



# DARPAN

A MONTHLY NEWSLETTER OF FACULTY OF MANAGEMENT STUDIES

SNGIST GROUP OF INSTITUTIONS

MANJALY P.O., MANNAM , NORTH PARAVUR



*"What we are doing to the forests of the world is but a mirror reflection of what we are doing to ourselves and to one another." – Mahatma Gandhi*



# World Environment Day Celebration at FMS

“World Environment Day” was celebrated on 5th June 2021. An inter- departmental Short video contest was conducted on virtual platform as a part of the program. Videos based on environment based theme were collected from students of different departments. Mr. Aswin Krishna of S2 MBA was the winner of the contest. Ms. Husna Muhammed was the Faculty coordinator and Mr. Akshay P S was the student coordinator of the program.



## Mother Earth



**Ms. Swathy Prasad**  
Assistant Professor, FMS  
SNGIST Group of  
Institutions

How beautiful was our Mother Earth!  
With lovely young trees line up  
The road to the strand.  
But now, is it really the so?  
Isn't it stripped off its beauty  
With lands barren and bare?  
In the race of comforts,  
Do we really care?  
My mind can't bare this cancer  
That carves the beauty of Mother Earth.  
Desertion and eyesores mount up everyday  
Made worst by the rubbish that we throw away!  
CFCs and Halides depletes the protective ozone  
Thus causing droughts and sunstroke in tropical zones.  
Global warming right now dominates the news  
So, stop and look at the things you use!  
Planet Earth is our Mother  
And greenery is her blood!  
Don't stop the rhythm of her heart  
Or else, be ready ,  
For the unrhythmic stroke!  
Afforest trees to make her strong -  
For a green and better song!





# International Yoga Day

SNGIST Group of Institutions Organised International Yoga Day on 26th June 2021. Mrs. Baby A, Art of Living- certified Yoga teacher and Assistant Professor at Bharathiya Vidhya Nikethan College of Teacher Education, Palakkad was the resource person for the program. Dr. M Sivanandhan presided over the function conducted on virtual platform. Prof. K S Pradeep, Manager-SNGIST delivered special address. Prof. Dr. C. P. Sunil Kumar, Principal, SNGIST welcomed the gathering. Dr. K. S. Divakaran Nair, Director- SNGIST Falcitated during the occasion. Ms.Lakshmi Krishnan J delivered the vote of thanks.

## Industry Academia Interaction



## Alumini Interaction

An Industry- Academia Interaction was organised on the topic “ How to be a Winner” on 4th June 2021. Col. Anil Bhaskara Pillai, Senior Director – Projects & Facilities Development, UST Global Information Technology Parks Pvt. Ltd. was the resource person for the program.

AlAlumni Interaction program “Getting ready for the corporate world” was held on 11th June 2021.. Ms. Soumya Sandeep, Organizational Development Manager-Minghalib Group of Companies, UAE (2009-2011 Batch) was the resource person for the program.

# Placement Training

An SPSS Training program was organised for Trimester 6 Students of MBA on 12th and 14th June of 2021. Ms. Minu John, Research Scholar, School of Management Studies, Cochin University was the resource for the program. Dr. Sagini Thomas Mathai was the Faculty Coordinator for the program

**Faculty of Management Studies**

Two Day Workshop on **SPSS for MBA Students**

Resource Person

**Minu John**  
Research Scholar  
School of Management Studies  
Cochin University

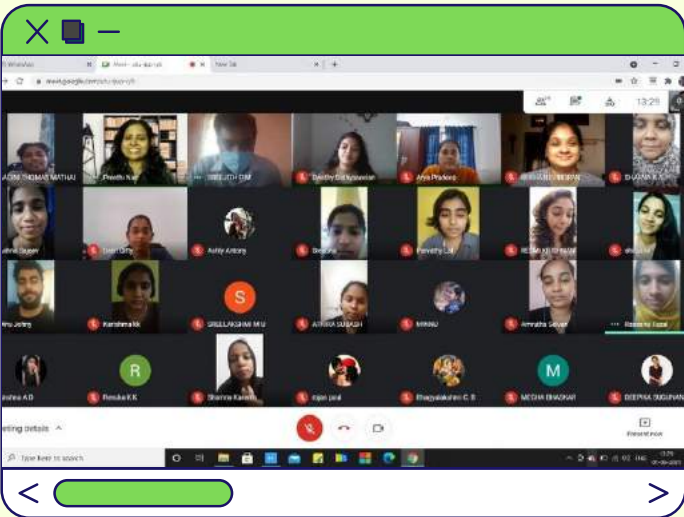
Date: June 12, 2021 & June 14, 2021

Time: 11 am - 1 pm via: Google Meet

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Ms. Preeti Nair, Retail Sales, Senior Faculty ICICI Academy for Skills delivered a session on “ How to face an interview” for MBA 6th Trimester Students on 16th June 2021.

A placement Training program on “Interview or Innerview” – an interactive session was organised in association with JCI Paravur Town on 22nd June 2021. Mr. J C Vijish Nair was the resource person for the program. Ms. Neena R Krishna was the Faculty Coordinator for the program

**Faculty of Management Studies**

Interactive Session in association with **JCI Paravur Town**

**"Interview or Innerview"**

Date : 22/06/2021 | Time : 2 pm - 3 pm | via : Zoom App

**Dr. M. Sivanandan**  
(Chairman, SNGIST)

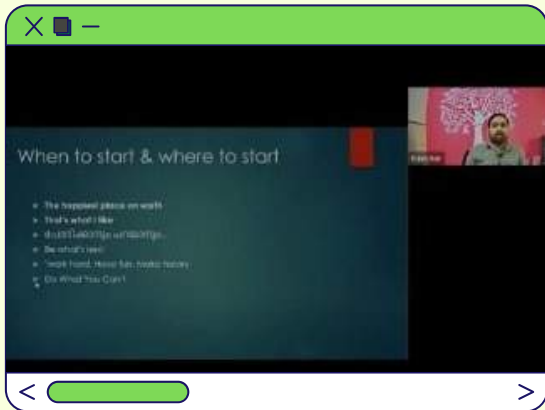
**JC Vijish Nair**  
Certified Trainer JCI India  
Resource person

**JC Selvin Thaikootathil**  
LOM President,  
JCI Paravur Town

Faculty Coordinator  
Ms. Neena R Krishna  
Assistant Professor, FMS  
Mob No: 8281309427

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“Training and development: The best development programmes change the way people see themselves.”



# Placements

**Congratulations**



**Deepika Sugunan**  
MBA 2019-2021 Batch  
selected as  
**Business Development Executive**  
at  
Redbytes Software

**Congratulations**



**Krishna A D**  
MBA 2019-2021 Batch  
selected as  
**Business Development Executive**  
at  
United Group of Initiatives, Dubai

**Congratulations**



**Chandana Rajesh**  
MBA 2019-2021 Batch  
selected as  
**Accounts Executive**  
at  
Chokhanis Foods & Beverages LLP

**Congratulations**



**Sowparnika**  
MBA 2019-2021 Batch  
selected as  
**Business Development Specialist**  
at  
Microminds Technologies, Thiruvananthapuram

**Congratulations**



**Karishma K Krishnan Renuka. K. K**  
MBA 2019-2021 Batch  
selected as  
**HR Consultant**  
at  
NOSCE, Emakulam

**Congratulations**



**Rekha Revindran Resmi Krishnan**  
MBA 2019-2021 Batch  
selected as  
**Associate**  
at  
Sutherland, Cochin

**Congratulations**



**Selin Gitty**  
MBA 2019-2021 Batch  
selected as  
**Business Development Executive**  
at  
Axis Bank Limited, Paravur

**Congratulations**



**Minnu Manu**  
MBA 2019-2021 Batch  
selected as  
**Business Development Executive**  
at  
CSB Bank Ltd., Aluva  
&  
Opzet Solutions Pvt. Ltd., Cochin

"A new job is not just an outlet for your creativity, it is a chance for you to chart out your future and shape your destiny." Congratulations.

# Webinar

SGNIST Group of Institutions organised a webinar on “Employment or Education” for SGNIST Arts & Science Final Year UG Students on 2nd June 2021. Dr. M Sivanandhan, Chairman of SGNIST delivered the introductory note on the session. Prof. Dr. C. P. Sunil Kumar , Principal, SGNIST welcomed the gathering. Dr. K. S. Divakaran Nair, Director, SGNIST falicitated on ‘the prospects of MBA’. Dr. Nitha Unnikrishnan C, Assistant Professor, Faculty of Management Studies delivered a session on ‘MBA @SGNIST’. Prof. Kavitha C.R. , HOD of MCA delivered a session on "Prospects of MCA".

**What is next, employment or education? WEBINAR**  
**for SGNIST Arts & Science final year UG students**  
 Date: 02/06/2021 (Wednesday) | Time: 5:30 pm | Zoom  
 Introductory Note: Dr. M. Sivanandhan, Chairman, SGNIST  
 Welcome: Prof. Dr. C. P. Sunil Kumar, Principal, SGNIST  
 Prospects of MBA: Dr. K.S. Divakaran Nair, Director, SGNIST  
 MBA @ SGNIST: Dr. Nitha Unnikrishnan C, Assistant Professor, FMS, SGNIST  
 Prospects of MCA: Prof. Kavitha C.R., HOD, MCA, SGNIST  
 Zoom Link: <https://zoom.us/j/92418097652>  
 Meeting ID: 924 1809 7652 | Passcode: 123  
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**Webinar On Research Methodology**  
**For MBA Students**  
 Date : 07/06/2021 | Time : 2 pm - 3 pm | via : Google Meet  
**Resource Person**  
  
**Dr. Jalaja N. R.**  
 Professor, FMS  
 SGNIST Group of Institutions  
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Dr. Jalaja N R, Professor - FMS delivered a session on Research Methodology for the students of MBA on 7th June 2021.



# Student Webinar

A student Webinar on “VUCA World” was organised on 3rd June 2021. Ms. Sweety K M, Mr. Vishnu and Ms. Minnu Manu presented their papers during the webinar. Dr. Jalaja N R was the Faculty Coordinator of the program.

**Faculty of Management Studies**  
**Webinar VUCA World**  
 (Organised by the Students of MBA 2019-2021 Batch)  
 Date: 3/06/2021 | Time : 2 pm - 3 pm | via : Google Meet  
  
 Sweety K.M. | Vishnu M. | Minnu Manu  
**Faculty Coordinator**  
**Dr. Jalaja N.R.**  
 Professor, FMS  
 Mob No: 9447545199  
**SGNIST GROUP OF INSTITUTIONS**  
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A Student Webinar on “People Analytics: An agenda for the future of Human Resource” was conducted on 25th June 2021. Ms. Resmi Krishnan, Ms. Hedna Johny and Ms. Deepika Sugunan presented their papers during the webinar. Dr. Nitha Unnikrishnan C was the Faculty Coordinator of the program.

**Faculty of Management Studies**

**Webinar on**  
**"People Analytics: Agenda for the future of Human Resource"**

Date : 25/06/2021 | Time : 2 pm - 3 pm | via : Zoom Platform

Resmi Krishnan      Hedna Johny      Deepika Sugunan

**Faculty Coordinator**  
 Dr. Nitha Unnikrishnan C.  
 Assistant Professor, FMS  
 Mob No: 81290 50880

Meeting ID : 841 2846 9586  
 Passcode: 417867

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**Faculty of Management Studies**

**Webinar On**  
**Digital Transformation**

Date: 18/06/2021 | Time : 2 pm - 3 pm | via : Google Meet

Simmikrishna V. S.      Sreehari Jayadevan      Sreelakshmi M. U.

**Faculty Coordinator**  
 Mr. Sreejith P. M.  
 Assistant Professor, FMS  
 Mob No: 94007 18315

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Student Webinar on the topic “Digital Transformation” was held on virtual platform on 18th June 2021. . Ms. Simmikrishna V S, Mr. Sreehari Jayadevan and Ms. Sreelakshmi M U presented their papers during the webinar. Mr. Sreejith P M was the Faculty Coordinator of the program.

## Paper Publication



Sreejith et. al. (2021). A Study of Online Marketing with the Changing Trends on IMC– Challenges and Opportunities, Turkish Online Journal of Qualitative Inquiry, 12(4), 724-733.

## Faculty Engagements

1. Ms. Swathy Prasad started “SWARAM” (Voice of the silenced), a community for safeguarding Human Rights and which provides educational, legal and medical assistance to the needy on 27 June 2021.
2. Dr. Jalaja N R International participated in a webinar on “Unemployment in India: challenges and remedies” Organized by Economics association – Purvanchal on 13th June 2021.
3. Dr. Jalaja N R participated in a national webinar titled “Agriculture Marketing and Agriculture Business: economic reforms, digitalisation and strategies” organised by Kamadhenu Arts and Science college, Erode Tamil Nadu on 14th June 2021.
4. Dr. Jalaja N R participated in an International Workshop on “Factor analysis and its application in research” Organized by Forum for interdisciplinary research methods on 19th June 2021.
5. Dr. Jalaja N R participated in 2 Day National Faculty Development Program on “Aspects of research paper writing organised by Khandelwal institute of technology, Kota, Rajasthan on 25th and 26th June 2021.
6. Dr. Jalaja N R participated in an International Conference on “Economics of Happiness and Welfare” organised by department of Economics, St. Joseph’s College, Irinjalakkuda on 18th and 19th June 2021.
7. Ms. Neena R Krishna participated in a webinar on " Digital Solutions for Educational Institutions " organised by HDFC Bank Conclave on 15th June 2021.
8. Ms. Neena R Krishna participated in a webinar on " Demystifying Artificial intelligence - How to make it for you " organised by Travancore Management Association on 23rd June 2021.
9. Ms. Swathy Prasad was awarded a certificate of appreciation by Kavya Kaumudi International Multilingual Poet's Group in association with Telungana Sahitya Academy for her contribution in the field of poetry and recitation.
10. Dr. Sagini Thomas Mathai participated in a webinar on topic " Creating & Nurturing Brands" attended a webinar on 30th June organized by KMA
11. Dr. Sagini Thomas Mathai participated in a webinar on topic HDFC Bank Conclave -attended a webinar on 15th June on Digital Solutions for Educational institutions.
12. Dr. Sagini Thomas Mathai participated in a webinar on topic "Business Standard 'Insight Talks' - Thinking out of the box - Reinventing careers for new MBA graduates" attended a webinar on June 19, 2021.
13. Ms. Husna Mohamed participated in 5 day FDP on "Data Analytics Research" from June 21 to 25 organised by AICTE.



**ADMISSION STARTED- 2021-22**

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<b>INMCA   M.Sc   M.Com   B.Sc   B.Com</b> <b>BCA   BBA   Hotel Management Studies</b>	

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@SNIGST Main Campus

**FREE**  
KMAT - 2021  
**MBA**  
ENTRANCE  
COACHING

**Date :** 22, 23, 26 & 27 July 2021  
**Time :** 10.00 am - 12.00 Noon

Registration link  
<https://forms.gle/4XzG8vXpQyXVcTqU7>

**Ph: 9249501160, 9947281122, 9961792220, 0484-2887000**  
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