

# ECHOES

THE REFLECTION OF TSM



“Impressed with my work and they  
had offered a pre placement offer ”

*Sunil @ ITC*

We will see a revival of our economy

*Prof.Venkatkrishnan*

## **VISION AND MISSION**

TO PROMOTE RESPONSIBLE LEADERSHIP BY SEAMLESSLY WEAVING ETHICAL VALUES, SOCIAL DIMENSIONS AND LONG-TERM SUSTAINABILITY INTO ALL ASPECTS OF ITS ACTIVITIES AND ACADEMIC PROGRAMMES.

### **OUR VISION**

A LEADING ACADEMIC INSTITUTION OF CHOICE AMONGST MANAGEMENT STUDENTS AND FACULTY AND EMPLOYERS ALIKE, RESPECTED FOR GROOMING ETHICAL MANAGERIAL AND ENTREPRENEURIAL LEADERSHIP THROUGH HIGH QUALITY TEACHING, TRAINING, RESEARCH.

TO GROOM YOUNG MEN AND WOMEN INTO TECHNICALLY PROFICIENT, MANAGERIALLY COMPETENT, AND SOCIALLY PURPOSEFUL PROFESSIONALS DEEPLY COMMITTED TO UPHOLDING AND PRACTICING HIGHEST STANDARDS OF PROBITY.

### **OUR MISSION**

A LEADING ACADEMIC INSTITUTION OF CHOICE AMONGST MANAGEMENT STUDENTS AND FACULTY AND EMPLOYERS ALIKE, RESPECTED FOR GROOMING ETHICAL MANAGERIAL AND ENTREPRENEURIAL LEADERSHIP THROUGH HIGH QUALITY TEACHING, TRAINING, RESEARCH.

TO GROOM YOUNG MEN AND WOMEN INTO TECHNICALLY PROFICIENT, MANAGERIALLY COMPETENT, AND SOCIALLY PURPOSEFUL PROFESSIONALS DEEPLY COMMITTED TO UPHOLDING AND PRACTICING HIGHEST STANDARDS OF PROBITY.

TO HELP TRANSFORM ENTREPRENEURIAL IDEAS INTO SCALABLE AND SUSTAINABLE ECONOMIC AND SOCIAL INSTITUTIONS.

### **PROGRAMME EDUCATIONAL OBJECTIVES**

1. TO DEVELOP INDUSTRY READY GRADUATES
2. TO PREPARE TSM GRADUATES FOR EFFECTIVE LEADERSHIP
3. TO INCULCATE THE HABIT TO THINK AND ACT ETHICALLY
4. TO CULTIVATE IN TSM GRADUATES APPLICATION ORIENTED LEARNING ALONG WITH INTEGRATED, MULTI/CROSS - FUNCTIONAL PERSPECTIVE
5. TO IMPART A STRONG SENSE OF INCLUSIVENESS AND SUSTAINABILITY IN TSM GRADUATES WORK ETHIC.



# INTRODUCING NEW MEMBERS



IVAN SAM  
I - MBA  
DESIGNER



RAJA  
II-PGDM  
NOVELIST

# INDEX

- 1) TALES OF SIP ..... 1- 4  
PERSHIYA JENIFFER - L& T  
TATA SUBRAMANIAN - ORANGE RETAIL FINANCE  
SUNIL - ITC
- 2) INDIAN ECONOMY ..... 5-10  
EDITORIAL ON RECESSION - PROF. SHIVA KUMAR  
INTERVIEW WITH PROF. VENKATA KRISHNAN
- 3) FOOD REVIEW ..... 11  
A TASTE TO REMEMBER “ATHO”
- 4) BEGIN WITH THRILLER ..... 12-13  
DARK SOUL
- 5) BEAUTY OF EARTH ..... 14- 16  
NATURE AT IT’S BEST
- 6) STUDENTS CORNER . .... 17 -20  
POEM ON INDEPENDENCE DAY  
WINNERS ON CREATIVE WRITING CONTEST  
SINGLE WORD DESCRIPTION
- 7) FASHION .....21 - 24  
TRENDING FORMALS





# *SUMMER INTERNSHIP*

My Summer Internship experience at Larsen & Toubro Constructions was exemplary and the environment was very much conducive to learn. LNTECC is an Indian engineering construction and consulting firm, providing consulting solutions to various project partners in India and abroad.

LNTPT&D is a independent company under L&T Constructions, which has different and its own procedures in comparison with other independent company. Here design and construction plays an important role as they are completely into design and construction of Bridges, Roads, Ports, airport and metro. The number of employees is 5937 here at LNTPT&D, with Chennai as its Headquarters. Initially I got the opportunity to work with the Learning and development HR and involved in attendance regulation, agenda preparation, preparing HR Dashboard and feedback forms evaluation of different training programs; followed by working with recruitment HR, to understand the sourcing and recruitment process along with my project work.

The best thing about my internship was the nature of the work and the great, versatile, and diverse employees that I got to know. As an intern, there was a more relaxed nature to the work and the environment. I was able to use this to my advantage; I could communicate with colleagues effectively without having to worry about normal business jargon. Since a lot of employees were from different states, it was great to see English as the base language. Nevertheless, it still took extra effort to fully understand people. At this a young age, I think it's important to be ambitious and strive for the best, but to also take each opportunity as it is and remain positive. Almost any situation has the potential to go from something seemingly helpless to something productive and worthy

The biggest challenge for me - but also one of the best things - was that the nature of the work was extremely open-ended. I had to come up with a questionnaire concept, and create it on excel, without any real relevant data since the data had yet to be acquired. I was forced to work with minimal data, and work on a project revolving around how to acquire the data.



During my feedback meeting with the CHRO of the company I expressed that the only improvement I would have liked to see was for my internship to do more with the human resource section of a company. Nevertheless, the project I was offered and kept up with were still extremely interesting and rewarding. I would tell future interns to always remain on their toes in order to accept

In any Bschool an internship is said to be the first glance into the corporate world if you are a fresher and if you already had stint in corporate world you would be getting a practical experience of the specialization you choose. An internship in many ways is a litmus test to check say if you are suitable for the job or not, whether you want to pursue your career in that industry etc. These is because while we may like a subject we studied in class and decide to pursue a career in it, but once you work in that particular industry you realize that it comes with .a caveat. A Job description often does not tell you the complete picture

My experience as an intern was no different. I worked as a HR intern in Orange Retail Finance, a financial institution which provides two wheeler loans to rural and semi urban customers. When you work as an intern in any organisation there are many things, places, documents which are “out of bound “for you. But for me it was not the case. I was able to get the .information that I needed(with appropriate permission) from my colleagues

My key take away from the internship has been to understand the needs of key stakeholders of an organisation. Here the key stakeholders are the ceo and other top management people. Their vision must be communicated effectively towards the employees who are at the bottom of the pyramid. At the same time, the leadership must have an ear at the ground to understand the changing motivation of the employees, their aspirations and their role in the development of the organisation. As part of my project I was interviewing few sales representatives and experienced people of the organisation. Interacting with them made me understood about intricate details of the financial products and how the entire process works. This reminds me of the fact that in order to understand something in depth it's important to understand what is happening at grass root level, for strength of a tree is determined not by its huge size which is visible to the world but by its deep roots entrenched to the ground. Also people in corporate world expect interns from MBA as problem solvers. They don't worry about what theories we have learnt in college, they really care about the output. Also they are appreciative of the fact that MBA students are curious to explore and question the processes which are done on a .routine basis

Overall it was an experience worth cherishing as I had made new friends at the office and the entire atmosphere of the HR department was positive, vibrant and full of energy. From birthday celebrations to hanging out during lunch, dinner, I felt a work balance at the office. It also made me realize how important is to have people with positive attitudes in an organisations especially .the ones which are on the growing stage



**TATA SUBRAMANIAN**  
**II - PGDM**





“The Expert in anything was once a beginner”. The academic knowledge that we are gaining will let the us see only the things which are on the surface of water. To get the real time industrial exposure and a prospective career, Internships will play a major role.

An internship enables you to gain first-hand exposure of working in the real world. It also allows students to harness the skill, knowledge, and theoretical practice they learnt in university. You can acquire endless amounts of education in your life, however, that knowledge doesn't always translate to the working life. The great thing about internships is that it teaches young professionals about the specific industries and companies they are interested in. Even the experience of trying something new is extremely beneficial.

This summer I had got the opportunity to do intern in ITC ltd. I worked in the Logistics division which comes under the Trade Marketing Division (TMD) of ITC. Before starting my intern, I had a different perspective about the Logistics sector. But once I got finished my intern, I have realized that Logistics is a combination of Operations, Marketing and Finance. From Negotiating with the transporter to the calculation of tax rates, I acquired clarity in all these activities.

I heard about the intern opportunity through placement cell. After that I had gone through rigorous interview process of four rounds to get selected one among the four candidates from Tamil Nadu.

I worked in ITC warehouse in Trichy, which is the high through put warehouse in India. In contrast to the modern trends, this is a traditional warehouse where there is not even a 1% of automation was implemented. From the first day itself, my organizational guide had told me to spend at least 7 hours per day in observing the warehouse activities. All the employees in the warehouse had helped me a lot in each and every perspective. Most importantly they have addressed the suggestions which I had put forward, which gave me a lot of confidence to deliver my work positively.



My intern project was focused on reducing the turn around time of shipment activity and increasing the utilisation of labour in the warehouse. As a primary data, I have conducted Time motion study for the shipments and Bin velocity was calculated for 31800 bins. To eliminate the existing bottlenecks in the warehouse, I have suggested few changes in the layout of the warehouse and different technique to reduce the idle time of labour. After few reviews from the top management, these suggestions were implemented and the per day output of the warehouse got increased by 27%.

I got a chance to work along with the Branch Logistics Executive of the Madurai belt and Regional Logistics Executive. We had lot of discussions together, which had helped me in finishing the project successfully in the expected span of time. The work schedule was little hectic, as it starts from morning 9 AM and it extended sometimes up to 10 PM, based on the work schedule.

The Top Management was pretty much impressed with my work and they had offered a pre placement offer at ITC Logistics. TSM has recognized my work by shortlisting for “Top 10 summer Intern Projects – 2019”.

To all the future Interns,

- Find people you look up to, and follow them.
- Ask what they do/read/watch to stay informed on topics related to your field.
- Dress for the position you want, not the position you have.
- Always leave an organization better than when you came. Be memorable and make a lasting contribution that people will associate with your name.



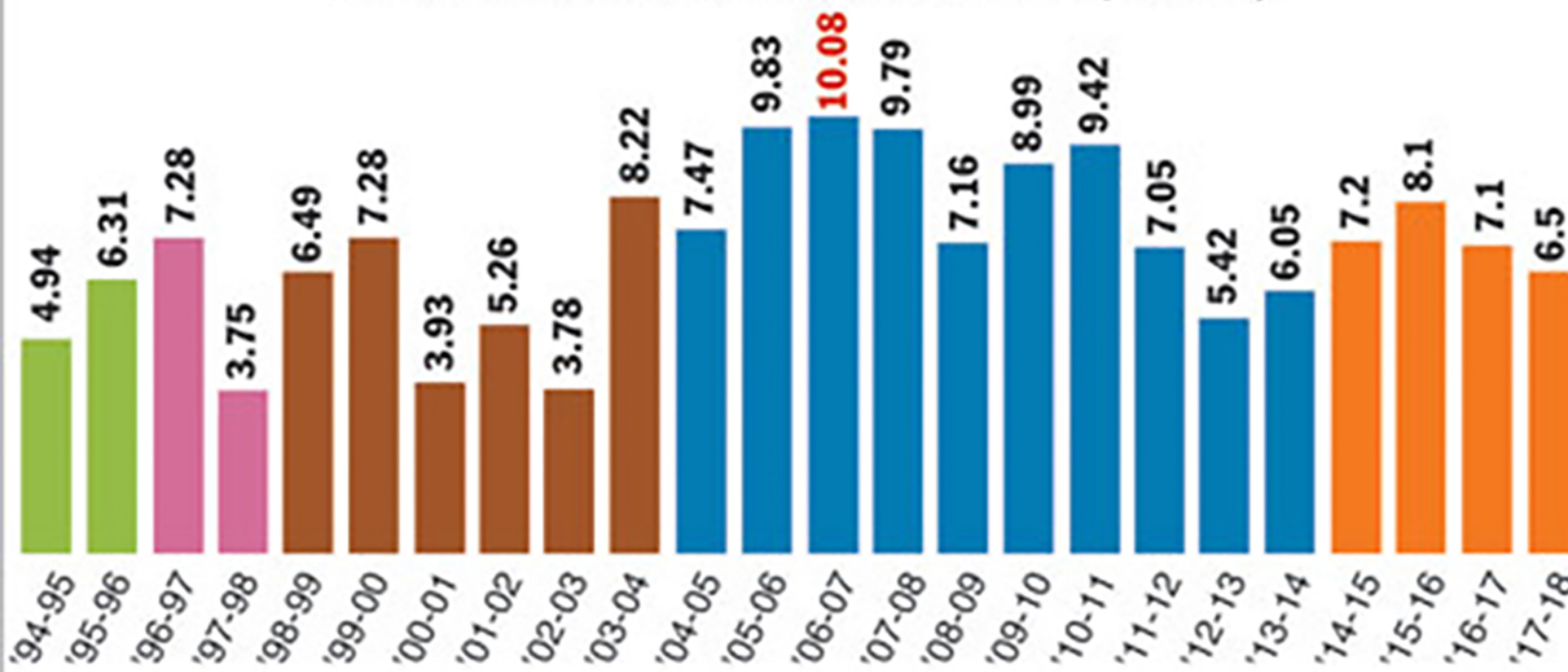
**SUNIL S**  
**II-MBA**



# HOW THEY STACK UP

■ Rao years ■ UF years ■ Vajpayee years ■ UPA years ■ Modi years

Growth rates in %, based on Gross Value Added at base prices.  
Calculated on the basis of new back series (2011-12)



Source: Report of the committee on real sector statistics

## "Will corporate tax cut boost Indian Economy?"

India post liberalization is in a networked world in the economic world. Earlier the western economies were on the growth path for a significant period of the century but the shift happened to the east after the emergence of china as a manufacturing giant and phenomenal growth of their economy. India liberalised in 1991 and India also went on a growth path with a functional democracy . Globally there has been a slow down with china leading the slide. Adding fuel to the fire is the trade wars between USA and China and the geo political tension with the islamic countries as the fulcrum. India also had to bear the brunt and slow down started which was evident in the near stagnant growth in the diesel sales which indicates as a leading parameter we are slowing down. coupled with the steep fall in automobile sales. There has been demand from the industry for many years that indian corporate taxes are very high as compared other nations and needs a review. Government hence announced a steep reduction in corporate taxes which is now the lowest in the world.



The government expectation is that the money that is released which is around Rs 1.45 lac crores will spur investment and create jobs which is another pain point in the economy as unemployment is at a 45 year low. This will have a immediate impact on the fiscal maths of the government which is pegged at 3.5 percent of GDP but FM was quick to respond that she is not revising the numbers but will stick to this target. Corporate taxes share in GDP was 3% which will further go down .

This is a gamble the government is playing but in my view this will not raise demand in the short run as there is excess manufacturing capacity already. One of the expectation is that companies will pass on this benefit through price cuts in the product and services prices which we have to wait and watch as in the past such expectations have not borne fruit fully.

Another disturbing sign in the collection of GST which is around Rs 94000 crores in september is the lowest which is a big cause of concern. Already of lot of demands have come for reduction of personal income taxes which in my view government will bite the bullet soon with elections round the corner in some states.

Since new companies or new plants can have a 15% corporate tax , this step may bear fruit in the long run and the government aim to make India a manufacturing hub by inviting global giants to set up base afresh or shift from china may fructify which we have to wait and watch as one of the big pain points in India is federal structure which is ruled by regional parties whose interests are state centric without a India view. Another impediment for big companies not coming to india in manufacturing is even though we claim we have ascended the ease of doing business index but on the ground endemic corruption, countless approvals at various levels, very slow legal process and predictability of tax laws act as a very big stumbling block

Markets cheered in a big measure after the announcement but the slide has already started in a big way due to many skeletons coming out in the financial sector

Summing up we can reap big dividends if we play our cards right and states and centre work together in a bi partisan manner.OECD slashes India's economic growth forecast from 7.2 to 5.9%"India liberalised in 1991 when we were literally bankrupt and could not pay our loans



As we can see there has never been a consistent trajectory northwards and it is a mixed bag. there were years where we even went to hindu rate of growth (this was a term used prior to liberalisation). As a nation with a very functional democracy we have done well over the period of time. It needs to be understood that it is not correct to compare china with India as the political systems are vastly different . Further the banking system is going through a major test of fire in their NPA war which has led to many major defaults. IBC code is trying to clear the mess in a time frame. Formal employment mechanisms are no longer the norm as many informal mechanism are taking root in the economy. Government has being trying its best in the fiscal side with a lot of measures after hearing the stake holders . RBI on its part has been doing its best in the monetary side of the economy. All these initiatives are being done on the supply side but the puzzle is on the demand side of the economy which is yet to unravel. Many economic pundits across the spectrum have their own pet theories on how to boost demand. In fact none of the social sector schemes have been abandoned like MNREGA etc but new schemes have in fact been launched.

In fact there are no magic bullets and revision in GDP is carried out based on various indicators in the economic domain. There are no magic bullets to get solutions for this downturn. It is global at one level and local at another level. All the states and Central government have to put their heads together and have a dialogue to know what ails the economy in various sectors and find solutions in a co operative way

**PROF SHIVAKUMAR IS ONE OF THE BOARD MEMBERS OF BHARAT PETROLEUM CORPORATION LIMITED AND HE HOLDS A WIDE AMOUNT OF WISDOM AND EXPERIENCE IN THE CORPORATE GOVERNANCE.**



# Expert Interview

## RECESSION

### 1. What are your views on the current state of economy?

There is obviously no doubt that the economy has slowed down, although the reasons for it may be different according to different persons. Even the latest estimate of the GDP at 6.1 % by the MPC is pointing evidence to that. Added to this is the fact that the RBI has reduced the Repo Rate to 5.15 % on 4th Oct 2019 . It clearly spells out the fact that RBI wants to give the economy a stimulus to grow. In this calendar year (since Feb 2019) this is the fifth rate cut announced by RBI and the cumulative cut is 135 bps, which is the highest in a decade. The writing on the wall is clear- there IS a slow down and the Govt is pulling all sops to revive it. But the stock market is clearly not impressed - they want more.

### 2. What according to you, does India need to do to become a \$5trillion economy?

The answer is obvious - increase the pace of development - all round. The focus should be on improving productivity in all sectors , especially the service sector. Also, demand has to pick up and the manufacturing sector has to contribute more than what it is doing so. The recent slews of initiatives announced by the Government of India indicate their urge to realise this objective.

### 3. When will deficit financing end in India?

A tall order indeed - There are many angles to this - a) The populist welfare measures have to be reviewed b) Dependence on import of oil has to come down c) Rupee has to become fully convertible d) Payment in rupees for oil imports has to be insisted on e) Disinvestment of loss making PSUs has to be speeded up.

### 4. How monetary policy and fiscal policy can be made linear?

The monetary policy is decided upon by the RBI, while the fiscal policy is decided upon by the Government. The latter has its own compulsions, political and otherwise. It is very difficult for the two to be linear.

### 5. Do you think this slowdown is a cycle, and economy will revive again?

For sure. It is only a matter of time. I think that the last quarter of this fiscal year and the next FY will see a revival of our economy. For this to happen , two sectors must accelerate - services and automobiles.

### 6. "Supreme power in 2020" are we still on the game?

No doubt we are still on the game and are very much poised to become a supreme power. But in 2020 ? I don't think so. It might take a couple of years so. The slowdown this year is the cause for the delay.



## 7. Which global trends will shape our economy in the next ten years?

- A) The US Presidential Elections in 2020
- B) The shape of Brexit to come
- C) The continuing economic spat between US and China
- D) The escalating tensions amongst Iran, Iraq, US and the Middle East Gulf countries
- E) The decisions that will be taken by the OPEC Countries in the production and supply of Crude oil to the world
- F) The stance that would be taken by the Fed Reserve of the US regarding domestic rates will all have a bearing on the way our economy shapes up in the coming decade.

## 8. Can India go for Privatisation in Agricultural sector?

For all the talk of India being an Agrarian Economy, it is sad to see the contribution of agriculture to the nation's GDP constantly decreasing. Now it contributes to just 18 % of the country's GDP. Most of agriculture is already in private sector hands - whether it is manufacturing of tractors, trailers, water irrigation systems, seeds and manures. Not much leeway here.

## 9. Can Privatisation in Space Technology boost the Global presence?

India is already in elite company in the Space sector. We are one of the very few countries in this elite club. Privatisation is not the answer any way. For the Space Technology involves huge capital expenditure which may not be possible for the private sector to do. And moreover, anything to do with Space Technology could have ramifications from the national security angle.

## 10. Did BSVI plan in 2020 and Hybrid Vehicle in 2023 created a catastrophic environment over the supply chain?

Yes, to an extent. But the Govt is committed to both these plans and may not retrace the steps taken in this regard.

## 11. What's your view on Trump's 'Unorthodoxy' and Modi's view on 'Bank Mergers'?

Any comments on this will be tainted "political" and hence I refrain from commenting. But it is worthwhile to remember that Trump is almost completing his first term and Modi has returned to power with a brute majority.

## **12. Automobile sector slowdown,fall in real estate sector- what could be the measures to turn around the situation?**

My own personal feeling is that the slow down in the automobile sector is not necessarily due to lack of demand - some auto majors had over produced and built up huge inventory . Some new entrants like KIA Motors and MG Vector have beaten the trend, going by their bookings and the waiting period. Of course, the Govt giving a push to Electric vehicles also has had its impact. But electric vehicles are still vehicles and they cannot be a cause for the slow down. The auto majors have to change gears to fall in line with the Govt policy of increased focus on electric and hybrid vehicles. The same holds good for the real estate sector as well - there has been a huge over supply. However, the Govt seems to be seized of the issues and has been announcing steps every now and then.

In my view, both the sectors will bounce back very soon - the automobile sector perhaps sooner.

## **13. The technology growth also leads to Data privacy and protection.What are your thoughts in this issue and economic opportunity it presents?**

There is no doubt that technology growth comes with its flip sides as well. It is the duty of all stakeholders to ensure data protection and privacy. In my view, it presents a huge economic opportunity because anybody who can help the Govt in this regard would have scored a winner.It is heartening to see that tech majors are accepting this as a serious issue and that in itself, is the beginning of presenting an opportunity. But technocrats must act fast before technology consumes man, if it has not done already.

## **14. Will reduced Oil import can lead to Higher possible balance of trade?**

This is indeed no brainer . India imports almost 87 % of its oil requirements and any attempts at new exploration for oil or alternate sources of energy are met with resistance, aided in no small measure by people who see a political opportunity in every such move. Reducing oil imports has to be a collective effort - not just of the Govt. The Govt on its part ,must do certain things - improving public transport and ensuring last mile connectivity. Laws must be stringent in pollution control methods - which lead to increased consumption of petrol and diesel. Bio gas fuel and solar power to run vehicles must be given a big push. If we do all this, dependence on oil will imports will come down and with it a better Balance of Trade. However, this easier said than done.



**Prof G Venkatakrishnan is one of the professionals in Financial Services domain and he holds nearly 40+ rich experience and knowledge in Insurance and Mutual funds sector.**

**T  
E  
C  
H  
I  
M  
P  
A  
C  
T**

## FOOD REVIEW

**When** all Indians are expelled out of Burma in 1964, as our Tamil populace returned back, came the Burmese food and culture into Tamil Nadu. Though, then military General of Burma Me Win was very particular about the retainment of hard earned wealth of our people, we carried a treasure back home which he was not able to stop - The Burmese recipes. In Chennai there is a specific Burmese settlement named "Burma bazaar" where we can find these traditional Burmese foods. But in Madurai?

In 1964, along with our Tamil populace, the Burmese food and culture entered our Tamil Nadu. Though General Me Win was very particular about the retainment of hard earned wealth of our people, we bought a treasure with us which he was not able to stop in immigration - The Burmese recepies. In Chennai there is a specific Burmese settlement - "Burma bazaar" where we can find all the traditional Burmese foods but in Madurai?

Madurai which hosts our taste buds with spicy food items and cool jigarthanda is also serving Burmese foods!. Yes we have Thambi atho kadai which occupies the opposite aisle to vetri cinemas and precides before the arch. It's a small shop with 5 four seaters and a open kitchen in front which welcomes you with the tossed up noodle.

Our expedition into the Burmese food started with Mutta Masal (egg stuffed with fried onion and masal). It was defenetly an alternative for a boring boiled egg. It looked simple yet the taste was soo compelling that our tummies forced us to get more. ( Caution: unlike us, do control ur tummy to have space for other exiting items).

Then came The bride! - Pejo atho . She was a slim curvey noodle dressed up with cabbage, fried onion, pejo (deep fried papad like stuff) and some more masala ingredients which enhanced our experience. She was accompanied by her bridesmaid Banana stem soup (vazhaithandu soup) and together they lit the stage with their taste.

Then we ordered Mohinga the traditional soup noodles. It was served hot and taste was good. Later with meagre space in belly we still went for Htamino a Burmese fried rice in which we had chicken friedrice. Unlike normal friend rice, it was not very dry and the taste was very unique which can be felt when consumed hot and fresh.

Apart from items we tried, there are so many variants of Atho & Mohinga. They also have a snack called Panga. All are priced economically and service quality is also good!. I would recommend all of you to go there with a light tummy, light heart and a light purse and enjoy a evening with your friends.



# DARK SOUL

**T**wo years ago I used to do online business by reviewing about various restaurants, products ordered form online etc . Within 6 months, I gained almost a thirty thousand followers in Facebook . So I thought of continuing my business in the same platform. One night I was just scrolling the comment sections where someone named “DARK SOULS” mentioned me in their comments. Since the unfamiliar name caught my attention, I looked at it. The user asked me to visit his page and support him. He also added that he was inspired from me to start that page. So I opened the chat box and messaged him. He replied instantly. He messaged me like a normal person and he even asked me the process to review a product. I gave him some insights and we chatted for about three hours.

While we were talking about some products he asked me whether I need to see an astonishing watch inbuilt with hologram and it is not yet been released in the market. Curious, I asked him to send a pic. He refused and asked me to come to the chat box in the deep web using tor browser. I was shocked and refused to do so since I had known a little bit about the horrors of the dark web. But that watch overpowered my fear and I went inside the chat box in the deep web.





The Dark Soul came to the chat and sent me a link. I texted him in the messenger about what that link was. He replied that it was the link to the watch and it is available at cheap rate. Even though each and every instinct of mine ordered me to block him and get away from that site, I clicked the link. It sent me to a blank black page. It was empty for a while. Frustrated, I decided to get out of that site until an optical illusion of a whirl began to play with a faint sound.

Confused, I looked at it. The music was mesmerizing and subconsciously I fell into a deep trance. Minutes later, the music and the illusion stopped abruptly. I then saw an allow pop up at the bottom of the black blank page. Subconsciously I clicked the allow button and the page suddenly turned white and I regained my consciousness. It took several seconds for me to remember where I was and what was I doing. I shook my head and rubbed my eyes. I then remembered the chat from the Facebook and the deep web experience. So I opened the chat box and to my surprise there was no "DARK SOUL" username in both my messenger and in comments section. I thought that I was dreaming and tried to move the mouse pointer to close the browser but the pointer stood there frozen. I hit it and moved but no response. I thought my computer was hung and tried to reach the power button until I saw the screen on my computer which sent a sharp chill down my spine and I became motionless.



# NATURE AT IT'S BEST

We all know Madurai as a city known for temple, culture, architecture etc., but it is also known for migratory birds!! One cold evening, near our mess I was watching a peacock spreading its distinctive tail-which made it famous-and having a great time dancing its way through a soft drizzle. Suddenly a thought flashed in my mind “How our campus has so many peacocks?” “Is Madurai city known for peacock?” these random questions created curiosity, which made me surf about birds in Madurai city.

As I was surfing for information, I came across a recent article “Birds lose home as Julifloras removed from water tanks in Madurai”, (These juliflora plants that surrounded the tank provided an ideal nesting place for these birds), written in TOI by Mr N Raveendran, President of Iragukal Naturalist Association, in Madurai. My spirit of enquiry and guilt pushed me to contact him. Over the phone we discussed about birds in Madurai, where I got to know a lot about the migration of birds.

In 1978 a forest survey in Madurai says nearly 170 species of birds migrate to Madurai every season. In 2014 Mr N Raveendran along with his community members of Iragukal Nationalist Association conducted a survey in Madurai in 18 places repeatedly for one year (June end 2014 – April 2015), where they found nearly 232 species of migrated birds. During peak season migration of nearly ten thousand birds are found, where he found nearly 2000 migrated grosbeaks. The nature of work of this community is to conduct survey with interested people, to create awareness among students, teachers, and areas near to hotspots of bird's migration. They conduct survey with a yearly target of above ten thousands students and 1500 teachers in primary schools, colleges and they also conduct training field visit. In The last 2 years lady doak college also joined in taking surveys and reports about the birds in Madurai.



But a greater problem has been arising which drastically affects the migratory routes of the birds. Mr N Raveendran insisted about the current problem in Madurai which is greatly affecting the migration of birds, which is clearing of water plants in tanks. This is said to stop the migration of birds. He explained about the recent incident which happened in Samanathan tank, which is on the migratory route of birds, where over 10,000 birds migrate every year to nest. But government has ordered to remove juliflora plants in these areas. After a gap of two years, the birds returned to Samanathan tank only to be left homeless as the tank was cleared of all the Juliflora. Adding to the misery the recycled sewage waste from the Madurai Corporation's treatment yard in Vellaikkal is also let into this tank. A few months before, all the trees near the tank had been razed down and though the eggs in most of the nest had hatched, the fledglings were tossed away.

Many areas in Madurai like Avanyapuram, thirumangal, periyar nagar, vellaikkal tank, Samanathan tank etc., are areas where birds migrate to nest. Mr N Raveendran said that he founded a bird called BLACK HEADED GROSBEAK in Thirumangalam, where these birds are found predominantly in Karnataka border. This is the first time to the migration of a rare bird from other state to Madurai. Mr N Raveendran with his community members has reached the collector office for demanding them to stop clearing of plants near tanks in migration season to safeguard the lives of all these different species. He also spotted 5 areas in Madurai and suggested the government to declare them as bird's hotspots in Madurai.





At the end of our conversation he said that, if students are really interested in nature can form a group. At least if 20 students are interested in our college he is ready to form a group to create awareness about this situation which is actually not known to any one apart from this famous temple, architecture, Culture etc., Finally I assured him that I will come up with an interested group of people to join this activity. Anyone who loves nature, who really cares to save these species, can join the group. Interested people can ping me. Now the onus is on us to join and support them. Let's have a beginning for beginning of a new Madurai city.



NAVINA.S  
II-MBA



# சுதந்திர தினம்

உன்னை பெற்றெடுக்க உன் தாயின் போராட்டம்

சில மணி நேரங்கள் என்றால்

நம் சுதந்திர நாட்டை என்றெடுக்க

இவள் கண்ட போராட்டமோ பல வருடங்கள் !

ஏக்கங்கள் பல சகித்து

தூக்கங்கள் பல சகித்து

இன்னல்கள் பல கடந்து பெற்ற சுதந்திரத்தை காக்க,

தாயையும், தாரத்தையும் விட்டு எல்லையில் நிற்கும் வீரர்கள் சிலர் !

ஆனால்

தாய்நாடே வேண்டாம் என்று தூரம் செல்கின்றனர் பலர் !

இன்று

சுதந்திரமாக சுவாசிக்கும் காற்று கட

அன்று

நம் தலைவர்கள் விட்டு சென்ற சுவாசம், என உனராமல்  
முகநூலில் முழக்கமிட்டுவிட்டு முடித்துவிடாதே சுதந்திர தினத்தை  
உன் முகவரியான தாய்நாட்டின் முதுகெலும்பாய் இருந்து  
முன்னெற்றி நீ முன்னேறு!



MAYURIBALAJIN  
I-PGDM



## **Safety** is a RACE! We all can WIN

When you gamble with safety, you bet your life!!!

Almost on a daily basis, newspapers and social shock us with stories of horrendous accidents on the roads. These accidents are a leading cause of deaths among the youth in India between 15 and 29 years of age, according to a report. In June, Minister of Road Transport and Highways Nitin Gadkari released a report “Roads Accidents in India — 2015”; the scenario looks rather grim.

You cannot get home unless you are safe. One should always remember that FAST DRIVE COULD BE OUR LAST DRIVE. So driving fast should not be practiced and an awareness should be given to everyone particularly to the youngsters.

SPEED has 5 letters so as DEATH.

So always follow the traffic rules. DO NOT MIX DRINKING AND DRIVING . Use seat belts to avoid death.(MOBILES OFF AND SEATBELTS ON!) Remember if you don't have traffic sense, you'll find yourself in AMBULANCE!!! So drive slow and be safe. Never forget that OVER SPEED IS A KNIFE that can CUT YOUR LIFE. Being a part of this society it is our responsibility of each of us to come forward . Everyone should know and must follow the traffic rules.

We lost many lives to this road terror and it's time to end this. We are accountable for every single death that occurs with these road accident. So let's follow the rules and live long !!! "Love safety Marry Rules Divorce Speed"!

OUR DESTINATION IS THE REWARD FOR OUR SAFE DRIVING.



**1st PRIZE : K. RAJAMAATHANGEE**  
**(I MBA -A)**



**The** Mistake you see but do nothing to fix becomes your mistake too.

"I hate people who drive fast, that's why I overtake them"- said a 23 year's old bearded matured guy (Under "The Maturity act 1875"). Though most part of the globe declares the age of maturity is at 18 or even 21, still no proof of attained maturity evaluation on every individual ever pictured. As the fast growing world projects its way in building top class roads and stringent rules, can any government body take the responsibility for road accidents?

"Road Sense is the offspring of Courtesy and the parent of safety". Value can be realized only on losing. But life cannot be spared. Road sense has to be imbibed with Neo-Cortex of the human Brain. Especially in driving, amygdala should be disabled. Emotions will overplay when your amygdala works. More than being alert, being sensible is predominantly important. Maturity comes when you can control your emotions. Here the context on maturity is portrayed because most of the road trauma are not accidents, it's because of the failure of senses and over pumping pleasure of not wearing helmets (Wind on my Face - Mentality) and Speed Thrills.

Then, comes the Question..!

Who is responsible for ensuring the maturity?

When you can answer the above question with "US", then it's called the perfect maturity. Self-control, self- awareness and self-consciousness are the three keen formulae of Sensible Life. Approximating 50% probability are due to external factors, rest lies within us. We can't have control over the external factors, least thing we can have control over is the internal pieces of mind and thoughts.

**"ONLY YOU CAN BE THE FUTURE YOU".**

Above all for the rest of 50% external factors **"HURT YOUR HELMET NOT YOUR HEAD"...**!



**2ND PRIZE: ESAKKIRANI M  
( 2ND MBA)**



# *SINGLE WORD DESCRIPTION OF TSM*

**WAKANDA**

**•SRJRAM**



**GOTHAM**

**•JOTHJ SUNDARAM**



**GURUKUL  
MANAGERS**

**•DHJVYA**





# FASHIONS

“**You** can have anything if you dress for it” –  
French quote

Girls and teens want to look sharp and fashion forward. Fashion trends change every season, but there are certain basic items of girls clothes that everyone wants in their wardrobe. Key pieces can be combined to create many different looks. So here we're presenting the ideas for the perfect combination to look professional and a fashionista.

A white T shirt is a common thing in every girl's wardrobe. Matching that with a grey formal pants and combining with a blue formal blazer will totally slay the look. A guise is never complete without accessories. This cheetah printed formal flat shoes will complete elevate the outfit next level. Along with a metallic chain watch and pearl loreals necklace will be enough to rock yourself in the corporate offices.



# *The Natty Checkered Swag*

“The well-dressed man is he whose clothes you never notice.”

Never, ever underestimate a checkered button down shirt. It'll always enhance your look better than stripes and solid colors. Combine any of your checkers with the formal pants and make sure to tuck it in. Never step out without your belt on and strapped a watch to match it with your belt. Finally, put on your shoes and toss out your day



Fashion and Style are not the words that devoted eternally to women. Top leading fashion designers in the world are men. So, here presenting the formal looks for men to make anyone crack up.





# #OOTD

A white button down shirt is always a classic attire that goes with any of the bottoms. You can combine it with a black formal pants or a blue denim jean or a high waist pencil skirt. This idea is especially for a college going girls. Match your white shirt with any of your formal pants and a black flat shoes. A brown leather belt also elevate the posture and complete the look with a red matte lipstick.





Fashion and style never gonna end with these. It'll always continue to remain forever. Stay updated with current trends to always look rocking. Dressing is an external way to show up your attitude and looking good isn't self importance it's self respect. That's why though it becomes very important in selecting the outfits and matching it with the right one's.

So, rock yourself and make others envy by trying out these ideas.



Like a checkered, patterns are also an emerging style which can upgrade your look to the next level. Just match any of your patterned shirts with contrast formal pants and accessorize with metal strip watch and a matching leather belt and a well polished leather shoe.



YOUR TALENT AND THE  
RIGHT OPPORTUNITIES  
OPEN THE FIRST FEW  
DOORS BUT YOUR  
ATTITUDE OPENS THE  
REST  
SNEH SHARMA-  
FOUNDER & CEO,  
ITTISA



WORK LIKE THERE IS  
SOMEONE WORKING 24  
HOURS A DAY TO TAKE IT  
ALL AWAY FROM YOU  
-MARK CUBAN  
BUSINESSMAN AND  
INVESTOR, OWNER OF  
DALLAS MAVERICKS



DON'T WORRY ABOUT FAILURE, YOU ONLY  
HAVE TO BE RIGHT ONCE  
DREW HOUSTON-  
CEO, DROPBOX



A PERSON WHO IS  
HAPPY NOT BECAUSE  
EVERYTHING IS RIGHT IN  
HIS LIFE, HE IS HAPPY  
BECAUSE HIS ATTITUDE  
TOWARDS EVERYTHING IS  
RIGHT IN HIS LIFE  
SUNDAR PICHAI-  
CEO, GOOGLE



START SMALL, NAIL IT AND THEN MAKE  
IT BIG  
RITESH AGARWAL  
FOUNDER & CEO, OYO ROOMS

IF YOU ARE STILL BREATHING, YOU HAVE SECOND  
CHANCE  
OPRAH WINFREY-  
HOST, OPRAH WINFREY SHOW





# CREW MEMBERS



ARAVINTHAN  
II-PGDM



AAFRIN SHEHNAZ  
II-MBA



NANTHINI  
II-MBA



RANJTH KUMAR  
II-MBA



KRISHNA PRASATH  
II-MBA





WINTER  
IS  
COMING