



# PRONTO

*DOMS-NITT Newsletter*

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# FIRM GAMES '14

FIRM games, the traditional ice-breaking event for the DoMS senior and junior batches was organized in the last week of July with great fervour and enthusiasm. Sports is a medium to provide the juniors a platform to showcase their talent and to shed off their initial hesitation and anxiety of being in a new place among new people away from home. The four teams that form the crux of the FIRM games are FALCON, INVINCIBLE, RUDRA, and MORPHEUS. The senior batch students and the freshers are randomly allotted a team and then these teams play various games like volleyball, cricket, throwball, basketball, badminton against each other. All the students in the current batch enthusiastically participated in the tournament and contributed towards the success of the games. INVINCIBLES swept the tournament for second time in a row this year. With MORPHEUS taking up the runners-up position in the tournament the game ended on a grand note.



# Fresher's Party

Freshers' Party for the 36th batch was organized on the 27th day of August in which the students belonging to the first year were given a warm welcome by the second year students. It was a fun filled party with the freshers enjoying every moment of it. This occasion provided the current batch a platform to bond with their seniors. The current batch has been actively participating in various curricular and extra-curricular events and has also been organizing various activities related to the committees already formed. The 36th batch of DoMS is all set to carry forward the legacy of DoMS and also add many more feathers to the DoMS cap of pride and honour.



## PRABANDH 14

DoMS, NIT Trichy organized Prabandh ,a Business Analytics Conclave on September 20th, 2014 at their campus which was addressed by eminent personalities from Data Analytics, Social Media Analytics, and Risk Analytics domains. It gave the students valuable insights on the current industrial trends and the knowledge to work accordingly. As we all know Business Analytics is rapidly making a move in the managerial decision making process and keeping that in mind the industrialists discussed with students the way the analytics industry is growing in the current scenario and how it is affecting the other industries. It was definitely an eye-opener for the students.



## Insights on Economics and Operations

Students here at DoMS NIT Trichy, were fortunate to have Mr S. Ghouse Mohideen, an IIM Kolkata alumnus, currently working in Amazon India as Financial Analyst to talk about Monetary and Fiscal Policies. He gave us knowledgeable insights on various concepts and decisive measures like inflation, interest rates, FDI flows and many more. This was indeed a great learning experience and an opportunity to understand and analyze economic issues at macro-levels.



NIT Trichy, DOMS students were delighted when Dr. B Mahadevan, Faculty IIM Bangalore accepted our invitation to talk about Operations Management as a future option. He is currently a Professor of Production and Operations Management in IIM Bangalore. Broadly, Dr. Mahadevan gave a key insight on future prospects of this subject and then he responded to various queries.



On 29TH December 2014, the first year students shared a inspiring session with eminent Executive Coach and Assessor, Mr V Ramachandran . Mr Ramachandran have 34 years corporate experience in HR domain and is also the visiting professor in IIM B, IIM Trichy and ISB Hyderabad. In the session he talked about "HR as a career" and answered to the various queries of the students.



We were fortunate to have Mr. Manikandan Murugesan, at DoMS NIT Trichy to brief the students on "Map Your Destiny". It was an insightful and interactive session that will inspire all the students to realize their potential and belief in themselves; take a stride forward for a better future and achieve our goal.



## NIT TRICHY - PRAGYAN - BECOMES AN INTERNATIONAL CASE STUDY

Pragyan, the technical festival of NIT Trichy is registered as a case study in The Case Centre (formerly known as European Case Clearing House), London. The case is authored by Dr. G. Muruganatham, Assistant Professor, Department of Management Studies at NIT Trichy and co-authored by his team consisting of Pragyan 2013 overall co-ordinator Mr. Sanghvi Neeraj Ajay, now, working in L&T, Dubai; Chairperson - Ms.V. Janani working in IBM, Bangalore and Treasurer - Mr. Madana Sashi Kant working in UBS-Verity knowledge solution, Hyderabad. Pragyan is a Sanskrit word which means innovate and gain knowledge over different horizons. It is an international annual technical festival organised by students of NIT-Trichy. Pragyan is a world class event in terms of its reach, participation and prize money. Pragyan 2013 edition had around 10,000 online participations from over 76 countries. This case is the best in class example for event management and brand building of higher education institution.

NIT Trichy - Pragyan Case Publication - Press coverage from The Hindu

### NIT-T's technical event makes it to Case Centre

Special Correspondent

TIRUCHI: "Pragyan", the technical festival of NIT-Tiruchi, has been registered as a case study in The Case Centre (formerly known as European Case Clearing House), London.

With this registration, the Case Centre will distribute "Pragyan" material for teaching and learning to its members.

Largest collection

The centre has the largest collection of cases from

leading international business schools across the world.

S.Sundarrajan, Director, NIT-Tiruchi, said it was a recognition of the Pragyan team's effort in organising a world class event every year and commitment of 600 student volunteers.

G. Muruganatham, assistant professor, Department of Management Studies, who wrote the case study, said Pragyan was an attempt to foster relationship between man and technology.

(The Hindu, 6 August 2014)

# Teachers' Day

Teacher's day has always been a day to thank all our teachers, mentors and supporters, who shape our way towards success and glory. There is no definite age, no specific day to thank our teachers, so, from our childhood days 5th September, has always been a special day that gives us an opportunity to make this day an event to be remembered by our teachers for lifetime. At DoMS, NITT, too, we didn't miss the chance to make this day a memorable one. The event started with our HOD igniting the lamp of lights, which made it a great start. With a Saraswati vandana, wherein a group of dancers took blessings from Goddess Saraswati, added more piousness to the event. The students performed many dances on a number of songs, which made the event more colorful. Drama and skit performances also added to the glory of the event and our teachers felt overwhelmed. To make our teachers more involved into the event, many games were organized for them, in which they participated and won prizes. Last but not the least, there was a grand coake cutting ceremony by all our teachers, and every teacher was presented a unique memento to be cherished forever.

PRONTO



# Christmas '14

Whenever we think about "Christmas" what comes to our mind is lots of fun, gifts, gathering and games. This feeling of Santa coming fascinates everybody from childhood and who can forget about Santa tooth fairy tales. So, we 36th batch also thought to celebrate it with great vigor and vitality and started preparing for it two days ahead. We made 3-4 teams for different tasks and distributed the work according to their interest. Then the day of real fun came and everybody dressed to the nines. The event started with the Christmas carols. After that, party games commenced and they proved a great way to bring people together, break the ice or just provide old friends with new tricks. In games tasks like mimicking a teacher or friend from the class, proposing any girl or boy in the class. It was quite a fun doing these activities. Next was the gift exchange game, everybody was given a random name on a chit one day ago and they were supposed to buy a gift for the person according to the personality of that person. Some brought funny gifts and some brought realistic to the personality. Afterwards the last surprise of the party came, a big cake. So, cake cutting ceremony happened and everybody was running to put cake on their loved ones. At last party came to an end. The experience was mesmerizing, etched on our minds and we can't forget the indelible experience of this party.



## SPORTS-FETE

Sports is an inevitable part of one's life, so here also at NIT Trichy, we had sports fete, where in all the departments competed against each other in a vast range of games. The games included from professional ones like basketball, cricket, volleyball, etc. to the very indigenous ones like kho-kho and kabbadi. The four day sports fete brought so much energy into everyone, that many students at DoMS won positions, ranging from races, relays to weight lifting and chess. The overall new experience and energy made everyone more lingering for such sports activities. This year from DOMS, Vijay Balu, Nirmal, Ravi, Mangal, Sabri showed extraordinary performance in Power Lifting. Moreover Shaijil, Uttam, Manoj, Vijay, Chaini, Rakesh, Ravi showed their scintillating performance in track and field events.



# PRAGYAN 15

Pragyan is an ISO 9001 & 20121 certified annual International Techno-management fest of the National Institute of Technology, Tiruchirapalli, India. Since its inception in 2005, it has been held every year over a period of three and a half days either in the month of January or February. The fest stays true to its slogan "Let's Celebrate Technology", by conducting 50+ events for tech buffs and management enthusiasts across the country. Participants are coming from around 100 different colleges across India. Pragyan is the first student-run organization in the world and the third overall next only to London Olympics and Manchester United to get an ISO 20121:2012 Certification for Sustainable Event Management.

If we talk about Pragyan-2015, it is the biggest projected Pragyan ever whether in terms of budget or technology. This time theme is 'NASA' and 'Space'. With over 47 Events, 13 Guest lectures, 2 Crossfire panels, 4 Divergent speakers, 5 Exhibitions, 2 Infotainment shows, we are ready to break all barriers this time! Clearly, Pragyan has something for everyone.

DoMS, NIT Trichy is always been a forerunner in conducting marketing events in Pragyan. In this edition, DoMS is conducting two events "Marketing Hub" and "The Ultimate Manager".

Both events will test the marketing acumen of a person and how they behave in strained environment. "Marketing Hub" will test on ground marketing abilities and creativity skills of a team and "The Ultimate Manager" will test their digital marketing and designing skills. So, what are you waiting for?, "Let's celebrate Marketing, Let's celebrate Technology".

The poster for 'Marketing Hub' features the Pragyan 2015 logo at the top left and the Education logo at the top right. The title 'Marketing Hub' is prominently displayed in the center. Below the title, it lists 'Down of Marketing Strategy' and three rounds of activities: Round 1 (Video Presentation), Round 2 (Case Study), and Round 3 (Marketing Plan). A large 'PRIZES WORTH Rs 35000' is highlighted in a blue box. At the bottom, contact information for registration and queries is provided, along with a website link for further details.



# Awards Galore

Department of Management Studies, NIT Trichy has been an epitome of excellence since 36 years. It has been awarded 3 Awards at Hindustan Unilever Limited's 22nd BSA & Dewang Mehta Business School Awards 2014. It is also ranked among top 30 B-Schools in India and among top 10 B Schools in India in terms of ROI. [Source- Business Today (Oct 26 2014) .] The award recognizes the talent and leadership among business schools across India and is supported by Ms. Shaila Mehta, Onward Foundation for Dewang Mehta Awards in the memory of Late Shri Dewang Mehta. The awards are in recognition of leadership, development, innovation and industry interface of Business Schools. The department has been receiving a host of awards apart from 'Dewang Mehta Award' in continuation and the frequency has increased in the last couple of years.

"Outstanding B-School" in South India category has been the favorite of awarders when they look at DoMS, NIT Trichy. Bloomberg UTV & ABP News have conferred the award on DoMS in the year 2014. The institute was also awarded by 'Dewang Mehta Awards' in the category "Business School which encourages innovation that leads to better development" for the year 2014 and Business School with Best Academic Input (Syllabus) in Operations & Manufacturing, 2014.

This breakaway success has been possible because of the efforts of Dr S Sundarajan, Director NIT Trichy an AICTE 'Distinguished Professor' and a titan associated with 400 industries and 40 academic institutions.



## VALUE-FOR-MONEY B-SCHOOLS

Overall Rank	Institute	Domestic Tuition Fees (in ₹)	Average Salary (in ₹)	ROI*	100 Rank
4	FMS, Delhi	21,560	16,18,000	75.0	1
67	BFS, University of Delhi, South Campus	25,500	9,00,000	35.3	2
73	Department of Business Management, University of Calcutta	16,508	3,60,000	21.8	3
77	FMS, Maharaja Sayajirao University of Baroda	25,600	4,03,000	15.7	4
16	Jainmal Bajaj Institute of Management Studies, Mumbai	2,10,000	16,18,000	7.7	5
30	Department of Management Studies, NIT Tiruchirappalli	1,13,850	6,00,000	5.3	6
74	Department of Management Studies, Pondicherry University	72,400	3,71,000	5.1	7
59	IMED (Bharati Vidyapeeth Deemed University), Pune	1,50,000	6,00,000	4.0	8
35	PSG Institute of Management, Coimbatore	1,80,000	6,80,000	3.8	9
46	Prestige Institute of Management and Research, Indore	1,30,000	4,70,000	3.6	10

\*Return on Investment, ROI is calculated as Domestic average salary (Domestic tuition fees for the entire course)

# Victory @ IIM Trichy

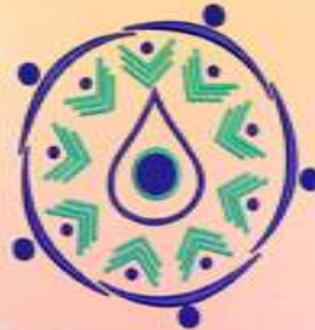
DoMS girls winning the first position in the fashion show of RHYTHM 2014, annual cultural fest of IIM Trichy.



DoMS NITT team stood **SECOND** in the event "Market Place" at IIM Trichy's Arcturus 3.0.



# SEC CLUB



#JOY OF GIVING WEEK  
#WISH TREE  
#HUMANITTY



# The TEAM



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