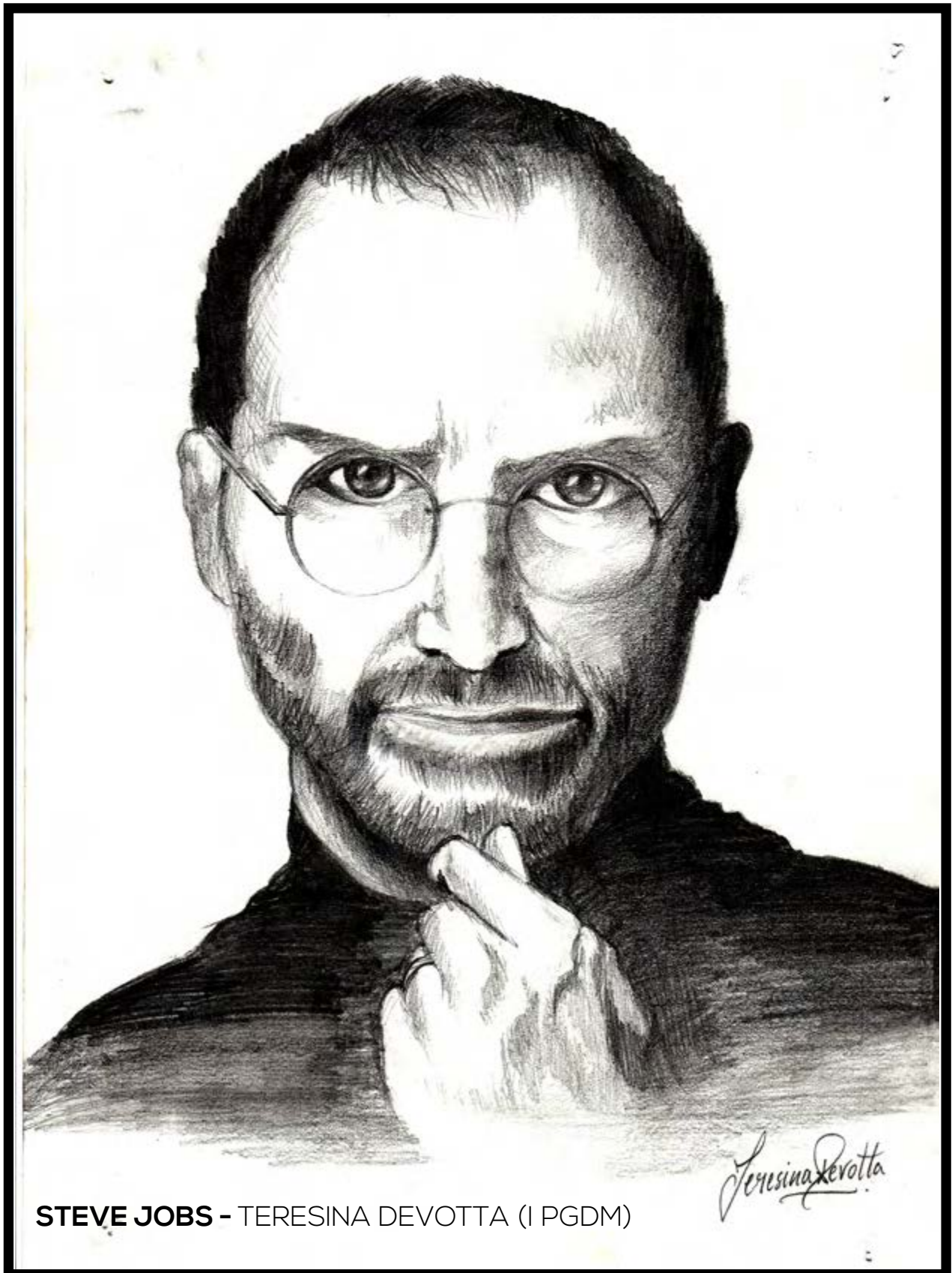
ART *EXHIBIT*



SUNDAR PICHAI - MONISHA (I PGDM)

P. Monisha

ART *EXHIBIT*



STEVE JOBS - TERESINA DEVOTTA (I PGDM)

PIX PROMENADE

SEE THROUGH THE LENS 'EYE'



Ashwin
II PGDM



PIX PROMENADE

SEE THROUGH THE LENS 'EYE'



Arun Manoj
II MBA



Prasath
II PGDM

PIX PROMENADE

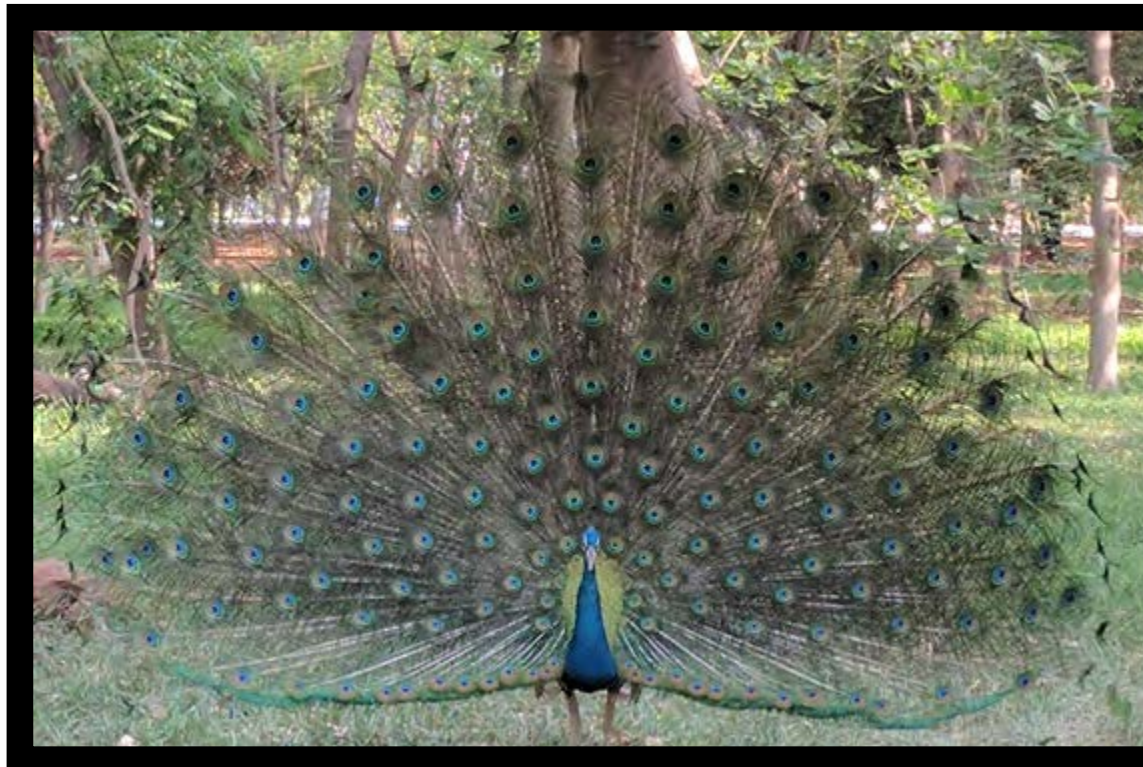
SEE THROUGH THE LENS 'EYE'



Alex Miller
II PGDM



Allen Franko
II PGDM



POEM

*I want to be the sunshine,
The big bang turned out just fine.
I see the sunrise and sunset
Adding to mother earth's modest pride mountains!
I wonder how these magic happened
I want to be with, till the end.
Sparkling springs and marvellous air,
We are just tenants and claim this to be our lair.
Jungles made of greenish trees,
Water that reflects blossoming blue,
Soil that sources brown,
Flowers that bloom in ecstasy,
I got eyes to feel them all,
This miracle is the power of nature.
So evolved are we? Spoiling the earth's beauty,
Have we lost the trust that even animals carry?
Here we stand arguing how it all formed,
But we lose to enjoy while we still got time.
Let's get our machine guns armed
To eliminate the harms we do to earth in time!*



R.Raja Guhan
II PGDM

இதுவே இயற்கை

காரணமின்றி சந்தோஷமாயிருப்பவன்
ஒருநாள்
காரணமின்றி சோகமாவான்.

உணவிருந்தும் பசியில்லையே என்பவன்
ஒருநாள்
உணவில்லை பசிக்கிறதே என்பான்.

நித்தமும் ஆனந்தத்தை முத்தமிட்டவன்
ஒருநாள்
நிம்மதியின்றி ஆகாயம்போல் அழுவான்

உறவின் முக்கியத்துவம் அறியாதவன்
ஒருநாள்
உலகத்தையே இழந்ததாய் கதறுவான்

மன்னிக்க முடியாத தவறிழைத்தவன்
ஒருநாள்
மன்னிப்பு வேண்டி மன்றாடுவான்.

அகமே கடவுள் என்ற கேடி
ஒருநாள்
அலைவான் அந்த கடவுளைத்தேடி.....



—சி.கோமணி ராஜன்



TRIP TO THE ROADS UNKNOWN

MEGHAMALAI

Why the trip to Meghamalai?

I had to go on a trip as I was very much frustrated with the hectic schedule of TSM and I needed a break to go somewhere to rejuvenate myself. This is when I started taking solo bike trips as I found peace in riding solo. A friend of mine had bought a brand new Royal Enfield (RE), or as we call it the RE Machine and he suggested we take a trip to Meghamalai. After minutes of research on Google and some photos which he showed me, we decided that it was time for us to ogle at Nature and check out as many places as possible.

Later, a friend from college, Vinayak joined us and then I called my TSM roommate to join as well. Now that we had a Squad, it was time to ride!

The D-day finally came. The bikes that were to conquer Meghamalai were the hooliganistic Duke 200, the calm Royal Enfield Classic 350 and the silent assassin Kawasaki Ninja 250. I woke up early at 5:00 am in the morning and was ready by 5:30 am. We were ready and set to leave the hostel for the ride. Venkatesh and I pumped the machines to life and we left the college in a jiffy with Rojar being the pillion. Vinayak was waiting for us near Germanus hotel in Madurai, so he joined with us and then we took the route through Madurai Kamaraj University.

Breakfast and the Roads

The roads were decent. No complaints over there. We stopped near Usulampatti to cool the bikes and our "natural cushions". The roads after that were all twists and turns but my only motive was to save my energy for the curved roads in Meghamalai. We then reached the route where we had to take a deviation which was on the way to Meghamalai, the road was a single lane but the view was breathtaking. No matter how many times I cross a windmill I always get

awestruck of its sheer size seeing the fins rotate. So we came across a small village and decided to have some dosas in a small shop. I then used Google maps to see the route but before I could carry on with the path the maps suggested, an old man in that restaurant told us not to take that route as it will lead to nowhere and we would have to walk for a close 30 km stretch. Thanks to the accuracy of Google maps, it's better to enquire with locals once before following it. We had dosas and then when my friends had chaai. I preferred filter coffee. The aroma and the taste just relive me of the pain while riding the most comfortable duke.

Roads? Where are they?

We finally reached the area where Meghamalai starts, me being over enthusiastic just started to climb the road. It was not exactly road but it was full of gravel and stones. It was under construction. The RE was the only bike which charmed through these roads as it was its natural forte but the best part was the effort, sweat, courage and hope put by my friend Vinayak on his Ninja to climb this treacherous path. After seeing few Dakar videos I thought why not give it a try on my street bike, little did I realize that the nuts and bolts would loosen up, the road is under construction, our bikes by which I mean the Ninja and Duke had to handle this kind of stress. I told to myself leh-ladakh is the Holy Grail so we must not give up. The roads were so bad that my friends decided to climb back down as the roads were giving us back aches and we were covered in dust. It started to feel as if we were going through a sandstorm. But my motto was to reach the top; I told them that we had come this not just to go back.

This gave

them some enthusiasm and we started riding our machines again. We stopped at a point and the scenery over there was epic. Lush green surrounded everywhere and the view of small town from the above was breathtaking. I felt we had reached but there was still 25 km left, I didn't tell them though as they were fed up already because of the dust and the off road experience. After riding for less than an hour we reached finally. It was kind of an achievement for me as our bikes by which I mean Ninja and Duke have done something more than what the bikes are capable of.

Meghamalai Lake and the dam

Since we had only few hours left to see Meghamalai we decided to see the main areas which were the lake and the dam. As we went through the town, we were surrounded by the greenery, as major plantations over there were tea. The climate was welcoming but the roads weren't. We decided to see the dam first thinking it will be good as we can find some snacks over there, but we had to take permission from higher authorities which we didn't have. Then we decided to spend some time in the lake. We tried to reach the lake but we couldn't find the route. So we parked our bikes in a safe area and then we started a down climb towards the lake as there was no path. The mud was slushy. We tripped down quite a few times and they will wait for the time until I fell down, and the next moment the guy who laughed will fall down. With some bruises we reached the lake the water was less and we could see some foot prints of Bison. There was a small water stream towards the lake which resembled waterfalls. We freshened ourselves there and then after few clicks we decided to ride down the hills.

We were so tired that we decided to throw off our bikes and get ourselves a good off roader or an ATV.

Back to normality

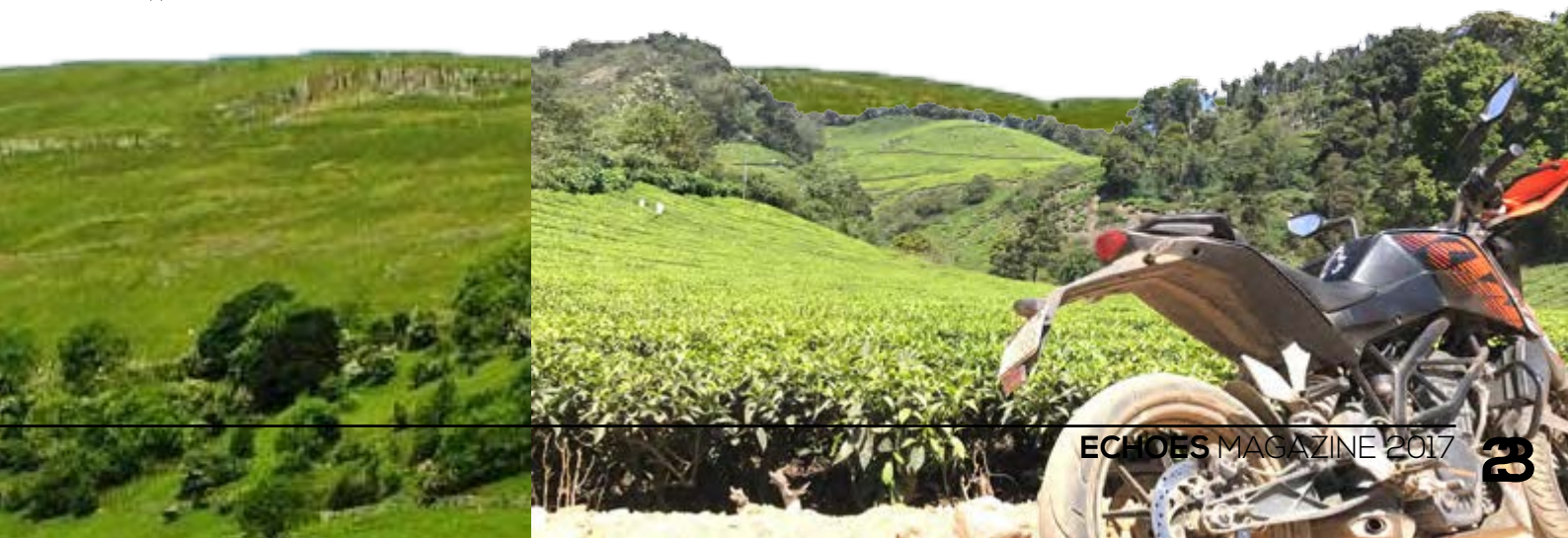
We then twisted out throttles

to max but I took the Ninja as the more comfortable Duke became quite tiresome for me. The inline twin showed its charm in the so called highways but the puny 200 cc mill was able to keep up with Ninja, RE struggled in this as it was out its natural habitat. RE riders have a special kind of taste no offense though even when I ride the bull the crank when it sets itself at the speed of 80 kmph we get a Zen feeling, oneness with the bike I guess that's what the RE riders crave about and the huge cult following them. We being speed freaks like the adrenaline rush gushing through our mind once pin down the throttle I like that kind of feeling. We then reached college the next day we had our classes and since I'm used to rides I was kind of used to it. But my friends Venkatesh and Rojar were not able to take it. The next day Rojar was down with fever. The ride was a memorable one and I can never forget the unpaved roads, lake and the dust. The only thing which I would have loved is if were able to stay there I would have been able to get some more memories which will be with me forever.

**THIS IS WHEN WE CAN EXPLORE
PLACES AS WE ARE YOUNG, WILD
AND FREE**



Shriram Koushik - II PGDM





Venkatesh M - II PGDM

ROYAL ENFIELD

This vintage bike has a long history and attracts wide segment of customers. Here, I like to share my experience with royal Enfield classic 350, after having covered 5000 km in a time span of just 4 months. To start with, when I decided to purchase a bike, I had only one option in my mind. It was bullet, the brand, which is astonishing for more than a century. After booking, I waited for a month to really feel the royal experience of the bullet - a kind of smooth sailing and its iconic sound, dub dub dub

Royal Enfield is for riders who enjoy each minute of ride with a constant cruising speed rather than riding at very high speed which is extremely unsafe as far as the Indian roads are concerned. One such long trip which I really enjoyed was from Karaikudi to Chennai covering 400 km. I started by early morning as I can enjoy less traffic and also to avoid bright sunny drive. The feel when I ride the bike is like sailing in a ship. The kind of suspension and no distortion in case of high wind speed make the long rides very comfortable. The another trip which captured the sweet moments of my dairy was a trip to Meghamalai, a hill station near Theni and 150 kms from Madurai. The hill ride was totally off road where there were no barricades, and we can't even find a tea shop on the way. I would shortly describe the place as a hill of tea plantation. As far as the RE is concerned, it performs well on off road conditions and the high torque makes the hill ride easy.

About the performance, no doubt, it will be high above your expectation provided the kit is taken care off with regular service. I am getting a

fuel efficiency of 40 to 45 km/liter inside cities and 50 km/ liter in highways .If you are expecting a good fuel performance, and then be strict to the speed limits until you go 2000kms.

I feel safe when I drive at an ideal speed of 80 to 90 km/hr and in case of sudden breaking, it has a good resistance against skidding. Some of the cons include high vibration when the speedometer crosses 100 km/hr. and shoulder pain if I travel more than 200 km.

To all those who say the bullet has no technology in it and not worthy when compared to other sports bike, I would proudly reply that, in spite of the new models like dominor 400, this old bike is still the market leader in the segment. The comparison between RC and other sports bike is totally unreasonable because Royal Enfield is a different category of bike and only the Enfielder knows its majestic feel.

Whatever be the brand of bike, every bike is dearest to its owner. There has been lot of fatal accidents in India. Even though one is good, experienced and sticks to the road rules, accidents are inevitable sometimes. So being responsible to parents and our dear ones, it is always safe to wear helmets and stick to traffic rules and for those who take adventurous long rides, it's always good to have safety kits.



REVIEWS

How far Big Data technology reshaping MBAs into Data-Savvy Managers

Venkatasubramaniam A - II PGDM

As more companies look to incorporate big data into their business strategy, the more we find its inclusion within data science in the MBA curriculum. While much has been said of the need for skillsets offered by STEM subjects, there's also a demand for data-savvy managers.

Big data is becoming the standard in business, which is one of the main reasons why more business schools are adding data science and big data to the curriculum. Big data is gaining a foothold in MBA programs because it is, "permeating every aspect of business." This includes functional areas from finance and operations to marketing – areas that have all been, "fundamentally transformed by developments in big data." One of the reasons more businesses are embracing big data is because data-driven decision making results in bigger profits.

Adding big data to the curriculum is also another way in which business schools are responding to changes in the technological and business landscape. The explosive growth of the internet, and the proliferation of smart devices, cameras, microphones, sensors, RFIDs and so on, have led to the tremendous growth and affordable, easy access to large quantities of fast-moving, unstructured datasets, commonly referred to as big data. Aided by the data and a host of new technologies, managers are able to glean strategic, tactical and operational insights that yield quicker and more effective business decisions.

How data science is incorporated into the Management curriculum

Data science is incorporated into other Haas classes as well. For example, the 'Analytics for Workforce, Workplace and Wellness' class looks at how workplace incentives can be designed on the basis of analytical data. In the past, companies lacked empirical evidence as to how workplace incentives like yoga classes or meditation rooms helped boost productivity. Big data is now transforming HR, however, since there is now evidence coming out of the field about the effectiveness of workplace incentives. Companies like Google are paying attention to this data; for the simple reason that the quality of environment and culture a company can offer, it has emerged as a point of competition



for the most talented hires.

The MBA in Big Data

An MBA in big data not only teaches professionals to work with the data, but these courses might also focus on other integral characteristics, such as leadership skills,

among many others. For this reason, the MBA is so much more than just a data-focused qualification.

Since it is much more comprehensive, those who obtain this sort of qualification will find that they can apply for a much more diverse range of positions within the companies of their choice and this is appealing to those who have a passion for data, as well as those who have varied interests.

Big data is very likely to change the way many people run their businesses and this is turning this field into a very lucrative one. Those who wish to obtain their MBA in big data must keep this in mind while making the decision.

Career opportunities for MBA students- Big Data Managers

Although 8 industries would benefit from the opportunities, the post-MBA job markets that would see an increase in opening for MBAs with Data science and Business analytics background are Financial services, healthcare, manufacturing and Digital Media.

Conclusion:

Analytics no matter how advanced they are, does not remove the need for human insights. On the contrary, there is a compelling need for skilled people with the ability to understand data, think from the business point of view and come up with insights. For this very reason, technology professionals with Analytic skills are in high demand for the businesses that look to harness the power of Big Data. A professional with the Analytical skills can master the ocean of Big Data and become a vital asset to an organization, boosting the business and his career.

The EXPERIENCE @



THIAGARAJAR
SCHOOL OF MANAGEMENT
(AUTONOMOUS)



**DAYS SHOW HOW CAN YOUR FRIENDSHIP
BE, BUT MOMENTS SHOW WHO CAN BE YOUR
FRIENDS .
THIS WAS IMPRINTED IN MY JOURNAL AF-
TER THE 3 DAYS TRAVEL WITH THE FAMILIAR
STRANGERS.**

Like everyone, I was also excited to experience those stories which were just words by our seniors. Our journey started with the first lesson to sustain in corporate (i.e) Adaptability. With all those down pour which was like a welcoming shower, the new Adventure Zone invited us. Because of the weather we were given an hour or so for refreshment which we utilised for sight seeing. A walk about half a kilometre in an unexplored place with the like minded people kindled the kid within us to challenge anything we feared. Like the Harry Potter's sorting hat ceremony we were split into two teams - the Avengers and the Baahubali (going by the alphabetical order).



Given 9 obstacles to cross over to win the race, the strategy planning part began. In the manner how the life stuns us with surprises, we had to change the order of choosing the obstacles because of the opponent team's choice. Along with every drop of sweat, the ground was roaring with the sound of motivation, support, friendship, leadership and last but not the least fun. **#TheObstacleChallenge**

This task taught us two important things. The first one being how important it is to be a quick and witty decision maker, where in this case the light weight people are the best choice for a good start to complete the task with a good score. The next being how the lack of volunteers (employee) to take responsibility will affect the march





The
EXPERIENCE @



THIAGARAJAR
SCHOOL OF MANAGEMENT
(AUTONOMOUS)

THE LEARNING ZONE :

THE ADVENTURE ZONE



Shanmuga Priya
I PGDM

of their team towards success. As a relaxing factor we were provided a palatable dinner and the day ended with the camp fire. **#ThePoolCrossingActivity**

The next day was the real challenge for those of us who were very comfortable staying in our comfort zone. Even people who are 'Acrophobia' confronted their fear with the help of their team members. Every person has a threshold point till which our real capability will be enclosed with the cloak of fear. Just a step beyond it will expose us to a new world of "I can do it". The later was a test for our will power, where our determination and persistence to complete the task was ruling over the physical strength. This was the activity where the saying 'A real friend will lend his shoulders for your growth' was seen in reality. Aiming and shooting the target brought out the Arjuna (from Mahabharatha) within every one of us. **#RapplingandRockClimbing**

The dampness on one side and the "left-right" command on the other side from the team members

would have been the best stress management test in our college phase. Lifting our colleague's spirit, pin pointing our team member's mistake at times, root cause analysis when the vitality went down, were the take away from the 'left - leg up - leg down - right - leg up - leg down' task. **#TheCaterpillarRace**

The significance of the first step in every Manager's role - Planning, was in lime light with this activity. This also focused on why there should be only one voice to follow. Though few of us had physical suffering and hits from the sticks, the pain was thrown aside to reach the targeted goal. **#ThePythagoras**

With many new blooming bonds the buses departed the zone on the third day. In the midst of engaging study plans, this happened to be an understanding and accepting phase of everyone around us. The three days might have ended but the memories and learning which those days gave will stay with the same fragrance in our hearts.





**“DON'T STOP WHEN
YOU ARE TIRED,
STOP WHEN
YOU ARE DONE.”**

PARADISYA

**INVITATION ICON
BANNER LOGOS MENU
POSTER
ART
COVER
GRAPHIC
TYPOGRAPHY
ENVELOPE BACKDROP
BROCHURE CUT OUT**

**SITE EDITING
FACEBOOK BLOG
CARDS
COVER
RESUME
UNIQUE
BRANDING
NOTE
LETTER
PROFILE
WISHES
MAGAZINE DATA
VISUALIZATION**

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