

PRONTO

DOMS – NITT

NEWSLETTER

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By:
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FIRM GAMES '15

Firm games, the traditional ice-breaking event for the DoMS senior and junior batches was organized in July–August with great fervour and enthusiasm. Sports is a medium to provide the juniors a platform to showcase their talent and to shed off their initial hesitation and anxiety of being in a new place among new people away from home. The four teams that form the crux of the firm games are FALCON, INVINCIBLE, RUDRAS and MORPHEUS. The senior batch students and fresher's are randomly allotted a team and then these teams play various games like volleyball, cricket, throw ball, basketball, badminton against each other. All the students in the current batch enthusiastically participated in the tournaments and contributed towards the success of games. MORPHEUS swept the tournament and RUDRAS took the runner up position.



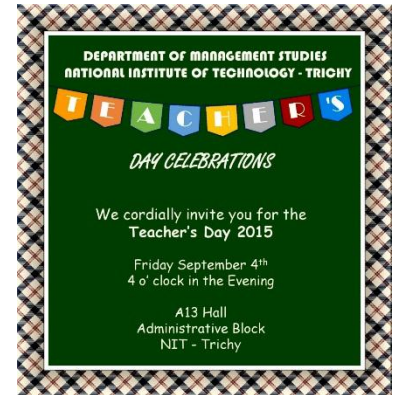
FRESHERS PARTY '15

On the 14th of August, 2015 the 36th batch of DoMS-NITT organized a grand Fresher's Party for the newly inducted 37th batch. The gala was held at Hotel Sea View in Trichy. The event started at 5 PM and went on till 11.45 PM in the night. A number of fun, crazy and interactive games plus contests were organized for the event. The winners of various titles were, Ms. Fresher's – Divya Batra, Mr. Fresher's – Himanshu Swarnkar, Miss Mohini – Neha Bhakal, Mr. Handsome – Tanuj Baheti, Mr. Jolly – Kunal Bhatia, Miss. Chellakutty – Divya Elizabeth Mathew, Mr. Muscle – Arnab Mazumdar and Mr. Flirt – Eric Oswin. The food served was sumptuous and delicious. The night ended with a ballistic DJ night, where the seniors and juniors let their hair down for some serious fun and dance grooves. It was a night where we realized the fact that we are now a part of a fraternity and that we can expect support for our future endeavours.



TEACHERS DAY CELEBRATION AT DOMS

On 4th of September (Friday), the first-year students of DoMs-NITT organized a cultural program to commemorate the birth anniversary of Dr. Sarvepalli Radhakrishnan aka Teacher's Day. The event commenced at 4pm, with Kavya Krishnan reciting "Om Jai Jagdish". Mementoes were presented to the dignitaries after they enlightened the audience with their speeches. A jamboree of cultural events followed; the itinerary included recitation from Gitanjali, Bharatnatyam dance depicting Radha-Krishna Raas-Leela, solo English songs among others. This was the first official event organized by the first-years and they displayed great managerial skills at organizing it. DoMs-NITT is the only department which organizes a formal event for Teacher's Day in NITT.



DOMS AT STARTUP WEEKEND POWERED BY GOOGLE

Startup weekend is an interactive event held over two days and two nights, in which people from all backgrounds pitch ideas, form teams and start companies. The event was organized at NIT Trichy from 11th to 13th of September and was mentored by well-known entrepreneurs like Satish Medapati, Vandana Sharma, Deepak Tuli, Sarathbabu Elumalai, Balasubramiyam K, Allagappan Muthuraman, Srinivas Vuppala, Emmanuel Justus, Ponarul AP, Mrinal Kumar, Dr. Nithyananda K among others. The judging panel included Dr. Srinivasan Sundarrajan (Director of NIT Trichy), Parag Dhol (Managing Director, Inventus Capital), Sridhar S (Director- Dell, Asia Pacific and Japan) and Rajan Narayanan (Chairman, People Care Business Solution). This year, the event witnessed around 110 participants, among whom 68 pitched their start-up ideas (one of the highest pitches in the history of the event). Out of these ideas, 16 ideas were voted for the next stage. With four ideas in the final 16, DoMs-NITT had a spectacular run at this year's Startup Weekend. Team School Counsellor (formed by Vedant Khandelwal, Shadhin S, Neha Bhakal and Preethi K of DoMs) stood at second position. Their idea of using local heroes and role models to connect parents with their children's aspirations, was highly appreciated. Other ideas from DoMs like "Cashless Campus - digital transactions", "Tele - Pharmacy" and "Velociti - Restaurant Delivery Service" were also appreciated. The first and third positions were bagged by team "ETex-using technology to revolutionize apparels" and "Snack Attic- All snacks from A-Z at your door".



AKSHAYA PATRA CASE STUDY

Solving a Case study for the Akshaya Patra Foundation (one of the leading NGOs), our DoMS students Chandan Raj and Shriya secured the first place at Yukti, a social case study event of IIM Trichy's symposium Arcturus 4.0. They competed against students from several premier B-schools like IIM Trichy, IIM Bangalore, BIM and Wellingkar Institute of Management. The event was judged by the Senior Manager, Client servicing, of the Akshaya Patra Foundation. Mr. Sarabjeet Gajwani. The case study was about an ongoing issue about the NGO Akshaya Patra itself, where the participants had to come up with strategies to improvise their relationship with their donors. The strategy had to be framed with major focus on their digital media presence. To solve this, our team from DoMS worked on an extensive research on what the NGO had already been doing and came up with innovative suggestions for improvisation based on the analysis of a survey that they had done for this purpose. This, research work in particular was lauded by the Chief Guest Mr. Gajwani, as their presentation stood out from the others with the analysis that they had done. "The other presentations were, however, praiseworthy in their own way and we could gain a lot of exposure from this event by looking at the same case from different perceptions" says the DoMS duo who won a cash prize and access to online courses on Business Planning and Analytics.



SHUTTLE BUSTERS BY DOMS

Sports has always united people. It has the unique ability that other mediums of art, yes sports can be considered as an art, doesn't possess. This was the real reason behind organizing Shuttle Busters, a campus wide Badminton Tournament. A radical step towards integrating DoMS with other departments. DoMS students, identified that there were many badminton enthusiasts in the campus. What better way than to organize a tournament to bring all of them close. The tournament had several divisions, ranging from singles, to mixed doubles for both boys and girls. Banners were put up and enrolment counters were setup in the campus. To avoid clashing with other NIT Trichy events, the Shuttle Busters team daftly scheduled the matches on holidays and weekends, thereby increasing the participation and audience for the match. The event was a grand success and helped DoMS students form lasting friendships with students from other departments



SKILL ENHANCEMENT PROGRAM BY DOMS OCT '15

Department of Management studies, NIT Trichy has conducted a two day employability Skill Enhancement Programme recently. Thought Leaders, HR Managers, Career Consultant, Practicing Managers, Successful Entrepreneur and Academicians have trained the participants. College students from various colleges in South India participated in the event. The two-day event, organized by the Department of Management Studies, had Mr.Ravi Kumar, Chairman of Zanec Ltd, India, USA, UK as the chief guest. The event was sponsored by Hi-Tech Arai Pvt Ltd, Madurai.The ceremony was inaugurated by Dr.G.Kannabiran, professor, MBA department, NIT Trichy, after which Dr.G.Muruganantham briefed about the program whilst being presided over by the Dean (Academic) of NIT Trichy, Dr.S.Arul Daniel. The speakers for the event included, Mr. K. Ganesh, Knowledge Expert at McKinsey & Company Inc, Mr.A.S.Samad, AGM-HR, BHEL, Motivational Speaker Mr. Soma Valliappan and Mr. Pandiraja IRS, Deputy Director. The programme ended with a vote of thanks by the event's organizer Dr.G..Muruganantham. The feedback from the participants were overwhelmingly positive.



HUMANITTY

HumaNITTy is a Social Responsibility Umbrella Organization of NIT Trichy where Various Social Responsibility Clubs of NIT Trichy join Hands to celebrate the Joy of Giving christened Daan Utsav. It started in 2012 as joy of giving week (Oct 2 – Oct 8). DoMS students are taking active participation in joy of giving week from the year of its inception. This HumaNITTy includes programs like distribution of blankets, dry mats to the old age homes, Gala for kids – to spread joy and happiness to more than 300 students by organizing games and cultural events, Sarathy divas – Thanking the bus drivers who takes us our destinations safely by distributing towels, water bottles , Annadanam, and many more programs were organized in this joy of giving week. DoMS students Ramakrishna, Himanshu, Adarsh, Chandan, Shriya, Yasar and Swati are the active members in this Humanitty club



INDUSTRIAL VISIT AT SHARP INDUSTRIES, COIMBATORE

“There is only so much you can learn in one place...” – Madonna

A classroom, at the end of the day is only a secondary source of knowledge ! A degree in MBA with no practical application is like a plane without fuel. Thus, to make the students of DoMS, privy to the intricacies of industries, the Guest Lecture Committee of 37th batch of DoMS, organized an industrial visit at Sharp Industries, Coimbatore on 4th of November, 2015. Sharp Tools specializes in making machineries and pumps. The class arrived at Sharp Industries by 1.30 PM and was given a warm welcome by the CEO, Mr. K. R. Pandian. He patiently explained the story behind the formation of Sharp Industries and the reasons behind its continued success. The pumps sector is one of the only sectors in India, where China has not beaten us. We were later given a tour of the facility where each department's roles, functions and workings were explained in details by their respective heads. The visit helped us in understanding the paramount importance of subjects like Human Resources Management, Cost Accounting, Finance etc. and how they are necessary to run any business.



DOMS AID FOR CHENNAI FLOODS

The rains in Chennai have caused severe devastation in the city causing the loss of more than 250 lives and a property damage of nearly Rs.15000 crores. In order to help the flood affected people, DoMS NITT students collected relief materials led by efforts of the HumaNITTy club of the institute. They collected items from faculty, staff, and students of the institute and bought supplies like biscuits, water bottles, clothes, ready-to-eat items etc. In addition to the donation of supplies, monetary contributions were also collected from faculty and alumni and it was used for the procurement of blankets, sanitary napkins, rice, daal, atta packets and other essential items like soaps, toothbrushes, toothpastes, mosquito repellents. Under the guidance of T&P Head, Dr.Bhaktavatsalam, a bus carrying all these essential items were sent to Chennai and handed over to the flood victims. Ramakrishna and Chandan Raj from DoMS were a part of the team which visited Chennai.



NEW NEST FOR DOMS

It was a moment of joy to the DoMS Community as the new DoMS building got inaugurated in the campus. The DoMS-NITT new block was in full glory as Shri Ashok Gajapathi Raju, Honourable Minister of Civil Aviation, inaugurated the 38-year-old B-school's new building on January 8th. The Honourable Minister unveiled the plaque, which would be later embossed in the new building. The event also had the Honourable Minister interacting with the students and answering all their questions on the civil aviation sector. The new block of DoMS is of two floors, having a built up area of around 1300 sqm in ground floor and 1270 sqm in first floor within the land area of 4875 sqm situated adjacent to Silver Jubilee building facing central avenue road. The location of the building gives access to, two directions and the building has central court yard for better lighting and cross ventilation. All the rooms are air conditioned and the exteriors are finished with Aluminium composite panel for better elevation. The new building also boasts of six classrooms, of which one is a smart classroom. It is truly a gift to DoMS as we enter in this New Year.



DOMS ALUMNI CHAPTER MEET 2016

The Hyderabad Chapter Meet 2016 created a platform for all the Alumni from Hyderabad to come together and interact with peers from their Alma mater. As the meet was reborn after a span of 8 years, it received good response from all the Alumni who had settled around Hyderabad. All of the Alumni were glad to hear from their Alma mater after a very long time. The Meet was held in one of the main urban commercial centers of Hyderabad which used to be a hilly forest and was least inhabited in the past, now commonly known as Banjara Hills. The place is an upmarket locality and was occupied by only few royal member's of the Nizam's dynasty in the past. The reunion was organized in Café 4resta which is situated in one of the calmest regions of Banjara Hills. The Meet was scheduled from evening 5 p.m. to 8.30 p.m., but it started only around 6 p.m. since most of the Alumni had to do some end-of-the month office errands. Many important discussions took place for the next 4 hours which included suggestions on improvement of Alumni relations, ways to enhance the functioning of the department and challenges that can be faced in the corporate world. A set of souvenirs including a Greeting card, a customized DoMS Alumni Committee cup and calendar were presented to the 8 Alumni who were present. The Alumni wished us farewell before signing off a memorable chapter to our lives.



GLIMPSES OF DOMS 37TH BATCH GUEST LECTURES

Guest Lectures are an efficient means to increase the student – industry interactions. The Student Guest Lecture Committee of the 37th batch of DoMS regularly organizes guest lectures at its premises. The senior Guest Lecture Committee regularly organized guest lectures till the month of August after which the present team took over. Some of the guest lectures were :-

Date :- 5th of September

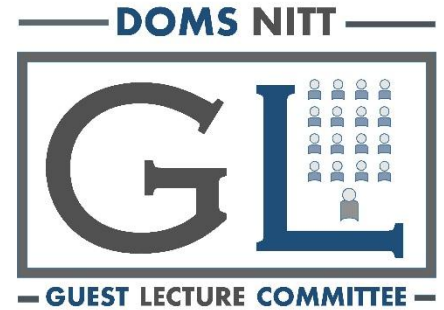
Workshop on soft skill enhancement by “school of Soft Skills”

It was a very interactive session, conducted by Mr. Sabari Raja, Mr. Raghul Shyam and Mr. Philp Samuel. They helped the class in brushing their communication and confidence with the help of well known techniques.

Date:- 10th of September

“Organizational Change and Development” and “International Organizational Behaviour”

The session was conducted by Dr. R. Saraswathy, faculty of Thiagarajar School of Management, Madurai. She explained the emerging trends in Organization Behaviour and also helped us in understanding theories like Herzberg’s Two Factor Theory , Maslow’s Hierarchy of Needs, Lewin’s Change Theory etc.



Date:– 14th September

“Digital Marketing”

The corporate world today somewhere owes its existence to Digital marketing. Mr. Ravi Kumar, Chairman Zanec (London) , helped us in understanding current practices of Digital Marketing via interesting Case Studies from his company as well as from interesting example (the Ellen Degenres “Samsung” Selfie) !



Date:– 28th September

“Marketing Management”

Mr. Suresh Paul Antony, our beloved next door, IIM Trichy faculty, conducted this very theoretical, yet immensely interesting session on core marketing concepts.



Date:– 30th October

“Knowledge Management System at Bharat Heavy Electrical Ltd.”

The very fact that there is a PSU in close proximity of DOMS-NIT Trichy, provides immense learning opportunities for its students. Mr. Narayanan K, General Manager Engineering and R&D (Retired), of BHEL, explained the birth and growth of Knowledge Management System at BHEL and the ways it helps in solving day to day, as well as critical problems.



Date:– 5th of November

“ Appreciative inquiry in Organization “

Mr. M. R. Sreesha and Mr. Sai Sambat (who is also a NIT Trichy alumnus) took a session on appreciative inquiry via fun and interactive activities like - Teams were formed and were asked to propose start-up ideas. Role plays were also conducted.



Date:- 15th of September

Case study on sale of Valves at BHEL”

Mr. Nagarajan K, Addl. General Manager (and also an alumnus of DoMS-NIT Trichy) took a case study session on the various performance measures of sales of valves at BHEL.



Date:- 16th November

Demystifying Startups” by Maheshwar Venkat

Startups are the buzz word in India today. Mr. Maheshwar helped us in getting a grasp of the real scenario of startup culture and helped in breaking a number of myths regarding it.



Date:- 30th November

“ Game Theory , with a special focus on World Economics” by Dr. Alka Chadha

This was the last session of the year 2015. Dr. Chadha is a well-known pioneer in the field of Game Theory and conducts classes in many parts of the globe.



VICTORY @ IIM TRICHY

DoMS girls won many awards in IIM Trichy fashion show the Rhythm 2015. Divya Batra MBA 1st year student won the best dress award. Previous year 2014 Rhythm, DoMS girls won first prize in fashion show.



THE REGIMEN CLUB

“One whose knowledge is confined to books and whose wealth is in the possession of others, can use neither his knowledge nor wealth when the need for them arises”. This famous quote by Chanakya elicit the need for practicing the knowledge along with gaining it. To serve this purpose the 37th batch of DOMS, NIT Trichy came up with the idea of an in house club- THE REGIMEN CLUB. The club’s mission is to facilitate the fine tuning of communication and general management skills by conducting weekly group discussion, panel discussions, debates, quizzes and mock interviews. The regimen club act as a platform for confidence building which eventually assist students in facing interviews.



DOMS BASKETBALL STAR

Making it big in basketball had been a dearly held dream for Peram Srinath, a first year MBA student of DoMS. A national level basketball player from Goa now representing the NIT-Trichy basketball team for forth coming events going to be held in various parts of the country. Srinath a KV student did his BBM from Bangalore university. He represented his school in national level Basketball game held in Bangalore 2012. He maintains shooting guard position in basketball. And he is also an inspiration for many undergraduate students in NIT Trichy.



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