

VOL-3
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Drishtikon



SCHOOL OF MANAGEMENT STUDIES, NIT CALICUT

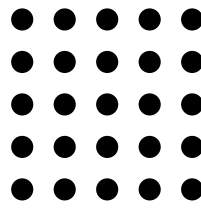
समया गा ज्ञानागमस्य OCT - DEC '22



Tarang
2022



OCT-DEC
2022



HOD's Message

Igniting inquisitiveness, fostering creativity, and advocating holistic development of the pupils by bringing wisdom to the ignorant minds are the objectives of education. The School of Management Studies has been a source of enlightenment and empowerment to hundreds of students who have been a part of the institute. The strong teaching faculty is an asset to the department and has been a source of inspiration and support to the student community.

When another academic year comes to a close, I am proud to say that a lot of events, both academic and non-academic, have contributed to the growth of the institute. Tarang 2022, the much-awaited management fest, has brought academic-competitive spirits alive among students. The visit by Mr C Balagopal, the chairman of the Federal Bank, instilled enthusiasm among students, motivating them to perform creatively and confidently. The formation of the research forum by the scholars of the department also set about a new academic dialogue. The forum aims to conduct academic lectures that will help

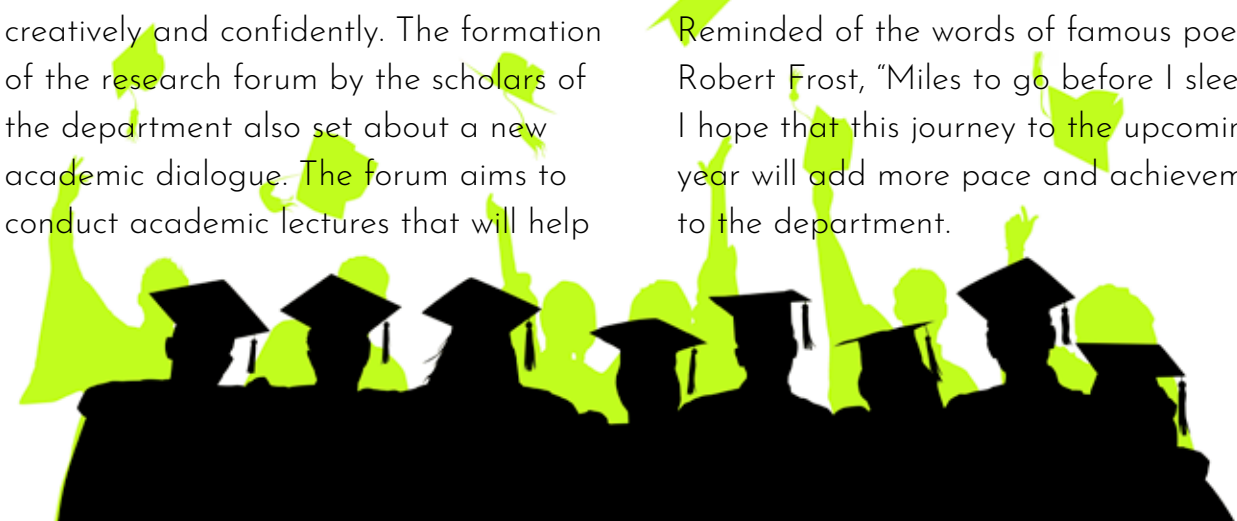


Dr Muhammed Shafi
Head, SOMS

to get exposure to recent trends and innovations in research areas.

The year also saw post-academic possibilities for MBA students through the placement cells and with the help of alumni federations. December is not just a closure of the year but also a point when new scholars begin their journey by joining SOMS. We are hoping to welcome new aspiring minds to the family.

The year was a momentous one as it began with covid uncertainty but saw an instigating end with the collective effort of every member of the department. Reminded of the words of famous poet Robert Frost, "Miles to go before I sleep," I hope that this journey to the upcoming year will add more pace and achievement to the department.



Research Forum



The research forum of the School of Management Studies was inaugurated on 17 November 2022 by Dr Anirban Ghatak, Assistant Professor, IIM Calicut. It was hosted at Lecture Hall 6, SOMS. The meeting was presided over by the Head of the Department, Dr Muhammed Shafi. Later, a brief video on the vision and mission of the SOMS Research Forum was presented by the chief guest. The research forum is entitled “SOMS

Research Forum”, with the objective of creating an integrated platform to address the wellness

of researchers and to facilitate researchers for quality research to optimise value.

The forum also aims to share knowledge and promote research and innovation. The

inaugural session also

included a special lecture

by the chief guest Dr Anirban Ghatak on “Irrational Decision Making: An Introductory Understanding.”

Inaugurated on
17 November 2022
by
Dr Anirban Ghatak









Mar Athanasius College (Autonomous) Kothamangalam, PG Students' Visit



SOMS heartily welcomed and organised the MA college (Kothamangalam) PG students' visit to the department on Friday 18 November 2022. The visit by the students and faculties of MA college was intended to understand the research and the capabilities of SOMS NITC. The Head of the Department, Dr Muhammed Shafi (Who is also a board member of the college), welcomed the students and faculty and introduced them to NITC history and past students' accomplishments. After that, Dr T Radha Ramanan gave a lecture on "What is Research?". Then the scholars of SOMS gave lectures on different topics.

The topics are:

-  "Research Opportunities and Scholarships"- Ms Anjali
-  "Problem Identification from the Real World"- Mr Fawaz and Mr Rijas
-  "Essay Writing Skills"- Ms Dilsha, Ms Gayathri and Ms Parvathy
-  "Presentation Skills"- Mr Adish, Ms Rona and Ms Chithira
-  "Business Research Projects in SOMS"- Mr Avvad and Mr Pranav
-  "Addressing Social Problems through Research"- Ms Minimol, Ms Monica, Ms Priya, Ms Veena, Ms Athira and Ms Nabeela




After a short tea break, Mr Johnson and Ms Krishna took the students and faculty on a tour of the department. Dr Althaf S gave a special lecture on “Data & Case Methods” shortly before the break.

In the concluding session, handled by Ms Issabella, the visitors gave feedback on the sessions and tours given by the



SOMS scholars and faculty. The MA college faculty expressed gratitude to Dr Muhammad Shafi, Dr Althaf S (faculty coordinator), and research scholars for making the visit fruitful. Dr Sreekanth (research forum, faculty coordinator) delivered the vote of thanks. The event concluded with a photo session.

Approaches to Decode Case Studies by Dr Anirban

 On 11 November 2022, as part of the additional skill acquisition programme, the School of management studies, NIT Calicut, hosted a special section for the 2022-24 batch students. The topic was “Introduction to Case Methods and Case Analysis”, led by an eminent professor of IIMK, Dr Anirban. This section has given clear ideas about case methods and analysis to students. The professor specifically mentioned reading more case studies to acquire experience and knowledge in this sector



and mentioned extensive case reading and how to grasp the case studies sections and handle them. Overall after this session, students had a clear idea about the topic.

MEX Talk

Managerial Expertise Talks (MEX Talks) is an interactive platform where corporate personages from assorted corporate environments lay bare the intimates of ideation, myths, realities, obstacles encountered, and decision-making. This is intended to bridge the gap between aspiring young minds and their goals by fostering their intellect and nurturing their sync with current corporate trends.

In November, Shri Balagopal Chandrasekhar, Chairman of Federal Bank, delivered an enlightening and informative session at the School of Management Studies, NIT Calicut, on



Topic:

“Kerala: A Business Ready Ecosystem”

by:

Balagopal Chandrasekhar
Chairman, Federal Bank

the topic “Kerala: A Business Ready Ecosystem” as part of MEX Talks. The topics he covered included understanding the importance of time, money, capital management, and strategy. He also envisioned

the scope of startups in Kerala, the possibilities of public policy, and how we can industrialise Kerala.

The session also witnessed a Q and A session where he fed curious minds with the insights he acquired over the years.

Dr Prasad Krishna, Director, NIT Calicut, presided over the evening. The event also witnessed the gracious presence of Shri. Anandamani, Charter member, TIE Kerala, and Dr Muhammad Shafi, Head, School of Management Studies.



Webinar on “Moonlighting: A Challenge for HR Managers”

A webinar on “Moonlighting: A Challenge for HR Managers” was organised by the NIPM Student Chapter Council of SOMS NITC on 11 November 2022 at 6 pm. The speaker of the webinar was Prof. A S Girish, Dean (External Programmes and Placements), XIME, Kochi, who has 43 years of experience in the HR domain. The webinar started with an introduction to NIPM and its significance, particularly for HR professionals. Prof. Girish, in his session, offered a comprehensive analysis of why moonlighting is in the news, the perspectives of many stakeholders, and lastly, how HR professionals may create moonlighting policies for their firms. The




approaches currently adopted by various organisations on moonlighting were also discussed in the interactive session. In the last session, Mr Nissamudheen Firoz, NIPM Calicut President, spoke about the NIPM calendar and how the association with NIPM will benefit the students. The webinar was attended by Dr Mohammad K Shafi, HOD, SOMS NITC, Dr Sreejith S S, Assistant Professor & NIPM faculty coordinator, SOMS NITC and Dr Althaf S, Assistant Professor, SOMS NITC.





OCT-DEC
2022

P K Rosy Film Club

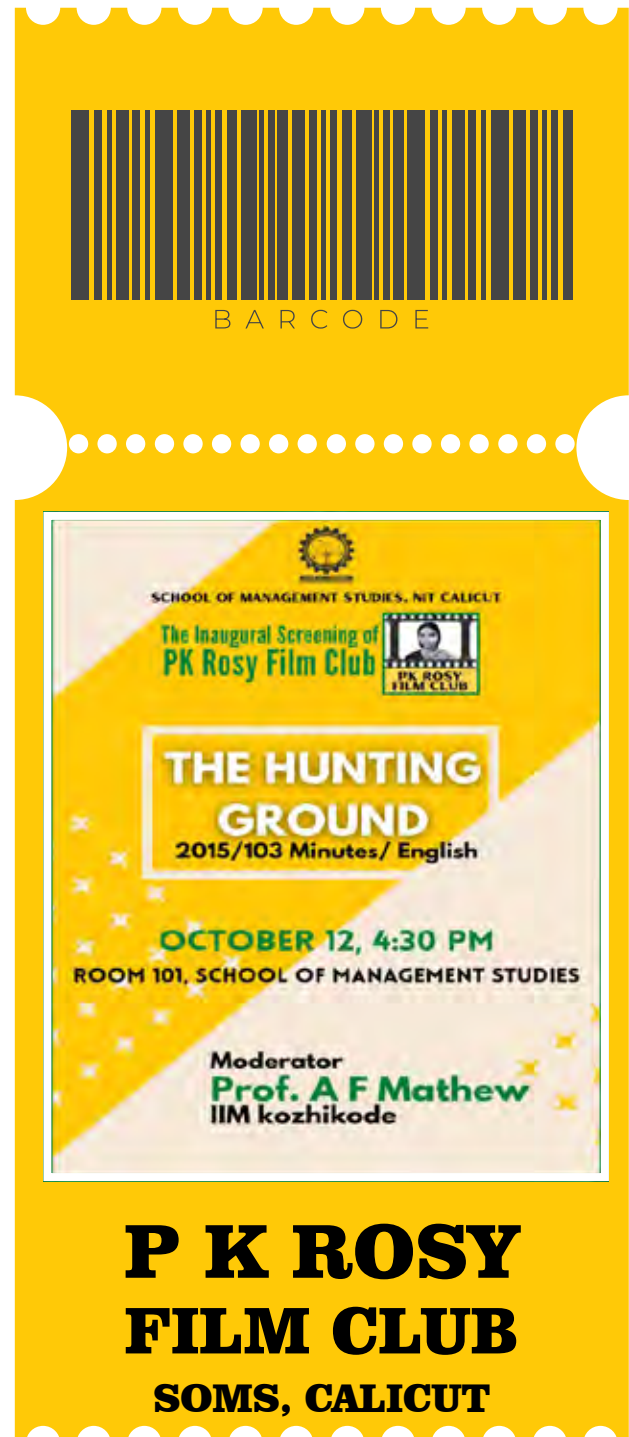
 On 12 October 2022, SOMS witnessed the beginning of a new endeavour by the research scholars of SOMS with the inauguration of the P K Rosy Film Club. The P K Rosy Film Club is the perfect platform to discuss everything about cinema – the art of cinema and how this visual medium is able to represent a microcosm of society. The functioning of the club started with a lecture by Prof. Dr A F Mathew, Humanities and Liberal Arts, IIM Kozhikode. In his lecture, he reinstated why it is important to contextualise cinema in a sociocultural and political milieu. The function was presided over by Dr K Muhammad Shafi and Dr Reju George Mathew. The first screening was *The Hunting Ground*, a 2015 American documentary film that deals with the menacing issue of sexual abuse and violence in universities in America, an issue not unknown to students in India too. It was followed by other screenings like *Grave of the Fireflies* (1988), *Hugo* (2011), and the documentary on the football legend *Diego Maradona* (2019).

Though the idea for the club began with the research scholars, both MBA students and research scholars are equal stakeholders in this initiative. The following is the list of office-bearers of the club:

President - **Adish A S**, PhD English

Vice-president - **Aditi Nambiar**,
II MBA

Secretary - **Amal Joy Jacob**, II MBA



Barcode

SCHOOL OF MANAGEMENT STUDIES, NIT CALICUT

The Inaugural Screening of
PK Rosy Film Club

THE HUNTING GROUND
2015/103 Minutes/ English

OCTOBER 12, 4:30 PM
ROOM 101, SCHOOL OF MANAGEMENT STUDIES

Moderator
Prof. A F Mathew
IIM kozhikode

**P K ROSY
FILM CLUB
SOMS, CALICUT**

Joint Secretary - **Isabella Jose**,
PhD Economics

Committee Members - **Ajay T J**, I MBA
and **Fathima Fairouz**, I MBA

#08 ●●●●

Volleyball Tournament

An intracollegiate volleyball tournament was organised by SOMS from the 11th to the 14th of October, marking the beginning of promotional activities for Tarang '22. The event was graced by the presence of Mr Annu Sunil (Ex. HOD, Department of Physical Education, NITC), Mr Dhanesh Sambath (SAS Officer), Mr Rajan (Volleyball coach, NITC), and all the faculty of SOMS. Around 14 teams from different departments of NITC participated in the tournament giving their best and showcasing a stirring match. For the finals, the audience witnessed an even more electrifying match as SOMS Chicks won the girls' match and Spikers NITC won the boys. The final day of the tournament also witnessed the logo unveiling of Tarang.





Whiz Holic

Club activities are back in the field to engage students in fun and knowledgeable activities outside the academics. This semester was enriched by the respective activities of the HR, Marketing, and Finance clubs.

The academic activities were commenced on 14 November 2022 with the formal introduction by Miss Neethu, Academic Affairs Head. The first activity was of the Marketing Club, which included brand charades, a marketing adaptation of dumb charades with marketing terminologies and brand names. In this game, a group of seven members participated, and the winners were selected. Later, a group discussion on the topic "Do Brands Rule Our Lives?" was conducted. It was insightful and enjoyable. Mr Aron, President of MSA, was the judge of the event, and out of the participants, Mr Adhil Sha and Mr Bharathi S Kumar were selected as the best performers.

The Human Resource Club activities were also held on the same day. The activity was an HR quiz consisting of two rounds, and a group of three members

HUMAN
RESOURCE
CLUB

MARKETING
CLUB

FINANCE
CLUB

This semester was enriched by the respective activities of the HR, Marketing, and Finance clubs.

participated. Out of ten, six teams were selected for the second round, which had much more sophisticated questions, and two teams shared the prize.

On 21 November 2022, the Finance Club conducted a set of engaging activities. The first two rounds were elimination free. Ten groups were formed, and they played word puzzles and jumbled words. These games were unique by bringing in finance knowledge and enthusiasm.

The third round was finance related logo identification task, and from this round, only five teams were selected for the fourth and final round, which is a quiz round with questions printed on cards. The team that scored the most was declared the winner.

By this, the club activities for the semester were completed.

Tarang 2022

OPENING CEREMONY

Tarang'22, conducted by the School of Management Studies NIT Calicut, was inaugurated on 21 October 2022 by the director of NIT Calicut, Dr Prasad Krishna. The inaugural function commenced with a welcome address by Dr T Radha Ramanan and was presided over by the HOD of the School of Management Studies, Dr K Muhammed Shafi. Mr Ibrahim Muhammad, CEO of Candela Learnings and title sponsor of Tarang 2022, also graced the event with his presence. On the day's itinerary of the fiesta were a series of lectures and a workshop. There were also exciting packages of events like a business quiz, business plan, marketing event, HR team event, treasure hunt, squid game and many more.



PRE-TARANG

The promotional activities for Tarang '22 began in mid-October. Various promotional activities were organised and conducted to promote Tarang '22, and all of these were successful in achieving the purpose.





The students of SOMS coordinated and performed a flash mob at Hilite Mall, Kozhikode, on 15 October 2022. The performance garnered a lot of appreciation from the crowd gathered at the venue.

TARANG TRIALS

1. Operations: **Amal and Varsha**
2. Marketing: **Mathew and Sarah**
3. HR: **Karthik, Bisna, Anagha**
4. Best Manager: **Bharathi**
5. Quiz: **Bisna and Sravani**

The Tarang Trials conducted under club activities foreshadowed the success of Tarang '22. With enthusiastic participation from both years, fiercely competing with one another, the trials were a huge success. The organisers were flawless, putting in considerable effort, and the events were smoothly carried out.

The winners were given exciting cash prizes.

The winners of various events were:





TARANG WALL ART GRAFFITI

Our Tarang wall art, "The Convergence", emphasises perceptions. For some, it is a lion; for some, it is a fox. While some find the painting terrifying, others see it as a magnificent piece of art bathed in rich colours. All perspectives are true regardless of how you choose to see it. To create this masterpiece, our heroes toiled day and night, forgoing their rest. They poured their hearts and souls into bringing "The Convergence" to life.

EVENTS

MARKETRIX

The marketing event of Tarang 2022 - Marketrix, was conducted from 22 October 2022 to 23 October 2022. Sixteen teams from different institutions across the nation participated in the competition. The participants had to ace three rounds that tested their market insights and brand knowledge to take home prizes worth 18k.

The winners were Gautam Lakshman, Arun and Joswin Johny of CET Trivandrum.



The best manager event of Tarang 2022, The High Muckamuck was conducted from 22-23 October 2022. The event was a new challenge and a new opportunity to show persistence and hunger for glory. It included fifteen participants, and seven rounds of tests. John J Ukken from FISAT was selected as the best manager.

THE HIGH MUCKAMUCK



UDAAN 1.0

The most anticipated event of Tarang 2022, Udaan 1.0 was conducted in collaboration with the Kerala Startup Mission. The event was scheduled in three rounds, and a total of 34 teams participated, out of which Team Blis Care from IIHMR secured the first prize.



DUNDER MIFFLIN THE HR EVENT

One of the most participated group events that evaluated the HR skills of the teams was Dunder Mifflin. The name Dunder Mifflin came from the sitcom series *The Office*, which revolves around various HR-related issues and happenings in a paper manufacturing company named Dunder Mifflin. The theme of the event was based on the same.

The event commenced on 22 October 2022. Teams of three members were examined in three rounds testing various analytical, logical and HR skills.

The first round was an elimination round of crosswords, with words from general knowledge and Human Resources domain.

Based on a complex HR situation from



the series, a similar situation was given to each team in the second round. Five teams that excelled in these rounds were selected for the final round, which was held on 23 October 2022. The round was a reverse interview where the team had to act as an HR interview panel, and the candidates were provided by the organisers. The best team was selected, and prizes were distributed.

CROSS BONES

The treasure hunt event of Tarang 2022, Cross Bones was conducted on 22 October 2022. Around 24 teams participated in the game to complete the quest and reach the treasure. The game turned out to be super thrilling. The team of Anuroop, Shabana, Alan and Gadha from the College of Engineering Kidangoor won the game.



EXPECTO PATRONUM -THE BUSINESS QUIZ



The quiz event was held on 22 October 2022, themed on Harry Potter as the name suggests. Expecto Patronum (Latin), the spell that conjured up Harry's magnificent stag Patronus, roughly translates into "I expect (or await) a guardian" sounds appropriate to be the title. The actual result of the spell, the Patronus itself, has an even more

interesting history.

The quiz analysed the vast knowledge of the participants through six rounds of various domains, and they consisted of various difficulty levels. Bonus rounds made the quiz more engaging. The quality of the questions was appreciable. The event was conducted on a single day, and the winners were awarded at the closing ceremony.

OPTIMUS: THE OPERATIONS EVENT

Perfection has to do with the end product, but excellence has to do with the process, and this was the main motto of the operations event of Tarang'22. The event was held on the second day, 22 October 2022.

There were rounds mainly focusing on the

analytical and strategic planning skills of the students. The first round was an elimination round with aptitude questions, followed by a treasure hunt based on operations-related questions. Finally, the last round was a case study that explicitly examined the operations knowledge of the candidates.



The participants took a break from academically oriented events to participate in the thrilling and fun-filled squid game on the last day of Tarang'22 on 23 October 2022. The games were based on the popular drama series *Squid Game*, including mental and physical challenges. There were five rounds. The first round was a picture puzzle round, and the participants were asked to take a selfie with the person they identified from the puzzle. The participants found it exciting to complete the puzzle on an unknown person and to find them on

the campus. After this, it was a physical task where music was played, and they needed to jump in a sack. Later a paper tower-making task was held in which the concentration of the participants was evaluated and followed by a dodgeball game which was furiously executed. The final round was a territory game in which the contestants had to destroy each other's territory while saving their own. The game showcased a high competitive spirit and was entertaining. The winners were rewarded after the last round.


LECTURE SERIES





Lectures were a principal event of Tarang' 22. It was an opportunity to learn from many of the most experienced professionals in the industry and get inspired by their stories. The lecture series started on 21 October with a lecture on "Building Technology for Next-Generation E-Commerce" by Nitin Nair, Senior Vice President, ONDC, which was followed by a lecture on "Analysing Marketing in the Age of Data-Driven Technology" by Harpreet Kaur, Head of Marketing, KGOC Global. On 22 October, a lecture on "AI-Driven Value Chain in Retail Intelligence" was delivered by Dr Binesh Jos, Director of Technology, NielsenIQ, followed by a lecture on the "Journey of Entrepreneurship" by Mohammed Hisamuddin, founder and CEO of the Entri app.


The speakers shared their knowledge

speakers

-  **Harpreet Kaur**, Head of Marketing, KGOC Global

-  **Dr Binesh Jos**, Director of Technology, NielsenIQ

-  **Mohammed Hisamuddin**, founder and CEO of the Entri app

-  **Nitin Nair**, Senior Vice President, ONDC

and experience with students, answered questions, and advised attendees. The lectures were highly beneficial for the students, and they were provided with lots of valuable insights.

WORKSHOPS

The workshop series was one of the main highlights of Tarang'22—workshops from four important fields in the current business world led by eminent experts from the industry. Day

one workshop was by Dr Sreejith S S, Assistant Professor, SOMS NITC, on “Human Capital Engineering”. Day two workshop was by two experts from Infosys, Ms Kshema V and Mr Sreedhu Krishnan, on

the topic “Cloud Computing”, conducted in two parallel sessions. On day three, we had two workshops on



the topics, “Workshop on Digital Image Processing” by Dr Binesh Jos, Director of Technology at NielsenIQ and “Project Management” by Mr Murali Krishnan, Project Management Professional at Ernst and Ms Smitha Nair, Associate Director, Business Consulting, Program Execution Services at Ernst and Young.



SPONSORSHIP

The Tarang'22 sponsorship team can be proud of themselves for helping us secure a title sponsorship from Candela Learnings, a developing ed-tech platform. This year, Tarang is supported by several sponsorship agreements, including a gold agreement with the Zaitoon chain of restaurants. Tarang'22 also found co-sponsors in Zaitoon and The Logo Brand, radio partners in Red FM 93.5 and Miracle, hospitality partners in Bun Club, community partners in Glide,

staycation partners in Le Candles, and travel partners in Nadaan Camp, as well as official platform partner in StockGro App. We also garnered a whopping sponsorship deal worth four lakh rupees and other perks from our sponsors.

Motivating and guiding us constantly, volunteering in several activities and cheering us on all the way through, they were a part of this incredible journey from start to finish. And for this, we thank all of them wholeheartedly.



CLOSING



Tarang 2022 saw three exciting days of fun, laughter and active participation offered by different colleges across India. More than 3500 students from different walks of career marked their presence in SOMS. Students from more than 40 colleges, including many from IITs, IIMs and

NITs, actively participated in many events. This affirms the relevance and meaningfulness of Tarang 2022. Tarang was indeed a synergy of youth, creativity and talent quotient. It saw a gamut of events to test talent and logical thinking filled with cerebral grilling and fun.

CEREMONY



The valedictory ceremony witnessed the presence of Dr Prabhakaran Paleri, Director General Indian Coast Guard (rtd.) and former HOD of SOMS NIT Calicut, Dr P Sathidevi, Deputy Director, NIT Calicut, Dr Sridharan

(former Professor & Head, Chairman CIKS NITC), Dr V Madhusudanan Pillai (former Professor & Head and Dean R&C) and Mr Ibrahim (CEO, Candela Learnings). Prizes were distributed to the winners of different colleges by the dignitaries.



Why STEM Students Should Study Humanities vs Sciences

The study of literature and other humanities disciplines is often looked down upon in a world dominated by science and technology. Though the number of humanities and social sciences departments in IITs and NITs is increasing day by day, there has been no decline in the debasing attitude towards arts and humanities. People believe that only science can provide solutions to the issues plaguing the contemporary world. In a world where people, especially academics and students of the STEM discipline, believe that literature studies only include reading, studying, and researching Shakespeare and writing a poem and getting it published, the true purpose of arts and humanities remains unseen. Literature teaches humility and compassion; about things that could be and could not be, about things that should be and should not be. That is why many (at least people in the arts and humanities field!) believe that everyone should read and study literature. Alas! Such requests from the arts and humanities are often seen as 'meagre' attempts by the discipline to be at par with the STEM discipline.

That is why students in the STEM discipline should study "Humanities vs Sciences" by Dr S. Radhakrishnan, whose birthday is celebrated as Teacher's Day in India. Though the essay is not devoid of its

own issues, it is successful in emphasising one thing – a well-rounded education is possible only with the combination of science and humanities. According to Radhakrishnan, studying humanities would enable one to learn ideals, aspirations, and compassion. If the requests by the contemporary arts and humanities students to be considerate of their discipline

are viewed as their vanity, maybe the STEM discipline will listen to the great academic of yesteryears. STEM students who are aware of the relevance of arts and humanities would become well-rounded academics who would not believe that even a word like 'analysis' is the monopoly of someone or some disciplines. Maybe then, research scholars in

arts and humanities would not have to defend their worth as researchers on a daily basis to people from the STEM disciplines. Maybe academics in the STEM discipline may not write off arts and humanities and say it lacks scientific rigour and 'objectivity.' Maybe one type of citation index won't be privileged over other citation indexes. Let's hope for a world that would at least try to understand the relevance and value of every discipline. PS: Any resemblance to any person, incident, or institution is fully intentional.

 **Parvathy Das**, Research Scholar, English Studies, SOMS

Technological education without the complement of humanistic studies will be imperfect, lop-sided, and deficient.



 **Dr S. Radhakrishnan**

Why is Social Media Presence Important for Business?

 **N. Vijaya Priyanjali**

To efficiently sell their goods and services, practically all businesses use social media. It became an essential component of corporate communication with customers and other companies. Customers may easily connect with the items and the brand through social media. Consumer feedback regarding a company's goods and services may be obtained in real-time, helping businesses to enhance their offerings.

same.

As it promotes consumer and customer brand recognition, social media also significantly impacts a company's ability to grow sales. When customers view a product or advertising on any social media site, if they like the product, they are likely to add it to their wish list or even purchase it right away. Customers utilise social media to learn more about a company or a product they are interested in. Customers are more likely to return to a company if it has engaging content on social media platforms like Facebook, Twitter, Instagram, etc., when they need a product or service.

For companies to remain active on social media and have a noticeable presence in this era of digitisation, they must be constantly engaged with their audiences. Traditional television advertising is not preferred by consumers; they would rather receive updates about the brand's goods and services through their social media accounts. Businesses can effectively know the needs of the customers and can offer suitable products and services for the

The growing proliferation of social media networking sites has led to increased use of social media platforms as a marketing tool to augment consumer reach. It is crucial for businesses to make their social media presence prominent in this digital era, where everyone is on social media platforms most of the time to get real-time updates about businesses. It increases sales and brand awareness among consumers.

Folklore and Societies

 Dilsha K Das & Johnson Clement Madathil

Folklore is a mirror to history. It gives insight into various unwritten lores of a community, region or reign, which is transferred orally. Folklore is the repository of traditional knowledge of culture and art forms of a community that forms a genealogy in itself. Folklore has fired inspiration, interest and inquiry among historians, ethnographers, archaeologists and sociologists. Many folklore departments have bloomed worldwide, with multidisciplinary research facilities providing new insight into the area. Recently, economists have also started to explore this area. A recent study published in the Quarterly Journal of Economics examines how folklore shapes gender roles, attitudes towards risk and trust in societies.

To understand indigenous communities and their functioning, we can look at folklore, as it gives an unfathomable depth of knowledge. Oral literature is often accompanied by performances that ignite all the senses and mesmerise the perceiver in the act. Beyond the aesthetic feature of oral performances,

it acts as a means through which a community's knowledge, beliefs, customs, etc., are transferred from one generation to another. Documentation of oral literature is going on widely at present as the intervention of modernisation,



and globalisation has put various indigenous languages on the verge of extinction. According to UNESCO, out

of the total living languages that exist in the world (more than 7000), half of it will become extinct by the end of the twenty-first century. The threat faced by indigenous languages is high, as many languages lack scripts. Oral literature of such languages is documented in other commonly accepted regional languages. For example, the oral songs of Kurichiya, an indigenous community of Wayanad, are recorded in the Malayalam language, which is much closer to the Kurichiya language.

A recent significant development in this field is Yuri Berezkin's "Folklore and Mythology Catalog", which documents about 958 world groups' folktales. Among these, he has categorised 2564 motifs. (A motif is a combination of common elements like images or structures that recur in two or more texts of a particular group.) Using this database, economists Stelios Michalopoulos and Melanie Meng Xue find that societies that tell male dominance and women submissiveness in motifs tend to relegate women to subordinate positions, historically and in their current societies. Also, societies that heard tales of challenges and competitions being harmful are now risk-averse and less entrepreneurial. Thus, folklore literature can provide significant insights into the current functioning of societies.


However, there are some limitations to folklore-based studies. One major limitation is the question of authenticity, as it is




termed unscientific and localised narratives. The fact is that such narratives talk about an alternative history, a history that gives priority to the living ecosystem rather than a consumer-driven technological world. It acts as the voice of the people who have been brushed aside as insignificant and cannibalistic.

Indigenous communities and language have a close affinity; it is a closely linked two-way bridge. The oral literature is the bridge that links the past to the present, and the language makes the transfer of indigenous knowledge, like the movement on the bridge, easy. Because of this, the UN celebrated 2019 as the year of Indigenous Languages and the decade 2022 to 2032 as the International Decade of Indigenous Languages. Protecting a language means saving a culture, its belief system, customs and art forms. Thus, indigenous oral literature is an immeasurable source of ecological knowledge systems that are invaluable during ecologically unstable times.

The Discarded Poem

 By Rona Reesa Kurian




I am a discarded poem
That is, I am not going to be read or published
Yet I exist
Amidst the chaos, vulnerabilities, and indelible uncertainties
Wondering why I was written
It satisfies your petty egos and worries
A tool to survive your mental breakdowns
Your causes are always multiple
I am a mere object
With no value, no meaning
No history and no creativity
And as soon forgotten as written
An unrhymed, non-metaphorical existence
Staying crushed between pages,
That's going to be ashes
With no rebirth like the phoenix

Achievements

Bisna Chandran, 1st Semester MBA, has secured 1st position in the District Level Youth Convention organised by the Ministry of Youth Affairs and Sports and NYKS. She will be the voice of Kozhikode at the upcoming State Youth Convention.



 Ameena MS, 3rd Semester, MBA represented NIT Calicut at Inter NIT Basketball tournament held at MNIT Jaipur, representing the women's team.

Research Scholar's Achievement

Muneera K, an Economics scholar from the batch of July 2019, published her research in the well-known journal **GMC Geriatrics**. Her research examines the association between socio-demographic and lifestyle factors



with intrinsic capacity. The paper was published with co-authors Dr Althaf S (SOMS, NITC) and T Muhammad (IIPS, Mumbai). The findings of their research show that lifestyle behaviours such as

tobacco use, alcohol drinking, and physical activity influence intrinsic capacity among older adults. The results suggest older adults to adopt healthy lifestyle behaviours for longevity.

Investiture Ceremony

The Management Students Association (MSA) at SOMS NITC aims to support students in developing opportunities that ensure their career growth. MSA facilitates fruitful interaction among students, faculty, industrial professionals, and alumni through various career and social events. Every year the association elects a new committee.

This year, the investiture of MSA took place on 3 November 2022. The new committee members took charge in the presence of the faculty of SOMS, and the association badges were handed over to them by the faculty. The elected committee will have a tenure of one academic year.

The current office bearers of MSA are:

1. Aaron Koshy Thomas- President
2. Adilsha S Rehman- Secretary
3. Kevin Binoy Mathew- Treasurer
4. Afees Moidu Salim- Joint Treasurer

Training and Placement Cell Convenors:

1. Faheem Abdullah
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2. Karthik Narayanan

Fest and Events Convenors:

1. Muhammed Nabeel
2. Fayroze H K

Research Affairs Convenor:

1. Isabella Jose

Ex Officio Members:

1. Chandana Sowmithran
- Fest and Events Cell
2. Aditi Nambiar
- Training and Placement Cell.

Christmas Celebration

MERRY
CHRISTMAS
& HAPPY NEW YEAR

The research scholars of SOMS, NITC organized a Christmas celebration on 16th Dec, 2022 (Friday) at the open space in front of MS-204. The event had participation from faculties and MBA students. Monica a research scholar of SOMS anchored the event. There was a cake cutting ceremony, and shortly after that wine and tender coconut juice were served. Faculties

then delivered the Christmas message to the gathered students and scholars. A team of scholars consisting Fawaz, Isabella S, Gayathri, Monica & Krishna sung the carol songs. The event concluded with common lunch at a nearby restaurant.





Chief Editor
Dr. Reju George Mathew



Editorial Team

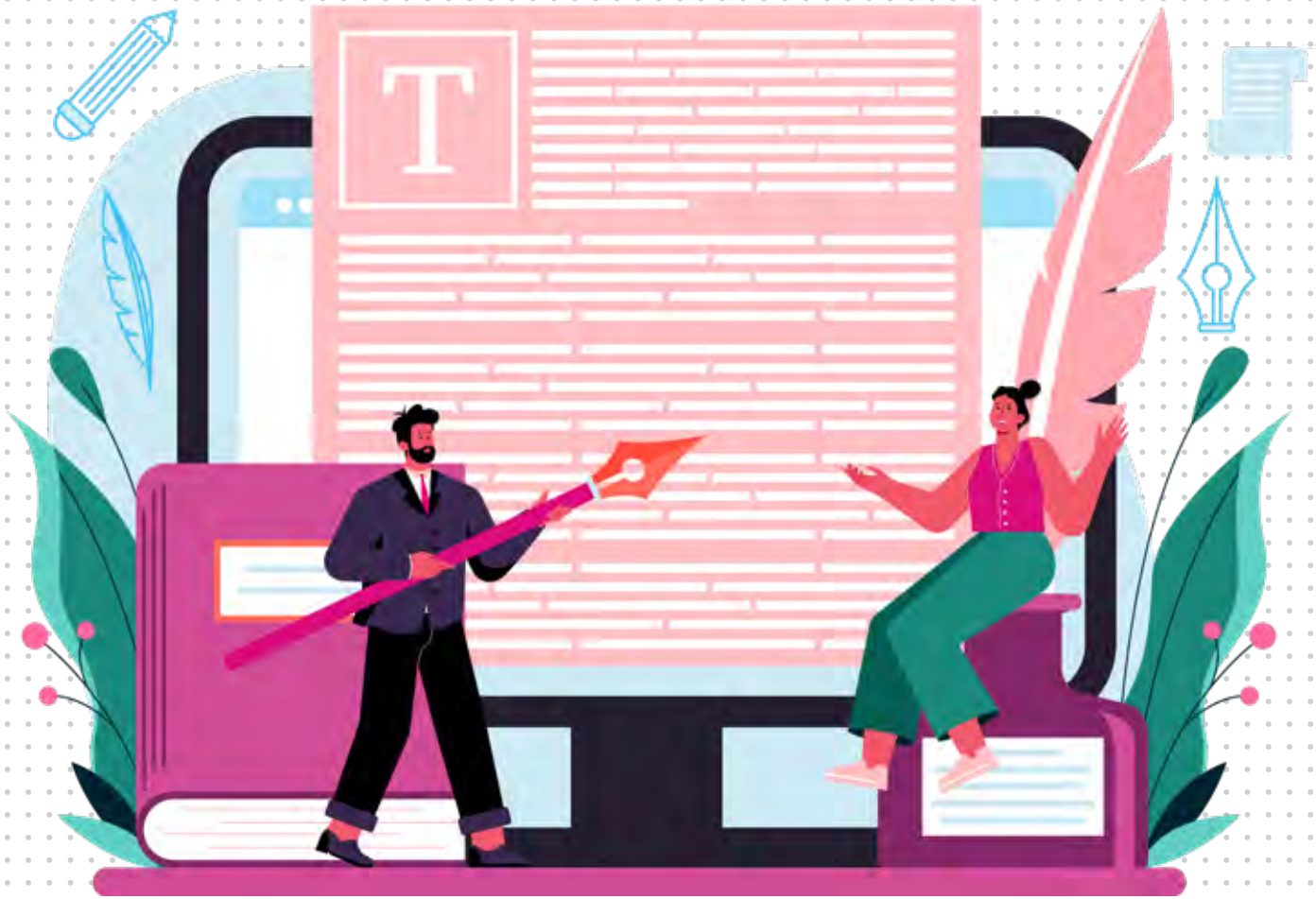
Johnson Clement Madathil | Dilsha K Das | Anjali Mathews

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तमसा सा ज्योतिर्गमय