

VOL-3
ISSUE-3

Drishtikon

SCHOOL OF MANAGEMENT STUDIES, NIT CALICUT  JUL - SEP '22



RANG BIRANGI
TARANG!!!



Tarang
2022
21-23 OCT 2022

 **tathva'22**
21-23 OCTOBER



Dr. Muhammed Shafi
Head, SOMS

HOD's message

October is here, and we can hear the buzz of Tathva and Tarang around us. What a joy it is to see our fests returning to actual stages from the virtual ones! And I am sure this edition of our fests will be grander than ever. Months of confinement have filled our hearts with a desire to gather and celebrate while we can. In the past months, we have welcomed a new batch of management students to SOMS, a bunch of research scholars and staff. By the time I am writing this, I hope they have already made SOMS their

time for all of us to turn into generous hosts and welcome students from campuses across the region. This year, SOMS is collaborating with Tathva, the techno-management fest of

National Institute of Technology Calicut. The merry doubles, and so does the

grandeur. This is also our chance to see the magic of synergy at work.

As we work together to make Tarang glorious, our bond becomes stronger. As we deal with the chal-



TARANG IS HERE. I CAN HEAR THE UPROAR, CAN'T YOU?

homes. The SOMS family is getting bigger!

A long season of rain has retreated, and it's hard to miss the soothing greenery around us. There's hope and light everywhere. Our Onam at SOMS was joyous as well. We celebrated the spirit of diversity in all its splendour. Time is ripe for grander and merrier endeavours! The walls, newly dyed with charming paintings, call out the arrival of Tarang as well. Tarang is our own euphoria; the time to live it up; the

lenges of such a festivity, we turn into leaders and managers. Maybe that is more than what we get from our classrooms! If we allow it, the journey of Tarang could teach us the management lessons we desperately need. Let's plan,

execute, improvise, and turn a little wiser in the process.

Isn't the merry as important as the learning? Let's savour

every moment with open hearts. Again, Tarang is here. I can hear the uproar, can't you?



Orientation Programme



A three-day orientation program was conducted for first-year MBA students from 29 July 2022 to 1 August 2022. The program began with an orientation session and introduction by the Director, Dean (Students' Welfare), and Chief Warden. They interacted with the students and introduced them to the expectations of academic commitment and genuine social engagement that are part of being a member of the NITC family. It was then followed by an ice-breaking and team-building exercise led by Dr. Sreejith S. S. and a session by Dr. T. Radha Ramanan in which he provided an insight into the teach-

**29 July
2022 to
1 August
2022**

ing-learning process at SOMS, labs, library, course overview, credit system, and the annual management fest, Tarang. The students were introduced to the various courses in their first semester by the faculty of the department over the span of two days. It was accompanied by an interaction with the alumni and the research scholars wherein they threw a guiding light on the career prospects and opportunities present in their sectors and the various challenges faced by them. The orientation program served as a comprehensive transition program that created awareness among the students about both the academic and social aspects of the institution.

BONJOUR!

Freshers' Fiesta!!!

On 22 August 2022, the 2021-23 batch of students arranged a freshers' party under the title Bonjour! Freshers' Fiesta for the first-year students (2022-24). Freshers' day was memorable! It was the day we got to know much about our seniors and the day we danced and sang with them. They first asked if some of us could come forward, but none of us could not break the ice initially. So they decided to take lots and chose some of us, and the chosen ones were asked to do a hilarious ramp walk! After that, everyone did some or the other activities according to the lots taken and enjoyed to the core. Then the seniors danced and

asked us to join, and they asked some of us to perform a duet! Many other fun activities were also held, and numerous gifts were distributed. The event concluded with everyone dancing to a rocking song!



On
22nd August
2022

Labour Laws Workshop

A one-day workshop on Labour Laws was conducted by NIPM, Calicut Group, Kerala Chapter, in association with SOMS, NIT Calicut on 17 September 2022. The keynote speaker for this workshop was Shri Varkiachan Pettah. He is a subject expert with four decades of professional practice in HR and industrial relations. The welcome address was given by Nissamudheen Firoz, Chairman of NIPM Calicut Group, followed by Dr. Muhammed Shafi, HOD, SOMS, and Dr. Sreejith S. S., Faculty Coordinator for NITC Student Chapter.

The session started with an explanation of basic terms regarding Labour Laws and their importance. Mr. Varkiachan Pettah engaged the audience on the four new labour law codes and their implementation. Later in the session, he also spoke on a few other topics, such as



Employees Provident funds, Employee State Insurance Act, Gratuity, and the like. Students from management institutes across Kerala attended the workshop and benefitted from this informative session. The session concluded with a Q&A session followed by a vote of thanks by Ms. Smitha Naik, the treasurer of NIPM Calicut Group.

**On 17th
September
2022**



War of Words

On 15th
August
2022

“It is better to debate a question without settling it than to settle a question without debating it”

Debate is one of those academic activities that gives humans a creative room to express what they feel. The length and breadth of knowledge gained through this is simply unparalleled. Commemorating 75 years of India’s Independence, the Management Students’ Association organised a virtual debate on 15 August 2022. The topic for the competition was “75 years after Independence, does India fail its women?”

Bisna Chandran and Karthik Narayanan spoke in support of the motion, while Barathi Kumar Sivakumar and Saif Ali Afsar Khan spoke against the motion. Armed with statistics and data, the participants made their arguments more emphatic. The event was well moderated by Amal Jacob and the concluding remarks were given by Issabella Jose. Dr. Reju George Mathew also addressed the audience and shared his perspective.



The Art of Publishing

The School of Management Studies organised a talk by Prof. Justin Paul from University of Puerto Rico, on the techniques of publishing research called ‘The Art of Publishing’ on 28 July 2022.

Researchers from various departments of the institute participated in the session.



Prof. Justin Paul, one of the world’s top 0.1% cited authors, delivered an enlightening session on the nuances of publishing one’s research. He explained the systematic process of publishing and the hidden side of the industry.

The process of review, selection, and publication was discussed in the session. The talk was followed by a Q&A session.

Onam Celebration

On 3 September 2022, Kerala's beloved festival Onam was celebrated at SOMS under the title Onamelody 2022. The celebrations started with Prof Suresh Babu greeting the gathering and sharing his nostalgic Onam memories. Onam, the festival of unity and harmony, brought in a celebratory mood for the entire fraternity.

The students made a colourful Onapookalam and danced to the rhythm of traditional Thiruvathira kali. The first-year MBA students organised the event, and a lot of fun games and activities were conducted as part of the celebration. Tug of war was the most fun and feisty game. It also charged the students with team spirit, the spirit of Onam. Uriadi was the next most galvanising game for which both the students and teachers came forward. The games were accompanied by



the mouthwatering Onasadya, which filled both the hearts and minds of all.

In short, Onam brought the entire fraternity together and set in an energetic and splashy celebration giving everyone a big bundle of memories to cherish.



On 3rd
September
2022

TBI Cluster Visit

SOMS, in association with TBI (Technical Business Incubator) Calicut, provided an excellent opportunity for our first-year students to interact with many start-ups.

TBI has a lot of budding business clusters under them. These clusters need technical and professional help for their business to take off in the market. Two groups of our students led a survey visit to the clusters at Mayil rice producers and



Vadakara handlooms.

After understanding their underlying problems, the students did an analysis and provided the institution with their observations. Also, the solutions for their problems were presented before the authority through the ODOI website. This has been a great exposure for the students in the world of start-ups.

Resumé Session

A resumé creation session was conducted by the Training and Placement cell. It was handled by Dr Sreejith S. S. The programme focused on

providing students guidance on resumé building and CV creation. Each student was asked to create a resumé as part of the class.

Teachers' Day

"The best teachers are those who show you where to look but don't tell you what to see." - Alexandra K. Trenfor

Our teachers do more than teaching; they guide, train, and help us become better students and human beings. We do not want any of their hard work to go unnoticed. Hence, as part of teachers' day, we conducted a small programme to appreciate them by presenting notes of gratitude and a notepad as a token of love.



Entrepreneurship Day

The World Entrepreneurship Day was observed by conducting an online interactive session with Mr P C Musthafa, CEO & Chairman of ID Fresh Foods, on 24 August 2022 at 5 PM. The session was indeed an interesting and informative one where Mr Musthafa shared his valuable knowledge, experiences and struggles in the field of business. He also enlightened the students about the need for innovation, trusting customers and “common sense” to thrive and succeed in any business. He showed the growth of ID Fresh Foods



teams were shortlisted for the final round. Each team consisted of two members and was given a total of 30 questions. Abhinaya Rajendran and Shreyas Moore were the winners, while Abdu Rehman and Afees Moidu Saleem became runners-up. Five members participated in the Idea Pitching contest. The contest had two rounds, a presentation round followed by a roleplay. Harikrishnaraj (Without Your Bags) was announced as the winner, and Abdu Rehman (Medical History through Cards) was the runner-up. The event was conducted with the guidance of Dr Nithya and Dr Althaf, faculties at SOMS.



from a company selling 100 packets a day to a 4000 Cr. company. Mr Musthafa also mentioned that “vada” and “idli” made with love would make his company unique in the market. The students and faculty had their questions answered by Mr Musthafa. A Business Quiz and Idea Pitching Contest was also conducted on 29 August 2022 at 5 PM to observe World Entrepreneurship Day at SOMS. Nine teams participated in the Business Quiz, of which five



Tarang '22

The Stage is Set for the Grandest Tarang Ever

The much-awaited Tarang '22 is getting closer, and SOMS is preparing for the biggest edition of Tarang so far. Tarang has been an online event for the past two years because of the pandemic. This year, its comeback to offline mode is made unique by the collaboration with Tathva, NIT Calicut's technical fest, which is one of the biggest of its kind in South India. Tathva and Tarang are sharing their resources and workforce this year to make the partnership a fruitful one. This partnership is expected to increase the visibility of Tarang by a considerable amount and also help Tathva to become a much more inclusive event by including the management wing as well.

As a part of *Tarang*, Team Tarang, the core committee that is in charge of the event, is actively pursuing sponsorships, collaborations, and many promotional campaigns. The team has been successful

in initiating contact with numerous firms and brands and is optimistic about reaching an agreement with at least a few of them. Apart from that, we are conducting a volleyball tournament at the volleyball court near the main campus entrance as



part of our promotional activities. The promotional campaign also includes a flash mob at Hilite Mall on

15 October, 2022. As a part of pre-*Tarang* activities, we organised a talk by Shri Acharya Prashant of the Prashant Advait Foundation on 14 May, 2022. The PRC and social media divisions of *Tarang22*' are also devoted to increasing the publicity of our events, workshops, and lectures and thereby maximising the popularity of the event.

Tarang 22' is a concoction of nine events, five workshops, and four lectures, which include a multitude of topics handpicked to suit different sections of students.

The events of Tarang '22 are:

1. UDAAN -1.0 A business plan event organised in collaboration with Kerala Startup Mission that gives wings to the visionaries and future entrepreneurs among the participants .
2. The High Muckamuck -Best manager event
3. Dunder Mifflin -HR event
4. Marketrix -Marketing event
5. Bulls & Bears -Mock stocks event
6. Optimus -Operations management event
7. Expecto Petronum -Business quiz
8. Squid game
9. Cross Bones -Treasure hunt

10.The list of workshops:

- 11.Project Management Workshop
- 12.Human Capital Engineering
- 13.Cloud Computing
- 14.Consultance Toolbox
- 15.Workshop on digital image processing

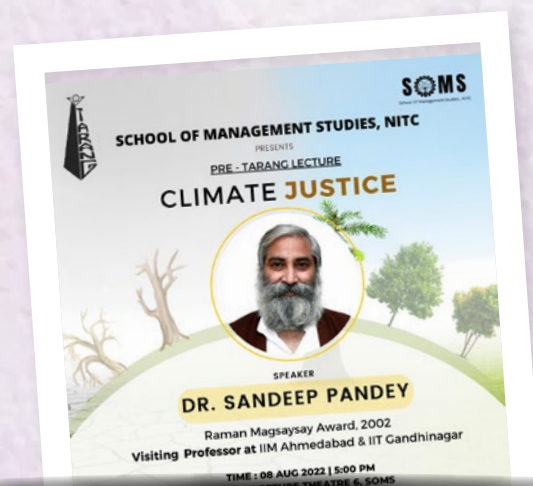
The list of lectures:

1. Evolving Marketing Landscape
2. Building Technology for Next Generation E-Commerce
3. AI-Driven Value Chain in Retail Intelligence
4. Journey of Entrepreneurship

Pre-Tarang Lecture

The School of Management Studies hosted a Pre-Tarang lecture on 8 August 2022 at 5 PM at SOMS. The session was handled by Dr. Sandeep Pandey, social activist and Co-founder of Asha for Education on the topic "Climate Justice". He enlightened the students about the need for sustainable and eco-friendly development in the country. He talked about how various human activities have resulted in vast climate changes. The session was followed by a Q&A session wherein Dr. Sandeep addressed the

various concerns and questions raised by students and faculties regarding the topic.



Selection of Office Bearers



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THOMAS
President



ADILSHA S
RAHMAN
Secretary



KEVIN BINOY
MATHEW
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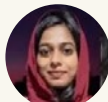


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ANAGHA
MOHANAN

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MS



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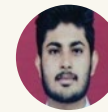
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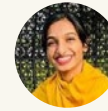
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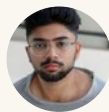
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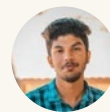
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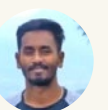
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**BHAGYA
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**ABDU
REHMAN**



HARIKRISHNARAJ



**KESHAVA VENKATA
RAMARAJU**



MARIA US



B SRAVANI



**FATHIMA
FAIROOZ**



O Darkness be Gentle

*I have seen cold nights
But none colder than this,
I feel its wrath, it's relentless,
Even the stars have gone hiding,
My eyes bear witness to the void,
The darkest of hours,
Amidst which, silence echoes,
And nothing else.
A foul odour of some carcass,
Of some bird, a dove maybe,
Fills the night air.*

*O darkness be gentle,
My body is bare and broken,
It's palpable, it seeks warmth.*

*O darkness be gentle,
For dawn seems like a distant future,
And every minute feels like an hour.
O darkness be gentle,
For hope is elusive
And I'm dead on my feet.
O darkness be gentle,
For you and I are the same
We seek light.*



Adilsha S Rahman

First Year MBA



Poem

Simply

*And then it began...
No it stopped!
What made it stop?
No idea!*

*Maybe it stopped on its own.
Yeah! It can stop on its own.
Simply!*

*At least in the world of dreams,
We live on a free planet.*



Fayroze H. K.
First Year MBA



Achievements

📷 Bisna Chandran, first year MBA, secured first place in the debate competition organised by the official language unit, NIT Calicut.



📷 The team comprising of Gayathri S S, Adish A S, Johnson Clement Madathil, Fawaz Kareem, and Krishna S that won third prize in the Onappattu competition organised by the research community of NIT Calicut





तमसो मा ज्योतिर्गमय



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