



AMRITA
VISHWA VIDYAPEETHAM

2018

DARPAN

DEPARTMENT OF MANAGEMENT, KOCHI

Message From Chancellor

All our actions should be done with the attitude that this moment alone is ours; the next moment is not in our hands. Every action should be performed with discernment, alertness, enthusiasm and a smile. The goal of human life is God-realisation, understanding that we are not separate from God. A drop of this awareness is already present in us. What we need to do is expand this awareness and strengthen it. We should not let go of our awareness of this goal. We should use our human life and this body towards that end. It is love that makes everything new and gives it freshness and novelty. We will only be able to experience as much newness and freshness in our life as there is love within us. If the light of love is not present in us, then even in new things we will only be able to experience darkness. We should move forward lighting the lamp of faith in this candle that is the body. You may wonder how you can transcend this immense darkness with the light of just a single candle. Just remember that as we take each step, this light will move forward along with us. In that light, other people can also walk forward in step as well. We should put forth the right effort with self-confidence. When we move forward in this way, we will ultimately be able to realise our true self. If our mind is filled with the light of God's love, all experiences-good and bad-will be able to bring us happiness. We will be able to celebrate not only our successes but also our failures.



Sri Mata Amritanandamayi Devi,
Chancellor, Amrita Vishwa Vidyapeetham

Message From Chairperson

Aum Namah Shivaya!

Welcome to the first edition of the Newsletter 'Darpan' of the Department of Management, Kochi Campus. As the name suggests, it is a reflector of the highlights of the activities of the Department over the last year. Additionally, it includes some business oriented content prepared by the students of the Department.

Placement activities were in full swing throughout the year. The results of these efforts have been excellent with many students getting multiple offers. The first year students have received good internship offers as well.

On the teaching-learning front, we focus on blended learning and across courses, students were encouraged to take certifications in their areas of interest. Many of them have also completed their independent study course and are proceeding towards publications and conference presentations.

Students are actively involved with the local community through outreach programmes. In addition to distributing rice and provisions to the needy, the students found quality time to spend with specially abled children. They also did their bit for physically disabled people by distributing wheel chairs, walking sticks and stretchers.

Amidst these activities, the cultural and sports fests were also celebrated with great excitement. The students showcased their talents during the competitions and matches held.

Welcome to an enjoyable reading experience !

Prof. Sunanda Muralidharan,
Chairperson



FINAL PLACEMENTS

Placements at Amrita have always been excellent. Out of the 56 students who are eligible and opted for placements, many have more than one job offer. Exercising their dream option, some of them have had up to three job offers by the end of their course.

There were 114 companies that visited and all the students of the Department of Management, Amrita Vishwa Vidyapeetham, Kochi got placed in these companies. The average salary was 6.61 lakhs and the highest salary of 12.10 lakhs was offered by Amazon.

Sl No	PLACEMENT 2016-18 BATCH		KOC - 56/56					
	Company	CTC (Rs.in lakhs p.a)	Kochi [56]					
			Mkt 31	Fin 11	HR 0	Op 12	BA 2	Tot 56
1	Deloitte	6.00	0	1	0	0	0	1
2	Amazon	12.10	0	1	0	0	0	1
3	Ujjivan Small Finance Bank	4.50	0	1	0	0	0	1
4	Colgate Palmolive	5.00	1	0	0	0	0	1
5	Asian Paints	5.60	0	1	0	0	0	1
6	Eureka Forbes	5.50	1	0	0	0	0	1
7	Spandana Sphoorty Financial Ltd.	7.00	1	0	0	0	0	1
8	Ernst & Young	4.10	0	1	0	0	0	1
9	Honeywell	5.00	0	0	0	1	0	1
10	Bajaj Finance	7.25	1	0	0	0	0	1
11	AO Smith	6.00	1	0	0	0	0	1
12	Federal Bank	8.80	1	0	0	1	0	2
13	NPCI	5.30	1	0	0	0	0	1
14	KPMG - AMP & KOC Only	3.30	0	2	0	1	0	3
15	CAMS	4.50	2	0	0	0	0	2
16	Kent RO - AMP & KOC Only	4.30	3	0	0	0	0	3
17	Tata AIG	6.25	1	0	0	0	0	1
18	State Street	8.00	0	2	0	0	0	2
19	HDFC Bank	4.23	3	1	0	1	0	5
20	BRIDGEi2i Analytics Solutions	5.00	0	0	0	1	0	1
21	Indegene Inc.	4.50	0	0	0	1	0	1
22	BYJU'S	10.00	0	0	0	1	0	1
23	Madura Fashions & Lifestyle	4.00	1	0	0	0	0	1
24	TCS IT	5.83	0	0	0	2	1	3
25	Bajaj Allianz General Insurance	5.25	5	0	0	0	0	5
26	Emami	4.50	0	0	0	1	0	1
27	City Union Bank	5.30	1	0	0	0	1	2
28	CareerNet Consulting	3.00	1	0	0	0	0	1
	BYJU'S - Phase 2	5.83	0	0	0	1	0	1
80	Lifestyle	4.40	0	0	0	1	0	1
81	AnyTimeLoan	4.40	2	0	0	0	0	2
95	CapitalVia	3.03	1	0	0	0	0	1
	BYJU'S (PTOE)	10.00	1	0	0	0	0	1
107	CDJ Law Journal	4.00	3	1	0	0	0	4
TOTAL PLACED		5.13	31	11	0	12	2	56

Summer Internship Programme

The students of the department are capable, hardworking and committed with respect to summer projects or for that matter, any assignment entrusted to them. The students bring to their summer projects, a positive and never say die attitude. The current summers of students involved in a wide range of live projects across the country. Some of them are given below:

GreenPepper



ITC Limited



State Bank of India



TATA CONSULTANCY SERVICES



MRF

INTERNSHIP IN STARTUPS

Startups have always provided a friendly platform for our students which have motivated and encouraged them to think out of the box to receive appropriate recognition. Here are some of our students who have done their internship in startups.



Santhosh Kannan S got the privilege of doing an internship with Kara Weaves, the Indian start-up which has gained popularity in recent times. Founded by Ms. Indu Menon and supported by her daughter Ms. Chitra, it started off as a small enterprise aimed at providing employment opportunities for underpaid Indian weavers. What started off as a modest venture to provide employment to women, gradually turned into a respectable, global brand which provides quality textiles with a touch of tradition. Title of the project done by Santhosh was "A study on the effectiveness of inventory management of Kara Weaves."



Swaathiha got the privilege of doing an internship with ReportBee, Chennai as part of the MBA Programme. ReportBee is a startup firm started by an IIM Alumni Mr. Ananth Raman Mani. ReportBee develops software for schools on the basis of statistics, humanities, and analytics. ReportBee forms tie-ups with schools and automates their grading system by providing their software. ReportBee's motto is to enhance the education system by deriving good insights and visualize it to take better decisions. Title of the project done by Swaathiha was "A background study on item analytics"



SocialMob is a global community where people from different walks of life can meet, converse and learn from each other. The app is a fresh initiative from Padath Infotainment which is an expert on enterprise transformation and focused on sustainable business. They are startup founded in 2013 and headquartered in Cochin. SocialMob delivers unrivaled and exclusive online entertainment to its global audiences. Ranging from fashion and lifestyle tips, education guidelines, to breaking entertainment news, SocialMob aims to offer an in-depth coverage of various aspects of life through a completely intuitive and innovative perspective. Ms. Pooja AN, Ms. Sreelakshmi Shaji, and Mr. Vaisag Muralidharan Nair, the students of the Department got the privilege of doing an internship with Social Mob. The projects undertaken were on "A study on consumer preferences over hedonic and utilitarian aspects in mobile applications", "Analysing customer experience and the measures are taken to increase customer engagement", and "Factors influencing consumer adoption of the hedonic mobile application" respectively.

GreenPepper

GreenPepper started in the year 2007, is a go-to hiring platform for growing companies in India. It is a private partnership firm. The industry holds Digital Marketing and HR Consulting Services. It is a company that understands the pulse of the internet marketing and uses it very effectively for the improvement of the online influence, drive traffic to the sites and enhance the brand experience through communication with clients, inform audiences of specials in real time, reach out to friends of the clients and maintain brand recall. The services they offer include E-commerce portals, Online reputation management, Digital media buying, Search engine optimization, Social media marketing, and Mobile app development. Mr. Vimal V., Ms. Aparna G., Ms. Amrutha P.K. and Mr. Gokuldev M.R., were the students who got the privilege of doing an internship with GreenPepper. The projects undertaken by Mr. Vimal V. and Ms. Aparna G. were on "The efficient usage of digital marketing techniques" and "Content analysis in the blogs of green pepper digital and its competitor - Adgen" respectively. Another project namely Lead generation in international markets using email marketing", was done by Ms. Amrutha P.K. and Mr. Gokuldev M.R.

ALUMNI TESTIMONIAL



Mr. Sumit S. Ashok

"The academic experience at Department of Management, Kochi has provided me with the skills and expertise to work in the corporate world. Be it the placement opportunities or the colloquiums, Amrita has always focused on the quality aspect. The faculty contributes significantly to the success story of every graduate and mine is no different. Highly approachable, the teachers were always there to help us out with the placements and guide us through the internships.

The two years that I spent at Department of Management, Kochi were splendid and have immensely helped me to grow both professionally and personally. Due to office work, I could not make it to the Alumni Meet, although I desperately wanted to.

My best wishes to the entire DOM family in producing another great set of young and talented professionals."



Ms. Surya Suresh

"MBA at Amrita was one of the most defining and life altering decisions I made. After a year of working as Data Analyst at MuSigma, the choice to move back to academics was a huge step. I'm happy I chose the best!! We have one of the best faculty staff here and the knowledge they imbibe is priceless. Even today I have the support and love from each member of this family. Amrita gave me the strength, motivation and knowledge to make my dreams come true. From one of the best MBA degrees to my dream job at Amazon- I gained them all. After doing an MBA, being a manager at Amazon is possibly the best role one can achieve. I give you all the challenge to dream high - because here, no dream is small .. good luck and godspeed!!!"



Mr. Jeess V. Kariyil
Co-Founder, Director- Joboy
(Batch 2011-13)

Mr Jeess V. Kariyil an alumni of Department of Management, Kochi started his own company called Joboy. Joboy is a technology enabled hyperlocal service platform offering home maintenance, lifestyle services and repairs with local store, payments, deals and booking as complimentary services. Mr. Jeess V. Kariyil is a Certified Project and Quality Management professional with about 5 years of experience in the field of Project Management, Business Development, Quality management etc. He is the Award Winner of Super Startups Asia 2018. The interview of Mr. Jeess V. Kariyil was taken by Ms. Neethu George, student of Department of Management, Kochi. Here is an excerpt of the interview.

- **Could you tell us a few words about your organisation and the motive behind it?**

JOBBOY is a technology enabled hyperlocal service platform offering home maintenance, lifestyle services and repairs with local store, payments, deals and booking as complimentary services. JOBBOY is owned and managed by Serville Technologies Pvt Ltd and has its presence across India, United Kingdom and United Arab Emirates. We are working towards building a global platform have presence in major countries. Our focus is on providing convenient and on-time service delivery to end-users with five baselines that makes sure that the purpose is met, scheduled services, verified service professionals, predefined pricing, multiple payment options and service warranty.

- **How did you get your idea/concept for the business?**

We observed how people were finding it difficult to get the service providers and mostly gets the service mostly as per the convenience of the service provider. Even if the service was delivered late, customer is liable to pay for the whole day. Working professionals find this very difficult especially when there is a leakage problem or an electrical issue. There is always man-made imbalance of demand and supply or shortage of supply created by the service providers to increase the charges. This always affects those who migrate from one city to another as part of their career and sometimes language also becomes a barrier in availing local services. We found this an opportunity to bridge this gap by creating a platform that meets all these needs by creating transparency across the supply chain. This helps JOBBOY to deliver services at a price that is equal or less compared to local market by offering volume business. Large number of verified and experienced service partners across the cities enables service delivery on time and at nominal cost.

- **To what do you attribute your success?**

Success is not a constant, this is what I have learned in last three years. Nailing a business deal or reaching a new milestone will sure make you taste the success because you clearly know that you desired a lot for it. I definitely attribute our success spells to our dedicated team who are always on their toes.

- **How has being an entrepreneur affected your personal life?**

It's a transformation from employee to employer, credit side to debit side. The journey from 8 hours job to 24 hours venture changes your perception on all you do in your day. You always start thinking from different angles before taking a decision. Earlier I always worked on fulfilling a need as it arises, now I focus on identifying others needs even before they realize about it.

- **What are your responsibilities as the business owner?**

Giving right direction to the company and making sure that our team is positive and dynamic. An entrepreneur must have the clear vision of where your organization is heading and what are the milestones that need to be achieved in the short term and make a set timeline for this. There is a team behind you and they are the people who accelerate your business, make sure that your team is motivated, and understands your vision and works accordingly.

- **What are some challenges you faced before venturing into this?**

Challenges are the part of new ventures. Firstly, the most difficult challenge in entrepreneurship is making sure that you stays positive even during the difficult time. And secondly, building the right team during the initial phase who can become the pillars of growth.

- **What is your favourite aspect of being an entrepreneur?**

The best part of the entrepreneurship is the insight that I am responsible for my decision. Whether I take the right decision or not, I am responsible for my decisions. And, the happiness seeing the growth from zero till this date is really special.

- **What business related book/movie has inspired you the most?**

'The Italian Job'. It's a movie based on the story of thieves and their plan to recover the stolen gold bricks. I am very much attracted the way they plan and execute the robberies and how dynamic their decisions in response to the situations. It's my go-to movie whenever I feel demotivated or get upset.

- **Where do you see your organisation in the near future?**

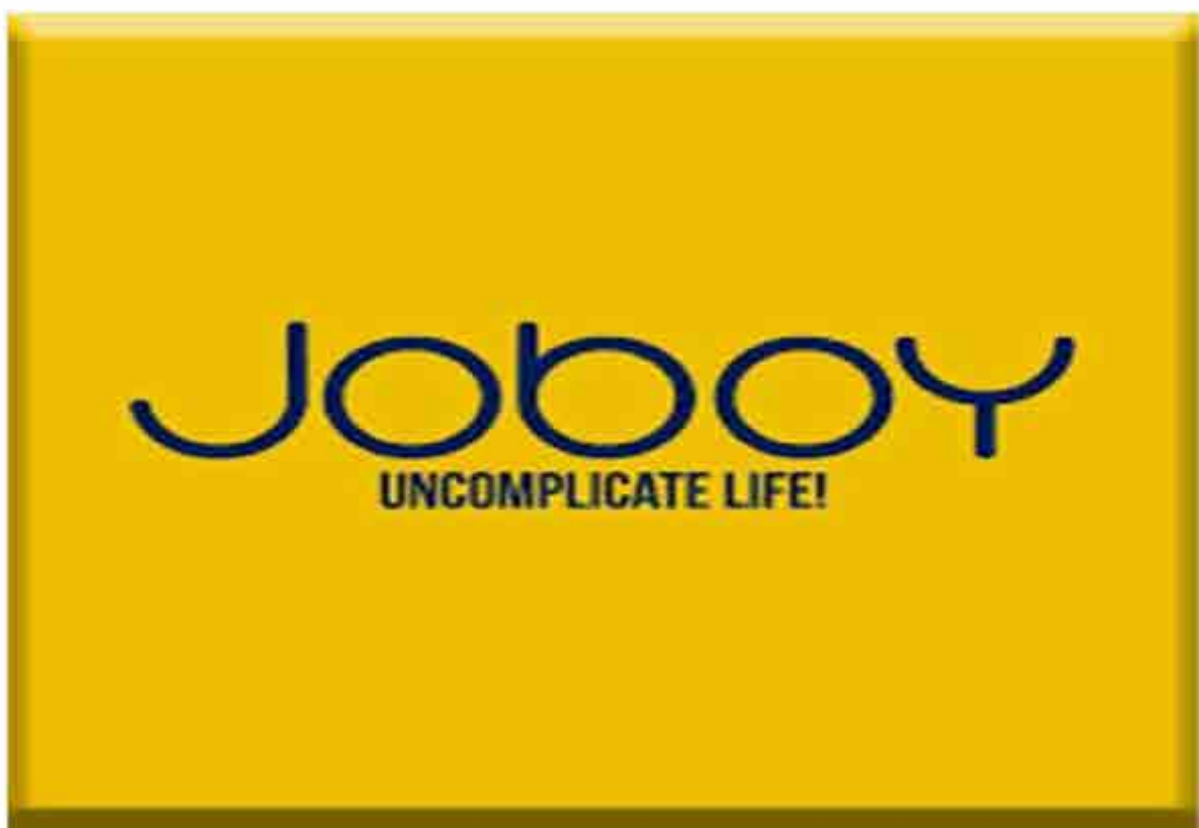
Our vision is to build JOBOY as a global platform for localised services with world-class technology and user experience throughout the user life cycle. We are aggressively expanding to new markets within the country and worldwide.

- **How has MBA in Amrita contributed to your success as an individual and an organisation?**

Amrita gave me a holistic experience with more practical assignments and letting us have a glimpse into real life scenario through symposiums and case studies. The experience definitely gave us a multi-faceted view towards social, economic and future business scenarios.

- **If you had one piece of advice to someone just starting out, what would it be?**

Do not consider entrepreneurship as a lifestyle, there is a responsibility attached to it and it grows with your company. An entrepreneur must have a vision about the organization and communicate it clearly with the team to make sure that they are intrigued, aligned, motivated about the vision they are going to help achieve.



MBA 10TH BATCH INAUGURATION

The official inauguration of **2018-20 MBA batch** was conducted on July 21, 2018, at the Amriteshwari Hall, Kochi campus. Prof. Sunanda Muralidharan, Chairperson, Department of Management, Amrita Vishwa Vidyapeetham, Kochi Campus, welcomed the new students as they embarked on a new journey for their career. **Sampoojya Swami Purnamritananda Puri**, General Secretary, Mata Amritanandamayi Math, was present on the occasion and delivered the benedictory address emphasizing the importance of quality education. Dr. Prem Nair, Medical Director, AIMS, presided over the meeting and spoke about the right skills and attitude which form the key to success. **Mr. Jayan Nair, the Global Head-HR at IBS Software Services**, was the chief guest of the function and shared his valuable experiences in his speech. Prof. P. K. Viswanathan, PGP Chair, Department of Management, Amrita Vishwa Vidyapeetham, Kochi Campus, proposed the vote of thanks. The function ended with prasadam distribution by Swamiji.



GRADUATION DAY

The Department of Management, Kochi, celebrated its 8th Graduation Day of 2016-18 batch on 1st September 2018. The occasion was graced by the divine presence of **Swami Purnamritananda Puri**, who enlightened the students with his words of wisdom. **Mr. Vivek K. Govind, President, Kerala Management Association** was the chief guest of the event. The students, faculty members and staff of the Department of Management, Kochi, led the celebration towards success with gusto. Swamiji delivered the Benedictory Address and Mr. Vivek K. Govind delivered the Graduation Day Address. Mr. Vivek K. Govind stressed on the fact that every man has 24 hours in a day and what matters is how the individual uses the time. That is what differentiates a successful man from an unsuccessful one. He emphasized on the fact that it is the combined efforts of each member in the organization that leads to ultimate success. He also talked about ethics in the management world and how tempting it is to make a quick buck by compromising on one's values. He urged the graduates to follow the laws of the land and to believe in the country's judicial system. While concluding, he recapitulated the fact of being privileged to be born in a diverse land like India and how we should aspire to uphold the values of the land. **Dr. (Col) Vishal Marwaha, Principal, Amrita School of Medicine**, presided over the ceremony. He shared his valuable experience from his service in the armed forces. He stressed on the various traits he obtained by observing the officers and soldiers around him all these years. In his closing words, he wished the graduating batch for a bright and vibrant future ahead. **Dr. Dhandapani, Controller of Examinations, Amrita Vishwa Vidyapeetham**, also graced the ceremony with his presence. Taking the graduation oath was followed by awarding of degrees to the students, most of whom have already started their professional careers holding various positions in reputed companies after completion of their MBA programme. Prof. Sunanda Muralidharan, Chairperson, and Dr. G. Rejikumar, Associate Professor of Department of Management, Kochi, presented the welcome address and vote of thanks respectively.



Vidya - Learn With Fun

Before the commencement of the 7th edition of Asthra- The International Symposium, there were some precursor events that not only drove the attention of the target audience to the main event but also provided a platform for the students to participate in social activities. **'Vidya- Learning with Fun'**, a prelude to Asthra, the flagship event of Department of Management, emerged as a knowledge sharing session for the students who participated in the event. Amrita Vishwa Vidyapeetham, emerged as a knowledge sharing session for the students who participated in the event. The two-day event was supported by **SWASTI team** (health and wellness initiative of Amrita Institute of Medical Sciences, Kochi) and around 20 students from Al Farookhia School, Ellamakara Govt. High School and Amrita Vidyalayam attended the event with the consent of the school authorities. The first day of the event covered aptitude, quiz, and games. The events of the second day were focused on the dilemmas of students from 8th to 12th standards regarding building the foundation for their higher education. Apart from guidance on choosing the right streams for higher education, the session also focused on improving the aptitude and communication skills of the students and guiding them to lead a healthy lifestyle. The second day of the event was also an attempt by the SWASTI team to create awareness on health and obesity, drugs, depression among students and social connectedness. Professor Sunanda Muralidharan, Chairperson, DOM, Kochi, briefed the audience about **ASTHRA and the pre-ASTHRA** events. **Dr. Valsaraj Menon, Additional Medical Superintendent of Amrita Institute of Medical Science** inaugurated the function. He also appreciated the MBA students for their efforts to inspire the young generation and widen their knowledge in various aspects of life. The faculty coordinator of ASTHRA **Dr. Murale Venugopal** also addressed the audience and spoke about Vidya as a platform to enhance the skills of the students.



Prana - “ Plant A Sapling”

In an endeavor to protect and contribute to Mother Earth, the students of Department of Management, Amrita Vishwa Vidyapeetham, Kochi Campus (DOM-Kochi), planted saplings on November 1, 2017, the day which is celebrated as '**Kerala Piravi Dinam**'. The noble act was performed as part of the outreach event, 'Prana', a prelude to the flagship event of Asthra 2017, the International Symposium organized by Department of Management, Amrita Vishwa Vidyapeetham, Kochi Campus. The inaugural function of the programme was held at Jawaharlal Nehru International Stadium, Kochi, Kerala. **Dr. Abdul Ghani, a social activist**, who is known as 'the Green Man of India' was the Guest of Honor and **Mr. C. N. Mohanan, Chairman of Greater Cochin Development Authority (GCDA)** was the Chief Guest for the day. The inaugural function inspired the audience and boosted the spirit of the students with the insightful address of the invited guests. The students selected the theme of "Plant a Sapling" and took a meaningful theme to the next level by planting saplings inside the stadium premises and some other selected places. The faculty members and staff members of Department of Management, Amrita Vishwa Vidyapeetham, Kochi campus, accompanied Amrita students to S. R. V. Higher Secondary School, Ernakulam, and Govt. Girls Higher Secondary School, Ernakulam, where they planted saplings inside the school premises and distributed saplings to school children with the consent of the school authorities to promote the campaign.



CHAKRAVYUH

CHAKRAVYUH is being organized as a part of the 7th edition of ASTHRA. It comprises of a Business Plan and Business Quiz competition. The prime objective of this event is to encourage budding entrepreneurs to come up with innovative and viable solutions to utilize the scope of unexplored business opportunities.

Business Plan Competition provides a common platform for the students and professionals to bring in their ideas and business plans with the objective of unleashing the entrepreneur in them. The participants are provided with an opportunity to meet and interact with Successful Entrepreneurs and Business Conglomerates. It is done in collaboration with Amrita Technology Business Incubator.

Business Quiz Competition is designed as an ingenious and interactive programme to facilitate a bountiful flow of knowledge and ideas packaged in exciting rounds. Learning through management quizzing is fun and goes beyond the traditional bounds of management training.



ASTHRA

ASTHRA, the flagship event of Department of Management, Amrita Vishwa Vidyapeetham, Kochi organized an **International Symposium on the theme "Workplace Transformation: A people's Perspective"** on Friday, 8th March 2017 at the Amrita Institute of Medical Sciences & Research (AIMS) campus, Kochi. The event, which was the 7th in the series, turned out to be quite distinct in terms of participation by experts of eminence drawn from the Industry and Academia, national and international. ASTHRA, 7th edition was sponsored by **Barakat Quality Plus and Co-sponsored by Eram Scientific Solutions Pvt. Ltd.**

The event was inaugurated by **Sampoojya Swami Purnamritananda Puri**, General Secretary, the Mata Amritanandamayi Math. The felicitation address was delivered by **Dr. Prem Nair, Medical Director, AIMS, Kochi**. Mr. Sreenath Padmanabhan (President, Asthra Seventh Edition) introduced the theme of the event. Prof Sunanda Muralidharan, Chairperson, Department of Management Kochi welcomed and introduced the panel of experts of the event. The forenoon technical session started with the presentation by speakers.



"It is a journey of digitization to digitalization, Digitization is about technology but Digitalization is all about people i.e. how to use technology to help people is more important than the technology itself", said Mr. Prabhu Nambiappan, Senior VP-Human Resources, Ramco Group Vasudevan Rajagopalan, Head - Talent Acquisition (India), Tata Consultancy Service, highlighted the importance of workforce innovation and intrapreneurship. He said, "Moonlighting is getting very common these days with employees loving to utilize their extra time to make more money and to use all their skills" Dr. Vijay Pereira Associate Dean of Research, University of Wollongong, Dubai, who gave a speech on 'Contemporary issues at workplace' said: "Due to increasing globalization, learning to work in a cross-cultural environment is imperative for the current generation employees" Vijaya Sundar M., Head-Business Process Excellence, The World Bank, spoke about workforce agility. He said: "In the current business scenario, fast and consistent will always beat slow and steady, changing ourselves and adapting to the situations will guarantee success rather sticking to traditional ways of doing things."





Dr. Nagendra V. Chowdary - Vice President & Head - Academics, Times Professional Learning, the Time Group in his speech on 'Workplace Design' mentioned "Millennials need five M's, Mobile, Motorcycle, Movies, Mall, and Money and it is important for the employers to provide all of them in some other ways inside the office itself to avoid distractions".

Dr. Anupama - **Clinical Professor**, Amrita Advanced Centre for Robotic Surgery in her lecture on Robotics in Health Care Sector said: "The jobs of nurses are less needed hereafter as the period of recovery after robotic surgery is just 8 to 10 days unlike earlier days where the patients have to be bedridden for months".

The proceedings of the technical sessions were aptly summarized by **Dr. Rajiv Prasad (Associate Professor, Amrita School of Business, Coimbatore)** in his Rapporteur Report. In the Closing Ceremony, **Dr. (Col) Vishal Marwaha (Principal, Amrita School of Medicine, Kochi)** made the Valedictory address. This was followed by Prize Distribution for the winners of the Business Plan Contest, named, '**Chakravyuh**'. Mr. TK Kiran (Vice President, Asthra Seventh Edition) proposed the vote of thanks. The event was attended by about 400 students and faculty from management educational institutions in and around Kochi.

International Workshop on Writing & Publishing Teaching Case Studies

The Department of Management, Amrita Vishwa Vidyapeetham, Kochi campus, hosted a two-day international workshop on "Writing and Publishing Teaching Case Studies" from September 7 - 8, 2018, as a prelude to Asthra 2018, the flagship event of the Department of Management, Kochi.

Dr. Raja Sreedharan V., Assistant Professor, Department of Management, Amrita Vishwa Vidyapeetham, Kochi campus, was the coordinator of the event. The facilitator of the workshop was Dr. Gopalakrishnan Narayanamurthy, Professor, University of Liverpool Management School (ULMS), UK. He spoke on mastering the art of preparing and writing case studies as well as developing the instructor's manual for the same. The focus was also on learning the techniques of writing research papers using case studies for publication. The two-day programme was attended by faculty members from different professional organizations and had an interactive session where Dr. Gopalakrishnan clarified their doubts on various aspects of preparing case studies and instructor's manuals and how to use them in teaching.



FACULTY ACHIEVEMENT



Dr. P.K. Viswanathan, Professor (Economics and Sustainability)

Awarded with a 2-year Research Grant by the Indian Council of Social Science Research (Ministry of Human Resources Development), New Delhi, to undertake a research study, titled, "Role of Institutions, Incentives and Information in Enhancing Climate Resilient Agricultural Interventions and their Impacts Across States in India". This study is being undertaken in collaboration with the Indian Institute of Technology, Tirupati. He was also engaged in a 1 year research project, titled, "How Communities Cope with Climate Change: Findings from India", in collaboration with the RMIT University Australia and the Amrita Centre for Research and Development (ACRD), Amrita Vishwa Vidyapeetham, Amritapuri.

He also edited a book in the Springer Series namely Employment Guarantee Programme and Dynamics of Rural Transformation in India Challenges and Opportunities.

Dr. Rejikumar, Associate Professor (Marketing)

Offered a session during the Awareness Workshop on Development for SC/ST Entrepreneurs in Kerala organized by FICCI Kerala State Council on 20/12/2018. His session was titled 'Marketing Strategies for Expanding the Domestic as well as International Business of MSME's and Sustaining growth'. He also delivered the Keynote Address in the International Conference on 'Paradigm Shift towards Cloud Banking' organized by the Sankara College of Science and Commerce, Coimbatore on 12/10/18.



Faculty Publication

- > Sreedharan, V. R., Sunder M. V., (2018), **A novel approach to lean six sigma project management – a conceptual framework and empirical application** Production planning and control. (Accepted)
- > Sreedharan, V. R., Gopikumar, Nair. S., Antony. J., (2018), **Assessment of Critical Failure Factors (CSFs) of Lean Six Sigma in real life scenario: Evidence from Manufacturing and Service Industries, Benchmarking: An international Journal.** (Accepted)
- > Gopikumar, Nair. S., Sreedharan, V. R., (2018), **Business model and financial performance: evidence from Indian banking industry**, Int. J. Management Concepts and Philosophy (Accepted)
- > Sreedharan, V. R. Anajana B., Murale V., Arunprasad P., (2018) **Synergizing Lean Six Sigma with Human Resource Practices: Evidence from Literature arena**, Total Quality Management & Business Excellence (Accepted)
- > Sreedharan, V. R. Kamala V., Arunprasad P., (2018) **Supply chain risk assessment in pharmaceutical Industries: An Empirical Approach.** International Journal of Business Innovation and Research (Accepted).
- > Sreedharan, V. R, Raju, R., Sunder, M. V., Antony J., (2018), **Assessment of Lean Six Sigma Readiness (LESIRE) for Manufacturing Industries using Fuzzy Logic**, International Journal of quality and reliability Management (Accepted).
- > Sreedharan. V. R, Sandhya. G, R. Raju, (2018), **Development of a Green Lean Six Sigma model for the public sectors**, International Journal of Lean Six Sigma, Vol. 9, No. 1 (Accepted).
- > Sreedharan, V. R., Sunder M. V., & Raju, R. (2018), **Critical Success Factors of TQM, Six Sigma, Lean and Lean Six Sigma: a literature review and Key Findings**, Benchmarking: An international Journal (Accepted).
- > Sreedharan, V. R. Trehar R., Dhanya M., Arunprasad P., (2018) **Lean Six Sigma Implementation in an OEM: A Case based approach**, International Journal of Process Management and Benchmarking (Accepted).
- > Rejikumar, G., Aswathy Asokan, A., & Sreedharan, V. R. (2018). **Impact of data-driven decision-making in Lean Six Sigma: an empirical analysis.** Total Quality Management & Business Excellence, 1-18 (Published Online).
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- > Sandhya, G., & Mahapatra K. S. (2018). **Thematic Analysis to Assess Indian Consumers Purchase Intention for Organic Apparel.** The Qualitative Report.

STUDENT ACHIEVEMENT



▶ Anand Krishnan won the “Best Paper Award” for presenting a paper at ICAMME 18 held at Sri Venkateshwara College of Engineering, Chennai.

▶ Anand Krishnan won the second prize at “KMA Best B-School Student Award” conducted by Kerala Management Association at Panampilly Nagar in July 2018



▶ Mr. Sreenath Nair, Ms. Parvathy Venugopal, Mr. Amrithaprasad and Mr. K.M. Sreeraj emerged as the Regional Champions of Chanakya- the business simulation game organized by the AllIndiaManagement Association.

STUDENT ACHIEVEMENT



Vijith H., Sarath Chandran, Rahul Ajayakumar and Monikesh Mohandas won the second prize in the marketing game held as part of Ascend 2k181 , the 21st National Management Fest, organized by the Department of Commerce and Management Studies, University of Calicut.

Akshay Sundar S.P., Anu Mohan, Swagath S. Lal, Sachin Krishna K won 1st prize in the marketing game at Pragati-18 organized by Amrita School of Business, Coimbatore



Sruthy Gopakumar and Anjaly A. won the first prize in the Reliance Quiz-a-thon conducted on Dec 21st, 2017. This was the seventh of nine online quizzes conducted by Reliance and was open to B-school as well as Engineering students. This is a commendable achievement as the quiz had participation from most leading educational institutions in India.

COLLOQUIA



Mr. C. A. Jayaprasad Ramakrishna
(Financial Controller in Papua New Guinea (PNG) of QBE Insurance)

The Department of Management, Amrita Vishwa Vidyapeetham, Kochi (DOM- Kochi), organized a colloquium for the management students on the topic on 'Career Building' on October 13, 2017. He addressed the students from diverse educational backgrounds on the diverse career choices and career building opportunities for MBA students.



Mr. Balagopal Padmakumar
(Lead-West Region at brand-comm, Madison World Company)

The Department of Management, Amrita Vishwa Vidyapeetham, Kochi campus, organized a colloquium on Brand Communication for the MBA students of the campus on September 6, 2018. He exposed the students to the latest trends in this field through his session on "Brand Communication in the Modern Era".

COLLOQUIA



Mr. Sumesh Ramankutty
(Vice President, Media Strategy and Operation, SBI)

Digital Marketing is ruling over the advertising arena these days and, people are increasingly using its various features in their daily activities. On August 6, 2018, Sumesh Ramankutty, interacted with students of the Department of Management, Amrita Vishwa Vidyapeetham, Kochi campus, on the topic “Digital Marketing in Banking Sector”.



Mr. Amlan Ray
(Head , Education Business - Jain TV, New Delhi)

Learning from industry players is a crucial aspect of professional programmes that allows the students to expand their range of knowledge. On 8th July 2017 students of Amrita MBA Programme, Kochi, had an opportunity to attend a session titled “INDIAN TRADE AND ITS GLOBAL PERSPECTIVE”. He discussed the importance of International Business for developing countries like India. He also discussed the contribution of Indian trade in global market during three phases of India’s history- the period before British rule, during British rule and post-independence era.



COLLOQUIA



Mr. Madhu V Ganesh

(Country Head India, Bangladesh and Sri Lanka of VICI)

Success in career being the ultimate goal for students pursuing professional programs, at Department of Management, Kochi students are regularly encouraged and trained to brush up their skills to achieve their desired goal in their career. This time, on 27th June, students had an opportunity to learn the skills of successful career from Mr. Madhu V Ganesh, who discussed the crucial points that are essential for the students to scale new heights in their career. The topic of the day was “Skills and Aptitude for a Successful Career”, and Mr. Madhu V Ganesh shared different aspects of his 32-years of experience and how soft skill helped him shape his career. Along with that, in the session, he discussed the importance of positive attitude to face challenges.



Ms. Sulakshana Unnikrishnan

(Clinical psychologist, Sanjivani Multispeciality Hospital, Chegannur)

A soft skill workshop was held by Ms. Sulakshana Unnikrishnan on 29-June-2018 where the students learned important life skills to help them in their daily life, studies and career. Specially designed for MBA students with relevant themes, the workshop covered a wide array of topics like social media addiction, attention span improvement, stress management and eating disorders.

COLLOQUIA



Mr. Salil Pillai

**(Senior Manager - Customer success,
Middle east & Gulf, Software-As-A-Service
Suite, Oracle)**

In the recent years, when students are spoiled for choices to choose the right career, accurate and timely guidance makes a world of difference to their life. Mr. Salil Pillai, guided and shared his thoughts on career choice to the students at Department of Management, Kochi. He expressed his views on recent technological advancements and their influence on the students' choice of career. His emphasis on 'Personality', 'Perseverance' and 'Passion' showed new dimensions to the students to opt for the right career. An analysis of following the trends in choosing career and going with the passion was the most useful part of the session.



Mr. Lenny Abrao

(Group Director - Abrao group of companies)

It was a privileged occasion for the students at Department of Management, Kochi, to widen their perspective in Logistics when Mr. Lenny Abrao, explained the basic concept of Logistics to the students along with supply chain management and transport logistics management. He also explained 3PL (Third Party Logistics), the global scenario in the fields of logistics, the technologies involved in logistics, logistics in India and its opportunities in the insightful session held on 19th June.



Events

Omkara Cultural Fest

Omkara cultural fest witnessed the enthusiasm, versatile talents and spirit of students at the Department of Management, Kochi, who celebrate and participated in the occasion with gusto at Shri Krishna Hall. On and off-stage competitions such as solo and group dance, singing, mime, face painting, etc. were conducted that not only provided opportunities to the students to prove their talents but also created unforgettable moments for everyone.



Onam Celebraton

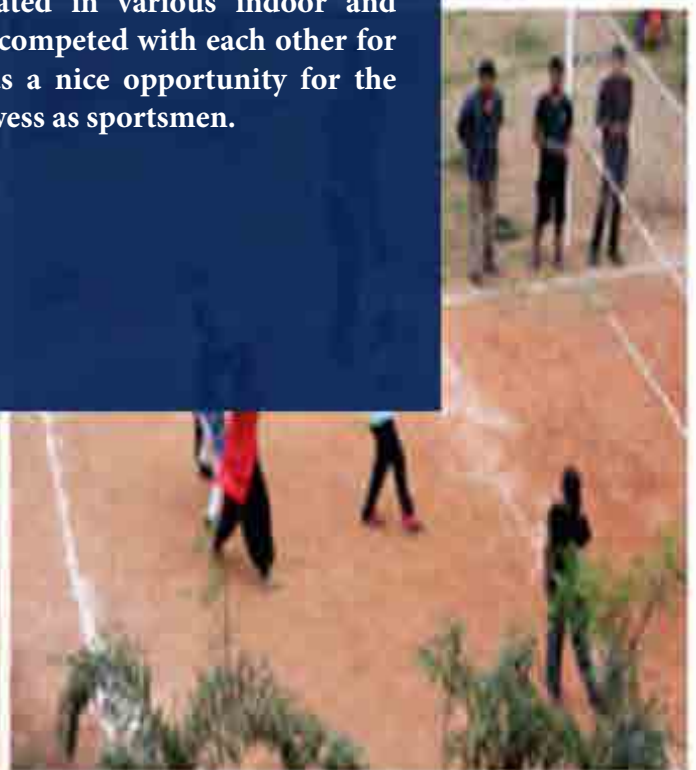
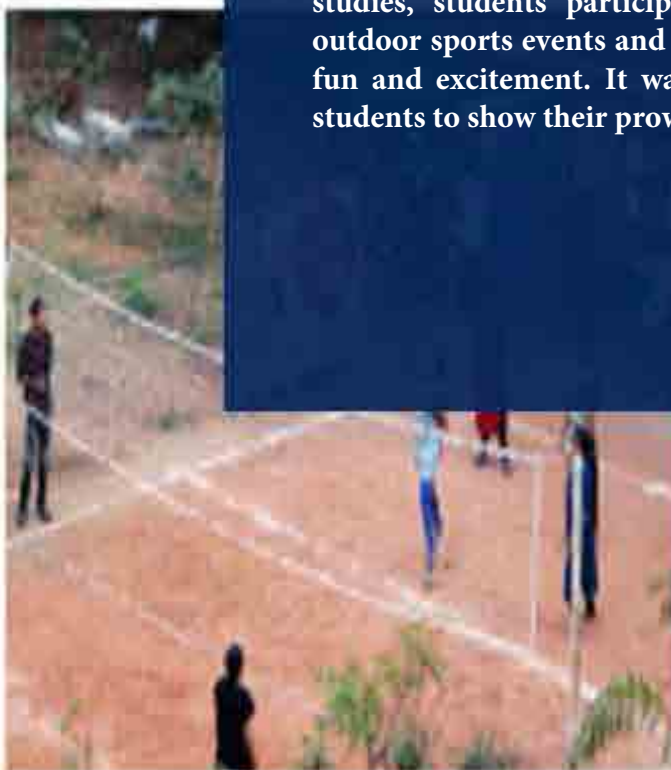
Onam Celebration at the department was a celebration of festivity, colors, joy and rich tradition of 'Onam'. The eventful day began with 'Pookalam' competition and followed by prayer, message from Chairperson, dance performance by students, games, and traditional 'Onasadya'. The faculty and other staff members also participated in the events and enjoyed the day. On and off-stage performance of the students were worth watching.





Sports Fest

Taking a break from the hectic schedules of management studies, students participated in various indoor and outdoor sports events and competed with each other for fun and excitement. It was a nice opportunity for the students to show their prowess as sportsmen.







International Yoga Day

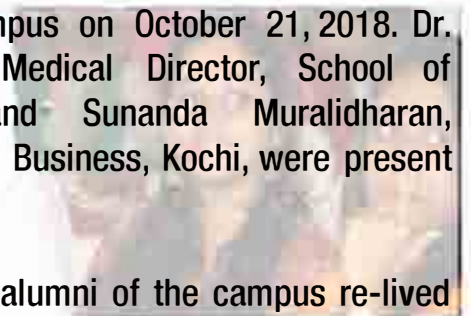
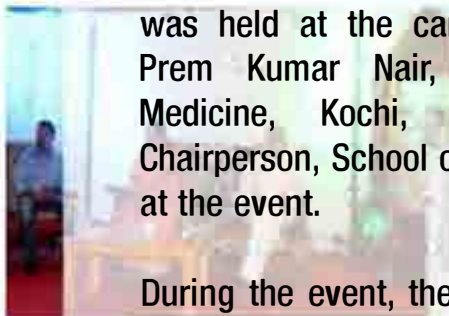
This year, on International Yoga Day (21st June), students of the Department participated in a Yoga training session co-organised by Amrita Yoga under the auspices of Ministry of Ayush at Regional Sports Centre, Kochi. The event was inaugurated by Shri. Anant Kumar Hegde, Hon. Union Minister for Skill Development and Entrepreneurship, who addressed the gathering describing the benefits of yoga to combat the stress of daily life. The yoga techniques that the students learned there were aimed at staying fit with simple exercises that can be practiced daily.



ALUMNI MEET



SMRITHI 2018



Smrithi 2018, the alumni meet of the Department was held at the campus on October 21, 2018. Dr. Prem Kumar Nair, Medical Director, School of Medicine, Kochi, and Sunanda Muralidharan, Chairperson, School of Business, Kochi, were present at the event.

During the event, the alumni of the campus re-lived their memories and the present students of the campus organized many activities to welcome, amuse and surprise their seniors. Amidst all the fun and entertainment, many proposals to improve the curriculum and placements were discussed at the meet.

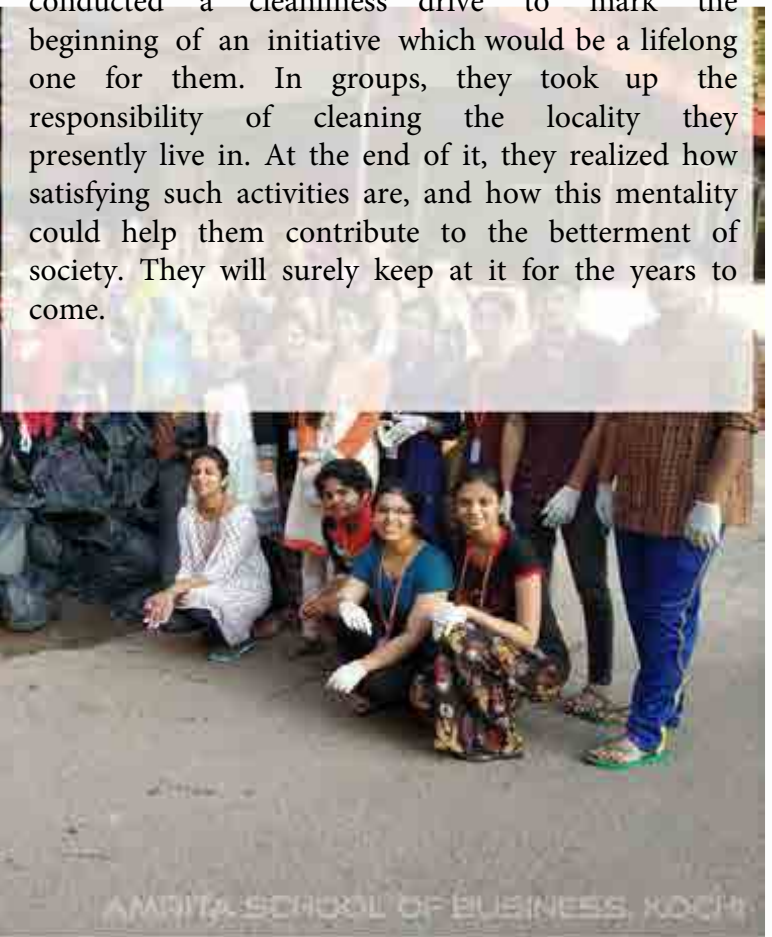




Swachhata Hi Seva



Amma, in her interaction with the Prime Minister on 15th September, has assured the Ashram's commitment to the cause of a Swachh Bharat. This now becomes the commitment of each individual associated with the Amrita Institutions. Students conducted a cleanliness drive to mark the beginning of an initiative which would be a lifelong one for them. In groups, they took up the responsibility of cleaning the locality they presently live in. At the end of it, they realized how satisfying such activities are, and how this mentality could help them contribute to the betterment of society. They will surely keep at it for the years to come.



SOCIAL OUTREACH



Mata Amritanandamayi is known throughout the world as Amma, or Mother, for her selfless love and compassion toward all beings. Her entire life has been dedicated to alleviating the pain of the poor, and those suffering physically and emotionally. Amma teaches that selfless service with compassion is the foundation of all other spiritual practices. She upholds the ancient tradition of charity, where caring for others is the process through which the character of everyone involved is purified.

The students try to contribute their bit towards the betterment of society. Every year they voluntarily take part in various kinds of social welfare programmes. On July 2018, the students visited nearby homes which do not have proper access to food and other supplies. The fund for buying the supplies was collectively contributed by the MBA students. The collected amount was used to buy provision kits which included rice, dal, sugar, tea powder, cooking oil, etc. They personally went to the homes of the needy people and delivered the ration and other things. They also spent some time with the members of the families.



WORLD YOUTH LEADERS PROGRAMME



The students of the Department participated in an interactive session with students from various international universities as part of the **Ship of World Youth Leaders Programme-** a **Government of Japan programme** that had students from over 30 countries visiting the campus. The theme of interaction was the Indian culture of coexistence and spirituality in the business context. The visitors were also able to experience flute meditation under the guidance of Sampoojya Swami Poornamritananda Puri (General Secretary, MAM). The visit was coordinated by the Ministry of Youth Affairs and Sports (GOI).

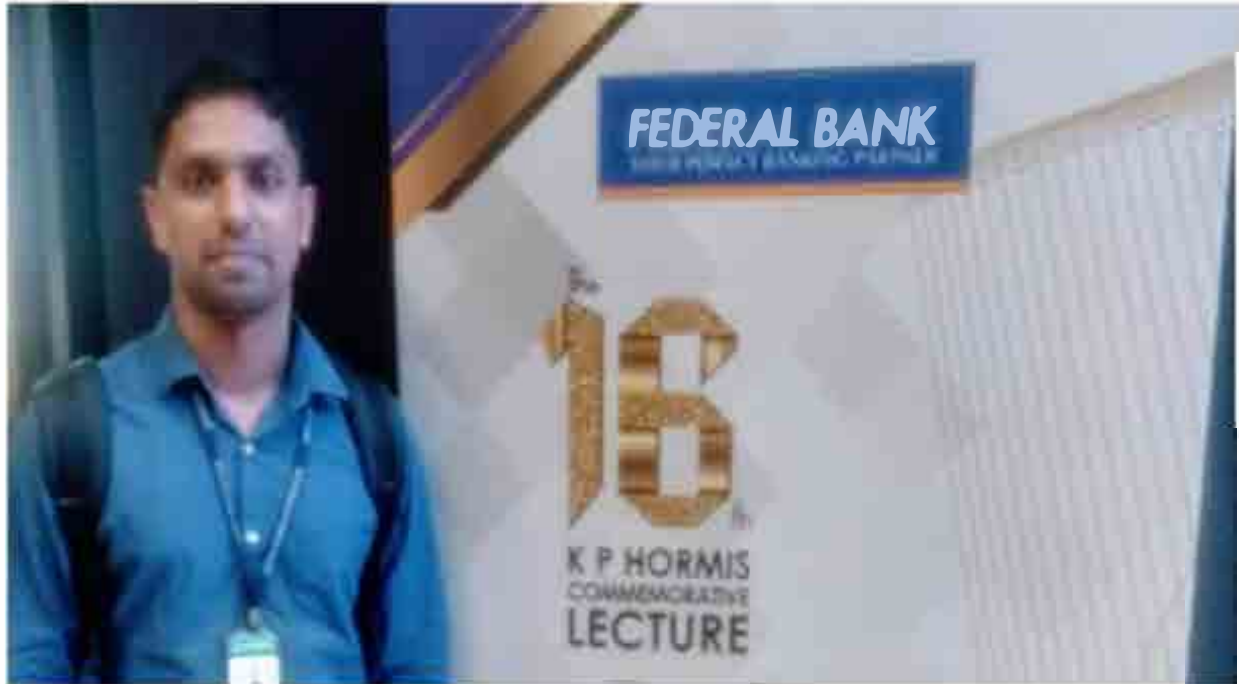
Prof M.V. Pylee Memorial Lecture

The students of the Department of Management, Amrita Vishwa Vidyapeetham, Kochi Campus, took part in an event conducted by Kerala Management Association (KMA), on October 5, 2018, that officially announced the kick off for 2018-19 activities of KMA. As a part of the event, the "First Padma Bhushan Prof M.V. Pylee Memorial Lecture" was conducted.

Prof. Abraham Koshy, former Dean, IIM Ahmedabad, addressed the audience. The prime aspects discussed in the lecture were changes in the whole framework of consumer information processing and the need for continuous learning by organizations to be adaptive to the dynamic scenario of the current and upcoming generations.



16th K.P. Hormis Commemorative Lecture



Preethesh Padman, MBA student from the Department of Management, Amrita Vishwa Vidyapeetham, Kochi, attended the 16th K P Hormis Commemorative Lecture on November 17, 2018, at Crowne Plaza, Kochi.

The 'KP Hormis Commemorative Lecture' is an annual lecture series organized by Federal Bank Hormis Memorial Foundation to perpetuate the memory and ethos of the illustrious founder of The Federal Bank Ltd. On this occasion, Dr. Viral V. Acharya, Deputy Governor, Reserve Bank of India, delivered the 16th KP Hormis Commemorative Lecture on the topic 'Why less can be more: Crowding out effects of government financing'. The lecture was followed by a question and answer session.



“Remain a beginner, like a child endowed with tremendous humility, patience and faith. Such should be our attitude towards the experiences life brings to us. Then we will keep on learning. For the mind to grow up and become as big as the universe, we should first become a child”.

-Amma



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