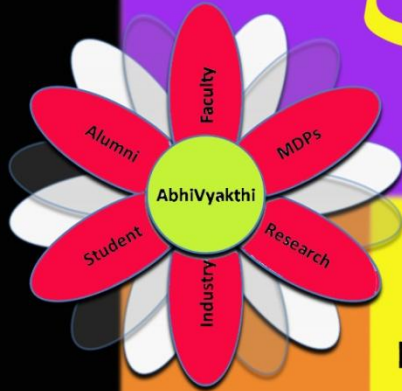


November 2009

Volume no.- 5

# Abhi Vyakti

.....*Expressing Synergies*



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

# Foreword



DOMS has been keeping up the tradition of launching the magazine 'AbhiVyakti'. This volume contains all the happenings in and around the Department of Management Studies, NITT. In this 5th edition, we cover all the events starting with sessions of SWITCHES conducted especially for the first years, FIRM games featuring competitive sports among four teams, Counter-Strike tournaments, cultural events and many other gatherings that we organised throughout this period. The flagship event this year is the launch of the DoMS website, playing a vital role in extending its reach to the worldwide audience.

Following the tradition, student written articles on varied perspectives of the world is given due space. Also included in the edition are, the WHO and WHAT of the Guest Lectures and Ductus Exemplo seminars and also the events to watch out for in the days to come.

Honoured are we to have been able to be a part of a tradition called Abhivyakti, that's moulding into a culture at DoMS. A bow to the faculty, warm hugs to our Abhivyakti team working round the clock and the students for making this happen.

Regards,  
Abhivyakti

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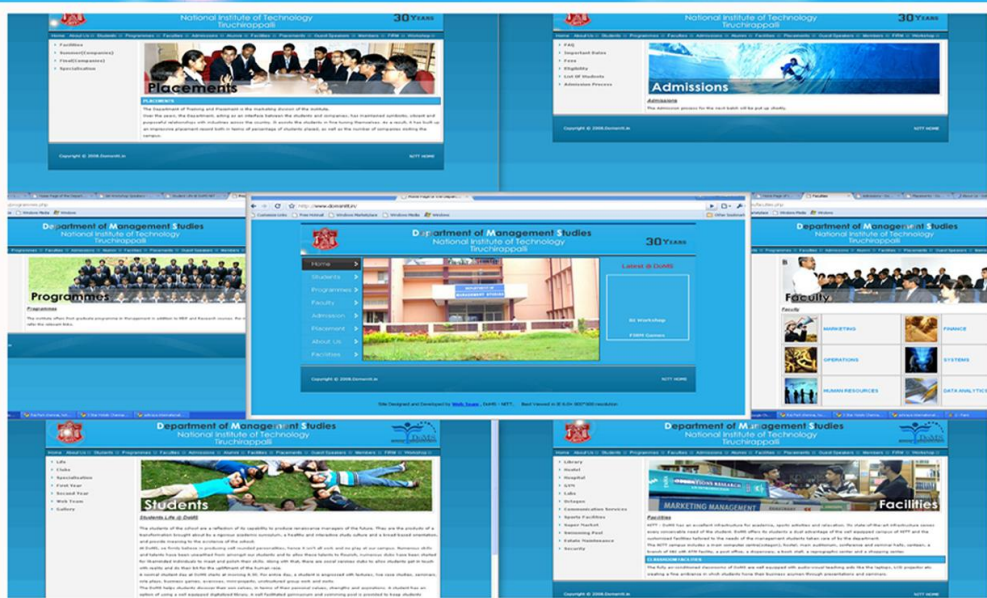


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# DoMS website



<http://www.domsnitt.in>



Last academic year saw the launch of our very own website

[www.domsnitt.in](http://www.domsnitt.in).

A brainchild of our alumni, The website provides a platform for continuous interaction between and among students and alumni of DoMS.

Constructed entirely on PHP and Flash, this website went live on October 14th 2008 and has been maintained by the student web committee ever since. The website is constantly updated to show the recent events of DoMS. Coming soon on the website are individual student info, Blogs and Forums, individual pages and our crowning feature Online Application system.

[www.domsnitt.in](http://www.domsnitt.in)

# Firm Games



“When compared to meditation, you are nearer to God while you are playing football.” (The height of physical and mental coordination)  
- Swami Vivekananda

FIRM Games which started in the year 2008 have again lived up to its name and expectations by providing a platform for physical training, coordination and team spirit. FIRM stands for the names of different teams given as follows:

“F”- FALCONS

“I”- INVINCIBLES

“R”- RUDRAS

“M”- MORPHEOUS

These teams comprised students as well as one of our beloved faculty members Dr. B. Senthil Arasu. Events were conducted for Cricket, Football, Volleyball, Basketball, Handball and Dodgeball and the last two events were reserved for girls. In cricket a new concept called “SUPER OVER” was introduced wherein a lady from the team had to necessarily bowl.

## Winners

Cricket: RUDRAS

Football: INVINCIBLES

Volley ball: FALCONS

Basketball: RUDRAS

Handball: INVINCIBLES

Dodgeball: INVINCIBLES

Though there were winners and runners-up for all the events all the participants felt the spirit of unity under diversity. It was a great learning experience for everyone as students had to keep a balance between studies and sports and they did it very efficiently and not only players turned up, but others were always present in great numbers to motivate their respective teams.

# Convocation (August 22, 2009)



This day witnessed the gathering of the students of the batch 2007-2009, one more time to be certified Masters of Business Administration. After the receipt of their degree, DASFA (DOMS Alumni Student and Faculty Association) meeting was conducted where the alumni shared their everlasting memories of DOMS and also their recent experiences from the corporate. Many passed on their words of wisdom wherein they stressed the need for extracurricular activities in the process of creating a true manager and also reminded the gathering of the continued social cause pursued students of the department.



# Culturals



Not only does DOMS set milestone with its rigorous academic schedule but also it encourages all-round personality development of students. The valedictory function of FIRM games also showcased cultural events which were full of fun with scintillating performances by the students.

Programme was started with various dance performances followed by skits, drama, fashion show and song performances where students displayed their immense talent and they put the “stage on fire”. Awards were also distributed by the Chief Guest Mr. Krishna Kumar ( Executive Director, HR), Dalmia Cement to the winners of the FIRM games. Mr. Krishan Kumar addressed the students and told importance of attitude and soft skills. Dr. Punnia Murthy Head of Department, DOMS and Guest of Honour Dr. Bhakta Vachalam (Head of Department, Training & Placement) talked about importance of hard and soft skill in today’s world.

## Teacher’s day celebrations

As we know in loving memory of Dr. Radha Krishan former president of India we celebrate the Teacher’s Day. Teachers play an important role in modelling the future of students. These are the people who make Doctors, Engineers, Lawyers, Managers etc. It is because of the presence of highly efficient faculty at DOMS that students gain ample knowledge and lots of healthy confidence. It’s our privilege we got the chance to honour them.



# Business Analysis & IT consulting



Department of Management Studies organized a workshop on Business Analysis & IT Consulting on 29th August 2009. It gave an insight about the role of BA in industry, and the skill set required to shine in this domain.

The workshop started with presidential address by Director followed by a brief overview of workshop by Dr. G. Kannabiran.

The keynote address was delivered by Mr. Tamil Muthusami (Delivery Excellence Head, Accenture) who explained about the qualities of BA as well its current trends.

Second session conducted by Ms. Hema Vaidyanathan (Consultant, Cognizant), threw light on role of BA in BFSI in general & cognizant in particular.

Next important lecture was given by Mr. Sivakumar Balakrishnan (Principle Consultant, Infosys). He delivered the lecture on the role of BA in retailing.

Ms. Ganesan Subhasni (Consultant, TCS) explained about the role of BA in Telecom Industry as well about the points to be kept in mind while dealing with a client.

Ms. Neetu Sethia (Consultant, Cognizant) delivered a lecture about FILCARE, USA & its importance in healthcare and also explained healthcare industry as a whole.



Mr. N. Vishwesh (Sr. Manager, Mindtree Consulting) presented a session on knowledge services with a note on cross selling & sentiment analysis.

Mr. R. Ramkumar (Consultant, WIPRO) gave a lecture on importance of managing product differentiation, Customer Relationship Marketing, Supply Chain Management, Enterprise Resource Planning and their interdependence, with a final note on the role of BA in manufacturing. The Workshop, undoubtedly, has played a vital role in student industry interaction.



# Club Activities



## Switches – The Ice-Breaker

It is a game of creativity organized at DOMS. The participants were mainly 1st year students in groups. The aim of the game was to inculcate creativity and co-ordination among the team members. It also provided opportunity for the first year students to know their batch mates as well as the seniors. The game was exciting and entertaining too. After the game the students were confident and the fear of new people and new place vanished. The game completely succeeded in accomplishing its purpose.



## Counter-Strike

Managers must have the capability of fast decision making and building strategies under any circumstances with the proper co-ordination of group members. To promote these qualities through non-conventional methods, COUNTER-STRIKE – a war strategy game with multiple missions was conducted at DoMS. The event was organized in the collaboration with ANALYTICA & INFITI-e clubs. There were four players per team and all the team members showed great competence. This event sparked great enthusiasm among the students.

# Ductus Exemplo



By : Dr. Vallabh Sambamurthy

**Eli Broad Professor of Information Technology**  
Michigan State University, USA  
**BE (MECH) - NIT, Tiruchirappalli**  
**PGDM- IIM, Kolkata**  
**PhD- University of Minnesota**  
Previously Served in University of Maryland  
& Florida State University  
On 4:00 PM Tuesday 08 September 2009 @ EEE

Mr. Vallabh Sambhamurthy gave a talk about the corporate way of life and need for collaboration & networking in the present corporate world. Emphasizing on the importance of collaboration & networking in a life of a businessman, he advised future managers of Doms NITT to always “Find a friend to compete with other”. He supported this by famous dialogue of Bollywood “My enemy’s enemy is my friend”. He talked about the collaboration as comparative strategy, Collaboration as a business model in financial services, Collaboration through networking. Talking on how to make a right collaboration he said “Key to success in any collaboration is finding out, what positive you have with you and what negative you have”. He also talked about the different forms of network and explained all the three different forms i.e open network , proprietary network, and platform network. He then moved to, mastering collaboration through networking and role of individual in collaboration.

He defined the present situation as “We live today in an organization where individual is important but team is more important”. He then moved on to explain the barriers to successful team building and explained how one’s personal ego comes as hurdle in path of a successful collaboration. Mr. Sambhamurthy concluded his lecture with the dialogue “Though collaboration & networking is difficult to sustain, in my career these have been the two keys to success”.



# Guest lectures



## Ms. Letha Unnikrishna (M.com, M.L) Advocate

Being an eminent speaker she gave the content on Company Law in such a way that it created a comfortable platform for active participation by all students. She gave practical explanations for almost all important topics from the formation of a company to the winding up. It was followed by the second lecture on FEMA on September 18th, 2009. It was an enlightening session.

## Dr. K Ganesh Assistant Consultant – Manufacturing ISU, TCS

Non deterministic polynomial is a powerful and complex tool for solving various aspect of the supply chain management. Dr. Ganesh made it simple with a case study letting us know the thumb rules. His lecture focused the NP complete and NP hard with the heuristic and meta-heuristic algorithms. His note on explaining the concept of game made it clear the importance of synergy in supply chain.



Mr. Hariharan Mathrubutham



Dr. K Ganesh



Dr. C. Rajendran

## Mr. Hariharan Mathrubutham QA, Cognizant

The emerging trend in IT industry has created a great opportunity for the profession in software project management. He explained the various aspects of requirement analysis and requirement elicitation. The only thing abnormal in the requirement analysis is “requirement not getting changed over a period of time”. He focused on the risk mitigation and various proactive and reactive measures. He addressed various queries by explaining the various tools and technique which are useful to enhance the knowledge in SPM field.

## Dr. C. Rajendran HOD, Department of Management Study, IIT, Chennai

Innovative research has made the innovation of new tools in the field of supply chain management. Dr. C. Rajendran focused on the Genetic Algorithm and implication in Supply Chain Management. He clarified the students about reverse logistics and the issues regarding the make to order/stock. The need for understanding supply chain solution as an end to end process has been increasing with the increasing competition and continues empowerment for the better service.



## India's future rice revolution

Gokul Krishnan.

The article emphasizes on the factors influencing the rice production and proposing changes pertaining to the Indian agricultural pattern to increase rice productivity by approximately 70 percent and realizing the agricultural vision of 'India 2020' by Dr.A.P.J.Abdul kalam in 2012.

A recent study has shown that Indian agriculture has been threatened by increase in global warming which would cause Himalayan ice caps to melt and inundate the fertile lands of north India in the next 30 to 35 years which may fatally affect the cultivation in those lands thereafter. Another disturbing factor is the vagaries of monsoon inducing unseasonal rain causing extensive damage to matured crops.

The irrigation pattern and using hybrid rice varieties influences the productivity to a greater extent. India, despite having the largest area under cultivation, is lagging behind China in productivity. This is mainly due to lack of knowledge about hybrid varieties and lack of irrigation facilities.

The overall productivity of India can be improved by increasing the yield in the states like Uttar Pradesh, Bihar and West Bengal which has large area under cultivation and good irrigation facilities. In Bihar, dams should be constructed in the upper reaches of at least three rivers - Kosi, Kamla and Bagmati -which all originate from Nepal and dam across Brahmaputra river in West Bengal to keep our crops secure against the floods in these areas.

The general awareness of hybrid varieties of rice must be promoted among people using media and campaigns. Himalayan mountains are the origin for the rivers that flow in both Punjab and Bihar, but Bihar is often affected by flood but not Punjab. The reason is that the Punjab has built dams (eg. Hirakud dam) in strategic areas to harness its water potential. All the states in India must be forced to emulate the 'Punjab model' in which water resources are perfectly utilised without causing floods even in periods of heavy rainfall.

As in India the land and water resources are not fully utilised, implementing these measures will be an awakening of India to itself. This is a request to the state and central government to implement these dam projects after careful consideration of its location and people involved. This will increase India's hydroelectric potential, irrigation facilities and help in flood control.

The following table is based on the assumption that all our resources are utilised to their maximum by implementing the projects mentioned in the near future.

Categories	2000	2012
Average yield	1947 kg/ha	3249 kg/ha
Production	86.88 million tonnes	145.49 million tonnes
High yield district groups	110	312
Medium yield district groups	81	101
Medium low district groups	94	73
Low yield district groups	155	48
Very low yield district groups	94	-

It is estimated that the rice production would increase from 90 to 145 million tonnes in 2012 if these measures are implemented fulfilling the '2020 vision'.



## *Should religion be mixed with politics.*

GAURAV MITTAL

Politics decisions are generated by our moral and ethical values which in turn have been influenced by our cultural values, and culture is nothing but our belief and faith evolved by our religion. Therefore, we cannot separate religion and politics, nor we should try to do so.

It is right that religion should not be used as a tool to grab power and generate vote based on religious grounds. Using religion as a tool to generate votes may benefit in a short term, but will definitely hamper in long term, because religion does not provide a base of existence, nor a mission to accomplish the laid objectives.

Religion is not idol worshipping, rituals or ceremonies. It is, in fact, a reason for righteousness, for doing good and leading an honest life, and Politics is the process by which groups make decisions.

Religion is a dual advantages, on one hand it benefits the people by teaching them morals and ethics, and on the other hand, it clearly discriminate right from wrong. Therefore religious teachings should act as a backbone for politics, to take effective decision which is in the favour of the people and for the betterment of the society.

Politicians who have used religion for getting in power have given birth to a corruptive and greedy government, which is incapable to take right decisions. Asking vote on the name of minority or on the name of building temple or providing reservations has done nothing except shedding blood, and dividing the people. This form of politics has been responsible for the failure of intelligence system, and the degradation of our country, and our adjacent nations are using it against us to create an internal havoc.

Terrorism is led not only by religious fanaticism, but also greed and corruption, and has been spawed by our politicians, for their vested interest.

Therefore, at the end I would like to say that politicians should use religious teaching to take effective actions and learn from our holy books, but they should not involve politics in religion, which is pure and wholesome. "Mazhab Nahi Sikhata Aapas Me Ber Rakhna, Hindi He Hum Vatan He, Hindositan Hamara"

# Upcoming Events



There are a series of events which are scheduled to take place in not too distant future. Some of the events which are in the pipeline are:

## Events

1. Chess Championship
2. Virtual Stock Market
3. So you think you can Speak..
4. Best Brand Manager
5. System Analyst

## Conducted By:

DoMS Chess Club  
Finnacle Club  
Persona Club  
Marketus Club  
Infinit-e Club

And many more...

# Alumni Corner



**MADHU NAMBU DIRI**  
**Batch 1994-1996**

After my MBA at REC Trichy (as it was called back then), I had this morbid distaste of working for somebody else. That feeling could also be attributed to the fact that I already had worked prior to my MBA with TATAs for four years.

The period with TATAs was great because it taught me how organizations carry on their activities on a day to day basis, learnt the importance of systems, planning etc. I learnt a whole lot about what it takes to make an operation effective. But what I could not handle was the constant requirement to double guess the “boss’s view” and act accordingly.

So the decision ‘no boss for me’ was born. Some people say that as an entrepreneur “the customer” becomes the boss, and hence there is always a boss. But I feel that the customer is much more easier to satisfy than a boss who is rarely consistent. A customer is consistent at least for a certain period of time. The joining of my family business was the next step I took up, where the financial package was one third of the offers, that I got as a fresh MBA.

Five years of running the family business (as CEO), and I decided to strike out on my own and started the T.I.M.E franchisee at Coimbatore in 2001. Now this year I have quit that too (partially) and am not sure what to do next. I will surely start something else very soon.

The skills required to become a good entrepreneur is similar to what a manager requires. The additional three factors which managers may lack and entrepreneurs have in abundance are

- 1) Risk taking capability (all of us know what it is, and I don’t want to elaborate on it)
- 2) The capability to compromise on one’s lifestyle. The addition to a corporate life style, with car, air travel, secretary, five star accommodations etc has to be broken. A successful entrepreneur will be willing to live with an income (at least in the short run) which is a fraction of what he is worth in the corporate world.
- 3) Some people feel that pleasing the boss is much easier than pleasing the customer and they should stick to the corporate environment.

These few thoughts are what I thought I should share with the budding managers/ entrepreneurs of tomorrow from NIT Trichy (as it is called nowadays). Best of Luck!



*Designed by,*

*Aswini Kumar Behera  
Rakesh Tripathy  
Jaydeep Gunjaria  
Sayan Das*

*Editors,*

*Benjoy PS  
Shareefa Benazeer  
Kasturi Rangan  
Rakesh Tripathy*

*Support team,*

*Alumni Committee  
P.S.Navaneethan  
Anisha  
Aishwarya*

**Contact details**  
**Department of Management Studies**  
**National Institute of Technology**  
**Tiruchirappalli-620 015**  
**Tamil Nadu**  
**India**

**Tel: +91 0431 2500281, Ext: 3002**

**Fax: +91 0431 2500133**

**Email: [mba@nitt.edu](mailto:mba@nitt.edu)**

**Website: <http://www.domsnitt.in>**

**AbhiVyakti's Email:**

*[abhivyakti@aol.in](mailto:abhivyakti@aol.in)*

