

# Drishtik<sub>n</sub>



SCHOOL OF MANAGEMENT STUDIES, NIT CALICUT

तमसो मा ज्योतिर्गमय

APR - JUN '22



# HOD's message

**A**lthough the current calendar year started after the decline of covid threats, the department had to overcome so many challenges in the academic arena created by the lock down gap. The present semester successfully overcame the difficulties of online learning and was innovative in numerous ways. In the meantime, it was again a breakthrough when we closed for more than a month due to sudden outbreak. It was also true that the department attained its full refreshment after the resumption of offline classes. Just like previous years, the current semester also recorded academic excellence, which incorporated the efforts of teaching and non-teaching staffs and students at the School of Management Studies with the onset of the campus re-opening in its full swing.

The advantages of online learning platforms continued to overtake many of the traditional learning techniques even after the resumption of offline classes. This invited various academic discussions and debates, which included Somevad, an interaction with Acharya Prashant and live workshops. Moreover the department deserves appreciation for successfully conducting a seminar on a floating boat in the Chaliyar river as part of the World Water Day celebrations on 22nd



**Dr. Muhammed Shafi**  
Head, SOMS

March.

SOMS marked its academic excellence once again with certain significant campus placements and publications of students' creative works in the current semester. The syllabus offers a range of innovatively designed programs that are constantly updated to overcome the changing requirements in the field of management studies. The department/institute opted to participate in the NIRF rank this year considering the above circumstances and successfully attained 84th position.

The growing number of PhD applications in the present semester established the department as a self-sufficient research institution focusing upon the integrated learning of the researchers as

well as students. Moreover, the recommencement of the offline classes enabled the diverse population of students across the country to understand and assimilate various cultural and social experiences.

We are encouraged to see the efficiency of our students in competing with the growing demands of the job markets. This will be continued as we aim to create an academic space that is suitable for the students to nurture their talents in the most valuable and positive way to meet the challenges of the dynamic corporate world.



#84



# Interactive Webinar by ACHARYA PRASHANT JI

One could call him a spiritual teacher rooted in Advait Vedanta. Or one could call him the most contemporary representative of all the spiritual traditions of the world. Equally, one could call him breathtakingly original and beyond any tradition. NITC SOMS gracefully invited Mr Acharya Prashant ji for a mindful webinar session that aimed to enhance the values of true spirit, meaning and essence of life.

Mr Acharya Prashant received his bachelor's degree in engineering from [IIT Delhi](#) and later did post-graduation in management from [IIM Ahmedabad](#). He briefly worked for [Indian Civil Services](#) before starting as a [Vedanta teacher](#) and an author. At twenty-eight, he bid goodbye to corporate life and founded Advait Life-Education for **'Creation of a new humanity through Intelligent Spirituality'**. The method was to bring a profound transformation of human consciousness. The initial audience chosen was college students who were offered self-development courses. Wisdom from ancient literature was imparted to students through simplified texts and various engaging activities. The sections most benefited by his work include- youth, women, animals and spiritual seekers.

The webinar commenced at 3 pm with an interactive session including questions by students from NIT Calicut and other colleges across India. Some interesting and significant questions raised in the webinar were: "How to educate an atheist on the importance of spirituality?" "How does one distance himself from lies?" "How to lead a life as legends did?" "What is the impact of aggression on life?"

To all these questions, Mr Acharya gave many insightful responses. Some of the key highlights of his thoughts are as follows:

- A person need not be a devotee or an atheist; let his choice make way for himself. *"Jeevan ka aadhar issme haiki aap swayam ko kitna gehrayi se jaante hai."* One should devote time to have an in depth understanding of oneself as it is the basis of life.

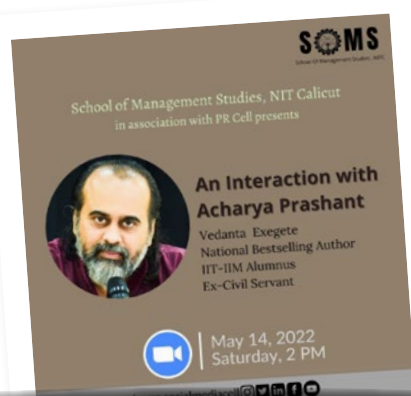
on  
**14<sup>th</sup> May**  
2022

- The biggest lie we tell ourselves is that others are superior. We are often confused and skeptical about what we want to be and what we are. So, it is essential to ask ourselves these questions.

- Legends are born out of difficult situations. Any person, whether rich or poor, male or female, child or adult, can be a legend if they can focus their thoughts on a single direction and lead an independent life with minimum reliance on environment, people etc. Life gives a fair chance for everyone to be a legend.

- When the flow of emotions overcomes us, take time to pause and ask who the master is – 'we' or 'emotions.' If we are the masters, let the emotions flow through us; if the emotions are the master, we should take a step back.

- Why do toxic people and relationships trouble us? Why can't we escape from these people? We are born to be liberated and not to be bonded to any relations. The only thing that will stay with us is our consciousness, and by reaching the heights of self-consciousness, we will be far away from the bonds of relationships and become immortal within.



# VIHAAN

**V**ihaan, a workshop conducted as part of Tarang-22 on 31 March 2022, was an excellent session on six sigma by Anbu Nedunchezian. He is a thought leader with three decades of experience in the manufacturing industry and is currently the General Manager at Caterpillar Inc. He is not just a Master Black Belt in Six Sigma but also adept in many more fields such as lean manufacturing,

quality management, product development, process excellence, and value stream mapping.

Six sigma is an essential element to enhance the capability of a business process. Ms Himasri Naidu, a first-year MBA student, welcomed everyone to the

session.

The session started with the general concepts of Six Sigma and how it re-define the industry. 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.

The vote of thanks was given by Mr. Christy Sony -Second year MBA student. More than 80 students attended the workshop including many non NITC students from many of the reputed universities.

on  
**31<sup>st</sup> Mar**  
2022



## Additions to SOMS

### New Smart TV

Due to Covid-19, students had to learn, and teachers had to teach through online classes. This mode of learning, which continued for about one and half years, has had a prolonged impact on how our attention spans work. Even before online classes became the norm, researchers noticed that new generation students' attention spans were comparatively lesser than their predecessors. Thus, traditional modes of sitting and listening to a teacher may fall short in effectively communi-



cating the management concepts. To manage this problem up to a level, SOMS has introduced Smart TVs in the classroom. Smart TVs will enhance the students' engagement, and teachers' content delivery as it can play videos and audios, conduct quizzes, and connect to the internet.

## Indoor Plants

The architecture of SOMS is the most unique in NIT Calicut. Its outdoor has vast parking space and well-maintained beautiful garden. On the inside, SOMS is filled with people, labs, and smart classrooms. In addition to this, and to stimulate the natural experience of the outdoor environment, SOMS has added new indoor plants in the front corridor. Research shows that indoor plants have several benefits. Firstly, it increases our comfort by giving us fresh and cleaner air to breathe. It also reduces our stress by making our surroundings pleasant and calmer. All this ultimately improves our well-being on the campus. Secondly, it increases our productivity by making us more creative. The department will be more creative and

productive in a more relaxed, pleasant, and less stressed environment. These plants will positively affect the department's outcomes in the coming years.



# TARANG

**T**arang is the prestigious national-level inter-collegiate management fest conducted by the School of Management Studies, NIT Calicut. Tarang '22, coming on the heels of the COVID-19 pandemic was conducted online but involved active participation from erudite students from premiere management schools across the country.

during  
5<sup>th</sup>- 10<sup>th</sup>  
Apr 2022

This year's Tarang was conducted in two separate stages, namely, a preliminary stage called Pre-Tarang which was conducted by the 1<sup>st</sup> year MBA students, and the main fest of Tarang, conducted by the department as a whole with leadership duties taken up by the 2<sup>nd</sup> year MBA students. The 5 events that made up the Pre-Tarang stage included Qisa (Story-writing Competition), Sankalp (Poster making Competition), Deadlock (a virtual Treasure Hunt), Pratibimb (Painting Competition) and Rappel (Short video contest). Pre-Tarang was also intended to be the cultural phase of the fest and was conducted one month prior to the titular fest.



The main fest was then held from the 5<sup>th</sup> - the 10<sup>th</sup> April, with 9 exciting events that were designed to test the mettle of even the most gifted managers. These included Spardha (the Marketing event), Labyrinth (A management themed treasure hunt), Dalal Guru (A Mock-Stocks event), Aikyam (the HR event), Aswamedh (the Business Quiz event), Avatar (the Best Manager event), Pratibha (a photography competition), Adivitya (A Business Strategy Event) and a workshop on Six Sigma conducted by the expert, Mr. Anbu Nedunchezhian, General Operations Manager of International juggernaut Caterpillar. A large number of students from prestigious institutions across the country took part in the events making it quite a successful one. The event coordinators of Tarang '22 were Anamika Verma and Christopher Basumatary, final year MBA Students of the School of Management Studies, NIT Calicut.

# Hasta La Vista...

On 8th April 2022 the 2021-23 batch students arranged a farewell party under the title called "HASTA LA VISTA" to the final year outgoing students of batch 2021-22. Around 6:00 pm the function began with the theme "RETRO". Everyone dressed according to the theme and we had a marvellous virtual treat.

Farewell is a get-together kind of celebration for the seniors who will soon be stepping out of the School of Management Studies, NITC soon after the two-year MBA program

The Head of the Department, Dr Mohammed Shafi, distributed certificates to MSA members, Tarang Coordinators, and some exceptionally hard-working graduates. Followed by a speech of HOD recollecting some memories and wishing them all the best for their future endeavours

Juniors wished their seniors good luck for their next big adventures in various forms like engagement activities such as dubs mash, Movie scene play, confessions, couple dance, ping-pong dare, and more.

Juniors performed a dance and coordinated the entire event. Every passing out senior was gifted a Spotify Frame. We had a speech from our President Mr. Rupesh Viswanadhan and one of our adhoc faculty Mr. Sangeeth P Das treated us with a song. Mr. Harikrishnaraj from the junior batch gave a memorable poem and speech which made us all emotional.

A video presentation prepared by juniors made everyone mushy and emotional. It reminded them of their yesteryears and home away from home.

Each of the graduating students was gifted a Spotify Frame.

While Rupesh Viswanadhan spoke on behalf of the senior batch, the evening was made memorable by a song performed by Sangeeth P Das, one of the Adhoc faculties. Harikrishnaraj recited a touching poem that turned us all emotional. A video presentation prepared by the junior batch made everyone mushy. It reminded us of our days at SOMS, a home away from home. The program ended with a photography session and a feast.

on  
8th Apr  
2022



## Prize Distributions On Farewell Day

The prize distribution ceremony of the School of Management Studies for the academic year 2021-2022 was held on 8 April 2022 at the SOMS Auditorium. Dr. Mohammad Shafi, HoD, SOMS, and Mr. Sangeeth Das, distributed the prizes to the students.

Various informative sessions were conducted by the Academic Clubs of SOMS. Nisha Ranjan, Nilesh Ranjan, and Giridhar Gopal Sharma conducted a session on the National Monetization Plan on behalf of the Finance Club. Kesava Venkata Ramaraju Uppalapati, Madhu Priya, and RVSS Harsha made a presentation on the topic 'Industrial Revolution 4.0' for the Systems Club. Chandana Soumithran, Durga M, and Varsha Prasad represented the HR club and conducted a session on 'Health infrastructure in India compared to Developed and Developing countries.'

HR Club also conducted an HR Quiz Event in which Arpit Sonkar and Krishnaprakash K shared the first prize while Rupesh Viswanadhan

and Ameena M S bagged the second.

The prizes for the winners of the event "Best Malayali Manka Malayali Sreeman" organized on 20 August 2021 as a part of the Onam Celebration 2021- 'Suvarnonam' were also distributed. The event winners were Shrine Mary Reji, Harikrishnaraj R, Amal Joy Jacob, and Bhagya Thara Baji.

Under the Banner of SAC, a Mock Court was organized, and the team of Shrine Mary Reji, Vishal Kumar, Kevin Binoy Mathew, and Jaykrishnan was declared winners.

Rupesh Viswanadhan, Krishnaprakash K, Arpith T John, G Regha Subhashini, Vishnupriya.Y. D, Aathira. N. S and Noel Antony J were presented certificates for their invaluable contribution to the Management Students Association. Amjad Roshan M R, Mohammed Nawas V M, Shreya S, Roshan Manoj A K, Christopher Basumatary, and Anamika Verma were awarded certificates for outstanding performance.

# Why Socialism?

Dr. Sandeep Pandey, social activist and co-founder of Asha for education introspected on why socialism is the need of the hour. This event was conducted on 29th May, 2022.



# Achievements

★ **Adish AS**  
(Research Scholar)  
- Published a poem in Mathrubhumi magazine

★ **Fawaz**  
(Research Scholar)  
- Book chapter published (Springer-SCOPUS)





# Invited Talks



**June**  
invited for a talk  
at Dayapuram  
College

Dr. Sreejith S S, Assistant Professor of SOMS, NITC was invited for a talk at Dayapuram College on 9th June, 2022.

# Congratulations

## Placements



**Jithin**  
Management  
Trainee - HR



**Aswathy TS**  
Business Analyst



**Sreelakshmi V**  
Business Analyst



**Vishnupriya Y D**  
People's Associate  
- HR



**Amith Sankar**  
Customer  
Success Manager



**Soorya Narendran**  
Management Trainee  
(Assistant Manager)



**Harikrishnan**  
Management  
Trainee



**Nithin P**  
Human Resources  
Associate



**Azhar K S**  
Sales



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