



# Drishtikon

SCHOOL OF MANAGEMENT STUDIES, NIT CALICUT



# 2021

VOLUME 2 ISSUE 3

OCTOBER- DECEMBER 2021



**Prof. Prasad Krishna,**  
Director

# Director's Message

Communication channels are the means through which people in an organization communicate in order to achieve the objectives of the organization. Especially during the qualms posed by COVID-19, the creative task of bringing out Drishtikon in each quarter enables convenience in information transmission, continuous communication and mutual collaboration within the SOMS community. Realizing the immense possibilities of communication system and acknowledging the incredible influence of media on the private and public spheres, such endeavours are truly cherished and appreciated.

Dissemination of information and ideas is a very noble human act. True education focuses on this virtuous gesture which spontaneously nurtures creativity and innovation. Drishtikon aligns an excellent platform for the students of SOMS to diffuse the knowledge and to explore the latent potential and skills in them.

After a long period of virtual learning, our campus witnessed a transition back to offline mode of education in December 2021. But with new variants of Coronavirus being discovered in different parts of the world, we are still grappling with many uncertainties. Although offline interactions are an absolute necessity in catering to the development of managerial skills of our students, we now have different challenges ahead. Drishtikon is keeping us updated about the events and happenings at the School of Management Studies at a time when proper communication has become difficult. Hopefully, the efforts of SOMS members will bear fruitful results in business innovation, top-tier journal publications, citations and solutions to socially relevant problems. My best wishes to the fourth edition of Drishtikon.



**Dr. Muhammed Shafi**  
Head, SOMS

## HOD's Message

In the flux of time, it is crucial to learn, unlearn and reinvent oneself to attain greater goals. True diffusion of knowledge can be acquired only if students are engaged in critical discussions on events that are socially, culturally, and politically at stake. Aiming at the holistic development of an individual, apart from providing ample opportunities for nurturing the academic and artistic skills of the students, several informative and thought-provoking sessions such as Mex talks, Somevad, and IGNITE were conducted at SOMS during the fourth quarter of 2021 through online and offline platforms. With students returning to the campus after a long period of 21 months, full-fledged academic and non-academic activities have been scheduled since December 2021.

A strong network of alumni community is the backbone of any great institution. During this academic term, we took the initiative of contacting our alumni from the inception of SOMS and requested their presence for future activities. The alumni association links the illustrious alumni and their alma mater, allowing the current students and alumni to develop positive cooperation and evolve together. The training sessions organized by the Placement cell for the final year MBA students had a positive impact as we witnessed a massive recruitment drive in SOMS with many leading companies visiting our campus during the fourth quarter.

In the December 2021 session too, we had received numerous applications from PhD aspirants across the country. SOMS is establishing itself as a popular research department in the field of Management Studies, Economics and English Studies. As the ongoing MBA batch of 2020-2022 is completing their journey at SOMS, I wish them a fruitful life ahead. We have also initiated the admission process for the new batch. SOMS is committed to empowering its students with skills that would make them sensitive to socio-cultural academia and the government. At SOMS, our collective focus is on working towards a more sustainable world with development at par.



# The Academic Wing of SOMS, NITC

The Academic Wing coordinates Managerial Expertise talks and IGNITE Sessions along with the Public Relations team. The clubs that operate under the purview of Academic Wing conducted numerous activities to keep the students engaged even during those times when activities were exclusively online.

- Finance Club conducted a talk on “National Monetization Plan” on 11 September 2021, with speakers from MBA’23 - Nisha Ranjan, Nilesh Ranjan and Giridhar Gopal Sharma.

- Systems Club conducted a talk on “Industrial Revolution 4.0” on 18 September 2021, with speakers from MBA’23 - Kesava Uppalapati, Madhu Priya and RVSS Harsha.

- HR Club conducted a Prelims Round - HR Quiz on 24 September 2021.

- HR Club conducted an event, The Mains (Brand Logo Identification and JAM) on 2 October 2021. Eight teams were shortlisted from 16 teams of two members each. The winner was the team comprising Arpit Sonkar and Krishnaprakash K., and the Runner Up was the team comprising Rupesh Viswanadhan and Ameena M. S.



- HR Club conducted a talk on “Health infrastructure in India compared to Developed and Developing countries” on 6 November 2021, with speakers from MBA’23 - Chandana Soumithran, Durga M. and Varsha Prasad.



# Placement Cell

The activities of Placement Cell commenced with a session on 'Personal Branding through LinkedIn', which provided an opportunity for interaction with Aishwarya Ganesh, a communications professional and personal branding strategist. The session enlightened us on strategies to brand ourselves to be more visible to employers. Weekly mock group discussions and JAM sessions were conducted that provided avenues of interaction for the students. An internship and placement brochure was created to invite companies to visit the campus and recruit our students.

Placement training sessions were organized in association with Pragmatix Learning to provide an orientation for placement and interview to the final year students. Training sessions are also being planned in association with the alumni cell to boost the confidence of SOMS students and to improve their outlook. Placement cell looks forward to conducting more events of this kind by fruitfully utilizing the time and resources.



# PR Cell

The activities of PR Cell in this academic term started with the first event of IGNITE, which was an interactive session with Dr. Prabhakaran Paleri. The session, in a nutshell, was motivationally intertwined with entertainment and information. Mex talks were conducted twice in collaboration with the Academic Cell. The first talk of the series was on 'Social Media Challenges', presided by three eminent personalities – Prasanna Kumar Parhi (Assistant Solicitor General of India, Odisha), S. Jyotiranjana (Advocate, Orissa High Court) and Alok Kumar Kar (Additional Secretary, School and Mass Education, Government of Odisha) and they took us through the perks and downsides of social media in today's scenario. For the second round of Mex Talks, the guest speaker was the inspirational business persona, Dr. Ringo Rajagopal, who guided us on the topic 'Entrepreneurship: What, Why and How?' clearing many doubts that prevailed among students regarding the Do's and Don'ts of entrepreneurship. Next in line was a riveting, yet informational, event – Mock Press, which was the prototype of a press conference with renowned business people. The participants gave life to famous personalities like Ratan Tata, Mark Zuckerberg and Elon Musk, and the event was a perfect blend of laughter, knowledge, and interaction.



# Systems Club Talk on Industrial Revolution 4.0

Systems Club, SOMS NITC  
presents  
Talk on  
**Industrial Revolution 4.0**

Speakers

 Kesava Uppalapati  
MBA '23

 Madhu Priya  
MBA '23

 RVSS Harsha  
MBA '23

The first event of systems club, SOMS, NITC was a talk on Industrial Revolution 4.0 conducted on 18 September 2021. Following were the topics discussed and the corresponding speakers:

- **Introduction to Industrial Revolution 4.0** - SreeHarsha (MBA 1st year)
- **Key technologies used in Industrial Revolution 4.0** - Kesava (MBA 1st year)
- **Advantages and disadvantages of industrial revolution 4.0** - Madhupriya (MBA 1st year)





# A brief on the talks

## Introduction:

Industry 4.0 is revolutionizing the way companies manufacture, improve and distribute their products. Manufacturers are integrating new technologies, including Internet of Things (IoT), cloud computing and analytics, and AI and machine learning into their production facilities and throughout their operations. These smart factories are equipped with advanced sensors, embedded software and robotics that collect and analyze data and allow for better decision making. Even higher value is created when data from production operations is combined with operational data from ERP, supply chain, customer service and other enterprise systems to create whole new levels of visibility and insights.

## Key technologies:

**Artificial Intelligence and Machine Learning-** It refers to the ability of machines to learn and act intelligently—meaning they can make decisions, carry out tasks and even predict future outcomes based on what they learn from the data.

**The Internet of Things (IoT) -** It refers to the increasing number of everyday devices and objects that are connected to the internet and gather and transmit data.

**Big data -** It refers to the exponential explosion in the amount of data being generated in the increasingly digital age.

**Blockchain -** It is a kind of highly secure database, a way of storing information.

**Cloud computing -** It means storing and processing data on other people's computers in a data centre

via a network that gives companies the ability to store massive amounts of data and process it in nearly real-time.

**Quantum computing-** Quantum computing is a rapidly-emerging technology that harnesses the laws of quantum mechanics to solve problems too complex for classical computers.v

## Advantages of the Industrial Revolution 4.0:

1. Higher productivity
2. Improved quality of life
3. New markets
4. Lower barrier to entrepreneurship

## Disadvantages of Industrial Revolution 4.0:

1. Inequality
2. Cybersecurity risk
3. Disruption of core industries
4. Ethical issues

The sessions were highly informative and contributed in understanding technological capabilities, new industries and emerging business models.



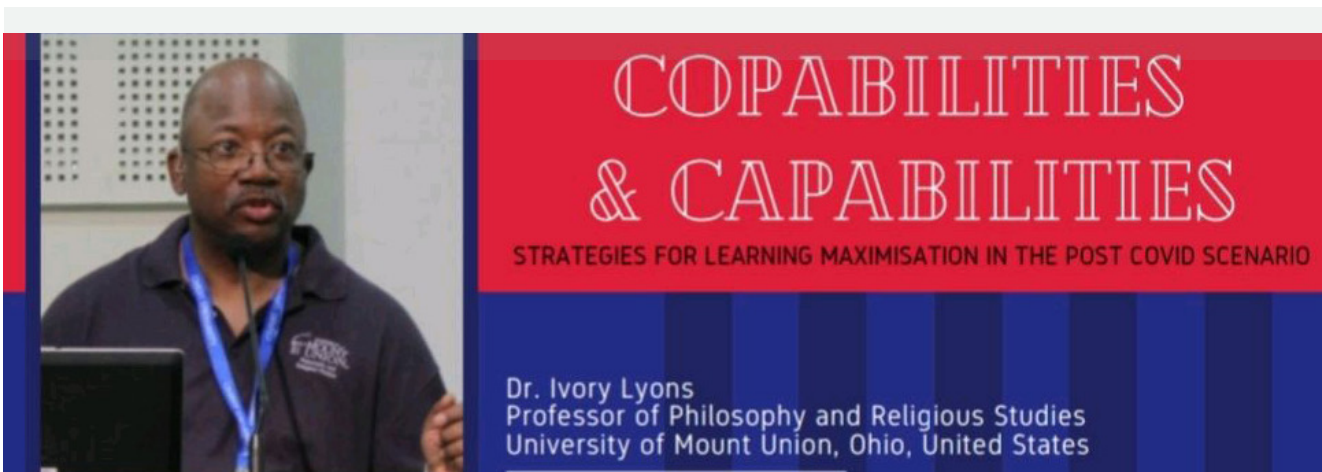
# NIPM Chapter

Through the joint initiative of NIPM SCC of SOMS, NITC and Calicut Group of NIPM Kerala chapter, an online session on the topic 'Design Thinking in HR' was conducted on 13th November 2021. The key speaker of the programme was Rajasree R., HR Head, TCS Kochi. Through the examples of MRI scanning and Chekuty dolls, she elaborated on the idea of a designer, how to develop design thinking, and the significance of designing.

On 22 December 2021, Gokul Alex, the Vice President of Ixiono, delivered a talk on the topic 'Blockchain Technology and the Future of Work' focusing why businesses worldwide are adopting it and the benefits of users collectively retaining its control. The students actively interacted with the resource persons and further probed into the nuances of modern business and clarified their queries.

# Somevad

School of Management Studies, NITC in association with Let's Chat organizes Somevad, online discussion sessions for students to interact with people who are part of unique and unconventional businesses. On 3 October 2021, Anand Raj, RJ and founder, Eat Raja, and Bindu Jayaram, Founder and CEO, iPaaka spoke on the topic 'Food for Thought', the story of healthier alternatives. Eat Raja is India's first zero waste juice bar to serve fruit juices only in fruit shells. It strives to be a zero-waste café as their wet waste is 100% managed and engineered. iPaaka is a brand with a wide range of instant, preservative-free authentic South Indian food products handcrafted to make your every meal convenient to cook, healthy and delicious. Another session on 'Copabilities and Capabilities' was conducted on 12 December 2021. Dr. Ivory Lyons, Professor of Philosophy and Religious Studies at University of Mount Union, Ohio, United States, was the resource person, and conveyed to the students the strategies to be adopted for learning maximization in the post- COVID- 19 scenario.



# Social Media Cell of SOMS

To keep SOMS connected, especially during the pandemic, the Social Media Cell of SOMS has played an enormous role by giving regular updates on the achievements of the institute/students, alumni network, talk sessions, and other events in the social media pages of our department. Apart from designing and creating content and posts in collaboration with the rest of the clubs, this team also conducts a few other activities.

**Wisdom Quest is a weekly quiz focused on a new theme each week. Questions related to business are put up as our social media stories daily.**

## #Motivational Grid

After a wonderful weekend comes the dreadful 'Monday', wherein everybody is back to their business. Monday blues are indeed difficult to combat, thus marking the start of a monotonous routine. Therefore, to beat the blues every Monday, the motivation grid is released. It provides motivational and inspiring anecdotes or quotes from influential people.

## #WellnessWednesday

Realising the need to vent out anxieties and fears and forfeit unhealthy lifestyles, #WellnessWednesday was initiated. It is an ongoing social media activity that aims to provide various tips on health, food, diets, lifestyles, and more. It spreads awareness of the smaller things people can do to prevent stress that they do not realize.

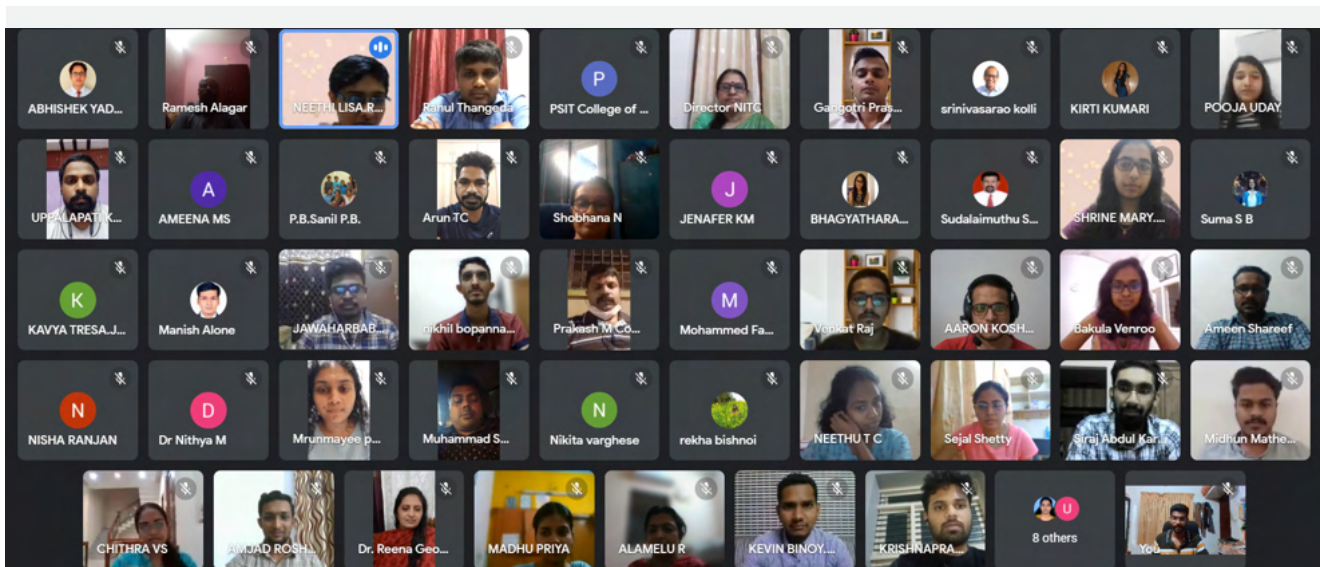


# 5 Days Short Term Training Program on Business Analytics and Machine Learning

25-29 September 2021

The School of Management Studies of NIT Calicut organised a 5-day Short Term Training Programme on Business Analytics and Machine Learning from 25 to 29 September. The event was coordinated by Dr. Nithya M, Assistant Professor, SOMS under the leadership of the HOD, Dr. Mohammed Shafi, and cooperation of faculty members, research scholars and students of SOMS. With increasing traction around Big Data, Artificial Intelligence etc. our audience was composed of knowledge seekers from various fields consisting mainly of research scholars, faculty members and industry professionals.

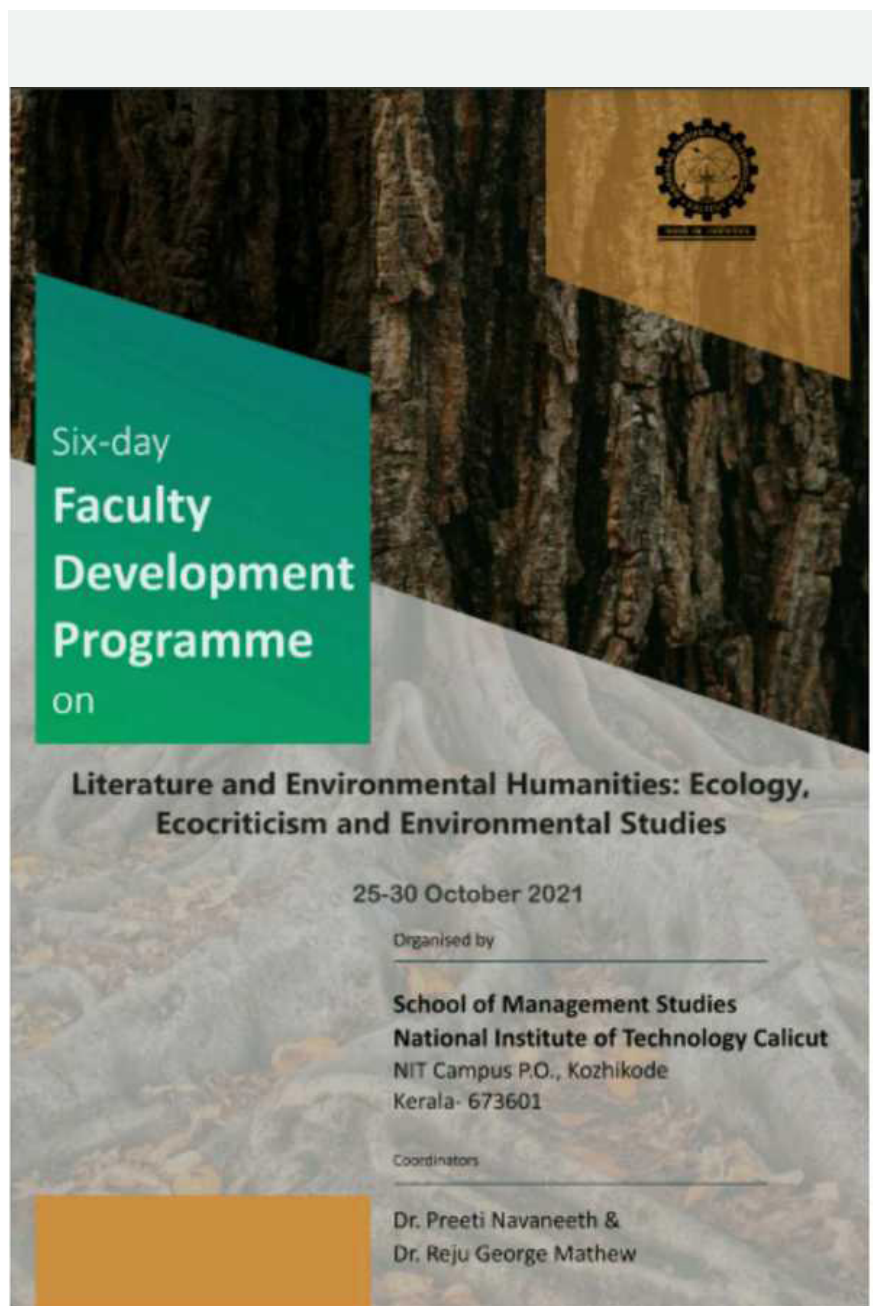
The event was inaugurated on 25 September by Dr. Jayanth Jacob, Professor in the Department of Management Studies at Anna University, Chennai and a Visiting Professor of Data Analysis at Hochschule Ansbach - University of Applied Sciences, Germany and of Supply Chain Management at the Universite D' Angers, France. The 5-day Short Term Training Program on Business Analytics and Machine Learning had an expert panel from both the industry and academia. During the valedictory ceremony, the then director (i/c) of NIT Calicut, Dr. P.S. Sathidevi addressed the participants and spoke about the importance of BAML in various fields including management, logistics, supply chain and medicine.



# FDP Literature and Environmental Humanities

## Ecology, Ecocriticism and Environmental Studies

An FDP on Literature and Environmental Humanities: Ecology, Ecocriticism and Environmental Studies was held virtually from 25th – 30th October 2021. Coordinated by Dr. Preeti Navaneeth and Dr. Reju George Mathew, the programme aimed at critically engaging with the concept of Anthropocene and the need to develop and improve ecocritical sensibilities. The programme included discussions on various topics such as planetary health humanities, puttinai studies, ethnographic approaches in the ecologies of non-human worlds, sustainable lifestyle practices, bioregionalism, tribal ecoethics, maritime policies, ecological writings, and lessons from anthropogenic disasters. Apart from theoretical engagements, short films that dealt with environmental studies such as Kasiterit, Behind New Zealand's 100% Pure and Ahmed and the Return of the Arab Phoenix were also screened. Eminent scholars from various parts of India handled the sessions.



# The PhD Journey

A two-day workshop was organized by SOMS exclusively for the students of SOMS. A total of 20 PhD scholars and students contemplating on research from the final MBA programme attended the workshop. The programme's primary purpose was to build the research ecosystem in SOMS and help the scholars in their PhD journey. The distinct aspect of this programme was that all the key speakers were distinguished Alumni of the department who are placed successfully in the best organizations. The workshop was inaugurated by Dr. Muhammad Shafi (HOD, SOMS), followed by four sessions. All the sessions focused on different aspects of the PhD journey.

The first session was delivered by Dr. Biplab Bhattacharjee (Assistant Professor, IIM Shillong), titled "Preparing yourself for a post-PhD career in academics in Business Schools." He emphasized building the profile and how to publish in high-quality journals. Dr. Binesh Jose (Director, Technology Nielsen India) delivered the session titled "Potential use of advanced machine learning and deep learning algorithms for solving research problems: An overview and tools of the trade." Dr. Nabendu Paul (Assistant Professor, IIM Amritsar) handled the third session on "My PhD Journey at IIM Bangalore." Mr. Abraham Cyril Issac (Joint Doctoral Candidate, IIT Madras and Swinburne University of Technology Melbourne) conducted the last session on "Research thinking and Unravelling the gaps – Problem Driven v/s Morphological approach." All the speakers made their respective sessions very interactive and cleared the doubts and questions posed by the students.

**SOMS**  
SCHOOL OF MANAGEMENT STUDIES  
NATIONAL INSTITUTE OF TECHNOLOGY

2021 OCT 30-31

WORKSHOP ON

**The PhD Journey**

EXCLUSIVELY FOR SOMS STUDENTS!!!

ORGANISED BY:  
**SOMS ALUMNI**

**Key Speakers**

 <b>Dr. Nabendu Paul</b> MSA 2014 Incoming Assistant Professor Indian Institute of Management, Amritsar <b>TOPIC</b> "My PhD. journey at IIM Bangalore."	 <b>Dr Biplab Bhattacharjee</b> PhD 2018 Asst Professor, Indian Institute of Management Shillong <b>TOPIC</b> Preparing yourself for a post-PhD career in academics in Business Schools
 <b>Dr Binesh Jose</b> MSA 2012 PhD 2020 Director, Technology Nielsen India <b>TOPIC</b> Potential use of advanced machine learning & deep learning algorithms for solving research problems: An overview & tools of trade	 <b>Abraham Cyril Issac</b> MSA 2016 Joint Doctoral Candidate IIT Madras & Swinburne University of Technology Melbourne <b>TOPIC</b> Research thinking & Unravelling the gaps- Problem driven Vs Morphological approach



# Talk session on the Research Journey

**In Providence Women's College, Calicut**

Two of our Management PhD Scholars, Mr. Johnson Clement Madathil and Ms. Tejoswini Patra were invited for a talk session on "Research Diaries" to discuss their own research journey and give insights to students about exploring careers in research. It was organized by the Department of Human Resource Management and The Research and Development Cell, Providence Women's College, Calicut in collaboration with the Catapult on 6 November 2021.

Mr. Johnson talked about his journey to research. He shared his research experience in Central University of Tamil Nadu and National Institute of Technology Calicut. He also mentioned the challenges he faced during his early-career jobs which clearly proves that there is no shortcut to success. He also shared his work experiences in small business units and private colleges. He shared a valuable message that instead of worrying too much about future plans, how taking the next step has always helped him. He answered the students' queries about research, the process of doing research and how to ensure quality in research work.

How often have you felt that you don't fit in anywhere?

How often were you being told that to be accepted by others you have to behave or be in a certain way others expect, especially when you are a woman? And how often have you felt you belong somewhere, not in a particular place, but among people? Those people, they are your tribe.

Ms. Tejoswini talked about the shift from her commerce field to HR management and how her odyssey towards research has answered her question on why people don't fit in, why it's okay not to fit in sometimes, and how can acceptance of individuality be a vital part to build an inclusive community. She briefly detailed about how research can be done. She also interacted with them about the emerging research career trends and various provisions they can avail in India and abroad.

**PROVIDENCE WOMEN'S COLLEGE**  
**CALICUT**

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**

**RESEARCH DIARIES**

**MR. JOHNSON CLEMENT MADATHIL**  
 UGC JRF-NET  
 Research Scholar[Marketing]  
 NIT Calicut.

**MS. TEJOSWINI PATRA**  
 UGC NET  
 Research Scholar[HRM]  
 NIT Calicut

WEBINAR

**06 NOVEMBER 2021 | 10 AM** ONLINE PLATFORM :



# Convocation 2021

It was a day that celebrated multitude of emotions and fervent remembrance of camaraderie as the 17th batch of MBA graduates from SOMS was drawing curtains to one eventful chapter of their lives. The annual graduation ceremony is a day devoted to celebrating an important point in students' lives. Examinations are finally over and each student is elated for reaching the finishing line of a long marathon. Most of all, it is a time of unrestrained optimism, especially for the students

who made it through during the turmoil of a pandemic. During the 17th Convocation of our Institute held on 30 October 2021, 41 students from the batch of 2019-2021 of the School of Management Studies were awarded their certificates for the completion of the Master of Business Administration programme. Pratap Kumar S. was awarded Doctor of Philosophy in Management Science.





# The 'Merry' Christmas Party

The exquisite Christmas tree decorated with beautiful ornaments, caught the attention of all the decked-up girls and the dapper boys of the School of Management Studies. After settling down in the event room, the icebreaker session began, where the first-years were given amusing tasks by the second-years. Tasks like virtual cooking, saree draping, singing and dancing performed by the students, were sprightly.

The Head of the Department, Dr. Muhammad Shafi cut the cake, while the students sang the carol 'Jingle Bells'. Then, there were delightful dance performances by the MBA students. The programme ended with all students grooving to some lively music, after which everyone headed for dinner and later parted ways for the night. ✨





# Graffiti on the Valley



Dr. Prabhakaran Paleri

This piece of writing contains random thoughts in a staccato fashion like everything else in and about life. The thoughts are associated with REC, later NITC, and the founding of SOMS. It is meant for the wonderful students: then, now, and hereafter and also others who may read this on the run. The purpose is to make the reader think pragmatically about making a career and living it sans any comparison. One has to learn to compare one with oneself. In such a comparison, I feel I had the best life compared to anybody so far. That is because I have not compared myself with anybody so far. And wish everyone thinks that way. My life was on my terms. I was in command of it since my earliest memory. But I always listened to and empathised with fellow humans.

## The Graffiti

Each one of you can make your life better than mine. Every best has something better; that's one of the games time plays with intellect. It is all about assimilating one's activities in life and doing them well, not a grind. Even a hangman does it. There are only two phases in a life full of activities—education and career as prioritised. That forms the crux of human investment management (HIM) (Paleri, 2018). Life is simple. It is one, not divided. Look at it wholesomely. Any effort to complicate it will turn wasteful. Life is a continuum. Dividing it into pieces to refresh is rubbish. So, forget the in-between resolutions; continue regardless... It is difficult to appreciate the simplicity of life. We are wired that way. Humans are neural primates. They complexify simple things. Otherwise, they won't understand simple things. You can see it in anything they make, from smartphones to vaccines and, why, even children.

Think of time. I have heard somewhere that according to Einstein, time is an illusion. It is not. Perhaps he would have never said that. Time is the feel of entropy in intellect applicable to all life forms. Only humans take it seriously; they make calendars and chronometers that become more of decorative projections than time reminders. Every life form has built-in time reminders. They use them subliminally. I can feel the time I spent in my associations with REC, NITC, SOMS, and TBI when I am writing this. I can see it happening again. It is not by looking at the watch.

Time is important. Because intellect, the survival tool, allows one to see through it. Humans can see both ways like a miner in the tunnel just turning his head and pointing the head-light in that direction, fore or aft. Similarly, humans can look into time irreversibly gone

and is coming towards non-stop. One we call past and the other future. This is the complexification of a simple thing that we do. Otherwise, you wouldn't understand. Some live in the past and some in the future. In reality, we live in time from birth to death, like a fish in water. Time is our Biocosm (Paleri, 2022). Here, Biocosm is different from what Gardner (2006) explains in relation to evolution. We also use the term "present" in the time explanation. How can it be?

Present can't exist except in grammar (there are too many such intermediaries present in grammar, especially in English). Because time cannot stop even if activity pauses. Entropy is forward and change in it is relative to the perceiver. So what we call present can only be a warp of sorts through which time passes into irreversibility. You can't even feel a time warp. So forget living the present that doesn't exist. What happens to the time that becomes irreversible? It becomes the brine for pickling the activities that happened during its passage. We, at the moment, call it history. In course of time, the brine pickles the stored data further making them legend and myth as pushed deeper, increasing shelf-life. This is a complicated statement of a simple thing called time for us, humans, to appreciate. That also means there is truth hidden in history, legend, and myth. You can get at it by refining distortion with the acuity of a neurosurgeon targeting that elusive neuron. This is only applicable to human intellect not to others because they are not as smart as the humans to appreciate all these. In the case of a murder investigation, an enforcer looks through the time that has become irreversible. The murderer will not change. In the case of time yet to come you may be able to see the one who may kill you. He or she may change when and if it really happens and slips into irreversibility. That's why pinning a prospective assassin is difficult for security agencies. In management, we may call it premising or forecasting. You may be able to see the sales you may make next year, at this instant. It may change later. But the sales you made the previous year will not unless the data were distorted ab initio. Got it? No? Perhaps, I made it simple.

I learned all these while I was in REC, that too from a classmate who later became a professor at the

Massachusetts Institute of Technology. He clarified entropy to me. I was having difficulties understanding the concept of "the measure of unavailable energy" in my heat engines lab. Do you know that a classmate can be a good teacher to you? Learn to learn together.

## The Valley

For me, the most enchanting part of REC was the valley. That was what I spotted first, on my first visit. The year was 1963. The view is better than the Taj Mahal when you step in first; as awesome as the monument in Agra. There were two more batches above us. We were part of the last five-year course. The valley was plain and bushy with some exotic flowers. One could run straight down howling and release all the pressure accumulated on the day. I used to take some of my friends to do that. Just one run down relieved us from all the residual stress. In the early mornings, the valley would be covered with dew and fog. Walking barefoot through the place covered by fog, visible to no one, was an exotic experience. It is still there today more or less in the same contour that we plotted during our survey camps. I remember its contours. Yes, modifications have been made. But the valley holds its ground, benchmarks and datum lines we calculated once in our survey classes. I am glad SOMS came up there with its entry gate at the lowest contour. It gives one an expanded view of the entire NIT estate. Great place indeed.

## In the End

As the first professor and head, I feel privileged to have left the whole school as my graffiti on the valley that I loved since my early days in REC. I am satisfied with it and have moved on. For me, REC was a journey that commenced in 1963 and was completed in 2011. There were no interruptions. I was with it even when I was not with it. That is the difference between time and space. Time is for intellect and space is for energy, including matter.



# Shattering the glass ceiling. Twice!

News media, both Indian and across the globe, celebrated the appointment of Leena Nair as the CEO of the French luxury fashion house, Chanel. The top position of a leading brand is now occupied by a woman. No surprises there. Stories are aplenty of women at the helm – Indira Nooyi, Mallika Sreenivasan, Falguni Nayar, Aruna Jayanthi and Vinita Bali are illustrious examples and their stories are often cited at leadership events and at B Schools. They have shattered the glass ceiling, held on to the jobs and executed in a fabulous manner. Leena is not just another name to the list. Leena shattered the glass ceiling, twice. She is a woman in this top position, alright. But also a Chief Human Resource Officer. Although there are examples of HR leaders becoming CEOs (Anne Mulchay of Xerox; Bernanrd Fortana of Areva; Mary Barra of GM; Lisa Weber of Metlife or closer home Renu Satti of Paytm), the notable counts hardly get to double digits. While a natural progression of CFOs, COOs and CMOs would be to be the CEO, CHROs are considered to have attained their zenith of career growth.

CHROs are often placed at the Board Room in a trivial position as the HR function is considered as a cost centre rather than a profit centre. It was quite so early, when HR leaders were only interested in bargaining for more budget allocation for salaries and other expenses. A generation, armed with better education and awareness of macroeconomics and numerical aptitude, HR function is no longer just another cost centre, but is a strategic business partner which can thrust the organization grow leaps and bounds, given proper calibration and attention. HR has grown from the stereotypical image of being a glorified desk clerk to that of a consultant offering timely recommendations and hence adding value to the organization. Progressive business organizations are starting to realize this, albeit late. Leena's appointment is to be understood in this backdrop. HR as a function is yet undermined and its virtues are largely undervalued. It takes self-empowerment from the HR professionals to brand themselves as value creators and

highlight their value proposition to the stakeholders. It is not HR as a function that undermines one's performances and growth in organizations; how one chooses to utilize the skills one has irrespective of the position is this differentiator. To occupy the top position, anyone (irrespective of an HR or not) should learn to speak the language of the board room. The language of board room is finance. What makes the organization sustain, thrive and flourish is brought out by finance. This is a skill that HR leaders need to hone, if they vie for the top position. Organization's stakeholders are increasingly understanding the importance of intellectual capital and also qualities such as compassion, empathy and mental health in general. They realize that "People are our most important asset" is more than just lip service and pay heed to employee's opinions, concerns and suggestions. Leena's appointment is a positive sign that the world acknowledges the humaneness in its leader.

Leena's story is inspirational - not only to fellow women leaders, but also to HR professionals in general. Her career success underlines the importance of lifelong learning, upskilling and perseverance. Let the glass ceiling be shattered more often.



Written by  
**Dr. Sreejith S S**  
 Asst Prof, SOMS

# A Fairy tale

Once upon a time, there lived a beautiful, plush, yellow coloured doormat. The doormat lived a happy life and he enjoyed lending a soft, cushiony feel to the people who stepped on him. He was proud of his ability to clean people's wet feet, dirty shoes and what not.

However, things began changing when the stepping got harsher, it gradually turned into what he termed as 'ungrateful' stepping. You do get what he means, right? Then he started wondering if maybe he had turned invisible. He rushed to the mirror and took a good look at himself, Nah! He wasn't invisible, he was just more brown than yellow now. Probably they just couldn't see him because he was smaller in size than the other doormats. Things soon began to get uncomfortable when dirt, grime and bubble gums started sticking on to him. It refused to go with a wash, refused to fade with even two or three washes combined with a good amount of scrubbing. It left permanent stains and then it dawned on him that maybe he shouldn't let them step on him anymore. He dodged here and there when they tried to step on him but they shifted their tracks and soon found ways to brush their dirt on him again.

Things began getting really uncomfortable. Um, that's an understatement, things got extremely frustrating. And there seemed to be no brave princesses rushing to rescue him. The stubborn stains and the constant stepping on were now driving him mad. He was mad at even those who never even stepped on him. All of a sudden, the beautiful doormat turned into a monster, hitting out and lashing out at anyone who even tried to pass by him. And then, obviously, the doormat lived not so happily ever after.



Nabeela Musthafa  
P200111ms



# After Love : Two Poems

1

The ants are retreating to your nostrils.  
Now, wipe the sugar off your lips.

Lie down but do not imagine things;  
Evenings and white beaches,  
Long walks and masala teas,  
Do not imagine them in pairs.

Feel the floor's coldness with your cheeks.  
Switch off the fan and the lights.  
Listen to this, listen to this

This is the sound of everyday gloom  
Now this is your music.

2

A bit of rain, a lot of rain.  
A couple walking past me as if the world is a nice  
place.  
An on-screen romance which makes life look like a  
nice thing.  
A frog on the road that survives a bus.  
The frog that doesn't.  
A death, a loss.  
Anything happy or sad.  
Everything happy and sad.

If only I could tell you things  
That remind me of you  
O dear, you'd be horrified.



Adish A S  
P200110MS

# Cactus Smuggling During The Pandemic

If a Malayali is asked what the item most commonly smuggled across national borders is, our immediate answer would be gold. Precious metals, drugs, cigarettes, exotic animals or even weapons come to our mind as illegally smuggled goods. However, cacti are not something we consider worth smuggling.

During the pandemic, many people started making indoor gardens. Succulent plants like cacti and aloe vera are low maintenance and gained massive popularity as house plants. Succulents have become a significant part of the multi-million-dollar global horticulture industry. In 2021, February, a woman was caught in New Zealand trying to smuggle nearly 1000 succulents into the country. This incident brought international attention to the smuggling of succulents and cacti.

The International Union for Conservation of Nature (IUCN) says around 31% of cacti face extinction globally. Due to this, certain species of cacti and succulents are classified as endangered species in the USA. It is also illegal to dig up cacti in certain states like Arizona and Texas in the USA. Illegal smugglers go to these deserts and dig up the plants and transport them across borders. This illegal trade can lead to the destruction of the species in its natural habitat. Introducing an alien species in a foreign land may even be a threat to the local plants of the nation to which they are smuggled into.

Luckily, this has not yet reached India. But with more than 1000 cacti and succulent species native to the Indian subcontinent, it can soon be a threat to the species. These plants are not just a pandemic craze anymore. So, next time you buy a succulent, google out if the species is local or not. Do your tiny bit to protecting local species.



Neethi Lisa Rojan  
P190125MS

# Achievements

Three members of the alumni of our school have received accolades and achievements. They have made us proud and have put the School of Management Studies, NIT Calicut, among the top institutions in our country.







**तमसो मा ज्योतिर्गमय**

**Chief Editor**

Dr. Reju George Mathew

**Editorial Team**

Rijas B M | Rona Reesa Kurian | Muhammed Avvad | Anjali Mathews | Susan Varghese | Athira T R |  
Rinshad N | Shreya S | Arpith T John | Aathira N S | Rupesh Viswanadhan | Aswathy T S