



Echoes

THE REFLECTION OF TSM

FAREWELL EDITION

MAR 2018

ECHOES

THE REFLECTION OF TSM

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MAGAZINE CREW NOTES

Dear Readers,

This edition can be quoted as a "Beginning with the End". Management degree is valued with the experience gained and lessons learnt in practical in addition to hundreds of pages. As a gateway to such learning, our first years have cherished some moments of their life by living the life of a rural man and woman. Along those wisdom, summed up are the indescribable and treasured words from the second years who are counting the last days of their stay at their two years' heaven. Their presence may leave this place but not their memories. Thanking them for the times they gave us a warm welcome, the times they lend their hands for guidance, the times they turned hectic schedules to amusing days, we wish them a great great great years ahead!

From the Echoes crew, we promise our seniors that we won't let the team touch the field. We will work on fire to lit the Echoes lantern go higher and higher.

Filled with colours which is a feast to your eyes and chained with mixed emotions, we hope this edition will move your hearts. Happy reading!

-The Echoes Crew



Jeyapriya K
I MBA



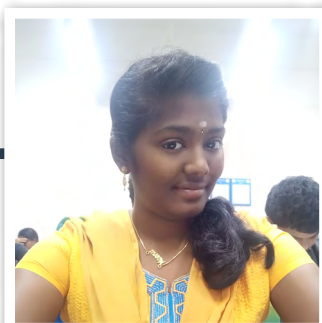
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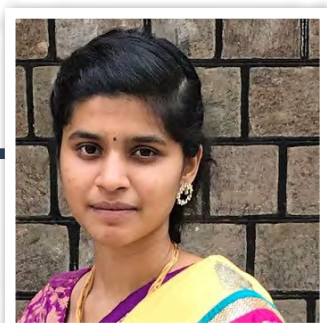
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STITCH THE GLITCH

The population of people without electricity (Power) in India is approximately equal to the whole population of the USA. Electricity is one such commodity that can change the lifestyle of people with its various applications and in India we have few states that produce surplus power while rest is electricity deficit. Having good infrastructure to connect the power grids of different states alone cannot solve this issue as there is a huge deficit. Moving towards renewable resources like solar, wind and hydro power and using technologies like solar cells, piezoelectric cells, power walls can not only make it very efficient and cheaper but also helps to reduce pollution.

A powerless village leads to powerless people as it is holding back their aspirations to work, study and prosper. Though there are several issues to be treated in rural India, electrification has the highest priority.

Having electricity, opens door to education. The rural literacy rate in India has improved drastically from 10% when British left us, to 68 % today. Though there is a staggering growth in education in rural India now it looks like it has achieved its threshold as the literacy growth rate for the last five years is less than 3%. The reasons behind the slow-down are lack of infrastructure, teachers' unwillingness to work in remote areas, connectivity and mainly unemployment of parents. Unless government considers this as an important issue it is hardly possible for the people or any NGO to improve education of rural people as infrastructure development and road connectivity cannot be done without government approval. There are many foundations like Bill and Melinda Gates foundation, Teach for India, CRY, Shiksha and more who are actively working towards improving education in rural areas and it is the high time for the state governments to work hand in hand with them.

Being the largest democracy in the world with 1.32 billion people and having a life expectancy of 68 years, health care in India is a huge market. Approximately 65% of our country's population is living in rural areas and the vital statistics like Infant mortality rate and Child mortality rate (CMR) are still poor in states like Madhya Pradesh, Uttar Pradesh

and Rajasthan. Improving health care systems not only help improving people's health but also to control the population. Because of high CMR, the families in rural India think that having more than 5 children is better, as 2 or 3 children may die because of poor health and they will have at least 2 children who can take care of them in the future. By improving health care the fertility rate can be decreased and the fear of overpopulation can also be avoided. This can be achieved by constructing high quality

primary health centers and community health centers across all the villages in India and also by employing skilled doctors.

POWERLESS PEOPLE IN A powerful country

A village with power, education and health care is useless without road connectivity for commutation. Even today, there are many villages with less than 100 people and are located in a completely remote place. Road connectivity helps people to trade their goods, to give more opportunity for businesses, and to allow easy access to schools and hospitals.

There are many other issues like youngsters moving to cities, water scarcity, women empowerment and more. But it is electricity, education, healthcare and road connectivity are the primary concerns as these has the capability to address other issues. The nation that is completely diversified in language, culture and lifestyle, it is a herculean task to take any decision that is profitable for everyone. The only suggestion that can be given to the government is to distribute the Developmental Activities to all cities and villages rather than concentrating and developing one particular city in every state.

“Rural population are the backbone of India and developing the country without developing the villages will only backfire our country in the long run.”



GURU VIGNESH V

The Magical Touch

Growing up in the city hustle, all I could possibly imagine when someone asked me about village was the green and scenic beauty that villages are known for. A couple of days in the Rural Development and Immersion Programme (RDIP) at the TATA Dhan academy gave me an idea about the lives and the struggles that the villagers are supposed to undergo for their daily living. It taught me that self-pity, the justification that we give to ourselves in some instances is what pulls us down. Women who lost everything in life some decades back are now being successful and in fact offer employment to a large number of women of such type. What more does a twenty-one-year-old woman like me need, to feel inspired than this. When given an opportunity to visit the Sayalkudi village in Ramnad district, in the next couple days of the RDIP, never had I imagined that I would be in a place where people are even denied of their basic needs like water, a good house and toilets. They had nothing to offer but for their beautiful hearts and a smile that could give us so much warmth. And here I have to admit that I have never tasted such a food elsewhere. If people like them who have nothing, can give so much love and happiness without any expectation it is imperative for us to understand that the life that we live is truly a blessing. Concentrating on things that we don't possess has made us ignore the ones that we possess. Contentment and self-sufficiency is all we need to stay happy. It is this magical touch of the innocent and true hearts that transposed my entire attitude about life.



- Rajshree
I MBA

RURAL DEVELOPMENT IMMERSION PROGRAMME

EXPERIENCE OF STUDENTS

வணக்கம்,

நான் தியாகராஜர் மேலாண்மை கல்லூரியில் முதலாம் ஆண்டு படிக்கும் மாணவன். எங்கள் கல்லூரியில் “தான் அகாடமி” யில் கிராமப்புற வளர்ச்சி குறித்து பயிற்சி, அதனை பற்றிய விழிப்புணர்வு மற்றும் பல்வேறு நிகழ்ச்சிகள் நடத்தி அவர்களின் நோக்கம் மற்றும் கற்றுணர்வு எங்களை மெய் சிவிர்க்க வைத்தது. அதில் ஒரு பகுதியாக “கீழ்க்கண்டமங்கலம்” என்னும் கிராமத்தில் இரண்டு நாட்கள் எங்கள் குழு அங்கேயே தங்கி அக்கிராம மக்களின் அன்றாட வாழ்வையும், அவர்களின் செயல்பாடு, கல்வி, பொருளாதாரம், சுகாதாரம், தொழில், வேலைவாய்ப்பு போன்ற அவர்களின் அன்றாட வாழ்க்கை பணியினை அறிய முடிந்தது. இதன் வாயிலாக உணவு, நீர், விவசாயம் ஆகியவற்றின் முக்கியத்துவமும் அதன் அவசியத்தையும் அறிய முடிந்தது. தண்ணீர் சிக்கனம் குறித்த விழிப்புணர்வு, நாம் உண்ணும் உணவை வீணாக்காமல் அதனை விளைவிக்க அவர்கள் படும் துன்பத்தினை கண்டு உள்ளம் படபடத்து கண்கள் கலங்கி போனது. பல சேவை மையங்கள் செய்யும் நற்பணியை கண்டு நானும் வாழுகின்ற மக்களுக்கு சிறந்த வாழ்வாதாரத்தை தர வேண்டும் என்ற சபதம் எடுத்துக்கொண்டேன். என் கல்லூரி அமைத்த இந்த ஏழு நாள் பயிற்சி என் வாழ்வில் மறக்க முடியாத நாட்களாகவும், இச்சமுதாயத்திற்கு என்னால் முடிந்த சேவையும் செய்ய கற்றுக்கொண்டேன். “தான் அகாடமிக்கும் என் கல்லூரிக்கும் என் நெஞ்சார்ந்த நன்றிகள் பல”

இவன்,
பா. நவநீத கிருஷ்ணன்
(முதலாம் ஆண்டு மேலாண்மை)



‘What seemed to be a tug of war to the eye of the viewers, was rather a learning experience for us, the students. The GST bill, which kept the air tight for the government cabinet was tabled and defended by the Finance Minister of course with the help of the experts. We had the Prime Minister and the rest of the cabinet members deliver a speech, worthy of capturing hearts but the shadow cabinet opposition knew that it was the mind, one must conquer. The speaker, our very own SCBI Professor Ved Srinivas, enlightened us and guided us when our rhetorics dried up. Our weapons being the constitutional amendments when put forth, made each member question their plausible arguments. The centre vs state session made us foresee the future from where we stand today, which begs the question, What do we actually want? Long term benefits

or short term gratification?



-Parinam Venkata Abhishek

they observed the proceedings and felt happy as this session was an out of box one.

The takeaway from the session for me is that I’m

emotionally stimulated easily and I want to control it.

-Durravasan.G



The information gleaned is of different perspective which enrich our knowledge to next echelon.

We people felt like the real members of parliament. It changed our

entire perspective about the cabinet and the M.P.s. Emotions towards our stand became so rigid at that time. These kind of activities will equip us to the extreme extent.

-Gomani Rajan



MINI PARLIAMENT @ TSM

“Extracurricular activities are very important in the overall development of a student so my professor decided to conduct a debate for us. Then he thought that if he is going to conduct a debate, might as well make it a Parliamentary debate. After all, some of these students can grow up to be future leaders of this country. More importantly, the parliament session made my peers become more politically aware while watching proceedings from the parliament during their preparation. And that would have helped them become better citizens going forward.”

The mock session was organized to develop the debating skills of students as well as their knowledge of the current issues facing the country.

Board of Governors were also part of the viewers,

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We have always watched the parliament session only in the TV. The mini parliament session which was conducted in our college gave me a feel that I was seated in a real parliament. I played the role of a finance minister. When sir announced in the class that I am going to be the finance minister, from that day onwards I had sleepless nights. Even though you are going to be finance minister in real life and only for few hours I thought I should do some justice to the role. I had to do a lot of homework for this and actually learnt many things. My lack of interest in Economics was boosted because of this event. On the D-day I was tensed because few experts like our Chairman, the Board of Governors, the Principal and the faculties appeared as chief guests to the session. Mini parliament taught me

MINI PARLIAMENT @ TSM

few things like handling pressure when people were posing so much question on me and I tried my level best to respond to them. I was able to deliver whatever I prepared for the session. I seriously came to know how tough is to be a Finance Minister. It's easy to ask questions, but the difficulty can be understood only when we are in their shoes. I thank Ved Srinivas sir for giving me this wonderful opportunity. I feel that, to know one's potential such activities help a lot. Though the Parliament is named mini, the learning was mega.



-Neeraja.S

In a nutshell it is an Old Wine corked in a new bottle which has all the mixes in the right proportion; stored at the right angle; served at the right time. We have been exposed to hundreds of parliamentary cacophony over the years, but to be a part of it, feel it, live it, is a whole new realization level. The mini-parliament was framed in such a way that neither the parliament rules nor the students' learning were compromised. Overall, an enriching experience for all the participants, even for the professors



who were taken aback by the insights of their protege. Lets embrace & encourage the Mini-Parliament for a better understanding of the society we are part of!

-Prasanna

The Mini Parliament session gave a complete view on the realities of working in Parliament with respect to passing a bill. The participation in the

session has given me an understanding of the legislative process behind the bill passing and the whole experience of participating in Mini Parliament taught me a vast amount of knowledge about how Parliament works and the herculean tasks and responsibilities that are mounted on the Honourable Minister of Finance.



Personally, what I have gone through was a very interesting and exciting experience by playing the role of Finance Minister.

-Saravana.R

Thanks to Ved Sir for the opportunity. It was a learning experience on a personal note. It gave us a chance to act and be a parliamentarian for a couple of hours that otherwise was less probable. We had our chance to be someone who we otherwise criticize on a daily note. To know the constitutional implications of passing a bill in the assembly and to be a part of the process in itself proved to be inspiring. Looking forward to more of such events of public cause and social consequences for good. It gets the student community into what the society desires, younger minds into development.



This also serves as a motivation to understand and act the requisites of parliamentary behavior orally and verbally adding to the what a professional requires in workplace. To summarize, with better preparation and an attitude towards any good cause we shall build better economies, wonderful governance levels and a pro-social thoughts.

- Sudarshan Sathyanarayan

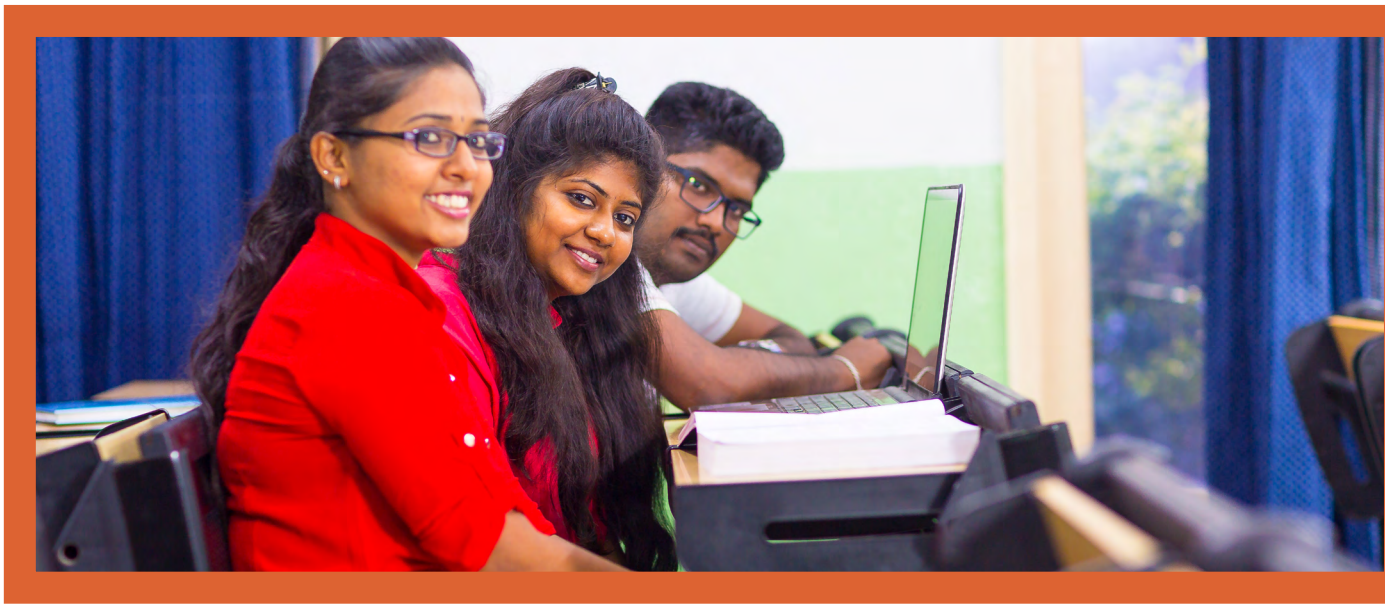
This is an innovative pedagogy in which the idea is to expose students to parliamentary debates so that by the very imitation of the style in which it is carried out the students can develop skills like

- critical thinking
- converging of diverse ideas
- welcoming diversity of opinions
- synthesize new ideas from the opposite camp's point of view
- work in harmony to arrive at a decision
- team skills

Addressing knowledge based concerns — In due course of the oration for this activity, students end up gaining more knowledge on a topic that is required to support their arguments. Reasoning and understanding lies at the very heart of arguments, without which the debate will be carried out in thin air.

- Prof. Ved Srinivas





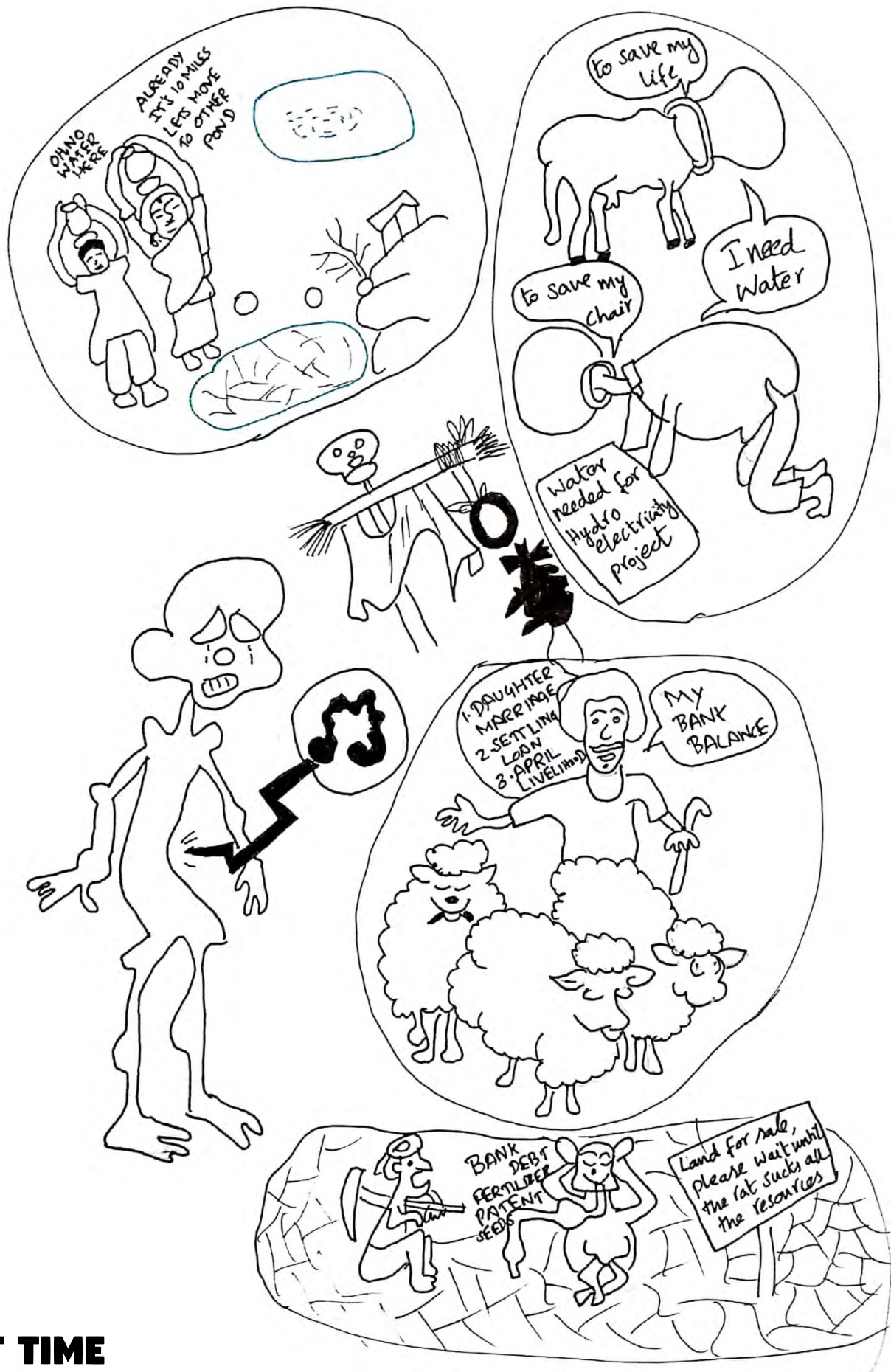


MOMENTS OF TSM



TSM HAPPENINGS

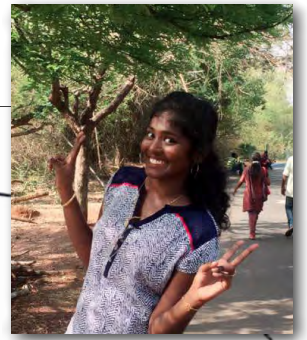
Deadly vanishes into thin air



ART TIME

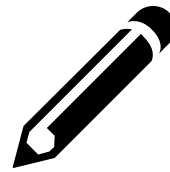
rural india

ART TIME - MEENAKSHI



Urban India

UNDELIVERED LETTERS



Letters most of the time conveys good purposeful contents. On that note, this article will also touch upon the most complicated outfall in current scenario like strategic planning in-competency of government.

Every time, every Government reacts to situations, never forecast & procreate, a universal conducive vision. To name a few - smart city planning, banking fraud and failing to avert agricultural distress are situations where they reacted to it instead of stopping it beforehand. This incompetency got rotten in the system. The 80:20 rule was brought & the government had not anticipated that there will be fraud. The government is now squandering its time in catching the culprit.

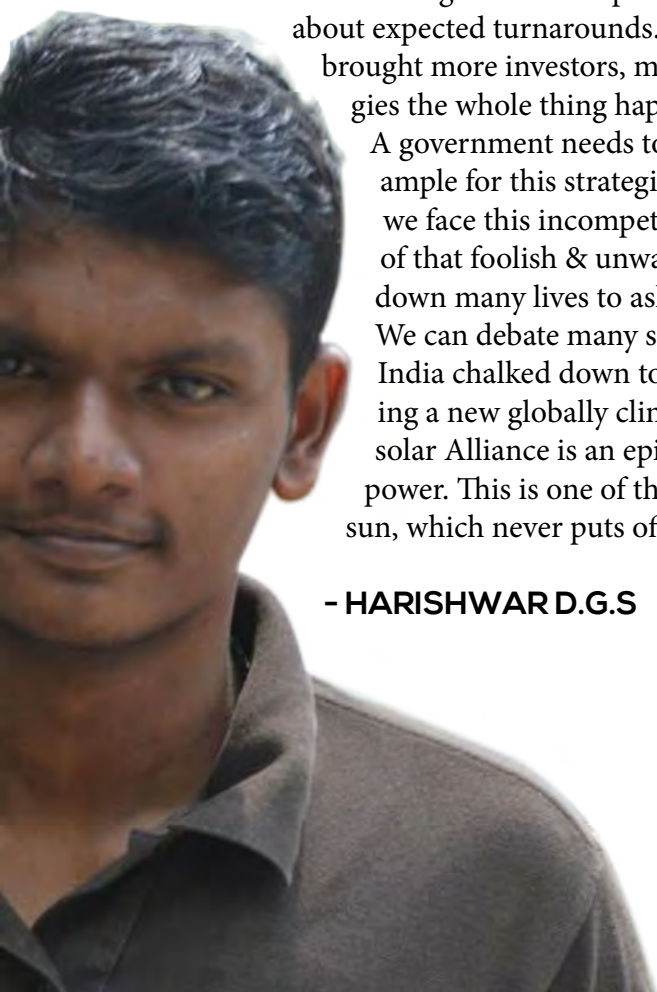
A nation arises when they have their pathway clear, not changing its goals from one post to another. The big failure in creating big infrastructure push has created a big gap in demand and supply in all front.

With correct strategies the infra push would be dubbed as a one stop solution, which could bring about expected turnarounds. The un-employment rate would reduce and would have brought more investors, making investment cycle revived. Without the appropriate strategies the whole thing happens like a child's play.

A government needs to access the situation clearly without any inhibition. Classic example for this strategic outfall is policies in education, this is one of key section where we face this incompetency in deciding which is priority for children welfare. Instead of that foolish & unwanted grudges towards language & education boards brought down many lives to ashes.

We can debate many strategic falls, but some need to be appreciated & celebrated. India chalked down to be power player in global arena, its consensus efforts becoming a new globally climate concerned state raised many eyebrows. The international solar Alliance is an epic sample & India becoming a beacon of emerging solar energy power. This is one of the many bright spots, I believe this spot will turn into a huge sun, which never puts off.

- HARISHWARD.G.S





THANK YOU, NITHYA MA'AM. THANK YOU FOR THE TWO YEARS OF CONSTANT MOTIVATION AND SUPPORT. I REALLY ADMIRE YOUR WORK ETHICS AND I'M REALLY GLAD THAT I GOT TO BE YOUR STUDENT.

TO THE LADY PROFESSOR I NEVER WANTED TO MISS HER CHEERFUL SMILE ALWAYS CREATED A POSITIVE ENERGY IN CLASSROOMS. HER RELATIONSHIP WITH THE STUDENTS BOTH INSIDE AND OUTSIDE THE CLASS IS HIGHLY APPRECIABLE. THANK YOU FOR YOUR CARE, MIDNIGHT WISHES AND SUPPORT DURING MY JOURNEY AT TSM. YOU WILL TRULY BE MISSED.



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13

I WILL NEVER FORGET OUR FIGHTS FOR FOOD, TEASING EACH OTHER, TOUR PLANS AND ALL THAT LOUD LAUGHING. MY SPECIAL THANKS TO AJAY, ELAMZ, NISHOK AND BAALA, POTH, SANJAY AND JEGA FOR GIVING ME THESE UNFORGETTABLE MOMENTS. I WOULD ALSO LIKE TO THANK MY INTERN MATES FOR HELPING ME OUT DURING MY INTERN DAYS AND I THANK ALL MEME CREATORS FOR THEIR FUNNY MEMES WHICH MADE ME GET INTO LOL MOMENTS EVERYTIME

**TO THE FACULTY WHO LEFT OUR CAMPUS
DEAR SIR. YOU HAD A VERY DIFFERENT WORKING STYLE.
YOU GAVE US THE OPPORTUNITY TO EXPOSE TO MANY
WORKS, EMPOWERED US, AND IF AT ALL WE HAD AN
IDENTITY AT TSM WE DEDICATE IT TO YOU WITH MANY
THANKS. YOU TAUGHT US NOT TO COMPROMISE ON A
COMMITTED TASK. WE TAKE THIS LESSON FORWARD IN
OUR UPCOMING LIFE JOURNEYS.**

I DIDN'T BELIEVE IN MAGIC UNTIL YOU STEPPED INTO THE CAMPUS. OUR CAMPUS GAVE ME AN OPPORTUNITY TO LEARN, GROW, AND IMPROVISE. BUT THE BEST THING IS - "IT GAVE ME YOU". IT ALL HAPPENED IN A SHORT SPAN BUT I'M GOING TO TAKE THIS TREASURE FOR THE REST OF MY LIFE. THERE IS A FAMOUS QUOTE IN OUR COLLEGE SAID BY ONE OF OUR FACULTIES "TSM NOT ONLY GIVES CAREER BUT ALSO LIFE". I WISH SUCH STATEMENT BECOMES TRUE. THANK YOU FOR BRINGING COLORS INTO MY LIFE.

KNOW - HOW



நாளா நம்பீ இன்றை இழக்காதே,
நீ அதையும் மறக்காதே!!



Picture Courtesy
- Surya Kumar



“மாற்றும் தேடியே த்னமொரு நேற்றை
தொற்க் றோம்”



Picture Courtesy
- Shree Ganesh

Reminiscentia

They all said “A home away from home”, I wondered how come a “Home” in just 18 months??

TSM proved my perception wrong!! Yeah!! Now I join the coterie. This is a place which gave me new colors to add in my scrapbook of life. I hardly have 30 more days to be in this campus as a student, but I will not even regret for moving out because I know I have my home over here and I can visit it anytime I want. This lush green campus has always been bound with emotions and moments, TSM has seen me grow, cry and laugh. Where in the world can you see an early morning sight of waking while the peacock screams and all lovely birds sing amidst the high rising sun? Yeah! I am sure I will miss my daily walk beneath the canopy of trees, small fights and million smiles over the corridor and café. A few random pictures clicked here and there every single time, but above all the moments I lived as me is what matters at the end of the day. TSM gave me people for lifetime; people who came to decorate my life and make my life happier, when I admire life to be as tasty as fudge these people made it look beautiful by being those pretty little nuts in them, in the Journey of devouring it they all showed me adventures and different flavors which blended very well to make it wholesome.

To me TSM is something that can't be explained or put in a nutshell, as we all can relate “B-School is a word, TSM is an emotion”. My pride taking Alma Mater it is!!

Always!!!

Karthika Malini Appanraj

**Pretty nuts in
the fudge**



Hot sun rays penetrate through my window waking me with bed tea, looking aside, my roommate enjoying sleeping. Getting ready to class is the fastest job what boys has practised in their hostel life. It's only for boys. Giving a short run to the class before the staff reaches the class. In every class there will be one guy who will come to class 15 min late. Staff should create a very strong strategy to reduce late comers. Listening at early morning, toughest job to do. We try to tilt our head and open our ears but not our eyes. Morning breakfast, continuous classes, seminars, quiz, mid term and end term are the events which we do our best to respect our norms. Parallel there are many events that turns the class room environment into a challenging, adventurous, funny and life learning lessons. They are sports, interdepartment sports, levitate cultural program, club activity, sangamam, inferno, tackle, hi-fi and the legend yukti. These events keep us live and energetic to survive in the class room environment. So we have balanced our class room environment with extracurricular activities with both academics and fun. Every student has exam fever, cricket fever even cold fever but we had placement fever. After that we feel sad about it. Everyone wants to be placed but we give our best. Think about it that all this things going to vanish within a month. No morning sleep, no more classes, no more seminars but no bunking, no week end plan, no more friends treat, no more sports, no more hostel life. It's like one part of human life is going to end. We don't know the next part. We hope it would be good.

- Sheik Mohamed Hasansha SM



I was super excited being a part of TSM, had my fingers crossed, when I came the very first day I had all sorts of worries and anxieties. But the college turned out to be way beyond what I imagined. The 3 'E's which come to my mind when I describe TSM are - Exciting, Enriching, Evergreen. TSM provide all of these without curtailing any of it anytime. I feel proud and honoured to say that I'm a part of this very esteemed institution which has the most amazing faculties and the best of students.

-Tess Tresa Pauly



ONE LAST HURRAH

ON 1
VARA



Royapalayam

THE WAY TO
KALA



Kovalam

**ONE LAST
HURRAH**

Prof. Vidya Suresh

I had few unique experiences with this batch, particularly in organizing the workshops and faculty development programme, which was hosted by the former MBA Dean Dr. Rastogi and myself. I found the team who volunteered for organizing these FDP's were completely reliable and they managed the event very professionally with all ease and comfort. This shows the level of their preparedness, hardwork and commitment. During the programme also, these volunteers helped the participants to learn advanced topics in Excel and SPSS. They have proved their prowess in academics as well as co-curricular activities. During my stint as their course faculty, I found the entire batch to be vibrant, attentive and they facilitated healthy discussions in the class. Overall, they made my profession enjoyable and memorable as well. I wish all these kids, the very best in their future endeavors.

Prof. Ragupathy

The students of 2016-18 batch have a passion for learning, highly inquisitive, explore and question the fundamentals before catapulting themselves to advanced knowledge and applications. I wish them good luck to focus on their organizational groups.

Toodlee-oo



SYED IBRAHIM N

DESIGNER - PGDM

9659089093

