

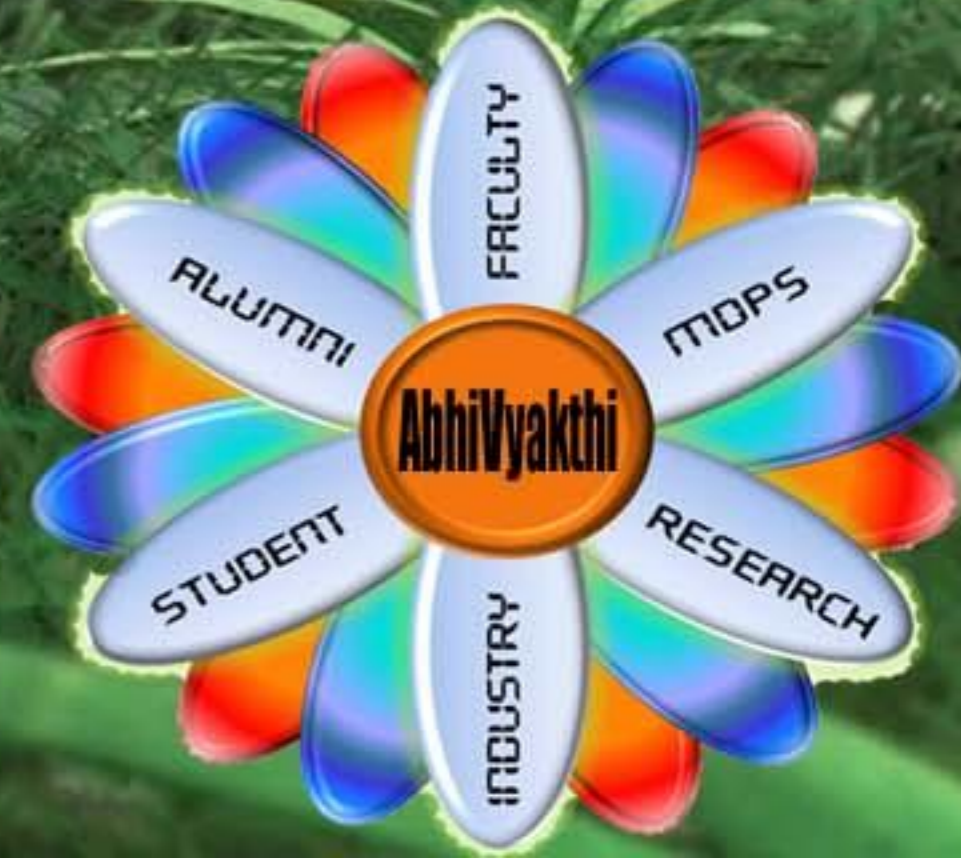
6th volume August 2010

AbhiVyakthi

... Expressing synergies



**Department of Management Studies
National Institute of Technology, Tiruchirappalli**



we are running out of time

act now before it's too late

AbhiVyakthi Team, Volume 6, August 2010

Dr. V. Ravi

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Foreword

It is with immense pleasure that the Department of Management Studies at NIT, Tiruchirappalli is releasing the sixth volume of AbhiVyakthi as a progressive step in building a strong industry-institute relationship through positive synergies between students, faculty members, alumni and the industry. This volume brings out the emergence of two new functional specializations viz. (i) Business analysis and IT consulting and (ii) Business Analytics initiated in our department after extensive discussions with relevant industry experts in these fields. The workshop on business analytics and intelligence was a stepping stone for our department which generated thoughts on these new specializations.

From this volume of AbhiVyakthi, we are launching a new series of discussions with experts from industry as well as academia which would prove to be beneficial for our students. In this volume, we present the interview with a prime industrialist from analytics field – Mr. Nitin Godawat, COO of DeciDyn Systems, Bangalore. Also we present an interview with our country's leading consultant in operations management – Prof. B. Mahadevan, IIM, Bangalore. Details about the regular guest lectures are also highlighted along with various student club activities.

The annual alumni meet – Ligation held at NIT, Trichy on 7th November, 2009 is talked about in this volume. A meeting of Mumbai chapter of alumni was also held at Saffron Spice, Powai on 21st February, 2010. These meetings are becoming more about networking and developing relationships with each other rather than just focusing on harvesting opportunities. This change is a good sign for us as we can focus on business partnering, consulting and mentoring for our future entrepreneurs and industry experts.

We are highly obliged to thank all those who have contributed to this magazine. The magazine's visionary alumni Ms. Madhavi Rao (2005 - 07 batch), Mr. Deepak Sharma (2005 - 07 batch), Mr. Tallada Kishore (2006 - 08 batch) and others receive appreciations in this regard. Our challenge at this juncture is to make this magazine a major branding tool for DoMS . We have had a lot of suggestions from our friends such as printing and distributing it to alumni and companies. While we are deliberating on these ideas, we also look forward for feedback on this volume and any ideas to make it bigger and better to the outside world.

Regards,

AbhiVyakthi Team – Synergies to be expressed stays within each heart

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Message from HOD, DoMS - NITT

Prof. M. Punniyamoorthy HOD, DoMS, NITT



NIT, Tiruchirappalli being a centrally funded institution under the Ministry of Human Resource and Development stands for its values of revealing the right information and being transparent. The admission season this year has seen a rise in the number of diverse applicants showing interest in MBA when compared to 2009 which will eventually make the screening process more rigorous. The latest curriculum has seen more number of electives being added to the specializations and will be the highly beneficial for the fresh batch of students joining our institute this year.

The Management Development Program (MDPs) conducted last year at TNPL, Karur by DoMS has induced interest for similar plans in the future. DoMS has indentified the future of businesses practices in the areas like business analysis, business intelligence and analytics which has subsequently become our core competency. I am happy to say that we are the front runners in these areas.

Continuous industry-institute interaction through guest lectures, workshops, special training programs and project evaluation by industry experts are few regular things at the department which happens time-to-time. A sanction worth four crore rupees for the new department building will give more wings to the department to focus more on research and consultancy. I look forward to an opportunity of mutual development by the arrival of IIM at Tiruchirappalli where we can find more intellects from education and corporate sectors to interact with.

At this juncture, I would like to invite more interaction with our alumni from various parts of the world so that we rise to greater heights. In spite of various constraints and competition, our students have adequate freedom in their academics. Their focus is to be able to solve more critical business problems and to surprise the faculty and industrial experts with their talent an skills. Students have to continue their efforts in a more broader aspect of education and research so that the ultimate managerial wisdom is gained.

I wish all the success to this magazine as a student initiative to improve its reach outside in the corporate world and help in branding the institute to a great extent.



The world has warmed by nearly 1° C over the last century. The rate of warming over the last 50 years is nearly twice that of the last 100 years.

According to the U.S. Geological Survey Office, reduction in sea ice in the Arctic can see a loss of 2/3rds of the entire world's Polar Bear population over the next 50 years.



Ligature – The annual alumni meet

November 7, 2009

The annual alumni meet, Ligature started with lighting of the lamp by DASFA (DoMS Alumni Students and Faculty Association) president Mr. K. T. Thomas, Senior Manager, Cognizant, Chennai and our HOD Prof. M. Punniyamoorthy followed by a prayer song on November 7, 2009. This program saw its family members coming back to visit their old yet modernized home – NITT which was a stepping stone in their life. In the presidential address, Mr. Thomas explained the onus of students to utilize the potential of our illustrious alumni for their development and to come up with innovative ideas. He also released the CD of our magazine, AbhiVyakthi (Volume 5, November 2009).

After a warm felicitation by the students, faculty and alumni there was a brainstorming panel discussion consisting of Mr. K. T. Thomas, Mr. Antony Bharathi, Mr. Joseph Elango, Mr. Raja K, Mr. Tenzing Paulraj, Mr. Arun Rajagopal, Mr. Tallada Kishore, Mr. Cammillius Roche Jeyadev, Ms. Reetaja, Ms. Elamathi and Mr. Suresh Kumar. The following topics were discussed in the panel discussion:

- Strengthening relationships between the department and the alumni through guest lectures, constant updates and discussion forums.
- Attracting members of the corporate towards the campus by corporate seminars, workshops and creating special interest groups in each specialization by latest curriculum
- Strengthening DoMS, NITT brand by building loyalty in the corporate world, conducting business fests and participating in other B-school fests.
- Balancing professional and personal life through prioritizing and giving equal dedication to work and family, having some routine travel plan, enjoying the work by making it interesting and learning to sacrifice few smaller things for reaching the ultimate goal
- Enhancing the personalities of students beyond academics by encouraging them to participate in extra-curricular activities, arranging industrial visits to gain first-hand exposure to different types of industries, taking up some industrial projects or research directly from the companies.

The traditional 'Best student award' for the academic year 2007-09 was awarded to Mr. Suresh Kumar. An informal post lunch session was started with a song by Ms. Pavithra, a mime by a group of final year students on green world, a group dance by students from first year and an advertisement enactment. The faculty coordinator for alumni affairs, Dr. V. Ravi proposed vote of thanks and the event concluded with much of nostalgia for our alumni.

Ligature 2009 – Photos



Together we could
move the world...

Pannel discussion...



Anything to make
you happy...

**For building bonds across time,
the glue that holds us all together is ligature...**



The larger gap of open water between the ice and land also contributes to rougher wave conditions, making the bears' swim from shore to sea ice more hazardous.

Workshop – Business Analytics and Intelligence



The two day workshop conducted on 5th and 6th of December 2009 on Business Analytics and Intelligence was a grand success. The session started with a welcome speech by the HOD, Prof. M. Punniyamoorthy and a presidential address by our respected Director, Prof. M. Chidambaram who emphasized the importance of quick learning for better industrial exposure. Prof. G. Kannabiran gave the key note address and thanked all the dignitaries and welcomed the delegates from various industries and institutes who also attended the workshop.

- **Mr. Derick Jose, General Manager, Mindtree Ltd.**

He started the session with focus on the application of analytics in real business problems like market analysis. He threw light over the supply chain model, primary and secondary sales, market forecasting and behavior, engagement methodologies and deliverables in order to explain sales behavior.

- **Mr. N. Raman, Cognizant Technology Solutions**

He mentioned about various trends in the corporate world and explained how business intelligence and analytics can be applied in the functional domain with a retail banking-credit card case.

- **Mr. Ramesh Kumar, Symphony Services**

He gave an insight on the use of analytics in the retail sector and described information gathering from unstructured data with the product barcode.

- **Mr. Uday Bhaskar, Genpact Ltd.**

He discussed the areas of time series forecasting, risk analytics, credit card company's authorization strategy and application of customer behavioral patterns in understanding the business with a case on customer service analytics.

- **Mr. Saurabh Jain, Mindtree Ltd.**

He spoke about various tools like dashboards, score cards and interactive statistical models used in analytics. He also gave an insight on ROI with the use of dashboards.

- **Mr. Das Rony, Hewlett-Packard (Analytics)**

He discussed on DSS and analysis services and explained the application of analytics in SCM where he emphasized RFID analytics and risk management for handling inventory.

- **Mr. V. M. Govindarajan, Infosys Technologies Ltd.**

He gave us insights on how CIOs at Infosys finds trends, handles the challenges of consolidating master data and the use of performance management to increase the business value of the enterprise with a case on enterprise reporting.

- **Mr. Kumaran, AOL India Online Pvt. Ltd. An alumni of DoMS, 2003 - 05 batch.**

He elucidated how analytics can be used in online marketing field. He discussed about the online industry portals, search engine, e-commerce, paid services, classified and social areas.

The workshop came to an end with feedback from delegates who found all the sessions to be informative. Industrial participants from BHEL highly appreciated the lectures and expressed their keen desire to implement these practices in their organization.

More than 100 countries, many being least developed and vulnerable small island states, representing more than 50% of the United Nations' membership have called for global carbon dioxide emissions to be limited to 350 ppm, an associated rise of 1.5 °C by 2100, to ensure their survival.

Industry-Institute Interaction

DoMS – NITT is one of the first institutes in our country to address the increasing importance towards IT consulting and Business Analytics fields. Our faculty team had detailed discussions with the senior managers of renowned companies in these fields on 8th and 9th June 2010 at Chennai and Bangalore respectively. The discussions were focused on framing a comprehensive syllabus for the new specializations, while simultaneously meeting requirements of the industry in these emerging areas.

The NITT faculty team comprised of:

- Prof. M. Punniyamoorthy
- Prof. G. Kannabiran
- Dr. N. Thamaraiselvan
- Dr. V. J. Sivakumar
- Dr. B. Senthil Arasu and
- Mr. M. Kameshwara Rao

The industry experts who participated included:

- Mr. Derick Jose, General Manager, Knowledge Services, MindTree, Bangalore
- Mr. V. Ramanathan, Vice-President, TCS, Chennai
- Mr. S. Raghuram, Manager Consulting, Cognizant, Chennai
- Mr. Siva Padmanabhan, Practice Head, TCS, Chennai
- Mr. Sivakumar Balakrishnan, Principal Consulting, Infosys, Chennai
- Dr. Ashok Hegde, General Manager, Wipro, Bangalore
- Mr. Nitin Godawat, CDO, Decidyn, Bangalore
- Mr. Ashwin, Practice Head, Wipro, Bangalore
- Mr. Anand Sampath, HR Head, MindTree, Bangalore
- Mr. K. Kamesh, Sr. Manager Consulting, Cognizant, Chennai
- Mr. P. Sathyanarayanan, Sr. Manager Consulting, Cognizant, Chennai
- Mr. Madhusudhan, Group Project Manager, Infosys, Chennai
- Mr. V. Pradeep, Senior Manager, Fidelity Management Services, Bangalore and
- Mr. Uday Bhaskar, Senior Manager, Genpact, Bangalore.



International Panel on Climate Change (IPCC) estimates that the global average sea level will rise between 0.6 and 2 feet (0.18 to 0.59 meters) in the next century

New specializations offered at DoMS

The efforts of our faculty team through the meetings with industry experts had fruitful results. The new specializations are entirely based on the industry requirements and has attracted huge interest. The subjects that will be offered under the new specializations are the following:

Business Analysis and IT Consulting

- Introduction to Business Analysis & IT Consulting (Existing)
- **Business Analysis in Financial Services/capital Markets (New)**
- **Business Analysis in Retail Management (New)**
- **Business Analysis in Manufacturing (New)**
- Systems Analysis & Design (Existing)
- Software Project Management (Existing)
- Software Quality Management (Existing)

Business Analytics

- Business Intelligence (Existing)
- Data Analytics-I (Existing)
- Data Analytics-II (Existing)
- **Data mining Techniques (New)**
- **Introduction to Business Analytics (New)**
- **Marketing Analytics (New)**
- **Supply chain Analytics (New)**
- **Financial Risk Analytics (New)**
- **HR Analytics (New)**
- **Digital Analytics (New)**

The Board of Studies has already approved these subjects. The classes on these specializations are successfully being conducted from July 2010 onwards. We shall provide further updates with few more interactions on these specializations in the forthcoming volumes of AbhiVyakthi.



Some species of dolphins and other marine cetaceans could face extinction as climate change causes changes in local water temperatures.

Interview with Mr. Nitin Godawat, COO, DeciDyn...



From this volume onwards, we thought of having interviews from industry specialists to impart us the interest in our existing and new specializations. We believe the path taken and suggested by these experts will enlighten us and help in setting our career goals.

We were always wondering what made so much difference in people who excel to the level of CXOs of organizations. This time we planned to find how it was to Nitin Godawat, COO of DeciDyn Systems and had a tele-interview with him. So we start with our industry specialist in Analytics. Here is the multidimensional conversation.

How did you move from Civil Engineering to Finance and then to Analytics?

When we do engineering, few of us have a gene to go further with a Masters in Engineering itself or in Business Administration. For me, MBA was an obvious choice where I had a great flare towards numbers. Hence I got interested to Finance plus Marketing and was placed in a management consulting team of Tata Consultancy Services which provided me a chance to work in a financial advisory role. Soon after I had an opportunity to work with the financial analytics group of GE Capital International Services. There I learnt about Risk and Marketing analytics which are very good career options to pursue these days.

Do you have any plans for your future career?

I want to stay in analytics field and here I have the freedom to take decisions to work with an entrepreneurial role. When you compare larger organizations with smaller ones, you will have more substantial responsibilities in a fast growing company like DeciDyn with which I am satisfied.

You have got a Six Sigma Green Belt certification. Please explain to us any situation where you felt this to be a very useful and handy tool for your success.

I was certified a Green Belt in Six Sigma by GE during a training program at Bangalore. When people do engineering and come for a profession they tend to think logically. Similarly Six Sigma is a discipline which we tend to follow in our subconscious mind unknowingly as an attitude to set the boundaries of the problem, its root cause and potential options before pinpointing the solutions.

What is the state of companies who are using business analytics in India?

Business analytics is not only helps in building strategies of a company, it is much more than that. Though some of the MNC's are best in class with consulting, Amazon, Google and IBM who are using analytics solutions have a long way to go. Few companies which have their analytics branch in India are at their starting stage where many SAS programmers and domain experts are sought.

We are already seeing the effects of warming: In Arctic ice is melting, massive ice sheets at the poles have collapsed, sea levels have risen, the ocean is warming and becoming increasingly acidic, trees are flowering earlier. Living systems including coral reefs and polar bears are in decline.

... Interview with Mr. Nitin Godawat, COO, DeciDyn

To what extent do your clients feel that analytics is an important field?

During hard times we notice some interesting things. Few years back very few companies in India were aware of analytics. These days many companies are growing around 60 to 70 % a year based on market research and business analytics. Thanks to economic recession which was the awareness driver for analytics.

What is the average time to complete an analytical project?

It depends on the expectations of the project. Usually it may range from a month to an year. For example, if we have a three month engagement, the first 15 to 20 days is spent in understanding the client requirements and gathering details after which the data is understood. The model development takes about a month and meanwhile data integrity check is done. Last 15 to 20 days is to test, cover-up and complete the project.

Tell us about the intra-organizational measures taken to protect the intellectual property of the company and the engagements.

The results of a project become the client's intellectual property because we are paid to do the service to the client organization. But if we come up with a novel algorithm or some new methods to analyze, then it becomes our property and we may go for patents.

We recently found a blog facility in the company's website. How are things going on with the blog?

It was launched very recently and still some of the functionalities are under construction. We believe that this is a fantastic way to know what customers and the others feel about our services. Clients, employees and outsiders like students can also contribute there once the facility is fully functional.

Please tell us a few words on what analytics industries expect from an aspiring student in related areas?

Many students try to follow the fashion in corporate world like investment banking, consulting and analytics because these are high-paying jobs. Every person should do a SWOT analysis of themselves to know their self-potential and weakness. No job can sustain to give a high payment until one has real interest and skill. Hence, check what you are good in and follow your interest. Domain experts who have good numerical and logical abilities with some exposure to any of the programming concepts will be the best person in business analytics. Students should get their hands dirty before they go for direct consulting and client interactions which will need a minimum experience of 5 years. When it comes to analytics even individual performers can become key contributors.

How are our Alumni performing at DeciDyn?

We have Tallada Kishore and Naveena who are doing an excellent job and I am happy to have got few people from NIT, Trichy. I would like to develop this relation more.

Modern economic reform promises an excellent growth opportunity to IT/ITES sector. The economic growth also implies that the people demand more services. Certain manufacturing industries will get more mechanized and more people would be required in service industries like travel, IT and Analytics. The name DeciDyn which means Decision Dynamics has a deeper meaning to convey where any decision will not stand forever. Things change with time hence decision making should be dynamic.

Sea levels are rising at a rapid rate (having risen by 20cm over the 20th century).

In Asia, the homes of 94 million people could be flooded by the end of the century, leading to large-scale migration



By 2020 between 75 and 250 million people in Africa will be facing increased water shortages.

Interview with Prof. B. Mahadevan, Dean, IIM, Bangalore



Professor B. Mahadevan, Dean-Administration, IIM-Bangalore is one of the leading experts in operations and supply chain management in our country. He visited DoMS to deliver a lecture on quality control and also used his own case study on Bosch Production System for discussion. During his visit, he dedicated some time to meet with us and provide us many interesting insights about what makes up a person and the world. Given below is some of the key points that we learnt during the talk we had with him.

About teaching as a profession – I had an opportunity to teach half of the module of 'Non-traditional manufacturing methods' in 1983 sharing with one of the best teachers in my life who taught me 'Theory of machines'. It was the start. My inner passion was always telling me to go for teaching while I was for an industry. I have been in teaching for 21 years and still find myself enthusiastic because I took what I loved to do.

Defining success – My understanding of success is that "World is interesting beyond the duality of success and failure". The strongest personality in life is created when both the things are accepted and understood equally.

Making the best individual – Most fundamental quality for a student or employee, mother or father or any responsible person are mainly three things:

- 1) **Attitude** – which makes positive things happen in an enormous way. You should have empathy instead of sympathy to anyone. Many problems can be looked totally in a different manner and solved. You will be a great student if you could realize that the responsibility of learning is with mainly with you. Remember the story of Ekalyva and Arjuna for this. Learning is not a course but much larger than that. Student life is very interesting and important. Engage yourself with lot of interesting things and enjoy what you do. Take part in lot of developmental activities and have a multifaceted and broader view of life.
- 2) **Passion** – only in the presence of which you can see the fire within you to achieve
- 3) **Time management** – makes you extraordinarily successful. I have seen lot of people who are CXOs who follow a best time management pattern.

Planning – The world is a big and complex place. When you are trying to solve the complexity it will still continue. Concepts are not enough always. Essence of planning in life is to understand that "The purpose of planning is to re-plan which makes it a dynamic process".

Education – Teacher will give you only 25% of the education, 50% is with the student and the rest 25% is God's grace. Hence, you are the major person who will decide your life, education and career.

Finding a path – After recession, the whole world has understood that Indian system is much strong and better than any other system. Manufacturing and IT sectors shall keep growing. But you have to find your interest and with that understanding of your basic instinct start moving forward in your career and life. All the best!

Guest Lectures



How to build your dream venture: A stimulating session on 'How to build your dream venture' by Mr. Prafulla Kumar Padhi, Founder/CEO, Global Entrepreneurship Development Corp., and his partner Mr. Suresh Raspayle involving a few demo team assignments for a startup businesses was organized by our faculty member Dr. B. Koteswararao Naik on September 30, 2009.

Quality control: Prof. B. Mahadevan, Dean, IIM, Bangalore conducted a session of discussions and knowledge sharing with a case study on Bosch Production System to stress the importance of Quality control in organizations. It was an eye-opening session for the students, where he shared some of his corporate consulting experiences and the problems that could be faced in the case of improper inventory management and quality control aspects.

Systems Management: Prof. L S Ganesh, DoMS, IIT, Chennai was with us to share his expertise on the performance of various systems based on external influence. He focused more on the effects of errors in decision making and explained how to tackle such errors to maximize the performance of a system.

Titan's strategy: Mr. Kailasanathan N, CIO, Titan Industries Limited, Bangalore came over to our department to share with us some of Titan's IT and analytics strategy. He explained how Titan is positioned in the Indian and the international market from which it has taken a great hold of customers who care for time. It was very interesting to know how they choose the tools for IT management and to understand the flow of information from retail outlets to the top management.

The other eminent guest speakers who interacted with us:

- Mr. Shekhar Arora, Executive director-HR, Ashok Leyland
- Mr. Anand Kalidass, HR manager, Mahindra Satyam
- Prof. T J Kamalanabhan, IIT, Chennai
- Prof. V B Athreya, Bhartidasan University
- Mr. Suyam Pragasa, Rtd. Regional Manager, Canara bank

Penguins trek over miles and miles of frozen ice to be able to get to their breeding grounds. When those sheets of ice are melting though this is more of a difficult process. As a result it can prevent penguins from reaching those breeding grounds in time. Therefore the number of females that successfully create eggs with offspring in them is reduced

In mid-continent regions, evapo-transpiration will be greater than precipitation and there will exist the potential for more severe, longer-lasting droughts in these areas.

Mumbai Chapter – Alumni meet

February 21, 2010



Mumbai Chapter of DoMS Alumni Meet was organized at Saffron Spice, Powai, Mumbai from 12:30 PM to 4 PM on February 21, 2010. This meeting was sponsored by Mr. Ravi Kumar, CGM and Chief Liaison Officer, SEBI (1980 - 82 batch).

To further strengthen the Alumni network and DoMS, the following points were discussed:

- Regular updates to Alumni and meet-up with specific agenda
- Conducting Ligature in Chennai/Bangalore
- Enhancement of alumni database
- Focus on specific companies and targeting some more PSUs
- Building a long term relationship and diversify the batch profile
- Using alumni effectively for guest lectures and workshops
- Ensuring that everyone is a part of Yahoo, Linkedin and Google groups.

We express our sincere thanks to all the alumni for their presence and for sharing their views on how to further strengthen the Alumni network and DoMS.

We also sincerely thank Mr. Subramanian N E, GM-Marketing, GYPROC & Secretary DASFA for guiding and helping us conduct the meet. We extend our heartfelt gratitude to Mr. Manikandan M, Unit QA Head, Essel Propack Ltd. (2006 - 08 batch) and Mr. Arul Saravanan, Senior Marketing Officer, Tata Tinsplate (2006 - 08 batch) who coordinated the meeting with everyone and facilitated to make this successful.

There are further plans to conduct more informal meetings at various parts across the country where our alumni are concentrated. It was also proposed for initiation of special interest groups that could act as a mentorship program for the students.

Student achievements and awards



S.No	Institute	Event	Position	Participants
1	IIM, Ahmedabad	AMAETHON 2010 – Quest	2	Arunan and Sivakumaran
2	Annamalai University	Business quiz	1	Jayachandran and Gokul
3	Anna University, Chennai	Paper presentation	2	Mahesh and Muthukumaran
4	Anna University, Chennai	Mock parliament	3	Jai
5	Christ University, Bangalore	Business plan	1	Navaneethan and Asad Khan
6	Christ University, Bangalore	Case study	3	Ashish Kumar Singh and Purnasis Dutt
7	Christ University, Bangalore	Business quiz	3	Arunan and Sivakumaran
8	Thiagarajar School of Management, Madurai	Best finance manager	1	Varun Kesari
9	Thiagarajar School of Management, Madurai	Best HR	1	Ashish Mishra
10	Thiagarajar School of Management, Madurai	Management games	1	Arunan, Ashish, Selvakumar and Robin
11	Thiagarajar School of Management, Madurai	Treasure hunt	2	Gokul, Sivakumaran and Arunan
12	Thiagarajar School of Management, Madurai	Business plan	3	Asad, Navaneethan and Utkarsh
13	Thiagarajar School of Management, Madurai	Overall championship		Team DoMS



With the rapid ice loss in the Arctic and Antarctic regions, many subspecies of seals are currently racing against the ticking clock of climate change.

Large-scale volcanic activity may last only a few days, but the massive outpouring of gases and ash can influence climate patterns for years.

Student activities – NITT Sports meet 2010



S.No.	Event	Position	Participants
1	Power Lifting (67.5 kg)	Gold	Mano
2	Power Lifting (82.5+ kg)	Silver	Kathirvel
3	Power Lifting (82.5 kg)	Bronze	Saravanan
4	Triple jump	Bronze	Sumit Singh
5	400 m sprint	Gold	Selvakumar
6	200 m sprint	Silver	Selvakumar
7	100 m sprint	Bronze	Selvakumar
8	4 x 100 m relay	Silver	Selvakumar and team
9	4 x 400 m relay	Bronze	Jagasirpiyan, Ravi Yadav and Selvakumar
10	Ball badminton	Silver	Senthilkumar and team

DoMS PREMIER LEAGUE, a fast and furious cricket tournament (Sixer's trophy) was conducted by our 1st year students Bala and Gokul and it was a grand success. 16 Teams all over the institute participated and the trophy was won by the team HINDUSTAN.

Student activities



Pragyan 2010

S.No.	Event	Position	Participants
1	Ad-IT	1	Ashish, Dinesh and Kunal
2	Ad-IT	2	Muthu, Anisha and Harini
3	Arthashastra	3	Purnasis
4	Business quiz	1	Akhil and Dhinakaran
5	Business quiz	3	Arjun and Benjoy

NITT fest 2010

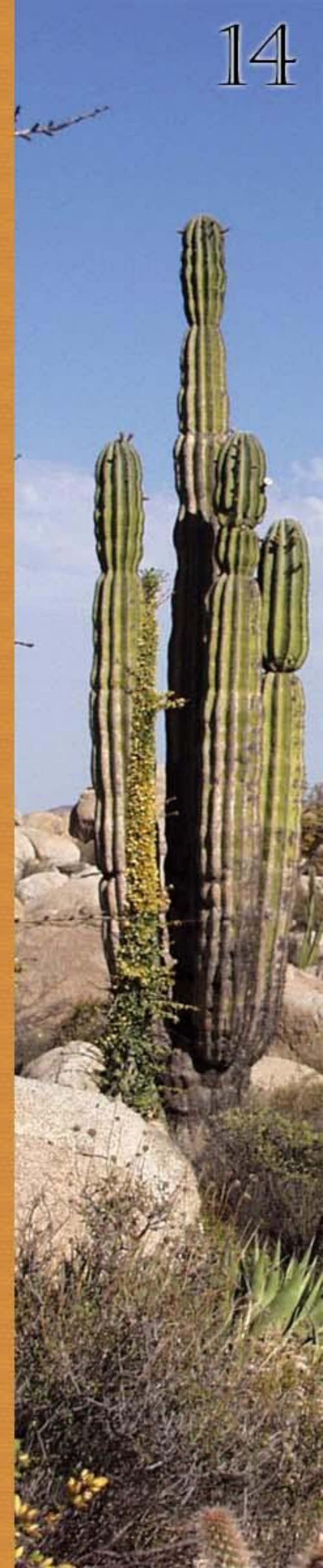
S.No.	Event	Position	Participants
1	Hindi crossword	1	Chaitanya and Ravi
2	T-shirt design	2	Gaurav Mittal and Aswini
3	Hindi quiz	3	Chaitanya and Ravi
4	Group dance	-	Team DoMS

AD-IT ... can you advertise?

This program was conducted during Pragyan 2010 by DoMS students - Purnasis Dutt, Manoj Babu, Priom, Shalini, Ekta

AD-IT was an opportunity for the creative minds to unleash its creative potential. The event consisted of two rounds. In the first online round, participants were asked to submit name, caption, logo and advertising concept. Shortlisted candidates came up with a video advertisement for the given product in the second round and also convinced the judges with their door-to-door selling effort based on their video concept.

While climate change is causing many semi-dry regions of the world to become increasingly arid, it is making life more difficult for true deserts that have been in existence for thousands of years



Alumni corner

Arivalagan Angusamy
Batch 1992 - 94



During my college days, I was very excited to do trimester projects. At that time, Octagon was Asia's one of the biggest computer center. I liked the international standard curriculum which was up-to-date, flexible and industry oriented. The new PG hostel was a great place to reside. I did a dual specialization in systems and finance. A guest lecture from BHEL helped me to become an expert in Lotus 1-2-3 macros, which is not used much these days. My internship at Pentafour and final project at BHEL loaded me with sound industrial experience and helped me to get into Ashok Leyland (Information Technology) Ltd., Bangalore. After my first real-world job, I moved around the world's top ranking companies (JPMorgan Chase, Panasonic Corp., IBM, Toyota, Visa) and worked in India, Singapore, and USA. Currently, I work with Visa Inc., USA which has made over 2 billion USD last year by processing transactions. I am part of Treasury systems where we manage everyday transactions of around 6 billion USD.

India has proven to the world that it is the land of world-class talents. Every graduate student needs to be prepared with the skills and knowledge needed for both Indian and multinational companies. Students need to go beyond theories. They need to learn, practice, and keep themselves updated with latest industry trends in their respective areas.

NITT has a great infrastructure. Learn more about the green, clean, and nano technologies, alternative energies, mobile and social networking, virtualization and other emerging trends/technologies and relate them with your area. Strive to surround yourself with positive minded people. Make an effort to learn about successful people and what made them successful. Self confidence, communication skills, interpersonal skills, time management skills, business networks and personal contacts, continuous learning and good health are what it takes to be successful in your career. So take each of them seriously. One thing that may not be taught in B-schools is balancing life and career. I practice Yoga, breathing techniques, meditation and a healthy diet. Following these shall help you to reduce stress, stay focused, and think clearly. You can't work 16+ hour days all the time. You need to eat a healthy diet, and spend some time to exercise (30 minutes), and you need time for yourself and family. When I was successful as a graduate student with all limited resources, I am sure that you can use the latest available resources which will help you guys to rock in the corporate world.

A temperature rise of 2 to 3.5° in India would reduce farmers' incomes by between 9 and 25%.

Club activities at DoMS



STOCK TRADING GAME by Finnacle

The finance club of DoMS organized a three day virtual stock trading game from December 15 to 17, 2009. A total of 20 teams comprising of three members each, participated in this battle of cunningness, negotiations and forecasting. News concerning the companies involved in the market was released every day and the teams started trading the stocks accordingly. On closing day the team with highest cash and number of stocks comprised of Mr. Jaychandran, Mr. Murgasan and Mr. Somraj who won the game based on their robust strategic thinking. The final outcome of the game was that everyone understood the highly sensitive and dynamic way in which the stock prices fluctuate in the market due to various external factors from the budget and politics to terrorism and climatic conditions with loads of fun.

HR game by Persona

On December 10, 2009, the Persona club provided us with a drill to develop our Interpersonal and Human Resource Management skills. It started with a cross-word puzzle on HR concepts. The game had three rounds of varying difficulties. The Persona club provided tiny ice-breakers throughout the course of the game to keep it more interesting. The second level was a challenge to recognize few patterns in a picture which had various scenes and the final activity is to perform a rattle talk. This greatly helped us understand the human dilemmas faced in decision making in a go or no-go situation. The team of Mr. Ramesh and Mr. Prem won the game. We had Ms. Dheepica and Ms. Archana as runners.

Infinit-e's quizzes

Periodic quiz sessions were conducted by Infinit-e club during February, 2010 focusing more on IT/systems specialization. Different types of quizzes were held comprising of multiple choice questions, audio and visual quizzes and logos and tag lines of major companies which students enjoyed and found interesting.

as deserts become hotter their soil releases nitrogen, a gas vital for life. Losses of nitrogen in these arid environments, scientists believe, will result in a loss of plant life, since nitrogen is second only to water in determining the amount of life in a desert.

SEC club

Make socially responsible leaders

It was the dream of our beloved alumni to have a setup that will let us create a difference in the life of others and our environment. Our friend, Ravi Yadav took the initiative and found a group of students interested in the same which was later entitled as Social Entrepreneurial and Cultural (SEC) club. This club started functioning during the later half of 2009 and continues its efforts to make students socially responsible and impart entrepreneurial skills that can eventually mould them as great leaders.

Las Vegas - the business quiz, debates and speeches on topics of social impact, case studies and brain storming sessions for virtual/real problems of public interest, lecture series on entrepreneurship and psychology are the major activities planned through this club. Understanding the importance of team work and helping each other in critical situations are the objectives of this comprehensive plan.

SEC club as a helping hand towards society - ANBAGAM

The club frequently visits Anbagam - an orphanage located in Thuvakudi, a village near our campus where they spend their free time in understanding the difficulties faced by the children and helping them get what they need the most. The club also educates the children on some common issues with audio-visual aids. Our alumni have been monetarily contributing to the orphanage continuously over the previous years. Since their requirements are increasing due to more intake, one of the challenges for the club will be to find more persistent resources for this orphanage. We are thankful to our alumni Mr. Praveen and friends who are still a major contributors for this cause.

We welcome all our alumni, industry professionals and others who are interested after reading this article to contact us and whole heartedly contribute for this social cause. Also visit <http://www.anbagam.co.in/>

**It is not important how we live...
It is the purpose for which we live that is important...**

With a warmer climate, droughts could become more frequent, severe, and longer-lasting.

Forthcoming events...

- Summer projects and placements
- Placement brochure release (2009 - 11 batch)
- Welcoming the fresher and ice breakers
- Interesting interviews
- Faculty achievements
- Students' talk
- FIRM games and cultural activities
- Entrepreneurship - The character
- Club activities and more ...



With this increase in greenhouse gases, average global temperatures have climbed by 0.76° Celsius since 1880. Even if we were to stop emissions today, we are already heading for 1.6°C of warming

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We, the students of Department of Management Studies, NIT-Trichy have taken an initiative to create awareness regarding the climate change and its consequences through the Volume - 6 of AbhiVyakthi.

