

VIBRATIONS

Beyond Words



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Monthly Newsletter

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Thangal Kunju Musaliar Institute of Management

Janab A. Thangal Kunju Musaliar (1897-1966) Founder - TKM College Trust industrialist, philanthropist and visionary founded the TKM College Trust in 1956. The TKM College Trust established several premier centres of learning, from Schools to Professional Institutions.



Orientation Programme for 24th Batch of TIM MBA

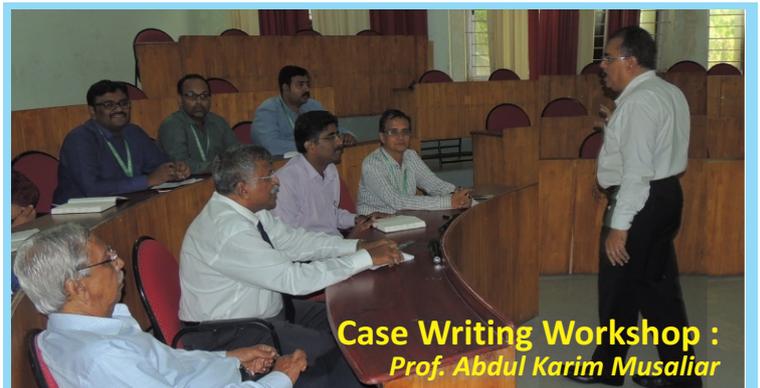


The Batch 2018-2020 was welcomed to the Institute on September 8, 2018. The induction programme was inaugurated by Mr. Subhash Muthanna, CTO & VP, Taurus Investments & Holdings. The inaugural address highlighted the qualities of a leader and the requirement of leadership qualities that can be nurtured and fine tuned. Mr. Subhash emphasised the importance of integrity, ethics and perseverance in the life of a professional quoting multiple examples and short cases. The message by the Chairman and the Director accentuated the importance of focused learning and gearing up for the future.

PMI Chapter launched Corporate Mentorship Programme at TIM



Project Management Institute (PMI), Trivandrum, Kerala Chapter organised a Corporate Mentorship Programme for its Academic Forum Members of TIM on 15th September 2018. The session commenced with an orientation program that defined the expectations from the mentors followed by one to one mentoring. The mentors provided career guidance and pathways to advanced skill development. The panel included Harikuttan K, Program and Portfolio Professional working with E&Y, Jatin J., Engineering Auditor for Allianz Technology, Karthik Vijayan, Engineering Auditor for Allianz Technology, Arun Ravi, Managing Director of Synapse Monitoring and Technology Solution and Dileep Viswanathan, Engineering Program Manager at Hewlett Packard Enterprise.



No technology can replace the beauty and relevance of case method of teaching and obviously the relevance of case writing is increasingly significant, said Prof. T. Abdul Karim Musaliar, Executive Director of TKM Institute of Management. He was leading the faculty empowerment session on case writing. The programme equally addressed those who are new to the case methodology of learning and who are desirous of writing own cases for teaching and publishing. Professor Abdul Karim Musaliar who is trained at Harvard on Case method, outlined the importance and outcomes of teaching and learning management through cases. He highlighted the interdisciplinary utility of the case methodology of learning and teaching process. The interactive session also focused on leading a case based classroom and discussion based teaching. The culminating idea was essentials on how to write business cases that students would love to discuss.

Alumni meet 2018@Kochi



Rendezvous 2018, Annual alumni meeting, brought together memories at Crowne Plaza, Kochi. Jb. Shahal Hassan Musaliar, Chairman TKM College Trust presided the meeting. Smriti-Merit cum-Means scholarship was awarded to two participants of the 23rd batch. Mr.Harikuttan Kochukunj bagged the best alumni contribution award. On the occasion of the Silver Jubilee celebrations of the Institute, a series of master-class lectures by alumni members titled *Alumni Connect* was announced, commencing from March, 2019.



Campus to Corporate & Alumni Boot Camp



The TIM Campus to Corporate (CaCo) Training Program and Alumni Boot Camp, 2018 brought together participants, industry professionals, alumni, faculty and staff for an intensive and comprehensive six day training specially tailored for participants of the 24th batch aspiring for placements. Campus to Corporate and Alumni Boot Camp is a unique mix of formal and informal learning interactions with the objective of understanding the nuances of corporate embedded

in our promising recruits. CaCo 2018 began with the Yi Yuva Chapter Launch at TKM Institute of Management where Dr.Arun Surendran , Chair, Yi & Principal Strategic Director, Trinity College of Engineering , Mr. Hari Krishnan Nair, President, Western India cashew Company, Ms. Aditi Radhakrishnan, Founder & Head, Mitara Consulting Services set the tone for the rest of the days. Following the inaugural session was, setting the expectations of TIM CaCo training programme by Dr. Vinith Nair . The training activities were coupled with interactions by the alumni from 4th batch to the 21st batches of TIM thus enabling them an opportunity to give back to the Institute. They exposed the participants to the world of business by throwing insights at the entry level positions, skill sets required, opportunities and career growth ranging from telecommunications, banking, FMCG, Insurance, IT and entrepreneurship.

TIM Alumnus from E&Y London meets our current batches

Naem Badiuzzaman, TIM alumnus (2001 to 2003) spoke on 'Workforce of the Future' by narrating his personal experiences, effective ways of making the best use of MBA years and how one can gear up for the industry. He is currently based in London and manages the Europe, Middle East, India and Africa Public Relations for EY's (Ernst & Young) Financial Services business. Prior to the current role, he looked after Press, Social media, advertising and Analyst Relations at EY's Middle East and North Africa business. He has over 15 years of Communications experience with stints in Corporate Communication, Media Relations and Broadcast media. In addition to London, he has worked in Dubai, Kochi and New Delhi.



The two day TIM Management Fest 2018 was conducted to test the participants' business acumen, skills and caliber to withstand stress. The platform provided the participants to showcase their managerial talents and win accolades for their teams. The competing Houses namely- Poseidon, Ares, Artemis and Apollo too had names in alignment to the core theme Exousia. The participant teams decided on the number of teams and events for the fest. Each teams competed itself and went on to market exceedingly well. The range of events spanned from ad-selfie, role plays, case analysis, poster making, business plan presentation, ad-mad, team events, best manager competition etc. Winning in a game boosts the self esteem and make one feel important and accepted. Vishal Vijayan was selected the Best Manager after undergoing series of exercises and activities in decision making and working under stressed situations. The participating team from Artemis won the Best Management Team award. Based on the scores for each of the competing teams, Artemis stood first, Ares second and Apollo received the third place respectively.



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Cultural Meet : Sanskriti 2018

Participants at TIM share exceptional moments by participating in fests that serves as a platform to present new art forms, to show new creative possibilities by offering a standard quality all by itself. As an initiative to create these exceptional moments, every year TKMIM and TACT jointly organizes Sanskriti – the annual cultural fiesta. Sanskriti, celebrates the harmony and togetherness of different identities across diverse talents. It is the same uniqueness that made the day special with the presence of Mr. Job Kurian whose making himself heard as an independent musician and playback singer. The fest unfolded events like monact, e-collage, face painting, mapilapattu, adaptune, solo song, duet song, solo dance, mime, synchrome, group dance... The main highlight was the theme show at the end. Ares bagged the champions title of Sanskriti 2018, while Artemis was placed second followed by Apollo.



The Sports Connection - SPINZ 2018

Spinz 2018, the annual sports event at TIM was organized by KRATOS, the Sports Club of TIM. Inaugurating the event the Director remarked on the rise of sports industry and pitched on the similarities in sports and business which lay emphasis on core skills of competitiveness, drive, team work and humility in winning a game or being successful in business. The Dean in his address, emphasized the importance of hard work, training and coaching for a professional player. The four competing teams viz Drucker Visionaries, Kotler Marketers, Porter Forces and Prahlad Strategists tried their mettle against one another in the events comprising of both indoor and outdoor games. The day witnessed intense competition among the participants with Porter Forces grabbing the overall championship.

Students achievement

Second year MBA participants contested in the KICMA (Kerala Institute of Co operative Management) fest AVENIR 2018 and won the overall championship. Abdul Shan, Nishma. P, Anaswara. S R and Geetanjali G bagged first place for Finance Game, Humayoon N, Amaladh M, Navneeth, Abdul Aziz Ibrahim came first in the HR Game, BMT- Jithin Goplakrishnan, Rahul Raj, Roshni S, Sruthi S were the finalists for the Best Management Team and Gayathri NS was chosen the Best Manager.



INNOVATION

Prof. Abdul Karim Musaliar leads workshop

TKM Business Incubation Centre conducted a Workshop on Innovation, where Prof. Abdul Karim Musaliar elaborated on the significance and importance of creativity and innovation for successful organizations. The session mainly helped the participants understand doing things differently and looking at things from a different perspective. By citing innovations in the market place, the workshop helped the participants to know from where innovations come from. As a follow-up of the workshop, an idea pool was also generated where participants gave a brief description of the problem statement followed by possible solutions to the problem.

HR Conclave 2018



As the culmination of a weeklong programme to bring corporates and campus participants together, TKM Institute of Management conducted the 4th National Human Resource Conclave in association with NIPM at its campus on 10th November 2018. Capturing the reality of the new digital revolution sweeping the industry and the consequential impact on HR practices, the Conclave had the theme: "Disrupting the Workplace - Recent Trends in the Digital Era and Its Impact on HR". This event was attended by over one hundred participants from several higher educational institutions across the state who participated in the Best Management team competition conducted by TIM. The Conclave was addressed by a host of industry experts: Mr. C.S. Anilkumar, Vice President, Reliance Retail & Former Chairman NIPM, Trivandrum Chapter inaugurated the deliberations. Other managerial speakers included Mr. Elango P, DGM – HR, SFS Homes Pvt Ltd Mr. Anish MJ, Global Competency Manager, Tata Elxsi, Mr. Jinson Kuruville, Business Partner –HR Infosys Ltd. Speakers at the Conclave recognized that the workforce of the future has to develop skills, abilities and attitudes to work in the new economic world.

Step-Up Career Training Programme



TKM Institute of Management conducted a one day Step-Up Career Training Programme at St Joseph's College for Women, Alappuzha. Recognizing its role in social responsibility, the Skills Training & Enhancement Program (TIM- STEP Up) is for graduates who aim to upgrade their skills. The sessions engaged by Dr. Vinith Kumar Nair, Dr. Manoj Krishnan C. G and Prof. Anil Kumar highlighted on resume preparation, group discussion and Personal Interviews.



Synergy TIM Talk on Self Transformation

Synergy, the HR Club of TIM organized TIM Talk: Self Transformation –from Good to Great by Ms. Prathibha Menon who has over 17 years of experience in the IT industry, working in various Management roles with Multinational companies like Polaris, Hexaware, HCL, Cognizant etc. The session began by bringing out the differences in perception and the reality of a manager. The speaker also highlighted the multiple challenges involved in traversing from good to great. Great managers exercise a freedom based on Trust and are people's persons. They value the unique abilities and learn how to best capitalize on it and integrate them into co-ordinated action. The speaker exhorted the participants to stay committed to their purpose and depend on a mentor who can give corrections without resentment.

An affair with newspaper

Choosing the right habits and building them richly is fundamental to future readiness. The first among them? Reading a business newspaper



The Newspaper Club organised a talk by Mr M.K. Krishnamoorthy, Chief Manager, The Times of India Group. The session focused on the essence of newspaper reading and how the habit of reading will impact other areas of life as a business student. Overcoming distractions, habit building, creating micro habits, multiple attempts of reading and linking reading with overall development were the major themes of the session. Mr. Krishnamoorthy demonstrated the case examples of cultivating the habit of reading using headlines. He also elaborated how the progression from headlines to deeper content from multiple news platforms will assist the quick learning progression of a business student. The programme was in connection with the ET in Campus initiative.

Institution Innovation Council (IIC)

To foster culture of innovation amongst all Higher Education Institutions, Ministry of Human Resource Development has established MHRD's Innovation Cell (MIC). MIC has encouraged the creation of Institution Innovation Cell to promote innovation eco-system in the campus. Ministry of HRD, Govt. of India has certified TKM Institute of Management to establish Institution Innovation Council as per the norms of the Innovation Cell. Prof. Azhar Basher represented the Institute and received the certificate. The Institute looks forward to create an entrepreneurship and innovation ecosystem for scouting and pre-incubation of ideas through curriculum integration, industry interaction, corporate networking etc.



Flood Relief Campaign - Anbodu Trivandrum - Lessons in humility

Abhijith S Nair, one of our lead volunteers, recounts the worst flood the state has seen in the century and the best learning for him and the generations to come.

It was a late realization after living 20 years that the courage given by the experience of an emergency commune is one the finest learning in life. The enthusiasm and the feeling of togetherness that a camp vibrates with is beyond words. Monsoons are seasonal and unwelcomed except by farmers. Unlike yester years, people in Kerala felt the pinch of rains with mixed feeling. An estimated financial loss of 19512 crores, 352 people lost their lives, 1000's of people lost their livelihood and Kerala witnessed the worst flood of 100 years. Being in Thiruvananthapuram, away from the affected zones, I could resist being unmoved for some time only. The media reports stirred the momentum and I was there with a team of Anbodu Trivandrum joining hands with the efforts of the District Collector K Vasuki and R Nishanthini IPS. The camp's unrelenting effort continued for almost 15 days inside the hall and is still in progress working in the remote areas of Ranni, Pathanamthitta and Chengannoor. Unlike other relief camps or collection centers, we stood apart in many ways. To augment the government bodies we went outdoor and identified isolated areas where government could not reach. We made



available everything from salt to sugar and we were so happy returning from Madamankav, a small village for that we at least were able to wipe the tears of more than hundreds. We also identified schools in Chengannoor which were fully or partially destroyed and took measures to restore them. This was apart from the provision of books and other study materials to the students of the local schools. In Pathanamthitta, one of the worst affected districts, we witnessed the value of fresh water to drink and basic clothes to change. The sights of wretched mud-filled houses clogged with garbage and filth was common. While arranging the necessities like drinking water, food packets, torch lights, mats, undergarments to them, we realised the superior value of each of these seemingly simple things. This is not a single lesson, but a pool of lessons; the lessons of strength, team work, humanity, courage, commune, gravity of human problems and intimacy of human beings. While our collection centres flooded with donations and contributions, our hearts were filled with the smiles of many for which I was also a reason. It was a gratifying sense of many lessons in humility.

TIM Report on cashew industry : submitted to the Govt. of Kerala.

Among the outcomes of the workshop on : FINANCING THE CASHEW INDUSTRY- ISSUES AND PROBABLE SOLUTIONS conducted by TIM, based on the proceedings and the deliberations at the workshop and based on the study conducted as a prelude to the workshop, a report was being prepared. The report was submitted to the Hon. Minister, J Mercy Kutty Amma , **Minister for Fisheries, Harbour Engineering and Cashew Industry** on 24th September 2018. Beyond the follow-up of the workshop, the report is one of the most comprehensive one in the industry that incorporated views of multiple stakeholders outlining concrete and pragmatic steps to overcome the current problems.

Study on social media in film marketing : Research Guidance

Mr. Aravind T. S, the research scholar guided by Dr. Vinith Kumar Nair, Professor and Associate Dean, TKM Institute of Management, has successfully defended the thesis on "The perceived usefulness of Social Media vehicles on intention to watch Malayalam movies". The work demonstrates a range of possibilities of social media in film marketing.



Hands on Trading Sessions by the Finance Club

Finance Club of TIM, Nidhi, organized an interactive session with Dr. Vijayakumar, Chief Investment Strategist, *Geojit BNP Financial Services Ltd* on Introduction to Global and Indian Economic scenario. The session was followed by a live trading session on the demonstration of various market segments by Mr. Sooraj, Online BDM, *Geojit BNP Financial Services Ltd*. The session also covered trading and demat account opening procedures, the documents required and was followed by students getting enrolled to the account opening procedure. The Q&A session was attended by Mr. Sudheer Kumar, Regional Head, Trivandrum zone.

FACULTY ACHIEVEMENTS

- Dr. Aravind** published a text book titled : *Principles of Financial Management* by Viva Books
- Dr. Vinith Nair and Prof. Anil Kumar** attended a three day FDP on Curriculum for Data Science & Business Analytics by SAS at Amrita Vishwavidyapeedam, Coimbatore.
- Dr. Manoj Krishnan C. G** presented a paper on A study on Academic Stress and its Management among B-School students in Kerala at SCSCMV University, Kancheepuram.

Towards greater bonding

The freshers' day brought together *Timians* of the 24th & 23rd batches to cherish and share moments of happiness, joy, fun, laughter, games and pranks. The 23rd batch enthusiastically accepted the instruction of their seniors and finally evolved to *Timians*. Following was the inauguration of the Music Club - *Aawaaz*, was a medley of songs by the gifted singers. The day also witnessed the official release of the promo video of the TIM fest.

Anti - Ragging Campaign

Mr. Mohammed Khan, Sub -Inspector of Police ,Crime Branch ,Kollam, conducted a session on anti-ragging for the participants of the 23rd and 24th batches. The speaker also appraised the participants about the severity of punishments and the likely consequences.

