

# THRIVE

SCHOOL OF MANAGEMENT STUDIES, NATIONAL INSTITUTE OF TECHNOLOGY, CALICUT

2022



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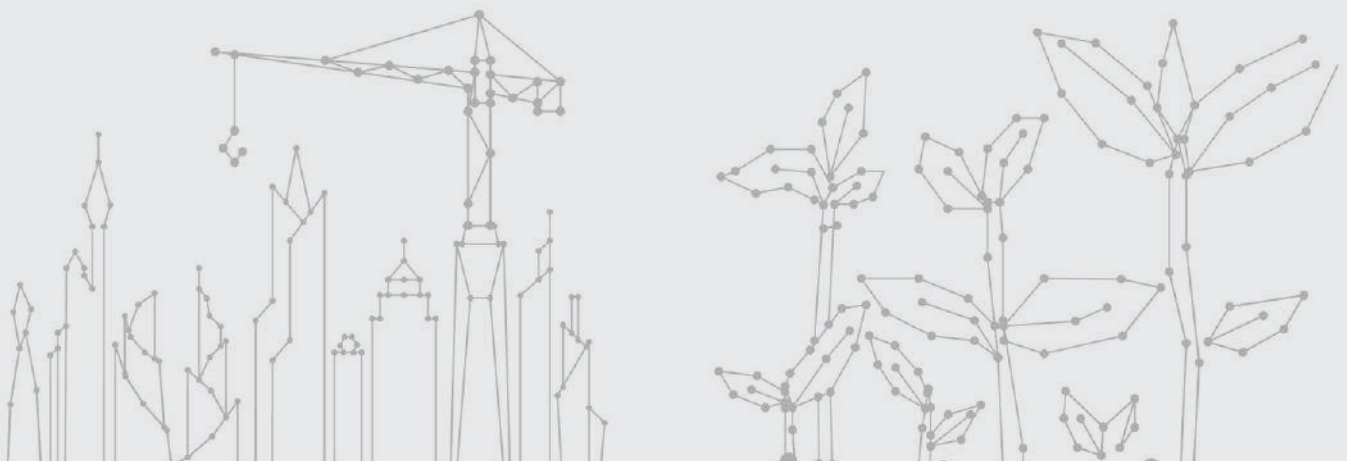
**NITCMA** is the Management Association of National Institute of Technology, Calicut envisaged to enhance and support the management education and other management activities in the institute. The body has been envisioned to Equip and enabling the students to traverse new horizons of tomorrow and achieve excellence in management education. The objective of establishing the management association is to provide a platform for the students to equip themselves better to face the challenges both in their profession and the outside world. The association works basically on standing committees, there are five standing committees, which are: PR, Academic Affairs, Training and Placements, SAC Representative and Research Affairs. Positions of Responsibility includes Head of School of Management Studies, Faculty Advisor, Executive Committee Members (Student Representatives) in positions of President, Secretary, Treasurer and executive members in standing committee on PR, Academic Affairs, Training and Placements, SAC Representative, Research Affairs.

The activities are in a sort of flipped classroom environment, where students are encouraged to design activities based on their interest and specialization in the functional areas of management.

While the management association explicitly caters to improve the subject knowledge, technical expertise and managerial skills, it also implicitly improves the soft skills, communication and leadership qualities of the students.



School Of Management Studies , NITC





# Director's Message



**“O Wind, if Winter comes, can  
Spring be far behind?”**

**-P. B. Shelley**



The season of hope is here! After a trying period of confinement and distancing, we are finally getting to experience the joy of social life. NIT Calicut will also be returning to full-fledged offline teaching this summer. As the director of the institution, it fills my heart with immense joy to see the campus crowded with students again.

Even though we had to switch to the online mode and bear with the constraints that came along, We were keen on organizing and participating in programs other than academic ones. The School of Management Studies, leading by example, has released three editions of Drishtikon already! It is hard to overlook the diligence and creativity behind such a result. That is why it feels amazing to write a note for yet another magazine by team SOMS. I could see a lot of hope and compassion in these pages, which tells us something about the spirit of SOMS. I am sure this collection of writings will make you think, imagine and discuss more.

I congratulate the school on behalf of the institute and wish you the best! I am eagerly waiting for many more creative endeavours from SOMS.

**Prof. (Dr) Prasad Krishna**  
Director NIT Calicut







# Message from Head of School



School of Management Studies, NIT Calicut is established in the year 2008, seeks to combine excellence in education with service to the industry and academia. Our vision is “International standing of the highest caliber with a mission plan to to develop high quality technical education and personnel with a sound footing on basic engineering principles, technical and managerial skills, innovative research capabilities, and exemplary professional conduct to lead and to use technology for the progress of mankind, adapting themselves to changing technological environment with the highest ethical values as the inner strength. The institution aims at the holistic development of the learners by imparting value-based education that inculcates a positive attitude, better communication skills and abilities through training programs, club activities, and cultural & sports activities. In the course of their time, the students develop the proficiency for preparing business plans, tackling the raising of funds, and becoming an entrepreneur to apply knowledge to meet future challenges.

Our graduates are placed across the globe in reputed multinational companies, and some are successful entrepreneurs and some are good academicians working as faculty IIMs, NITs and universities. The students are encouraged to get hands-on experience in the corporate world through internship projects with respected organisations. They are also encouraged to take up mini projects to supplement theoretical knowledge with practical experience as part of their curriculum.

This year, I am happy to know that SOMS, NITC is bringing out its first college magazine “THRIVE” apart from their quarterly ‘Drishtikon’ I went through the creative works, articles and poems published in this magazine. They amply demonstrate the aesthetic sense, poetic prowess, imagination and creativity, humour and humanism, technical competence and patriotism.

I wish all success to this maiden attempt. I hope to see many more such creative expressions in the coming magazines.

**Dr. Muhammed Shafi K.**  
Associate Professor and Head, SOMS





# The Myth of Modernity

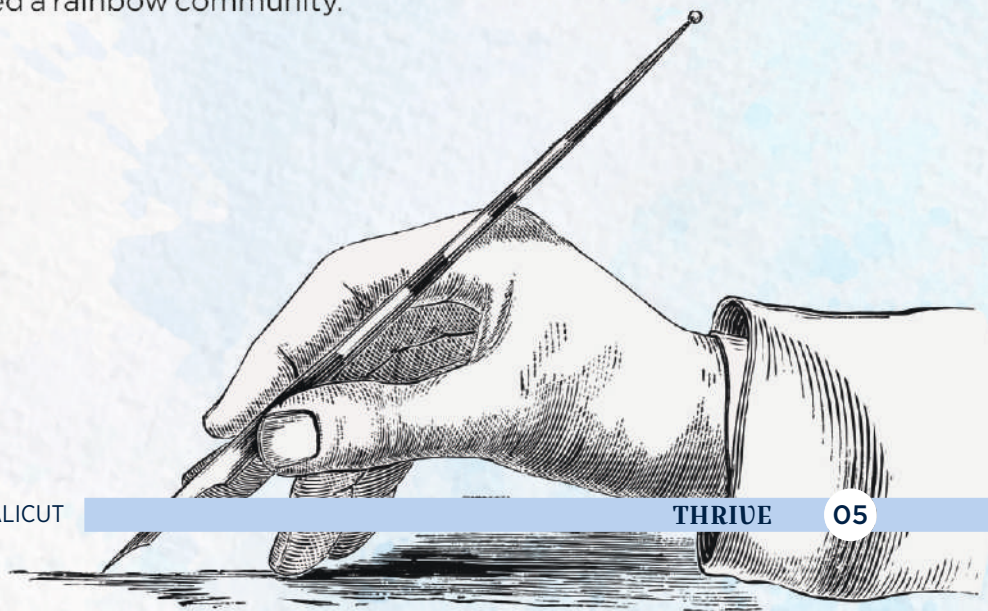
When is the best time to rethink the fruits of modernity if not in times of war and pandemic? The notion that we are always progressing in terms of ideas and technology instils a sense of pride in every generation, thereby making the previous generations appear inferior. But, are the notions of progress and development as proposed by modernity always evolving in the best manner? Are we really better than our ancestors in every manner? Do we learn from the past and make a difference?

The answers to these myriad questions need to be answered in the light of the pain, agony and uncertainty that are caused by the pandemic, and the war in Europe. COVID 19 pandemic has made explicit the deep fissures that we have in our society- the gap between the rich and the poor, the privileged and the disadvantaged. The war between Russia and Ukraine has not only led to uncertainty and fear in the region, but also opened up concerns about what humanity has learnt from the major wars of the previous century. The continuing crisis in Palestine and the instances of intolerance towards the minority and subaltern communities and identities across the globe should make us wonder on the claims of progress and development. Considering the pain, loss of lives and trauma of the Nazi concentration camps, Theodor Adorno, a famous German philosopher, had said that it is barbaric to write poetry after Auschwitz. We have, on the other hand, not only written poetry, but also managed to forget and ignore the lessons of hatred from history.

A magazine for the School of Management Studies is not a cosmetic concern at this juncture. It is the need of the hour for students to learn from history, strategize on the concerns around them, and envision sustainable solutions. From concerns about mental health to sustainable technology, the spectrum of engagements in this magazine has been enormous. The authors have not minced their words. It is indeed an honour to be associated with such young minds that dare to question, challenge and reflect.

We may not be the best, the most progressive or evolved, but we would not dare to stop. Our thirst for knowledge and reforms would see no bounds. We stay rooted, but we aspire to grow and flourish. It is only from such realizations that we draw our strengths, to be that generation that goes beyond the anthropocentric ideals of religions and identities. Drawing from African philosophy, we proclaim Ubuntu, "I am because we are". We are indeed a rainbow community.

**Dr. Reju George Mathew**  
Faculty Editor





# Editorial

Most of us usually call this world a fast-moving one. We got this idea of a Fast-Moving world after the Industrial Revolution, and technology started its influence in all aspects of human life. One of the primary reasons for us feeling this shift in Pace is, the Pace at which our Business has evolved over a brief period. Even though the visible change is in the Business aspects like Turnover, Profitability, Technology, etc., people forget to credit the most important one out of all, Management. After the Management Studies, Students from Different management Institutes Started their Companies or was appointed in charge of Operations, Human Resource, Finance, or Systems Management by the companies. This change in talent acquisition has revolutionized the way of doing Business. The effect has spread out through the micro managements in the kitchens to Big Data Analysis in Quantum Computers. The question of how this massive revolution in Management as a movement has happened will have many answers. The key reason, in my opinion, would be how the Management Education has fast evolved by integrating technology, new methodologies, new approach and new research models, new strategies, and all other relevant updates in the Syllabus and pedagogy. SOMS is also updating and upgrading each day for developing and nurturing future managers.

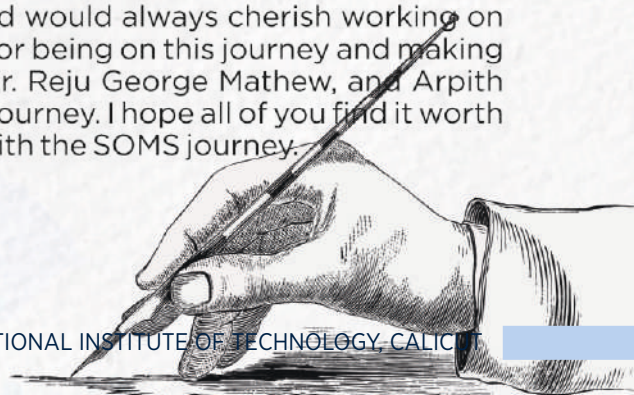
This massive growth in the field of Business and Business management has improved the Quality of Life, Improved the easiness of living, and globalization feature has helped different countries in their development. But this has also come with some cons. As the competition has increased in the field, there has been some aggressiveness in some aspects of Business. This aggressiveness has challenged organizations to follow unethical ways of doing Business by misusing data, personal details, unethical marketing tactics, false marketing, and much more. These traits have always given the field its disrespect.

Along with the issues mentioned above, the phenomenon of aggressive capitalism has widened the social and capital gap in society. The gap is widening day by day, which makes the rich people richer and poor people poorer. This phenomenon has also affected society's inclusiveness and business ethics. Even though there are a lot of companies that strictly follow a socially conscious mindset in Business, most players are mainly focusing on just organizational growth and profitability.

The definition of Business within the ordinary men needs to be re-iterated, where the new slogan should be inclusive of all social and economic sects of people. The description should highlight the concept of empathy within and the characteristic of Business as a social engagement, wherein we give and take values with the society around us in different modes. This slogan should radiate the aura of inclusivity and accessibility of Management in the Business field. Thrive is a treasure filled with enthusiasm, talent, excellence, curricular and extracurricular skills, and a lot of memories of the community.

We are very proud and happy to come up with the first Departmental Magazine of the School of Management Studies of NIT Calicut. The name chosen for the magazine, THRIVE - fires the hope of the journey forward with more learning, more understanding, open-mindedness, and ideas in the field of Management and all other areas of us involved as stakeholders. The magazine committee is happy that we have received participation from Students of both years, Alumni, Faculties, and research scholars in this magazine, enhancing our happiness. This magazine was intended to showcase the diversity of talent within our community, and we have tried our best within our limitations to make it a successful one. I am privileged and honoured to be the leader of this team and would always cherish working on THRIVE. I wholeheartedly appreciate the Magazine team for being on this journey and making it successful. Special thanks to Dr. Muhammed Shafi K, Dr. Reju George Mathew, and Arpith John for all guidance that they have given throughout the journey. I hope all of you find it worth reading THRIVE. I also wish this THRIVE continues along with the SOMS journey.

**Amjad Roshan**  
Student Editor





## Vision



International standing of the highest calibre.

## Mision



To equip, train and mould students into globally competent personnel with sound footing on basic managerial principles, skills, research capabilities, along with exemplary professional conduct to analyze, evaluate and execute effective decisions for the progress of enterprises and society, adapting to a dynamic economic environment towards robust governance with the highest ethical values.



# About NITC

The National Institute of Technology Calicut earlier known as Regional Engineering College is one of the prime institutions of national importance for technical education in India. The mandate of the institute is to provide technical education and conduct research in the various branches of Engineering, Science, Technology, Architecture, and Management. Institute offers Bachelor's, Masters and Doctoral Programs, which include 10 UG Programs (B.Tech. and B.Arch.), 30 PG Programs (M.Tech., M.Plan, MCA, M.Sc., and MBA). Doctoral level research has remarkably increased in recent times and there has been a substantial increase in the volume of research papers and patents produced. With its proactive collaboration with a multitude of research organizations, academic institutions, and industries, the institute has set a new style for its functioning under the NIT regime.

# About SOMS

School of Management Studies, NIT Calicut (SOMS NITC) since its inception in 2009, has strived to make knowledge its culture and excellence its tradition. The School aims to be a B School of global repute by achieving excellence in Management Education and Research with enduring competency building in accordance with the overall vision of NIT Calicut!. We ensure that our students become excellent and responsible managers who understand and appreciate the economic and societal realities in India. The Management Program offered here is semester-based, in tandem with the academic pattern of the institute, and is anchored in its vision and mission.



## Our Faculties



From top Left - **Dr. Reju George Mathew, Dr. Althaf S, Mr. Sangeeth P Das, Dr. Vijay Vardhan Manchala, Dr. Sreejith S S, Ms. Krishnapriya, Dr. Sunitha S, Dr. Muhammed Shafi K, Dr. TK Suresh Babu, Dr. T Radha Ramanan, Dr. Preeti Navaneeth, Dr. Nithya M**  
Other Faculties - **Dr. Maneesha N, Dr. Sunitha A S, Dr. Malavika Biswas, Dr. Neha Soman**



# MBA Batch of 2022



# MBA Batch of 2023





# Research Scholars



# Combined Batch of SOMS 2022 - '23







# CAMPUS PHOTOS



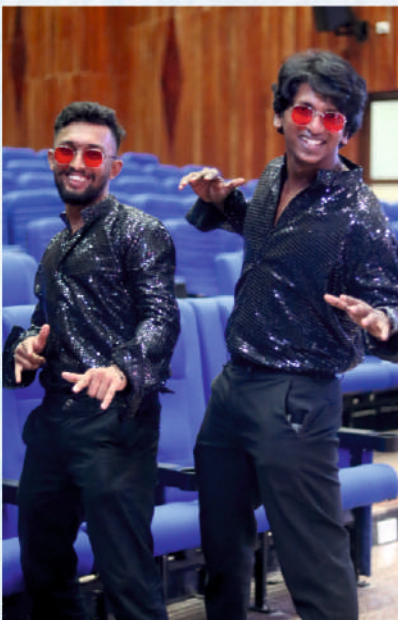








# FAREWELL 2022







# HOLI











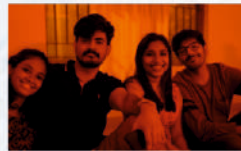
# WATER DAY



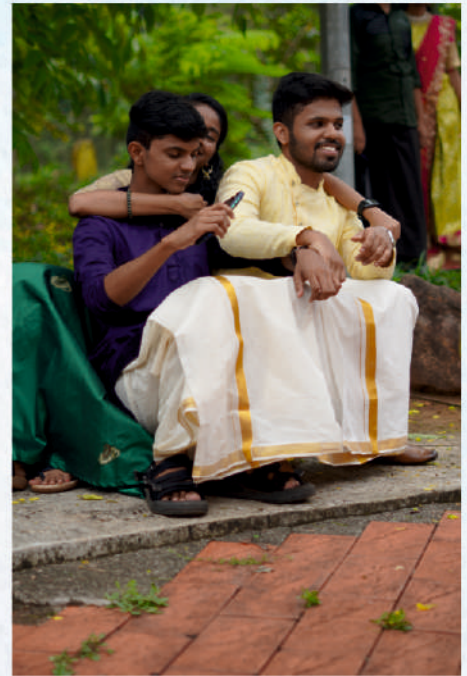




# CHRISTMAS & NEW YEAR







# ETHNIC DAY







# ACHIEVEMENTS



## Winners of IT Foods led Business Challenge Conducted by Sociocharge Impact Lab



**Nihaal Deepak Chugh**  
MBA '23



**Pooja Uday**  
MBA '23



**Kesava Uppalapati**  
MBA '23

## Interbatch Sports Tournaments: Winners of Women's Badminton (1st Prize)



Team List :

**Issabella Jose**  
Research Scholar

**Shakhithya RTS**  
MBA '22

**Bini Babu U**  
MBA '22

**Chandana Soumitran**  
MBA '23



## Runners Up of Men's Volleyball



**Ullas P -MBA '22, Noel Antony J -MBA '22, Mohammed Nawas VM -MBA '22  
Harikrishnaraj R -MBA '23, Kesava Uppalapati -MBA '23**

## Runners Up of Women's Volleyball



**Pooja Uday - MBA '23, G Regha Subhashini - MBA '22, Durga M - MBA '23  
B Haneesha - MBA '23, Ameena M S - MBA '23, Aditi Nambiar - MBA '23,  
Chandana Soumithran - MBA '23, Jenafer K M - MBA '23, Madhu Priya - MBA '23**





# MANAGEMENT ARTICLES





## GREENFLATION: A Green Economy's Greatest Obstacle

The war on tackling Climate Change is being fought for a long time, ever since discovering holes in the ozone layer. Environmentalists and scientists have been trying to get Governments and Corporations onboard for a long time. Many viewed the pandemic as an opportunity to create a sustainable economy – a green economy that goes hand in hand with tackling climate change and saving the planet. Governments began to change their policy making in accordance with this target in mind. However, a new threat that can derail the green economy, Greenflation, has come into play.

Greenflation is the paradox that has emerged out of the climate change actions. As we push the efforts to attain a greener and cleaner economy, the associated costs rise, making the efforts expensive. This paradoxically prevents the world from achieving the goal to limit global warming and, thereby, climate change. But the globally overlooked factor is the crucial role fossil fuels and minerals will play in this green transition. Transitioning to a new energy source provides a big boost for the old one. The political and environmental regulations held back further investments in these areas, which has led to a decreased supply. The Oil Corporations have reinvented themselves as Clean Energy Corporations making investments in renewable energy. New mines that supply the essential minerals are not emerging.

Why this happened is because when governments around the world directed growth towards a greener economy, it caused a rise in demand for metals and fossil fuels required for the process while at the same time, they regulated the investments and supply chains in these areas. This created an unprecedented problem, “Greenflation,” that drove up the prices for metals and minerals, especially copper, aluminum, and lithium essential for renewable technologies.

Latin America was a key supplier of these minerals. Chile and Peru together accounted for 40% of the total Copper production. Environmental, Social, and Governmental regulations in these countries have affected the supply chains of these minerals. The new regulations have delayed the operations of mines in these countries. Even China, the biggest commodity supplier of the international market, has cut down its production to reach carbon neutrality. Smelting was affected tremendously by China's decision on capping emissions, thereby putting a strain on Aluminium, a crucial metal for solar and green energy projects. These regulations and new policies to attain a greener economy have transformed into Greenflation, resisting it.

Production cuts during the pandemic and new environmental regulations with more countries aiming for a carbon-neutral state have fueled a demand-supply crisis. The present state of the global economy has fueled the inflation of prices for green technology. This has put the future of climate action change at stake. A sustainable society at the cost of rising inflation, at least during the initial stages of the transition, is what lies ahead for the world if the trend continues. Governments have to take the necessary actions to make a smoother transition by keeping up the necessary raw materials for the green energy transition. If Greenflation is not overcome, the inflationary effects will be huge on the monetary policies of central banks to the products for the consumption of the common man. Everyone has to realize that; the shutdown of the existing economy too fast makes the cost of a green economy unattainable.

**- George Mathew**  
MBA '22





# Can Digital Marketing be a side hustle?

Digital marketing, in simple words, can be explained as the type of marketing that utilizes internet-based digital technologies to promote products and services. It has transformed the way companies market their products and services to their customers in the recent past. Digital marketing, if done promptly, helps to cut down the costs of traditional advertising and promotion. It has tremendously impacted how businesses develop and implement different strategies of marketing. Once print media, TV, and direct mail dominated the industry, it has completely changed, and now the emphasis is on reaching consumers through digital means. In these challenging times of the pandemic, most businesses that once were not aware of the enormous potential of digital marketing are now operating fully digital. This trend will continue in the future because it is the future.

Digital Marketing can be a side hustle since it is rewarding if done properly. It comprises various practices like Search engine marketing, Social media marketing, Content marketing, Email marketing, Affiliate marketing, Paid advertisements, etc. And there are a lot of opportunities to work part time as well as full time.

A Digital Marketer focussing on Search Engine Optimization will be required to design and manage organic search

campaigns. It also requires a deep understanding of how the search engine operates and techniques to maximize the traffic flow. It can be performed through using keywords, optimizing the existing content, reviewing the content and performance, etc. Also, a digital marketing expert is expected to manage various campaigns across various digital marketing channels and analyse data from email marketing campaigns. Other tasks include:

- **Optimizing the company website or brand.**
- **Monitoring the social media platforms for luring followers.**
- **Engaging with potential customers.**

A good social media manager and content specialists are expected to focus on the right target audience and create engaging content. Many of these positions overlap, so it is possible to switch from one position to another.

- **Is it worth the effort and time spend on it? How does it help to grow your business?**

It will help the business grow beyond geographical boundaries and open a new pool of customer markets. If done properly, it can also reduce the cost of advertising compared to other traditional means since it focuses on target customer groups.

With the help of data analytics, one can understand the channels and campaigns that are doing well and the others that are not doing well. It also helps to identify customer behaviour and buying patterns. So, it is worth the time and money spent on acquiring digital marketing services.





- **What are the skills required?**

A digital marketer is expected to be good at analytics and designing tools that enhance the quality of the work.

Search Engine Optimization and Search Engine Marketing is one of the most demanding and sought-after skills for a digital marketing professional. Content creation is another aspect that requires to be worked upon. It is one of the core skills required, and strategizing it based on potential customers' business goals and developing campaigns based on it will bear fruitful results.

- **Is it possible to do it remotely?**

Unlike the traditional marketing process, digital marketing only requires online or internet-based technologies and gadgets to operate with.

Also, the sheer number of people one is likely to meet while connected online is very large compared to one on one locally. Also, the number of customers favoring e-commerce for purchasing is only going to go up from here. So, it is better to tap the potential as early as possible.

- **So why should anyone pursue it?**

The scope of digital marketing in the coming years will be huge. The ability to interact with potential customer markets in a global marketplace is a great perspective for any firm. Also, it is cost-effective and free of geographical boundaries to reach an enormous audience. So, businesses, especially small firms, should take advantage of digital marketing to compete with the market's bigger players. Experts are of the opinion that internet penetration among people will grow drastically in the coming years, so there is no better time to harness the potential of digital marketing.

**- Harikrishnan C S**  
MBA '22



# THE NEW GAME MARKET

Did you see the change? That upsetting MPL Ad that springs up at whatever point you open YouTube or "Play Rummy Online - and bring in cash" promotion consistently showing up on Facebook divider, all that were highlighting the rise of another industry in India that is the Online Game industry. It has just been a couple of years that things have changed. Possibly Online gaming industry is the couple of ventures in which COVID-19 shows some benevolence. Why this abrupt development? For instance, Twitter acquires \$8 income per client, Facebook is at \$19, Google at \$27, while Fortnite, a game, procures \$96, see the distinction? For quite a long time, we have thought about web-based gaming as some sub-par business; however, presently, it showed that we are mixed up!!

## Appealing Indian Market

We are the second most populated country on the planet besides if we check the demography, 75% of the populace underneath the age of 45, Indian populace is youthful, in our day to day routine we can see that individuals are playing internet games during their available energy (like LUDO) or even to enjoy some time off after certain works, despite the fact that significant clients of web-based games are as yet youngsters on the grounds that Approximately 55% of easy-going gamers and 66 percent of the substantial gamers across India were under 24 years of age in 2016. As indicated by Statista market worth of versatile gaming in India is assessed to reach about US\$ 405 million (Rs 30.45 crore) by 2022; it shows that web-based games are presently turning into a piece of our everyday schedule which makes India the biggest expected business sector for web-based gaming as far as volume.





### Cell phone upheaval and low information rate

There are not many stages accessible to play web-based games, Xbox PlayStation, PC, and cell phones. With this load of accessible stages, cell phone games are the leader of this industry. In India, cell phones between 6000 INR - 15000 INR gives respectable details to play a wide range of games, notwithstanding that India has the least expensive information charge contrasted with different nations. Online installment strategies are likewise streamlined like UPI and different Wallets, so players could do exchanges super quick immediately or security issues. A few games like LUDO King added territorial language to their application, consequently making it extremely easy to understand. I accept that these are the explanations for the wide acknowledgment of internet games in India.

### Income Generation

The greater part of games that I have seen is making an income by in-application buys and promotions. This gaming business is isolated into four classifications. The first is customary, similar to Subway Surf and Vector; their principle wellspring of income is in-application buys and ads. The second is expertise-based gaming or dream sports, where games are accessible and allowed to play, so when you become a specialist or even not, you could wager genuine cash with different players that are both allowed

to play and pay to play are accessible Eg: Dream 11. The third classification is continuous cash games like Mobile Premier League, where individuals mess around with genuine cash. Fourth is e-sports, where distributors like EA Sports coordinate competitions for groups/people. Players likewise make income by live web-based through YouTube directs or by partaking in challenges like PUBG competitions and so on.

### Legitimate Issues

There is a discussion going on if web-based games advance betting. Legitimately talking about our constitution says that betting is a state subject; subsequently, most states have outlined their laws precluding betting and wagering exercises. If a game is an ability-based one like PUBG, there isn't a difficult situation anyway games like Online Poker; Online Rummy makes the circumstance confounded on the grounds that there is any uncertainty with respect to these are expertise-based games or absolutely karma based ones! In case it depends on karma, the game will consequently change over to a betting sort of thing. So, the lawfulness of internet games depends on the ability level needed for that game.

### Way forward

Internet games are a chance for new Indian companies. Web-based gaming requires interests in-game engine and gameplay improvement, character creation, promoting, marketing, and so forth. If India can admirably utilize this chance, it will end up being a worldwide pioneer. Additionally, I accept that India needs to set up a board to control and direct web-based games, for instance, BCCI for Cricket. Cloud gaming and 5G innovation will again change the scene of internet gaming in the not-so-distant future, so if your companion calls you around evening time to play LUDO KING, how about you folks sit together and ponder beginning your gaming stage!

**- Aathira N S**  
MBA '22





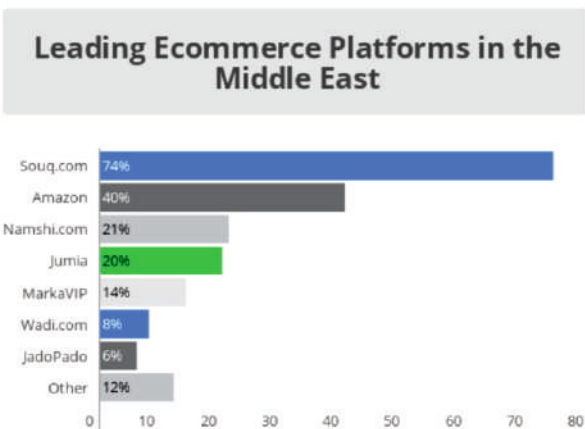
# Growth of E-commerce in The Middle East Market



## MIDDLE EAST:

The Middle East is one of the most economically growing and rapidly developing regions. It is also the most people-centric region in the world. No matter which corner of the world one belongs from, they can often be found in the Middle East. Citing such development and diversification, it is logical and manipulative that the business boom in any region. Also, because the recent pandemic has forced one to stay at home, E-Commerce is the most profitable form of business for any company.

Apart from this, major brands like Gucci, Versace, H&M, and other similar ones, are pretty common and often worn apparel. Now that these are just a click away, it gets easier and more accessible for the business to make instant and rapid profits. Even before the pandemic, the Middle East market witnessed a whopping \$16 bn sales profit. This was such a figure which was not even anticipated from the market. There are around 4.44 million active shoppers in the region who contribute even to the smallest of fractions.



- Souq has been a competitive E-Commerce market even compared to the Giant, Amazon. However, in 2017, Amazon spent \$580 million and acquired Souq to stay in the market and gain a formidable position in the Middle East region.

## AFRICA:

The African business market may not have a reputation for various businesses; however, it is over and above any other market in E-Commerce. The E-Commerce market value is around \$20 billion annually. This is less than the value of a country like Australia. However, the population in Africa is growing fast, and hence the demographics will tend more towards the younger generation mostly. Also, the African market presents a vast opportunity in E-Commerce because the countries Kenya and Uganda were the first to introduce mobile payments, and it has been prominent since. Therefore, mobile payments are proving to be the frontrunner for the E-Commerce segment.

More than 30 percent of consumers surveyed in Nigeria and Kenya said they are shopping online more frequently amid the pandemic. In South Africa, where e-commerce sales were forecast to more than double in 2020, 64 percent of consumers made their first online grocery purchase, and 53 percent bought goods from an online pharmacy for the first time. Meanwhile, online marketplace Jumia, which operates in several African countries, reported a 22.8 percent on-year increase in active consumers in the nine months to September 2020.



- The E-Commerce Giant in Africa is Jumia, which captures almost 60% of the African E-Commerce market.

The Middle East and African regions are evergreen to an E-Commerce business. Any company that has a venture of starting up an E-Commerce vertical can look at the Middle East and Africa as a potential and forever growing opportunity.

- Arpit Sonkar  
MBA '22



# SEMICONDUCTOR CHIPS: A Story of World's Most Valuable Commodity

**Let me begin with a question: when was the last time you went out to buy a semiconductor chip?**

Most probably, your answer would NEVER be!

Now let me ask another question: when was the last time you were out to buy PCs, Air conditioners, Automobiles, Television, refrigerators, etc.

Your probable answer, not so long a while ago.

And, when did you last withdraw your hard-earned cash from ATMs? Not a big deal; you do it on a regular basis, right.

Exactly, you may never explicitly use semiconductor chips regularly, but every time you use your PCs, Cell-phones, Washing machines, ATMs, there are semiconductor chips quietly doing jobs inside the devices.



From being a pivotal element of machine sensors to miniaturizing the size of electronic devices, chips are making our lives easier, making the world a better place to live in!

And with next-generation technologies such as Artificial intelligence, machine learning, and IOT becoming parts and parcels of our lives, Semiconductor chip demand is rising faster than expected.

**But, here comes the sad news: Chips are not available to meet demand!**

**Why is it so?**

We will come to that later; let's first see the origins of semiconductor chips.

The most primitive form of the semiconductor chip, a transistor, was developed at Bell Labs, New Jersey, the US, making way for its inventors John Bardeen, Walter Brattain, and William Shockley to grab a Nobel prize in physics in 1956.

What we use these days is an advanced version of the same semiconductor chips. Let's come back where we left, So why is there a chip shortage.

The answer is unexpected rising demand and the strategic nature of the chips.





These unexpected rising demands are fueled by -

- COVID-19 induced remote working culture leading to the higher electronic gadgets usages.
- The rise in applications of electronic components in automobiles.
- Rapid progress in the automation of businesses around the globe.

### So, why are we not producing enough chips?

As a matter of fact, It is easier said than done.

Semiconductor chips annual trade value is above 400 Billion US dollars. Chips are such a new-age technology that no country or corporation wants to share any recent breakthroughs with others for the very strategic reason to keep strategic control over this new oil!

Moreover, It requires a lot of investment to the value of 4 to 6 Billion US dollars to build a moderate capacity chip manufacturing facility.

That amount is so high that it even exceeds the budgets of many countries; for instance, Nepal and Zimbabwe's total budget is almost 6 Billion and 3 Billion US dollars, respectively.

China, despite investing more than 150 Billion US dollars, is still far from making competitive semiconductor chips and hence imports it to the tune of 300 Billion US dollars owing to the fact that the recent pioneering chip technology is such a hard-nut-to-crack that only a few countries possess it. And, the US-China diplomatic rift is making the situation worse as the US and its partners South Korea and Taiwan are more conscious than ever lest this prized technology slip into the hands of their rival china.

- Aquil Iqbal  
MBA '22



## Rising to an Entrepreneurial Spirit - Anecdotes from Business Sensations

Have we ever wondered how large conglomerates sustain themselves? Have we ever thought about how entrepreneurs get their ideas? Well, it's all solutions to problems that people have come across during their life. Various hardships, disguised labor, and unemployment have been the main driving factors for these entities' evolution.

My first anecdote would be on KFC. The fast-food chain has had its fair share of being an international choice among different age groups. When I looked at the evolution of Colonel Harland Sanders's ideas, I got to delude that all his previous businesses were a failure. When the oil crisis had hit, the petrol bunk he had leased from Shell was returned.

The idea of the special recipe was implemented through his petrol bunk that would have users wanting for a wholesome stop for a quick bite of something crunchy and juicy at the same time. At that time, Mr. Sanders had sufficient experience of chicken and sourcing the right ones without much wastage. All this personal experience of being raised at a farm had been deployed in this case. A major takeaway from his story was that he tried till the age of 65, when the man behind the great empire launched his wings. All his debts and family problems got sorted when the cash was paid off. He also had a very **humble start** to his business by **starting small and earning big, learning along the way.**





The second anecdote would be on LEGO. For many, this might have been a birthday present or something of great value for children that triggered fun with logic and thinking at the same time. The idea of building blocks was there a long time back by Kiddiecraft. But the entire idea of wooden building blocks initially had come through because of the strenuous task of raising children after his wife had died due to a medical condition. To keep the kids engaging, he started with the concept of wooden toys left over after the fire that caused to destroyed his business. That worked out, and people across Denmark wanted cheap and affordable toys for their children during World War II. A wise market opportunity used at the right time paved the way towards the right path.

But that did not prove well for long. The great depression had begun. His business had a second fire to add fuel to the fire when a large mall from Denmark gave his elder son an order for toys for the Christmas season ahead. But he made a choice and started delivering goods on his own. Another aspect he discovered soon is that the toy market had started to fill with toys made of plastic which was the future then. A market opportunity discovered was enhanced to its fullest potential. A new

horizon for LEGO was built through LEGO System that had a few pieces and required the children to assemble it and enjoy the toy. This proved well.

That too didn't go long as Ole, the man behind LEGO, had serious health issues and died due to a cardiac arrest. As Godfred, Ole's son, had many disagreements with his brothers, and he decided to buy their stake and take the company forward on his own. That had done well until a fire broke out from the wooden plant factory for the third time. This was a blessing in disguise because a stern decision was taken not to go ahead with wooden toys.

A complete plastic toy manufacturing facility had started to run in full capacity, and in the '90s, LEGO had its first billion-dollar been marked. Soon after, the US also started importing. The company's success story draws exact parallels with the journey that was exactly like the concept of LEGO. They built something only for it to be brought down. Then they rebuilt it to make it better. Fate struck them again, yet just like LEGO, they kept rebuilding their product into something even better.

From this, we know that determination, persistence, and hard work pay off. Always remember that "Success is not final; failure is not fatal; it is the courage to continue that count". - Winston Churchill

**- Aaron Koshy Thomas**  
MBA '23





# PANDEMIC AND THE BOOM OF INFLUENCER MARKETING



The restriction in physical activities due to prolonged lockdowns has added to the increase in screentime of people. It almost doubled the screentime of people, which eventually helped such influencers as their content received more visibility. Most of the big brands had to reschedule or cancel their shoots and other marketing activities and depend on the influencers for creating content for marketing. People found their content more relatable and trustworthy than any random celebrity engaging with a brand. According to surveys, the chance of people buying a product is far more when marketed by an influencer than any celebrity. All these points have contributed to this boom. The micro-influencers (influencers with less than 25k followers) and small businesses which run online have mutually helped each other in their growth.

The Pandemic has Shaken the world. It has impacted all the sectors of the economy. Still, it also has become a blessing in disguise to the influencers out there, reinforcing influencer marketing and bringing in a cutting-edge marketing strategy. From small-scale Instagram businesses to branded companies like Nike, Pepsi, Adidas, it has explored its possibilities and started investing in them.

While looking at the statistics, last year, almost 59 percent of the global ad spend was used for digital marketing as the overall ad sales have dropped considerably. 49 percent of the consumers depend on the influencer recommendation, and 45 percent of the women have been more active on social media for the past two years than before. The purchase intent of people when products are recommended by an influencer over a celebrity is also observed to be very high. According to studies, businesses are ready to increase their budget for influencer marketing to a higher level due to the incredible results they have been obtaining in the past two years. The return on investment in influencer marketing has also surpassed print marketing. All this made the brands rethink their marketing strategy, and 67 percent of the firms have actively used influencer marketing in the last two years.

Going forward, the influencing market is assumed to be growing on a larger scale than the previous years. With the budget allocated to digital marketing increasing each year than the conventional marketing, there is a huge scope in the field. The better return on investment is an attraction for the brands. But at the same time, all this depends on people's trust in such influencers. Suppose poor quality content or paid collaborations that give fake reviews are provided to people eventually. In that case, they will start questioning the authenticity of such recommendations, affecting the overall structure of such marketing techniques. The disparity between the influencer's content engagement increases and the ad sales not improving when compared to it needs to be studied as well. As the world adjusts to the new normal when offline works and classes start, the amount of screentime can also reduce, and this can cause a reduction in content consumption. Even though these are some of the challenges to think about, the future of influencer marketing looks very bright if it can be overcome through very productive planning and execution.

**- Aditi Nambiar**  
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# MENTAL HEALTH AND SUSTAINABLE DEVELOPMENT

With the world still recovering from Covid, in October 2021, the National Crime Records Bureau published a shocking statistic. According to official figures, India lost more people to suicide in 2020 - 1.53 lakh than Covid- 19, which took 1.46 lakh lives last year. In this, almost a quarter of the victims were daily wage labourers; more than 10,000 victims were students. In a nation like India, where mental health is still considered taboo, the government has yet to prevent the loss of human capital due to peer pressure and social taboo. The economic cost of mental disorders is more than 4% of our GDP.

Mental illnesses have recently been identified as the gateway to many aspects hindering sustainable development. It is determined to affect educational attainment, income, nutrition, housing, and social support; it is aggravated by civil unrest, looming wars, and natural disasters, which may be influenced by climate change. Its burden, again, disproportionately affects women and girls, limiting their opportunities to go to school and earn a living. There is a cyclical relationship between poverty and mental illness. Between 2011-2030, mental illness will cost the global economy USD 16 trillion in lost economic output— more than cancer, diabetes, and respiratory diseases combined.

Mental illness is a leading cause of the global burden of disease. Mental illness causes more years lived with disability (32.4%) than any other health condition and nearly as many disability-adjusted life-years

(13.0%) as cardiovascular disease (13.5%). People living with mental illness are also more likely to develop physical health problems and have poorer physical health outcomes, including higher premature mortality rates.

Mental health is addressed in SDG 3 – “Good health and well-being.” SDG 3.4 calls for reducing premature mortality from non-communicable diseases through prevention and treatment and promoting mental health and well-being. It includes the reduction of suicide mortality and treatment of persons affected with mental illness.

Cost-effective solutions to mental health care exist. Studies have also identified that mental health can be improved through development interventions beyond the health sector. However, mental health is too often sidelined by international development. This must change. Mental health also needs to be addressed to achieve Sustainable development goals.

NGOs and academia need to maintain momentum and hold the UN to account as guardians of the SDGs. Lastly, the UN member states need to commit to their 2030 agenda promise to leave no one behind and ensure prevention, treatment, and inclusion within universal health coverage for people with mental disorders and psychosocial disabilities.

**- Neethi Lisa Rojan**  
(Research Scholar)



# Small Data - Really?

One has to be living on a different planet to not hear about the term Big Data. It is so ubiquitous that every third article on technology contains some mention of Big Data. What exactly is big data, and how big does data have to be to qualify as Big Data? Big Data is big owing to its magnitude and speed of accumulation. Popularly known as the four V's: Volume, Variety, Velocity, and Veracity are the components of a framework that can be used to comprehend Big Data. Volume indicates the vastness of the data in length and depth; variety would mean the multiplicity of the data type (text, numbers, image, audio, and so on); velocity implies the speed at which data is generated and piled up, and veracity denotes the quality of data that will be analyzed. Imagine the water level in an infinite capacity reservoir that constantly increases with high speed, including a mix of minerals, some of which are useful to us. This is Big Data.

If there exists big data, then there may be small data as well. If big data is infinitely big, how small is small data? There is no consensus about the smallness of data. But how small a data can get - a text, a number, a sound, a symbol, a pixel, a nod could all be small data. In short, small data is the next best thing to no data. But that remains just that - a data that cannot be further understood without any supporting entities. Small data cannot be that small - it has to be the smallest meaningful unit at a minimum. Arguing dichotomously, anything that is not big data can be small data. That is again not wholly true. Hence the smallness of data cannot be understood with a specific framework. Nevertheless, we can assert that small data should be big enough to generate any meaningful insight and small enough that it can be captured, managed, and comprehended in a relatively easy manner. In his book *Small Data*, Martin Lindstrom says that data generated from a single person can be small data.

## Conceptualizing Small Data

Small Data is highly context-dependent. For a street vendor, a customer's gaze is a small data that reveals a potential interest in a product; for a teacher,

a student's yawn in the classroom is a small data; for a child, a rolled eye by the parent is a small data. But for a rational decision making process, small data should be more than just one bit. It has to be large enough to offer enough insight that can be revealed from the data. The properties of Big Data can be assumed for the small data as well, in letters but not in the same spirit. Small Data also needs to be sufficiently large (volume), accumulated at regular and manageable intervals (velocity), should have different components of data (variety), and should hide within it meaningful insights that can be drawn by analyzing (veracity). A vat of water drawn from the imaginary infinite reservoir of big data can be a metaphor for small data. The vat size depends on the context on which the analysis is carried out. In a quantifiable sense, a dataset containing up to 1000 rows or columns can be considered small data. A rule of thumb is that a person should be able to make some preliminary inferences just by reading through the data. If any inference, albeit superficial can be drawn from a given dataset that can be said as small data. Another angle is that one need not have to have sophisticated high performance software to work on small data. A spreadsheet with any standard office package would suffice for small data analysis.

Small data concentrates more on depth, rather than breadth of the insights. It offers a focused insight that can be derived from a dataset and mainly for a single purpose. What small data lacks is standardization, both in form and storage.





In an organization, different departments may store the same data in various manifestations. It may be tucked away in an employee's personal computer or cloud, which may never be explored for insights. These small chunks of data hold potentially relevant information. But by virtue of being small, it may be deemed unimportant and may be overlooked by analysts. This micro storage of data implies high dependence on the individual who maintains such data, and the interpretations will often be mired with subjectivity.

### Small Data can be Smart Data

Choosing to include or incorporate only what is relevant and vital for further decision making can make your data small and smart. There is no beating around the proverbial bush, no superficial understanding. Instead, what small data offers is a smart analysis. Do not approach small data as another jargon to be tamed and added on to your 'must-know' kitty. It's happening right now. Deep dive into your computer hard drive or cloud storage; there are a lot of hidden stories in it. Streamline them, connect the dots, and voila!! You get a picture. So, what are you planning to do with the small data you are sitting on right now?

**- Sreejith S S**  
Assistant Professor, SOMS



## It's not just about Diversity; It's about Respect

We hear a lot about how diversity brings out the best in a business and it actually makes sense. In a company which has people from various regions with many varied experiences and skill sets from multitude of origins it goes without saying that such diversity increases the strength of any organization. And these varied ranges of employees in a company can come from different income levels, physical abilities, age, cultural, ethnicity, education and sometimes even nationality. But this kind of diversity in an organization can lead to difficulties in communication and personal interactions during tasking and projects.

### What to do now?

#### Unlock diversities potential

The key to avoid such downfall and to unlock the potential of the diversity within people is to ensure it begins traveling down the right road from the start. The road to success starts with respect. Without respect



diversity is just a shell which is about to shatter into pieces at the first sign of misunderstanding or argument. In fact, to be more precise diversity in the workplace doesn't work at all unless it starts with respect.



Make it happen.

### **How do you establish respect in the working environment?**

Business must generate a set of rules, guidelines and policies which reflects respect and diversity in an organization. These guidelines serve as a framework for all the employees to work from and provide an official foundation that a business can stand on in support of respect and diversity.

Secondly, training can help. You can't just expect people to know the benefits of respect in diversity. Some of them will know but many will not. Businesses can benefit from training programs which convey the message of how respect can be applied in an organizational diversity and what the result will be. Such training programs about diversities can even support the policies of your company. In fact it should be a company's procedure to have employees conduct such training.

Respect doesn't always come naturally. It develops by sheer direction and requirement. One thing that can help with creating genuine respect is to ensure that your employees are given an opportunity to get to know each other. This could be a team outing or a company picnic or any kind of games and events where the employees get out of the work environment and get to know more about personal things. These kinds of events provide employees to relate to one another where they develop a mutual respect in spite of the differences. Workplace always doesn't create an opportunity or any such occasion where the employees get to know each other. In a more relaxed environment outside of work this respect has an increased chance of growing towards each other and this will even carry over in the workplace and help with the interaction and communication between employees.

Diversity and respect are one of the most important attributes in a working environment. Once this works within your business the possibilities of what your company can do are endless.

**- Shakhithya R T S**  
MBA '22



## **ECOCRITICISM, A LAYMAN'S PERSPECTIVE: A NOTE**

Recently, there has been observed an increasing awareness within business communities on the significance of going green and adopting various environment management techniques. As the corporate world is going global, the business is experiencing a shift from a conventional financial structure to a modern capacity-based economy that is ready to explore green economic facets of a business. The manufacturing cycle, right from Marketing (Research) to Manufacturing and back to Marketing (sales), and the chain from Marketing to Consumers, have begun to adopt green practices. Integration of green practices is widely seen in marketing, human resources practices, manufacturing supply chain, etc., leading to the development of sustainable indices in the manufacturing process. The corporates are adopting or persuaded to adopt or mandated to adopt environmentally friendly practices that would make the world a better place to live in. Corporates adopt villages as part of their corporate social responsibility to improve the prospects of irrigation, to improve the water quality, to improve the groundwater level, and so on.

While science, engineering, and technology all contribute to making the globe both polluted as well to clean up the mess it created, Humanities is not lagging behind too when compared with its science compatriot in promoting environmentally friendly practices.

Science, engineering, and technology all contribute towards the quantitative measurement of environmental degradation, techniques of measuring the pollution (some of the pollutions could be irreparable), and trying to achieve a net-zero carbon emission.

Humanities, on the other hand, discusses how the human (humane?) centric (Anthropocene) approaches create environmental hazards, imbalances in the weather, seasonal changes, and the damages and havoc it causes.



Environmental Humanities, otherwise also known as Ecocriticism, analyse (criticize?) the literature that discusses nature, the change that has occurred in nature, seasons, the rise in temperature, sea levels, glacier melts, and so on over the period time. The objective of these analyses and critical views is to bring about a change in the behavior of the globe, countries, governments, industries, and individuals if we choose to fix the responsibility in a top-bottom approach. Ecocriticism has extended itself into the different areas of humanities such as culture, religion studies, films, gender studies, postcolonial studies, psychology, etc. The theoretical contributions of gender studies and postcolonial studies are worth mentioning.

Ecocriticism began to develop as an area of interest in 1962 (*Silent Spring*), as an area of study in 1992 (Association for the study of Literature and Environment), as an area of research in 1993 (Interdisciplinary Studies in Literature and Environment). Lawrence Buell, in his *The Environmental Imagination*, formulated a checklist of four 'ingredients' of an environmentally orientated work:

- The nonhuman environment is present not merely as a framing device but as a presence that begins to suggest that human history is implicated in natural history.
- Human interest is not understood to be the only legitimate interest.
- Human accountability to the environment is part of the text's ethical orientation.
- Some sense of the environment as a process rather than as a constant or a given is at least implicit in the text.

### **Waves of Ecocriticism**

Ecocriticism as a theoretical area of research evolved during 1993. It discussed the effects of post-industrialisation. Lamenting about the loss of greenery, puddle-laden tarred roads, smoke, and the loss of serenity. It was primarily confined to the core English literature and poetries (Notable among the contributors is Gary Sander).

They tended to equate the environment with nature. Focused on literary renditions of the natural world in poetry. The poetry displayed the place affinity of humans (similar to cats!) at a bio regional level. This is classified as the first wave in the literatures.

The region which was the initial affinity now began to enlarge during the 2000s with globalisation, growth of multinational companies, transnational borders of industrialisation that searched for the scale of operations. The ecocriticism literature now began to evince interest that pertained to metropolis and industrialisation—evolved from being biocentric to socio centric—moved from regional level to global level. The literatures refer to this period as the second wave.

Scott Slovic and Joni Adamson hailed the arrival of ecocriticism's third wave in 2009 - a development which "recognises ethnic and national particularities and yet transcends ethnic and national boundaries," exploring "all facets of human experience from an environmental viewpoint." Broadly speaking, this describes the paradigm of eco-cosmopolitics.

The third wave, in my opinion, has not just transcended ethnic and national boundaries; it also evolved and extended into other areas of humanities, especially ecofeminism and postcolonial studies. Ecofeminism assumes the environment as a woman, and the ones that destroy the environment are construed as men out to dominate and create a patriarchal society. So far, the Anglophonic works were given importance, and the regional works were marginalized for their contribution to the cause of the environment. During the third wave, the works (authors) of the colonized countries began to obtain their dues (Arundathi Roy, Amitav Ghosh, etc.) In *Sense of Place and Sense of Planet: The Environmental Imagination of the Global* (2008), Ursula Heise remotely talks about cultural imagination and understanding that reach beyond the nation and around the globe.

Now, the buzz is about The Fourth Wave - Material Ecocriticism that discusses Post-Human and Post-Nature (Bruno Latour's *We Have Never Been Modern*)



In order to understand the evolution and the current focus area of the research in ecocriticism, chose three major works that were published in 2011, 2013, and 2016. A word cloud was constructed for each of the works;

### Inferences

Based on the word clouds, the following inferences are made.

- Ecocriticism seems, in my opinion, to be a fledgling branch of research. More into literary than into theoretical academic contribution
- The evolution has taken multiple dimensions, such as ecofeminism postcolonial ecocriticism, thereby lacking focus.
- Ecocriticism lacks scientific temper as well as quantitative analysis.
- The development of adequate theories that are found in other branches of humanities disciplines seems to be lacking.
- The perspective of geography, history, race, politics, culture, gender ecology, ethics, religious studies, anthropology all has an intersection with the environment.



Word cloud 1 (Buell, 2011)



Word cloud 2: (Pippa Marland, 2013)



Word cloud 3: Sandeep Kumar Mishra (2016)

- Thus, horizontal expansion of the research is growing while vertical expansion seems to be lacking.
- While ample qualitative analysis is available, the theoretical contributions to the academic studies seem limited.
- The analysis thus made exists in isolation rather than integrated.

I conclude this note with a Sanskrit verse:

*“dyauh śāntirantarīkṣan śanti prithivī  
śāntirūpaḥ śāntirośadhayaḥ  
vanaspatayaḥ śāntiviswadevah śāntibrahma  
śāntiḥ sarva śāntiḥ śāntireva śāntiḥ sā mā  
śntiredhi”*

(Sukla yajurveda 36-17)

An equivalent translation is as

*“Let there be balance in the space !  
Let there be balance in the sky !  
Let there be peace on the earth !  
Let there be calmness Let there be !  
Let there be growth in the plants !  
Let there be growth in the tree !  
Let there be grace in the Gods !  
Let there be bliss in the Brahman !  
Let there be balance in everything !  
Let there be peace and peace !  
Let such peace be with everyone of us !”*

**T. Radha Ramanan**  
Associate Professor, SoMS





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**PS:**

### **Rip Rap**

*Lay down these words  
Before your mind like rocks.  
placed solid, by hands  
In coice of place, set  
Before the body of the mind  
in space and time:  
Solidity of bark, leaf, or wall  
riprap of things:  
Cobble of milky way,  
straying planets,  
These poems, people,  
lost ponies with  
Dragging saddles--  
and rocky sure-foot trails.  
The worlds like an endless  
four-dimensional  
Game of Go.  
ants and pebbles  
In the thin loam, each rock a word  
a creek-washed stone  
Granite: ingrained  
with torment of fire and weight  
Crystal and sediment linked hot  
all change, in thoughts,  
As well as things.*

*-Gary Snyder*





# GENERAL ARTICLES



# The Freedom of Assange

Freedom of speech, the power to express one's opinion without censorship or restraint, is necessary for any nation to prosper and grow. When there is open dialogue, differences can be sorted, and society can move forward. We rely on this freedom to operate, which must be protected for future generations. But what happens when certain conditions are placed upon this freedom? "You can speak freely about anything except this issue." "You can criticize anyone except this person." "You can live the life you want as long as you don't venture further into the truth." Freedom does not come with terms and conditions, and if it does, then freedom is long gone.

In 2010, the founder of WikiLeaks, Julian Paul Assange, garnered international attention for publishing a series of leaks which included the Baghdad airstrike Collateral Murder video (April 2010), the Afghanistan War Logs (July 2010), the Iraq War Logs (October 2010) and Cablegate (November 2010). Assange exposed the horrors and truths of the American Government, truths they tried so hard to keep hidden from the public.

Once the public was made aware of these embarrassing truths, this sparked several protests and civil unrest. People worldwide began to contemplate whether their respective governments were ever on their side and how deep exactly the rabbit hole was. But the most alarming thing was how no politician from any nation or any of the trusted media outlets came out in support of Assange. The same politicians and media outlets who claimed to be the beacon of goodness in dark times, the upholders of social justice and humanity, could not come together to speak in favor of one man who had unveiled the unspeakable brutalities of the U.S Army in war-torn Iraq and Afghanistan.

After this incident, the U.S Government began a witch hunt to extradite Assange after fleeing. The Australian Government paid no mind to this issue even though Assange was an Australian citizen and put it aside as an internal matter of the American Government. Within the coming days, Assange fell prey to a vicious character assassination campaign at the behest of the U.S Government and the media. Even the countries he fled to, like Sweden and Ecuador, only provided temporary refuge.

So, what does this mean for freedom of speech? Will this incident deter brave men and women from speaking out on atrocities carried out by the powerful? Will people have the courage to let the world know about the truth in exchange for a life filled with constant fear for their life and vilification? This may not appear to be a concerning issue for most people as it does not involve them. "Why should we be concerned about what the elites do behind closed doors? It has always been this way, and they can get away with whatever they want without



repercussions.."If history has taught us anything, when good people do nothing, society is truly doomed. Freedom can be taken from people in the blink of an eye, which happened in Afghanistan a few months ago. On August 15th, the people in Afghanistan woke up to what they thought was just another ordinary day only to witness the downfall of their nation. There was not even a battle for winning their freedom; it simply disappeared. But, freedom can also be chipped away slowly and unknowingly, which is happening in many nations. Some people are arrested for making jokes or memes on politicians, and social media sites are silencing certain accounts for speaking on sensitive topics.

To quote George Orwell, from his book



1984, "Until they become conscious they will never rebel, and until after they have rebelled they cannot become conscious." People will never rise against something unless they know what is going on. Ignorance and the unwillingness to pursue the truth are what put society in danger.

Throughout history, we have always relied on the so-called whistle blowers—brave individuals who put their lives on the line to let the public know the truth. People like Edward Snowden, Coleen Rowley, Daniel Midland, Frank Serpico, etc., decided that they could not just stand by and witness such injustices take place. Where do these whistle blowers lie in a society where a celebrity receives instant admiration for doing the simplest of things? Was there ever really any point in leaking out the truth when no one was even going to pay attention to it? Have people "grown soft" due to the luxuries provided by a democracy? This may sound ominous, but only time will tell.

**- Athira Jayaprakash**  
MBA '22



# BALANCE



Descending from my hilltop stay onto the soft sands of Om beach, Gokarna, it was 6:30 am. Until my feet were buried in those sands and all drenched by the Arabian sea, I hadn't even lifted my heavy sleep head. But the very moment I did, my eyes froze. It indeed was an enchanting moment to witness the first ray of sun calmly lightening up the seashore to a golden hue. It was at the same instant that a unique thought struck me. The scene had numerous components and elements, all coming together to create something extraordinary yet mundane.

The fisherman was setting sail to begin their day of uncertainty, just like any other. As they dragged their boat into the ocean against the current, we walked past them with cold feet and warm air. The fresh air and mild breeze only enhanced the experience that I recollect now. This capture reminds me of "balance" as the key component of every aspect in hindsight.

Ultimately, if you aren't balanced, you tend towards an extreme, and extremes are dangerous! At the same time, each individual defines his balance just as he defines his own goal. After all, the balance of warm sun rays against the cold ocean waters gave me that mesmerizing experience, and I chose to believe and inculcate the same in every other instance possible. Balance!

**- Nihaal Deepak Chugh**  
MBA '23





# SOME RANDOM THOUGHTS

At first, I thought of writing about global warming – how the gruesome acts of humans infect everything they touch, how it affects the ones at the bottom of the pyramid. I don't know; maybe the future business professional in me started to think of many business ideas right there. There are several business ideas I can put forward in a climate change era. It is ironic how one's thought process travels. The findings and common perceptions about humans are really interesting.

Have you ever found yourself thinking too much about some random things, and they start to make sense, and you have to stop yourself because they are at odds with our social setups or your own philosophies? We have the freedom to think and act upon well, in particular situations-, but certain situations demand you to be biased or silent without any external influence. For example, when my favorite celebrity or even a leader of the political party, which I am biased to do something scandalous, why do I feel like I have to be on their side and it is my natural duty to defend her/him? Even though I have not met these people, or I do not have the ambition to meet these people, I would want to just care for them. Why? Because when you like someone or find someone who shares even a slightly same idea or thought process, the bond that builds up is so strong, which makes us blind regardless of what our brain tells us. This happens when you talk to a person, and you happen to know that you both do not like a third person, and then you start talking ill of that third person. Next time when you find yourself in such a situation, just notice how much that makes you feel connected to each other and how much you enjoy that conversation.

As a civilization, we have been practicing certain thoughts or conceptions regardless of our location. These brassbound conceptions are like an heirloom. Even if these are discriminatory against the freedom of our own kind, we have come up with numerous theories to support them. Talking about freedom, Ladies, have you ever envied the female street dogs? Those who freely roam around in the day and night, anywhere they like. Sometimes with a group, sometimes alone.



Am I implying that dogs are better than humans? Definitely not. They can't adorn their females with gold; they don't know how to make bonsai trees. Silly them. We, the women, have been here since the beginning of humankind and look at how even modern society gives scintillating chains around our throats, backed by the unwritten social manifestos. We are part of the longest protest, which is spread throughout the past, present and future-most probably till the end.

We have a multitude of notions associated with ethics and values. We are kind, considerate, and above all, we smile. We always find ourselves as good men/women. Name a few narcissists or hypocrites. What names come to your mind? Let me guess- Hitler? Alexander the Great? Let me tell you one funny finding, if we are given a bunch of headshots, we would unknowingly find the one with features similar to ours more attractive than others. Narcissism is everywhere. It is just the level and control over it that varies. When I say this, Trust me, I am no different. I can empathize with a cattle waiting to be slaughtered at the butcher's, and on the same day, I can eat a bucket of fried chicken without any repentance. To explain this utter lack of remorse, I have come up with a theory, but it still needs some improvements as it has some grey areas-no biggie, it just happened to be a perfect blend of narcissism and hypocrisy.

Take a closer look at yourself or those people around you. Can you see the good old caveman? With the exact same wants but with better(?) means to satisfy those wants!!

**- Jiby George MBA '22**



# Impact of COVID-19 on Mental Health



COVID-19 has changed the whole scenario of everyone's daily life worldwide. The worst part is that it is threatening mental health along with the physical threat that it poses, and it has already affected many people. There are many reasons for this, and people have been affected differently in various parts of the region, including age, gender, etc. If we analyze the reasons one by one, we can understand their causes, effects and find a solution for this prevailing situation. The underlying reason is the change in the lifestyle of people this pandemic has brought about.

Social distancing has brought new work from home and online class culture that caused isolation and high exposure to virtual life, which has led to decreased attention span, social media obsession which is desperate attention-seeking, fear of missing out, boredom, low self-esteem, etc. Limited freedom and movement restriction has created frustration in everyone. The isolation has brought a feeling of loneliness because of the distance from the loved ones. The fear of getting infected and the exaggerated news make people mentally stressed. The health professionals about whom nobody talks about also suffer a lot of stress due to working overtime and less contact with loved ones since they often have to treat COVID-19 patients. The other factor is that COVID-19 itself causes mental health problems if affected.

People who lost their job or have low incomes due to this situation have developed a sense of insecurity, instability, and hopelessness. The emotional disturbance is anxiety, stress, panic attack, frustration, and depression. There have been

changes in all the sectors that caused fear of uncertainty regarding the future. Decreased social and family support worsens their condition.

Coping with these mental health problems is confusing. So many of them started getting involved in unhealthy habits such as binge-watching shows, overeating, under-eating, alcohol consumption, etc., as an escape to the mental health problems. Many face an identity crisis due to changed habits, routines, and decreased interest in activities that they used to enjoy earlier. Many people are disturbed mentally, which has led to reduced sleep, change in sleep and food patterns, confusion, etc.

The inadequacy of information regarding mental health, wrong information, and inaccessibility of mental health professionals at an affordable rate is one major reason this problem spike in such a significant manner.

We are already aware of this situation, and still, we can improve this. People can be more supportive towards each other. This is possible if they are aware of this problem. Government can take the initiative to spread awareness of various mental health conditions and provide mental health consultation at an affordable rate. Community programs, workshops and encouraging outdoor activities with preventive measures, and communicating the same will be helpful. Decreasing unnecessary social media usage and replacing it with other leisurely or productive habits is another good idea. Let's not allow this pandemic to break us. Instead, we can address this issue and stand up against it.

**- Aiswarya K**  
MBA '22







# RAPE IN INDIA

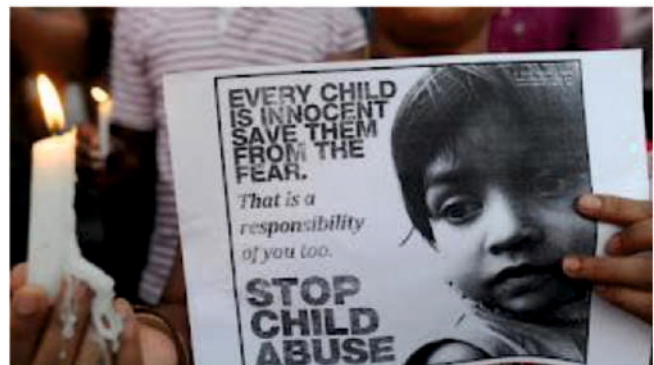
*“We must send a message across the world that there is no disgrace in being a survivor of sexual violence- The shame is on the aggressor”*  
**-ANGELINA JOLIE**

**RAPE** is not a new terminology for all of us. We all know about it, we see the news on TV, we read about it in the newspaper, we pray for the safety of a victim and demand the severest punishment for the accused, we also pray for the safety of our loved ones, and lastly, we forget all of this and start living our life. Well, if you are still reading this article, let's talk about facts and **RAPE IN INDIA.**

As per the NCRB data, Rajasthan reported the highest number of rapes (5310) in India in 2020, followed by Uttar Pradesh with 2769 cases, Madhya Pradesh with 2339 cases, and Maharashtra, 2061 cases. Major crime heads under crime against children during 2020 were kidnapping and abduction (42.6 %) and protection of children from sexual offenses act 2012 (38.8%), including child rape



India records 80 murders, 77 rape cases daily in the 2020 National Crime Record Bureau's (NCRB) report. 77 rape cases were reported across India on an average daily in 2022, totaling 28,046 such incidents during the year 2019. Overall, 3,71,503 cases of crime against women were reported across the country in 2019, showing a decline of 8.3 % as 4,05,326 cases were registered in 2019, the NCRB stated.



In just last week in the Thane district of Maharashtra, a new rape case showed up. A 15-year-old girl was raped by 33 people for 9 months. Can you imagine the cruelty of this act, the animalistic behavior of human nature? A 15-year-old girl, maybe in her 10th class, was raped by so many people and all this happened because she met one guy on social media, and that guy raped her and recorded the video and threatened her with that video. The question arises why she didn't speak about this to her parents? What



was stopping her? Is the psychological and social pressure so high that our own children are afraid to talk to us?

The role of social media is insanely important in today's world. People who do not use Facebook or WhatsApp, or Instagram are considered as an older generation, and that's why many children and teenagers spend most of their time on social media platforms which ultimately cause destruction to their life. Social media is a very powerful tool that must be handled carefully. Otherwise, it will destroy today's generation.

Where are we going? When we say we are the people of India in our preamble, what do we actually mean? Do we mean like we, the people of India who are going to keep harassing our children, OR do we mean like we the people of India who are going to keep raping our girls, our sisters, and our mothers, and we will not go to stop until we have raped them all? I think that's the truth because 77 rape cases per day speak for themselves.



Have you ever watched Brad Pitt's World War Z movie? The movie is about zombie attacks on humankind. In that movie, the human race was attacked by a zombie virus. In the initial phase, the world governments were developing a cure; they wanted to convert those zombies into human beings. But as time passes, they realize that this is not possible. So our hero Brad Pitt develops a vaccine for the rest of the living humans so that they can protect themselves from the zombies and the virus.

I think we should do the same if we want to survive in this changing world. We must adopt new strategies to develop our children. We should tell them about the danger lying outside the door, we do not want them to get afraid, but we want them

to be aware and safe. We should teach them about social behavior, like what a good touch is and what a bad touch is. We should teach them how to trust people and how to choose friends on social media because social media opens the vulnerability of our children's lives. We must have regular communication with them. Just asking, "How was your day?" can make a great difference.

I think it's time that government should introduce sex education as a regular subject from the school level itself. Because lack of sex knowledge can cause curiosity as well as bad decision-making habits. Sex should not be treated as an alien topic. It should be open to all. The stringent law will not affect efficiently in our society because law and order are always a major headache for this country. Hence I think rather than waiting for someone to help us or protect us, we should make ourselves strong and change this world for our children.

**- Akshay Ahire Ramesh**  
MBA '22





# EQUITY AND EQUALITY

Imagine this: an 8-year old boy gets up in the morning and gets ready for school. The house helps prepare breakfast for his entire family, he meets them at the dining table, and a driver takes the car out to school. On the other hand, there's another 8-year old boy who lives in a rural area of northeast India. He gets up in the morning, has breakfast his mother prepares, and sets out to school on foot. He reaches school after walking about 5 kilometers, crossing a river on a boat. During rain, the river gets flooded and becomes dangerous to cross; thus, he's unable to attend school too.

Did it hit you? The vast difference between the lives of these two boys of the same age? These are just glimpses of a small part of their lives, and there is more than can be added from their entire day and not to mention those who have even worse stories to narrate. The Right to Education Act, 2009 certainly gives an equal opportunity to all children but is this enough to make sure that most children, if not all, receive an education? Go back to the two scenarios. The first kid doesn't need such a right because he will attend the best school even without such laws, and the second child needs more than just a right. There's more to be done. This is the case with equality.

"Equality" has become a very prominent word for several reasons. Some equal rights were granted to people like Pt. Jawaharlal Nehru signed the constitution of India, the rest came into the picture as we moved ahead, and some are yet to be granted. Equality is not enough despite the equal opportunities and laws for people, just like the two boys in the example. Equality is like cutting the cake into equal parts and distributing it to people without knowing how much each of them will consume. This strategy ends up mostly in wastage or leaving some lacking. But if the cake is distributed equitably, this can be avoided. Equity views people with their lenses to identify how much each needs. It means to acknowledge and give to each according to their needs.

Equity is the need of the hour. It acts as a bridge. Like the two kids in the example. The second kid needs more than just a



right to education. He needs additional help in either a new school constructed nearby or infrastructure developed to make it to the closest school. This is a prevalent problem with the poor section of the society, unable to attend schools or put them to work as an extra hand for income. Even when attended, poor quality of education fails to serve the purpose. The picture is no less ugly for girls, entirely denied access to education, made to work at home and farms, taking care of family, and early marriages. For someone living in an urban area, this might sound very unrealistic; however, this is still a hard-core reality of the new era's rural India. At this juncture, I can recollect seeing kids, both girls, and boys of ages 4-6, who used to accompany their parents to hostels working as cleaning staff. The kids, too, roamed around with brooms trying to help, and the fact that even their brooms would be taller than these kids when held upright could leave anyone heartbroken.

Perhaps it's time to relook at our actions and policies. Perhaps it's time to recognize that merely awarding everyone equality wouldn't be enough. Education is the strongest tool to empower and uplift oneself, society, and the economy as a whole. Quality education is the precursor for economic and social development. We invest in our children today what we shall reap tomorrow in terms of progress and prosperity. At present, this front demands a lot more effort and resources, so it must get. Some efforts have been made by both government and private, but more is still needed.

**- Anamika Verma**  
MBA '22





# THE WHITE-COLLAR PHOTOGRAPHER

I was in 7th grade when I got my first camera when I first felt the mechanical \*click\* of the shutter. Then it was mayhem unleashed, clicking all the flowers, butterflies, tiny details, etc. The proud feeling of becoming the 'unofficial' photographer of family events and functions. Fast forward to 2013, when I got to lay my hands on a proper DSLR, and with friends who were daredevils, taking our scooters and going for long rides, without permission, oh let alone without even a license, became a routine, just to click pictures with the new DSLR. As usual, I became the 'Official' photographer of the gang, and going for a trip without me was unimaginable for friends! Everyone will have a guru, and for me, it was YouTube. From



firing the shutter without thinking for a second to framing the shot, adjusting the settings in manual mode, YouTube helped me sharpen my skills and extract the best out of the cam.

Then comes the college life, glory period of a photographer because whatnot, every girl in the college wanted a portrait and the way of sending pics was "WhatsApp document" (you know what I mean;-P ), But it was all 'send the pics bro, no luck there. Even without a camera, I was very much into clicking the normal day-to-day moments with my mobile, the usual canteen selfies, random hostel snapshots, because I always believe "Each moment captured, can bring a ton of memories when we look back at them in future". It was in 2020 that I got a proper, professional camera, the games got a level up, from being a landscape shooter in schooldays to a portraits addict in engineering days, now I landed myself into

new territory - "Motography", because men love women. Still, more than that, men love cars & bikes! The purchase of a motorbike led me into a whole new gang of friends with some cool rides, by clicking for them slowly got me into paid works for auto enthusiasts. Meanwhile, some portrait, save the dates works were coming in amidst the hectic MBA classes!



Now you would be thinking why this article came in an MBA magazine? It's just to show that our passion need not be our profession always. A passion can be followed to take off the stress. Spices are yummy, but you can't make a meal out of them. Same with hobbies. Sometimes you have passion and art and music and dance to spice up your life. Add as many toppings as you can afford, but you've got to have the base first. Your hobbies need not become your income, and it's okay to simply sprinkle them over your life. So keep making memories and clicking them, to preserve for a lifetime!

**- Roshan Manoj**  
MBA '22





# Yet another alarm bell, act now on Western Ghats

According to a new assessment by the International Union for Conservation of Nature (IUCN), India's famed Western Ghats, designated as a natural world heritage site by UNESCO in 2012, are under the threat of population pressure, urbanisation, and climate change. The most recent IUCN World Heritage Outlook builds on earlier studies from 2014 and 2017 to assess whether conservation of the world's 252 natural world heritage sites is sufficient to ensure their long-term protection.

The Western Ghats Mountain chain, is recognized as one of the world's eight "hottest hotspot" places of biological diversity, according to UNESCO's 2020 study. If a site's conservation outlook is a cause for concern, its values are thought to be threatened by a number of present and/or potential risks, necessitating significant extra conservation efforts in the medium to long term to protect these assets.



**Some important observations of the report are:**

The fact that so much biodiversity remains in the Western Ghats, given the tremendous population pressure both within and surrounding the property, is extraordinary. A large number of threats, which severely threaten the outstanding universal value of the world heritage property, exist and require coordinated conservation responses at all levels including political, sociological and biological (IUCN report). "Urbanisation together with agricultural expansion, livestock grazing and forest fragmentation



are also posing serious threats to the species and habitats of the Western Ghats. Climate change will probably exacerbate a system already under pressure and has the potential to impact on the large-scale monsoonal processes, which influence the Western Ghats (IUCN report).

Politically, the entire Western Ghats is extremely difficult to protect and manage given the large number of different stakeholders operating in the area, the complexity of governance arrangements and the fact that 40 per cent of the original forests have already been destroyed (IUCN Report). Functional corridors that ensure wildlife mobility between protected areas are needed, according to the report, and this is a major gap in the conservation situation in the Western Ghats and India in general. Although corridors have been identified, no continuous and earnest efforts to construct them have been made. The Ariankavu corridor between the Periyar and Agasthyamalai landscapes is one such example in the Western Ghats, according to the report. The site's protection and management issues are exacerbated by high population pressure and the need for growth, as well as the site's management's apparent lack of integration with broader national, state, and local development plans, states the report.

The Western Ghats Mountain range, which is older than the Himalayas, contains geomorphic features of tremendous importance, as well as distinct biophysical and biological processes. The Indian monsoon weather pattern is influenced by the sites' high montane forest eco systems. The site, which helps to moderate the region's tropical temperature, is one of the



best examples of the monsoon system on the planet.

The site's woodlands, according to UNESCO, contain some of the best non-equatorial tropical evergreen forests anywhere, as well as at least 325 globally vulnerable flora, animal, bird, amphibian, reptile, and fish species.



### Warning Bells

Kerala, Karnataka, and Tamil Nadu have been hammered by torrential rains for four years in a row now, resulting in landslides and floods. While it definitely has an influence on life, livelihood, and the economy, the cause is human-caused climate change. There is an irony here. Human activity seeks to keep populations afloat by improving living conditions through infrastructure development. However, programmes that harm the environment cause climate change. This manifests itself by wreaking havoc on the exact human conditions that are being attempted to better.

The fragile Western Ghats is being eyed for more infrastructure projects. The impact is seen in massive landslides in the Malanad region, besides flooding and washing away of roads in most of the region. The effects of climate change are seen not just in one region, but from Uttarakhand and Assam to Kerala and Maharashtra, with people suffering land and crop losses for years, forcing them to shut production and shift to urban areas. The devastating floods in Europe and China, besides the wildfires in Australia, Brazil and the US, have set alarm bells ringing more than ever before. Studies at the Divecha Centre for Climate Change (at IISc Bengaluru) time and again indicate that the water-holding capacity in the atmosphere increases by 7% with each

degree rise in atmospheric temperature, thus causing an increase in rainfall.

### Writing on the wall: Infrastructure projects are destroying Western Ghats

The time to put off the inevitable question about human relationship to nature is long past. Our assumption that we can control and modify nature without repercussions is a fallacy.

Elevated mountains that touch the blue skies, delicate slopes clothed in thick tropical timberlands and evergreen valleys – the Western Ghats sustain an assortment of biological systems not found in any other portion of the world. Spread over 164,280 square kilometres, these mountain ranges cultivate assortments of endemic plants, creatures, fowls and reptiles. The streams that cascade down the mountains into the valleys underneath – the Godavari, Tungabhadra, Bhima, Tapi and Cauvery – are imperative for the survival of about 245 million individuals in Peninsular India. The devastation of these woodlands, be that as it may, through uncontrolled plunder of characteristic assets, ill-considered foundation ventures and unpredictable advancement of tourism, devastate a biosphere seen as an organic hotspot.

We will go through some of these projects to gauge the ferocity of irreversible damage caused to the Western Ghats.



Sharavathi Valley Hydro Power Plant: - Even though river Sharavathi hosts 7 other projects which already provide close to 40 percent (1,470 MW) of hydropower generated in Karnataka, Karnataka Power Corporation Limited (KPCL) is yet again going ahead with another 5,000 crore



## Hanging in balance

**1 Hubballi-Ankola Railway Line**  
Distance 163 km - Passes through two protected areas: tiger reserve, elephant corridor

**2 Doubling of Tinai Ghat-Castle Rock Railway Line**  
Total distance between Goa and Londa is 97 km (80 km in Goa and 17 Km in Karnataka) Estimated cost of project Rs 1,198 crore. Trees to be cut between Alnavar-Tinai Ghat - **15,890**.

**3 Widening of Sirsi-Kumta State Highway**  
Total distance - 50 km; **15,072 trees** to be cut for the widening and trees on 71.42 ha will be 'trimmed' to allow street lights. Proposal to upgrade six other state highways to NH under the Sagar Mala project.

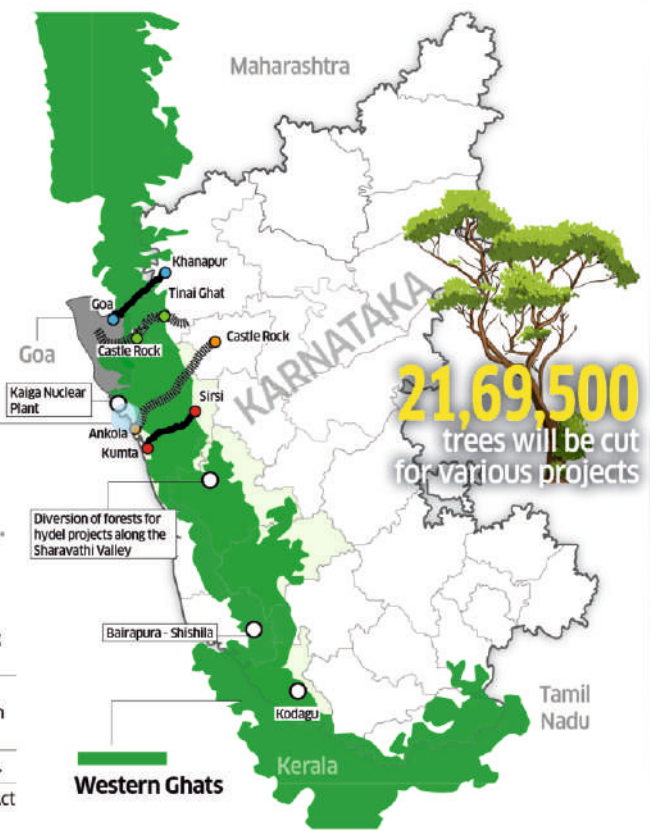
**4 Widening of National Highway 4A** Phase two: 50 km stretch between Khanapur and Goa border, passes through elephant corridor; **22,622 trees to be cut**.

**Development of ports:** Belekeri, Amdalli, Karwar, Tadadi and Ankola

**Impact**  
Destruction of estuaries; Cargos and trucks carrying excavated minerals will impact the sensitive ecology of the Western Ghats.

**Evergreen forests in Uttara Kannada shrunk from 34.63% in 1973 to 5.22% in 2013**

- Rehabilitation projects are undertaken inside the Western Ghats by clearing forest areas.
- The district has seen several protests against development projects. While they succeeded in preventing some projects, the government had the last laugh in most of the cases.
- New projects are either not participatory or have poor mitigation measures.
- Environmentalists claim that the government is misusing the Forest Rights Act to benefit rich and influential people, while the tribal people are losing out.



underground pumped hydropower project on it directly impacting at least 360 acres of forest land rich in flora and fauna which might lead to endangering one of the last existing habitats of the endangered lion-tailed macaque species.

**Yettinahole Stream Diversion Project:**  
- Another project in Karnataka that aims to divert approximately 672 billion litres of water off the Yettinahole stream, a major tributary of Netravathi river, to provide for the water needs of the people in Bengaluru region. The project falls in eco-sensitive area as identified by Kasturirangan report (an expert panel formed on Western Ghats). A major chunk of forest would be lost in constructing the Rs 13,000-crore project, which has been criticised by environmentalists as an unnecessary project with the availability of other sustainable options.

**Kaiga Nuclear Plant Expansion:** - The spree of environment damaging projects continues in Karnataka. Kaiga Nuclear Plant in Mallapura is being expanded at the cost of massive ecological damage to the Western Ghats wiping out at least 60 hectares of forest land. Even though the region has seen massive protest by activists and locals, the

administration has not paid heed to them as they deliberately shy away from protecting the fragile ecosystem, the environment, and the forests, for fulfilling the so-called electricity needs of the society.

**Highway Expansions:** - Widening of NH4A connecting Belgaum in Karnataka to Goa is expected to impact at least 82 kms long stretch of Western Ghats. An NHA estimate suggests the expansion would lead to cutting 22,000 trees, even though local activists claim the number to be around 1,00,000.

**Hubballi Ankola Railway Project:** - Another project proposed in Karnataka (approved in 2020) that environmentalists claim could lead to massive deforestation, and subsequently desertification of eco-sensitive swathes of land as a 164 km long railway line is built cutting through deep forests in the Western Ghats.

**Kozhikode-Wayanad tunnel road:** - The 7 km long tunnel road cuts through highly sensitive forests and hills of the Western Ghats, impacting the elephant corridor between Wayanad and Nilgiri Hills in Tamil Nadu. The region has seen massive landslides in 2019. Citing the need for the



tunnel, the lawmakers have ignored the environmentalists' call for abandoning the project.

**Athirappilly hydel project:** - Much opposed by environmental activists, tribal organizations, the now-abandoned 163 MW hydroelectric project proposed to be built on the Chalakudy river basin in Thrissur district, would have led to the cutting of more than 15,000 giant trees damaging one of the most biodiverse and the only riverine forest in the state.

**Ecological crisis:** The brunt of this plunder is borne by the people living in the biosphere. Each passing year, the monsoon brings in its wake floods and landslides that destroy crops, houses and properties. However, governments every year keep on adding new projects in the garb of economic necessity, society's need, even though many peer-reviewed reports have shown that these needs, or the so-called benefits are exaggerated to benefit vested interests.

What was started by the British are being continued by us even more vigorously, all in the name of development, and economic growth. The way we are informed about these projects through different modes of communication, our minds are manipulated to think of them as a necessity that must be achieved as soon as possible, without any consideration for the permanent damage that these projects would cost to one of the most sensitive biodiversity hotspots in the world.

Much needed recommendations of the Gadgil Committee were side-lined as state governments, and pressure groups continue to move ahead with working for short term political and economic gains. One of the most important recommendations of the committee includes restricting any sort of development activity, including building dams, in the most eco-sensitive zone identified as ESZ-1. Both Athirappilly hydro-project of Kerala and Gundia hydel project fall in ESZ-1 and should not be realized. Even though Kerala government has given in to pressure from environmental activists and locals, Karnataka government is proceeding further with the project, showing utter disregard for the recommendations. Likewise, other important recommendations have been projected by

mafias and vested interests as anti-farmer, anti-development leading to gullible people protesting the Gadgil Committee recommendations by burning effigies of Prof. Madhav Gadgil.

Rare nudging by the High Courts and the Supreme Court to act on protecting the forests in the ecologically sensitive Western Ghats is not enough to stop this madness in the name of development. But what is the solution? What should we do? Given that we have already lost 40% of the Western Ghats, should we just give up and accept the fact that we are doomed?

The answer is No. Losing hope is not the solution. Montreal Protocol is a perfect example of how we can undo the damage caused to the environment by being more responsible and by taking concrete actions to undo our past wrongs.

It is us, the people, the civil society members, and the environmental activists who need to vociferously inform the masses, run massive campaigns, and raise funds to educate the common people about the need to protect the environment, the forests, the wildlife, the flora and fauna, and the biodiversity that we have inherited from the nature. Being aware of the repercussions of climate change, of building unnecessary projects deep down in these hotspots, etc., would in turn help us reflect on our actions, on our meek acceptance of the damage done to the forests, leading to a united opposition and action plan to undo the damage by taking much needed ameliorative steps to protect our cherished pride, our Western Ghats.

**Dr. Muhammed Shafi K**  
HOD



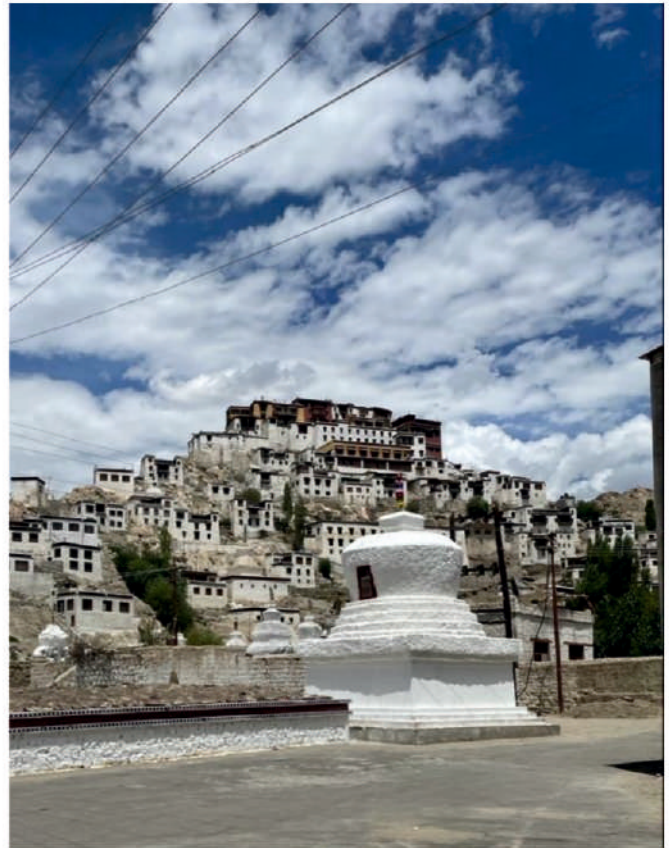


# LAND OF THE GODS

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. But from the day 1 of the trip, my fellows and I were facing difficulties throughout our way. We started from Manali to Saarchu on our first day on bikes. But due to landslides and continuous rains, we must stop and return to Manali. We spent 2 days in Manali and started again to Saarchu. This time we were again stopped in midway due to road blockage by cloud burst. 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 a chilling weather of 1 degree temperature. Our hands were burning and went numb. The weather is too harsh for us and altitude sickness also affected us. But at the same time, we were astonished by the beauty of the mountains. 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 have reached Leh after hours of driving. Leh is relatively warmer and is a cold desert with full of barren mountains. Leh looked like a perfect wallpaper we put on our desktops. It looked too beautiful to



accept it is real. Most of the natives here have Tibetan origins and are either into Army or Tourism. Their food is delicious and the Leh market offered us a variety of collections to shop for. We started our journey to Nubra valley on the next day. On this route, we have crossed the world's highest motorable pass Khardung La. The



whole drive is so magnificent that we can't stop staring at. I was in awe of this place throughout my whole journey. It's a place we have to visit at least once in a lifetime. This place is in complete contrast to the places I have been in India till now especially since I have been in only south India. The mountains here are so charming and peaceful. We have crossed many military camps and Army vans on our way. Ladakh offers a plenty of Mountains and Monasteries. My next destination was Pangong lake which is famous for its colourful lake with a backdrop of mountains. This is my favourite place in the whole trip. This lake is an eye candy and I don't feel like leaving this place at all. On our last day, we came back to Leh and visited 'Hall of Fame' which is a tribute to our soldiers. It's a museum which tells us the stories of great soldiers who sacrificed their everything for our better tomorrow. This whole trip was excellent, and we thanked the mountain gods for successfully completing our trip without any disruptions. Finally, we reached the airport and flew back to home with amazing trip memories.

**- Haneesha B.**  
MBA '23





# Breakfast Lesson

"Mama..!"

He woke up rubbing his eyes and walked lazily into the kitchen.

She'd promised him yesterday that she'd make pancakes for breakfast. His little heart has been craving for it since he watched that video - A layer of fluffy pancakes, top and bottom impeccably golden, topped with a cube of butter which was slippery and about to melt. The maple syrup glided down them slowly like a waterfall. The vlogger, took a knife, held it firmly with a fork and smoothly cut a piece. He took a bite and the reaction on his face told it all. Tasty indeed. The child had played the video again and again, his mouth all watery. Reading her son's mind wasn't tough and so she made the promise.

"Mama's here" she replied from the kitchen.

"Where's my breakfast. I'm starving!" He knew that it wasn't hunger. It was his heart yearning for some delicious pancakes.

"Go brush your teeth and sit on the table sweetie. I'll bring your breakfast" she said. The boy hurried to the wash basin, took his brush, somehow applied toothpaste and carelessly brushed his teeth. He then raced to his usual seat on the dining table.

"I'm here mama!" he yelled.

The mother brought a plate and placed it in front of him. "Mama's made your favourite toast" she pushed the plate towards him.

The boy frowned. "Where are my pancakes?" he asked bitterly.

"Do you want an omelette? It's your favourite right?" she enquired as if she didn't even hear the boy's question.

The little boy got irritated. He raised his voice a bit, but not a lot because he'd been taught not to, and asked. "Pancakes mama. I asked for pancakes, like you promised me yesterday!" he couldn't control himself.

"Waffles might do, huh!" she went on.

This time, he was furious. His eyes got all teary. "Do you hear me at all? I'm not eating breakfast today!"

His little heart was breaking. After all, a nine year old's heart is fragile, even for the silliest of reasons. He got up and ran away to lie on his bed. He was sobbing. Moreover, he was confused. He wondered why his mama was acting so weird. At times the picture of pancakes appeared in his mind. He was angry at his mother. While his mind was bursting with thoughts, he heard his mother approaching. As she entered the room, he turned his face away from her, as if to establish his disappointment. She came

closer and sat at a corner of the bed near his head. He did not bother to turn. She laid her hands on his shoulder and slowly pulled him towards her.

Without even a tinge of regret she asked him, "Did you feel bad when mama didn't turn up with pancakes?"

At first he hesitated to reply, but then he told, "Yes mama, you'd promised. What made me more angrier was you pretending not to hear me!"

"But mama offered you all your favourites, right? Everything you love. Toast, omelette, waffles. I thought that you'd want them"

"I love all of those mama, but I didn't need them. I've been wishing for pancakes this whole time"

"Hmm... so mama loved you enough to offer you what you love, but I didn't understand your need, huh?"

"Yes, yes!" he was relieved that she understood his concern.

"Come here baby!" she gathered him and pulled him closer. Then she gently patted his forehead and said,

"Mama was trying to teach you something. To be loved and to be understood are two different things"

The boy nodded in affirmation. She continued, "Being loved without being understood is one of the most uncomfortable of feelings"

"Yes I know, like you just did with me. I know mama" he said.

"This isn't only about your breakfast, it applies to people too. Loving someone blindly without understanding them and their needs is the worst. You'll know more as you grow up, my son" she gently moved her fingers through his hair.

"Ok mama. I won't forget. But you'd also taught me not to break promises, and you broke one today" he pointed out.

"Who told you that I broke my promise? Now get up and run to the kitchen. A plate of yummy pancakes topped with butter and syrup is waiting for someone"

He was exhilarated. The boy ran without second thoughts. He ate'em all till his tummy ached.

Every time he saw pancakes, he remembered what his mother had taught him. Her words got etched in his heart forever.

"To be loved and to be understood are two different things. Being loved without being understood is one of the most uncomfortable of feelings"

**Ameena M S**  
MBA '23





# Social Engineering Attacks

***Social Engineering** is the term used for a broad range of malicious activities accomplished through human interactions.*

*It uses psychological manipulation to trick users into making security mistakes or giving away sensitive information.*

## Baiting

Baiting attacks use a false promise to pique a victim's greed or curiosity. They lure users into a trap that steals their personal information or inflicts their systems with malware.

For example, attackers leave the bait—typically malware-infected flash drives—in conspicuous areas where potential victims are certain to see them (e.g., bathrooms, elevators, the parking lot of a targeted company).

Online forms of baiting consist of enticing ads that lead to malicious sites or that encourage users to download a malware-infected application.

## Scareware

Scareware involves victims being bombarded with false alarms and fictitious threats. Users are deceived to think their system is infected with malware, prompting them to install software that has no real benefit (other than for the perpetrator) or is malware itself.

A common scareware example is the legitimate-looking popup banners appearing in your browser while surfing the web, displaying such text such as, "Your computer may be infected with harmful spyware programs."

It either offers to install the tool (often malware-infected) for you, or will direct you to a malicious site where your computer becomes infected.

## Pretexting

Here an attacker obtains information through a series of cleverly crafted lies. The scam is often initiated by a perpetrator pretending to need sensitive information from a victim so as to perform a critical task.

## Phishing

Phishing scams are email and text message campaigns aimed at creating a sense of urgency, curiosity or fear in victims. It then prods them into revealing sensitive information, clicking on links to malicious websites, or opening attachments that contain malware.

The attacker usually starts by establishing trust with their victim by impersonating co-workers, police, bank and tax officials, or other persons who have right-to-know authority. The pretexter asks questions that are ostensibly required to confirm the victim's identity, through which they gather important personal data.

## Spear Phishing

This is a more targeted version of the phishing scam whereby an attacker chooses specific individuals or enterprises. They then tailor their messages based on characteristics, job positions, and contacts belonging to their victims to make their attack less conspicuous.

Source : <https://www.imperva.com/learn/application-security/social-engineering-attack/>

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# FICTION





## The Agronomist in a Levi's.

Should I Start this in an old-fashioned way by taking you the Once upon a time...? Or should I start in the middle, go to the flashback and then land up in the future? What should I write for the quarterly magazine? I am totally blank.

DING...DONG!!! “Coming Amma”, Chris got up from his bed, pulling out the earplug; He opened the door to find his mom standing there with banana leaves in her hand for the evening snack that she was about to prepare. “Remove your shorts, pull up a pair of trousers; Appa is calling you.” Chris knew precisely why Amma gave him that information. It’s the lockdown period, and Appa is tracing back the time of his youth by practicing basic farming to keep himself sane from being indoors. Chris slowly pulled up the denim trouser that he found hanging from the cloth stand in his bedroom. He was doing that to protect himself from the mosquitos that were waiting for him at Appa’s farmland.

That piece of denim that he just pulled up was one of the first branded pairs of trousers that he had. It was a dear thing to him once, but as his wardrobe started filling up with more branded clothing, this Levi’s denim lost the glory that it once used to have.

Chris rushed to the land adjacent to his house where Appa was sitting on a boulder with his cup of tea, looking onto the greenish plants that were dangling from the net that was spread above the ground through which the creepers were climbing up. It has been two months since he started working in this field. A barren land, once with nothing but

weeds, now turned into a beautiful vegetable garden, and thanks to this long-forgotten lifestyle that was recaptured, and thanks to the lockdown.

During the initial days of the lockdown, Chris happily helped Appa with the farming initiative, but as the lockdown got extended, he had other interesting things to do. He went near Appa, “What is it that you want from me?” asked Chris in a tiring voice. “I need your help in putting up a net over these newly sprouted plants so that they can climb up,” replied Appa. Chris has seen him all these years, but there was something different with Appa these days as there was a new energy that he saw in his Appa. It was never his profession that gave him this new energy, but it was this new old routine that he resumed after a period of three decades. Before the lockdown, Appa was a person who was slowly encroached by “Old age .”His tiring work schedule that was taking a toll on him is now a mere office task of lesser working hours than it used to be, and as a child waits for the school bell to ring, Chris has seen Appa taking up his tools and spending hours till the final light of day fades in the land where his new offsprings are.

As he was spreading the net above the sticks that were erected as a support for the plants, Chris saw a caring smile on Appa’s face as he carefully knotted the nets and gently lifted the climbers; those were creeping to the new support that was meant for them. Chris, though he knew the reason behind that smile of his Appa, was not able to get that same joyous smile even after having his branded clothes, shoes, luxury watches, a flagship phone, and an exotic motorcycle. Yes, it gave Chris happiness for the time being but was that what actual happiness is? This thought made him ponder on the joy that we all run after in our lifetime. There was a time in Chris’s life when he used to visit his grandparents, who were full-scale agronomists, where he used to spend most of his summertime; he was able to feel the same joyous vibe that he saw in the face of his grandparents in his Appa’s face now. They were people who had less money but more happiness, and now it’s the other way around with more money but less happiness. The realization that struck Chris was that we are called the sons of the soil but are we having a close relationship with mother earth? There was a time when kids



used to play in the mud and had all the health in the world, but at present, mud and dirt are only good for advertisement's sake.

As the family sat down to have the late snack of chakka adda (jackfruit baked in the banana leaf), Chris saw Appa staring down at his new family, eagerly waiting for the next opportunity to spend time with them. The budding agronomist, who was now in an Adidas outfit, sipped his coffee, deciding to ponder into the habit of finding joy by nurturing earth, which is one of man's prime tasks rather than cementing it and finding momentary joy in luxury that lasts for a mere time from its purchase.

**- Arpith John**  
MBA '22



## BREEZE OF PALAKKAD

I am sleeping between Nelliampathy and Malampuzha hills, the cradle made by nature. My sleep was broken by the winds blown on the Palakkad ghat. Then, I hear the siren of trains that pass through the ghats and connect me to other states.

The festive modes of me listen to the Kalpathy carnival, Pooram, Konganpada, and thunders of Nemmara Vela.

I am proud of my capability to store dams full of water, and one of the biggest is with me. The garden of Malampuzha held by me made others envy me.

The remembrance of my old memories is struck by the fort made by Hyder Ali - a superstructure and a historical monument to tell my sweet memories. The breeze made me create musicians like Chembai and Manilyer stills continuing through generations. The only place Peruvemba still stands with me by serving the drums, Tabalas and Maddhalas to vibrate the eardrums of others. The epics of 'Khasakk,' the thrill of O.V and the pen of M.T still shaking. The river following through me gave another name.

**- Krishnaprakash K.**  
MBA '22





## In Search of a Greener Pasture...

Among the sea of aspired applicants, she stood waiting for the security to check to be over. Each one there had their own reasons for being there. For her, it was another stone to step up and enter a new pasture that would give her a new approach to her life and to go back to those good days of the past which she missed along the way. It felt like a long wait, but soon the wait was over. She was in, and with all the emotions gone, she delved into the task at hand, which was inevitable for what she was aiming for. Soon the day passed also weeks along with it.

On a fine afternoon, her phone rang, seeing the caller as an unknown person. "Hello, am I speaking with Elena?" the voice at the other end inquired. "Yes, I'm Elena," she answered. "Congratulations on clearing the entrance exam with a good score, ma'am. I am calling about an admission process from Premier Institute of Management, Hyderabad". "Wait, what! the results are out?" she exclaimed. "I am not aware of it. Give me a moment, let me check my result". "Sure ma'am, I will wait in the line till you come back," answered the caller. But to that, she responded, "I will get back to you in a while since I need some time to let my parents know about my result." "Sure ma'am, you can revert back to this number if you are interested in joining our prestigious institution" said the voice over the phone. "Sure," said Elena, and throwing her phone away, she leaped onto her bed where her laptop was.

Fingers crossed, she logged into the site, and there was a sigh of relief and pride of accomplishment at what she was staring at. She was among the top 90 percentile in the entrance she had appeared. She looked at the list of colleges she had dreamt of getting into if everything had gone as per her plans. She broke the news to her parents, who were also on the same level of excitement. Elena knew that she had all the chances of getting into her dream college to pursue her management studies. The second stage of the process was open and running, which was to apply for the college she wanted to be in. Elena started filling up the application form for that college. She never had a second doubt as to which college she should opt as a second choice. Since her parents forced her, she also applied for a second college just for the sake of it. Soon the joining formalities for her dream college were underway, and she breezed past the interview rounds with confidence. Elena had all the dates by heart as to when the selection list will be out and when classes will begin. She had everything sorted.

She couldn't sleep that night as the selection list will be published tomorrow. She woke up early, couldn't have a peaceful breakfast, and was all pumped up. Her planned future was all set to start off today. It was 10 am...11 am...still the list wasn't there. She had some friends she managed to find during the selection process. With a small amount of fear, she started to call one after the other to know if they had received any



communication regarding the selection list. While she was dialing the third contact in her new friends' list, her phone notified her of a new mail received. Leaving the dialing there, she opened the mail, and the subject line read the selected candidates' list. She was having a wry smile back and started scrolling down the list. Finally, she found her name, but her rank erased all the smiles she had mustered before opening the mail. She was out of the regular list and was 10th on the waiting list. Elena lost all the glow she had till then as she couldn't believe that fate was still playing with her, and she had to now settle for the second college, which she applied just for the sake of it. Still, there was some hope left with her as she wished 10 people from the regular list would opt-out of it. But again, time passed, but the waiting list never improved. She now came to terms that she had been destined for the second option as always.

She was suitable for the second college she had applied for. She joined there without having a plan set for that option since she hadn't planned for anything except for the first option. Now it was time for her to join the college, and with her dad, she went to that college without any excitement but to force herself into accepting the fate she was now treading. Day by day, she came to terms with the surroundings, and slowly she started to enjoy each day there. The friends she had there and her atmosphere were exemplary as she was now into the most complete version of herself. She was a part of all the activities there, and she was gaining recognition from those around her for the personality she had. Elena made sure that she was going to bring out her best in all she did there. Two years flew and the time for placements was at hand. She was the president of the management students' council, and she made sure that she was there to make herself grow in all possible ways. She was now in a mindset of not targeting one but making use of the opportunities at hand and accepting the best that she could get. She got an offer from one of the leading firms in the country. She accepted the offer and joined the firm. It wasn't a flamboyant start she got to her career. Still, the lesson she had learned before joining the college was the motto of her life, "To make use of all the available opportunities and turn that into her favor."

This meant that there were a lot of downs and ups in her career, which never made her give up. She was up for the challenge that she turned into her pruning. This sort of perseverance earned her an image in the organization she was in, which also had an impact on the work she had done. It was a ripple effect she had created within herself, impacting the immediate team she was in, which in turn influenced the project as such and propelled the whole organization. She was now under the radar of the organizational leadership, who took her up, seeing the potential in her. Over a period of 15 years, she was now running the organization successfully.

"Ma'am, there is an invitation for you to speak on the founders' day of the Institute of Management Studies," said her PA as she walked into her cabin. A whole lot of emotions flew through her mind as she was reminded of that list which was under the letterhead of the Institute of Management Studies with her name as the 10th on the waiting list. She thought to herself, "where would have I been if my name was in the selected candidates' list?", "Will this sort of an invitation have found me if I had joined there by any chance?". Elena wasn't sure, but one thing she was sure of was definitely it wouldn't have been the same life she was now in, which was indeed a greener pasture she had wished for when she was in that line among the applicants waiting for her security check to be completed.

**- Shreya S.**  
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# I AM NOT AFRAID



The stadium echoed with the sound of thunderous applause after the parade drill of the school children. There were at least five thousand people in attendance. While everyone around her was bustling with fervent patriotic spirit and overall gaiety, 15-year-old Ruth was a nervous wreck. Her face and palms sweated profusely; her vision seemed to blur, and she was beginning to lose the sense of her surroundings. Suddenly, the majestically fluttering, newly hoisted Indian flag caught her eye right in the middle of the ground. And somehow, gazing at this symbol of freedom brought her an unexplainable calmness. Her nerves seemed to be adjusting to the sights and sounds around her. She began registering the words that were being spoken over the speakers now. "Next, I would like to invite the honorable Chief Minister of Kerala, Mr Pinarayi Vijayan, to give out the State Bravery Award of 2018 to Shri. Jonathan John gave his life during the floods of 2018 to save nine school children from a school van that he was driving that had capsized due to the heavy rainfall and flooding of the Meenachil river at Kottayam. The award shall be accepted on his behalf by his sister Kumari. Ruth Annie John. I invite Kumari Ruth to the dais to accept the award."

Ruth staggered to her feet and solemnly, silently made her way to the dais. She looked at the smiling faces of the two rows of dignitaries seated on the stage. She looked at the Hon'ble Chief Minister with the medal in his hand, standing with a very welcoming expression on his face. As she approached the C.M., she touched his feet. The C.M., though taken aback, gently raised her by the shoulders and gave the medal of bravery into her hands. He moved a bit closer and told her, "We are all proud of you both." Her eyes welled up. "As per her special request, I invite Kum. Ruth to share a few words", announced the presenter. The C.M. gave her an approving nod. Her knees started to buckle as she made it to the microphone.

She looked at the vast ocean of people, all looking up at her. She began to speak, but her voice cracked. Her knees began buckling. Her hands started sweating again. But this time, she composed herself. She cleared her throat. She rubbed off the sweat of her hands on the sides of her shawl, held the microphone, and stood firmly. She closed her eyes once and remembered her brother. She began, "My brother was terrified of getting into the water. We lost our parents in the Thekkadi boat tragedy of 2009. Only we both were rescued. I was 5 at the time, and he was 10. Ever since then, he has always stayed away from bodies of water. As he grew older, however, this fear of water was a cause of constant embarrassment. He was ridiculed and often left out of his peer groups because of this so-called 'silly' fear. So, he also had the firm determination to overcome this fear. About two years ago, he found a good man who was patient enough to teach him swimming, and despite a lot of inhibition and a lot of hard work, he actually learned to swim. And that was when it happened... my brother used to work for this local school as a van driver. That was how he supported both of us. He was extremely fond of children.

On that day, after the van had capsized, the eye-witnesses told me that he could have saved himself hadn't he gone back for the last child in the van. But knowing my brother, I understand why he couldn't do that. He always used to tell me that the real reason he actually learned swimming was not to escape his friends' teasing; he actually didn't join them even after learning how to swim. The real reason he learned swimming was just to be ready for a situation like this because he knew... He had experienced the immense pain and fear and suffering it could bring about... What I am trying to say is this... just like him, I too had a fear... the fear of losing him... the only family I had...the fear of being alone...and today when I saw you all... coming together as friends... as family... it actually, made me feel more alone than ever... but now that I clutch this bravery award in my hand... I remember my brother, who gave his life to save the life of others, doing the thing that scared him the most just because he knew it would make a difference... and I say... I am not afraid... Not anymore."

**- Amal Joy Jacob**  
MBA '23



# Her destined love

She was not a believer in destiny until she met him. She had given up the hope of ever living a happy and tranquil life. The days of her life began with her tired eyes and pale cheeks, with no energy left... The sky without the moon and stars were just the resemblance of her life without happiness and peace. She believed that life had nothing special for her, and she had reasons to think the same. However, life had other plans for her.

Meeting him was just a coincidence, but it was something that had already been written somewhere. His presence made her laugh like a small child, and his absence created a plethora of unfamiliar emotions in her. She started to trust again, which she had lost along the way. He made her feel like she deserved to be respected and loved. The hidden layer of dark clouds crumbled, revealing the most beautiful sky.

He stood for her even when the odds were stacked against her. In his eyes, she saw a selfless love and an unshakable trust. The world can see the depth of their friendship, and it is more than that to them even if they have a blissful ignorance towards it. There was something unusual that always bound them together. There were no excuses, fear, or boundaries. With him, she was chasing the highs, craving it like a drug.

Days and months passed...

Each passing day made her realize how deeply she cared for him. She searched for him at every sunset and wished to spend the rest of her evenings with him. She wanted to express herself, and she tried several times. But the unknown fear deep within her would not let her do so. On a day, lying under a star-studded sky, her thoughts muddled in the sweltering heat. She realized



how much he meant to her and decided to open up. She couldn't wait for the seasons to change and the leaves to fall to express her feelings. Nothing is heavier than unsaid words. After all the battle of thoughts, she slowly drifted to a deep slumber, and then the sun was wrapping her in a blanket of warmth.

The next day, she was wearing an orange dress and walking to the place where they used to meet every day, while he was waiting in the same place wearing a blue shirt. By the time the sun began to disappear below the horizon, its glare had reflected on the glassy sea, enhancing the beauty of the moment. On seeing him, she gave a beautiful smile, and he smiled back. Sitting on the walkway side facing the sea, they started their usual conversation with two cups of coffee. She was a little nervous, but she kept it from being shown on her face. Every time she started talking about her feelings, something else came up. She waited for the right moment to open up.

The conversation went on for a while. Then at the moment in between their conversation, with a smile, he asked,

"Why do you look so pretty today?"

"Is it?" she asked, her face filled with delight



"Yeah, you look so pretty and special today," he said.

"Perhaps because this day and this moment are special to me," she replied with a smile. He looked at her as if he expected something, and she looked at him as if she wanted to say something. Taking a deep breath, she opened up.

She said, "I never thought I would find happiness again and would ever be able to let anyone else in, and I never ever thought I would meet anyone like you....."

She kept saying how much he meant to her and how much she admired him. He was listening to her words with a deep gaze. Finally, she finished with a simple and humble proposal. "I really love you," she said, adding, "I don't want a response or expect you to love me; I just want to express myself, that's all."

Silence fell between them as they looked at each other, and the silence made her skeptical. Then he smiled as if this was something he looked forward to every day. He replied, "Whether you don't want a reply or expect to love you, I don't either; I want to say one thing... I love you, and I won't get a better one than you because you are the best of my best."

She was stunned and overwhelmed with happiness because she had never expected such a sudden reply. It was the most cherished moment of her life. They exchanged smiles, and both were so happy and blessed that they had reached their destined love.

From there, they started a new phase of their life.

The girl who was cursing her own life till then felt a sense of gratitude towards her life for the first time and began to believe in destiny. She can now see a beautiful path with fascinating flowers, welcoming her to a place of choice.

**- Arunima Viswanath**  
MBA '22



## Boomerang

He woke up one fine morning and found that no one was allowed to leave their homes. He then realized that he was not at his home! He was working in a construction firm that needed him to be present at the construction site all the time. He spoke to the boss and secured a position in the office to get the facility of working from home. After three months of struggle in the office, he was allowed to work from home, but his state welcomed him, partially keeping him quarantined at the border for 14 days. He managed to work from the quarantine center though it needed great zeal to pull that off. Finally, after reaching home, he worked enthusiastically for three months and got exhausted. He then requested his boss to engage him again in the construction site. He is presently observing the workers construct a boomerang structure in a newly built hospital dedicated to Covid-19 patients and trying to relate the system to his life.

**- Vishal Kumar**  
MBA '23





# Poetry





# YOU AND OTHER BEAUTIFUL THINGS

Sunsets, stars and the ocean  
I tell you, they fascinate me  
they tantalize my emotions  
and set my thoughts free

I could endlessly gaze,  
the waves, as it serenade  
the sun, setting in haze,  
and down under, it fade

I'd always be enthused  
when the night glitter  
It leaves me amused  
watching them flicker

Like a child, I'd prattle  
on, about these fads  
and not once did you rattle,  
your forbearance, I'm glad

Time is a beautiful concept,  
it turned me into a believer,  
for I was once crude and inept,  
with all the tenderness undercover

Now when we brace our fingers,  
my heart slowly repose  
The warmth of yours, lingers,  
even after the grip is at lose

- Aslaha Farhath  
MBA '22



# THE SEED UN-SOWN

The wounds of the past have made me stronger  
It has moulded me like the matchless sculptor  
I bear the wounds of the battles I avoided  
The comfort zone that I chose, didn't heal it but voided  
Take up the challenges and make yourself grow  
Like a piece of iron beaten up for tomorrow  
Starting is the hardest, move one day at a time  
And collect the jewels that can crown you a lifetime  
Don't let the fear of being struck down  
Make yourself an apple seed un-sown  
Failure helps you, don't fear failure  
Don't be an old man filled with regrets  
Empty handed we came, anything done is a gain  
So why not take the risk? Why do you detain?

- Nithin P  
MBA '22





# AT ONE IT WAS NONE

At one it was none,  
When your first breath took away others.  
At two it was your mom and dad too,  
Where they said Good night, sleep tight.  
At three it was your sister,  
Who thought the only thing worth stealing is a kiss from you.  
At four, it was much more when you cried in school with another fool.  
At five, fool became fools,  
when all of you began to break rules.  
Up to sixteen it was them who made you into a gem.  
At seventeen it was a bit worse,  
When you thought you were cursed.  
At Eighteen cursed became blessed,  
When you met new fools again to break rules  
In the second year you were with many dears  
to wipe out your sad tears.  
At nineteen your gang was the best without any tests.  
In the third year you were ready to cheer with beer.  
At twenty you did services free without any fee.  
It was the final year with new fear  
Because it's when fools became souls,  
when they propped you to reach new goals.  
At last ...  
Behind you ,all your memories  
Before you ,all your dreams  
Around you all who loves you  
Because its your farewell  
Juniors with more fears,  
Danced with seniors.  
Both drunk and drugged.  
Out of breath when they stopped,  
All sat on the stairs and hugged.  
And it's time to leave that eve.  
Time for goodbye...  
At twenty-one, it was only selfies  
Where memories became your remedies.  
But again..  
Here you are.  
Once again ready to make new memories  
Which will last for centuries  
M210016MS signing in.



**- Harikrishnaraj R**  
MBA '23



# The Magic Of Time...

O time  
You never cease to amaze me,  
For there were times  
I wished you'd just stop  
Stop so that I can enjoy every moment...  
For there were times  
I wished you'd just fly by  
Because I could no longer handle this pain...  
It's only of late that I realised  
It's not you that's magical...  
It's the people I spend time on  
That makes you magical...  
It's how I choose to spend time  
That decides my feelings towards you...  
But still thank you time  
For making me realise...  
The magic was in me all along...  
Even then  
You never cease to amaze me...

- **Amith Sankar**  
MBA '22



# I WONDER WHY

Why do I write? For fans and adulation?  
Getting showered in praises or flooded with congratulation?  
Or do I write to vent my heart  
Sculpting my emotions with uncanny art  
Tap within grief's deepest well  
And write an ode to those that fell.  
A hundred tales for the winners are told,  
Of those who are fearless and bold  
Of those who venture near and far  
Of those who conquer battles and war  
Who cares this comes at what great cost  
Who mourns for the dead, who cries for the lost.  
Stories of defeat we seldom seek  
I write for those who are too weak  
I write for them who no more speak  
I write of stories seldom seen  
That never were real but could have been.  
I write about us, me and you.  
How our story never came true.  
Of a distant land, on a moonlit night  
When dreams were born and then took flight.  
Of ages long past, of times of yore  
I write about all that is no more  
And yet, I have a feeling keen  
That it's the prettiest tale of all that could have been.



- **Nilesh Ranjan**  
MBA '23





# Millennial at Twenty7

Millennials are highly educated but the least paid. Read this in a recent article.  
 We grew up playing in the fields, enjoying the scent of mud and water,  
 We learned rhymes that no child now learns.  
 Our primary education taught us addition and multiplication,  
 Now they learn algebra and log functions.  
 Our secondary schools taught us MS paint and MS word,  
 They learn MS excel and C++.  
 Higher secondary exams gave us fever and trembled legs when the results came,  
 They chill and stay cool to exams; results are another online news feed for them.  
 We were told schooling was the toughest, a big lie to discover ourselves of the big epidemic ahead,  
 College was another place to chill for them, they found freedom and independence.  
 Undergraduate was the final decision of education to us,  
 Postgraduate was just a leading step to submitting their doctorate thesis and achieving a Ph.D. for them.  
 We struggle for fair employment after successful rather tough graduation,  
 Filtering the best employment opportunities was fun for them.  
 Finally when we stand with a question mark laughing at us,  
 They sit at a theatre laughing at the jokes of a stand-up comedian.



**- Nithin Nanu**  
Alumni SOMS



## This is all we have

Chasing lights but not aware,  
 That the shadows over us are taking shape.  
 We're so lost in the race, the race that never ends,  
 What is it that matters? We barely care.  
 Moments pass by, days unlive,  
 Life fading away at our fingertips.  
 Take a step back, a breather once a while,  
 Because we are all fools leaving life uncherished.

**- Chandana Soumithran**  
MBA '23



# ALONE...

I often wonder  
Wonder about how I got here  
How I ended up being all alone...  
Was it because of the decisions I made  
Or was it because of me in general...  
It doesn't matter now  
Because I have started to like it  
Like this loneliness.  
Like this darkness that surrounds me...  
For it has helped me find myself again...  
Helped me to start loving myself again...  
Only then I have realised  
We are not truly alone in this world  
As long as we love ourselves  
We will never be alone in this world...

- **Amith Sankar**  
MBA '22



# BLUE OR PINK

When a baby is born, every parent is eager to call their loved ones and share the joy of it being a "Baby Girl!" or a "Baby Boy!". But how many of us are aware that you can only determine your baby's biological sex and that each baby's gender should be and can only be identified and determined by each baby themselves?

Not everyone's sex at birth lines up with their gender identity. That identity is how you see yourself and what you call yourself (he, she, they, or neither). Non-binary gender identity is when your gender identity isn't one of the two categories used in modern society -- a male or a female. Gender nonconforming are those who don't follow social expectations of how a person of a particular gender should dress or act.

There is no surety that all babies' genitals will align to their gender (Cisgender). It is a fundamental right of every child to grow mentally and emotionally away from gender-based violence. For that, we need to give the space for children to freely identify their sexuality without trying to mold them into the social binary constructs of "male" and "female" by their physical appearance!

- **Shrine Mary Reji**  
MBA '23







*Works Of Art*





**- Arunima Viswanath**  
MBA '22



**- Sonu Sunny**  
MBA '23

MBA Degree

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**- Sarath Sasidharan**  
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**- Askhay Ramesh Ahire**  
MBA '22



**- Madhupriya**  
MBA '23



**Me doing online presentation**



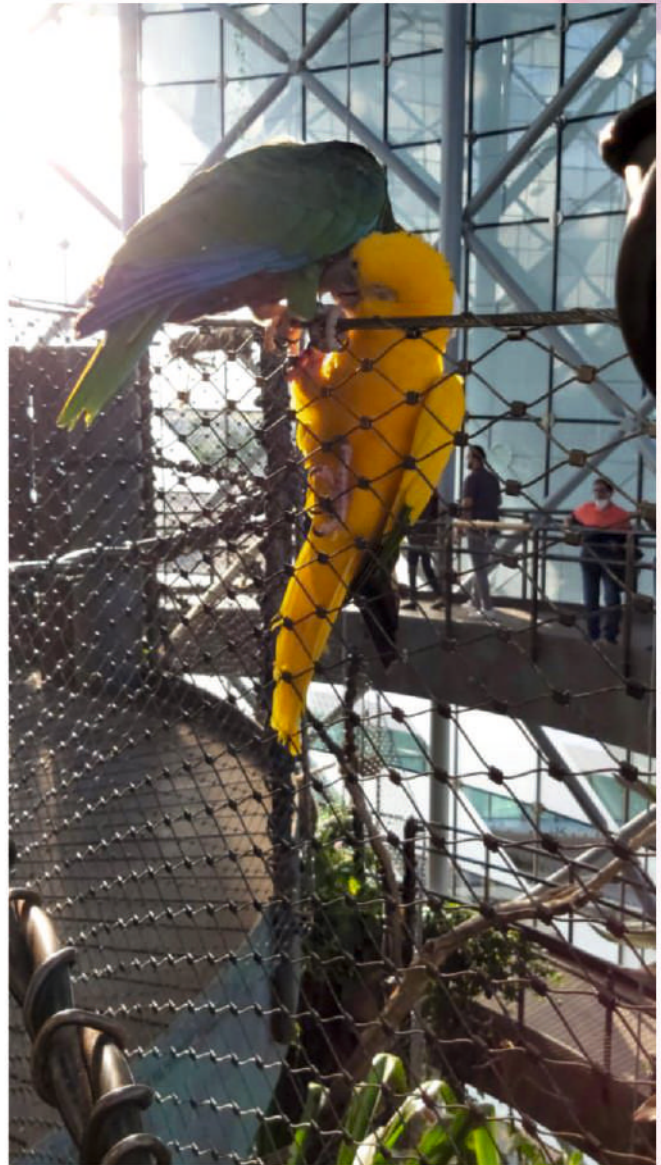
**Me doing the same presentation offline**



**- Sarath Sasidharan**  
MBA '22



**- Pooja Uday**  
MBA '23



**- Pooja Uday**  
MBA '23



# NITCMA President's Report

Dear All,

We have all been through the worst of the times and now I hope the sun has started to shine out of the clouds. We were the first batch to start our MBA course online at SOMS and almost had to wait till our fourth semester to have a real look at our mates out of their Gmeet Boxes. From an administrative perspective we have had new HOD and Faculty Advisor this year. I would like to thank Dr. Muhammed Shafi (HOD) and Dr. T Radha Ramanan (the then HOD and Faculty Advisor) for all the positive vibes, the guidance and constant support that we met with whenever we came up with an idea. I would also want to thank Dr. Reju Mathew for guiding us in conducting all our events and literally being the backbone of SOMS own Drishtikon and Magazine - Thrive. All that we could achieve would not have been possible without their support. Our Seniors had already over achieved at every single feat and hence the expectations were high while taking over the reins from them. We started this year by completing along waiting task of preparation of the Bylaws Document for our Management Students Association and getting it signed off from all the stakeholders. It had been in the pipeline for long and we got lucky to have a consensus on its terms. Having spent a complete year online, we were now better experienced on conducting programs online. We were able to conduct many interesting and engaging online programs like the Onam competitions, Financial and Tech presentations by our peers, Mock Press, Mock Courtsetc. We have also had Managerial Expertise (MEX) Talks chaired by Industry stalwarts and Entrepreneurship Talks (Samvaad) by successful Entrepreneurs. We also came up with the idea of having mandatory engaging programs every week on Saturday and also incentivised them by providing exciting prizes. This would keep the students engaged even on weekends with their batchmates. We started our offline classes at SOMS with a weeklong Placement Training session from an external organization for all the second-year students. And since then we have conducted many offline programs like the Christmas and New Year celebrations and many more. All of these achievements can be attributed to the hard work and sweat of the PR Committee, Academic Affairs Committee, Placement Committee, Social Media Committee, SAC Committee and entire students of SOMS. With this I end my words inking the success of the first ever magazine of SOMS and thanking all the collective efforts for taking our college to the next level.

**Rupesh Viswanathan**  
President NITCMA



# NITCMA Secretary's Report

Greetings to all,

As a young graduate, everyone has a passion to hone their leadership skills and accomplish the urge to contribute to the greater good and set examples. But as they say, leadership is never a cakewalk, the challenge of leadership is to be assertive but not imposing, to be humble but not frail, and to be thoughtful always!

Its indeed a pleasure to pen down my experiences as the Secretary, for the Management Students Association (NITCMA), in this first ever annual magazine that is released by SOMS, NIT Calicut. As a first year, the exposure that I have received in all the aspects of management and decision making from this capacity is indeed noteworthy. The opinions and discussions we had resulted in numerous activities; both curricular and extra-curricular ones. Each cell had formed committees wherein students were involved in a participative manner which in turn would lead to efficiency in each of the events being conducted. Although there were some shortcomings, the association had managed to pull off every event to the best possible manner.

The academic year had started off in an online mode. Nevertheless, our activities were filled with enthusiasm and gauged the audiences with inquisitiveness to take part in everything that came our way. The NITCMA had also achieved a milestone of having activities every weekend uninterrupted for the past semester. Various talks and other activities were being arranged by the Academic and Public Relations Cell consistently. We had started our offline sessions by mid of December and had conducted more of face to face sessions which I'm sure have brought in a lot of memories. Each committee be it Academic, PR, Placement, Social Media and Student Affairs Council (SAC) had worked immensely for the smooth conduct of all activities.

For all this I am grateful to our HOD, Dr. Muhammed Shafi, for his timely interventions and guidance rendered to us always. The support from our the then HOD and Faculty Advisor, Dr. T Radha Ramanan was of enormous value as well. All the faculty members have given their valuable guidance on various endeavors initiated from our end. Last but not the least, I thank Rupesh for all his support and guidance in starting off afresh with newer initiatives and above all for a broad and accepting mindset. Krishnaprakash has also done his best in allocating sufficient amounts for events and had enabled smooth working of the whole association.

I have always believed that leaders are created and not born. With integrity, insight, inclusiveness and a relentless spirit we can unlock the hidden treasure of our talents and abilities because a bird sitting on the tree is never afraid of the branch breaking, since its trust is not on the branch but its own wings!

Best wishes

**Aaron Koshy Thomas**  
Secretary NITCMA



# NITCMA Treasurer's Report

I am privileged to be the treasurer of the Management Students Association (MSA) at SOMS, NIT-C. My duties were relatively based upon forecasts and budgeting of the funds that are to be allocated for various events. The executive body of the MSA always had its feasibility study completed for each event and proposals were taken care of accordingly. During my tenure, I had experienced being part of the committee in TARANG wherein budgeting and forecasting was key. Funds were subsequently allotted to numerous programs to social media Cell, PR Cell, Placement Cell, Tarang team and Academic Cell. The major contributions made from the funds were for:

- Social Media Cell: Fund were allotted to Social media to conduct the Prize distribution of winners of Onam celebration.
- PR cell- Supported and allotted fund for the preparation of the quarterly newsletter and for the prize distribution of Mock press.
- Placement Team: Fund were utilized to train Second year MBA students for placements which benefited them for aptitude test and interviews and Fund were also used for brochures for placements and internships.
- Academic Cell: Distributed prize money for academic competitions conducted by HR, Finance and Systems clubs.
- Tarang team: Fund were allotted to Tarang team for prize money of Pre-Tarang competitions and T-shirts distribution to entire SOMS family as part of Tarang'22 Promotion.

I thank everyone who supported me during this tenure as the treasurer. I express my heartfelt gratitude to our HOD, Dr. Muhammed Shafi for his unending support irrespective of the time. I would also like to thank our Faculty Advisor Dr. T Radha Ramanan for his priceless suggestions and guidance on all matters about the association. Last but not the least, I also thank our president Rupesh Vishwanadhan, Secretary Aaron Thomas and the complete executive committee of the Management Students Association and Tarang Committee for coordination.

**Krishnaprakash K**  
Treasurer NITCMA



# Placement Cell Report

**Members : Vishnupriya Y D, Aswathy T S, Amjad Roshan, Jibimol George, Sarath Sasidharan, Faheem Abdulla, Pooja Uday, Aravind Mohan M, Uppalapati Kesava, Aditi Nambiar**

The activities of Placement Cell commenced with an session on personal branding through LinkedIn, which was a room for interaction with Aishwarya Ganesh , communications professional & personal branding strategist. The session enlightened us on strategies to brand ourselves to be more visible to employers. Weekly mock group discussions and JAM sessions were conducted which proved to be an icebreaker for the students. An internship and placement brochure was created to invite companies to visit and recruit our students. Placement training sessions were organized in association with Pragmatix learning for the final year students to provide a placement and interview orientation. Training sessions are being planned to boost the confidence and presentable nature of our SOMS students in association with alumini cell. We look forward to conducting more such events by fruitfully utilizing the time and resources available to us.

Regards,

**Vishnupriya YD**  
Placement Cell Coordinator

# Social Media Report

**Members- Aathira NS, Roshan Manoj, Noel Antony, Surabhi, Aiswarya, Rinshad, Vishnupriya, Amith, Afifa Aboobacker, Chandana Soumithran, Kevin, Jawahar, Nihaal, Faheem, Sudhanshu, Shrine**

## Social Media Cell of SOMS

We design and create content and posts in collaboration with the rest of the clubs. We also conducted a few other activities.

Wisdom Quest was a weekly quiz that focused on a new theme each week. Questions was put up as our stories on all of our social media handles daily relating to business.

## Motivational Grid

After a wonderful weekend comes the dreadful 'Monday', wherein everybody is back to their business. Monday blues are indeed difficult to combat, thus marking the start of a monotonous routine. Therefore to beat the blues on every Monday, we released the motivationgrid.

#WellnessWednesday has been an ongoing social media trend that aims to provide various tips on health, foods, diets, lifestyles, and more. It spreads awareness of the smaller things people can do to prevent stress that they don't realize.

**Athira NS**  
Social Media Coordinator





# Academic Activities

Academic Wing coordinates Managerial Expertise talks and IGNITE Sessions alongside Public Relation team. The clubs which operate under the purview of Academics, conducted numerous activities to keep the students engaged in even during the online phase of MBA.

- Finance Club conducted a talk on “National Monetization Plan” on Sept 11, 2021 with speakers from MBA'23 - Nisha Ranjan, Nilesh Ranjan and Giridhar Gopal Sharma.
- Systems Club conducted a talk on “Industrial Revolution 4.0” on Sept 18, 2021 with speakers from MBA'23 - Kesava Uppalapati, Madhu Priya and RVSS Harsha.
- HR Club conducted a Prelims Round - HR Quiz on Sept 24, 2021.
- HR Club conducted an event - The Mains (Brand Logo Identification and JAM) on Oct 2, 2021. 8 teams were shortlisted from 16 teams of two. Winner was Team 8 - Arpit Sonkar and Krishnaprakash K & Runner Up was Team 3 - Rupesh Viswanadhan and Ameena M S.
- HR Club conducted a talk on “Health infrastructure in India compared to Developed and Developing countries” on Nov 6, 2021 with speakers from MBA'23 - Chandana Soumithran, Durga M and Varsha Prasad.

## **G Regha Subhashini**

Senior Academic Affairs Coordinator

## **B Haneesha**

Junior Academic Affairs Coordinator



# PR Cell Report

**Members : Arpith T John, Abhinav Shanker, Akshay Ahire, Queen Maryan, Surbhi Nirgudwar, Ameena M S, Nilesh Ranjan, Amal Joy Jacob, Preethika Manoj, Harikrishnaraj, Kirti Kumari**

The activities of PR Cell commenced with an Ignite session, which was a room for interaction with Dr. Prabhakaran Paleri. The session, in a nutshell was motivation topped with entertainment and information. Mex talks were conducted twice in collaboration with Academic Cell. The first series was a talk on Social Media Challenges, presided by three impeccable personalities – Sri. Prasanna Kumar Parhi (Asst. Solicitor General of India, Odisha) , Sri. S Jyotiranjan (Advocate, Orissa High Court) and Sri. Alok Kumar Kar (Additional Secretary, School and Mass Education, Govt. of Odisha) who grazed through the perks and downsides of social media in today's scenario. For the second round of Mex Talks we roped in an inspirational business persona, Dr. Ringo Rajagopal who guided us on the topic 'Entrepreneurship: What, Why and How?' clearing the nimbus of doubts that prevailed among students regarding the Do's and Don'ts of entrepreneurship. Next in line was a riveting yet informational event – Mock Press which was the prototype of a press conference with renowned businessmen. The participants gave life to infamous personalities like Ratan Tata, Mark Zuckerberg and Elon Musk and the event was a perfect blend of laughter, knowledge and interaction. We look forward to conducting more such events by fruitfully utilizing the time and resources available to us.

Regards,

**Arpith John**  
PR Cell Coordinator

**Ameena M S**  
Junior PR Cell Coordinator





# NITC - Student Affairs Council

Students Affairs Council (SAC) is a group of elected and volunteer students working together with a faculty advisor within the framework of a constitution to provide a means for student expression and assistance in College affairs and activities. We also aim to give students experience in leadership and encourage student-faculty or community relations. The Students Affairs Council of NITC comprises 16 councilors from PG, out of which two positions are reserved for MBA students. The councilors have the responsibility to voice the students' needs and represent the entire batch in front of the NITC community. We deliver timely notifications regarding all academic and cultural activities to the students of SOMS and consistently try to ensure maximum participation. We are open to queries regarding the institute and its policies and are willing to make efforts to resolve any issues regarding the same.

In the beginning of the academic year, students were informed about the available scholarships and educational loans which they could avail and made sure no student was left uninformed. From our end, we tried our best to effectively communicate and sort out issues related to it. Later, we conducted an ice-breaking session for the students of the department titled "Mock Court" where students were divided into groups to resolve a conflict being on prosecution and defense sides. The event witnessed good participation and audience and it eventually turned out to be a platform to know each other.

We attend the SAC meetings regularly and communicate any information regarding the same to our batch where opinions are taken from them on matters of utmost importance. Requests from the students were collectively brought in front of SAC to raise the same in front of the concerned authorities.

As a part of the Academic Affairs Council of NITC, we had the responsibility to handle the registration procedures of the students of SOMS in the smoothest way possible. Hence proper instructions were communicated from our side to complete the same within the given time. We had attended meetings with the administration to guarantee hostel room facilities and to make sure that all are accommodated with hospitality and adequate covid protocols.

We attempted to bring down the veil between UG students and MBA students by ensuring consistent participation in several events held by them. As a part of Tathva, the well-known technical fest of NITC, we were invited to host two events on management and build strong communication between them. We look forward to incorporating more volunteers from SOMS in sports, cultural and academic activities of NITC throughout the year.

**Noel Antony & Bhagya Thara Baji**



# Magazine Team



Patron  
**Dr. Muhammed Shafi K**



Faculty Editor  
**Dr. Reju George Mathew**



Student Editor  
**Amjad Roshan**



PR Cell Secretary  
**Arpith T John**



1st Year Coordinator  
**Kirti Kumari**



2nd Year Coordinator  
**Queen Maryan**



**Nilesh Ranjan**



**Ameena M S**



**Rahul R**



**Rupesh Viswanathan**



**Vishal Kumar**



**Aaron Koshy Thomas**



# SOMS

School Of Management Studies , NITC



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