

Drishhtik n

SCHOOL OF MANAGEMENT STUDIES, NIT CALICUT



തമരസം മാ ജ്ഞാനിരംഗമ്യ JUL - SEP '21

The screenshot shows a Zoom meeting interface with a grid of 40 participants. The participants are arranged in a grid, with some names visible: SURABHI NIRGUDW, ASWATHI, SAJIN SALAM, APARNA, BIPIN, MUNEEERA, .AVVAD, LAKSHMI, ASWATHI SUDHEER, VAISHNAVI, Host, REVATHI ANN, NITHIN PAUL, RINSHAD, SHRINE, MEGHNA, ARPITH T JOHN, CHRISTOPHER BASU, NATIQUE ANSARI, MADHUPRIYA, SUDHANSHU, PRITIPARNA DAS, AARON KOSHY THO, FAHEEM ABDULLA, AARON KOSHI, HANEENA, BHAGYA THARA BA, VISHNUPRIYA YD, MEENA, HANEESHA, AKSHAY RAMESH, FREELAKSHMI V, RUPESH VISWANATH, MEENA, HANEESHA, SONU SUNNY, ARPITH T JOHN, and AL JOY. A notification at the top right says "MBA 2021 Batch wants to join this call SOMS, Calicut" with options "Deny entry" and "Admit". A notification at the bottom left says "MBA 2019 Batch left the meeting". The bottom control bar shows "You", "13:00 | zcc-upqn-eeq", and various icons for mute, video, chat, and end call. A yellow sticker with "Life Online" is in the bottom right corner.



Director's Message

The world has witnessed several crucial changes in the recent past with the withdrawal of the European forces from Afghanistan and continuing crises in the region, various ongoing movements for ecological and social justice as well as drastic environmental incidents like the eruption of the La Palma volcano in Spain. Change has been the only consistent thing in this period with various developments in the work space scenario with better vaccinations for COVID-19 and increased concessions for operations of various business activities. All of these changes mentioned so far and the many occurring as we discuss this demand an awareness and training that was probably unheard of earlier. The increased instances of natural and man-made calamities should make us reflect on the newer ways we could adopt to tackle these challenges efficiently and effectively.

Education and training are two crucial tools with which one can engage with the needs of the hour as well as future. While NIT Calicut has always attempted to develop and spread the latest and best technologies for sustainable development and growth, School of Management Studies has been training professionals who are equipped to deal with the ever growing challenges of the industry. The various activities of SOMS, including the curricular, extra-cur-



Dr. P.S. Sathidevi
Director [I/C]

ricular and co-curricular ones, have been aimed at building the quality of its students, ensuring that they have mastered the various tools, technical skills, soft skills and, most crucially, managerial skills needed by organisations in these hybrid times. The various specialisations that SOMS offers to its MBA students- Finance,

Marketing,

Human Resources,

Operations and Systems-

are developed keeping

these challenges in the

industry in mind, and the

expertise provided by the

faculty members, various visiting

experts and professionals from

the industry, NGOs as well as

various government sectors

ensure that the students are

offered nothing less than the best.

The various research programmes

offered by SOMS, in Management,

Economics and English, have been

receiving great responses from students

as well as academia.



I wish the best for the school and the various academic and non-academic activities it is spearheading. With appropriate leadership and motivation, the school will achieve the glories that it deserves. I hope that School of Management Studies continues in its pursuit of excellence and realises more achievements for the institute as well as its stakeholders.



HOD's Message

The third quarter of the year 2021 witnessed a major development in the activities of the School of Management Studies. Several informative and thought provoking events such as Mex Talks, Somevad and Ignite were organized through various online platforms. The students and faculty members of our school have been working in tandem with the needs of the period, and our students have successfully completed their internships in various organisations thereby adding valuable experiences which supplement the knowledge gained in the classrooms. The success stories of the internships got celebrated on various social media platforms as well. Admission to the new batch of MBA programme got finished during this period. It is to be noted that there is a healthy balance of students from inside and outside Kerala in the new batch, that ensures diversity of experiences, identities and cultures in the classroom. The enthusiasm shown by students from across the country in ensuring an opportunity to be a part of SOMS is indeed overwhelming and encouraging. This enthusiasm got reflected in the 126 PhD applications we received this semester. SOMS is evidently becoming more popular as a research destination in the field of Management Studies, Economics and English Studies.

Believing that we are a part of the whole and that our well-being and that of others around us are interlinked, has motivated us to initiate plans for a Miyawaki-inspired forest around SOMS. Inspired by the vision and mission of the celebrated Japanese botanist and plant ecologist, Akira Miyawaki, SOMS dreams of a future where ecological well-being is the priority for its students and faculty members. A small but crucial, initial step has already been taken in this

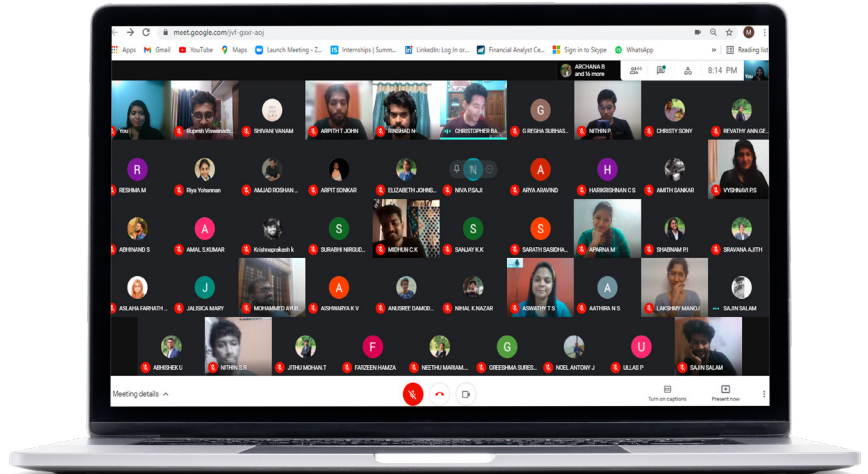


Dr. Muhammed Shafi
Head, SOMS

direction. Several hundreds of saplings, carefully chosen from amongst the native plants and trees, were planted around our school. Volunteers from around Kozhikode and the neighbouring districts are also part of this on-going venture. The dream is to ensure that our school contributes immensely in generating and spreading a sense of ecological justice, thereby shaping a generation that works towards a balanced and sustainable model of development in business as well as in the everyday use of various natural resources



Virtual Farewell Day!!!



The Farewell party was successful in bridging any emotional gap between the two batches that the pandemic-led social distancing have possibly caused. Although the 2020-22 batch never had an opportunity to meet their senior batch on campus, there existed an appreciable bond and the mentoring skills of the senior batch is commendable.

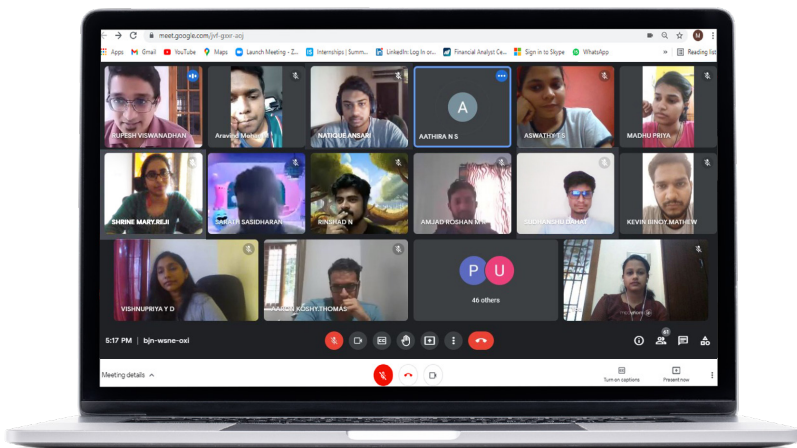
Though the farewell was conducted through

the virtual platform of Google Meet, it was interactive and engaging with interesting questionnaire being given to the outgoing batch and sharing of experiences from their part. As a token of love, the students of the outgoing batch were given memorable presents and a video connecting their life on campus was dedicated to them.

The 2019-21 batch thus handed off their tag “seniors” to the upcoming batch and left the valley.



Virtual Freshers' Day!!!



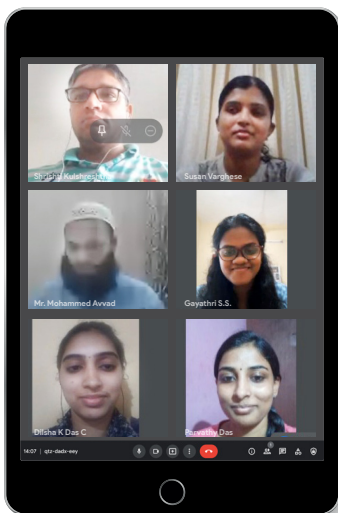
A Virtual Freshers' Day activity was organised by the senior batch to help the 2021-23 batch of newbies feel welcome as members of the SOMS family. Students of the senior batch shared their experiences with the new students and briefed the academic and cultural activities awaiting them in the coming academic year. The junior batch was chosen to represent the club in various activities. The club and committee heads divided their duties and responsibilities with the new batch. As the pandemic situation necessitated online meetings, an ice-breaking session was very much required. Groups were formed connecting both the batches. Junior students were also introduced to the social media pages of SOMS that can provide a space for showcasing their creative talents. This event successfully helped first year students to know each other and the SOMS family.



 Farewell Seniors

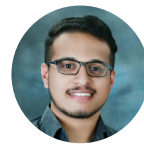


PhD Freshers



Seven new PhD Scholars have joined the School of Management Studies in August 2021.

1st Year Coordinators



Aron Koshy Thomas
Secretary



Faheem Abdulla
Placement Coordinator



Ameena M.S.
P R Coordinator



Afifa Aboobacker
Social Media



B Haneesha
Academic Coordinator



Bhagya Thara Baji
Sac Representative

Ignite Session 1

Resource Person:

Dr. Prabhakaran Paleri

About the Resource Person:

Dr. Prabhakaran Paleri is currently Emeritus Professor at Rashtriya Raksha University, Gujarat. He is a former Director General of Indian Coast Guard and was the founding HOD of SOMS, NITC. He is also a former Senior Adjunct Professor in SOMS, Chintech, Kannur.



Held on Aug 7, 2021 from 11:30 am to 12:30 pm.

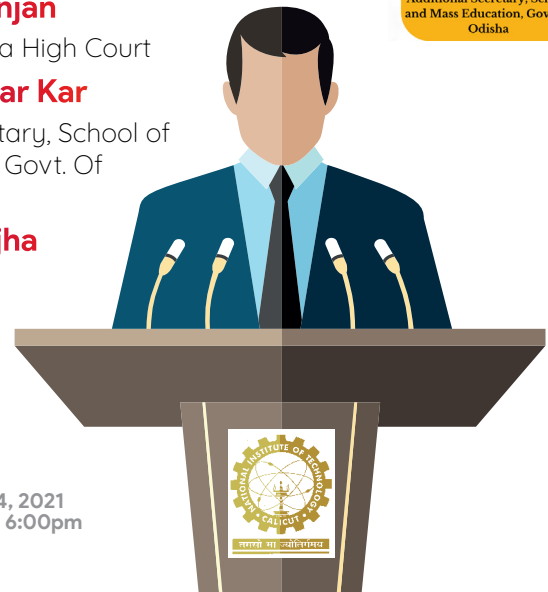
Managerial Expertise Talk

Keynote Speakers :

- Sri. Prasanna Kumar Parhi**
Assistant Solicitor General of India (Odisha)
- Sri. S. Jyotiranjana**
Advocate, Odisha High Court
- Sri. Alok Kumar Kar**
Additional Secretary, School of Mass Education, Govt. Of Odisha
- Sri. Nilopal Ojha**

Topic :
Social Media Challenges - A Legal Perspective

Held on August 14, 2021 from 04:30pm to 6:00pm

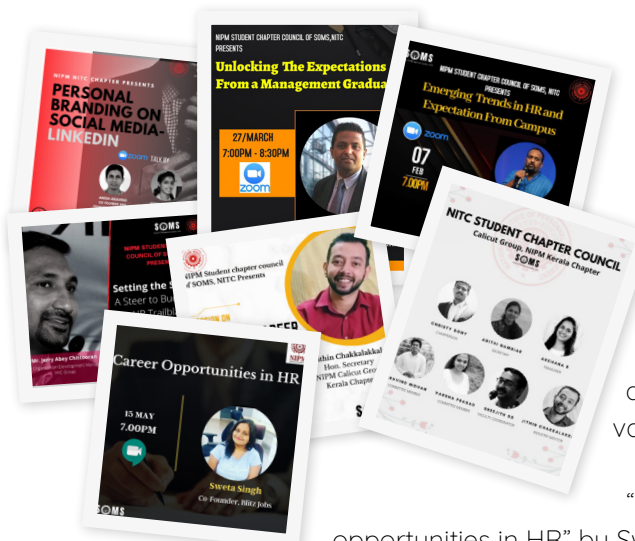


#NIPM

The NIT-C chapter of NIPM, a professional organization, aspires to conduct events every month. Most of the events are led by industry experts. Students are also offered high quality internship opportunities by the team.

The student chapter selected its committee members for the year 2021-22 under the guidance of Mr. Jithin Chakalalal (industry mentor) and Dr.Sreejith S.S (Faculty Coordinator). Following events were conducted this year.

“Unlocking the expectations from a man-



agement graduate” by Aravind Warriar, HR director at Rapid value on March 27.

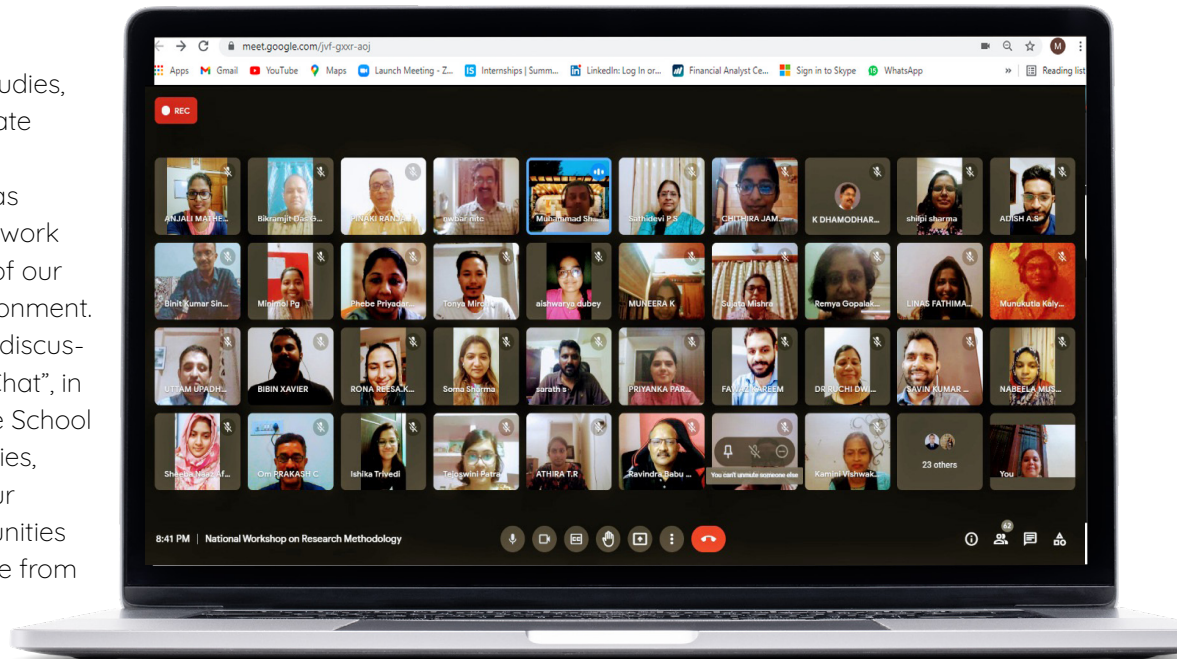
“Career opportunities in HR” by Sweta Singh, the co-founder of Blitz jobs on May 15.

The new committee has scheduled their first event, an industry interaction with the CHRO of V-Guard, on September 15. We are expecting more events from NIPM in the coming months.

Somevad

Into the market!

The School of Management Studies, NITC, does not dedicate all its efforts towards academics at all. It has always attempted to work towards the welfare of our society and the environment. SOMEVAD, an online discussion series by “Let’s Chat”, in collaboration with the School of Management Studies, NITC has provided our scholars with opportunities to interact with people from unique business areas and unconventional environments. On July 18 2021, Dr. Saji Varghese, Associate professor, Christ University, Bangalore and the founder of Sunbird Straws, delivered a talk on ‘Green Alternatives’ focusing on the idea that coconut leaves are capable of replacing plastic straws. His talk on eco-friendly alternatives was intriguing, to say the least.



Another engaging session was conducted on August 8 by Pradeep P. S., the founder and CEO of ‘Farmers Fresh Zone’ on its online-offline multi-channel marketplace, which bridged the gap between the rural farmers and the urban customers to provide healthy, premium quality, pesticide-free vegetables and fruits directly from field to the table. The entrepreneurship journey of Pradeep turned out to be quiet inspirational for the business students at the institute.

Christo George, the Chairman and Marketing Director of Hykon India delivered a talk on ‘The Synergy of Energy’ on September 19. The students had the opportunity to interact with an entrepreneur who explored the possibilities of solar power in a changing world and succeeded in building a business around it.





School of Management Studies, NITC conducted the four days virtual Onam program "Suvarnonam 2021" from August 21 to 24. Despite the limitations imposed by the ensuing pandemic, the festival was celebrated by our school in a grand fashion.



Exciting competitions such as Step Up, Poovili, Pookkalam, Covid with Maveli, Malayali Manka and Kerala Sreeman were conducted virtually this time. We started with a different take on Covid with Maveli,

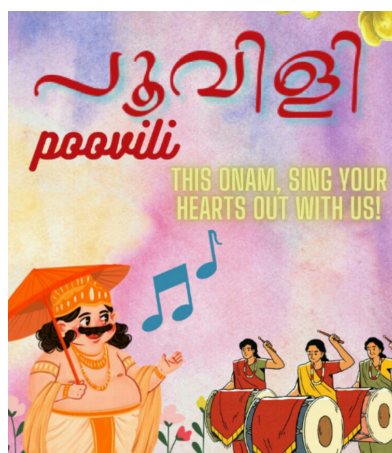
#08 ●●●●



in which we addressed the current social issues from the perspective of the mythical king Mahabali. Finding the best Manka and Sreeman among us proved to be an interesting event. The contest invited students to showcase their

creativity through skits, dance, songs etc. Shrine and Hari won the contest and the cash prize worth Rs. 750/- each.

'Suvarnonam' passed on the message 'break the barriers' and inspired us to look forward to the brighter days ahead of us.

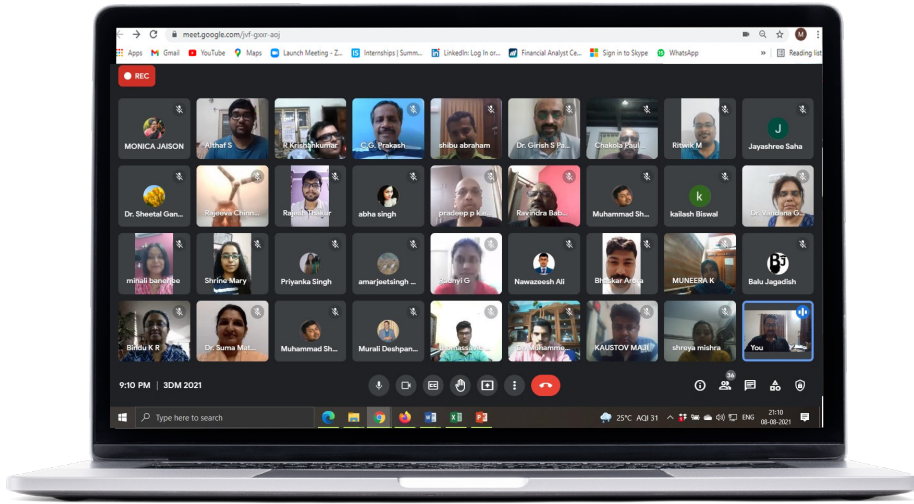


FDP

Data Driven Decision Making

SIX DAYS FACULTY DEVELOPMENT PROGRAMME ON DATA DRIVEN DECISION MAKING

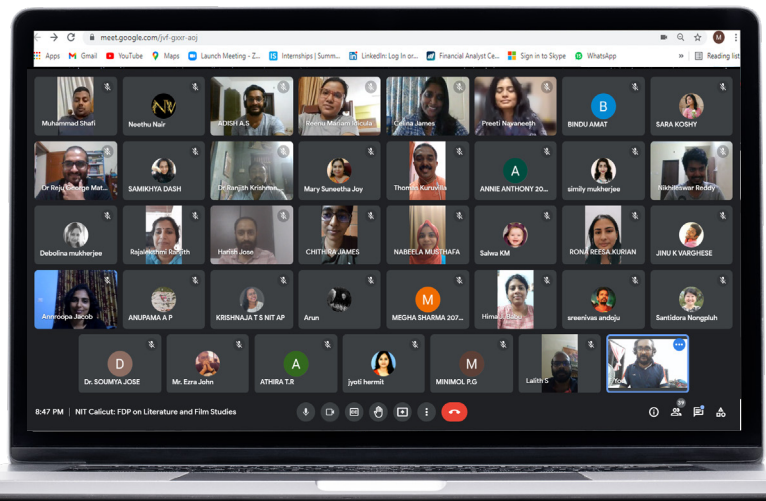
The FDP was organized by the School of Management Studies and held from the 3rd to 8th August 2021. It was coordinated by Dr. Althaf S and Dr. Sreejith S. S. The FDP was held online on Google meet. The FDP saw huge participation from members across the world. Renowned resource persons like Dr. Saji K. Mathew and Dr. P. N. Ram Kumar. Objectives like understanding information processing, analyzing heuristics decision models, and evaluating data using qualitative and sentiment analysis were met. The course contained everything from decision support system and business intelligence to regression and econometric modelling.



FDP

Literature and Film Studies

An FDP on Literature and Film Studies was held virtually from 9th - 14th August 2021. Coordinated by Dr. Preeti Navaneeth and Dr. Reju George Mathew, the programme aimed at critically analyzing and appreciating films and filmmaking. The programme included discussions on the way films are linked to the world in a set of social relations, engagement of films with issues like caste, possibilities of OTT platforms, semiotics of visual imagery in films, the emergence of a new aesthetics in films and the changes happening in the field of film industry, to mention




a few. Apart from theoretical engagements, critical reflections on editorial interventions in contemporary Indian film industry as well as challenges faced by independent film makers formed part of the discussion. The sessions were handled by eminent scholars and filmmakers like Raghunath Paleri and Don C Palathara.

Achievements

E-Poster Presented at the 14th IHEA World Congress

EXPLORING HUMAN RESOURCES IN HEALTH UNDERPINNINGS OF KERALA'S PUBLIC HEALTH SYSTEM: A RETROSPECTIVE DATA-VIEW OF KERALA'S STORY OF PANDEMIC CONTAINMENT



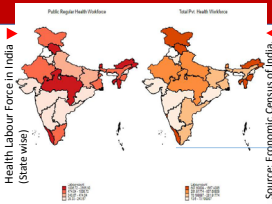
Science
How a communist physics teacher flattened the COVID-19 curve in southern India

International Health Economics Association
World Congress on Tuesday, July 13, 2021

Althaf Shajahan, Muneera Kuthiroadath and Fawaz Kareem
SOMS, National Institute of Technology, Calicut, Kerala, India

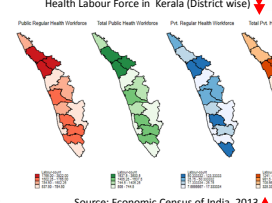
Logistic regressions of public provider choice on HRH availability factors in Kerala sub-sample versus sub-sample of BIMARU states controlling for education, age, gender, social categories and income levels of the household.

Health Labour Force in India (State wise)

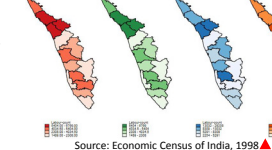


Source: Economic Census of India, 1998

Health Labour Force in Kerala (District wise)



Source: Economic Census of India, 2013



Source: Economic Census of India, 1998

Key Variables of the Study

Demand

- Public HRH
- Private HRH
- Human Resources in Health (HRH) Availability
- Health Seeking Behaviour

Supply

- Number of Days in IP
- Public Health Expenditure
- Public Provider Choice

Components

- Age - Group
- Gender
- Marital Status
- Education
- Household Type
- Household Size
- Social Group
- MPCI Quintiles
- Religion

Key Findings:

- Strong public health systems are built on salient human resources in health.
- Kerala seems to be having a **strong medical labour force compared to other states**, thanks to investments in nursing and medical education.
- Kottayam, the nursing capital and the Malabar districts of Kozhikode, Wayanad and Kannur has **consistently high levels of medical labour force**.
- We performed logistic and two part model regression on NSSO health rounds and 'Social Consumption of Health' and Economic census, 6th (2013) to understand the micro patterns using the empirical model.
- Every additional employment in public health workforce in Kerala leads to a substantial 2.2 times odds of choosing a public hospital for IP cases while we do not find any significant impact of change in private workforce on public provider choice in Kerala. These effects are rather miniscule in the case of BIMARU (Bihar, Madhya Pradesh, Rajasthan and Uttar Pradesh) states.
- There is statistically significant positive relationship between public provider choice and total workers in public sector and negative relationship between total private health workers.

The poster titled “Exploring Human Resources in Health Underpinnings of Kerala’s Public Health System: A Retrospective Data-View of Kerala’s Story of Pandemic Containment” was presented jointly by Dr. Althaf Shajahan, Ms. Muneera Kuthiroadath and Mr. Fawaz Kareem at the Biennial World Congress of International Health Economics Association held virtually on July 13, 2021. Dr. Althaf Shajahan is an Assistant Professor (Economics) in the School of Management Studies, NITC and Muneera Kuthiroadath and Fawaz Kareem are both Research Scholars (Economics) working under his supervision.



Haitch

A Timely E-commerce Start-up!

Haitch, an innovative startup application founded by Rijas Ahmed, a research scholar from the School of Management Studies and his team, aspires to assist small scale businesses through digital empowerment. This hyper-local e-commerce application has garnered praise for proving to be helpful at a time of crisis. Shreya S and Reshmi Joseph, two MBA students from the school are also part of team ‘Haitch’.



Mentorship Program

The sudden change in mode of classes from offline to online has created a big void in the exchange of culture, learning and relationship between students. The adoption of online mode without an effective change in pedagogy has particularly affected the peer learning practice which used to be an inevitable practice in B Schools. But this challenge has also helped students to explore different opportunities and potential platforms for efficient education. Being the first batch affected by the pandemic, the MBA '22 of SOMS NIT Calicut, has come up with an idea of mentorship program focusing on diminishing the gap created in educational practices and extending support to the students of MBA '23 batch.

This Mentorship program was ideated for bridging the gap created by the online mode of education and to help the new students by supporting, assisting, consulting and advising them with the experience that the mentors have attained during the past year. Even though everyone in the SOMS is always ready to help every other person in the department, these mentors make sure that you have one person,

whom you can approach anytime for all your concerns and queries on any subject, ranging from academics, non-academics, internships, placements, association activities, competitions, seminars, choosing electives and much more. This can also be seen as an opportunity for mutual learning which is one of the most important aspect of management education. The scope of mentoring is not limited to online functions. Instead it can be extended to future batches, which can improve the inter-batch relationships and encourage a responsible learning culture.

The mentorship program will be led by 8 volunteers from MBA '22 batch, each of them would be mentoring equal number of students from the MBA '23 batch. We hope that the program will help the new students in the department to

have a 360° learning experience and we expect that this would improve the quality and efficiency of absorbing education in all aspects, which in turn would be reflected in internships, placements and overall managerial quality of students in the department.



UN Workshop Experience

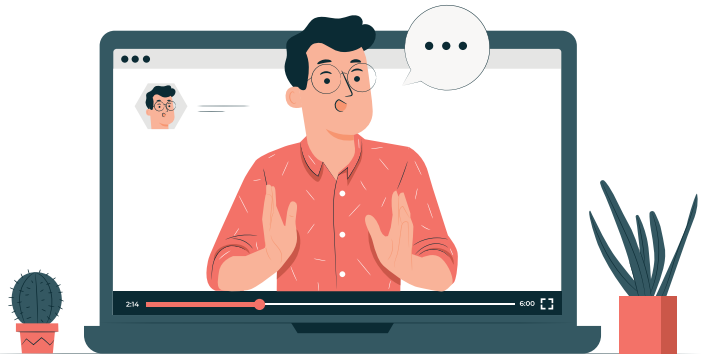
Universal Being-Values: An Intervention Inquiry

Workshop Experience – Shrine & Nilesh (MBA '23)

The Ministry of Education's Indian Council of Social Sciences Research sponsored Program on "Universal Being Values" executed by IIT Madras was a wonderful learning opportunity for the students of SOMS, NIT Calicut. Dr Mayuri's

session about Managing Well Being was an eye-opener into evaluation self-objectives and the mental health status. The workshop taught us techniques of evaluation and how to deal with the various stages of mental health and related

anxiety. The students of IITM conducted an insightful session about communication and how Inspiration and Aspiration can both be derived under various circumstances and what ideally should be the method of doing so. Mr. Iyer's session on Development through Improv' helped us understand the value of perspective. How the most mundane of circumstances, the most dismal of situations could be changed into a wonderful vista of opportunities only if we changed our perspective Group Captain Dr. R. Venkataraman's session on Personal & Professional Growth' gave us details of how to take decisions towards along with invaluable words of wisdom to face difficult situations. The last session conducted by the students of IITM dealt with Acceptance and Appreciation.



A much-needed topic keeping in mind the throes of pain and disappointment the world has been plunged into due to the recent pandemic. To appreciate and to accept as well to communicate the appreciation is something that we do not do frequently and the session dealt about the same with amazing clarity.

Student Testimonials

My life at SOMS, NITC made me stronger and took me a step ahead. A doctoral degree from SOMS gave me the confidence to begin my teaching career in an institute of national importance. The role of SOMS in my life and career is priceless. Thanks to dear supervisor, teachers and friends”

Dr. Shanujas V

Faculty, School of Management Sciences, Indian Institute of Engineering Science and Technology [IEST], Shibpur, West Bengal

Former Research Student of SOMS, Defended thesis on 12th August 2020.



I have spent 3 years in SOMS, NITC during my doctoral program. My experience was enriching in those years as I was able to learn from a wide range of knowledgeable faculties within the department and from other departments also. In addition, the visiting faculties who came from Industries bring in the contemporary industry-relevant knowhow to the classrooms. There is substantial research focus in the department and a lot of multidisciplinary research works are getting produced. I have been immensely supported by my guide and other faculties in the department through my research journey. I wish SOMS reaches greater heights and establish itself as a niche B school in the state of Kerala and in the country”

Dr. Biplab Bhattacharjee,

Assistant Professor, IIM Shillong



Napamkart:

A success story with a SOMS touch

What is 'Napamkart'? What makes it special?

Well, 'Napamkart' is named after a very delicious and unique cuisine of Bodo Tribe in Assam called Napham. It's a hyper-local delivery service provider which is currently operating in Kokrajhar town. Our aim is to create a one stop application for all kinds of services. The items currently available in our app are groceries, food items, and medicines. We are an eco-friendly delivery service provider.

What led you to Napamkart? What's the story behind the start-up?

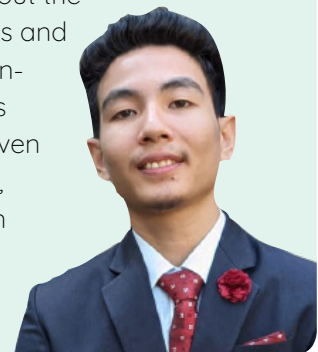
I have lived in cities like Delhi, Chandigarh, and Bangalore, which have given me a lot of exposure to service providers and companies such as Zomato, Swiggy, and Dunzo. Hailing from a small town, I always wanted these services to be available in my town. My place is a growing town with a rise in the standard of living, and I knew very well that providing a service like this, especially during Covid-19, would work out well. I started working on this from 2020 August, and slowly gained confidence as I got to learn more and more about businesses in general in my MBA course. My family and friends were very supportive from the very start, and they are so glad that they are now able to avail these services that save time and money.

Could you tell us more about the challenges that you faced?

When it comes to business, finance is what matters the most. I don't think there could be anything without it. Well, I managed to save some with the

Christopher Basumatary

a second year MBA student of SOMS, is the founder of Napamkart- a hyper-local delivery service provider. Mr. Basumatary talks about the motivation, challenges and future targets concerning the start-up in this exclusive interview given to Mr. Fawaz Kareem, a Research Scholar in SOMS.



option to work from home. I also reached out to my best friend, who had recently graduated from IIM, Indore. He was very enthusiastic about it and he had similar ideas in his mind. He already knew that I had been working on it for a year. I decided to take up the technical part and operations while leaving financial management and legal affairs to him.

Once our app was ready, our first task was to get legal permission from the municipality. However, it got delayed for around a month because of the lockdown. So, we visited DC office and asked for permission to operate without license. DC was very happy learning about our initiative and he gave us the green light to proceed temporarily until the lockdown was lifted. Once the lockdown was lifted, we started completing the legal formalities.

The issue I faced at first was the difficulty in explaining the benefits to my vendor partners. Since this was the first time, it was not easy for



them to comprehend but when we started getting noticed, they understood our plan. Today we have vendors lining up to be on our platform, and this feels great.

What all qualities have helped you become a successful entrepreneur?

I have always been a thinker; I think a lot. Starting a business and building up a brand have always been there at the back of my mind. I am ready to take up challenges and I think that's what makes us an entrepreneur. And yes, the education background helps me handle technical difficulties and app maintenance; And then all the knowledge I could get from my MBA course made me confident. And finally, interning with a start-up provided me with the courage to take off.

However, I believe that, in business, a person's attitude also matters a lot. With my optimism and

self-confidence, I have always been a fighter. Also, I believe that marketing skills are very important and I, being an ambivert can reach out to people well.

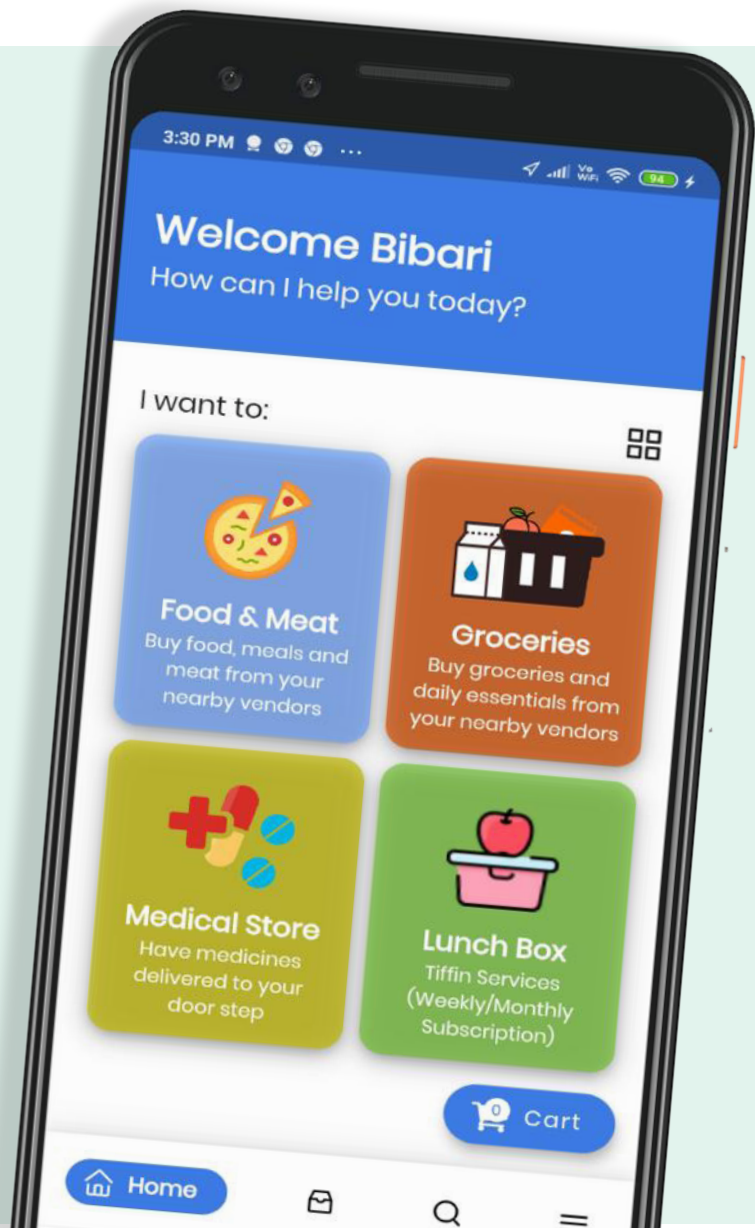
So, what lies ahead for 'Napamkart' and you?

Just like any other businessman with start-up, my aim is to grow and expand. By next year I am planning to start an offline grocery supermarket store where I would include branded FMCG products alongside the local brands of products like rice, honey etc. This will boost local economy and create jobs. I also plan to expand hyper-local delivery chain in different towns afterwards. I don't want to target cities right now since I don't want to compete with giants until my company is big enough.

As a successful business entrepreneur, what would you like to tell our business students? What are the good things and bad things about being one?

If you really want to start something of your own, start small. Get used to small issues and then rise up; because if you go big first, you may not be able to handle it. The positive side is that it has got a lot to teach and that it makes you more confident. I would say that whatever I am doing right now is MBA in practical mode.

But on the other hand, it requires patience and there are no holidays because you have to work for yourself. Employee management is tough in a start-up as you cannot pay much and it might not be enough for them. So be prepared to do a lot of things on your own that you never thought you would.



Internship Experience

-2nd Year MBA



At Nestle, they call it “Nesternship”. It was a great learning about the company, its business model and operations. There I had two mentors to polish my dexterity in finance. I got an opportunity to have a hands-on experience of tools like Microsoft Power BI. It boosted my confidence and I enjoyed learning.

-Jibi Mol George



I had a very dynamic insightful internship experience at V-Guard Industries Ltd. Through the three months internship tenure, I understood the practical aspects of HR theories and the implementation strategies tailored to each industry. I got pretty good exposure in the HR field by connecting senior managers of various organizations.

-Soorya



A regular day at V-Guard is packed with learning and executing a plethora of things ranging from HR basic concepts to analyzing complex talent management systems of various reputed firms. We got the opportunity to connect with senior Talent Managers of international organizations like Nestle, Novo-Nordisk, Tata Motors etc. We worked with creators for preparing animation videos on employer branding.

-Aathira N.S.



My internship at Hedge was for a period of 6 weeks, during which I was able to get a clear understanding and view about the Indian financial services industry. I took my baby steps in Customer Relationship Management and learned about various government schemes. I am sure that this learning experience will be an aid for me for the way ahead.

- Noel Antony



The largest shipbuilding and repair facility in India, Cochin Shipyard Ltd. (CSL), had provided me with a wealth of expertise and knowledge in Operations and Human resources. With CSL, I was able to learn about the various steps involved in the ship building and ship maintenance processes.

-Arunima Viswanath

Advanced Workshop On Research Methodology

Advanced workshop on research methodology organized by the School of Management Studies, NIT Calicut, under the patronage of Dr. K Muhammad Shafi (HOD, SOMS) and Dr. Sreejith SS (Assistant Professor SOMS), from 12 to 23 July, 2021 turned out to be a success, thanks to its great content and timing.

Research is an art as well as a science. The purpose of any research endeavour is the expansion of existing knowledge. The two-week advanced workshop on research methodology organized by the School of Management Studies, NIT Calicut explored the art and science behind the research process. Taking the pandemic situation into consideration, the workshop was conducted in online mode. Research enthusiasts from different domains from all over India attended the workshop. The programme, inaugurated by Dr. Sathidevi P. S., the then Director (i/c), NITC, consisted of sessions by Dr. Sivaji Chakaravotri (Vice President, Indian National Academy of Engineering and Former Director, NIT Calicut), Dr. L. S. Ganesh (Professor, IIT Madras), Dr. Sreekanth V. K. (Lead - Education, Training and Assessment, Infosys), Dr. T. Radha Ramanan (Associate Professor, School of Management Studies, NITC)



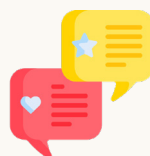
and other faculty members from SOMS, NITC. The programme covered research methodology from its basics to applied levels through various interactive sessions.

Key Topics Covered:

Philosophy of Scientific Research | Morphological Analysis | Reference Management Software | Mixed Methods | Research Ethics | Qualitative Research

Organizers' Comments

We were experimenting with this ten day online programme offered during evenings. Challenges were aplenty - number of days, schedule of speakers and other administrative tasks, conducting a late evening event,



following a logical progression all the while maintaining the quality of the program. The experience is far better than reading a document or blogpost on how to conduct an online workshop.

Dr. Sreejith S.S.

Assistant Professor, SOMS

The workshop turned out to be one of the most exciting programmes conducted by the school till date in terms of the number of participants and their response. We were in the middle of a crisis and all we had were restrictions. That is why we had to resort to the online mode. The timing proved to be convenient for most of the scholars and researchers who participated in the workshop. We had planned for the workshop to make the most of the day, without affecting the participants' normal work schedule. The feedback we received was positive, which underlines the key takeaway that research is a continuous process that needs constant learning, unlearning and refinement. Our workshop was able to meet the participant expectations in terms of the coverage, schedule and delivery methods. Importantly our research scholars played a vital role in the successful conduct of the workshop; they not only participated but also steered the sessions by immaculate coordination. I hope this success inspires team SOMS to deliver high-quality research work and also conduct many more such events in the future.

Dr. K. Muhammad Shafi

HOD, SOMS



Participants' testimonials

When I registered, I was not very clear as to how I will attend it after managing my professional chores. And when I joined on the first day, I was really surprised with the cordial environment and the content. I took a vow to login at 6 pm everyday despite my schedule, only to listen to the sessions and take note whenever I could, as the sessions were so lucrative and interesting. My

regards to the organizers for enlightening us with such new techniques in Research Methodology

Pinaki Ranjan Bhattacharyya

Associate Professor, Calcutta Business School

One of the most memorable and insightful webinars so far! The contents delivered by the resource persons were unique, especially in the case of literature review. The learned resource persons were the crowning glory of the webinar

Binit Kumar Sinha

Research Scholar,
Vinoba Bhave University,
Hazaribag

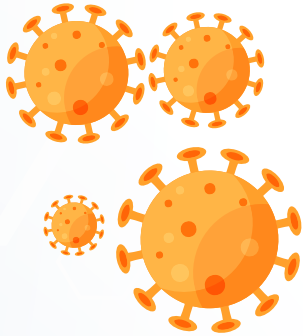
All the sessions were amazing. It did make a difference and made me feel like trying to face my PhD work from a different perspective. Keep disseminating your brilliant work. Thanks". -

Sujata Mishra


Asst. Lecturer,
North Eastern Hill University



Covi-talks



The Pandemic taught me to pause and recheck my preferences

 **Issabella Jose,**
Research Scholar, Economics



Covid made union denounced and division preferred. From the days when blowing on a birthday cake was absolutely normal to staying away from a cake that's blown on to, we have come a long way.

 **Pritiparna Das,**
MBA 1st Year



Covid compelled us to switch to virtual mode keeping aside the conventional mode of interaction. Its gonna be interesting to see how people embrace the current transition from virtual to reality without any stress especially when we are accustomed to the newer setup.

 **Avinash Das,** MBA 2nd Year



An important lesson that the pandemic period taught me was to take a step back, to breathe, to cherish moments more, to stop moving all the time, to allow for renewation and regeneration.

 **Amal Joy Jacob,**
MBA 1st Year



Personally, I got anxious because I was not able to book a slot in the cwin app when it was released. But, professionally I think this period did me good. I was able to participate in a lot of webinars which I would have missed out if it were held offline.

 **Neethi Lisa Rojan,**
PhD Scholar



There needs to be a vaccine for stress and overthinking about covid and I'm not buying a 2022 planner, until I see the trailer.

 **Natique Ansari,** MBA 1st Year



It is when we were told to maintain social distancing between one another, we understood the true importance of holding each other close

 **Amith Sankar,**
MBA 2nd Year




On a personal level I got more time to spend with family, but professionally I find it so hard to stay focused and motivated to complete tasks.

 **Rona Reesa Kurian,**
PhD Scholar



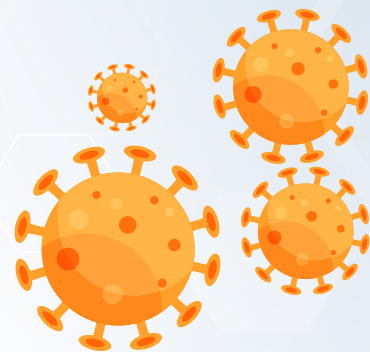
I love travelling and COVID resulted in me being stuck in one place for over an year. Research has been affected badly. I couldn't do the field work I planned on. Research from home is an oxymoron.

 **Bibin Thomas,**
PhD Scholar



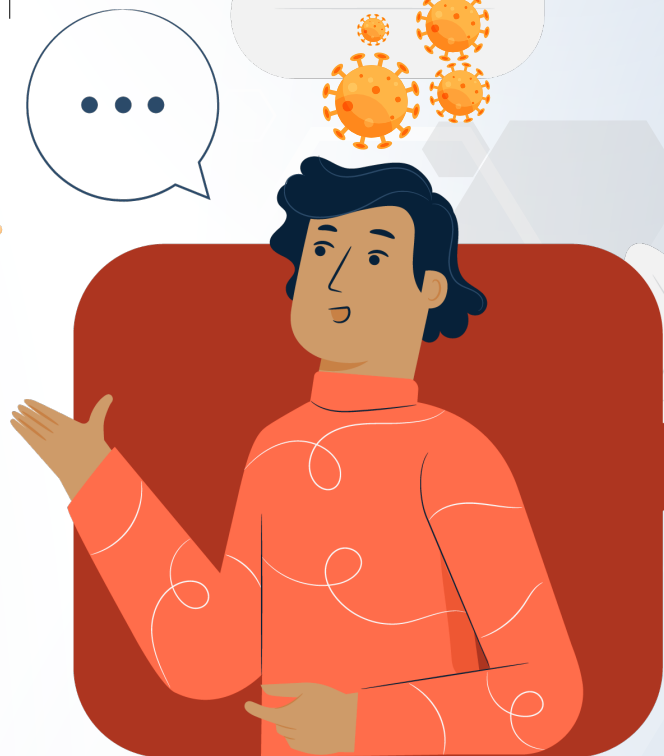
Due to COVID I missed the vibrant campus, hostel life and meeting people. I could choose a convenient time to engage in academic activities, that was a merit. I learned to shuffle and allocate time without compromising. Got to handle amazing online sessions, which was a boon. Household management became tougher. All together I feel the effectiveness of our academic work has decreased.

 **Muneera Kuthirodath,**
PhD Scholar



I am an extrovert and COVID was a great blow. The term 'lockdown' induced fear in me. It didn't affect my professional life. But it affected my personal life. I felt lonely and secluded.

 **Johnson Clement Madathil,**
PhD Scholar



Memory lane [Memoir]



Ameena M. S.

He'd come monthly to clean our orchard, cut off unwanted shrubs, weed the garden and to fertilize saplings and trees. An old man, with untamed white moustache and long beard. Well- shaped but starving body. Irregular but neatly cleaned fingers and toes. Dark, wrinkled skin which reflected every ray of sun that fell on it. His eyes brimmed with kindness. If one looked deep enough, they'd find hues of helplessness as well. A fully lit smile showing all of his leftover teeth never left his face. The smile was a facade. A facade behind which he carefully stashed all of his troubles. I've been seeing him since I was five. Back then, he used to bring me one-rupee candies. He'd crack sensible jokes to tease me, as I unwrapped a candy and started nibbling from its corner. The custom of 'candy bringing' stopped long back. Neither of us know when. It just stopped.

He'd come early in the morning, punctual as an alarm. He'd then ring the bell, pressing the switch hard enough for us to hear but cautiously, to not cause disturbance. After momentarily enjoying a glass of plain white tea that my mom handed, he'd head straight to the orchard. He knew his work, we never interfered. At times he entertained a suggestion or two. Bit by bit he made progress. He was like a clock, I never

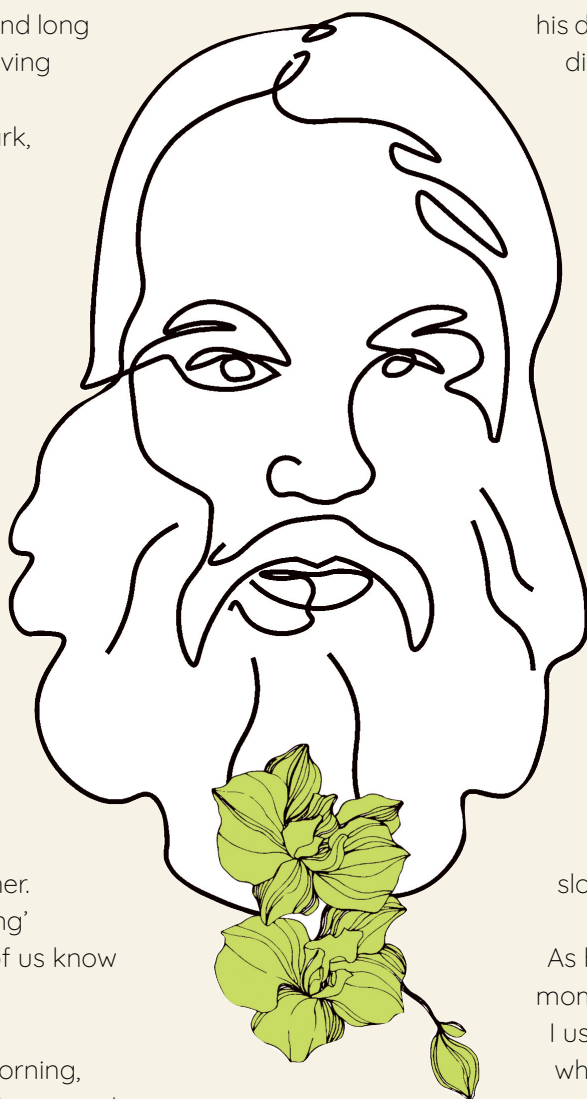
saw him move, but he moved. He only took a lunch break in between. His work seemed effortless, but the fact that he'd complete his task before sunset, proved that the effortlessness

was a deception. As he wined up his day's work and washed his dirt covered hands and legs and changed his clothes, to a faded but neatly folded set of shirt and lungi, my mother would be waiting for him with a glass of black tea, snacks and some stiff hundred-rupee notes. The number of notes was a mystery. Only my mother and he knew the answer. He wouldn't even count them. He knew that they were enough. He'd bid me a silent goodbye and I'd revert with a smile.

He'd then carefully tuck the money in his pocket, gather his belongings in one hand, pushing his bicycle with the other, and slowly walk away.

As he was leaving one day, my mom told me how, as a child, I used to stand near the gate when he left. Might have been my gratefulness for the candies. So that day, I don't know why, but I went near the gate, staring at

the road, as far as my sight could reach, watching him tread away, become a dot, then obscure and finally disappear. We weren't the best of friends. But some people are like that. They leave a mark in our memory, for reasons unknown.



The Ultimate Bliss (Poem)



 Arpith T John

*There in the void, when everything went blank;
The blue skies, the silvery black clouds,
The dark moun self to drift along with the flying World.
Neither my body nor my mind wanted to move along,
Where bliss is never found.
There in the void, a dampened echo I hear again
An echo imparting life and energy to my weakened self;
That makes me to break away my fetters and heed to Her calling,
Then filling this ever tiring vacuum of mine with Her colours
And accepting me as one of Her own, which is the ultimate bliss.*



“If you want to fly high, make sure you’ve enough money for the maintenance of your wings.”



 **Aswathy
Sudhir**

Financial Independence and Indian Marriages - how are they connected? Well, these two are connected by the fact that here in India, marriage demands just one gender to be financially independent - Men. The woman getting married, if financially independent, is more like a cherry on the top (you can either eat the cherry or throw it away - it's totally up to you). But what happens when two women decide to get married? Who would take the charge? Why think about it when even inter-caste marriages are restricted here, right?

We are/were taught to respect elders since childhood - it all converged to age being the only factor for respecting and not their deeds; but growing up has changed the factors for respecting someone irrespective of their age for a lot of us. Elders are expected to take care of the financial needs of the young ones and that in some way applied to the whole marriage scenario here in India - Husband, elder than wife is the norm here and why so? Well, there comes the financial “care taking” as one of the aspects. The man would take care of the expenses and the woman would take care of the rest. How convenient, right? - Balanced and beautiful like they call it. I wonder when it would become a “normal” thing for men to be



stay at home husbands and the women to be workaholics who are the professionally successful breadwinners of the family. Instead of looking for a “well settled” son-in-law, if only all parents decided to let their daughter get well-settled, it would have been a different story.

To all my fellow women out there,

Being financially independent is the first and most important step to freedom, to love and live your life the way you want to.

If you want to fly high, make sure you’ve enough money for the maintenance of your wings.

 **Aswathy T S**, MBA 2nd Year

Land of the Gods (Travelogue)



Haneesha Bhimavarapu



Ladakh is popularly known as the Land made by gods. I would like to share my experiences from my recent trip to Ladakh. I was very excited since the day I booked my tickets. However, from day one of the trip onwards, my fellows and I were facing difficulties throughout our way. On our first day, we started from Manali to Saarchu on bikes. But due to landslides and continuous rain, we had to stop and return to Manali. Hence, we spent two days in Manali and started to Saarchu after that. Again, we were stopped midway due to road blockage by a cloudburst. We halted at Jispa which is in the middle of Manali and Saarchu. On the next day, we started to Leh (capital city of Ladakh) from Jispa in the chilling weather of one-degree temperature. Our hands were burning and went numb. The weather was too harsh for us and altitude sickness also affected us. Amidst all these difficulties, the beauty of the mountains astonished us. For the first time in my life, I have experienced the snow directly, but I did not dare to stop and touch it due to the unbearable cold. We reached Leh after hours of driving.

Leh is relatively warmer and is a cold desert full of barren mountains. Leh looked like the perfect wallpaper we put on our desktops. It looked too beautiful to be real. Most of the natives there

are of Tibetan origins and into either army or tourism. Their food was delicious and the Leh market offered us a variety of items to shop for. We started our journey to Nubra valley the next day. On this route, we crossed the world's highest motorable pass, Khardung La. The whole drive was so magnificent that we could not stop staring at it. I was in awe of this place throughout my journey. It is a place we have to visit at least once in a lifetime. This place is in complete contrast with the places I have been in India, especially since I have been in only to south India. The mountains here are so charming and peaceful. We had crossed many military camps and army vans on our way. Ladakh offers us several mountains and monasteries.

My next destination was Pangong Lake, which is famous for its colourful lake with mountains as its backdrop. This was my favourite place on the whole trip. The lake was an eye candy and I did not feel like leaving the place at all. On our last day, we came back to Leh and visited the 'Hall of Fame', a tribute to our soldiers. It is a museum that tells us the stories of great soldiers who sacrificed everything for our better tomorrow. The whole trip was excellent, and we thanked the mountain gods for enabling us to successfully complete our trip without any disruptions. At last, we reached the airport and flew back home with amazing memories of the trip.

The new space race - Why it is a waste of money



 **Neethi Lisa Rojan**

Humankind has been obsessed with space since we were cavemen. The earliest men used the Moon and stars as a guide, a calendar and maybe some other wacky things which our scientists are yet to uncover. Next came astronomers like Galileo, Copernicus, and many more after them who threw new insights into the infinite space. However, significant breakthroughs in the space exploration program happened after the 1950s only. The USA and the erstwhile USSR competed on many fronts during the Cold War, including nuclear energy and economic power. Above all, it was the golden age for space exploration- a contest to reach farther than the other- popularly dubbed as the “space race”. This race did not just end up making a Neil Armstrong or Yuri Gagarin- it brought new advances in communication, weather prediction, and even in biomedical research.

However, since then, many nations have slowed down their obsession with space exploration. With the disintegration of the USSR, their space exploration was brought to a sudden halt. The USA lost the public support for expensive space exploration programs after multiple failures like the Challenger and Columbia space shuttle disasters. Simultaneously, new players like India and China can replicate the feats of NASA and its astronauts with just a fraction of the cost. This indifference of top governments paved the way for techno-innovators to get into the space race. Even when top experts like Neil deGrasse Tyson believed that no private individuals would venture into this extremely risky and costly venture, we already have two billionaires and their crew who flew to space in 2021, and this starts the beginning of the new space race- the “billionaire space race”.

Richard Branson travelled 86 kilometres up into the air to experience weightlessness for a few minutes in his “spaceline”- Virgin Galactic. Branson

had promised to take tourists to space as early as 2004 but came to fruition only in 2021. It is said that around 600 people have paid \$250,000 and booked their tickets to space from him. Even if celebrities like Angelina Jolie and Justin Bieber have not yet confirmed if they have booked tickets (so says paparazzi) or not, it is confirmed that Malayali video journalist Santosh George Kulangara has booked a seat. We might get to see him become India's first space tourist.

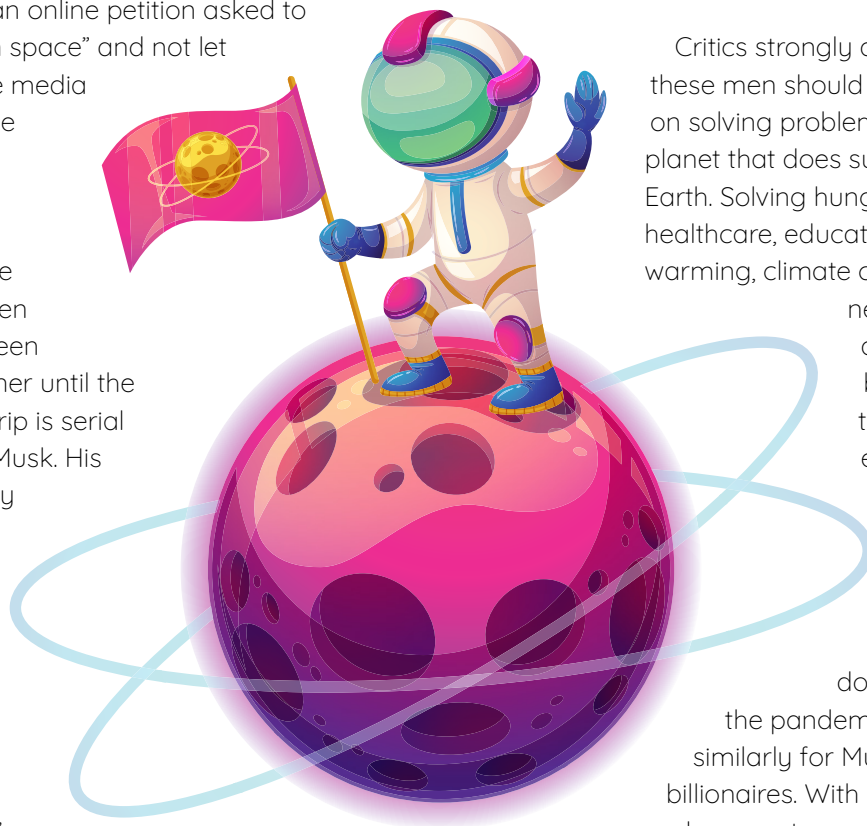
Soon followed Amazon founder Jeff Bezos and his team. They ended up spending almost 4 minutes in space in his spaceship "New Shepherd", developed by his space exploration firm- Blue Origin. Even when an online petition asked to "leave Jeff Bezos in space" and not let him come back, the media celebrated his space flight.

The third player in the race – the one who has not yet been to space but had been considered the winner until the others made their trip is serial entrepreneur Elon Musk. His Space X has already secured multiple NASA contracts, including one for transporting astronauts to Moon. Musk states that he aims to make humankind an "inter-planetary" species and plans to send a man to Mars as early as 2024, set up a "city" by 2030, and launch as many as 100,000 voyages from Earth to Mars within a century.

We need to discuss the problems behind the techno innovators' obsession with this escape to Moon, Mars, or beyond. They pose some obvious environmental demerits like burning of fuels, space debris, and stratospheric ozone depletion. However, the problems do not end there.

These men suddenly realized that the resources they plunder on Earth do not have an infinite sup-

ply. They feel that the Earth is too small for all of us- and that we need to move out to other planets to grow. Instead of fixing problems plaguing the Earth, these entrepreneurs are hell-bent on finding a Plan B for Earth. Bezos even went on to suggest that "all polluting industries" should be moved up to space. Such plans look great in science fiction movies, but not in the real world. Space explorers claim that the expansion of scientific knowledge is expected to be breakthroughs. However, experts say that these may be just a refinement of existing technologies. Moreover, the past space explorations have shown that there are only a few habitable places on the Solar System and even fewer chances to generate any revenue.



Critics strongly argue that these men should instead focus on solving problems on one planet that does support life - Earth. Solving hunger, poverty, healthcare, education, global warming, climate change, etc.,

need to be addressed before finding the perfect escape plan from this blue dot. Bezos's wealth almost doubled during

the pandemic, and similarly for Musk and other billionaires. With so much time and money to spare when left in lockdown, rich brats can plan for such trips for their vanity, but the question remains how beneficial are these for humankind.

Colonizing a planet far away is a good dream for a schoolchild, but not for a billionaire. It has emerged as the new way to publicize their vanity - like how the 16th and 17th-century European monarchs had sent men in search of the "new world". We might see billionaires blessing a new Columbus or a Vasco Da Gama to search for new planets. Just eerily enough, I am reminded of James Cameron's "Avatar".

Ode to the Departed

Poem



 Nilesh Ranjan

*No jilted lovers, no broken hearts
I have not yet meddled with Cupid's art.
'Tis memories and friends for which i crave.
Those lives that met an early grave.
I speak of love that has no form
I speak of a world never bound in norms
The only moments devoid of pain
Are my solitary walks down memory lane.
When ignorance was bliss and everything was fun
When the journey of life had just begun.
Of stars plucked early from the sky
I speak of those that no more fly.
I write for every loyal friend
That parted ways round a sudden bend.
For them too I write who stayed till the end,
When we were left to fly, for ourselves to fend.*



Curtains down on the legendary "Iceman"

 **Rupesh Viswanadhan**



Famous amongst the F1 Racing circle as "Iceman", Kimi Matias Raikkonen, on Sept 1st, declared 2021 F1 season to be the end of his long and illustrious Formula 1 career. The Finnish driver gets his nickname from his calm and often icy cold demeanour, the prime example being the one from Monaco GP 2006 when he had to retire due to heat wiring issue in his car during a close fight with Fernando Alonso for the podium and was filmed walking calmly to his yacht to enjoy a beer with his friends rather than attending the media for a debrief. Räikkönen entered Formula One as a regular driver for Sauber-Petronas in 2001. "Iceman" was not actually his first nickname in the sport, with Peter Sauber and his team calling him "The Eskimo" in an attempt to keep his identity hidden during his first F1 test in September 2000, to fend off interest from rival teams. The Finn has 103 podium finishes, 21 Grand Prix wins, 48 Fastest Laps and a 2007 Formula One World Championship title to his name. He holds the record of most Formula One starts and is also the only driver to win in the V10, V8 and V6 turbo hybrid engine eras. Kimi's entry into F1 was no less than a controversy with Max Mosley, the then president of the governing body, FIA, branding the Formula One commission as "irresponsible and potentially dangerous" when it voted to allow Kimi a Super Licence even though he only had 23 car races to his credit. In just 6 months after he

first sat in a Formula One Car, Raikkonen went on to score a championship point in his debut at 2001 Australian GP, an astonishing feat for such an inexperienced driver. Even Schumacher was surprised by the young talent and is said to have called Jean Todt, then Ferrari boss, to tell him to keep an eye on the boy. Kimi soon picked up places and silenced his doubters to race amongst Motor sport elites by his performance on the tracks. In just 2 seasons Kimi was now challenging the F1 veteran, Michael Schumacher, and managed to achieve second in 2003 Formula One World Championship

trailing Michael by just 2 points. There would definitely be no F1 Fan who would not have enjoyed his Team Radio Chats during the races. Kimi is also known to be a hater of phone calls so much that in 2014 when he was told that a deal had been reached

for him to drive for Ferrari, he instantly threw his mobile into the sea, probably because the congratulatory calls and texts would be too much for him to handle. One of his greatest achievements would be the

Japan GP 2005 where he went on to win the race after starting the race at the 17th position, once again a feat surpassed only by two drivers namely Rubens Barichello and John Watson.

Clearly, there is nothing left for the Finn to achieve. Pitted against some of the greatest drivers of the F1 history such as Michael Schumacher, Mika Hakkinen, Jacques Villeneuve and Jean Alesi, Kimi Mattias Raikkonen, the 19 seasons F1 driver, has finally decided to call his time and will be missed greatly...



Aami and the Virus



Sreelakshmi V.

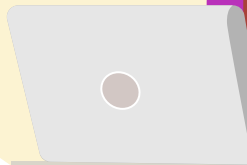
“Aami, Aami! Get up!” Aami’s mother’s voice made her eyes open. She rubbed her eyes with her little fingers and moved her face towards the sunlight pouring in through the window. She got up from her bed slowly and moved to the washroom. She looked at the mirror and a four year old girl with dense black hair and bright eyes looked back at her. After brushing, she went to her mother who was busy serving breakfast on two plates. Unlike earlier, her mother was always busy these days. “Have this, dear” told her mother, keeping a plate of dosa and curry on the table.

“Amma, where is Achan?” asked Aami, looking at the vacant chair where her father used to sit. “He slept late yesterday as he had to work till midnight. He hasn’t got up yet,” told her mother, who was looking very tired. Her mother finished breakfast quickly and got up. “I need to login for two hours. Need to feed Ayaan and prepare lunch before that.” Ayaan was Aami’s one year old brother.

“Login for your class after finishing your breakfast,” Aami’s mother added and proceeded towards the kitchen. Aami had just started school this year, and her classroom was a mobile phone. She had never expected it to be like that. She had heard exciting stories that happened in school from her elder cousin and was longing to go to school. But then, a virus came out and everyone was forced to sit inside their

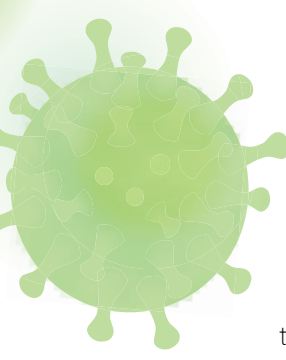
homes. It killed many people and shut schools, colleges, shops and Aami’s parents’ offices. That’s all she knew. She finished her breakfast and got up.

Aami took the new mobile phone she got when



she joined school and logged in for her class. Even though she had seen her teacher only through mobile phone, she liked her very much. Her teacher was showing pictures of different birds and animals. There was a small bird with a yellow beak and brown mane, which the teacher said was a Myna.

“Kee-kee” sang a voice outside the window. It was a Myna! Aami’s eyes widened, and she got up from her chair and moved towards the



window. “Eeeehhhh . . .” she turned back. It was Ayaan, crying from the opposite room. Her mother rushed towards the room. Aami looked at the window and saw that the myna had flew off. “What are you doing by the window? Sit and listen to your class.”

Her mother who just came out of the other room holding Ayaan told her.

Aami sat back in her chair and started listening to the rhyme her teacher was teaching. Aami and her classmates sang together happily, repeating each line after the teacher. After the class had finished, she went down to the garden to check whether Myna was there. When she came back, she found her father sitting with the laptop. She went to her father, who stroked her head. Earlier, when her father was home, she used to sit in his lap and he would tell her stories. But now, there was always a laptop occupying her father’s lap. “How are your classes going?” her father asked.

“They are good, Acha. But I don’t want any more classes on mobile phones. I will go to the school when it opens.” Her father opened his mouth to reply, and then shut it and sat thinking for a while. “Ok,” said her father and resumed his work. She came to the living room, and found Ayaan was throwing building blocks to the floor. “Not like that!” she exclaimed and sat down to build a tower. Ayaan clapped excitedly seeing the tower and she sat there playing with him.

In the evening, while Aami was in the garden, her friend Izza waved at her from the opposite house. “Amma, can I go out and play with Izza?” Aami ran inside and asked her mother who was sitting in front of the laptop keeping an eye on Ayaan. “No dear, it is not safe. We don’t know who is infected with the virus.” Her mother said cupping Aami’s face in her hands.

Aami miserably went back to the garden cursing the virus. At dinner, her father told her, “Tomorrow is Saturday. We will go for a drive.” Her face gleamed with joy and she asked, “To where, Acha?” “You’ll see,” her father replied with a mean-

ingful smile glancing at her mother. Next day, after breakfast, the whole family set off in their car, their faces covered with masks. After a two-hour drive, her father stopped the car at a place which looked like a forest. They got outside the car.

“This is a village which is part of a wildlife sanctuary,” said Aami’s father. She saw a few huts scattered over the place. “Acha, are there people living here?” she asked, disbelievingly. “Yes,” her father took her hand and started walking. A few steps ahead, they saw a group of children huddled on top of a tree, with heads bending down over something. “They are attending their classes,” said her father as she was looking at them curiously. “All of them cannot afford mobile phones. So, they together attend classes on one mobile phone. Since the network connection is very poor here, they have to get on the top of the tree to get the internet,” explained her father, answering all questions on her mind. They kept walking and Aami kept quiet for a while.

After a few minutes, they reached a lake. “The villagers have to depend on this lake for water. Children come with pots to carry water to their homes,” said her father sitting down. They had their home-made lunch by the lake, and Ayaan seemed exhilarated in the new surroundings.

“Let’s go to the entrance and pay for the jeep that will take us to see the animals,” said Aami’s mother after the lunch. In the jeep, unlike Ayaan, Aami’s mind was not on sightseeing. She was thinking about those children sitting on top of the tree, with a mobile phone, amidst these wild animals in the forest. “Can we give our old mobile phone to those children on our next visit?” She asked her parents thoughtfully. “Sure,” said her parents beaming. “I will resume my classes on my mobile phone from Monday,” she added. They reached home after the trip, Aami realised that she is in the best place to be now.

Poem

Ugly



Surabhi Nirgudwar

Yes...

*I'm dark, black, dusky, wheatish, tannish!
Whatever you call,
Whatever you bark.*

*I admit it's like a birthmark,
Or a scare,
Which will be a benchmark to my life's arc,
But don't you care about my heart.*

*Let's keep everything apart!
Like my dusky skin,
My double chin,
And my overweight shin,
But is there a part which cares about my art;*

*I will be treated like a bin,
All around this Alpine,
But I'll wait,
I will wait!!
For these alkalis to align,
'Cause what else I can do, to stop this stupid baseline;*

*But,
I'm still going on
Hoping even this shall pass and this shall end,
When people won't comprehend black as ugly but ably,
When night won't signify death but serenity,
Till then I will go on and I will wait....*

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तमसो मा ज्योतिर्गमय

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