

Drishtikon



SCHOOL OF MANAGEMENT STUDIES, NIT CALICUT

JAN - MAR '22



WELCOME
BACK TO
CAMPUS





HOD's Message

Today's business world is more complicated and unpredictable than it has ever been. To obtain and maintain competitive advantages, corporate executives must think creatively and react strategically to address increasingly complex obstacles. As a result, crucial components of effective teaching-learning process are to extend horizons and improve skills.

Despite the uncertainties that the third wave put us in, I am glad that we are able to hold offline classes and get our MBA students and research scholars back on track. We also ensured that the third wave of COVID-19 did not affect our students' academics by holding MEX talks and FDPs. This has also been a great semester in terms of placements for final year students, and a massive



Dr. Muhammed Shafi
Head, SOMS

number of applicants for our MBA programme 2022-24.

We aim to make education an exciting and enjoyable experience on the solid foundation of values. We have successfully created a learning environment where students eagerly look forward to engaging in offline lessons. Although we lost many semesters due to the pandemic, we want our students to have fond memories of their time spent with us long after leaving the portals of SOMS. We welcome all the students and scholars back to campus and wish everyone a productive academic semester.



MBA admissions to SOMS, NITC opens

As the bar for technology advancement has raised, career paths for ambitious working professionals have multiplied. MBA is the ideal degree for aspirants dreaming about building a managerial career in the public, government, or private sector. This degree has been continuously evolving to keep up with the industry demands of the times. An MBA is a worldwide standard degree that equips aspirants with different latent skills to resolve technical and real-life complex situations and balance the management equation.

An MBA is ideal for people who want to gain business skills, and it helps in rapidly accelerating careers. Today, an MBA degree is the most favoured stepping stone and a credential to strengthen your CV. There is no substitute for a management-focused degree like an MBA. It provides potential aspirants with leadership savvy, decision-making, and strategic skills. It is designed to groom graduates to understand general business management functions better. It generally focuses on aspects of businesses or specific fields such as entrepreneurship, finance, risk management,

strategy, entertainment administration, marketing, relationship management, etc. This is also evident in this year's high applicants for MBA at SOMS, NIT Calicut.



Record placements at SOMS

School of Management Studies, NITC is witnessing an all-time hike in placements this year with more than 40 percent of the placed students bagging 10 lakh CTC and above. In the ongoing placement process, 50 percent of students have already got placed with the average placement

package at 8.75 lakhs. There's a 48 percent hike in average CTC compared to the year 2019-21. The average package was at 5.9 lakhs last year which rose to 8.75 lakhs this year.

A host of marquee recruiters like Deloitte,

Hearty Congratulations

Graduates

Schneider
Electric

 **Shreya S**
(Business Analytics)



CHUBB

 **Krishnaprakash K**
(Junior Data Scientist)



 **Reshmi Joseph**
(Junior Data Scientist)



**LOYALTY
JUGGERNAUT**
ECOSYSTEM REIMAGINED

 **Rupesh Vishwanadhan**
(Business Analytics)



 **G Regha Subhashini**
(Business Analytics)



Deloitte.



 **Noel Anoty J** (Marketing)



 **Aathira N S** (Marketing)



 **Aquil Iqbal** (Marketing)



 **RTS Shakhithya** (Marketing)



 **Anamika Verma**
(Finance)

Schneider Electric, Federal Bank, Adani Ports, Tata Consultancy Services, SBI and Porter participated in the final placements and offered diverse roles to students. In the finance sector, Federal Bank alone offered a total of 50.24 lakh worth offers to 4 students. Even with an economic slump affecting the market, IT /Analytics domain witnessed an all time surge in offers this year with the highest CTC in the history of School Of Management

OXANE
PARTNERS



 **Surabhi Nirgudwar**
(Senior Analyst)



 **Avinash Das**
(Senior Analyst)

TIGER
ANALYTICS



 **Christopher Basumatary**
(Business Analytics)



 **Abhinav Shanker K** (Business Analytics)

LEAD



 **Arunima Vishwanath** (Operations)



 **Arpit Sonkar** (Marketing)



 **Ahire Akshay Ramesh** (Finance)

FEDERAL BANK



 **C Rithwik Prasad** (Finance)



 **Keerthy Vinod** (Marketing)



 **Christy Sony** (Marketing)

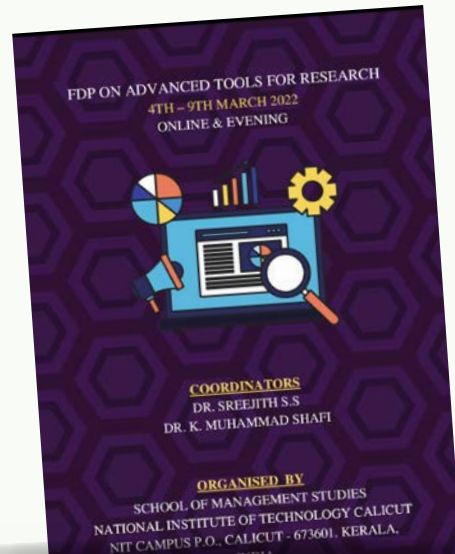


 **Jibimol George** (Marketing)

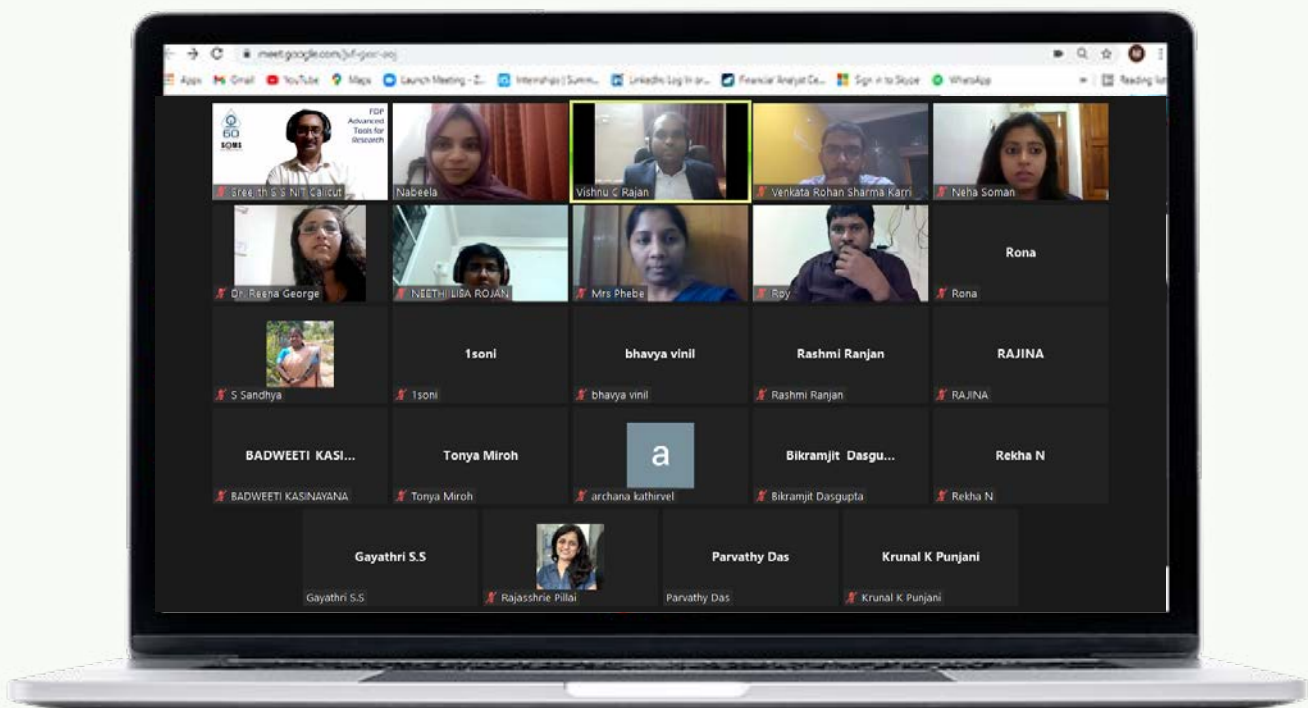
Studies offered to Mr. Christopher Basumatary. He bagged a package of 14.5 lakhs from Tiger Analytics. The overall package offered to students as on February lies at 210 lakhs which would increase in the coming days as the placement process approaches its finale.

Online FDP on Advanced tools for research

The School of Management Studies, NITC organised an online FDP on 'Advanced Tools for Research' from 4th and 9th March 2022. The FDP aimed to offer an overview of scientific research process, provide guidelines for preparing research papers and cater to the increasing aspirations of faculty. The event was coordinated by Dr. Sreejith S.S. under the leadership of the HOD, Dr. Mohammed Shafi along with the support and cooperation of faculty members and research scholars of SOMS. The FDP covered sessions on various methods of both qualitative and quantitative data analysis, document and manuscript preparation, technical writing, plagiarism, impact factor and indexing of journals & publications. The 6-day FDP was handled by an expert panel that consisted of eminent resource persons from both the industry as well as the academia. During the valedictory function, the Director of NIT Calicut, Prof. Prasad Krishna



addressed the participants and spoke about the power of the mind and stressed on the importance of meditation in one's personal as well as professional lives to help achieve a focussed mind.



World Water Day spent right

Water is a natural resource without which we cannot survive. We might be able to live a day or two without food, but a day without water is something we cannot imagine. The value of a resource is higher when it becomes rare. World Water Day is celebrated on the 22nd of March every year to highlight the importance of freshwater. This year the focus of World Water Day was to shed light on the depleting groundwater levels due to its overuse in various parts of the world.

To make World Water Day more relevant, we, the final year students of SOMS, NITC, planned to spend the afternoon close to a water body. In collaboration with the Green Care Mission, we visited a park near the Iruvazhinji lake. Under



the leadership of Dr. Muhammad Shafi, Head, SOMS, NIT Calicut, and Mr. Hamidali Vazhakkad, District Coordinator of National Green Corps (NGC), the students' group set out for

an engaging ride through the Chaliyar river. As the boat ride progressed, we were informed of the culture, history, flora, and fauna related to the river. Mr. Hamidali gave us the description of the landscape that plays a vital role in keeping the Chaliyar river water filled throughout the year.

For management students like us, it was also a time to think about the famous Mavoor Gwalior Factory incident that was discussed and studied from the theoretical point of view in our classroom. As the setting was right next to us, the ride provided us with an opportunity to see for ourselves one of the best cases of corporate social irresponsibility practiced by an organization which consumed the

available natural resources for business purposes and dumped the pollutants to the natural resource making it unusable. In the evening, we halted at the Riveka, where they served us delicious watermelon juice to refresh ourselves before heading back to our mundane life.



Nature has always made sure that it gives what's best for us, and it also provides peace to us whatever be the situation. We human beings are dependent on nature, and it's not the other way around. As W H Auden said, "Thousands have lived without love, not one without water" let us also pledge to take care of our water resources not only for us, but also for the generation that follows us.

Career development and advancement in ESG/ Sustainability: The soaring need for professionals

The Placement Training Cell of SOMS, NITC, in association with the Alumni Relation Cell organised a training session on “Career Development and Advancement in ESG/ Sustainability: The Soaring Need for Professionals”. The guest speaker was Mr Sharafudheen Razi, Senior ESG Analyst, at Global Sustainable Markets. Mr Razi completed his MBA from SOMS in 2019, with Marketing, Finance and Business Intelligence as specialization. He has worked in various domains like ESG indexing and marketing, S&P 1200 ratings, MSA analysis and scoring, and in-country valuation strategy implemented by ADNOC.

The session was a guide to MBA career paths

in ESG market, and how to pursue them. Mr Razi talked about the changes driven by ESG by walking us through various scenarios like KYC for banking, VC Funds, ESG driven aviation, green product checkout and crypto markets. He gave us a clear picture of how the ESG department works, along with crucial insights on the responsibilities of an ESG strategist.

Mr Razi also talked about various learning platforms and certification courses to start our career in sustainable market. In a nutshell, the highlights of the session were the detailed discussion on the

career path for MBA students in ESG market, the guidance we got to pursue an affordable learning path to become sustainability professionals, the information about reporting on sustainability and carbon and what’s in it for MBAs.



Career Path and Opportunities in Quantitative Finance

The Placement Cell in association with Alumni Relations Cell of SOMS NITC conducted a training session on “Career Path and Opportunities in Quantitative Finance” by Ankit Srivastava, Senior Manager - QIS Strats, Morgan Stanley. He is a SOMS Alumni from the 2011 - 2013 Batch. Ankit is an expert on development and maintenance of index and long-term systematic trading strategies with practical experience in back testing of different strategies using Advance excel, VBA, Python and SQL. With his long experience in the quantitative finance market, he was able to provide valuable insights into the workings of the dynamic industry.

As time moves on, the complexity of the testing

methods will increase. Hence, quantitative finance and the opportunities provided by it was introduced effectively by the speaker. The opportunities in quantitative finance including quant research, sales & trading, data science, portfolio management, risk management and Strats and modeling are highly lucrative opportunities for MBA graduates. The students interacted actively with the speaker and enjoyed a lively session.



Talk on ‘Brand Marketing and Strategic Management’

After almost two years, SOMS hosted its first offline expert talk on January 10, 2022. The session on “Brand Marketing and Strategic Management” was handled by Mr Rajeev Sunu. He is an alumnus of NITC (1977-1983 batch), and has experience working with international giants like Mitsubishi Motor Corporation, Tata Teleservices, Tata Projects, Trust Power New Zealand, Utilux Australia, Vodafone Australia and France Telecom. He has been working as an adjunct faculty in top business schools like IIM Calicut and ISB Hyderabad.



Students thoroughly enjoyed the energetic session handled by Mr Sunu. He touched upon various topics on strategic management and marketing, and talked about the importance of supporting entrepreneurs, and various theories on entrepreneurship. He emphasized the need to think “out of the box”, and why critical thinking is important to both entrepreneurs and working professionals alike. He gave simple yet thought provoking real life examples to introduce complex concepts on entrepreneurship. The engaging talk had active audience participation.

Certifications and Skills to be a Business Analyst

The Placement training cell in association with Alumni Relations cell organized a session on “Career as an Analyst” with our former student Ms. Anju Dony. Anju Dony is an analyst who has been working in Tata consultancy services for the past 4 years. She has also made her mark as a content creator and curator. She completed her MBA from SOMS in 2017, her specializations were Marketing and operations. She was the Tarang coordinator of 2016 and successfully conducted it with her vibrant personality. In other words, we can say she has left a rich legacy for us. She has had an incredible journey since then. The session served as a guide to a career as an analyst, irrespective of our specializations. She enlightened us with her experience in TCS, working with a client, courses to take etc.

She discussed her personal expe-



riences at her workplace on how she earned the respect of her colleagues and seniors alike. She also shared her experience as a student of SOMS, how they managed classes, about Tarang sponsorships etc. She enriched us with her knowledge of the required certification and skills for a business analyst.

Learning to Learn

In the 25th edition of SOMEVAAD hosted by Let's Chat in collaboration with SOMS, NIT Calicut, we had a special guest, Dr Mohammad Salman who spoke to us on the topic "Learning to learn". Dr Salman is currently working as a Research Associate(OB and HRM) at IIM Bangalore and he is pursuing his post-doctoral research on the topic "Learning to Learn". He secured his Ph.D. in HRM from Aligarh Muslim University, and was a gold medallist in M.Com from Aligarh Muslim University.

On the 23rd of January, Dr Muhammad Salman held an exclusive session on "Learning to Learn" where he shared his insights on the purpose of learning and the benefits of prior knowledge. He elaborated on how to build a strong foundation in any subject. We also learnt about different types of learning such as theoretical, contextual, procedural and practical learning.



Dr Salman talked about the concept of meta-cognition. Metacognition is the process of thinking about thinking, which enables a person to control and monitor their own cognitive processing. It helps us in our cognitive processes, and to understand how to regulate these processes in order to gain maximum efficiency. He also shed light on the concept of "being aware of your own cognition and cognitive processes which may involve a sentient and conscious effort to control such processes." Metacognition is a critical ingredient in successful learning that involves self-regulation and self-reflection of our strengths and weaknesses and the strategies one creates to reach their goals.

Dr. Muhammad Salman shared a different perspective on the skill of learning. It was a very helpful session and will be immensely beneficial to us in the long run.

Opportunities in a Dynamic and Disruptive World

The Mex Talk on "Opportunities in a Dynamic and Disruptive World" was initiated by the Training and Placement Cell in association with the PR Cell of SOMS, NITC. The keynote speaker Mr Roshan Kynadi, who is an agripreneur at Kynadi Plantations and the CEO and co-founder of "ZuperAp", is an innovator who tries out various models in his own plantations. Roshan is well versed in topics like entrepreneurship, sustainability, and strategy. He has been associated with the Kerala Startup Mission and TiE Kerala as a mentor for the past many years.

Roshan spoke about how technological disrupt-



tion had paved the way was also an important factor of specialization that businesses these days focus upon. Innovation which converts expensive and highly sophisticated products or services which were previously inaccessible to common consumers are made more affordable and accessible through disruptive innovation. The talk made

the students inquisitive and led them to interact with the resource person leading to points that were to be reflected upon. Differentiation and Focus were concepts that he stressed all throughout the talk. The session was very interactive and the participants got to clear a lot of their queries on the same topic.

HR Analytics Adoption by Organizations : Determinants, Challenges and Future Prospects

NIPM Student Chapter Council of SOMS, NITC, conducted a panel discussion on 29 January 2022. The topic of the discussion, was “HR Analytics Adoption by Organizations: Determinants, Challenges and Future Prospects”. The Panellists included high profile personalities like Mr Arun Anand, HR Head(India), Mrs Vygha NK, HRBP, Wipro, Mrs Sona Mathew, HR Director, Ignitarium, and Mr Jithin Chakkalakkal, HR Manager, Reflections, who work in the Human Resource domain. The discussion was moderated by Ms. G Regha Subashini, NIPM member of SOMS, NITC. Dr. Sreejith S S(faculty of SOMS) along with the other listeners also contributed to the discussion by asking and clarifying their queries.



The panel discussion touched upon the following topics:

In reality, how much does the HR department rely on data to make decisions?

The tools/software that organisations use/consider for HR analytics.

The usage of HR analytics to make decisions in the following areas:

The number of recruits for a specific time frame.

Promotion/demotion- performance management.

Rewards and recognition.

Data-driven selection criteria - characteristics detected in exits, their traceability, and influence.

The discussion concluded by enlightening the audience about the extent to which HR analytics is being practiced in organisations, and the reasons for which HR analytics is adopted or not in organisations.



Ensuring Business Continuity during Tough Times

Mr Vamsi Mallempati, a lead HRBP at a leading pharmaceutical company, was the speaker of the fourth Managerial Expertise Talk of 2021-2022 organised by the Placement Training Cell of SOMS, NITC, in association with Alumni Relation Cell, held on 19 February 2022. The talk was on “Ensuring Business Continuity during Tough Times.”

Mr Vamsi Mallempati completed his Post Graduation in Master of Human Resource Management with specialization in Organizational Change and Development from Andhra University Campus, Visakhapatnam. Mr Mellampati, with his exposure to various segments of HR operations like manpower planning, compensation, benefits and performance management, learning and development, OD interventions, and talent management processing, shared his

experience of transforming the covid crisis into an opportunity.



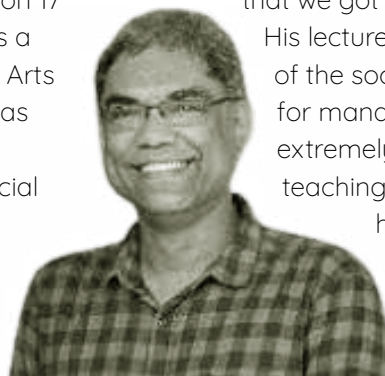
The main focus of the talk was centered on the challenges of running businesses during the pandemic with special reference to the pharmaceutical industry. He elegantly defined the role of HR managers in ensuring business continuity, and explained how the implementation of innovative work strategies can help in overcoming various crisis. The presentation

was a comprehensive one as it touched upon points like the importance of managing employee safety and well-being, employee availability, improving employee productivity etc. Vamsi Mallempati concluded the session by talking about the business impacts of the new strategies employed, and the key learning outcomes.

Social Transformation in India

A talk on “Social Transformation in India” was organised by SOMS, NITC on 17 March, 2022. Prof AF Mathew, who is a Professor of Humanities and Liberal Arts in Management at IIM, Kozhikode, was the guest speaker.

Prof Mathew talked about the social structure of Indian society, and how we as citizens relate to different aspects like gender, caste, religion etc. The speaker was successful in unsettling our perceptions on



these topics, and it was indeed a fresh perspective that we got from the experienced sociologist.

His lecture focused on why an understanding of the society and social issues are essential for management students. The session was extremely engaging. Prof Mathew’s years of teaching and research experience reflected in his presentation of the topic which was supported by substantial references. For all our queries, we received very credible responses from Prof Mathew.

Investor Awareness Program

The Finance club of SOMS collaborated with Finzene Investments, a renowned financial advisory based in Mumbai, to conduct a Financial Literacy Program headlined 'Investor Awareness Program' on February 12, 2022. Mr Johnson Menezes, an Adjunct Professor at Thadumal Shahani Centre for Management Mumbai SME, rightly describes himself as a "Banker by Profession, Trainer by Choice and Educator by Passion" was the guest of the day.

Mr Menezes shared vital knowledge about the securities markets with the students of SOMS. From SEBI, the watchdog of securities, to how to fill a standard KYC form, he ensured the students were given adequate awareness to face real-life investment problems. He proceeded the session with an illustration of three sisters and their investment habits. He made us familiar with the verses, "the earlier, the better" (in terms of investment on how money grows exponentially if

invested well) and how Einstein said compounding is the world's eighth wonder. The speaker explained the 50-30-20 rule to students highlighting the ratio between spending: saving: investment respectively. Inflation and its impacts were highlighted as the primary cause behind the reason to invest. Later,

various investment options were explored: bank deposits, insurance, property, mutual funds, gold, stocks, bonds, and equity. He also discussed about mutual funds, asset allocation, portfolio creation and risks associated with investments.

Along with the presentation, he ensured the students' participation by brainstorming them with simple decision-making questions like, "What's easier: to buy shares or to build a com-

pany?", "Do you think employment alone makes one rich?" etc. He made sure that students were provided with the required information necessary to enter into the field of investment. Finally, he answered the queries of students related to cryptocurrency and more



Congratulations

Graduates

Winners of ITC FOODS led Business challenge conducted by Sociocharge Impact lab



📷 **Nihaal Deepak Chugh** (MBA 23), 📷 **Pooja Uday** (MBA 23)
📷 **Kesava Upplapati** (MBA 23)

On-campus winners- Hult Prize International



📷 **1. Rijas BM**, 📷 **2. Isabella Jose**, 📷 **3. Adish AS**,
📷 **4. Fawas Karim**

SOMS NEWS!

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TOP 10 Reasons for pursuing an MBA at National Institute of Technology, Calicut

Posted on 16th March 2022 by PaGaLGuY



📷 **TOP 10** Reasons for pursuing an **MBA** at **National Institute of Technology, Calicut**

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Sports Day

The Inter Branch Sports Tournament of NIT Calicut conducted by the Sports Council of NITC commenced on 25th March, 2022. The events saw an overwhelming participation by the SOMS community and witnessed the thumping victory in many events. We participated in events like basketball, football, volleyball and badminton.

The women's volleyball team teamed up with the M Tech students. The spirited Women's volleyball team was able to clinch the gold medal. SOMS



teamed up with PG Mechanical batch for the Volleyball Men's event. With unbeatable vigor and energy, the men's team fought till the end but had to settle for the silver medal. The Women's badminton team

also bought laurels to the School of Management Studies. The passion with which they fought, crushed the hopes of their opponents all through the tournament. They emerged champions of the event because of the remarkable performance of the entire team.

Men's Volleyball team

- ⊗ **Ullas P** (MBA 2ND YEAR)
- ⊗ **Mohammed Nawas VM** (MBA 2ND YEAR)



- ⊗ **Noel Antony J** (MBA 2ND YEAR)
- ⊗ **Uppalapati Kesava venkata Ramaraju** (MBA first year)
- ⊗ **Harikrishnaraj R** (MBA first year)
- ⊗ **Shibin Raj C P** (PG Mech)
- ⊗ **Ankush Kumar** (PG Mech)
- ⊗ **Sainath** (PG Mech)

Women's Volleyball



Captain:- Pooja Uday

Members final list

- ⊗ **1. Jyoti Patwal** (M Tech)
- ⊗ **2. Pooja** - (MBA 1st)
- ⊗ **3. Regha** - (MBA 2nd year)
- ⊗ **4. Bhawna Gupta** - (M.Tech 1st yr -Power electronics)
- ⊗ **5. Durga** - (MBA 1st year)
- ⊗ **6. Haneesha**- (MBA 1st)
- ⊗ **7. Ameena** - (MBA 1st)
- ⊗ **8. Aditi** -(MBA 1st)
- ⊗ **9.Chandana** - (MBA 1st)
- ⊗ **10.Simple** - (M Tech)
- ⊗ **11. Jenafer** - (MBA 1st year)
- ⊗ **12. Madhupriya** - (MBA 1st year)

Badminton womens

- ⊗ **1. Bini Babu**
- ⊗ **2. Shakhithya**
- ⊗ **3. Chandana**
- ⊗ **4. Issabella Jose**



Pre – Tarang Activities

Tarang is an intercollegiate management event initiated by SOMS, NIT Calicut. It aims to provide a platform to synthesise the skills, intellect, and creativity of the student community into various aspects of business and management. The promotional pre-Tarang events associated with the annual cultural event of Tarang 2022 was held in online mode which brought together talented minds across the country.

Various events like Pratibimb, Qisa, Sankalp and Quest were conducted. Winners of the Painting Competition titled ‘Pratibimb’ were Kaviya S (KCET, Tamil Nadu), Ishani Sen (BBDU, Lucknow) and Amaya Sharma (MNIT, Jaipur). Muskan Vora (DDU Gujarat), Prachi Pant (Maitreyi College, DU) and Supraja Vaidhyanathan (SSN, Chennai) won the prize for Mini Story Writing Competition titled ‘Qisa.’ Winner of ‘Sankalp’, the Poster Making Competition, was Tanisha Kedia from Fore School of Management, New Delhi. Quest (Deadlock) attracted the maximum participants among all the sessions. There were around 47 participants competing to win the quest and Sanket Vaidya of IMS Indore won the game.

Another pre-Tarang event was a workshop on six sigma by Anbu Nedunchezian - a thought leader with 3 decades of experience in manufacturing industry and is currently the General Manager at Caterpillar Inc. Six sigma as we know is an essential element to enhance the capability of a business process.

The session started with the general concepts of six sigma which has been a perfect fit in the industry for more than 75% products and services where corporates and companies must ensure efficiency and where every customer counts. In order to compete in this stringent market, companies use the six sigma strategies

for effective production with minimum product variability and defects. The central pillar of Six Sigma theory is the Normal Distribution curve (also called a ‘Bell Curve’). The outliers on the normal distribution lie multiples of one standard deviation, represented by the Greek alphabet ‘ σ ’ (‘sigma’), away from the mean. In the context of statistical quality control, processes and products are measured and evaluated to determine variation from acceptable standards, and the spread of the distribution signifies variability.

Mr. Anbu enlightened us about the hierarchical role of six sigma from champion, to master black belt to process owner. The detailed understanding of DMAIC methodology of six sigma was one of the main learnings from the session. Finally, he explained the tools (analytical and management) to initiate six sigma on a corporate level. The keywords worth remembering were CCR (Critical Customer Requirement), CBR (Critical Business Requirement), SIPOC (Supplier-Input-Production-Output-Customer), Pareto Analysis etc.



THATHVA event - SQUIDGAME

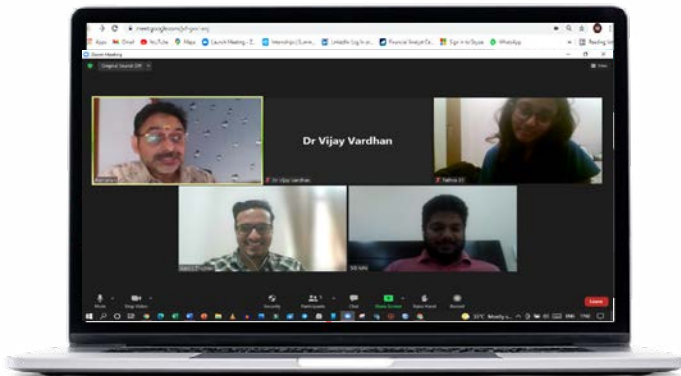
Squidgame was a proper management team event. It had the highest number of participants in Tathva 2021. It tests management skills, cross-functional management and presentation skills. The event will provide students with a platform to compete and test their skills against each other. We had more than 360 teams enrolled for the event. The event consisted of four gruelling rounds testing the managerial



skills and capabilities of the participants.

The four rounds were designed to test the aptitude and attitude of teams and how they work together to come up with ideas that brings them to the forefront of competition. A broad area is taken in perspective and teams are encouraged to delve into these areas of interest.

- Round 1 - titled 'Red Light,Green Light' was a quiz round.
- Round 2 - 'Honeycomb'-Advertisement Round
- Round 3 - 'Tug O War'-Debate Round
- Round 4 - 'Squid Game'- Case Study Round



Manu G Krishnan, Hannah Gigi and Rikku Zach Kurian of Xavier Institute of Management Bhubaneswar won the first position. Ashwin Binu Abraham, Asher Mathews Shaji and Akshay K of TKM College of Engineering Kollam won second position. The third position is won by Neeraj B. A., Aileen Elsa Ajeesh and Arathy Sunil of NIT Calicut

Peace to Pieces

History has taught us one thing — war is never good. Yet, history repeats. The current issue of the Russia-Ukraine war is no different from the usual tale of warmongering by power-hungry individuals. Nevertheless, there is a group of people whose lives are put at risk, often times unfortunately lost in a war that will not benefit them anyway. This sacrificial population primarily includes ordinary people who are kept outside the power politics that will define and redefine their lives. Recounting data on the number of lives lost and casualties that occurred is pointless as the war is still continuing.



Regardless of the impetus for the war, a few facts are of utmost importance. Firstly, both Russia and Ukraine are suffering grave casualties and economic issues caused by the war. Secondly, the war has resulted in one of the greatest migration crises of recent times. These negatives outweigh whatever positive that may (or may not!) come out of the war. The current crisis once again emphasises the futilities of war.



PARVATY DAS

Research Scholar

Semicolon; Period.

Well, the title is a click bait. Infact what I meant was communication floats on two Cs.

The year was 2007. I attended an interview with a top ranked IT organization. A dream organization, so to say. The profile was one which clubs two of my passions – HR and Education. I was super excited when I got this interview call from Maria, the recruiter. I was waiting in the lobby on the day of my interview, nervous. No one showed up. I called Maria:

<Ring>

Maria: Hello.

Me: Hello, Maria. This is Sreejith. I am here at the lobby.

Maria: Who?

Me: Sreejith. You know, we spoke last week regarding the interview. You asked me to come today for the interview. Here I am.

Maria: Err. I don't recollect. What position was this for?

Me: L&D Executive.

Maria: Oh, that! Alright! That is not today. Our manager would come back only tomorrow. You may come tomorrow.

I had the email print out of the interview call letter, clearly stating it was the same day. But by then she had cut the call. What luck, I thought; Lost a half-day leave, soiled my only white shirt and have to come back tomorrow. Well maybe it's all for good.

C for continuity.

Why didn't Maria update me that the interview was rescheduled? A point to ponder here is, "Is no news good news?" Apparently not. Most people would like to have a status update at all points of time. We can't bear being left out. Getting to know what happened to one's effort is a basic right. Updates have to be given at regular intervals. What if there is nothing to update on. We think a status update needs to be offered only if there is a progress or a decision. Not really. "No decision has been taken yet", is also an update; a symbolic semicolon.

The floating C of communication is continuity.

Come next day. I promptly arrived again at the lobby while the security guard stared at me

suspiciously. I was dressed exactly the same, and security guard, well, in the same uniform in the same lobby with the same couch and posters. Groundhog Day (Indian version)!

I requested the receptionist to call Maria.



Maria was there in the office and hurray! the manager was also there. I was called in.

The interview went well, or so I thought. Maria said she will get back to me.

It's almost 15 years now. I am still waiting for that call from Maria.

C for closure

It's not Maria to blame for. Usually the recruiters do not call back the candidates and inform them that they are not selected. Candidates do not expect the "We deeply regret to inform you that we have decided not to proceed with your candidature. It is unfortunate that we cannot find a suitable position for you in this organization. The loss is ours and good luck in all your endeavors." Candidates just want "Hey you know what, you're not good enough for us. So, we don't want you. Go work elsewhere." But there's something that prevents recruiters in particular and people in general to convey bad news. Completing a conversation is as good as commencing it. It takes courage to complete a conversation. That ensures closure.

The final C of communication is closure. Period.



Dr. Sreejith S S

Assistant Professor, SOMS, NITC

To The **Pink** City

 **Tejoswini Patra**

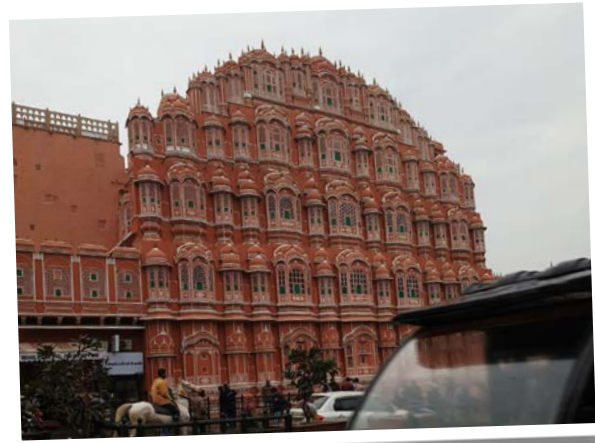
Research Scholar

Huh! Another pandemic story while stuck at home. Well, yes, a little of this and a little bit of that. A little bit of that is about traveling. Alone. As a girl. Oooh!!

So, I was finally back home, almost after a decade. Yep! Yep! A decade! And I think everyone will relate with me here, being closer to their families than ever before. But getting stuck in one place for months. Uh! Can't even imagine. Say stuck in the campus hostel, or at home, or in the places you travel— your girl has seen it all! Haha. My to and fro movement from campus started with traveling. It was such a hustle bustle. I was moving around cities and towns. Galis and Ghats of Banaras, catching up with old friends and making many more. The travel seemed a way of escaping. Escaping from realities. Running away from my fears. My fear of losing people. And eventually I lost many in the process.

Even though traveling was what I enjoyed the most, traveling to a place where you have zero known faces was a real challenge. Traveling solo as a woman. A little bit scary. My fears were valid. Reasons need not be elaborated, I suppose.

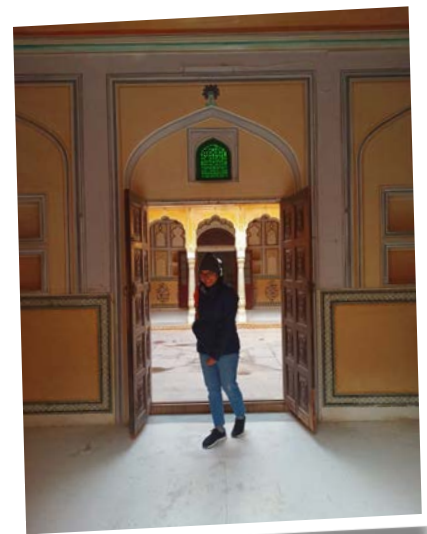
So this chance to travel solo, knocked at my door with an opportunity to present a paper in a conference. Here I was, in the capital of Rajasthan, Jaipur. The pink city. My new year couldn't have



had a better start than a solo trip to Jaipur. It was thrilling, or should I say, chilling. I remember, from the auto wale bhaiya to kachori wale bhaiya, they made me feel so safe and welcoming. I met travelers from all around the world. They were as wonderful as were the people from Jaipur. Every little moment with them was indeed worth cherishing. The minute details behind the arts and crafts of every fort and mahal were a beauty to feast one's eyes on. Stories of royals, braveries of queens and princesses, were emancipating.

The gentlemen and all the amazing ladies I came across made my stay so comfortable and cozy just like home, and they made sure I reached back home safely. Needless to say, people from Jaipur are as sweet as the ghevar (a Rajasthani cuisine). My solo trip was liberating and so worth it. It was all about raindrops in winter and falling in love with myself more and more.

A tip: Travel Rajasthan in winter, it's a beautiful experience.



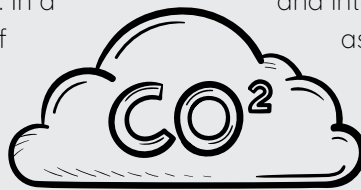
Why Should Carbon be Taxed?



Climate change is one of the most significant global challenges of our time. It threatens to roll back decades of development progress and puts lives, livelihoods, and economic growth at risk. The ever-growing concentration of greenhouse gases in our atmosphere, from the burning of fossil fuels, deforestation, and land-use change, has severely altered the global climate. In a modern economy, nearly all aspects of economic activity affect greenhouse gas, particularly carbon dioxide emissions, and hence the global climate. The increasing concentration of greenhouse gases in the atmosphere has led to global warming, threatening life and sustainability. Carbon pricing has emerged as a powerful policy instrument to combat the negative externalities of carbon emissions.

Carbon pricing is an instrument that captures the external costs of greenhouse gas (GHG) emissions and ties them to their sources through a price, usually in the form of a price on the carbon dioxide emitted. Prices on carbon helps shift the burden for the damage from GHG emissions back to those responsible for it and who can avoid it. Instead of dictating who should reduce emissions, a carbon price provides an economic signal to emitters. It allows them to either transform their

activities and lower their emissions or continue emitting and pay for their emissions. The overall environmental goal is achieved in the most flexible and least-cost way to society. The broad goal is to discourage the use of carbon dioxide emitting fossil fuels to protect the environment, address the causes of climate change, and meet national and international climate agreements. A key



aspect of carbon pricing is the “polluter pays” principle. Society can hold emitters responsible for the severe costs of adding GHG emissions to the atmosphere by putting a price on carbon. It can also

create financial incentives for polluters to reduce emissions. It has the potential to decarbonize the world’s economic activity by changing the behaviour of consumers, businesses, and investors while unleashing technological innovation and generating revenues that can be put to productive use. In short, well-designed carbon prices offer triple benefits: they protect the environment, drive investments in clean technologies, and raise revenue.



 **Issabella Jose**

Research Scholar

Capital Punishment For Sex Crimes – A Perspective

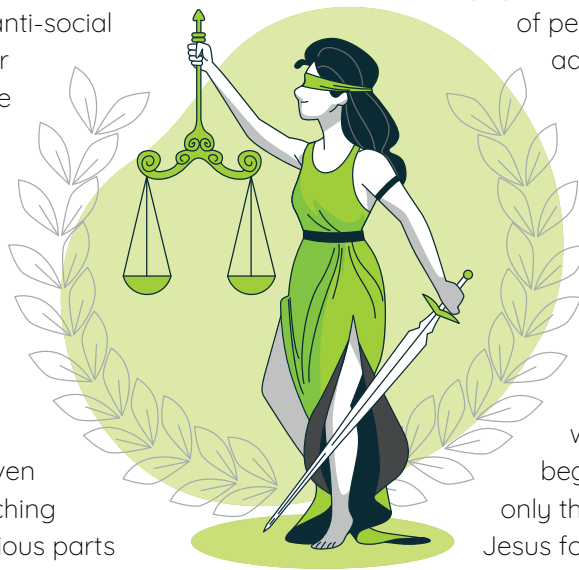
The fate of perpetrators of heinous crimes like rape has always been a point of contention with the general public. While some people argue that nothing short of swift capital punishment or a lengthy sentence in prison is the just alternative, some people point out that such extreme measures do not make a difference. While I am more inclined to the latter group of people, this write-up will try to understand both sides of the argument.

On the one hand, we do have an increase in reports of rape cases in the country, and there are at least some cases in which, the accused is sent scot-free. This could be because of the intervention of notorious third parties that profit from having such anti-social elements in the society or because of some genuine acts of humanitarianism that think that after all being said and done, the accused are also human beings. Whatever the case, the general psyche of public is greatly enraged at the disparity in meting out justice. There have even been cases of public lynching of such individuals in various parts of the country. Now should there be a need for capital punishment or life imprisonment for such people? The answer is not that simple. The famous American FBI profiler, John E. Douglas, had caught the attention of the world in the '70s and '80s by interviewing the worst serial killers who were serving terms in prison to better understand their psyche. His methods, though at first scoffed at, later proved instrumental in the prevention of several potential attacks, just because of the psychological data that he had accumulated from convicted felons. Coming back to our case, following Mr. Douglas' example, a vast majority of rape offenders, if carefully analyzed and evaluated, can shed light on the reason for such behavior. And if properly understood,

changes could be implemented at the grassroots level to curb such horrors in the future. Most of the offenders of such crimes are found to have a warped sense of sexuality and mental health. Such individuals must be educated. They must be made to understand the errors of their ways, and they certainly have to be made accountable for their crimes. A fast-track process for such cases is also desirable. However, I firmly believe that it is better to treat the cause rather than the symptom.

On the other hand, what makes the common man eligible to produce judgment on a rapist? Is such a person perfect himself/herself? There is a popular story in the Bible, where a group of people brings a woman caught in adultery to Jesus Christ, to know what his judgment would be (according to the law of the land such a person had to be stoned to death). Jesus though, simply says that let the person who is without sin be the first to throw a stone at the woman. The chronicler then goes on to say that all the men, when they heard this judgment began going away one by one until only the woman and Jesus were left. Jesus forgives the woman and tells her to reform her ways and lets her go. This is something that has always struck a chord with me. The emphasis is still on educating rather than punishing. I am not saying that there should be no punishment. There should be. But can it be meted out in a way that will be beneficial for the society as a whole in general and that particular person specifically? That is the question that needs to be answered.

In the words of the Mahatma, "an eye for an eye will leave the whole world blind".



Amal Joy Jacob

MBA first year

BAD BLOOD: The Impossible Story Of Elizabeth Holmes

She is “the world’s youngest self-made female billionaire,” trumpeted Forbes magazine in 2015. Business magazine Inc. called her the “next Steve Jobs,” when they put her on their cover. Her “Theranos”, at one point valued at \$9bn, was once the darling of biotech and Silicon Valley. She was the only female CEO in the so-called “Decacorn Club” (startups with valuations of \$10 billion or more). She was a US Presidential Ambassador for Global Entrepreneurship under the Obama Administration. In 2015, she was a member of the Harvard Medical School Board of Fellows and was named one of Time magazine’s “Time 100 most influential people.” Holmes received the Under 30 Doers Award from Forbes and was ranked number 73 in its 2015 list of “the world’s most powerful women.” She was also named Woman of the Year by Glamour and was awarded the 2015 Horatio Alger Award of the Horatio Alger Association of Distinguished Americans, making her its youngest recipient in history. She was named Fortune’s Businessperson of the Year and had been listed in its 40 Under 40 feature. She was the face of a dedicated and driven businesswoman, making waves in a male-dominated industry in 2015, but everything came crumbling down within months. In 2016, Fortune named Holmes in its article on “The World’s 19 Most Disappointing Leaders”.

Anyone closely following global business news would be familiar with the meteoric rise of Elizabeth Holmes,

the eventual fall, Silicon Valley’s Trial of the Century, and the looming jail term awaiting the blue-eyed girl with a deep baritone.

Elizabeth Holmes was the only female chemical engineering student in her undergrad class at Stanford University. Soon she came up with a patch that could scan the wearer for infections and release antibiotics as needed. Her medicine professor Prof Phyllis Gardner told Ms. Holmes her idea would not work. At 18, she already displayed a stubbornness that would continue and drive the company she found the following year.

In 2003 Holmes founded Real-Time Cures in Palo Alto, California, to “democratize health-care.” Holmes described her fear of needles

as motivation and sought to perform blood tests using only small amounts of blood. Soon she renamed the company Theranos (a combination of “therapy” and “diagnosis”). Her advisor and Dean at the School of Engineering, Channing Robertson, became the company’s first board member and introduced Holmes to venture capitalists.

Influential people were enthralled and invested without seeing the firms audited financial accounts.

Their support lent her credibility, as did her demeanor. Holmes was an ardent admirer of Apple founder Steve Jobs and is said to have deliberately copied his style. She regularly dressed in a black



Elizabeth Anne Holmes



turtleneck sweater, just like Jobs did. Also, she talked with a deep baritone (which many assume to be a sham) – possibly to sound trustworthy and mature.

She quickly attracted high-profile investors like US Treasury Secretary George Schultz, media tycoon Rupert Murdoch, Oracle co-founder Larry Ellison, Nobel Peace Prize winner Henry Kissinger, the DeVos family including Betsy DeVos, the Cox family of Cox Enterprises, erstwhile world’s richest man Carlos Slim Helú and America’s wealthiest family, the Waltons and many more. Reports claim these investors lost tens to hundreds of millions of dollars when Theranos crumbled.

In 2014, Elizabeth Holmes, then 30 years old, was revolutionizing medicine with her product dubbed “Edison.” With a few drops of blood, Holmes promised that its Edison test could quickly detect conditions like cancer and diabetes without the hassle of needles. The idea was a simple, hassle, and pain-free – an idea that was supposed to democratize healthcare.

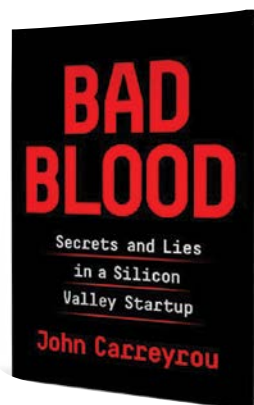
However, the truth was not so. Problems began to unravel in 2015 when a whistleblower raised concerns about Theranos’s flagship testing device, the Edison.

John Carreyrou of The Wall Street Journal initiated a secret, months-long investigation of Theranos after receiving a tip from a medical expert who thought the Edison blood-testing device seemed suspicious. He spoke to ex-employee whistleblowers and obtained company documents. When Holmes learned of the investigation, she lawyered up to stop Carreyrou from publishing with legal and financial threats against the Journal and the whistleblowers.

In October 2015, despite the threats, Carreyrou published a “bombshell” article detailing how the Edison device was unreliable. Multiple results from Edison were found to be inaccurate and thus the company started using other commercially available blood-testing machines. Thus, Edison was a sham. It didn’t work; it couldn’t test, and almost all of Holmes’s claims turned out to be false.

Soon, lawsuits piled up, partners cut ties, and in 2016 US regulators banned Holmes from operating a blood-testing service for two years. In 2018 Theranos was dissolved. Even though she settled multiple civil suits on fraudulently raising money, she couldn’t shake loose the criminal cases. Soon, she was arrested, along with Mr. Sunny Balwani – President and COO of Theranos, on criminal charges of wire fraud and conspiracy to commit wire fraud. She was charged of knowingly misleading the patients about the accuracy of the tests and overstating its financial performance to investors.

During the



trial, Holmes clung tightly to her original story about the magical “Edison.” However, multiple lab directors clamied that they had reported to Holmes about its inaccuracies but were asked to keep quiet while continuing to attract new investors. Jurors found Holmes guilty of conspiracy to commit fraud against investors and three charges of wire fraud. She is awaiting

a sentence, possibly of 20 years each, for the various charges on her.

John Carreyrou published a book titled *Bad Blood: Secrets and Lies in a Silicon Valley Startup* in 2018 detailing his investigations on Theranos. HBO had released a documentary in 2019 on her story. Oscar-winning actress Jennifer Lawrence is set to play Holmes in an upcoming Hollywood adaptation of Carreyrou’s book. You know you have made it when Hollywood is ready to make a movie on you.



Neethi Lisa Rojan

Research scholar

Media Transparency and Credibility: Shifting Sands in Modern Times

John Milton, the great poet, polemicist and intellectual of 17th century England, was perhaps the first to write a literary epic (*Paradise Lost*) with Satan as the protagonist. In the poem, Satan is the rebel who challenged the 'forbidden fruit' by instigating Adam and Eve, resulting in their fall and banishment from Eden. Looking at current media practices and their social effects, we have to admit that media do misinterpret and fabricate news for the benefit of a few.

We live in a technologically mediated world where information and knowledge appear at our fingertips, and the old notion of morning coffee along with newspaper fades into nostalgic memories. From the development of languages and scripts to printing, and recently, to the world-wide web of the internet, we have developed an impressive array of communication systems. With the help of these systems, we can send messages instantly across the globe and convey ideas and meanings to millions of people simultaneously.

James Augustus Hicky laid the foundations of Indian print journalism with the publication of *Bengal Gazette* from Calcutta in 1780. Following this, many newspapers started publishing across India, some playing a significant role in Indian Independence. Radio broadcasting emerged in 1927, whereas the visual world of moving pictures had been introduced to Indians by the Lumière Brothers in 1895. Be it newspapers, magazines, books, radio, television or the internet; mass media plays a significant role in informing, educating and entertaining the public.

Freedom of speech and expression is a long-debated topic. It is interesting to

look into the history of censorship which emerged in ancient times. Socrates, in 399 BC, was perhaps the first documented person forced to drink poison for influencing youth through his ideas. Religious institutions initially used censorship to control believers; later, all kinds of governments restricted the freedom of expression of the masses. During colonial rule in India, the British government was vigilant about the type of news and views disseminated through the press. They sought to ensure the spread of news favouring the British Empire, and controlled and censored the media suitably.

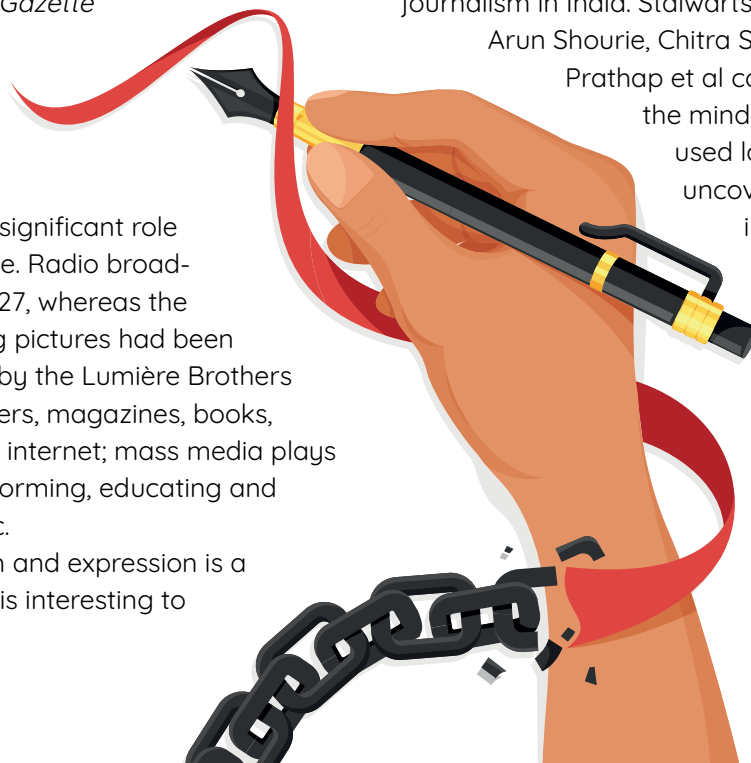
During catastrophes like war or internal conflicts, one of the first casualties is media freedom. The ruling powers silence news agencies by undermining access, reach, mobility etc. We have numerous historical examples of such censorship; the Nazi atrocities, the destruction of libraries by the USSR and many more. Indian media became completely powerless during the Emergency. But powerless does not mean inactivity as the following period saw the blooming of investigative journalism in India. stalwarts like Kuldip Nayar,

Arun Shourie, Chitra Subramaniam, Anita

Prathap et al come immediately to the mind. Later, Tehelka stings used latest technology for uncovering stories. Yet,

investigative journalism is still young in India compared to many developed countries.

The idealised goal of mass communication is always the unbiased dissemination of content.



The factual, objective news stories reported by journalists have been crucial for the functioning and survival of modern societies. But the dynamics and concerns of modern mass media changed drastically with the advent of capitalism and the resultant commercialisation. News is often converted into commercial and aesthetic products with a blatant profit motive. Contemporary press is often controlled, bought/sold and manipulated in favour of the powerful for political and economic gains.

Most of the global media at present is owned by media giants. Till the 1980s, i.e., till the advent of computer-based technologies, mass media were mostly controlled and accessed within national borders. Media was mostly indigenous in its nature, reach and concerns. Things changed markedly during the last three decades of the 20th century with the arrival of the internet, communication satellites etc. The global dominance of media moguls like Rupert Murdoch who own major media outlets across the globe brought a paradigm shift in journalism, transforming it into a networked, powerful transnational business domain that can manipulate governments and nations.

Today's mass media can easily communicate the same story in numerous variants, confusing the audience by constructing multiple realities. The evening panel discussions in news channels are examples of such gimmicks. We can say that the current journalism in India is dominated by Zohnerism. It is a term coined by the journalist James K Glassman to refer to "the use of a true fact to lead a scientifically and mathematically ignorant public to false conclusions." This commonly happens in news discussions where politicians and journalists brandish proven facts and twist them cleverly to mislead people.

The 2021 annual study conducted by Reporters without Borders reveals that out of 180 countries analysed and ranked on the World Press Freedom Index, 73% mislead the public through misinformation and disinformation. The year also saw many people lose faith in journalists and news agencies, especially in the covid context. It is no wonder India is ranked 142nd in the index and marked in red on the world press



freedom map.

We live in a time when anything and everything is categorised and sold as news. The idea of the press as the fourth estate and a vigilant watchdog of democracy seem to be under sabotage and deconstruction. Thus, in Indian journalism, allotting space for clarifying fake news becomes routine, and paid news becomes an accepted normal. Demand for transparency and freedom of the press is an age-old cry by activists and writers down through the ages. Like John Milton in his *Areopagitica* (a treatise that demands the right to freedom of speech and expression), they remind us that we live in a democratic world and that it is our right to access a free, fair and fearless press.



 **Dilsha K Das**

Research Scholar

Perceptions of Childhood

Ever wondered why children are almost always portrayed as vulnerable, immature and basically people who need protection, disciplining, and nurturing? Why is it that people automatically assume adults to be more mature and emotionally superior to children? This image of a vulnerable, innocent child has been so naturalized that we tend to ignore that children, even very young ones, have their own preferences and choices that ought to be recognized and respected just as adults are. Have you ever considered sitting down and discussing with your child about his schooling options or choices rather than deciding by yourselves?

If you dig into the history of childhood or children's philosophy, you would notice that early philosophers like Philippe Aries actually considered children as little adults who ought to be treated with respect and considered responsible for their actions. Aries lived in the medieval society where there were no child-specific products or services, so children's clothing were just miniature versions of adult clothing. So, is this perception of childhood as something that needs constant protection, guidance and monitoring simply market-driven?

Lloyd deMause, the American social thinker portrayed the history of children as abused, tortured and even sometimes killed, and he takes these reasons to point out the need for educating, caring and protecting them. And then you have Thomas Hobbes, the English philosopher, who considered children as evil, unruly things who needed to be shaped or molded into better people by adults or the mother, in particular. John Locke believed kids are born like blank slates, without any innate or inborn abilities and adults are expected to fill in the blank slate. And then we have a change in these philosophies with Jean-Jaques Rousseau, the Genevan philosopher, who considered parents and education as corrupting the innocence of children. He believed that children required protection against such corruption and that teachers can do "everything by doing nothing" for the wellbeing of children.



Children are evil, unruly things who needed to be shaped or molded into better people by adults or the mother

- Thomas Hobbes
English philosopher



This turn in the perception of childhood is continued by the American philosopher and educational reformer, John Dewey, who maintained that children are capable and they have a form of individual agency. Modern philosophers like Paulo Freire and Illich caused a rethinking and reconceptualisation of childhood education and instead proposed a philosophy of deinstitutionalization and de-schooling. This brings us to the role played by educational institutions in shaping childhoods as they set out rules for nearly everything beginning from

when to use the toilet, which games to be played on playgrounds, which entrances to use, where to stand, where to sit etc. Isn't it about time we understand that whatever children and childhoods possess are not necessarily inferior or simpler than adult experiences? They are probably just different and often incomprehensible for us. Let's try and maybe unsettle our notions of childhood for once.



Nabeela Musthafa

Research Scholar

Here are some suggestions on how to choose your MBA Specialisation(s):

💬 **Ask yourself what brought you here in the first place:**

If you don't have a reason or your reason is not related to UG/Work Experience/Interest, then consider doing a couple of internships in different areas to get an understanding of what would suit you among the available choices.

💬 **Connect the dots with UG:**

It would be good if your specialization complements your UG.

💬 **What if your UG has no relation with your MBA?**

Identify a specialization which interests you and isn't a burden. This can be identified by the courses which you are/were comfortable with, in your first year, which is generalized MBA.

💬 **Match it up with your work experience:**

If you are not so done with the field you were working in, you should definitely consider having a work experience related specialization.

💬 **Consider opinions but choose wisely:**

If you enquire about a particular specialization from limited people, you may get biased view-points based on their interest, their educational background, their comfort with certain courses and so on.



 **G Regha Subhashini**

2nd year, MBA
(HR & Business Analytics and Systems)

💬 **Consider specializations of your seniors? Not really!**

There is a certain pattern of specializations, for example our batch majorly consists of HR and Marketing students whereas one of the previous batches mainly preferred Finance and Marketing. This doesn't necessarily mean that they got a job offer in a certain organization only due to their specializations being A and B; what worked for them may not work for you in the same way.

💬 **Expect transitions:**

You may still specialize in two streams and land a job which is generalized in nature. Be open to exploring fields that you haven't thought of yet.







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