



तमसो मा ज्योतिर्गमय

DRISHTIKON

SCHOOL OF MANAGEMENT STUDIES, NIT CALICUT



**EXPERIENCING AN
ACADEMIC YEAR
VIRTUALLY**

Dr. P. S. Sathidevi
Director(I/C)

Director's Note



"Management is, above all, a practice where art, science, and craft meet"

- Henry Mintzberg

The concept of Management dates back to the time when civilizations began engaging in acts of trade and commerce, and today, it extends beyond businesses to cover all aspects of mankind- from households to Governments. Nations across the globe have stood testament to the importance of efficient management that, over time, various schools of thought and theories were developed and Management became an important academic discipline. Today, all the premier institutions of the world provide numerous courses of study related to Management.

It is indeed a matter of pride and fulfillment that National Institute of Technology Calicut is one among the premier institutions in India that offer a postgraduate programme in Management. School of Management Studies, NITC strives to mould future managers by equipping them with the knowledge and skills required to excel in their professional ecosystem. The school provides a two-year, dual-specialization programme across five major disciplines - Finance, Marketing, Human Resources, Operations and Systems. With the support and guidance of the qualified and determined faculty members, and eminent infrastructure, SOMS has come a long way since its inception. SOMS also offers PhD programmes in Management, English and Economics that attract applications from all over the country.

I wish the very best for SOMS, for its growth and success, and hope that it will continue to provide valuable contributions to the institution as well as its stakeholders. I hope the school succeeds to achieve glory during the pandemic and post-pandemic times with relevant insights and research in the field of Management, Humanities and Social Sciences.

Message from Head of the School



The academic year 2020-21 was indeed a challenging year for everyone and it was no different for SOMS. The unprecedented circumstances, thankfully, have not crippled the academic and research work of SOMS. The members of the faculty, students, and scholars have wholeheartedly embraced the new normal and adapted themselves to gear up for their roles and responsibilities. The dawn of 2021 has also not given us any fresh hopes. Nevertheless, we are now better equipped and experienced enough to face the challenges that are in store for us. DRISHTIKON, the pride of SOMS, has unraveled itself after a brief period of hibernation.

I am glad that the students and scholars of SOMS are back to the track and are ready to face the challenges at hand. This shows that you, as future entrepreneurs and managers, would survive the storm. Every enervating instance is a learning experience that compels us to raise the bar high. Challenging situations, in fact, bring out the best in us.

With the ceaseless support of the institute, we have conducted our online examinations and are conducting our classes seamlessly. We have also got remarkable placements even during the worst of times. You might not be able to be at the institute physically, but the members of the faculty make sure that you do not miss anything because of the remoteness. I wish that you make the best advantage of the time you spend at home by exploring new avenues to enhance your skills.

I wish everyone a productive and fruitful academic semester.

A Note of Gratitude to Dr. RadhaRamanan

Dear sir,

We express our sincere gratitude to you for serving as the head of SOMS for the past 2 years (2019-2021). We are deeply indebted to you for your leadership and guidance. Besides handling the responsibilities as the school head, you have always been an excellent teacher, who has not once compromised in investing your time and effort for the classes. You have been an integral part of SOMS and will continue to be so. Your expertise and knowledge has always been an asset to our institution. You have led SOMS through the best path and have undoubtedly set an example for your successors. Your honest and ardent service will always be remembered.

Thank You!



Welcome Note to Dr. Muhammad Shafi

Dear sir,

We congratulate you on your new designation as the Head of SOMS. We extend our warmest welcome to you as you take charge as the captain of our school. We are keenly waiting to behold the way you would lead SOMS through the new challenges and opportunities that are ought to come its way. We wish you all success in your new role.

Welcome sir!

Virtual Farewell



The virtual celebrations started off with the farewell presented to the 2018-20 batch. Initially the faculty members created video messages wishing the graduates success and the passouts themselves also made videos sharing some memorable chapters of the 2 years they had spent in the campus. The main event was hosted through Gmeet on 27 July 2020 and all the students and faculty members were present to witness the first ever virtual celebration, since the inception of SOMS. Dr. T. Radha Ramanan, Head of the Department, SOMS addressed the graduates along with other faculty members, wishing them successful careers and lives ahead. The students also chipped in to share their experiences and memories in SOMS. The first years, 2019-21 batch, had made a video bidding farewell to their seniors with all the souvenirs they had collected. Being the first event to be hosted virtually, it was a success and a novel experience to all.

Virtual Freshers' Day



In an effort to make the freshers, 2020-22 batch, feel welcomed as a part of the SOMS family, a Virtual Freshers' Day programme was organised by the seniors. Seniors shared their experiences with the new batch of students as they spoke about what awaits the new students in the academic year ahead. The representatives for club activities were selected from the junior batch. The roles and responsibilities were explained and handed over to the club heads and committee heads. As the outbreak of the pandemic made all sessions online, an ice breaking session was required to fill the gap. Junior students were asked to send their creative works that exhibit their talents, like paintings, dance videos, music videos, which would be posted in the Instagram arts page of SOMS. Almost all students were enthusiastic and creative. Apart from paintings and drawing, photographs, stamp collection, orations on historic topics, recipes, balloon and bottle art works were shared. This event successfully helped first year students to know each other and the SOMS family.

Ignite Series & Workshops



As another first, our Second year students hosted a series of interactive corporate talk sessions with Alumni from the first couple of batches of SOMS who interacted with the current batches of students by sharing their work experiences, life experiences, memories from their days spent in SOMS etc. The

talk series was named "Ignite" and this series of talks was intended to help our students to be prepared for the corporate world once they step out of SOMS. Some of the notable speakers of this talk series were Dr. Prabhakaran Paleri (Former Director General of Indian Coast Guard and Founding HOD of SOMS),

Mrs. Shyama P, Mr. PoonguntanCibi, etc. This series of talks also helped to showcase how far SOMS has come from its initial days, and how the life lessons/ experiences the speakers had received from their MBA days in SOMS were able to help them in their lives as well.



Assembling the hearts which were dissembled by covid19

MASK "ON" AM

pookalam | sadya | onappattu
Thiruvathira

Virtual Onam Celebration

This academic year has truly been a year of many firsts. The Covid-19 pandemic has forced us to innovate as we go and as a result, we have conducted Onam Celebration for the first time ever using virtual methods.

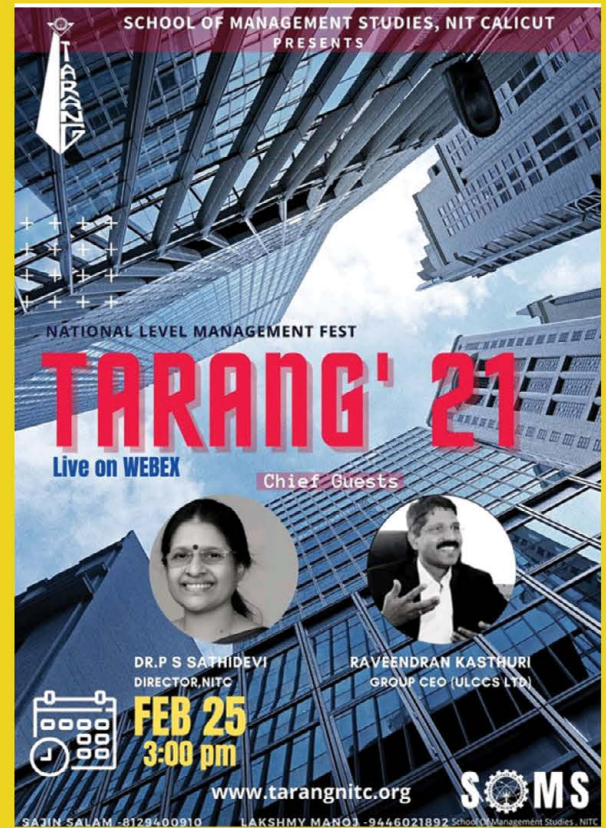
The Onam celebration was named as "MASK-ONam" to match the situation as well as provide a social message through the name itself. We tried to mix the traditional way of celebrating Onam and latest trends so as to make it possible to celebrate it virtually, by conducting various events such as "Onathallu" which was a short funny video showing a different side of our Second year students, a modern take on "Onappattu" where the students mixed a western song with an Indian folk song, "Thiruvathirakali" video where our students from different parts of the state created a short dance video which later went on to be the most watched video on our official Youtube channel and many more such events.

We wanted to convey the message that despite being separated by the pandemic, WE ARE ONE, and we were successful in conveying this through the Virtual Onam celebration.



TARANG'21

“P”arted by Pandemic, United by Ideas”—inspired by this caption, SOMS was the first department in NITC to host its National Level Inter-college Fest for the academic year 2020-2021 in an entirely online mode. Tarang’21, the National Level Inter-college Management Fest of SOMS, NITC was conducted on February 27 and 28, 2021. The inauguration ceremony of the fest was held on Feb 25th at 3:00pm by Dr. P.S. Sathidevi, the Director (I/C), NITC. The Chief Guest for the event was Mr. Raveendran Kasthuri, Group CEO (ULCCS Ltd, Kozhikode).



Events

Various events of Tarang were planned in such a way that it catered to both academic as well as non-academic interests of students. The main events of Tarang were

- Drishti—“The B-Plan”
- Samudyama—“Potential Team”
- Paritah—“Business Quiz”
- Dhanaadhikrith—“Treasure Hunt”
- Mantra—“Marketing Event”
- Samanvit—“HR event”
- Vidyut—“Photography Competition”

We received massive participation for each of

these events and saw participation from top B schools like IIMs, IITs which made the competition really tougher this year compared to previous ones. We strongly believe the fest was a great success and the truly deserving candidates won the titles for each event. The valedictory function along with the result announcement was conducted on 28th February 2021, the final day of the fest, which was presided by Dr. S.D. Madhu Kumar, Dean of Students’ Welfare, NIT Calicut.

Surviving the Odds

On 25 April 2021, SOMS hosted an online SOMEvaad with Vinod Manjila, Chairman, Double Horse Foods. In a scintillating and engaging conversation, he walked us through the journey of his organization, the odds and challenges he faced and shared his important learnings. He spoke in detail about macro and micro aspects of business environment, economics in general and food industry in particular. Mr. Manjila gave us a realistic picture about the Farmer's Bill, the food supply chain process and the importance of positioning the product to ensure its reach to the end customer. He recollected that he cherished the moments he contributed as former chairman of CII-Kerala Food Panel and at the helm of Kerala Management Association. The dynamism of Mr. Manjila was visible in the enthusiasm with which he interacted with students. He offered novel perspectives in the area of setting up a business as well as sustaining it. He thrust on the importance of moving with the flow and underlined the importance of anticipating and embracing change. Mr. Manjila left the audience enough food for thought about how to have a right entrepreneurial acumen and attitude

LET'S CHAT PRESENTS

SOMEVAAD
ONLINE DISCUSSION SERIES - 15

APRIL 25, 2021
05:00 PM to 06:00 PM - IST
Google Meet

Vinod Manjila
Chairman, Double Horse Foods
Chairman, CII Family Business Panel - Kerala Zone
Past Chairman - CII Kerala Food Panel

SURVIVING THE ODDS
THE JOURNEY OF A 60 YEAR OLD FOOD COMPANY

HOSTING PARTNER
SOMS
SCHOOL OF MANAGEMENT STUDIES (SOMS)
NATIONAL INSTITUTE OF TECHNOLOGY, CALICUT

SCAN THE QR CODE TO PRE REGISTER & JOIN FOR THIS EVENT
REACH OUT RISHIKESH KB: 9916868160 OR DR.K. MUHAMMAD SHAFI: 8943001345 FOR DETAILS

MEX TALKS

Managerial Experience Talks (Mex Talks) is a part of the tradition in SOMS, coordinated by the first year students every year. It offers a platform of interaction where corporate personalities/managers from across the world discuss various relevant topics of different sectors of business with the young minds. However, due to the restrictions imposed on us by Covid, this too had to be shifted to virtual talk sessions. Some of the notable speakers this year were Shri. M.P. Joseph I.A.S, Mr. Vijay George Kuruvila (Key Learning Performance Consultants), Mr. Anil Koshy (QuEST Global Engineering Pvt. Ltd.), Mr. K. Harikumar etc. This series of talks was intended to help provide to the students a practical understanding of how the concepts learnt in classrooms can be applied in real life scenarios and to nurture the problem solving ability of the students.

SOMS
School Of Management Studies, NITC

MEX TALKS

LET'S TALK ABOUT DESIGN THINKING

MR. RAJEEV SUNU
International Business Consultant
Ex TATA projects VP | NITC Alumni

MEET TALK-5
MAR 20 10:30 AM

/soms.social.media.cell
f t i o y t



NIPM

As a part of NIPM, NITC Students Chapter Council has selected the committee members for the academic year 2020-21 under the guidance of Mr. Jithin Chakalal (Industry Mentor) and Dr. Sreejith S.S. (Faculty Coordinator). We have been conducting webinars on a monthly basis by industry experts on various topics related to Personnel Management. Also, a few of the NIPM members from SOMS also attended the two day STUNA HR 5.0 conference which was hosted by NIPM Madras Chapter on 11th and 12th of December 2020.

Below is the list of NIPM meetings conducted by NIPM, NITC Students Chapter Council:

- 1) "Link into your dream career with LinkedIn" by Mr. Anish Aravind, Co-founder of SS Consulting, Kochi, and Ms. Adhila Rasheed, currently working as an HR Specialist at Mozilor Technologies Pvt. Ltd, on 17/11/2020 from 7 pm to 8.30 pm
- 2) "Setting the Start: A Steer to Budding HR Trailblazers" by Mr. Jerry Abeychittooran, HR Organization Manager of VKC Group, Kerala, on 02/01/2020, 7 pm-8.30 pm.
- 3) "Emerging Trends in HR & Expectation from Campus" by Mr. Muralikrishnan B, HR Business Partner of Ford Motor Pvt. Ltd, on 07/02/21, 7 pm-8.30 pm



Setting the Start: A Steer to Budding HR Trailblazers
JAN 2 - 7.00 pm

Unlocking The Expectations From a Management Graduate
27/MARCH
7:00PM - 8:30PM



Mr. Aravind Warriar
HR Director at Rapidvalue



Career Opportunities in HR
15 MAY
7.00PM

Emerging Trends in HR and Expectation From Campus



KRISHNAN B
HR Business Partner,
Ford Motor Pvt Ltd, India

NITC STUDENT CHAPTER COUNCIL
Calicut Group, NIPM Kerala Chapter

 Reshna Sattar Chairperson	 Christy Sony Secretary	 Archana B Treasurer
 Riya Yohannan Committee Member	 Praagna Thota Committee Member	 Sreejith S S Faculty Coordinator
		 Jithin Chakalal Industry Mentor

Workshops

Anveshana, a workshop on data analytics was conducted as part of Tarang through the zoom platform on 19th and 20th of February 2021 by Dr. Devi Soumya, Assistant Professor, SOMS, CUSAT. This workshop was aimed to dive into the world of data analytics with an expert from the domain. This also helped the participants to get hands-on experience and have a glimpse of one of the most promising career options.

SCHOOL OF MANAGEMENT STUDIES, NITC

TARANG '21
ANVESHANA
WORKSHOP

REGISTER ON
#tarang

SOMS
SCHOOL OF MANAGEMENT STUDIES, NITC

PARTICIPANTS WILL RECEIVE CERTIFICATE OF PARTICIPATION

www.tarangnitc.org

FEB 27/28

UNVEIL THE LIGHT OF LEADERSHIP IN YOU

But who is going to save football?

-Adish A.S.



Estádio do Dragão, Porto, a stadium that can easily accommodate over fifty thousand people, had 14,110 football fans on 29th May 2021. When Kai Havertz, a 'pandemic' signing, slid the ball past Ederson in the 42nd minute, converting an exquisite through ball from Mason Mount, at least half of them rose and screamed. It wasn't anything like a Champions League final shriek, but it was alright. The pandemic was looming right over the dream game. But the game was holding up alright.

It all looked bleak last year. Teams

including Juventus and Barcelona reduced the salary of their players to get through the crisis. UEFA offered \$680 million to the broadcasters for the cancelled European games. Arsenal dismissed 55 of their employees including their iconic mascot. Club owners were complaining about their 'painful' losses, and shamelessly went on to spend millions on new signings. Football, a sport of unbelievable moments of resilience, made its comeback. Bundesliga was the first major league to bring back fans to the stadiums. FA cup final had fans cheering even for Vardy's at-

tempts to waste time.

Football with fans, one has to agree, is another beast altogether. We don't have to hear the abuses exchanged between players; we will get our fancy moments and home advantages back. But the recklessness of business is hurting football, as we witnessed in the European Super League issue. Football is going to serve thrilling moments as Euro Cup and Copa America are on their way. But who is going to save football?



Unlink Productivity from Work-Life once in a while

-TejoswiniPatra



The boundaries between work and life have impacted the overall health of employees. The second phase of COVID-19 has created even more imbalance than earlier. It has made them stressed out and anxious. As per the report by Mind Share Partners' mental health at work, the relationship between work and mental health formed a vicious circle. Around 61% reported

that their work productivity has thwarted their mental health. And 37% stated that the environment of their workplace heightened their mental health issues.

Many have experienced deterioration in their mental health since the pandemic outbreak mostly because of new work from home settings, job loss, and job insecurity. Mental health involves not only psychological but our

emotional and overall well-being. It influences every aspect of life from how one thinks, feels, and deals with others. Truth to be told, issues are not all always in our head. Mental wellness is not only psychological. It directly exhibits physical symptoms as well. It has a huge impact on one's immune system leading to cardiovascular disease and depression.

Placements

Amidst the pandemic, placements were a serious concern as the number of companies showing up for recruitment was minimal. But we have been fortunate enough to get 23 students of the 2019-21 batch placed in reputed companies and organizations.

- 7 students - Abhishek U, Aparna M, Farzeen Hamza, Ramkumar M, Rishika M Das, Shabnam P.I. & Vishnuprasad J.S. were placed in Deloitte for the analyst profile.
- 3 students - Abhilash M.V, Nithin Raj & Sajin Salam were placed in TCS for the IT role.
- 3 students - Nihal K Nazar, Reshma Sattar & Sanjay KK were placed in TCS for the HR role.
- 3 students - Arya Aravind, Elizabeth Johnson & Greeshma Suresh P were placed in Tech Mahindra for the technical recruiter role.
- 3 students - Lakshmy Manoj, Mohammad Musfir & Reshma M were placed in Ernst & Young.
- 4 students - Farzeena G.K, Mohammed Ayubsha, Revathy Ann George & Sravana Ajith were placed in Axis Bank, Global Data, Federal Bank & ESAF respectively.

We are expecting more number of placements as the interview process is ongoing for the remaining students.



Lest the Ghost of the Island Haunt Us!

-Bibin Thomas



Charles Dickens' novella *A Christmas Carol* ends with a transformation in the life and attitude of its protagonist, Ebenezer Scrooge. Mr. Scrooge, an elderly miser sans consideration of others, is visited by three ghosts of Christmas – the past, present and the future, and the contemplations that follow these strange visitations make him reflect over his life and the transactions making him more sympathetic and caring to the people around him at the denouement. For the past few weeks, (months for some) our society is also at such a juncture like Mr. Scrooge, where some appear to be in need of uncanny visitations to see the light.

Recent Ordinances of the Lakshadweep Administrator has once again riven the society into two, with allies and belittlers taking arms against each other. Let me resist myself from going into the multi-layered politico-legal dimensions of the issue, but one must articulate, louder at these times, about the blatant tramping of ethics here. We must candidly ask the vital question – For whom does a regime plan development? If the answer is “For the people”, then it must not come at the cost of the lives and habitats of people whose existence is blend with the native oikos (ecology). There should be introspections on our definitions of “development” and on the

extend of the havoc we cause to erect cold structures. In the age of post-truth, one can easily be swayed by an array of misinformation, but it is a test of one's moral compass to move beyond the lies. The island and its inhabitants may not constitute some utopia sans flaws and foibles, but they too are people of this secular social democratic republic and have the constitutional right to life and to be heard just like any citizen. The question is whether we will be standing by them.

The personal is indeed political; but it must be ethical too



The artist uses the pot of paint to create an amazing work of art and in doing so, manages to use his/her time effectively. On the other hand, an amateur takes much effort to draw a painting, and in the process of doing so, wastes much paint.

Time Waits For None



Time has forced man to keep running an endless race. Although we place the blame on time and the lack of time, truly the blame sits with us humans. Chained to the musings of time, we consider ourselves to be helpless souls trapped in the cycle of time. One great fallacy that needs to be broken is the supposition that we all have the same quantity of time. This is false. Time is like a pot of paint while we humans are the artists. How well you draw a painting is determined by the time management skills you possess. The artist uses the pot of paint to create an amazing work of art and in doing so, manages to use his/her time effectively. On the other hand, an amateur takes much effort to draw a painting, and in the process of doing so, wastes much paint. The output is less appealing than the work of an artist. You can decide to draw what you want, but you cannot decide that as soon as you get the pot of paint. What this implies is that one needs to plan the day beforehand. Plan out the next day exactly as you want it to be. Every

hour should be accounted for so that every stroke is made with precision. Every drop of paint that spills while you work signifies the time you waste. A person with poor time management wastes a lot of his/her time in doing tasks that provide no meaningful outcome. It is like painting the inconsequential parts of your artwork. Some of us find ourselves with empty pots of paint and it strikes us that our time just flew. It is a good thing as long as we spend our paint on the canvas rather than on detailing the irrelevant bits of our work. Here are some tips to be a good artist with the pot of paint you possess:

1. Plan for every hour of the next day.
 2. Before you do anything, ask yourself 3 questions – Is it important to me? – Will I get satisfaction from it? – Is it worth spending my time on?
 3. Focus your entire attention on every activity you undertake.
- So how well would you use your pot of paint?



Editor :

Dr. Reju George Mathew

Student Editors

Parvathi Varma | Rishika M Das | Akshay Ramesh | Amith Shankar | Archana Menon