



THIAGARAJAR SCHOOL OF MANAGEMENT

(An Autonomous College affiliated to Madurai Kamaraj University)
Accredited by NAAC with 'A' Grade

Established in 1962
Pamban Swamy Nagar,
Thirupparankundram,
Madurai - 625 005
Tamil Nadu, India.
Tel : +91 452 248 4099
Tel : +91 452 248 6900
URL : www.tsm.ac.in

No: SL/2017-18/Student/002

Date: 12.10.2017

The Principal,
Thiagarajar School of Management,
Madurai - 625005

Sub: Sanctioning of funds to External Experts/Trainers/Coaches for the purpose of Student Advancement

It is hereby conveyed that the institute has sanctioned an amount of Three Lakh Fifty Thousand Rupees (Rs.3,50,000) to cover the costs of engaging the services of 'Parivarthana Consulting'. The engaging party has intended to provide Placement training workshop for equipping our students with contemporary and industry-ready skills. Considering the importance of this training program in contributing to the career development and progression of our students, the institute has sponsored the training of all the second-year students of batch 2016-18. Therefore, it is required of all the students to participate and benefit from the program.


Principal,

Thiagarajar School of Management

Principal
Thiagarajar School of Management
Madurai-625 005

Copy to:

1. Accounts Office
2. Dean, MBA Program
3. Program Office, MBA



Parivartana

INVOICE

Date: 1st September 2017
Invoice No: 201709002

BILL TO:
Thiagarajar School of Management
Unit of Manikavasagam Charitable Foundation
GSTN: 33AAATM4917G2ZR
Pamban Swamy Nagar, Madurai District, Thiruparankundram, Tamil Nadu 625015, India

FOR: Professional Fees for CareerCarve Training Workshops

Description	Amount
Professional Fees (50% of contracted amount)	INR 2,96,610.00
IGST (18%)	INR 53,390.00
Total	INR 3,50,000.00

CareerCarve is owned and operated by Parivartana Consulting Pvt. Ltd. Please issue the cheque in the name of "Parivartana Consulting Private Limited".

PAN: AAGCP4772X
GST Number: 29AAGCP4772K1ZT
CIN: U74900KA2011PTC061440

2,96,610 /
 29661
 18% GST
 53,390 /
 53390

For Online transfer:

- Name of the account: Parivartana Consulting Pvt. Ltd. 45T
- Branch: State Bank of India, RBI Layout Branch, JP Nagar 7th Phase, Bangalore 320339
- IFSC Code: SBIND004408
- Account no: 32424810756
- Account Type: Current Account

114844/CA1
 ID No:
 DATE: 1/9/17
 Signature: G

Yours sincerely,
For Parivartana Consulting Pvt. Ltd.,

Swaroop N.S.
Director

Srinivas Swaroop N
Director,
Parivartana Consulting Pvt. Ltd

G...

MTX

Email: contact@parivartana.com
Ph: +91 99001 22774
www.parivartana.com
55, 6th Main, Convent Nagar, J. P. Nagar, 7th Phase Bangalore.



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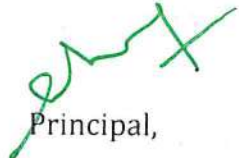
No: SL/2017-18/Student/001

Date: 02.06.2017

The Principal,
Thiagarajar School of Management,
Madurai - 625005

Sub: Sanctioning of funds to External Experts/Trainers/Coaches for the purpose of Student Advancement

It is hereby conveyed that the institute has sanctioned an amount of One Lakh Eighty Four Thousand Rupees (Rs.1,84,000) to cover the costs of engaging the services of 'Smart Training Academy'. The engaging party has intended to provide Smart Grooming workshop for equipping our students with contemporary and industry-ready skills. Considering the importance of this training program in contributing to the career development and progression of our students, the institute has sponsored the training of all the second-year students of batch 2016-18. Therefore, it is required of all the students to participate and benefit from the program.


Principal,

Thiagarajar School of Management

Principal
Thiagarajar School of Management
Madurai-625 005

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2. Dean, MBA Program
3. Program Office, MBA





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Tamil Nadu, India.
Tel : +91 452 248 4099
Tel : +91 452 248 6900
URL : www.tsm.ac.in

No: SL/2017-18/Student/001

Date: 09.09.2017

The Principal,
Thiagarajar School of Management,
Madurai - 625005

Sub: Sanctioning of funds to External Experts/Trainers/Coaches for the purpose of Student Advancement

It is hereby conveyed that the institute has sanctioned an amount of One Lakh Eighty Eight Thousand Rupees (Rs.1,88,000) to cover the costs of engaging the services of 'Ephiphyte Solutions'. The engaging party has intended to provide Industry Deep Dive training for equipping our students with contemporary and industry-ready skills. Considering the importance of this training program in contributing to the career development and progression of our students, the institute has sponsored the training of all the second-year students of batch 2016-18. Therefore, it is required of all the students to participate and benefit from the program.


Principal,

Thiagarajar School of Management

Principal
Thiagarajar School of Management
Madurai-625 005

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2. Dean, MBA Program
3. Program Office, MBA



Epiphyte Solutions

A 102, 103 & 104
GST 1000 & Main Road, 4th Floor
Jyothsna Park Block
Bangalore - 560011
Email: info@epiphytesolutions.com
Call: 9879666379

Date: 19th September 2017
Invoice No: 03

From
Epiphyte Solutions
GSTIN: 29AADFE1639EIZM (IGST)
PAN: aadfe1639e
State: Karnataka
State Code: 29
HSN Code: 999249

*Program fee - 1,60,000
= DS 1,41,000
GST 19,000
Travel 17,886*

To
Thiagarajar School of Management (Unit of Manickavasagam Charitable Foundation)
Pamban Swamy Nagar,
Madurai District,
Thiruparankundram,
Tamil Nadu 625015
GSTIN: 33AAATM4917GZZR
PAN: AAATM4917G

PAID
CO. No: *60238/E8*
DATE:
Signature:

Sub: Invoice for "Industry Deep-dive" program

Please find below the invoice details for Industry Deep-dive program. The invoice includes the fees of the class-room sessions and reports of 25 industries

Sr. No	Particulars	Program Fees (Rs)	IGST@18%	Total (Rs)
1	Class room sessions for 4 days and the detailed reports of 25 industries	1,60,000	Rs. 28,800	1,88,800
2	Travel Reimbursement (Ticket Attached)			5,886
Grand Total				1,94,686

Rupees in Words: One lakh ninety four thousand six hundred and eighty six

For, Epiphyte Solutions
Venkatraman Krishna
Venkatraman Krishna
Epiphyte Solutions

GST, PAN and Account Details

PAID
CO. No:
DATE: *20/9/17*
Signature:

*1,94,686
16,000
178,686*

The programme was conducted from 14th Sep to 16th Sep, 2017 for both HBA and PGDM Students. Proposal and sanctioned amount was decided and approved by my long back.
[Signature]

[Signature]
Principal
Thiagarajar School of Management
Madurai-625 005

Industry Deep-dive Program

Venkatramanan Krishnamurthy

PGDM: IIM-Calcutta

CEO: Epiphyte Solutions

Cell: 9538966339

E-mail: venkatr74@gmail.com,
k.venkatramanan@wefaculty.com

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Overview

- This program has been conducted at top b-schools like ISB, IIM-Indore, IIM-Kozhikode, IIM-Trichy etc
- The objective of the program is to help bridge the “Industry-Knowledge Gap” that exists between b-school students and the industry requirements.
- The program familiarizes the students to the dynamics of different industries and more importantly provide an easy and effective framework to understand any industry on their own.
- The program will have following deliverables:
 - During the program, the students would be taken through 6-7 industries in detail.
 - The industries will be chosen in such a way that they belong to wide spectrum like **E-Commerce, FMCG, Fintech, Banking, Hitech, Pharma**. The reason for choosing disparate industries is to equip the students with tools of how to analyze the industries which have very different dynamics.
- At the end of the program, material pertaining to the 25 industries would be provided to the participants.

Program Outcome

- Better Placement performance of the b-schools particularly among top recruiters.
- Increase in the number of PPOs through better performance in Summer Internship Projects.
- Relating the concepts taught in the class room and the real world of business.
- Improving the quality of Industry based projects/assignments/ Case Analysis.
- Improve the CV by winning International and National level b-school competitions

Importance of Industry Knowledge

- The expectations of the corporates from the b-school students have changed significantly over the years. They now want the students to be “Industry Ready” from the day of joining.
- Apart from conceptual clarity on managerial courses, **they also expect the students to have sufficient industry knowledge.**
- Industry knowledge is essential to **relate and apply** the concepts taught in the classroom to the real world situations. For example, marketing concepts have different level of application in an IT company compared

- to FMCG companies, consumer durables and automobile companies will have different challenges in supply chain.
- According to recruiters, most students even from reputed b-schools are not aware of the basic dynamics of the industry. During the interview, most students could not answer some simple questions like below:
 - Why do you want to join this industry?
 - How do you analyze this industry performance over the last 3 years?
 - What are the challenges faced by this industry?
 - What are the key segments in the industry and the size and growth of each segment?
 - What are the segmental changes happening in the industry?

Need for this program

- **Dynamics of Industries are not taught specifically as a course at many b-schools.**
- The courses are structured along marketing, finance, operations, HR etc. But the students are not adequately introduced to the realities of different industries.
- So the students have to acquire this knowledge on their own. But they do not have the framework to understand and analyze an industry.
- Though there are lot of material and information available about the industry, there are a few issues:
 - Many reports like CMIE, equity analyst reports, annual reports of companies, industry reports are targeted for working managers, senior level professionals and investors related to the industry. They are not targeted towards students. Hence the students do not what information to take and what to leave. How far to go?
- This program the students would expose the students to the dynamics of key industries and also provide the right framework to analyze an industry on their own.

Program Details

During the program, the students would be taken through 6-7 industries in detail. The industries will be chosen in such a way that they belong to wide spectrum like **E-Commerce, FMCG, Fintech, Banking, Hitech, Pharma**. The reason for choosing disparate industries is to equip the students with tools of how to analyze the industries which have very different dynamics. At the end of the program, material pertaining to the 25 industries would be provided to the participants.

- **Snap-shot pack -5 to 10 slides.** Mini-pack will give a snapshot view by providing key industry numbers like industry size, growth, market-share etc.
- **Crasher pack - 25 to 30 slides.** Crasher pack will answer the key pointers. It will help to quickly get the overall perspective about the industry.
- **Comprehensive pack - 80 to 100 slides.** Comprehensive pack is very detailed which will cover all aspect of the industry. Some of the key parameters which will be covered in comprehensive are:
 - Industry Structure and characteristics
 - Size / Demand
 - Segmentation and Size of each segment
 - Segmental changes in the past and the future
 - Growth rates in the past
 - Key Raw Materials
 - Dynamics or basis of competition
 - Analysis of Cost Structure, Financial Performance and Profitability
 - Demand Drivers (Factors that affect the demand positively or negatively)
 - Demand-Supply Equation
 - Capacity Utilization/Operation Rates
 - Critical Success Factors
 - Top 4-5 players in the industry, their market shares across different segments, growth rates, profitability, key initiatives etc.
 - Strategies of key players and their impact
 - Key Regulations and policies affecting the industry positively or negatively
 - Exports and Imports
 - Future Outlook for the Industry on Demand, Supply, Growth Rates, Costs and Profitability.

Commercials

- Program Duration: 8 sessions and 75 minutes for each batch
- Rs. 80,000+18% GST per batch and Total Fees for 2 batches would be Rs. 1,88,800 (Fees -Rs. 1,60,000 + GST - Rs. 28,800)
- The commercials include the session fees and the detailed report of 25 industries