

SimPpressions

The Chronicle of Life at Saintgits Institute of Management
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From Associate Dean's Desk

As we embrace another promising year filled with aspirations and dreams, I take immense pleasure in presenting the January issue of our newsletter, Simpressions. This edition showcases the outcomes of the collective efforts of our students, faculty, alumni, industry partners, and all stakeholders who contribute to the transformative experience we provide our students. The campus is alive with renewed energy, classrooms brimming with eager students, and I am excited about the potential for yet another year of growth, learning, and success.



This is a wonderful time to be at SIM. Our students continue to achieve remarkable feats across various domains, demonstrating their excellence in diverse ways. The flagship MBA program remains robust, shaping young minds into future leaders who thrive in the dynamic business landscape, and our inaugural batch of MBA in Logistics and Supply Chain Management is underway, preparing students for global opportunities.

Building on the legacy of the past decade and a half, the National Management Fest, SIMTHESIS 15.0, was a resounding success — a celebration of managerial excellence and collaborative spirit. Along with all the activities, the campus is stirring with its placements and training process, attracting recruiters seeking top-notch talent.

In the spirit of innovation, I am delighted to announce the upcoming launch of our pioneering program, the Integrated MBA, in the next academic year. This initiative, designed for students post 12th grade, underscores our commitment to providing transformative education.

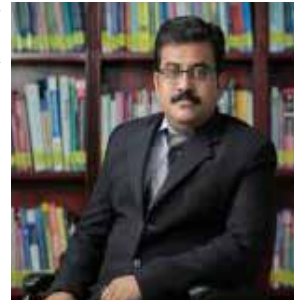
May this year be one of continued growth and accomplishments for each member of our vibrant community.

Dr Jose Joy Thoppan



From HOD's Desk

It brings me immense joy to address you through the 16th volume, 2nd issue of our newsletter in this academic year. As we embark our journey into this even semester of this academic year, I encourage each student, faculty member, and staff to take pride in the collective achievements that shape our academic landscape. The diverse talents and collaborative efforts within our institute continue to foster an environment of excellence.



Simpressions, the second issue of this academic year serves as a testament to the remarkable accomplishments, innovative initiatives, and scholarly pursuits undertaken by our community. I applaud each one of you for your dedication and unwavering commitment to the ethos of Saintgits Institute of Management.

Let us continue to embrace challenges, celebrate successes, and work together to elevate our institute to greater heights. May this edition inspire, inform, and reinforce the sense of community that defines Saintgits Institute of Management.

Wishing you all continued success and fulfillment on your academic journey.

Dr. Elgin Alexander

BATCH INAUGURATION



The formal inauguration of the eighteenth Batch of MBA and the first batch of the MBA Logistics and Supply Chain Management programs marked a significant milestone for SIM. The ceremony, graced by Mr. Balakrishnan, Executive Director of Geojit Financial Services Limited and President of Kerala Management Association, set the stage for an enriching academic journey. His insights offered students and faculty a glimpse into the dynamic nature of the industry and the need for innovative solutions to meet new challenges. The Q&A session provided an opportunity for the students to know more about the industry and business world.

The inauguration ceremony successfully set the tone for the academic journey ahead, combining formalities with inspiration and practical insights. The students, armed with motivation and a sense of community, were aimed to embark on academics with determination and enthusiasm, to get prepared for the challenges and opportunities in the ever-evolving realm of business.

BUSINESS STANDARD STAR REPORTER

Ms Nandana R of MBA 2022-24 won the 'Star Reporter of the Month' award for August 2023 by Business Standard. The award is in recognition as an appreciation for the report on Onam to Business Standard column 'Campus Talk'.



GANDHI JAYANTI CELEBRATION



The Gandhi Jayanti celebration held at the campus marked a significant occasion for students, aiming to remember and honor Mahatma Gandhi's enduring legacy of peace, non-violence, and social justice. The celebration began with students creatively displaying placards adorned with inspiring quotes attributed by Gandhiji. These visual representations served as a poignant reminder of the profound wisdom that Mahatma Gandhi imparted during his lifetime.



CORPORATE TALKS

CORPORATE GOVERNANCE AND SUSTAINABILITY

Mr. Mark Dinesh Rajoo

Market Lead of Capital SEA

AXA Climate



The expert's talk on sustainability and corporate governance covered key facets of responsible business practices. The discussion began with an introduction to the overarching importance of these concepts in the contemporary business landscape. Sustainability was defined, emphasizing the triple bottom line-economic, social, and environmental considerations.

The principles of corporate governance, including transparency, accountability, fairness, and responsibility, were explored. Practical insights were shared on integrating sustainability into business operations, supply chain, and decision-making. Stakeholder engagement emerged as a focal point, stressing effective communication with employees, customers, communities, and investors.

The rising significance of Environmental, Social, and Governance (ESG) criteria in evaluating company performance was highlighted, supported by case studies showcasing successful implementations. The talk delved into challenges faced by businesses in adopting sustainable practices and proposed solutions.

The expert encouraged audience participation through a Q&A session, fostering dialogue on the presented topics. Overall, the talk provided a comprehensive overview of the critical

intersection between sustainability and corporate governance, offering practical insights and anticipating future trends in responsible business practices.

THE ACT OF BRANDING IN BUSINESS COMMUNICATION

Mr. Sebin Chacko,
Senior Brand Consultant, EY

The motive of the session was to focus on the realms of branding, communication, and advertising in the corporate world and to highlight the industry trends and best practices, thereby exploring its impact on business success, customer perception, and market positioning.



The session changed our perspective about EY as a company dealing with figures and numbers to a strategic player in the dynamic world of marketing, where branding, communication and advertising play a crucial role.

The session was enlightening, and provided essential insights into the intricate world of branding, communication, and advertising, leaving the audience not only enlightened but also made us aware that professional service firms like EY are not solely confined to financial matters but also play a pivotal role in shaping the brand identities and market presence of their clients.

The session was an enriching experience as it highlighted the art of branding and advertising in business communication. Insights and strategies regarding effective branding were shared.

DIGITALIZATION OF HR

Shri. Dheeraj Krishna E
Manager - Academic Alliance,
Greytip Software Pvt Ltd.



In the hallowed halls of academia, the resonance of real-world experiences can be a beacon for aspiring students. Corporate talks, especially when delivered by distinguished individuals, have the power to bridge the gap between theory and practice.

Shri. Dheeraj Krishna E, Manager for Academic Alliance, Greytip Software Pvt Limited bestowed students with a blend of innovation and opportunities in the field of HR Digitalization. With a track record of leading successful ventures, he brought a wealth of practical knowledge and a narrative that resonated with the aspirations of the students.

He conveyed the significance of HR, as well as the importance of digitalization of HR in organizations. An MoU was signed between SIM and GreytHR and they will be training the students interested in HR roles for digital HR profiles. This will provide the next generation of leaders with the resilience and wisdom needed to navigate the complexities of the corporate world.

BUSINESS WISDOM

Mr. George Mathew
Market Development Head
Business Standard

Mr. George Mathew, the Market Development Head at Business Standard, delivered an insightful talk addressing key aspects of the business landscape. He delved into the intricacies of market dynamics, shedding light on the ever-changing forces that influence industries and economies. In addition to discussing the traditional academic curriculum, he emphasized the significance of extracurricular activities in the realm of MBA education.

He highlighted the role of these activities in shaping well-rounded professionals, equipping them with skills beyond the classroom.



Furthermore, Mr. Mathew outlined how Business Standard is actively involved in uplifting MBA students. By bridging the gap between academia and practical industry knowledge, Business Standard aims to provide students with a holistic education that prepares them for the dynamic challenges of the business world.

SHAPING TOMORROW'S MANAGERS: EXPERT TIPS ON INTERVIEW PREPARATION

Ms Jismie Jose
Group Leader, Human Resources
Mane Kancor Ingredients Pvt Ltd.



The process of securing a job after completing an MBA is a pivotal step in a student's career journey. Interview preparation is a crucial aspect which offers several compelling reasons for future managers to invest time and effort in moulding their skills before facing potential employers. SIM hosted a transformative corporative talk given by Ms Jismie Jose, Group Leader, Human Resources, Mane Kancor Ingredients Private Limited. She brought a remarkable aspect on cracking job interviews which involves understanding oneself, the industry, and the prospective employer.

Mock interviews were conducted for the students which helped them to refine their interviewing skills, gain confidence, and identify areas for improvement.

COMMON ASSOCIATION

UNLOCKING THE SYNERGIES

The Common Association hours offer an opportunity to students of different streams such as Human Resources, Marketing, Finance, Business Analytics and Operations to experience the holistic, interdisciplinary learning and to enhance cross pollination of ideas. The five Common Association meetings conducted during the semester ensured that the curriculum remains relevant for equipping the future managers to be more adaptable, flexible and to navigate the changes of the business environment.



The activities under HR association fosters team building, communication and understanding of the diverse aspects within the team. Collage, crossword puzzle, Kahoot Quiz, Memory game, were conducted which enhanced the advantages of synergy and communication.



The sessions under Marketing association looked at enhancing creativity and innovative thinking. Puzzles, cryptogram set, marketing rebuzz, Kahoot Quiz and Marketing Simulation Game helped students to understand the importance of an effective marketing plan that aligns with the changing business environment.



Finance association encouraged the students to sharpen their analytical and decision making abilities. Enigma exploration, FinQuest, FinSighta, helped the students to understand about the financial resource management, share market, financial planning, and risk management.



Video Recreation, Urban Planning, Tower Building were the activities conducted in connection with Operations Association. It provided an opportunity for the students to improve their ability to analyse demographic information, to understand the complex systems, planning and organization.



Business Analytics association aimed at leveraging data and analytics tools to extract meaningful insights for predicting outcomes, evaluating data credibility, and to identify patterns and trends in large data sets through activities such as Family Feud, Wikipedia Game, Bingo and Analysis SIM Challenge.



SIMTHESIS 15.0

NATIONAL LEVEL MANAGEMENT FEST



The national level management fest of Saintgits Institute of Management, Simthesis was conducted with great organizational prowess, delivering a seamless and impactful experience that exceeded expectations. The fest gave students the opportunity to adopt the best practices and to understand the significance of synergy and team work.



Drawing inspiration from the silver screen, this year's fest exhibited the leadership and business strategies through the lessons of iconic business movies. This edition had an apt theme named BIZZWOOD, which was suggested by Ms. Vandana P (Batch 2023-2025), and a striking logo was designed by Omkiran H (Batch 2023-2025) that perfectly captured the essence of the event which showcased the vision and integrity of the student organizers.



This annual extravaganza, organized by the dynamic student body in collaboration with the esteemed faculty, witnessed a convergence of talent, innovation, and competitive spirit. The fest was held on 2nd and 3rd of November, showcased a



myriad of events that not only tested the mettle of participating students but also provided a platform for them to exhibit their managerial prowess.



The anticipation in the air was palpable as the fest kicked off with an inauguration ceremony featuring the Chief Executive and Whole time Director of Harrison Malayalam, Mr. Venkitraman Anand. His insightful speech set the tone for the fest, emphasizing the importance of leadership, teamwork, and adaptability in the fast paced world of business.





The fest boasted a diverse range of events that catered to various facets of management skills. From case study competitions that challenged participants to devise strategic solutions to real-world problems to business quizzes that tested their knowledge of current affairs, the fest left no stone unturned in providing a comprehensive experience.

One of the significant attractions of Simthesis is that it is not just about business acumen; it also celebrated the cultural diversity and talents of the student body. A cultural night showcased a myriad of performances, from dance and music to the phenomenal theme show.

As the curtains closed on this year's fest, the memories created, and lessons learned will undoubtedly serve as a catalyst for the future events to be conducted.



THE FACULTY AND STUDENT CORE COMMITTEE THIS YEAR

Staff Coordinators:

Dr. Deepthi Sankar, Mr. Cyriac Jose, Ms. Essa Mariam Joseph

Student Coordinators:

Batch 2022-2024

Mr. Aaruni Abraham, Ms. Nandana R, Ms. Amrita J, Mr. Anandhu T.D, Ms. Dimithra Dalan, Mr. Harkish Binukumar, Mr. Nithin Kurian Jacob, Ms. Sona Maria George,

Batch 2023-2025

Ms. Deborah Susan Aniyon, Mr. Niffin Thomas Abraham, Mr. Sandeep Santhosh and Ms. Sandra S



ACHIEVEMENTS

THE DYNAMIC TETRAD



The students of Saintgits Institute of Management Ms. Adithya Shaji, Ms. Dimithra Dalan, Ms. Irene Ann Samuel, and Ms. Sinu Siby (Batch 2022- 2024) have attained the 2nd position at ToCH Institute of Science & Technology (TIST), Ernakulam for being Best Management Team through their dedication and prowess.

SIM students have once again composed a symphony of success, each note reflecting the dedication and collaborative spirit of our faculty and students.

THE SUCCESS SAGA OF SIM

Saintgits Institute of Management is continuously exhibiting the shining colors of achievements. The students of SIM have showcased exceptional performance at Sree Narayana Gurukulam College of Engineering, Ernakulam by securing the 1st prize in HR Game and Marketing Game and achieving the 2nd position in Recruitment Game.



Ann Rachel Varghese, Joel V Thomas, Saniya T Jiji, and Shemi G Yohannan (Batch 2022-2024) won First Prize in the HR Game.

Bilal Hamza, Hella Santhosh Lal, Navneeth V Patriz, and Shilpa Pankaj (Batch 2022-2024) secured the First Prize at the Marketing Game.

Mahima Angel George bagged the Second Position at the Recruitment Game.

SIM TRIUMPHS AS THE OVERALL CHAMPIONS AT MACFIESTA 2023



SIM has once again bought laurels by achieving the overall championship at MACFAST, Thiruvalla. The participants exhibited critical thinking abilities, creativity, and decision-making skills in tackling the games. They won the first prize at HR game, Marketing Game, and achieved the second place for being the Best Management Team and in the HR game.

Ms. Shemi G Yohannan, Ms. Daina Elizabeth Mathew, Ms. Sandra Vijayan and Ms. Athulya D Nair (Batch2022-24) secured the First Prize in the HR Game by their ethical and creative thinking.

The talented students to secure First Prize at Marketing Game are Mr. Akshay A, Mr. Niffin Thomas Abraham, Mr. P R Sreehari and Ms. Olina Anna Binu (Batch 2023-25).

Ms. Christina Biju, Ms.Gouri Krishna, Ms. Nivya Prakash, and Ms.Rachel Sara Thomas (Batch 2023-25) won Second Prize in the Best Management Team through their team spirit and willpower.

SOLO TRIUMPHS

Harikrishnan K
(Batch 2022-2024) has clinched the First Runner Up Position at the Internship Report Contest conducted by the Prestige Institute of Management and Research (PIMR), Indore.



Nandana R
(Batch 2022-2024) has emerged as the Best Manager at Legado, the Management fest by Holy Grace Academy of Management Studies, Thirissur. Their achievement stands as a testament to the limitless potential that thrives within the students of Saintgits Institute of Management.

ANOTHER EUPHORIC MOMENT FOR SIM



Mr. Jeremy Shaji
of MBA 2023-25 accomplished an admirable feat with his charming personality and through exhibiting his exceptional prowess by winning the Best Manager at St. Aloysius College, Edathua.

Industrial Visit - ED CLUB

A PRACTICAL INSIGHT FOR THE MANAGEMENT STUDENTS



Members of the Entrepreneurship Club from Saintgits Institute of Management embarked on an enriching visit to “Green Leaf Paper Products,” an MSME (Micro, Small, and Medium Enterprise) led by the charismatic entrepreneur, Mr. Siju Nizar. Under his guidance students had the unique chance to observe and understand the intricate processes involved in the manufacturing of paper goods.

Mr. Nizar, shared his experiences, knowledge, and entrepreneurial journey with the students, offering valuable perspectives on the challenges and successes of running a small-scale enterprise.

FACULTY ACHIEVEMENT



Congratulations
to Ms. Ronia Liza Mathew for successfully defending her PhD.

CREATIVE CORNER

COFFEE BADGING: THE RISE OF THE REMOTE WORK REBEL

NANDANA R
2022-24 Batch A



The first pre-dawn light creeps through my bedroom window, casting a soft glow on the abandoned coffee mug on my desk – a relic of yesterday’s late-night work session. With a sigh, I pull myself out of bed, eyes heavy with a mixture of sleep deprivation and anticipation. Today is a “coffee badge” day.

I shuffle through my morning routine, fuelled by the thought of that first sip of office coffee – a potent blend of caffeine and camaraderie. Arriving at the familiar building, I swipe my badge, a symbolic gesture that grants me access to the bustling workplace, even if for a fleeting moment. The aroma of freshly brewed coffee in the air mixes with the excited chatter of colleagues catching up after a weekend away. I exchange friendly greetings, my face automatically stretching into a smile, momentarily forgetting the looming deadlines and overflowing inbox awaiting my return home. As I savour the warm bitter-sweetness of my coffee, I observe the office buzzing with activity – a hive of energized individuals ready to conquer the workday. A pang of guilt lingers, knowing that my physical presence here is temporary, a mere formality before retreating to the comforts of my home office. But the freedom to choose, to flit between the two worlds – the efficient solitude of remote work and the dynamic energy of the office – fills me with a sense of empowerment.

It’s a delicate balance, one that requires careful management, but ultimately, it’s a testament to the evolving nature of work and my own quest for the perfect blend of productivity and fulfillment.

LEADING THE PACK: EFFECTIVE TEAM MANAGEMENT STRATEGIES FOR BUSINESS LEADERS

P R DEVAPRASAAD
2023-25 Batch A



In today’s dynamic business landscape, the ability to effectively manage teams is more critical than ever. A strong team can achieve remarkable things, but without effective leadership, even the most talented individuals can struggle to reach their full potential.

For MBA graduates entering the business world, understanding how to build and lead high-performing teams is essential. This article will explore some key strategies for effective team management that can help you inspire, motivate, and guide your team to success.

1. Communication is Key

Open and transparent communication is the cornerstone of effective team management. Ensure everyone is on the same page by setting clear goals, expectations, and timelines. Encourage regular communication through team meetings, project management tools, and one-on-one conversations. Remember, communication is a two-way street. Actively listen to your team members’ concerns, ideas, and feedback. This demonstrates respect, builds trust, and fosters a more engaged and productive work environment.

2. Embrace Collaboration

No one succeeds alone. Synergy is the magic that

happens when individuals come together to work towards a common goal. Foster a collaborative culture where team members feel comfortable sharing knowledge, ideas, and support. Encourage teamwork by assigning tasks that require collaboration and celebrate successes achieved together. Remember, a team is more than just a collection of individuals; it's a powerful force when harnessed effectively.

3. Empower Your Team

Micromanaging is a recipe for disaster. Trust and empower your team members to take ownership of their work. Delegate tasks effectively based on individual strengths and interests. Provide your team with the resources they need to succeed and hold them accountable for their results. This approach fosters a sense of responsibility, boosts morale, and leads to higher levels of performance.

4. Recognize and Reward Achievements

Celebrating successes, big and small, is essential for keeping your team motivated. Acknowledge individual and team accomplishments publicly and express your appreciation for their hard work. Consider implementing incentive programs or recognition systems to further boost morale and encourage continued high performance. Remember, a little appreciation can go a long way in keeping your team engaged and committed.

5. Build a Positive Team Culture

A positive work environment is essential for employee well-being and productivity. Create a culture that values diversity, inclusion, and respect. Encourage open communication, constructive feedback, and a healthy work-life balance. Address conflicts promptly and effectively to maintain a positive team dynamic. Remember, a happy and supportive team is more likely to be productive and successful.

Leading by Example

Effective team management is not just about implementing strategies; it's also about leading by example. As a team leader, you set the tone for the entire team. Be the kind of leader you would want to follow. Be professional, ethical, and committed to your team's success. Your actions will speak louder than your words, inspiring your team to reach their full potential.

ALUMNI TALK

THE EVOLVING LANDSCAPE OF WEALTH MANAGEMENT

CORPORATE TALK

Ms. Swetha A
Senior Manager, Equirus Wealth



Saintgits Institute of Management had the privilege of hosting an enlightening corporate talk delivered by the proud alumna, Ms. Swetha A, Senior Manager at Equirus Wealth. The nostalgic return resonated with the audience, providing a tangible connection between the challenges faced in academia and the triumphs achieved in the professional realm.

The focal point of the talk was the evolving landscape of wealth management. Ms. Swetha shed light on the changing dynamics of the industry, emphasizing the importance of staying abreast of technological advancements, market trends, and client expectations. A Q&A session allowed students to seek personalized advice, clarification on industry intricacies, and insights into forging a successful career in wealth management.

By sharing her journey, insights, and engaging in direct dialogue with students, Ms. Swetha not only demystified the world of wealth management but also provided tangible guidance for those who are eager to follow her footsteps.

PLACEMENTS



Nandana R



Nandana Jayakumar



Sharon K Samson



Ajesh S Nair



Navami T J



Daina Elizabeth
Mathew



Balasneha Sivakumar



Shilpa Pankaj



Aiswariya M



Amrita J



Feba Mariyam
Varghese



Harikrishnan K



Balasneha Sivakumar



Swetha C Vijayan



Mohammad Sheez A L



Nadha Jabbar Jaseeb

PLACEMENTS



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Angel Sam



Blessy A B

Hanna Esther
Joseph

Harkish Binukumar



Jibin Biji



Aiswariya M



Ron Raju



Shibin Joseph



Steny Mary John



Sween Mathews



Gayathri Santhosh



Gopika B Satheesh

Meghana Sushi
Abraham

Sreelakshmi



Sruthi V



Ajmi A



Alan Saj



Vision

Our vision is to be recognized as a leading Indian business school with close links to well known universities in other countries and with our alumni placed in globally competitive organizations.

Mission

Our mission is to nurture our students to become creative, confident and effective managers and business leaders of high integrity.

EDITORIAL TEAM

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- Ankita Mary Joseph - I MBA
- Megha Mathews - I MBA
- Omkiran H - I MBA

Supporting Team

- Aaruni Abraham - II MBA
- Nandana R - II MBA
- Alwin Mathew- I MBA
- Karthik Reji Ajith - I MBA