

ECHOES

THE REFLECTION OF TSM

*Experience
and Review*

*Student's
Creativity*

*Internship
Tales and
TSM Events*

**Healthy Living
Edition**



AAFRIN SHEHNAZ
I MBA



ARAVINTHAN
I PGDM



SUBRAMANIAN
II PGDM



NANTHINI
I MBA



RANJITH KUMAR
I MBA

TSM ECHOES CREW MEMBERS



JAYA VANILLA J
II PGDM



KAVIYA GOWTHAMAN
I MBA



MEENAKSHI K
II MBA



JEYAPRIYA
II MBA



SHANMUGA PRIYA
II PGDM



MATHUMITHA
II PGDM

CONTENT



SIP Tales



Club Activities



Healthy Living



Art Room



Travelogue

EDITORS NOTE

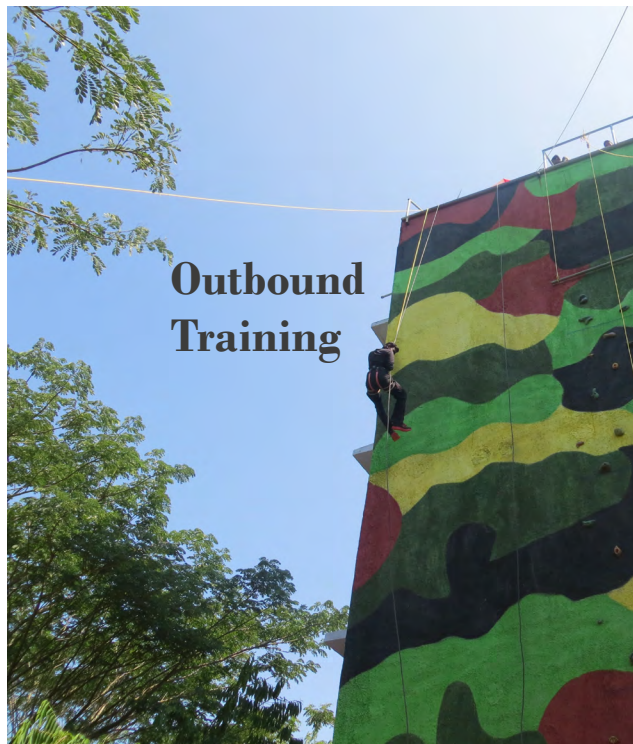
We are fascinated with mind power but what about body power over that mind? Isn't a body our true confinement and the most demanding circumstance? We serve the immediate needs of the body. There is no escape, freedom or choice. "We are what we eat, what we think".

The new and rejuvenated edition of Echoes compiles of columns that capture ever learning burgeoning youth of TSM to read, comprehend and indulge in every quarters and traverse all the key areas that are pivotal for students to convert them into effective managers of tomorrow.

We would like to extend our gratitude to our Director, Principal and the faculty of TSM for their external support to make this student initiative a remarkable one. Special thanks to first year members of Echoes team for working out a synergy that produced this massive result. Last but not least we thank all students who had directly or indirectly taken part to roll out this year's first edition of Echoes successfully.

So what's up? Buckle up with your latte and enjoy your ride through the milieu of Echoes dust while you read it.

THE ECHOES CREW



Outbound Training

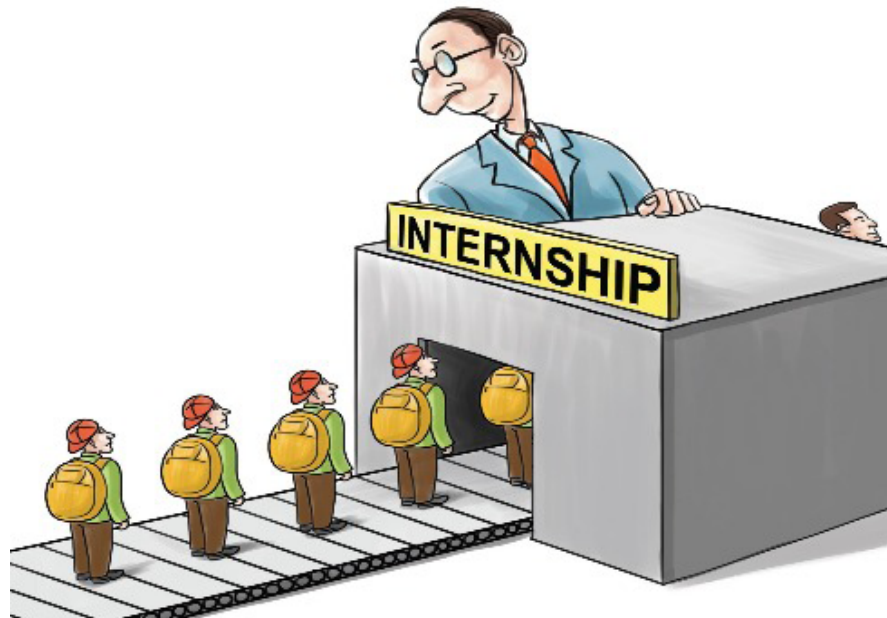


Sports

SUMMER INTERNSHIP TALES

EXTRACT FROM EXPERIENCE

A doorway to opportunities



With greater acknowledgement that learning takes place beyond the classroom, more emphases have been placed on internship.

"I firmly believe that internships offer a real work experience in a prospective career field."

"Interning with a good company provides the opportunity to gain first-hand experiences in the day-to-day operations of a business organization". They are given opportunities to contribute to the organization and enable us to put to practice the lessons and theories learnt in the classroom. This year I had the opportunity to intern for Bluestar Ltd. I worked in the PCPD division and did an extensive business research on Variable-Refringent Flow(VRF) products in the market.

"I firmly believe that internships offer a real work experience in a prospective career field."

"Interning with a good company provides the opportunity to gain first-hand experiences in the day-to-day operations of a business organization"

Before this internship, I thought that the value of interning was getting your foot in the door of afield you are interested in but I did not realize that I would be getting so much meaningful

experience. Interning at Bluestar for 3 months has completely opened my eyes to how empowering, enlightening, and encouraging internships can be for Post grad.

Intern: Life time experience

I heard about intern opportunity through current employee and Prof.Janarthanan who had already known about the internship program's positive reputation. I first applied for the position after speaking to TSM alumni who had a great experience working with the company.

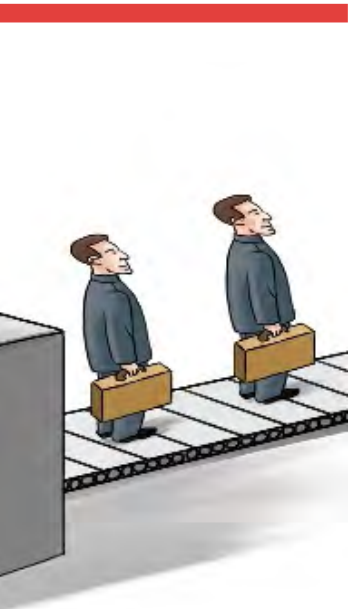
As interns you get to learn about how real-life businesses function, challenges they face every day, the technologies they are working on, and how they strategically shape their future. I got an opportunity to apply various techniques, methods and concepts there which I learnt in TSM.

Opportunities and challenges:

At Bluestar, work was assigned to me from Day 1, I was not made to just sit and observe, instead, they asked me to prepare a questionnaire which can be used for my research under the guidance of my boss. Their belief on me instilled my professionalism and confidence and it was very good experience in learning and exposure. This internship opened up several avenues for learning and building interpersonal skills as my work was to fix appointments with leading architects in Tamil Nadu and meet them to get the required insights.

Scope of my project:

I have to enquire the Architects' brand perception so that



SUMMER INTERNSHIP TALES EXTRACT FROM EXPERIENCE /

I can study Architects' disposition towards VRF products. To accomplish this scope, I have to estimate the Architects' perception towards recommendation of air conditioners (VRF products) in Chennai, Madurai, Trichy, Coimbatore, Salem, Erode and Tirupur. So, I will be able to find insights on how to improve the VRF products. Project was not only helpful for the company to devise their strategies between them and customers, but also aids students for future reference.

Best thing happened:

I got a chance to interact with the Tamil Nadu head and I worked at office till 10.30 P.M (even on weekends) as my boss was workaholic. He would sit with me till night on weekends for a discussion which enriched my knowledge as well as gave quintessential inputs to solve the problem identified during my study.

This learning has fetched me a Pre-placement offer at Bluestar and a job offering from Colgate-Palmolive. TSM has recognized my work as one of the best interns.

Tips for future interns:

- Make note of everything that you learn.
- Be communicative, try to approach new people and build network.
- Look for different works so that you will have the chance to enhance your knowledge
- Use your skill and give the best to accomplish the task

Durravasan G

II PGDM

BEST SUMMER INTERNSHIP AWARD



Beginning with a thank you note to TSM for getting me such an opportunity to do my internship at TVS and Sons, Chennai. The selection process had three rounds – The elevator pitch, GD and PI. Each screening step was challenging and interesting. My assessment was that their choice of people included finding the best fit for their industry type. I was asked to meet my industry guide a month before the internship duration in order to get a brief introduction and he was interested to know my subject knowledge and the domain I would be working.

On April 10, I started my internship where I was given introduction about the TVS Automobile Solutions Limited. They had a perfect tracking framework where the job started as soon as I stepped into the office and my work was monitored right from the first day. We were asked to report on them weekly on our goals set for the week, what we achieved and what difficulties we faced in the due course. All the interns had almost 4 HR reviews and a final review with every reporting manager.

There was much of peer learning from my co-interns from other B-Schools like IMT, Amrita and Christ University. Their learning methods, presentation skills were really admirable considering the fact that their subject knowledge was quite similar to every others.. My project was on doing analysis for which the procedural approach for research studied in my trimester 3 (RMHR and RMM) was so helpful. Though my domain was HR and my research was in 'Recruitment' I took time to know about

the other facets of the HR team like talent management, compensation and benefit, payroll and F&F. I realised knowledge is everywhere, it is in your hands to reach out for them. Everyone is approachable in an organisation, we need to learn the knack of getting it from them.

Apart from my industry guide who provided such a guidance to me whenever I'm stuck at any point, the other helping hand was from my college mentor, Dr.J.SathyaKumar. Right from the point where project title was decided till the end of my report submission, all the inputs from both of them helped a lot in perfecting my 2 months of industry exposure.

One thing to have in mind while beginning your internship is, not to confine your learning's, ask all the questions you can – What, Why, Where, When, How. No wrong in asking them, after all it's another step in your learning life. Also, make sure you remember every day that you are holding our college's reputation there!

SHANMUGAPRIYA.R

II PGDM



SUMMER INTERNSHIP TALES

EXTRACT FROM EXPERIENCE

"THE YELLOWBAG", MADURAI

I got the opportunity to attend a meeting organized by Madurai Business Group in our campus. More than 100 small and medium scale entrepreneurs exhibited their products, explained their organization structure and expressed their willingness to offer internship opportunity to fresh management graduates in their organization. One among them was THE YELLOWBAG, a small unorganized socially driven organization from Madurai. They were into production of low priced canvas cotton bags as a replacement for the plastic carry bags. Their motto is to rehabilitate the culture of "Carry Your Own Bags" concept in the modern society. The raw material of the bag is unbleached cotton canvas which is completely biodegradable. They follow the traditional screen printing process which is totally handmade by the women workers.

The people employed here are completely women tailors with low average family income. Mr. Krishnan and Mrs. Gowri Krishnan wanted to empower these women by creating jobs to make them earn seamlessly and become economically stable in their life. The entire process of manufacturing is done by the women labour from the nearby locality. This women community includes physically challenged women with hearing imparity. Initially when they joined they have a little knowledge in stitching-printing-packing processes, so they are trained by the organization to perform multiple tasks and get specialized in a particular stream of work according to their skill set.

After hearing the history of the organization, I was greatly touched by the way it functions and was interested to know the current requirement of the organization. I interacted with Mr. Krishnan the founder of 'The YellowBag'. He said that they are getting huge orders after the ban of plastics by Maharashtra government and increased environmental awareness among people. So he was planning to increase the current production-capacity to match the rising demand. The organization was slowly transforming from unorganized to organized structure so they wanted to develop a standard cost sheet template to choose the profitable order among

multiple orders and estimate the profitability per project. After knowing their requirement I was more interested to join this organization for my summer internship program. After a personal interview with Mr. Krishnan I got the opportunity to work with them. They were into the extension of their current product line with two more products with 7 new models.

The first product raw material is up cycled cloth - waste bits and pieces of clothes from garments and the second one is naturally dyed cotton canvas cloth. I was given assignments on calculating the new products MRP and develop product description as they were the flagship products of the company to be launched in the online platform for the first time. I was getting the material and manufacturing cost related documents from the organization and was able to come up with the approximate pricing. It was a great learning for me during this process. I interacted with all the members involved in the project and was able to see the live transformation of a core raw material into finished goods. The actual cost and time involved in designing and making the products were monitored and reported periodically in the organization. The second assignment was on creating the unit cost sheet template which would facilitate the organization to choose the economically viable project among alternatives. Thus the assignments were completed and are currently in practise in organization. The learning which I got from this 2 month period was abundant and made me to work in different management fields under a single roof. The new products were launched in the shopify.com website in the name "ILAI" during the month of October. The products are doing well in the market and the organization was getting transformed into a new market space focusing on niche market. The founder appreciated the overall efforts of the team and I was extremely happy to be a part of The YellowBag's success story.



INDUMATHI R
II MBA

INTERNSHIP AT THE GOLD COAST, GHANA

I had my internship experience with Deloitte & Touché in Ghana, a country in the African continent, located along the Gulf of Guinea and Atlantic Ocean is bordered by the Ivory Coast in the west, Burkina Faso in the north & Togo in the east. It was the first country to get independence in the whole of Africa. The country is one of the largest producers of coco and sweet potato.

I was placed in the consulting department of Deloitte, where the day-to-day activities included writing proposals, doing background research before accepting projects, research on the project, providing feasible solutions and making presentations on the issues to be taken care by the client. All activities related to work was confidential, all communication by employees was sent only through the Deloitte portal and it was monitored.

It was the first time I had the opportunity of working in an office with new people who were different in all aspects including food, culture, customs & practise. During the first week, I didn't have much to do and spent my time looking at the watch so that I can leave early. But after a week I was assigned with few tasks to do which involved doing background research

"Nothing ever becomes
real, till it is experienced"

-John Keats

SUMMER INTERNSHIP TALES EXTRACT FROM EXPERIENCE /

for my guide on her assignment, it was after that she started having brief conversations with me and our conversations went for over two hours towards the end of two months.

Their culture was in total contrast from that of ours, in Deloitte I found most of the employees educated either from the US or UK so they were aware of our Indian culture and they even had few Indian friends as well.

They were professional and conscious about deadlines and ensured that weekends were spent strictly on parties and get together. Their organizational system did not focus on hierarchy and treated everyone equal where I was said to call everyone by name be it our office watchman or our business partner which was completely new for me to experience.

Ghana had a policy of providing one year employment program for fresh graduates namely National Service Scheme (NSS) where the graduates could gain knowledge and experience to support their regular employment. Our office also had few NSS employees who shared about their education system compared

to our system. Ghana looked forward to the West in all aspects be it fashion, education & lifestyle. The citizens had two bank accounts one being their dollar (USD) account and the other being their local currency (CEDI) account. Most of the transactions and trade took places via dollar and this also acts as a reason for the slow growth of the Ghanaian economy.

The country has around fifteen lakh Indians and many staying there for over fifty years now. It is believed that Indians contribute to the country's growth by setting up industries and providing employment to their youth. There is a road named after our first Prime Minister Jawaharlal Nehru and the Ghanaian President's Office was constructed and gifted by the Indian Government to Ghana. During my internship, I could work in a formal setup and simultaneously learn about the history the place and its practices as well. On the whole, my experience in Ghana turned out to be a learning cum enjoyable experience.

JAYASURHIYA J

II MBA



It was not by chance, but by choice I did my finance internship at Hi-Tech Arai Private Limited, an automotive components manufacturing company in Madurai. Like any other person, I wished for an internship with Big 4's. But, Trust me I would not have spent the best of my intern days if it's not Hi-Tech Arai, with any other companies that had fame behind their brand.

Thinking of the two months, I feel nostalgic in sharing my experience right now. It's just like yesterday morning 10AM, sitting in the reception waiting for a response from the higher official that I got an opportunity to be an intern. I wish to place on record my words of gratitude to the management of Hi-Tech Arai Private Limited for giving me a golden opportunity to pursue my summer internship with them.

HTA had an excellent work ethics of pledging each Monday morning to remind themselves of the mission and vision statements the organization has been working on to achieve in the long run. They made every effort such that the steps taken by the management are beneficial to the employees of the organization. One such great initiative was Hi-Tech Arai's learning centre, where employees are trained on spoken English and are asked to make presentations every Thursday to motivate them to speak fluent English and improvise their presentation skills. The management as a token of their encouragement complimented the presenter with a book. Being a manufacturing company, it is ordinary to have clumsy footpaths. But, HTA strictly adopts 5S principles and Just-In-Time Strategy that you could hardly observe

any dust in ground. HTA has been awarded many times for the best quality finished goods. The company follows eco-friendly practices and pledges to follow it in all walks of their life each Monday.

When you step into HTA, you can observe that the atmosphere is too friendly with no compromise in performance. The organizational structure is trivial because HTA's director Mr. B.T Bangera has his doors always open for any employee to have an interaction. When you have an inquisitive nature, you could even feel overwhelmed to see too many open hands to offer you help. Being a finance intern, I was able to predict a sound financial health in the future for HTA. Isn't it evident from the zero-defect products manufactured that it has gained lots of customers? Even with times of market storms, I'm sure HTA will retain its best performances because the roots are strong and people work constantly by giving their best than the better of yesterday. At the end of my internship, I was teary-eyed to leave the place – for their values, culture and people. Do you wish to know what my success is after my internship with HTA? – Beyond the learning, it's the 5S principles I have adopted as a way of my life.

JEYAPRIYA K

II MBA



SUMMER INTERNSHIP TALES

EXTRACT FROM EXPERIENCE



“INTERNSHIP WITH MVPL BUSINESS GROUP”

I remember sitting on the top floor of my office building the same way as my first day of college: excited, anxious, unquenchable thirst for new learning but out of place, as if I didn't belong. Mostly, people don't often get the opportunity to intern in Market Research field, at an emerging firm like Mahesh Value Products. That's actually what drew me to apply for an internship with the MVPL Business group; the opportunity to learn a very important component of business strategy. It's an organized effort to gather information about target markets or customers.

From the very first day, they treated me as a family member and truly anticipated that I would make a meaningful contribution. I hit the ground running, working on a new product development that illustrated the impact of transformation of a market opportunity of RTE (Ready to Eat foods) into a product available for sale.

My intern experience helped me understand the incredible reach of Market Research is not trivial - it is integral in identifying the target audience, understanding consumer attitude and buying behavior towards RTE foods, gathering data on competitors and analyzing their prices, market share, perceptual mapping of competitors in the market to know the growth opportunity and also responsible for carrying out the mission of the department.

There are numerous motivations to consider interning at MVPL, however maybe none is more advantageous than being a piece of an option that is greater than oneself. The essential work done here has unquestionably changed my life.

“From the very first day, they treated me as a family member and truly anticipated that I would make a meaningful contribution.”



FLORANCE J
II MBA

தமிழ் கவிதைகள்

மங்கா புகழுடை மதுரை மாநகர்

மதுரை மாடத்து வீதியிலே

துள்ளியோடும் புள்ளிமான்கள் அங்குமிங்கும்
அசையாது நிற்கக் கண்டேன்!

பொற்றாமரைக் குளத்தினின்று இதழ் விரித்து விரிந்த
இம்மண்ணின் சிறுபெண்டிர்தம் ஆடல் பொருளாம்
பொன்னினால் ஆன அப்பொய்மான்கள்!

என்னே எம்மதுரை!

களம் கண்ட மதுரை;

வளம் கொண்ட மதுரை;

சிந்தை அள்ளும்

செந்தமிழ்க்காவியம் தந்த மதுரை!!

-சீவப்பிரகாஷ்



ஒரு துறையில் வலிமை பெற்று-தினம்
புதிதாய் பயில்வோரை போற்று....

கற்று கற்பித்து வாழ்தல் நன்று-
அறிவின் வளர்ச்சிக்கு வெற்றியே
சான்று....

காய் கனிகள் உடலின் ஆரோக்கியம்-
தினம் பயிற்சி செயலின்
முன்னேற்றம்....

தீய செயல் உடலின் சிரழிவி-
பணத்தை விரும்புவோர் வாழ்வே
பேரழிவு....

PRASANNA VENKATESH



TSM RUN



IF YOU CARE
FOR EARTH,
TAKE PART
IN THIS RUN

Express Features

It is true that a run can change your day and many runs can change your life. And it was this belief instilled in Siddhartha Krishnan, Siva Sankar and a few other students of Thiagarajar School of Management to inspire others.

In January 2018, they began jogging in the city as a five-member team. What started as a casual fitness routine turned into a way of motivating fellow

ging and running events held across the city. Siddhartha, a second year MBA student, says, "In a few months, we became a group of 36 joggers. We named ourselves 'TSM Sun Risers.' We understood why we should continue running. We were all a part of a 3-km run organised by Decathlon recently. This event inspired us to organise something similar in our college. We conducted an intra-college event 'TSM 3 Km Run' a few months back, in which close to 150 students took part."

a cause. "Our chairman, late Manikam Ramaswami, not only made our college campus green, but was also involved in activities that fostered the environment. To commemorate his birthday, November 20, we wanted to organise an event that would raise awareness about environmental protection measures. Hence, we came up with TSM Run 2018," he says.

The TSM Run 2018 that is open to the public will be held on November 18 in two categories — 5 km and 10 km. It will

ners each in both the categories. Apart from this, there are two special awards — one for the winner in the differently abled category and the other one for the oldest participant.

"I think students are the right people to take up causes like these to the public. All our pre-run and post-run events will be under the theme 'Save Mother Earth.' We are hoping to make this an annual event of the college in the upcoming years," he

Fri, 09 November 2018

epaper.newindianexpress.com/c/33821135





RANDHIR

I PGDM

TSM CLUB INAUGURATIONS

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HR Club

Inauguration

The Inaugural of nAch, HR club of TSM was done on 9th October 2018 around 5.30pm at TSM auditorium.

Mr. Shahul Hameed was invited as the chief guest and the event started with lighting of Kuthu vilaku by the chief guest, Principal, Dr. Malay Biswas and two students from MBA and PGDM

An interactive session with the students, Mr. Shahul Hameed discussed mainly about the Contemporary practices in HR. As a response to the questions from student's side, he started sharing his career experience which helped students to understand more about how the HR department works and what improvement they want to shine in their careers.



PRITHVIRAJ
II - MBA

*People who use time
wisely spend it on
activities that advance
their overall purpose in
life.*

John C. Maxwell



The operations club of TSM comprises a set of students with the mission of gathering and applying knowledge about the processes and techniques involved in production and educating others about the same too. We are guided by Mr. Gautam Sutar and by Mr. Bharat Singh Patel. We strive to gather information about the recent development in techniques and technologies involved in production processes and transferring the knowledge to the people who are interested in this area. We are currently planning to invite several members who are specialists in this area to give lectures to the students. We conducted a general quiz recently. It comprised three rounds with elimination in each round and there were seventeen teams with each team consisting of two members. The winners (Mr. Aravind and Mr. Rahul) amongst the participants were selected and were given a small token of appreciation.

TSM Clubs



CANDHAI CLUB

It all started with, bursting the balloon, yeah nothing but unleashing the Candhai 2k18, by Mr.Suresh (ASM GSK) honourable chief guest, in midst of marketing mavens of TSM (faculties) and a hall of marketing aspirants .

This year quite phenomenal we have record breaking nominations for Candhai, yes of course it reflected in the attendance

of our event, fortunate enough to get an opportunity to do a presentation in this stage along with my accomplice Dharanya.

Interactive session, quite impressive questions from our future club members and very impressive answers from our delegate Mr.Suresh to cater their hunger for knowledge.



**SHRIRAM
SUBRAMANIAN**

II - MBA

HEALTHY LIVING ARTICLES

JOURNEY OF MY FITNESS GOAL #1

Smash the calories

@meenatchi sankaran

weight loss - healthy recipes-workouts
-motivational content

sankaranmeena7@gmail.com

Quantities are unlimited; foods are more when I start listing!!!

I gained more weights during my pg time and unusual work time moreover a chubby girl from childhood. I never realized how obese but life happens to change everybody. Some will take you for a ride, some will break your trust, and some will be so real that you will start wondering if it's true. With my school friend who motivates me and started gymming it almost a year completed!! From zero to better fitness girl hopefully. The days where I should to be damn punch those people who say you can't do from there I need to get up with self confidence so that hard life will start paying attention and not the other way round. Over the years I took it up to learn one life skill at a time. Took me some time to figure out these things because YouTube was my big back then! But the process of learning these skills taught me something deeper. Eventually I became MUCH happier!!

Journey continues now onwards with more question???

Most provoking question peoples ask me any medicine, any particular diet!!!

*The food habits you are following!!

*How to be stay motivated to be keep healthier and fit?

*How does training help to achieve fitness goal?

The journey continues with next issue.....

By

Meenatchi sankaran

Alumni of PGDM 2015-2017

Sankaranmeena7@gmail.com

20+ kgs heavier, close to 0 confidence and most importantly, NONEXISTENT SELF BELIEF. Being a vegetarian I was attached with more unhealthy foods and without any physical activity!!

*A pack full of biscuits!!

*5 hot idly when I reach my home town!!

*Ghee podi dosai(2nos) , milagai bajji etc!!



EARLY RISERS, EARLY GAINERS

Back in my childhood, when I was five or six years old, nothing irritated me like my parents trying to wake me up at 6.30 a.m. be it a weekday or a holiday. who'd got the same view as mine. The results were immense which kept me active for the entire day to challenge the frantic schedule. We've a lot of in. The goodness of waking up early is like a chain process. The first in the chain is the physical activity.



As a kid, I would have nothing to do other than loitering around, nagging them to play with me or take me to the nearby park. But as I grew up, studies became an utmost priority.

Unlike my friends, I wouldn't study late at night to focus on my preparations and it was the morning revisions that helped me more. And that is when 'the morning person' in me started to evolve. Gradually it became a habit of sleeping early and waking up early. We could find a lot of peace in the solitude that morning gives us. It is the time that I utilize to plan my day and do tasks that are a prerequisite to complete the further tasks of my day. I've also developed the habit of making myself physically active early in the morning only to realize that there are a lot of people out there who get themselves involved in some form of physical activities like jogging, playing games, walking etc.

That is when I thought I should start doing the same with some of my friends

information within us and read a lot of articles. Sleeping late at night and waking up early in the morning has become a practice today. And this leads to cardiac issues in our later part of life. We lose our greatest asset called health by being a 'night person'. Therefore it is imperative that we need to have a balanced sleep of 6 to 8 hours. Anything lesser or greater than that is a trouble. Waking up early balances our entire sleep cycle by putting us to sleep early in the night. We are all aware that networking is very much essential if one needs to survive in the corporate world.

Deprived sleep can also have an impact on our social behavior and emotional stability. We would look tired and lazy without a proper sleep which would make us cut lengthy conversations with our near and dear ones that would create misunderstandings. Eventually, we find ourselves left out and isolated that creates a fear and emotional instability in us. This is where the inferior feeling of not being fit for the environment creeps

It is only when we wake up early our stomach grumbles which may be due to the activity in the morning or waking up early itself. Next in the chain is the food. A wholesome meal on the right time helps us concentrate better on whatever we do for the rest of the day with work. The last in our chain is the time we sleep at night. When we wake up early in the morning it so happens that we sleep early in the night. And this is how the schedule is set productive for an early riser. It is not just about what we do after an early rise it is just about the early rise itself and everything falls in place. Thus, early risers are the early gainers.



RAJSHREE S

II - MBA

HEALTHY LIVING ARTICLES

THE MAGIC IN YOU - NOTE TO SELF



Firstly, what do you mean by magic?

-any mysterious event? or

- having supernatural powers?

Nope...

Secondly, when does it happen?

We have unlimited potentials within ourselves, the point when and where we discover ourself is different among each individual. There are certain influences which determines the unleashing point of these potentials, the character is formed through certain life experiences and learned values. This is the reason why all individuals react differently for a same situation. "Every person is a hell of another person". To substantiate the statement, when you take a person as individual the likes and dislikes are framed by his/her life events and cognitive thought process. In that situation definitely the life experiences of one person may not be same of another person. The choices, preferences differs from each individuals, and when getting closer there are more possibility that you tend to hate the person whom you liked the most which will be because the person inherits the characteristics which you may not like, when the conversations are deep, when you tend to spend more time with them you vision the true self of them. That is why understanding a person deeply is a difficult task and you should not try to do that !! The beauty is in the LIMITS... When you read the "Games, People, Play" of Eric Berne. He says we all play games -a mask. That's the bitter truth too.

The Magic happens by the way how we define success? How we define happiness? How we define life?

They are purely subjective. They are the subject matters of happy life and wellbeing, when one person starts defining this things he/she is slowly getting meaning of his/her life. The Intensity of the meaning leads them to enlightenment Vs Normal life. Emotional

competencies play a major role in defining meaning of these deep contents. There should be a congruency between the real self, ideal self and self image of an individual, when you understand who you are? What is your need? You will be start discovering yourself. The Character, Individual preferences, grown up circumstances determines the thought process of a person.

I have a friend called Sakthi whose values and his deep consensus make me wonder every time. The perspective of seeing failures and the tolerance of unfavorable situations are indeed qualities to have a strong determination. Getting a pass mark and getting a first mark is a matter of choice and potential sufficiency, when you have the congruency you don't actually compete all the time and when you know your capacity you don't need to seek for the appreciation of anyone. The priority of people is different and that makes the difference in all sense. So, looking at others, comparisons are needless. You can able to eat only as much your tummy can hold, so what is the point of looking at others plate.

In life the self discovery is the magic that happens in the mind. The state of well being is the point where the magic happens, accepting the reality and allowing things to pass through is the note to oneself for a happy life.

In simpler terms the positive reactions of the ongoing event is the magic in you for living at the moment. The reality may not be favorable or what we desired for. But still accepting the things to pass through is provided by the courage and strong will of self discovery. Shiv khera says "a positive person in negative environment gets negative influences". Setting up a positive environment is one of the keys for self discovery. The process is as simple as that you don't need to seek approval of anyone, explain or bend for anyone. You will be more successful when you collaborate rather than competing. There arises compassion towards people, better social skills, thought of humane.

"Things will fall in place" when you have the congruency. It leads

you to the right path and that's what spirituality means to the belief for most of the people.

You were happy on getting a remote control toy during your childhood whereas the same toy won't give you happiness at your younger age. The joy may be at getting the real car. The difference in the situation is your happiness being shifted from one thing to another thing and there will be a constant shift of happiness leading to dissatisfaction. It is because the search of your happiness is being external. But the real magic is eternal and it is inside you-Note to oneself.

S.A.SURYAKUMAR

II - MBA



Marathon has Different Meaning

Do you know how languages came into existence? Now, let's picture a pretty long flashback that carbon-dates to the time when Adam and Eve were created! Imagine the first moment when Adam wanted to converse with Eve. The first sound he made should have been how languages were invented, right? Communication is the foremost goal that languages are supposed to achieve. Considering this, English is a funny language. The language that uses just 26 letters has enough ambiguity and perplexity that a global language should not have possessed. But, it is this mystification that makes the language interesting! The homophones, homonyms, homographs and what not!

Marathon is one such word that exhibits a sense of polymorphism depending upon the context the word is being used in. Well, the word 'marathon' does not possess the ability to exist as a homonym but with the words that come together with it mutate the word itself.

When you do a quick scan into any of the dictionaries available, you can find out that the literal meaning of the word 'marathon' is presented in two dimensions. One being, a long-distance running race, strictly one of 26 miles 385 yards (42.195 km) and the other being, a long-lasting or difficult task or activity. But these were only the literal meanings for the word. There is a multitude of contexts that manifest the capability of the word 'marathon' to give out different meanings based on the word that precedes it. But all the different meanings revolve around the second literal meaning as explained above.

Let's have a peek at the different meanings that this word means since its inception till date.

1. The word 'marathon' has its origin in 490 BC, referring to the feat of the Greek soldier Pheidippides who took up the role of a messenger and ran over 20 miles from Marathon to Athens with the sole intention to report the winning message that the Persians had been defeated in the Battle of Marathon. It is believed that Pheidippides ran the entire distance stopping at no point in between, dashing into the king's assembly only to announce the victory and unfortunately collapsed to death. Hence, as an act of reminiscence the name 'marathon' came into use.

2. The word 'marathon' probably might also mean to another different idea which most of us are familiar with. Yep. The 'movie marathon' is what I'm talking about. But, this need not be confined only to movies. Marathon might also denote the act of watching a multitude of movies, an entire season of a TV series or any other show that is relevant. This is what 'binge watching' implies too.

3. There is also another ideology in the urban dictionary related to the word 'marathon' which might look bizarre and crazy. A marathon is said to be the act through which a person drinks 26 beers not only with no significant breaks but also without throwing up! Weird, isn't it?

4. The next meaning that 'marathon' refers to is an 'endurance contest'. This would relate to a rewarding activity that's damn hard to withstand and requires

an outstanding level of perseverance. The contestants of such activities might indulge in them possibly because of a 'dare' or a part of a reality show that rewards the winner. You know what? There is a whooping number of endurance contests that have made history. One phenomenal example is the 5152 Hour Dance Marathon that happened during the Great Depression of 1930s. Money was the need of the hour and presumably people had a hell lot of time. Hence, people took part in such slow paced dance marathons which were eventually banned. Curious to know about the prize money? It was \$2000 for an effort of dancing from August 29, 1930 to April 1, 1930 that summed up to 5152 hours.

Now that we're illuminated about the polymorphic forms of the word 'marathon' it is apparent that marathons can take us into two distinct ways - a healthy one and an unhealthy one. A marathon race that involves the co-ordinated effort of the mind and the body is what the first way will take you into. Such marathons are worthwhile, for most of them are for a cause. Whereas all other marathons give out disastrous and unhealthy results in the short or the long term. So, think deep. Think again. Choose the intelligent way! Happy 'Marathon'ing!

PRAVEEN VISHAL M A

II - MBA



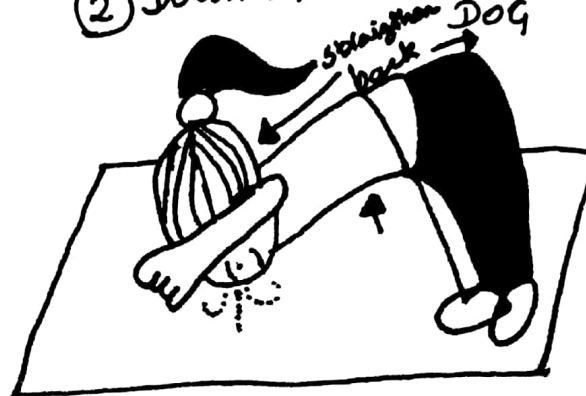
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STRETCH yourself

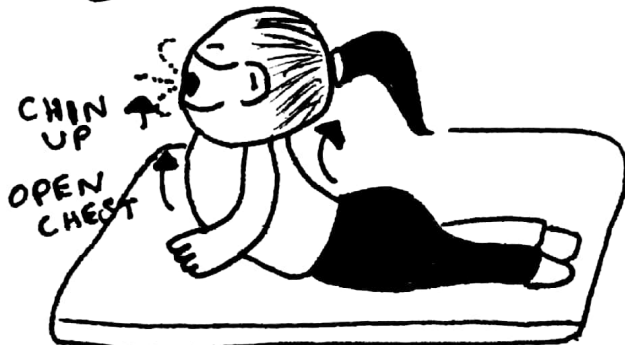
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② DOWNWARD FACING DOG



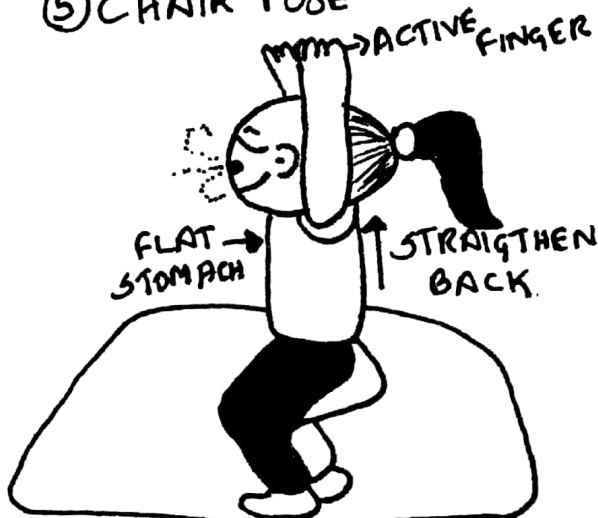
③ COBRA POSE



④ WARRIOR ONE



⑤ CHAIR POSE



⑥ WARRIOR TWO

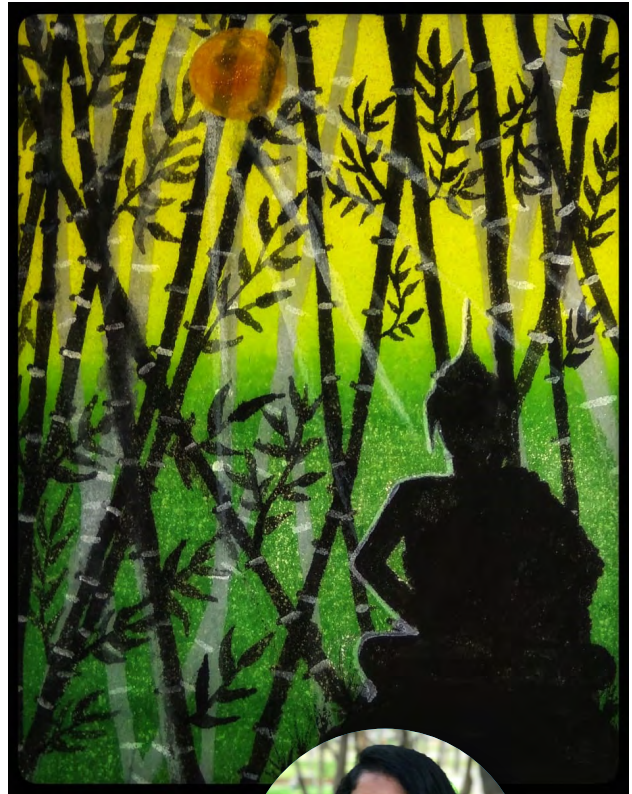


by
Meenakshi

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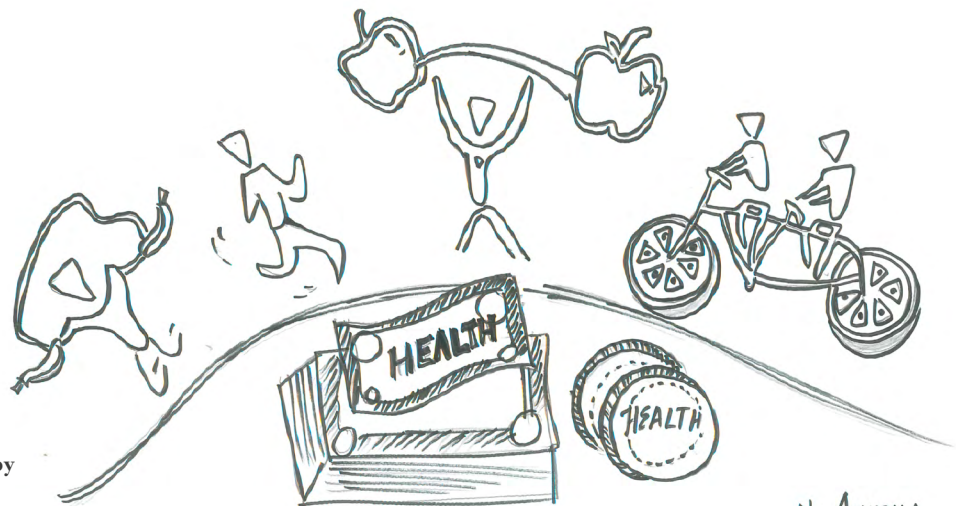
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N. ANUSHA
MBA - I

PHOTOGRAPHY COLUMN



Yeshwanth Photo



YESHWANT

Diwali **clicks**

JEYARAM



**PHOTOGRAPH: A PICTURE PAINTED BY THE LIGHT
WITHOUT INSTRUCTION IN ART.**

PHOTOGRAPHY COLUMN



SANCHANA



SHIVA PRAKASH



FILM JUNCTION

1. THE PURSUIT OF HAPPYNESS :

You are reading it right. It IS spelled HAPPYNESS. Sometimes things have to go wrong to get back again on the right track. The film is a critically acclaimed one, getting Academy Award nomination for Will Smith, the protagonist. It's a biographical melodrama of Chris Gardner, CEO of Gardner Rich & Co, his early struggles to get into a decent paid job, released in December, 2006, based on the book named the same.

Chris Gardner, a salesman, who sells Bone Density Scanner to doctors and hospitals around, isn't sufficed with the earnings he receives and struggles to meet the family needs. Chris eventually tries for job elsewhere and ends up taking an unpaid internship in a Stockbroker firm. This heats up an argument between his wife and him, resulting her in leaving the home. Quick turn of events make Chris and his son homeless and cashless, prompting them to hunt for shelters each and every day. The film ends with Chris getting the job he worked hard for, with him narrating, "That part of his life was called happiness".

Jaden and Will Smith did justice to the role and portrayed them beautifully taking us along with them in the "Pursuit of Happyness". Every small detail significantly adds score to the film. Chris even in his deep water situation never misses to spend time with his son, as watching him smile gives him the courage and determination to go forward. The scene where he rushes to the intern interview after spending a night in jail and admitting the truth to the interviewers, makes us awe about his fine qualities. His efficiency at work is described when he saves the time by not keeping the phone receiver down at the end of each call and hits his target. The ambitious salesman battles insurmountable odds to make himself stand out from his competitors in the hopes of landing the position. Though the screenplay is slow and predictable, the background score by Andrea Guerra, gives a boost to the film!



By

KAVIYA G, I PGDM

"Success is neither magical nor mysterious. Success is the natural consequence of consistently applying basic fundamentals." This mantra is the common gateway for the films in this edition. And yes, we have one more similarity, the young talented actor Jaden Smith, who stole our hearts with his performance.



"Don't ever let someone tell you that you can't do something. Not even me. You got a dream, you gotta protect it. When people can't do something themselves, they're gonna tell you that you can't do it. You want something, go get it. Period."

~ Will Smith
(The Pursuit of Happiness, film)

2. THE KARATE KID

A remake of 1984 classic The Karate Kid, the film has obviously made a mark in young gen teens. Jaden Smith with his good looks and dreadlocks definitely did a good job in being THE KARATE KID.

Dre Parker, a 12 year old boy moves to Beijing, China with his mother. He terribly misses Detroit, US and finds it hard to adapt to the new neighbourhood, particularly where he is looked down on by his schoolmates for his unique looks and being a newbie. He develops a mutual crush with his classmate Mei Ying for which he gets bashed up. In the mean-time he develops a unique relationship with his apartment's maintenance man Mr. Han (Jackie Chan), who nurtures and tutors him shaping him into the Karatae Kid he is meant to be. Mr. Han and Dre helps each other come out of their experiences and live their life to the fullest. The film finishes off with a tint of style by Dre winning the Kung-Fu tournament and Mr. Han gaining respect from Dre's classmates.

The film was widely welcomed, but it didn't receive much positive critiques as compared to the 1980's classic. The training sessions helps Dre to develop the patience and endurance which in turn helps him take control of his life. The thirst to learn more about Kung-Fu for Jaden is shown in the scene where the lady makes the cobra to imitate her actions. The film gives a major takeaway "Kung-Fu is not about punches and parries, but maturity and calmness". This is not only suited for Kung-Fu, but can be applied for every little thing. The serene face of Jackie Chan and the curious façade of Jaden Smith makes them a good combo which gives life to the film. The film stresses that there are no shortcuts to endurance, but one has to train themselves every day to make peace with the long route.



Adventure Zone

Corporate are looking for more effective training options and Outbound training is one such effective option. Outbound training enables participants to learn through experience from challenges in an unfamiliar ground.

We, I Year PGDM Students, went on a three-day outbound training recently to "ADVENTURE ZONE" in Madhuranthagam, Chennai. I eagerly awaited this, as I thought it would be of a whole new experience for me. During the training, we had various activities which were aimed at enhancing team work, trust, strategic thinking, leadership, responsibility etc. 120 students were split into four teams. Major Roy (lead trainer of Adventure Zone) and his team guided us the way we had to deal with each activity and helped us when we were stuck or faced any difficulties during the process.

We had activities like Rock climbing, Rappelling, Rifle shooting, Pool activities, Caterpillar walk and obstacle course. All the activities were challenging and competitive but at the same time enjoyable. We developed Strategic thinking through these

activities.

Rappelling was a trust building activity where we had to descend a vertical cliff which was 50 feet high only with the trust and hopes given by our team mates. However, trust wasn't very successful with people who were scared of heights like me. In order to overcome this you need to have a clear idea to differentiate between actual fear and perceived fear.

Well, all these actives were far from easy at times as all of us had our own strengths and weaknesses but it was lifetime experience by itself. Outbound training gave us more positive outlook to life. It pushed us out of our limits and helped us identify the physical & mental weaknesses. Most of all, it brought us all together as one family and helped to build an interpersonal relationship, trust and confidence among one another.



AARTHI S

I PGDM

OUTBOUND TRAINING



Treasure Hunt

It was 6 AM in the morning. Sun was fervently rising from the horizon, so were we from our beds. Assembled in front of the academic block, we were inundated by a current of passional energy and were mad keen on putting our Indian Jones skills to work.

We were randomly grouped into twelve teams of five members each. The hunt kicked off with a roaring cheer from the participants. After each team was handed over a clue, we dispersed expecting to be challenged. The cryptic clues led us from TSM campus to the places in and around Thiruparankundram temple area. Each intermediate destination was manned by a senior-cum-clue bearer who riddles or dares us before giving us the next clue with the final clue to the treasure leading us back to the TSM campus.

Rather than a treasure hunt, it was more like a team building experience for us. We learned new things about our friends and the places, got a chance to recall our uncertain knowledge and most of all we got to know our seniors.

To put it in an interesting way, literally and figuratively we noticed things that are hidden in plain sight and the things that we don't overlook in our daily life.

In hindsight, it was more of an ice-breaking session rather than a competition because everyone had fun and the only thing the actual winners got a rubber duck and some bragging rights.

Bottom line: "It was an event that started with seniors dividing juniors into groups. But ended by uniting everyone."

PEACE

KRISHNA PRASATH A

I MBA



Travelogue

ONE DAY TRIP TO KODAIKANAL



We have all been to Kodaikanal several times... (okay, at least I have been there several times for the only reason that it is just two hours away from where I reside, Madurai.) but this trip to Kodai was very special to me, special for so many reasons because this trip has the most number of “my first ever”.

It all started very casually, this trip definitely was not a planned one, in fact it all happened just like that very spontaneously, in a very small span of time. The trip was finalized in just 10-15 minutes and we went ahead and created a WhatsApp group for the trip for the next day (Is it even a trip if you actually don't form one?). People were constantly getting added and removed in the group and by the end of the day the trip was finalized with 9 participants in the group including me. Next day we all met at the main gate by 5:45am, we had already booked cabs to drop us at Aarapalayam bus stand. We reached the bus stand by 6:45, few had breakfast in a nearby hotel and the rest just decided to pick up some food stuff and water bottles and boarded the bus to Kodai around 7:10 am.

This was my very first bus journey to Kodai and was one of the best things that had happened in the entire trip. All 9 of us took the last three seats in the bus, the bus was not much crowded, so the entire three hours of journey was just songs playing on end and all 9 of us screaming on top of our voices from the other end. The bus halted at few major bus stands along the way and the major halt was at a point midway to Kodai near a small tea shop around 9:30am; it was a 20 mins halt there, after having a hot cup of tea, we managed to click quite a few pictures and got back to the bus to resume the journey, which was complete with the picturesque view of the mountains amongst the mild mist. We reached Kodaikanal by 10:30am and without wasting a minute we went down straight to the lake, did the very basic Kodai thing - cycling. Each one of us hired a cycle and took a casual ride around the lake. Again, without wasting any time we entered the boating club,

took two rowing boats and spent about 45 minutes around the lake, amongst all tall trees half hidden in the mist, and that sure was a magnificent view. By the time we got out it was almost 1.20pm and all of us were craving for some good food by then.

We all headed straight to “The Tibetan Brothers Restaurant” and took two tables; the usual vegetarian and non-vegetarian people divided. This hotel was recommended by Naveen and thanks to him, we all will never forget the amazing food that we had there. We had a lot of indigenous Tibetan food. It was a very small place but the food was awesome sauce and I truly mean it. It was exactly 3pm by the time we walked our way out, it was slightly drizzling and we walked out way back to the bus station to catch our bus back to Madurai. We had to take the earliest one because of TSM's curfew time of 9.30pm; also, we knew that it was raining quite heavily in Madurai and we did not want to take any chances. We boarded the bus by 3.40pm and in the meanwhile we also managed to quickly purchase the very famous homemade chocolates and few other homegrown fruits and got back to the bus station. While returning the same fun continued, it was a very short trip but we did not waste a minute, we enjoyed the trip to the fullest, it was a very fresh and a new experience for all of us and in fact it was our very first Kodai trip, and our very first long-distance short trip. By the end of the trip every one of us were truly satisfied and contented. We reached Aarapalayam by 7pm and again took cabs and reached TSM by 7.25pm. To the best of my knowledge it was one of the most unique and refreshing trips that I have ever gone. It was a perfect and a much-needed break from our routine lives. So, this was our unforgettable one-day trip to Kodaikanal!



ISHWRYA LAKSHMI S.

II PGDM

Sports Column



IT'S ALL FOR CRICKET

The Empty Cots...! "The 6 Am Club...!" "The Rising Larks...!" Despite the long range assignments, amidst the stiff schedules there are few BOYS IN WHITES who consistently wake up all early than others and gets into the field for their warm up activities, all day, every day. There exist only one team in TSM where we don't have love for bed in the early morning. They are the voguish boys with passion towards CRICKET. I feel proud to give a brief intro about our team. The Joy of Game lies with the 1000's of sacrifices we make before a single game. It's just not about the 11 player's but it's all about the passion of each and every individual. Our TSM team is more prolific in team play we have a set of seniors who supports the game all time, no matter what the results are. Either win or lose!

Our team has diplomatic seniors who makes a lot of strategies ON and OFF the field as well, and the pack is lead by our TSM's Right- Arm Pacemen SUMESH (II Year MBA) and Vice-Captained by our TSM's Doosra Specialist HEEBER SOLOMON (II Year PGDM). Apart from the seniors, we have special people from our super seniors who guided us in all means regarding our game. Technical Experts who never fails to support us are, the left-arm orthodox spinner KARTHIKEYAN (II year MBA), popular Left Handed SANGAKARA of TSM and the best in Class Cover Drive Expert UMA MAHESWARAN (II Year PGDM).

Before the team sets into pace, we got a challenge of facing one of the famous cricket teams in our Zones. The pack of 15 was lead by the captain after a brief Pre-Match Meeting. With all the hopes and positive vibes we got a chase of target run rate (6.0) despite breaking the strong opening partnership of MADURA COLLEGE after 10 over. There comes the turning point of FOW's after the opening spell called back for their second spell. The captain made a wise decision, which increased the pressure of the opponents. The second

innings started with a disrupted fear over rain as it may lead to reduce the game over or by Duckworth-Lewis (D/L), causing pressure to the Batsmen side. The game starts with a good run-rate at the very beginning, but unfortunately the openers failed to build up a strong innings in the crease. Wickets started to fall off, there comes our saviours SANGA of TSM, joining hands with our Classical Batsman NANDHA KUMAR (I Year PGDM). The game's pressure increased to both the teams, the tactics by the opponent fails to break their partnership. After the interruption of rain for few over, the pitch becomes very wet and the balls starts to travel very slow. It slows down the run rate as well the wickets starts to fall out. Still the HITMAN stands as a ONE MAN ARMY. Tailenders fails to play the role of Night Watchman as the pressure is heavy on the batting side. On the other end, it was just "... STRUCK THY WAY... and ... IT FOUND'S THE GAP.....". It ends up in pain. Due to the mistakes of the openers as well as the tailenders, wicket ends up to 10. Finally, the game was lost. (NANDHA KUMAR- 40 Runs (1 Four and 2 Sixes) of 44 balls.)

No matter what, in the next few weeks we all gained our energy back with the words from seniors on the Post Match Analysis which revived back to the race and badged our victory against MADURAI KAMARAJ UNIVERSITY CLUB (MKUC) with a great margin of runs nearly 70. The Technical Expert UMA MAHESWARAN (87 RUNS (8 fours and 4 Sixes) OF 57 DELIVERIES) registered his Half-Century and brings us back the all awaited hope and courage for the next game. And we are still not down; we have started our journey to the next INTER-COLLEGE TOURNAMENT in which we were the defending champion for the past 3 years. Happy and thankful always to the TSM Cricket team which gave me more healthy and hopeful life at TSM.



ARAVINTHAN A

I - PGDM

****TSM secured Bronze Medal****

Generally, Football is viewed as a way to stay healthier; their significance goes substantially further. As a matter of fact, Football taught me life lessons like discipline, responsibility, self-confidence, and teamwork. These are some vital assets that I will carry through the rest of my life.

As a management student, I have very challenging courses and its sessions may even extend up to late evenings. I also have to deal with my grades, assignments, presentations and group projects. In spite of this busy schedule, whenever I play Football, it gives me instant energy that enables me to perform better in academics, deal with setbacks and failures in life. I learnt that, how hard I try, I may not always get the expected results, but no matter what, I have to persevere and to not give up.

Football is one of the sports that involve most physical activity. The risk of injury is higher and nearly inevitable; however we learn to fight through pain and tend to give our best. Football gave me this positive attitude, where I see falling as a way to learn how to pick myself up.

The benefits of playing Football actually

includes increase in blood flow to the brain leading to increased concentration, enhanced memory and makes our entire body more active. From a social standpoint, Football is a powerful tool that unites individuals and creates a sense of togetherness.

To sum up, I would say Football is not just a sport; it's a way of living!!!

On 29th September 2018, TSM Football Team went to the Futsal Tournament in Day & Night indoor sports hub at Madurai where a total of 32 teams participated.

The squad was Vishnu Prasad.R (II MBA), Rajiv BS (II MBA), Ashish (II PGDM), Hamil Joel Sounder PS (I PGDM), Kumaran S T (I PGDM), Elankkathir E (I MBA), L.Siva Shanmugam (I MBA), and Sandeep Chandrasekaran (I MBA).



VISHNU PRASAD.R
II MBA



PARADISYA DESIGN



SYED IBRAHIM N

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