

# SimPpressions

The Chronicle of Life at Saintgits Institute of Management  
Vol 16 | Issue 3 | April 2024



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# Saintgits Institute of Management

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## From Associate Dean's Desk

This quarterly issue of our newsletter, SIMPRESSIONS, highlights the progress and achievements of our business school. At the heart of our academic plan lies our unwavering commitment to develop business leaders by inspiring creativity, innovation, and growth in our students. We invest deeply in our students, preparing them to meet the opportunities and challenges presented by management and societal needs in national and global marketplaces. Our entrepreneurial programme, SIMGAALA is one such opportunity, for exhibiting their ideas, in a variety of context and make them a reality. The program's success was truly remarkable as it kindled the spirit of entrepreneurship in our students and gave them the confidence to nurture venture of their own.



Education isn't just about gaining knowledge; it's also about nurturing personal development and molding tomorrow's leaders. Through immersive learning, experiential projects, and mentorship, we empower students with the skills, mindset, and adaptability needed to create a lasting impact. I extend my heartfelt gratitude to every member of our community, faculty, staff, students, alumni, industry partners, and supporters for their unwavering dedication and valuable contributions. Our combined efforts enable us to thrive as a premier business school, fostering impactful learning, research, and public engagement.

In this issue, you will find a comprehensive overview of the initiatives, milestones and achievements that have helped us move forward in our academic journey this quarter.

Best Wishes,  
Dr Jose Joy Thoppan



## From HOD's Desk

I am thrilled to share with you the third edition of our newsletter, highlighting an exciting season of entrepreneurial events at Saintgits Institute of Management. This period has been marked by an array of dynamic activities designed to ignite the entrepreneurial spirit within our community. We hosted our vibrant Carnival, where innovative ideas were staged with lots of real time learning. Additionally, our networking events provided valuable opportunities for students to connect with industry leaders and alumni.



The enthusiasm and dedication of our students, faculty and support staff have been truly inspiring

As we continue to foster innovation and leadership, I encourage all of you to stay curious and bold in your endeavors. Let's keep pushing the boundaries and make a positive impact together.

Wishing you all Success,  
Dr.Elgin Alexander

## EMPOWERING THE FUTURE NATIONAL MANAGEMENT DAY CELEBRATION



Saintgits Institute of Management had celebrated National Management day in fruitful and productive manner. The distinguished guests Mr. Lal Varghese (Former Senior Manager, L&D, MRF, Secretary General, TRAMA) and Mr. Edwin James (Chief General Manager, P&A, Malayala Manorama, Executive Committee Member, NIPM Kottayam Group) had led an insightful day of leadership discussions and knowledge sharing.



The day was dedicated for recognizing the importance of management professionals and their contribution to the nation's growth and development. The celebration revolved around industry centric discussions tailored to career paths and interest of students.

The sessions highlighted that management is not just a profession; it's a responsibility. It is about leading with integrity, fostering collaboration, and driving positive change.

## CORPORATE TALKS

### FROM IDEA TO ENTERPRISE: UNLEASHING ENTREPRENURIAL POTENTIAL



The talk by Mr. Lorance Mathew (Asst. District Industries Officer, DIC Kottayam), provided an overview of entrepreneurship, covering the definition of an entrepreneur, sectors for business startups, and advantages over salaried employment, showcased successful MSME examples, and outlined startup phases and decision-making processes. It discussed government schemes, registration, and licensing, while interactive elements like role-play and games kept the audience engaged.



Students gained insights into entrepreneurship as a career path and also learned about business sectors, advantages of starting an enterprise, and MSME setup processes. The session had inspired students for initiating startups by pointing out of many successful entrepreneurs, motivated and guided them to make an effective career decision. The talk had let the students to get to know about various government initiatives, training programmes, funding process, loan facilities, its registration process and licensing procedures. Interactive activities and Q&A sessions likely boosted engagement and knowledge retention of the students.

## UNLOCKING FINANCIAL LITERACY

To accoutre the students with essential financial knowledge and skills and to navigate the complex financial landscape effectively, Saintgits Institute of Management hosted the financial literacy class. The session covered various aspects of personal finance, investment strategies, and prudent financial decision-making.

The one-hour talk articulated by Mr. N. K. Mathew, Finance Literacy Counsellor, Indian Overseas Banks, Pampady, Kottayam proved to be a valuable initiative in promoting financial education and empowerment.



The financial literacy talk for students was not just an educational event; it was a transformative experience that empowered young minds to take control of their financial destinies. By arming them with knowledge, skills, and confidence, the session paved the way for a generation of financially savvy individuals ready to thrive in an ever-changing world.

## BLOCKCHAIN: FROM BASICS TO BUSINESS

The session for our students by Dr. Jubilant J Kizhakkethottam, provided a thorough exploration of blockchain technology, covering its core concepts, diverse applications, and potential impact across industries. Beginning with an overview of blockchain’s decentralized ledger system and cryptographic mechanisms, participants gained a solid understanding of its underlying principles.

Through real-world examples spanning finance, supply chain, healthcare, and beyond, the session

showcased how blockchain is reshaping processes like secure transactions, transparent supply chains, and decentralized finance. Discussions also delved into the transformative potential of blockchain, exploring how it could streamline operations,



enhance transparency, and create new business models in various sectors. Moreover, by examining career opportunities within the blockchain ecosystem, from development and consulting to entrepreneurship, participants gained valuable insights into potential pathways in this rapidly evolving field. Overall, the session equipped the students with the knowledge and perspective needed to leverage blockchain technology effectively in their future endeavors, empowering them to navigate and contribute to the evolving business landscape with confidence.



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BEHIND THE COVER PAGE

Image Generated Using Artificial Intelligence

Concept: Artificial Intelligence and Corporate Innovation

Generative Model: Stable Diffusion, Midjourney

( Composted & Color Corrected using Adobe Photoshop )

Artist: Omkiran H

## COMMON ASSOCIATION

## UNLOCKING THE SYNERGIES

The Common Association hours offer an opportunity to students of different streams such as Human Resources, Marketing, Finance, holistic, Business Analytics and Operations to experience the 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. Job Description Preparation Challenge and Sell me the Answer were conducted which enhanced the advantages of synergy and communication.



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 Jeopardy, Analysis game and Escape room.



Finance association encouraged the students to sharpen their analytical and decision-making abilities. Puzzle solver, jeopardy, mock press, helped the students to understand about the financial resource management, share market, financial planning, and risk management.

## INDUSTRIAL VISIT

Industrials visits often can provide firsthand exposure to various activities performed at an industry. It offers invaluable insights into the practical application of theories learned in classrooms.



Students of Batch 2023-2025 got the chance to experience a unique journey, delving into the heart of manufacturing processes across various industries. Students of division A visited the Malayala Manorama Works Unit, Kodimatha and KSE Limited Vedagiri Unit. Division B students went on an excursion to the Tolins Tyres Ltd, Kalady and Metcon TMT, Kochi. MBA Logistics and Supply chain Management students embarked on a journey to the Kottayam Inland Port.



The synthesis of raw materials into the rubber compounds to the convergence of journalism and technology, each experience served as a bridge between theory and practice, equipping them with the insights needed to navigate the challenges of a rapidly evolving business environment.



The journey had not only broadened their horizons but also inspired them to embark on their own paths of exploration and discovery in the world of business and industry.

## EXTERNAL EVENT

### TIECON KERALA 2023



TiEcon Kerala 2023 was the 12th edition of TiEcon and the biggest entrepreneurs conference in Kerala and among the largest in India.

The conference had provided a platform for Entrepreneurs to connect, network, meet and share ideas, concepts, challenges and initiatives with successful entrepreneurs, Angel Investors, Venture Capitalist (VCs) and like-minded people with similar backgrounds and objectives. TiEcon Kerala 2023, features business leaders from across India and abroad. Over 1000 delegates mostly from CEOs of Small and Medium Enterprises & Professionals had participated in the event. Twelve of our students has got the opportunity for participating in this event.

The objective was to engage the students in professional development activities that enhance their understanding of entrepreneurship and industry trends. By volunteering at the event, students were able to network with industry experts, entrepreneurs, and investors, gain hands-on experience in event management and volunteering, and develop skills in areas such as teamwork, communication, and leadership.

### NIPM

To make the students cognizant about the the recent amendments in labour and Industrial laws, fixed Term Contracts (FTC) in employments and Consumer Protection Act, National Institute of Personnel Management (NIPM) organized a program titled the Legal Scan 2024 that drew participants from across the region. The event lived upto its promise of rich exchange of ideas and insights.



The event featured a diverse array of panel discussions, workshops, and interactive sessions designed to engage participants and stimulate dialogue. For many participants, the chance to exchange ideas with like-minded professionals was a highlight of the event. Students of Saintgits Institute of Management got the opportunity to experience the knowledge and wisdom of renowned leaders. The event was graced by Mr. P Pramod, Director of Factories & Boilers, Kerala, Mr. Varkiachan Petta, Labour Law Expert and Consultant Former Head HR and IR English India Clays Ltd., Mr. Edwin James, Chief General Manager, Malayala Manorama, and Mr. Sreejith P R, Regional Provident Fund Commissioner.

The event was co-sponsored by Saintgits College of Engineering brought legal experts together, fostering a friendly atmosphere for sharing knowledge. The program provided a platform for the attendees to gain deeper understanding and seek clarification from the experts on various complex legal and regulatory matters.



## SINGAALA 2K24

### Annual Carnival

**S**ingala, as the name showcases is a gala (a carnival), where the students of Saintgits institute of management, unite and compete with their ideas, earning rewards. This vibrant carnival was organized by the Entrepreneurial Development Club on 5th April 2024. Under the guidance of Mr. Cyriac Jose, and with the enthusiastic leadership of student coordinators, Mr. M Vyshak Menon, Mr. Alwin Mathew and Mr. Amjas Kabeer, students from both senior and junior batches showcased their talent and business acumen in a spirited competition for rewards and recognition. Twenty-one stalls adorned the campus ground, each pulsating with energy and innovative ideas. From mouthwatering delicacies to captivating games and trendy accessories, Singaala had it all. The inauguration by the director of Saintgits Group of Professional Institutions, Shri. Thomas T. John marked the commencement of a day filled with excitement and creativity.



Food and entertainment emerged as the most competitive categories, with a multitude of stalls vying for attention. However, challenge games and trendy accessories also showcased remarkable creativity and entrepreneurial flair.

Despite the scorching sun, the crowd thronged the stalls, indulging in delicious treats and engaging in various activities. Each stall, manned by at least four members, offered students a hands-on learning experience in the core aspects of business. From sourcing funding to marketing and selling their products, participants gained invaluable insights into entrepreneurship.



**S**ingala not only showcased the entrepreneurial spirit thriving within Saintgits Institute of Management but also provided a platform for students to unleash their creativity and business acumen. It was a testament to the institute's commitment to nurturing the next generation of entrepreneurs and innovators.







The team which emerged as the victorious was the **Happy Sips** (Ms. Aneeta B Nath, Ms. Deborah Susan Aniyam, Ms. Ciya Ann Jeffy, Ms. Anaina S Erayil).

The team awarded with the second prize is the **Sip Stop and Give a Try** (Mr. Abel S Philip, Ms. Ashlin Merin Roy, Ms. Meenakshi J, Mr. Shobal Anil Kurian and Mr. Vineetha Vinayakumar)

The team which had secured third place is the **Rajasthaani Chaat Bazaar** (Mr. Ajesh S Nair, Mr. Akhil Baiju, Mr. Joel Johnson, Mr. Aswin Aniyam, Mr. Niveditha Anil Sumy and Mr. Mahima Angel George)



## ACHIEVEMENTS

## QUIZARDS



Our college's students Ms.Ancy Jacob, Ms.Archana and Ms.Mahima Angel, Ms.Lekshmi Anil have proudly secured the first and third prizes in the business quiz competition held at Saintgits College of Applied Sciences, Pathamuttom, Kottayam.



Mr. Adithyan M.P and Ms. Diya Treesa Abraham had attained 3rd position in Business Quiz at PEGASUS 2K24, inter college fest held at Assumption College, Changanacherry.

Their outstanding accomplishment displays not only their exceptional knowledge and awareness of business principles but also their dedication and hard work. This achievement is a testament to their commitment to excellence and their ability to excel in competitive environments. It not only brings honour to our institution but also inspires other students to strive for success in their academic pursuits. Congratulations to the winning team for their efforts and performance.

## CREATIVE SPARK



The students of Saintgits Institute of Management Mr. Mohammed Sheez A L, Ms.Feba Mariyam Varghese, Ms. Vishnupriya A, and Ms. Gopika B Satheesh (Batch 2022-2024) have attained the 2nd position for Advertising Game at Assumption Autonomous College Changanassery.

Their victory serves as motivation for fellow students, demonstrating the rewards of hard work and dedication.

## THE DYNAMIC MINDS



Saintgits Institute of Management is continuously exhibiting the shining colors of achievements. The students of SIM have showcased exceptional performance at Marian College, Kuttikkanam by securing the 1st prize in the Corporate Liege Event and 2nd position in the Marketing Game.

Congratulations to Nandana R for winning the first prize at the Corporate Liege Event. This impressive accomplishment showcases her talent, commitment, and efforts. Mr. Niffin Thomas Abraham, Mr. Renil Jacob, Mr. Mandapathil Kevin Johnson, and Mr. Kevin Jacob from Batch 2023-25 have attained the 2nd position for being the Best Management Team.

## THE BEST MANAGEMENT TEAM



In the Best Management Team Competition conducted at Mangalam Management Studies, Ettumanoor, Ms. Adeeba Shahana, Ms. Sandra Vijayan, Ms. Daina Elizabeth Mathew, and Mr. Ajesh S Nair (Batch 2022-2024) emerged as true champions. Their unwavering dedication, innovative approach, and sheer determination not only caught the judges' attention but also served as an inspiration to peers and faculty alike.

## SIM TRIUMPHS AS THE OVERALL CHAMPIONS AT CATHOLICATE COLLEGE 2023



SIM has once again brought laurels by achieving the overall championship at Catholicate College, Pathanamthitta. The participants exhibited critical thinking abilities, creativity, and decision-making skills in tackling the games. They became the Best Management Team and won the 2nd Prize in the Marketing Game.

The team of Mr. Akhil A Nair, Ms. Anjana Soman, Ms. Ankita Mary Joseph and Mr. Felix Mathew Philip (Batch 2023-2025) became the Best Management Team by their ethical and creative thinking.

The talented students to secure Second Prize at Marketing Game are Ms. Arathy Vinod P, Ms. Aswathy Sivadasan, Ms. Christina Susan Eldo and Ms. Kavya Manoj (Batch 2023-25)

## THE VICTORY VANGUARD



In a remarkable display of talent and innovation, SIM students had captured attention. They clinched the Second Prize at SCMS School of Technology and Management, Kochi at the Marketing Game that illuminated their dedication and prowess. Mr. Adwaith Sreekumar, Mr. Firaz Muhammed Ashraf, Mr. Muhammed Shahid N & Ms. Samrutha Sakeer of Batch 2023-2024 painted the vivid picture of success, teamwork, and the enduring spirit of accomplishment.

## MARKETING MOGULS



Our students Ms. Swetha C Vijayan, Gayathri Santhosh, Sruthi V and Neethu John had bagged the first prize in a challenging marketing game competition, showcasing their prowess in the business acumen, held at Rajagiri College of Business Studies Kochi. Their victory speaks volumes about their strategic thinking, collaborative skills, and innovative approach to marketing concepts. Their hard work and dedication have truly paid off, earning them a well-deserved spot at the top.

## IGNITING THE YOUTH THROUGH COMPUTER LITERACY



Hella Santhosh Lal (2022-24 Batch A)

In a heartwarming endeavor, a team of six students under the guidance of Ms Shino Abraham from Saintgits Institute of Management embarked on a mission to impart fundamental computer literacy to the bright young minds of CMS LP School, Kurichi, Kottayam. This noble initiative aimed to bridge the digital divide and equip students with essential skills for the modern world.

The team's engaging sessions spanned across different age groups, with standards 1 to 4 being the focus of their attention. With creativity and passion, the team orchestrated a series of interactive activities and games that made learning computer basics an exciting adventure for the children.

Three members of the team, took the reins of educating the 1st and 2nd standard students on the intricate world of computer hardware parts. Their hands-on approach and simple explanations captivated the young learners, sparking a curiosity that transcended the classroom and the other three team members delved into the world of creativity with the 3rd and 4th standard students, unraveling the mysteries of MS Paint and its features.

The experience was not just about teaching, it was a journey of mutual learning and growth. The team found themselves inspired by the enthusiasm and energy of the students, who welcomed them with open arms and the team gained valuable insights into effective communication, adaptability, and patience as well.

As the sessions concluded, there was a sense of fulfillment and accomplishment. The team had made a meaningful impact, igniting a spark of curiosity and empowerment in the young minds of CMS LP School.

## KMA

The students of Saintgits Institute of Management received the propitious opportunity to partake in the Kerala Management Association event hosted at the Kerala Management House.



The program was an experience sharing session. The resource person to enrich the event was Mr. Roy K Cherian. He focused on educating the students on what mistakes not to commit as an entrepreneur. The session also showcased the mistakes that has been committed by the speaker as an entrepreneur.

Four students accompanied by Dr. Amlin David participated in the event, and they received profound knowledge about the dos and don'ts to be performed by an entrepreneur. KMA event provided innumerable opportunities to enrich experiences and to help build professional relationships

## TRAMA



The session organized by Travancore Management Association (TRAMA) on Student Entrepreneurship was insightful and empowering. The session was handled by, Dr. T K Jose IAS, Chairman Electricity Regulatory Commission. With his wealth of experience and expertise, Dr. Jose underscored the pivotal role of young entrepreneurs in shaping the future of business and innovation. Dr. Jose's insightful discourse delved into the practical aspects of entrepreneurship, offering valuable insights into market dynamics, resource management, and the art of effective decision-making. The session served as a catalyst for sparking entrepreneurial aspirations among students, laying the foundation for a future generation of trailblazers and change-makers in the realm of business and innovation.

## CREATIVE CORNER

## OWN YOUR TOMORROW, BE AN INNOVATOR

Gopika B Nair

2023-25 Batch A

The world thrives on progress, and at the heart of that progress lies a powerful duo: innovation and entrepreneurship. Innovation ignites the spark of a new idea, a novel product, or a groundbreaking process. Entrepreneurship takes that spark and transforms it into a tangible force for change.

Imagine a world without the inventions born from this dynamic duo. We wouldn't have the convenience of smartphones or the life-saving advancements in medicine. Entrepreneurs take calculated risks, turning innovative ideas into businesses that meet our needs and improve our lives.

Innovation is the spark, and entrepreneurship is the fuel that turns it into a flame. These two concepts work together in perfect harmony through identifying the opportunities; Entrepreneurs are masters at spotting unmet needs or inefficiencies in the market. Innovation allows them to develop creative solutions to these problems.

Innovation is the fuel, and entrepreneurship is the engine. It takes the vision and translates it into a product, service, or process that can be brought to life. Innovation and entrepreneurship often challenge existing norms. New ideas can disrupt established industries and pave the way for a more efficient or sustainable future.

The world needs both innovators and entrepreneurs. The innovator dreams up the "what if," while the entrepreneur asks "how can we make it happen?" Together, they are a driving force for positive change. So, how can you embrace this powerful duo? Nurture your creativity! Challenge assumptions and constantly seek ways to improve the world around you. Develop your business acumen. Learn the skills you need to turn your ideas into a reality. Remember, the next big innovation might just be waiting to be sparked by your ingenuity and entrepreneurial spirit.

## GREENER HOMES, AN EMERGING TREND IN INDIA

Dr. Amlin David

Assistant Professor

India's real estate industry is getting a total makeover due to an increasing demand for greener homes. People in India are also willing to pay a premium for this energy efficient features and green certifications. This shift indicates a changing preference towards sustainable living practices and environmental consciousness within the real estate industry. Rather than structures of brick and mortar, homes are now symbolic statements of environmental stewardship and social responsibility. This emerging green revolution, backed by governmental support, is reshaping the story of urban living.

Developers who adopt sustainable building and ecofriendly construction techniques are offered incentives like tax rebates, subsidies and faster approval processes. The ultimate result is that the green real estate market in India has skyrocketed. Real estate contributes to a whopping 40% of global carbon emissions. So how do we know if a home is genuinely eco – friendly? Certifications like green rating for integrated habitat assistant or GRIHA (Green Rating for Integrated Habitat Assessment) and LEED (Leadership in Energy and Environmental Design) are like the eco-stamps of approval. Government support for the greener homes initiative is evident through a range of processes, aimed at encouraging developers to adopt sustainable building practices.

With energy efficient designs, solar powered buildings, and ecofriendly construction materials to recycling and water conservation initiatives, the real estate sector in India is focusing to be more green. If your home has these the grass is definitely greener on your side. Green homes helps to reduce the carbon footprints and promotes efficient utilization of energy contributing to the global fight against climate change. What distinguishes these greener homes is their relentless pursuit of innovation. From cutting-edge building materials to advanced energy management systems, developers are pushing the boundaries of what is possible, redefining the very notion of sustainable living.

PLACEMENTS



Sharon K Samson



Ajesh S Nair



Mohammad Sheez A L



Nadha Jabbar Jaseeb



Nandana R



Daina Elizabeth Mathew



Navami T J



Shilpa Pankaj



Balasneha Sivakumar



Nandana Jayakumar



Arina John



Anjel Joseph



Joel Johnson



Sweety Anna Achankunju



Neethu John



Priya P V



Feba Mariyam Varghese



Harikrishnan K



Balasneha Sivakumar



Amrita J



Swetha C Vijayan



Aiswariya M



Visma Elizabeth George



Dhanya Merin Shaji



PLACEMENTS



**Hanna Esther Joseph**



**Harkish Binukumar**



**Alen Joseph Poul**



**Gayathri Santhosh**



**Gopika B Satheesh**



**Meghana Sush Abraham**



**Steny Mary John**



**Sreelakshmi**



**Jibin Biji**



**Ron Raju**



**Shibin Joseph**



**Sween Mathews**



**Sruthi V**



**Ajmi A**



**Alan Saj**



**Aiswariya M**



**Angel Sam**



**Blessy A B**



**Jibin Biji**



**Aaruni Abraham**



**Harkish Binukumar**



**Nandana R**



## 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

**Anisha Anna Varghese Asst.Prof (FRA)**

- Ankita Mary Joseph - II MBA
- Megha Mathews - II MBA
- Omkiran H - II MBA
- Karthik Reji Ajith II MBA
- Firas M Ashraf II MBA (LSCM)