





SAINTGITS
INSTITUTE OF MANAGEMENT

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From Associate Dean's Desk



Dr. Jose Joy Thoppan

Associate Dean & Professor

Saintgits Institute Of Management

Dear Readers,

In a world where algorithms are quietly shaping what we see, choose, and believe, the theme “Beyond the Algorithm” urges us to pause and look deeper. It reminds us that education remains a human journey with technology as a steady staff that can accelerate our learning, but technology cannot substitute curiosity, empathy, or imagination.

As a society, we are standing at a compelling crossroad. One path offers the rigours of computation and the power of AI while the other celebrates the complexity of human judgment and creativity. Our responsibility is not to choose between them, but to integrate them with purpose and integrity.

To go “beyond the algorithm” is to ask better questions, not just seek quick fixes. We must recognise that innovation lies not in adopting new tech, but in cultivating new mindsets and to lead in a world shaped by intelligent systems.

At SIM, we strive to nurture our students to think critically, act ethically, and collaborate meaningfully. Technology is a companion and not the destination in our pursuits. We try to meaningfully balance the need to embrace digital possibilities while championing the inimitable human spirit.

I wish that this edition inspire reflection, dialogue, and discovery beyond the algorithm.

Happy Reading!



From HOD's Desk



Dr. Elgin Alexander

HOD & Associate Professor

Saintgits Institute Of Management

In an era where algorithms drive decisions, true management education goes beyond data and models to shape judgement, creativity & ethical leadership. At Saintgits Institute of Management, we believe in nurturing managers who can blend analytical intelligence with human insight. This newsletter captures the most eventful flagship initiatives of our institute—SIMTHESIS, SIMFEST and various association-oriented sessions. Each of these initiatives designed to provide students with hands-on experiential learning. I appreciate the enthusiastic participation of our students, the guidance of our faculty, and the collaborative spirit that made these initiatives impactful. May this newsletter mark yet another step forward in strengthening our culture of academic rigor & vibrant campus life.

A NEW CHAPTER BEGINS: INAUGURATION OF MBA, LSCM, AND IMBA BATCHES



A New Chapter Begins: Inauguration of MBA, LSCM, and IMBA Batches.

Saintgits Institute of Management proudly inaugurated the 20th batch of the MBA program, the 3rd batch of Logistics and Supply Chain Management (LSCM), and the 2nd batch of the Integrated MBA (IMBA). The ceremony, held on campus from 9:30 a.m. to 12:30 p.m., was a vibrant blend of inspiration and celebration.

The event was graced by Mr. Harsha Mathew, Chief Resident Editor and Director of Malayala Manorama, who delivered the keynote address. He urged the students to approach management education with curiosity, responsibility, and ethical leadership—qualities that define successful professionals in today's competitive world. His words left a lasting impression on both the freshers and senior students alike. A highlight of the day was the felicitation of academically proficient students from the MBA 2023–25, MBA 2024–26, and ongoing batches. Each achiever was honored with the prestigious SIM Coins, symbolizing excellence and dedication to learning. The applause and admiration they received reflected the collective pride of the institution.

The inauguration not only welcomed new students into the Saintgits family but also reaffirmed the institute's commitment to nurturing talent and building leaders. The day concluded with a spirit of motivation, marking the beginning of promising journeys ahead.

A GRAND WELCOME AWAITS — SIM LUMINOUS 2025



The SAINTGITS Institute of Management was all set to dazzle with its annual welcome event, SIM Luminous 2025, which was held on 05th August 2025 at the Mini Auditorium from 4:30 PM onwards. This vibrant celebration marked a significant milestone for the institution as it warmly welcomed the newest members of the SAINTGITS family into its fold.

SIM Luminous had always stood as a symbol of unity, enthusiasm, and togetherness among students, faculty, and staff. The event aimed to provide an engaging platform for freshers to connect, express themselves, and embrace the dynamic culture of SIM. It was more than just an evening of entertainment — it represented the beginning of an inspiring academic and personal journey for every new student who stepped into the world of management education.

The evening was filled with music, dance, games, and delightful performances, creating memories that lasted a lifetime. It was an occasion for students to showcase their talents, make new friends, and experience the warmth and spirit that defined the SAINTGITS community.

With its blend of creativity, joy, and fellowship, SIM Luminous 2025 illuminated hearts and minds alike. As the curtain rose on this much-awaited event, the institute looked forward to and enjoyed the enthusiastic participation of every student, reaffirming the vibrant spirit that made SAINTGITS Institute of Management truly exceptional.

ONAM CELEBRATION : A DAY OF UNITY, CULTURE, AND JOY

On 29th August 2025, a vibrant Onam celebration unfolded, creating a memorable day filled with traditional songs, captivating performances, and spirited games. The event served as a wonderful platform for creativity and unity, reflecting the immense talent and enthusiasm of all who participated. The campus was a beautiful spectacle, rich in cultural heritage. Adding to the festive atmosphere was the stunning traditional attire worn by everyone. The girls looked graceful and elegant in their beautiful sarees, and boys embraced tradition with equal pride, dressed smartly in mundus.



This sea of traditional wear painted a picture of cultural unity and added a rich layer of authenticity and charm to the entire celebration.

The festivities began with a serene prayer song performed by Ms. Nandana Krishna, which set a calm and respectful tone for the day. Following a brief inauguration, Ms. Diya Ann Saji delivered a heartwarming welcome speech. She highlighted Onam's importance as a festival of unity, prosperity, and cultural pride, warmly greeting all attendees. The core values of the festival were further echoed through a special Maveli message, which emphasized equality, harmony, and togetherness. Adding to this, Dr. Roji George shared an insightful Onam message, speaking on the festival's historical and cultural significance and the joy of harvest.



The cultural program was a feast for the senses. The air was filled with melodious Onappattu (Onam songs) presented by students and faculties alike. Soulful and captivating performances were delivered by Mr. Linju Chacko and his team, including the HOD, Dr. Elgin Alexander, and faculty members Mr. Manu Thomas and Mr. Vinod, leaving a lasting impression on the audience.



Dance performances added a visual charm to the event. The 1st year MBA students presented a graceful and rhythmic Thiruvathira, beautifully showcasing Kerala's rich cultural traditions. In a dynamic display of cultural evolution, Ms. Adithya and her team, along with the 2nd year IMBA students, performed energetic fusion dances that beautifully blended traditional and contemporary styles.

The celebration also included a variety of fun-filled competitions. The Malayali Manka and Purusha Kesar competition was a highlight, celebrating the traditional attire and charm of Kerala. Laughter echoed during games like Musical Chair, the classic Lemon and Spoon Race, and the playful Sundariku Pottu Thodal, where blindfolded participants attempted to place a bindi on a poster.

No Onam celebration is complete without the grand feast, and the Sadhya served in the seminar hall was the perfect culmination of the morning's festivities. It was a time for everyone to come together and enjoy the delicious flavors of Kerala.

The day concluded with a powerful Shingarimelam performance held outside the campus. A talented group captivated everyone with their rhythmic beats and vibrant energy. Despite the rain, students and faculty enjoyed the performance with great enthusiasm. This spirited finale marked a grand conclusion to the Onam celebrations, leaving everyone with a lasting sense of joy and togetherness.

A CELEBRATION OF FREEDOM: INDEPENDENCE DAY AT SAINTGITS INSTITUTE OF MANAGEMENT



The Saintgits Institute of Management celebrated the 79th Independence Day of India on 13th August 2025 with pride and patriotism at the Mini Auditorium from 4:30 p.m. to 5:30 p.m. The event, hosted by Ms. Lakshmipriya and Ms. Rania Daniel, reflected the true spirit of freedom, unity and national pride. The program began with an inspiring introduction that reminded everyone that freedom is not just a part of history but a value that

continues to guide our actions and courage. A prayer song followed, spreading a sense of peace and harmony. Ms. Anugraha Lal (MBA 24-26) delivered the Welcome Address, setting a warm and enthusiastic tone for the celebration. A Prize Distribution Ceremony was held to appreciate students who achieved excellence through dedication and hard work for the poster designing competition held as part of the Independence Day. The cultural programs brought color and emotion to the event, including a thoughtful skit by the MBA LSCM 24-26 batch, soulful songs by MBA 25-27 and IMBA 25-30 students, and energetic dance performances by the MBA LSCM 25-27 and IMBA 24-29 teams. The event concluded with a sincere Vote of Thanks by Ms. Maria Anna Alwin (IMBA 25-30), followed by the National Anthem led by Ms. Megha Manoj and Ms. Nandana Lal, marking a proud and memorable tribute to India's 79th Independence Day.

GRIT, GROWTH AND GLORY – SIMFEST 8.0 FORGING THE TRAILBLAZERS OF TOMORROW



In a world where management is no longer limited to case studies and spreadsheets, true leadership is measured by how well individuals can collaborate, adapt, and innovate in real time. At Saintgits Institute of Management, that philosophy came to life through SIMFEST 8.0 held on 8th August 2025, an internal management and cultural fest that turned classrooms into competitive arenas and ideas into action. This year's theme "Sanskriti: Awakening the Leader Within," couldn't have been more fitting. Sanskriti - a word that embodies culture, values, and identity became the lens through which the Saintgits community explored the essence of leadership. It wasn't just about how to lead but why we lead, and what anchors that leadership when challenges test conviction.

The event began with an inaugural ceremony graced by Dr. Roji George, Vice Principal, Dr. Jose Joy Thoppan, Associate Dean and Dr. Elgin Alexander, Head of the Department. Their collective message resonated deeply that management education today must balance knowledge with character and competition with collaboration. The dignitaries commended the organizing team for creating a platform that went beyond participation one that encouraged every student to step into a leadership role. Organized by the senior MBA students, SIMFEST 8.0 served as an internal prelude to the institute's national-level management fest - SIMTHE-SIS. More than a fest, it was a simulation of the real corporate world for the students. The seniors, serving as event coordinators along with the guidance of faculty members, meticulously planned each round to mirror professional challenges. Eight dynamic teams inspired by India's most influential business players - Jamshedji, Dhirubhai, Birla, Kirloskar, Godrej, TVS, Bajaj, and Singhania competed across six core domains of management: Human Resource, Finance, Marketing, Logistics, Business Analytics, and Business Management. Each event tested the participants' analytical thinking, creativity, and ability to perform under pressure. Classrooms morphed into boardrooms, and the familiar hum of corridors turned into a chorus of ideas, strategies, and laughter. What set SIMFEST apart wasn't just the competition but the camaraderie woven through it. Rivals on paper, participants became collaborators in spirit, where every victory felt collective, and a celebration of shared learning and growth. As the symposium drew to a close, the winners were announced amidst applause and anticipation. Team TVS emerged triumphant showcasing creativity, strategy, and sharp business instincts. The top performers were recognized with SIM Coins, a signature token of achievement at Saintgits Institute of Management symbolizing both merit and entrepreneurial spirit.

The cultural segment that followed the management rounds revealed another dimension of leadership as a fitting counterpart to the strategic intensity of the fest rooted in expression, collaboration, and community. Through music, dance, and spirited performances, students celebrated diversity and creativity transforming the stage into a vibrant reflection of cultural pride and collective energy.

In the end, SIMFEST 8.0 was more than a fest and turned out to be a leadership laboratory, a cultural canvas, and a celebration of the Saintgits spirit where knowledge met creativity and competition inspired connection. The fest not only strengthened the academic fabric of the institution but also reaffirmed its core belief that management education is about nurturing leaders who are ethical, empathetic, and driven to make a difference. Leadership when rooted in culture and values doesn't just shape careers, it shapes character.



THE MANAGEMENT BATTLEGROUND: WHERE THEORY



“The event does not start when the attendees show up or sign on. It starts at the very first touchpoint-whether that’s a tweet or a save the date email - that very first mention of the event is when that attendee journey begins” – Ashley Priest. Simthesis has its roots deeply embedded in the philosophy that management education goes beyond the pages of textbooks. Since its inception in 2007, the fest has been a vibrant platform where future managers practice, perform, and polish their skill in a simulated real-world environment. Building on its strong legacy, Simthesis has consistently stood as a dynamic learning arena where classroom concepts are transformed into practical experiences. Over the years, the fest has evolved into a national-level platform that challenges participants to think critically, act strategically, and collaborate effectively in high-pressure environments. Each edition reflects the institute’s commitment to nurturing competent professionals who are industry-ready and socially conscious. Simthesis 17.0, the prestigious national level management of Saintgits Institute of Management was conducted on 25 and 26 of September, 2025. The two day event brought up the aspiring future managers across the country giving the arena of management systems and the real corporate world holding with the theme of the Sanskrit world named Pratigya. Pratigya means “a promise or vow made with determination” the word itself was a motivating factor to the student coordinators, event heads, faculties, and also to the participants from various B- schools. Taking the inspiration from the Sanskrit, this year’s fest brought up life leaderships and business strategies through the pratigya perspective. Simthesis 17.0 was a two day event consisting of PG and UG events on the first and second day respectively. The PG events consist of six events with marketing, finance, HR, best manager, best management team, and logistics game also cultural events as well. The UG events consists of four events, potential manager, best management team, finance and marketing games.



The participants were given opportunities to test analytical ability, decision-making skills, leadership qualities. These events required participants to present themselves with corporate etiquette, apply theoretical frameworks in real-time scenarios, and demonstrate clarity of thought while responding to evolving challenges. Similarly, the undergraduate events were designed to identify and nurture managerial potential at an early stage, encouraging confidence, innovation, and structured problem-solving among young aspirants. Beyond academic competitions, Simthesis 17.0 also celebrated creativity and cultural expression, recognizing that effective management extends beyond numbers and strategies. Common events such as Corporate Walk, Business Quiz, Business Plan, Group Choreography, Treasure Hunt, and Spot Photography added vibrancy to the fest while reinforcing themes of professionalism, collaboration, and creative thinking. These events fostered interaction across institutions, helping participants build networks, exchange ideas, and experience the spirit of healthy competition. A distinctive feature of Simthesis 17.0 was the active involvement of students not just as participants, but as creators and promoters of the fest itself. Initiatives like the internal reel contest encouraged students to contribute creatively to the fest's branding and outreach. By showcasing dance, teamwork, and campus spirit through short-form digital content, students became ambassadors of the event, strengthening engagement and visibility while adhering to discipline and cultural values. This integration of digital promotion reflected the evolving nature of management communication in the modern era. Participation from institutions across the country transformed Simthesis 17.0 into a melting pot of ideas, perspectives, and talents. The diversity of participants enriched discussions, elevated competition standards, and created an environment where learning extended beyond winning or losing. The fest succeeded in strengthening collective spirit, perseverance, and mutual respect—qualities essential for future leaders.



BOOT CAMP WRAPPED IN KNOW-EDGE AND FUN



The MBA journey for the 2025–27 batch at Saint-gits Institute of Management began with excitement through a three-day Boot Camp held from 19th to 21st June 2025 at Chaitanya Pastoral Centre, Thel-lakom. Designed to ease students into management education, the program blended learning, teamwork, and entertainment. It featured engaging sessions on leadership, time and stress management, team building, creativity, public speaking, and goal setting, conducted by experienced faculty and guest speakers. Each day began with energizing yoga sessions that promoted focus and discipline. Interactive group activities and discussions encouraged communication, collaboration, and problem-solving among participants. The evenings came alive with cultural performances, games, and talent shows, helping students bond beyond academics and discover their strengths in teamwork and creativity. The camp emphasized developing confidence, self-awareness, and adaptability—qualities essential for future managers. Students learned to balance academic and personal growth through experiential learning and active participation.



The Boot Camp concluded with a feedback and photo session that reflected the enthusiasm and unity of the new MBA cohort. Students shared positive take-aways, highlighting how the camp enhanced their motivation and sense of belonging.

Overall, the Boot Camp served as an inspiring and memorable beginning for the MBA 2025–27 batch—a perfect blend of knowledge, skills, and camaraderie. It successfully set the stage for an enriching academic journey ahead, fostering leadership qualities and a strong foundation for the challenges of management education.



INDUSTRIAL VISIT



An industrial visit was organized to Nitta Gelatin India Limited, Koratty, with the objective of gaining practical exposure to industrial manufacturing processes. The visit commenced with an introductory session explaining the company profile, product range, safety regulations, and quality standards by the HR manager. Subsequently, students were guided through various sections of the plant, where the gelatin production process—including raw material handling, extraction, purification, drying, and packaging—was explained in detail.

Special emphasis was given to quality control measures, hygiene practices, and environmental management systems adopted by the company. The interaction with experienced technical personnel provided clarity on process optimization and industrial safety. The visit proved to be highly beneficial in bridging the gap between theoretical knowledge and practical application. Overall, the industrial visit was informative, well-organized, and contributed significantly towards understanding of real-world industrial operations.

PRE-PLACEMENT TRAINING CAMP 2025: PREPARING TOMORROW'S PROFESSIONALS

The Saintgits Institute of Management organized a two-day residential Pre-Placement Training Camp for the MBA and MBA LSCM 2024–26 batches on July 17 and 18, 2025, at the Renewal Centre, Kaloor. Designed to bridge the gap between academia and industry, the camp featured eight sessions led by professionals from diverse sectors including IT, finance, logistics, FMCG, and HR. Prominent speakers such as Mr. Jacob Thomas (TCS), Mr. Jinu Joseph (DP World), Ms. Sita Mary Thomas (Ruby Seven Studios), and Mr. Vaishak Mani (EY GDS) shared insights into industry expectations, job roles, and long-term career growth. The sessions were coordinated by mentor groups, ensuring smooth conduct through welcome addresses, interactions, and reports. Adding a personal touch, SIM alumni returned



as session anchors, bringing real-world perspectives to the discussions. The camp also emphasized networking, teamwork, and professional etiquette—key elements in placement readiness. With active participation and reflective learning, the camp succeeded in equipping students with the confidence and clarity to navigate the corporate landscape ahead.

TRAMA INSTALLATION CEREMONY

The TRAMA Installation Ceremony 2025 was successfully held at Hotel AIDA, Kottayam, on September 17, 2025, commencing at 6:30 pm. The program began with a silent prayer, followed by the welcome speech delivered by Dr. James Jacob, Vice President of TRAMA. A bouquet was presented to the Chief Guest by CA Anil P, Treasurer. A central part of the event was the Installation of the New Office Bearers, which was conducted by Jacob Joseph, past President of TRAMA.



The Incoming President subsequently took the oath. The outgoing President, CA Mathew Jacob, was honoured with a memento for his services. The evening proceeded with the lighting of the lamp and the inauguration of TRAMA activities for the year 2025-26. Dr. Babu Thomas, the Incoming President, delivered a speech, which was followed by the Address by the chief guest, Mr. Biju Prabhakar, IAS. The ceremony concluded with the Vote of Thanks by Suseel George, Secretary General, and the presentation of a memento to the chief guest by Cherian Elias, Vice President, before the singing of the National Anthem.

THE ISLAND THAT TAUGHT ME TO FLY

-An internship voyage through research, culture, and quiet awakenings.

Some journeys don't just take you to new places, they take you to a new version of yourself. My time in Taiwan was one such journey, a blend of learning, exploration, and self-discovery that left an imprint on my mind and heart forever. I had the incredible opportunity to intern at Chang Gung University, working under the guidance of Prof. Kan Wu on an industrial research project in collaboration with one of Taiwan's leading industrial giants, Nan Ya Plastics Corporation. The focus of my work was on developing an intelligent production scheduling system, an initiative that merged mathematical precision with industrial application. Working closely with Ms. Peilan, the algorithm designer, and Ms. Janice, the project manager, gave me first-hand exposure to how academic research aligns with industry-driven needs. Together, we worked through complex optimization models, and each revision became a learning milestone. The experience went beyond just technical understanding. I got the chance to connect with research



ers, faculty members, and professionals from various domains, exchanging thoughts, approaches, and perspectives. I was deeply inspired by how the Taiwanese research community approaches work with calmness, clarity, and collaboration. Their environment, unlike the often rigid and stressful settings I'd imagined research to be, was marked by mutual respect, balance, and encouragement. I learned that a truly productive workspace doesn't thrive on pressure, but on trust, open communication, and shared curiosity. Every meeting with my professor was both motivating and insightful. His guidance was never limited to just technical corrections; it encouraged critical thinking and independent

exploration. Through these interactions, I developed a deeper appreciation for systematic problem-solving and the importance of intellectual humility. The project strengthened not only my analytical and technical skills but also my patience and adaptability—qualities that define real-world learning. Beyond academics, Taiwan became a beautiful classroom for cultural connection. My Chinese language instructor, Gaby, played a pivotal role in helping me adjust to life there.

Her warmth, cheerfulness, and dedication made every class feel personal. Through her, I met Anne, her best friend, who soon became mine as well. Our friendship grew effortlessly over coffee shop conversations, evening strolls, and laughter that transcended language. They both became my anchors, making an unfamiliar land feel like home.

Life in Taiwan was a delicate rhythm of work and wonder. From busy weeks filled with deadlines to peaceful evenings spent exploring local streets, every day added a new color to my journey. I learned resilience during exhausting stretches, compassion from the people I met, and gratitude for even the smallest acts of kindness. When challenges appeared, like health issues or sleepless weeks, they became quiet reminders that growth is rarely comfortable, but always worthwhile. Taiwan gifted me so many firsts—first solo trip, first



from my own earnings, first time getting acquainted with people from different countries and cultures, first time stepping out alone, first time losing something I was emotionally attached to, first time staying out until 4 a.m., first time skipping an entire night's sleep, first dress shopping without parental consent, first time trying Indian food that was "not so Indian", and so many more. For a girl who had long lived within boundaries and restrictions, this was the first time I truly felt free; free to explore, free to make choices, free to live life on my own terms. Many times during this journey, the inner child in me found happiness in the simplest things like walking through streets at night, laughing with friends, trying same foods over and over, or even just sitting quietly and watching life go by. In those moments, I felt a deep sense of satisfaction and a ray of hope, realizing that life can bring joy in so many unexpected ways. As I look back, Taiwan is not just a destination, it's an emotion. It represents a time when I learned to balance intellect with emotion, ambition with peace, and logic with gratitude. The friendships I formed, the lessons I learned, and the courage I discovered are treasures that I'll carry for a lifetime. Taiwan didn't just shape my professional path, it shaped my perspective on life. It taught me that growth begins the moment you dare to step beyond borders and beyond the familiar. I look forward, with a heart full of hope, to many more "seconds" of firsts and new beginnings, each one an opportunity to live fully, learn deeply, and cherish every fleeting moment.

FACULTY RESEARCH PUBLICATIONS

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Behind the cover page



“Beyond the Algorithm” celebrates the human spirit. Fusing management strategy with cultural artistry, we honor the irreplaceable leadership and creativity that define our fests and transcend the vast digital world.



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UPCOMING EVENTS

1. From campus to corporate nurturing tomorrow's leaders
2. FMCG career perspectives in a transforming market landscape
3. Gandhi Jayanti celebration
4. Ethnic day
5. Christmas celebration
6. SIM alumni meet
7. Common association meet
8. Understanding the economics of feed and flavour
9. The augmented era: leadership at the crossroads of tech and trust – kma digital summit 2025
10. Visit to the infant jesus orphanage
11. Experimental learning session



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.