



AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY UNDER SECTION 5 OF UGC ACT, 1956

**SCHOOL OF
BUSINESS**
KOCHI CAMPUS



5TH BEST 2022
UNIVERSITY IN INDIA



**NAAC A++
ACCREDITED**



**CATEGORY 1
GRADED AUTONOMY**
UGC, GOVT. OF INDIA

DARPAN | **3RD EDITION**

NEWSLETTER 2021-23

Amrita School of Business
Amrita Vishwa Vidyapeetham, Kochi Campus
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www.amrita.edu/school/business/kochi

No.1 IN INDIA **THE IMPACT RANKINGS** 2022

No.1 IN INDIA **THE WORLD UNIVERSITY RANKINGS** 2020

No.1 IN INDIA **QS WORLD UNIVERSITY RANKINGS** 2020





Aum Amriteshwaryai Namah

3rd Edition • Apr 2023

DARPAN

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MESSAGE FROM CHANCELLOR

Sri Mata Amritanandamayi Devi



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 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 success but also our failures.

MESSAGE FROM PRINCIPAL

Dr. Rajiv Prasad



Aum Namah Shivaya!

We are happy to release the third edition of **Darpan** - our newsletter. This was a very momentous year for us. We became Amrita School of Business, Kochi from the earlier Department of Management, Kochi. Classes started in full swing in the actual classrooms as the scourge of Covid'19 slowly receded. ASB Kochi offers a two-year full time Master of Business Administration (MBA) programme with the aim of developing competent managers with a compassionate heart who would not only provide outstanding leadership, but also make meaningful contributions to society. We offer specializations in most of the important functional areas such as Marketing, Finance, Human Resource Management, Operations, and Business Analytics. We also have a PhD programme.

We not only provide a cutting-edge management education to our students, but also provide them with many opportunities to grow as a person and as a team player through participation in many extra-curricular activities. This year **Asthra-10th Edition** happened in a grand manner with illustrious speakers from different parts of the country participating in it. The theme chosen for this year was '**Soft Power-Creating Strategic Advantage**', one of the core qualities that we aim to instill in our students. Sports events were also conducted with gusto in many disciplines such as Cricket, Football, Volleyball etc. All these events as well as Asthra'2022 were organized mainly by the students with very little guidance and support from faculty members. Organizing and managing these events requires the entire student community to come together as one which strengthens their bonding apart from equipping them with many important managerial skills like event management, man management, teamwork, funds management, advertising, corporate relations etc.

Our placement efforts headed by a very active and resourceful CIR department went very well this year with the average annual salary of our graduating batch being above Rs. 7.50 lacs. Many of our students have got placed in very reputed companies, thanks to the untiring efforts of CIR. The first-year students too have received good internship offers. Our major strength, without which this excellent performance would not have been possible, are our extremely competent and sincere faculty members, who are experts in their respective domains with substantial industry and academic experience. Apart from teaching and guiding the students, they are also actively engaged in various research and consultancy projects. There were 17 publications by our faculty members in world class peer reviewed journals this year, which stands as a testimony to their research excellence.

This edition of 'Darpan' will show you many snippets from the interesting life that the department has had during the last two years. We hope that you have an enjoyable reading experience!



MESSAGE FROM THE EDITOR

Ms. Meghna S Menon

Mirrors project reflections of images and the world by reflecting light. As such, the symbolism of mirrors is greatly entwined with the symbolism of light. If we peek into literature, we see Sylvia Plath describing the mirror to be a four cornered God that always tells the truth as it is. In the artwork, Rokeby Venus by Diego Valazquez, the mirror Cupid holds in front of Venus stands for self-discovery. As such whatever reflection you choose to see is determined by the attitude with which you glance at the looking glass. As we kick off another edition of our newsletter, I would like to take a moment to reflect on the recent past. It's been a challenging time for all of us, with the ongoing pandemic continuing to impact our daily lives in ways we never could have imagined. I believe, now more than ever, it's important to stay informed and connected. After a long wait, I am tickled pink to bring out this edition of **Darpan** as a representation of truth, knowledge and wisdom. Through this newsletter, myself and my team aspire to reflect on the past few years, and throw light on our journey of learning so far.

I extend my heartfelt gratitude to our faculty coordinator Dr. Murale Venugopalan for his unwavering support and guidance without which the completion of this newsletter wouldn't be possible. I would like to thank all the faculty members for their wonderful insights that helped us add more value to our work. Darpan is a distinctive record and none of what I have done could be accomplished without the consistent dedication, hard work and the commendable synergy of my editorial team members. I stand grateful to all of you for your cooperation and commitment.

As we approach the end of winter and begin to see signs of spring, I am excited to share with you a range of exciting news and updates. I hope you enjoy this edition of our newsletter.

Best Wishes,

Meghna S Menon
Editor
Darpan - 3rd Edition

EDITORIAL BOARD



Dr. Murale Venugopalan
(Faculty Co-ordinator)



Ms. Meghna S Menon
Editor



Mr. Vishnu R S



Ms. Anjana Hari



Ms. Aparna Anoop



Ms. Nandana P Nair



Ms. Arya Sreekumar



Ms. Devika S Kumar



Ms. Sandra B Suresh

FACULTY PROFILE



Dr. Rajiv Prasad
Principal



Dr. Rejikumar G
Professor



Dr. Sandhya G
Assistant Professor



Dr. Murale Venugopalan
Associate Professor



Dr. Gopikumar V.
Assistant Professor



Dr. Smitha Nair
Assistant Professor



Prof. Vandana M
Assistant Professor



Dr. Dhanya M
Assistant Professor (Sr. Gr.)



Dr. Ajith Sundaram
Assistant Professor (SG)



Dr. Rojalin Patri
Assistant Professor



Dr. Rupambika Bharati
Assistant Professor



Prof. Parvathy Venugopal
Assistant Professor



Mr. Sreekumar U Warriar

Centre Manager & Faculty
Learning & Development, CIR



Ms. Jaya Radhakrishnan

Deputy Manager (Aptitude)
Learning & Development, CIR



Mr. Shakti Prasad

Corporate Relations Manager, CIR



Mr. Binish V Babu

Training & Placement
Coordinator, CIR

FINAL PLACEMENTS

Amrita School of Business has consistently provided excellent placement opportunities. All the students who were eligible and opted for placements got into their dream company with excellent packages. Over 150 companies visited the university. The average CTC was Rs. 8.02 LPA and the highest CTC offered was Rs. 24.84 LPA by Property Pistol, making us the highest CTC holder among all 4 campuses.



FINAL PLACEMENTS

Sl. No.	Company	Category	CTC (in Lacs)	No.of Offers
1	Property Pistol Pvt. Ltd	A	24.84	1
2	Federal Bank	A	13.58	1
3	LionsBot	A	12.00	1
4	BNY Mellon	A	10.20	6
5	South India Bank	A	10.00	1
6	Bajaj Finserv	B	9.50	1
7	TATA Capital Financial Services Limited	B	9.45	1
8	Aditya Birla Capital Ltd	A	9.00	1
9	AO Smith	B	8.50	1
10	Zoho	B	8.40	1
11	LAVA International	B	8.00	1
12	Antal International	B	7.68	2
13	Deloitte	B	7.60	4
14	CEIPAL Corp	B	7.50	4
15	Alliant Group	B	7.20	1
16	HDFC Ltd	B	7.15	1
17	Innocap	B	7.00	2
18	Sify Technologies Limited	B	7.00	2
19	Quadrant Knowledge Solutions	B	7.00	2
20	Signify	B	7.00	1
21	Polycab	B	7.00	1
22	Naukri.com	C	6.75	2
23	Grant Thornton	C	6.36	2
24	PWC	C	6.00	3
25	HCL Technologies	C	6.00	1
26	HDFC AMC Limited	C	6.00	1
27	ICICI Lombard	C	5.80	3
28	KPMG	C	5.50	2
29	City Union Bank	C	4.60	2

*Figure as on 21st April 2023

SUMMER INTERNSHIP PROGRAMME

2021 – 23 Batch

The summer internship project is an essential part of the MBA programme at Kochi campus. Students undergo their internship at various reputed organizations across departments such as Marketing, Finance, HR, Operations and Analytics. An 8-week programme, it equips future management professionals with the skills required for the industry. Preparation of a detailed report of their experience & findings is part of the programme.





INTERN DIARIES

FINANCE



I did my internship at **Geojit Financial Services**. The objective of my project was to **create a risk profiling tool** in a scientific way - which is a questionnaire for assessing the risk of clients for financial planning. This will help financial planners to identify the risk appetite of clients so that they can create a financial plan accordingly.

I was able to learn about how financial planning works and also by doing the project I learnt about the behaviour aspect of finance and biases people can have while investing. It was a 2 months of in-hand experience for me which will always be memorable.



K Ashwin Shanker
Geojit Financial Services



I did my summer internship at **MANE KANCOR INGREDIENTS PVT LTD**, a pioneer in global spice extraction, specialising in complete natural food ingredient solutions from sustainable sourcing of raw materials, clean extracts, advanced research and formulation. As an HR Intern, apart from my internship responsibilities, I finished my Summer Internship Project titled - '**Mapping Employee Potential For Talent Management And Succession Planning**', aimed to find out the potential of employees and suggest ones with high level of potential and performance, to create a talent pool and assist in talent management. I also created a framework through this data using a 9-box grid, that the company implemented to aid its succession planning. My project, was a success and after implementation by the company, it proved to be a helpful input to the organisation. I had a fruitful learning experience in those two months, thanks to the whole team!



Meghna S Menon
Mane Kancor Ingredients Private Limited



HUMAN RESOURCES



INTERN DIARIES

OPERATIONS



I did my summer internship programme at **AMRITA INSTITUTE OF MEDICAL SCIENCES (AIMS)**, a well-renowned hospital in South Asia that provides advanced medical care at an affordable cost. The hospital provides 32 specialised departments and 45 departments with well-trained and dedicated staff. I was assigned to New Product Introduction (NPI) Department which primarily dealt with procurement of all required items needed for proper functioning of the hospital. I finished my project titled '**Analysis of SCM Process of Capital Bio-Medical Equipment in a Tertiary Hospital and Optimising the same through Implementation of Lean Six Sigma Principles**'.

The project was primarily aimed at reducing the lead time of their systematic procurement process by improving their existing workflow using various tools relevant to Operations domain. Apart from the project, my day-to-day work included: Evaluating the requests raised by end user departments within the hospital and creating an evaluation report, Data entry into MIS (Management Information Systems), IOM (Inter Office Memorandum) creation, contacting vendor and requesting for Price Quotation, Maintaining Asset history.

My project was well received by the organisation as well as my college. It was a good experience which gave me practical insights into what we learn through books and I thank everyone who supported me throughout my two-month journey.



Arjun Raj
Amrita Institute Of Medical Sciences (AIMS)



During my summer internship at **Guiltfree Industries Limited (RP Sanjiv Goenka Group)**, a leading player in the food and beverage industry, I had the opportunity to work as a Sales Intern. Guiltfree Industries Limited operates in the healthy snacking segment and offers a range of products under the brand **Too Yummy!** that are both delicious and nutritious.

As part of my internship, I undertook a project titled '**Go to Market Strategy with differentiated price points for Too Yummy! Chips in the Delhi - NCR Market**' which involved developing a comprehensive program to improve the current distribution model and deliver better results. To achieve this, I worked on the ground to understand the issues, challenges, and areas of opportunity. I also incorporated learnings from previous experience, retailer feedback and consumer preference survey findings.

The project provided me with an excellent opportunity to devise a Go-to-Market strategy for Too Yummy! Chips and learn about the intricacies of the food and beverage industry. It was a great learning experience, and I am grateful to the whole team at Guiltfree Industries Limited for their support and guidance throughout my internship.



Hrishikesh S Kumar
Guiltfree Industries Limited (RP Sanjiv Goenka Group)

MARKETING

ALUMNI TESTIMONIAL



Darshana Nair

Senior Representative of Fund /Client Accounting,
BNY Mellon

(MBA 2020 – 2022 Batch)



ASB Kochi has given me so much of experience and opportunities in the world of business. Due to the pandemic, I was anxious about how much I could learn through online classes. But after joining ASB Kochi, I was extremely happy to know that I have chosen the best. The teachers , staff and the CIR team made everything possible for us, despite the challenges thrown by the pandemic. One of the best things that happened to me was that I got a golden opportunity to become the class representative which helped me face my fears and understand how leaders should work. This opportunity has helped me in my career as well. Working as a senior representative at fund accounting at BNY Mellon, which is one of the best investment companies, I would surely say I was lucky enough to be chosen for this role. And surely all the credit goes to the CIR team at ASB. I am forever grateful to the team for training me to achieve my goals.

ASB is one of the best academic institutes in Kochi and I highly recommend it to MBA aspirants.

All the very best to my ASB family. Dream high, as nothing is impossible!

ALUMNI TESTIMONIAL



Namitha K Menon

Business Analyst, TCS

(MBA 2020 – 2022 Batch)



Being an ardent learner and passionate in creating a fruitful career in Business Administration, I have always been particular in getting into one of the best institutes that can deliver good quality of education. As the pandemic was prevailing, which created challenging circumstances, I was very anxious about my future and choosing a good B-school was a tedious task. However, I strongly believe that ASB Kochi was the best decision that I made as the institute has met my expectations and accomplished in directing each one of us to build a promising career even amidst toughest times.

ASB has been a great contributor in developing my personal and professional values. The proper guidance from the faculties have not only instilled me with subject knowledge but also created leadership qualities, time management skills, team building skills and communication skills. Despite the ongoing pandemic situation which refrained us from physical interactive sessions with faculties and peers, they took extra initiative to ensure that we are on the track by following up on a regular basis. Though online learning platform was new to everyone, they conducted one-to-one sessions and team building exercises to ensure a strong bond among us. Both the placement cell and faculties worked together in equipping us with exemplary skills to face the real corporate world.

Even though we missed the campus experience during the entire course, we were able to create strong friendships and have fun through online interactions and by conducting cultural activities, which I will always cherish.

I believe that the two years of MBA life have shaped myself personally too as it enabled me to confront the difficult times and overcome it with confidence to achieve my milestones. I will always remain grateful to ASB Kochi and faculties for refining myself and also helping me to realize my potential to perform better. The effort resulted in achieving dual offer from top companies such as TCS and Accenture. Enabling myself with corporate skills and other fruitful learnings from ASB have helped me to kick-start my career as a Business Analyst at TCS.

ALUMNI TESTIMONIAL



Pavan Krishnan K A

Executive Trainee, Hindustan Unilever Limited

(MBA 2020 – 2022 Batch)



One of the best career investments I've ever made was getting my MBA from Amrita School of Business, Kochi. The programme gave me a strong foundation in business principles as well as the practical skills that have been essential to my professional success.

The faculty was really encouraging, the people I studied with were wonderfully talented, and the curriculum was demanding yet interesting. I have benefited much from the networking opportunities provided by the institution, and I have been able to use these contacts to expand my professional network and enhance my career.

I would heartily advise anyone wishing to advance their career in business to enroll in the MBA programme offered by ASB Kochi.



COLLOQUIUM

Sessions by Industry Experts



Digitalization And Governance Opportunities

Mr. Vijay Rajmohan

- Director- Digital Agriculture & Trade and Chief Data Officer at Dept of Agriculture, Govt of India.
- TOPIC: Digitalization and Governance Opportunities
- DATE: 17th August 2021

Career At The Intersection Of Science, Technology And Business

Dr. Ajay Shah

- Adjunct Professor, Amrita Vishwa Vidyapeetham
- TOPIC: Career At The Intersection Of Science, Technology, and Business
- DATE: 26th August 2021



Welcome To The Turbulent World

Dr. Kishore Pillai

- Associate Dean, School of Business
- TOPIC: Welcome To The Turbulent World
- DATE: 27th August 2021





COLLOQUIUM

Sessions by Industry Experts



Enhancing Your Biggest Asset – You

Ms. Divya Sankunny

- Certified Training Facilitator from Carlton Advanced Management Institute
- TOPIC: Enhancing Your Biggest Asset – You
- DATE: 28th August 2021

Cloud and Economics

Mr. Anoop Gopalakrishnan

- Vice President of Engineering Guidewire Software
- TOPIC: Cloud and Economics
- DATE: 6th September 2021



Project Financials – A Business Case In Supply Chain

Ms. Visalakshy Krishnan

- Finance Lead – Johnson & Johnson, Canada
- TOPIC: Project Financials–A Business Case in Supply Chain
- DATE: 22nd November 2021



COLLOQUIUM

Sessions by Industry Experts



Demystifying Block Chain

Mr. Jinu Babu

- Cluster Head, TCS Kerala
- TOPIC: Demystifying Block Chain
- DATE: 13th September 2022

Startup Ideas

Mr. Prajeet Prabhakaran

- Head – Corporate Relations & Partnerships & Accelerator Programs, Kerala Start Up Mission
- TOPIC: Startup Ideas
- DATE: 24th September 2022



Data Science Technology

Mr. Amit Chaudhary

- Associate Director – Transformation Analytics – KPMG
- TOPIC: Data Science Technology
- DATE: 9th October 2022





COLLOQUIUM

Sessions by Industry Experts



Steps Towards Effective Public Speaking

Mr. Dileep Choyappally

- Vice President of HR, Toast Master & Public Speaker- NeST Digital Pvt Ltd)
- TOPIC: Steps Towards Effective Public Speaking
- DATE: 28th October 2022

Sales & Marketing

Mr. Vijay Thundi

- Independent Business Consulting & Advisory Focus on Consumer Business Sector
- TOPIC: Sales & Marketing
- DATE: 4th January 2023



Spirituality and Management

Dr. Ramya Neelamegham

- Author, Educator
- TOPIC: Spirituality and Management
- DATE: 24th February 2023



HOUSES



Captain: Ms. Meghna S Menon



Vice-Captain: Mr. Vaisakh J

GYANA

To know, is to know that you know nothing. That is the meaning of true knowledge. At Gyana, we never stop learning. From experiences, mistakes and most importantly—from each other. Every member of our team brings great value to the table. A group of young minds with a gung-ho attitude, who are committed to uplifting each other as they move forward with grace, is the best way to describe us. We strive to foster a sense of humility and productivity, as we cheer for each other in this journey of growth. We have achieved the best results in every domain we've touched, thanks to our consistent efforts and synergy. Perceiving change as an opportunity instead of a threat and staying true to our roots succinctly encapsulates who we are and brings justice to all that we do.

RAJA

House Raja, as a team believes in the beauty of experience and the importance of active participation. Members of this house are not concerned about the outcome, rather they focus on the process and enjoying the moments of teamwork. Beyond all, they appreciate all the participants equally within the group regardless of the results. This group culture has enabled the team to win at least a prize in any competition that has happened so far. The team has a perfect mix of talents. All the members of this team have recognised their strength areas and hence can complement according to the requirements. What else is blissful than leading a team of talents with fun and positivity!



Captain: Ms. Anjitha Nair



Vice-Captain: Mr. Vinay S



Captain : Mr.Nithin AK



Vice-Captain : Ms. Aswathi S

BHAKTI

We are a highly motivated and skilled group of individuals who work together effectively to achieve our goals. We focus mainly on the process rather than the results. We collaborate closely, using our diverse perspectives to find innovative solutions to complex problems. Our team operates in an environment of trust and respect, where conflicts are resolved constructively, and we support and encourage one another to achieve our best. We celebrate successes, learn from failures, and continuously seek to improve our performance.

KARMA

As a group we believe that coming together is a beginning. Keeping together is progress. Working together is success. We are fortunate to have a group of talented people who are dedicated to our team's success. Positive attitude, creativity, and a common dedication to excellence are at the heart of our team spirit. We value active participation and encourage each team member to contribute their ideas, opinions, and talents in order to strengthen our group. We work to foster an atmosphere where everyone feels loved, valued, and respected. No matter how large or tiny our victories are, we all celebrate them and work together to improve. This team dynamic has allowed us to win in every competition that has taken place thus far. Our team culture is a testament to the power of teamwork.



Captain: Ms. Manjima R



Vice-Captain: Ms. Kavya Mohanan

OMKARA

Omkara Committee is dedicated to promoting and organizing a variety of cultural, literary and sports events that cater to a wide range of interests. The committee's aim is to foster a sense of community that brings people together through their collective effort. Despite the challenges thrown by the pandemic during 2021, the synergy between the students made it possible to conduct events online. Omkara strives to provide a platform for students to showcase their talent and skills and encourages them to participate in various events.



STUDENT ACHIEVEMENTS



Ms. Anagha P P



Ms. Anjitha Nair

**First Prize for '*She Entrepreneurship*' – Inflore Luna by
Rajagiri Business School, Kochi**



Ms. Meghna S Menon

Baroda Achiever's Award – All Rounder

Mr. Karun Sajeev

Baroda Achiever's Award – Academics



Mr. K Ashwin Shanker

Baroda Achiever's Award – Sports

The first year students of MBA
2022–24 batch were the
FIRST RUNNERS UP
of **PRAGATI'23**, the National B
School Fest of Amrita School of
Business, Ettimadai Campus.



BATCH INAUGURATION

The Inaugural Ceremony of our 14th MBA batch was held on 18th July 2022. The Chief Guest of the program was Mr. Sampath Kumar Thirumalai-Vice President of Tech Mahindra. Other guest speakers included Sampoojya Swami Purnamritananda Puri, Dr. (Col) Vishal Marwaha, Mr. George Thomas-Executive Vice President – ESAF Small Finance Bank, Dr. Madhu Menon-General Manager Career Competency Development, Corporate and Industry Relations.





FRESHERS' DAY

The Freshers' Day at Amrita School of Business, Kochi was an event full of excitement and energy held on 18th August 2022. The day started with a warm welcome to the new batch of students. The cultural programs were the highlight of the event, where the first-year and second-year students came together to showcase their talents. In addition to the cultural programs, the second-year students also organised fun games for the new batch. These games helped the students to break the ice and get to know each other better. The games were filled with laughter and excitement, and everyone had a great time participating in them.







ONAM 2022

6th September 2022



Onam, the traditional festival of Kerala, having the most nostalgic space in every Keralite's heart, symbolises the spirit of unity and equality. Our Onam celebration was held in our campus on 6th September 2022. The era of online celebrations was finally over, and we were all together, celebrating our traditional festival, with the true spirit of brotherhood and companionship. Several cultural programs, traditional games, Thiruvathira and Onam Sadhya enhanced the elegance of the celebration.





CORPORATE THEATRE WORKSHOP



Sri. Paul Matthew, Founder and Host of Corporate Theatre, facilitated a two day "Corporate Theatre" workshop for second-year management students at Amrita School of Business, Kochi on 6th and 7th October 2022. The purpose of this workshop was to help students develop their skills in areas such as communication, collaboration, creativity and problem-solving.



The workshop was designed to provide students with an opportunity to learn through drama, thereby promoting excellence in the corporate world. To begin the workshop, Shri. Paul Matthew initiated a fun and interactive exercise where each participant was asked to introduce themselves in a unique way, and then their peers imitated their tone and actions. The participants were then divided into teams and given a script to roll out, complete with characters, props, costumes and sets, all in a short 30-minute time frame.



Sir emphasized the importance of transformative learning and the workshop served as a platform for students to develop valuable skills such as teamwork, self-study and appreciation. The workshop provided students with an innovative approach to learning and collaboration and supported their personal and professional development.



GRADUATION DAY

12th Graduation Day of Amrita School of Business

The 12th Graduation Day of Amrita School of Business, Kochi, 2020-22 batch was conducted on 18th October 2022. A total of 56 MBA graduates received their degrees on this occasion. The wise words of Sampoojya Swami Poornamrithanada Puri enlightened the audience with divinity and grace. Dr. Premnath Shenoy, Former Director of Regulatory Affairs and Patient Safety, AstraZeneca India, Bangalore, and PR Ravi Mohan, Chairman, ESAF Bank Ltd. were the chief guests for the day.

The students, faculty members and staff of the Amrita School of Business, Kochi, led the celebration towards success with the gusto of happiness. Swami Poornamrithanada Puri delivered the benedictory address.

Dr. Rajiv Prasad, Principal, Amrita School of Business; Dr. Shantikumar V Nair, Dean, School of Nanosciences & Molecular Medicine; Prof. Narmadha M P, HOD, Department of Pharmacy Practice, Amrita School of Pharmacy and Dr. Sabitha. M, Principal of Amrita School of Pharmacy were present at the function.

The certificates for the rank holders were presented to them by Sir PR Ravi Mohan and Dr. Premnath Shenoy. The rank holders were:

- 1.Pavan Krishnan K A (Gold Medal)
- 2.Abhishek (Silver Medal)
- 3.Sayanth Sudheer (3rd Rank Holder)
- 4.Harikrishnan (5th Rank Holder)
- 5.Drisya (6th Rank Holder)

Certificates for the rest of the students were presented by Dr. Rajiv Prasad, Principal, Dr. Dhanya M, Deputy controller of Examination and Dr. Gopikumar V, PGP Chair.

The student reflection speech was delivered by Ms.Drishya R. and Dr. Dhanya M delivered the Vote of Thanks.





NATIONAL VENDOR DEVELOPMENT PROGRAMME



MSME Development and Facilitation Office, Thrissur & Cochin Shipyard Ltd jointly organised a National Vendor Development Program (NVDP) at Kochi on 17th & 18th November, 2022. Hon'ble Minister of State for MSME, Shri. Bhanu Pratap Singh Vermaji was the chief guest of the event's inaugural ceremony.

The event facilitated for the implementation of an IoT & sensor-based automation system in the plywood industry in the plywood cluster Perumbavoor. This system was developed by DST supported Technology Enabling Centre(TEC) at Amrita Vishwa Vidyapeetham University, Kollam. The chief guest received the document of implementation of the automation system from Dr. Krishnasree Achuthan, Dean, Amrita Vishwa Vidyapeetham University, Kollam and handed it over to Shri Abdul Majeed, MD, Plywood Cluster, Perumbavoor, Kochi during the inaugural function of the program.



Three MSMEs were honoured representing hundred plus MSMEs who had contributed significantly to the making of INS Vikrant India's first indigenously built aircraft carrier. All the technical sessions conducted were based on the theme "Be vocal for local". Along with technical sessions, B2B meet ups between PSUs and MSMEs were held created a plethora of opportunities for both parties. Students from Amrita School of Business, Kochi represented the institution and participated and contributed to the success of the programme as emcees and volunteers.



SMRITHI 2022

Annual Alumni Meet

Smrithi-2022, the alumni meet of Amrita School of Business, Kochi was held at the campus on 27th November 2022 in Sri Krishna Hall with the presence of the faculties, the alumni, the students and staff. The event started with a welcome address from our principal, Dr. Rajiv Prasad, who gave an overview of the achievements and developments of the institution since the alumni graduated. During the meet, the alumni had the opportunity to reconnect with their former classmates and faculty members. They shared their experience and insights with each other, which was a great source of inspiration and motivation for the current students.



'Niyukti' - the placement committee of ASB Kochi organized various interactive sessions in which the alumni could share their professional experiences with the students. This allowed students to learn about different career paths and get insights regarding various industries. The meet was a huge success and it helped in strengthening the bond between the alumni and the institution. It provided an opportunity for the alumni to reconnect with each other, and for the college to showcase its achievements and developments to the alumni.





Team Niyukti

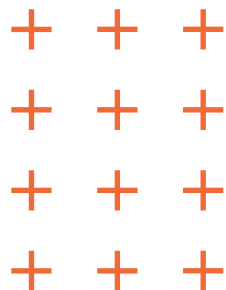
BOB ACHIEVERS AWARDS



The Bank of Baroda Achievers Awards ceremony was held on 28th November 2022. Through this initiative, the Bank of Baroda rewards and recognizes top performers in selected educational institutions. ASB Kochi is honoured to be chosen for this. The ceremony was held in the presence of Mr. Sreejith Kottarathil (General Manager and Zonal Head), Mr. Anish Kumar Kesavan (Regional Head) and other senior officials of the bank.



Ms. Meghna S Menon, Mr. Karun Sajeev and Mr. Ashwin Shanker K. won the awards in the All Rounder, Academics and Sports categories respectively. The winners received cash awards and mementos.





On December 14th 2022, students from Amrita School of Business, Kochi visited Amrita Institute for Differently Abled, as a part of 'Prana' - conducted as a precursor event of Asthra - 10th Edition. The day was set to enjoy with their special children, to elevate the experiences of these talented individuals. It is integral that the responsibility of shining light on the lives of others and serving as an example for the society, is assigned to each of us. In a world that is rapidly evolving into an individualistic society, we often find that there is neither time nor space for others. To stimulate their minds, the students engaged in a variety of activities, including dance performances, singing, arts and crafts etc.



The students are well taught and taken care of by the teachers at this institute. They hold the belief that their students benefit from specialized forms of education, such as unique coaching approaches, using latest technologies for teaching, well qualified professionals and providing an exclusively individualized learning environment. The institute adopts a unique approach when it comes to educating their students. Being with this enthusiastic group was an insightful experience for all the students.

ASTHRA-10th Edition



Asthra - 10th Edition, an International Symposium on "Soft Power: Creating Strategic Advantage" was organized by Amrita School of Business, Kochi on December 17th, 2022, at Amrita Institute of Medical Sciences & Research (AIMS) campus, Kochi. The dignitaries launched the event, which was sponsored by Bank of Baroda. Sampoojya Swami Purnamritananda Puri's benedictory address was followed by a welcome speech by Mr. Rajiv Prasad (Principal of ASB, Kochi).





Cmde. Anurag Srivastava, the chief guest of the day, talked about the influence of soft power on the Indian Navy. The scope of global perspective, evolution of maritime strategy and maritime power was discussed. The military and diplomatic roles of Indian Navy was explained along with the strategies of disaster response by HADR, Talwar.



The technical sessions began with the first speaker of the day, **Smt. Sruthi Kannan** (Head Of CISCO For Startups). She explained how CISCO has been supporting startups and talked about how technology acts as a soft power.

Dr. Srinivasan Rangan (Associate Professor, IIM Bangalore) spoke about topics like the power of imagination, concentration and silence. He also highlighted how the soft power of self-healing is magical.

Shri. Anustup Nayak (Project Director & Social Entrepreneur, Central Square Foundation), introduced a different view of soft power: the push and the pull. He also cited events from the past and present on how soft power is being optimised.



Shri. Rajaraman G (Advisor/Consultant(media), Sports Authority Of India), spoke of the opportunities ahead for India to go beyond Olympic performances by showcasing its vast Human Resource and Technological Skills.

Shri. Suresh Kochattil (Media Professional) emphasised on the fact that hard power works only 30 percent of the time in this world, and that the rest is soft power.



SPORTS



Sports-2022 began in the month of January 2023 and had an incredible display of talent, sportsmanship and teamwork. The event featured games including Volleyball (24th January 2023), Football (1st February 2023), Throwball (February 3rd 2023) and Cricket (13th February 2023). The matches were competitive and full of energy, with students cheering each other on.



Every team showcased their skills and strategies which kept the audience at the edge of their seats. The event also witnessed a cricket match between faculties and students which was a sight to behold. It was electrifying to see the level of participation and enthusiasm from the students and faculties.







MSME WORKSHOP

MSME Development and Facilitation Office, Ministry of MSME, Government of India and Amrita School of Business Kochi jointly organized five days of workshops on launching, managing, and scaling up micro, small, and medium enterprises. The workshop focussed on the nuances of managing and scaling up small businesses to enable them to catapult to the next growth orbit.



A diverse group of participants managing different types of businesses attended the workshop. Experts from various business domains shared practical knowledge to the attendees. Dr. Reji Kumar shared his deep knowledge of Export Analytics and shared his thoughts on strategies in the post-Covid context. Dr. Sandhya, an expert in branding, handled sessions on tangible and intangible branding elements. Dr. Gopikumar and Dr. Smitha Nair took sessions on financial simulations focused on answering questions such as how fast a company can grow. The attendees gained valuable insights from industrialists, management practitioners and academicians over these five days.



SOCIAL OUTREACH PROGRAM



The term 'social services' is often substituted with other terms such as social welfare, social protection, social assistance, social care and social work with many of the terms overlapping in features. It aims to maximize the development of human potential and the fulfilment of human needs; through an equal commitment to working with and enabling people to achieve the best possible levels of personal and social wellbeing.



Under the leadership of our committee head, Mr. Nithin AK, we have provided food packets to around 13 families residing in Varapuzha, Ernakulam in the year 2021. This year, we have collected Rs.25,000 from the 2021-23 batch for helping a patient who had undergone kidney transplantation ,during the month of February.



HOLI 2023

Students at Amrita School of Business, Kochi gathered to immerse in the spirit of Holi on 8th March 2023. The program was organised by the OMKARA committee in the college courtyard. Students danced to the beat of music as they threw colours to create a beautiful and mesmerizing display. The students embraced the festival with open hearts and minds and let the colours of Holi to spread happiness and positivity all around.



Best Academic Institution Award



ASB Kochi has won the Best Academic Institution Award in the Kerala Leadership Awards 2023.

Dr. Rajiv Prasad (Principal) received the award on behalf of the School. This award entails a detailed review and recommendation by a jury of experts based on multiple criteria: Educational Achievement, Placements, Leadership, Infrastructure, Student Impact and Future Orientation. The Kerala Leadership Awards are endorsed by the World Federation of Academic & Educational Institutions.



FEDERAL BANK K P HORMIS COMMEMORATIVE LECTURE

Students from Amrita School of Business, Kochi attended the 17th K P Hormis Memorial Foundation lecture that was held at Grand Hyatt, Kochi on 17th March 2023. The lecture is an annual event organised by Federal Bank CSR team to perpetuate the memory and ethos of the distinguished founder of Federal Bank. This year's lecture was given by Shri Shaktikanta Das, Governor, Reserve Bank of India. The theme of the 17th edition was "G20 for a Better Global Economic Order during India's Presidency". The lecture was followed by a question-and-answer session.





999 CHALLENGE



A Global Initiative of Integrated Holistic Health Working Group, Civil 20

The nine-day 999 Challenge aims to promote the impact of yoga and meditation. The challenge is an initiative of the Integrated Holistic Healthcare - Mind, Body, Environment, an official Working Group of the Civil-20.

C20 India 2023 is one of the official Engagement Groups of the G20 that provides a platform for Civil Society Organizations (CSO) around the world to voice people's aspirations to the world leaders in G20. Mata Amritanandamayi Devi (Amma) - Founder, Mata Amritanandamayi Math and Chancellor of Amrita Vishwa Vidyapeetham is the C20 India chair for this year.



The 999 challenge from its inception during February 2023, over 65 schools and 6500+ students across India have partaken in the challenge which highlights how yoga and meditation can have a major impact on mental and physical health. We students from Amrita School of Business also participated in the challenge and completed 9 rounds of Surya Namaskar, 9 minutes of Meditation for 9 days.



AU REVOIR

The farewell for the 2021-2023 batch of Amrita School of Business, Kochi was a memorable event filled with mixed emotions and memories. The event was held to bid adieu to the outgoing batch of MBA students who had completed their two-year program successfully. The program was organized by the first-year students as a way of expressing their gratitude and love towards their seniors. The students and faculties shared their experience, the cultural performances were colourful and entertaining, and awards were given to recognize the achievements of the outgoing batch. It was an opportunity for the seniors to give out their insights and impart valuable advice to the juniors. The event marked the end of a beautiful journey for the outgoing batch and the beginning of a new phase in their lives.





CORPORATE & INDUSTRY RELATIONS



The Corporate and Industry Relations (CIR) department of Amrita School of Business, Kochi, ensures that all the students are well-equipped with the skills needed to succeed in the corporate world.



The CIR department organizes a range of activities to help students prepare for various recruitment processes. As a part of this, team-building games and other skill development activities were conducted to make sure that students develop the necessary communication and collaboration skills. Students were also given resume-building sessions to enable them to create impactful resumes that stand out to potential employers. As students got ready for their placements, the department also arranged mock interviews to help them practice handling stress interviews, HR interviews, and technical interviews. Group discussions and sales pitching workshops were also held to improve their communication and presentation skills. The department's commitment to providing holistic training and development opportunities makes it an integral part of our B-school's community.



FACULTY PUBLICATIONS

The faculty and scholars of Amrita School of Business, Kochi published numerous research articles in various indexed journals like ABDC Journals, Scopus Indexed, Journal of Services Marketing, IEEE Transactions on Engineering Management, IIMB Management Review, Tourism Recreation Research and various others Journals.

Dr. Rejikumar G



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Dr. Dhanya M

Bharati, R., & Sahoo, B. K. (2022). Evaluating the profitability and marketability efficiency of group-affiliated vis-à-vis non-affiliated firms: A study on Indian manufacturing firms. Managerial and Decision Economics, 43(7). (ABDC-B, ABS-2, H Index-55, Scopus)

Dr. Rupambika Bharati

- Madhavan, V., Venugopalan, M., Gupta, B., & Sisodia, G. S. (2023). Addressing Agency Problem in Employee Training: The Role of Goal Congruence. Sustainability, 15(4), 3745. (Scopus Q1)

- Madhavan, V. & Venugopalan, M.(2023). Formal Learning and Organizational Performance: The Interplay of Goal Setting and Flexible Learning Practices in attaining Goal Congruence (Forthcoming) (Scopus Q1)

Dr. Murale Venugopalan

Prof. Vandana M



FACULTY ACHIEVEMENTS



Dr. Smitha Nair

Assistant Professor

Completed PhD on the topic: **BANK RELATIONSHIPS, EARNINGS QUALITY, AND BORROWER DEFAULT** on Feb 01, 2023 under the Faculty of Management, Amrita Vishwa Vidyapeetham

Dr. Gopikumar V

Assistant Professor

Completed PhD on the topic: **RETURNS TO ANOMALIES AND WHO TRADES ON THEM: INDIAN EVIDENCE** on August 04, 2022 under Faculty of Management, Amrita Vishwa Vidyapeetham



Dr. Rejikumar G

Professor

- Total of 15 publications (A-10, B-2, scopus-3) and 2 business cases.
- Received the Emerald Literati Award 2022 for the outstanding research paper published in the "Journal of Indian Business Research"
<https://www.emeraldgrouppublishing.com/journal/jibr/journal-indian-business-research-literati-award-winners-2022>
- 150+ Scopus citations in the last two years.



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