



# A NEWSLETTER OF NEHRU SCHOOL OF MANAGEMENT

www.nsm.org.in

NAAC accredited

## NEHRU GROUP OF INSTITUTIONS, Kerala and Tamil Nadu

NGI is celebrating its 51<sup>st</sup> year of dedicated service in education. Nehru College of Education and Charitable Trust was established in 1968 by Late Shri. P.K. Das with the primary objective of rendering selfless dedicated service to the cause of higher education.

The trust has spread its wings to different fields like Aeronautical Engineering, other Engineering branches, MBA, MCA, Pharma, Law, Nursing, Architecture, Management, Arts & Science, Medical College and Hospital. At Present the trust manages 20 plus prestigious institutions in Tamil Nadu and Kerala along with a super speciality hospital, PK Das Institute of Medical Sciences, which is well known for its academic excellence and cultural heritage.

Nehru College of Engineering and Research Centre was established in the year 2002 by late Shri. P. K. Das, Founder Chairman, NGI. Adv. Dr. P. Krishnadas, LLB, MBA, DEM, PhD., Chairman and Managing Trustee, NGI and Dr. P. Krishnakumar, MBA., PhD., CEO and Secretary, NGI work with a mission to make NSM @ NCERC the most sought after institute for quality education and industry preparedness. Its sole aim is to impart instruction to the students in the latest theories, technologies and managerial skill.



**Ranked 5<sup>th</sup> B-School in Kerala**  
**THE WEEK**-Hansa Research Survey 2019

### FROM EDITOR'S DESK

We at Nehru School of Management believe and strive to achieve a holistic development of the individuals who will contribute in future not only as good managers but also as disciplined corporate citizens. In order to make students socially responsible and self-developed, a variety of extra curricular activities like social projects, spiritual and motivational talks and books are arranged. Our methodology of problem solving learning, punctuality and discipline make our students adapt to the corporate rigor from the day one. Some glimpses demonstrating our Learning by Doing methodology are captured here.....!



**Staff Editor:**  
**Sijo Joseph,**  
Asso. Professor



**Golden Jubilee Year**

#### Pranams



**Late Shri. P. K. Das**  
Remembering our Founder Chairman

"With our eyes fixed on the future, but recognizing the values of education, we will achieve our destiny to be the shining group of institutes for the benefit of all mankind"

### ABOUT NSM

Nehru School of Management at NCERC is approved by AICTE, Govt. of India and is affiliated to APJ Abdul Kalam Technological University-Trivandrum, Accredited by NAAC. NSM at Nila Gardens, is one of the leading B-Schools in India. NSM ranked 5th in Kerala by The Week Hansa Survey November 2019 and is rated as a promising and emerging B-School. NSM is known for providing managers for many leading companies in India and abroad. The faculty members at NSM have been consistently empowering through richer experience in industry and academics to mould the budding managers to achieve their dream career. Further, NSM facilitates an opportunity to the students to learn business and corporate trends from the eminent personalities.

Our alumni are working with leading corporates and MNC's across different countries. NSM has attracted companies like Infosys, Microsoft, Bloomberg, WIPRO, Coca Cola, PepsiCo, TCS, Cognizant, IBM, KPMG, Hindustan Unilever, Amazon, Eureka Forbes, Vodafone, South Indian Bank, Federal Bank, Dhanalaxmi Bank and many more on regular basis.

### MESSAGES



**Adv. Dr. P. Krishnadas**  
Chairman and Managing Trustee, Nehru Group of Institutions

I am glad to know that Nehru School of management is releasing the new issue of newsletter. It is indeed a glimpse of various activities organized and participated by students. This will enable them to become practical managers in future. I congratulate everyone who contributed for this newsletter.



**Dr. P. Krishnakumar**  
CEO & Secretary

It is befitting for NSM to bring out a Newsletter now as they are enriched with such a lot of activities in curricular, co-curricular and extra curricular fields. Outreach, the name itself is best suited as it opens out their activities to reach the society at large. My hearty congratulations to the faculty and students for this great initiative and I wish them all the best.



**Dr. Sheela Srivastava**  
Director-Nehru School of Management

We at NSM are group of learners that foster pride in the overall development of the students. Along with academics, we invest lot more time in various kinds of activities which help the students to develop professionally. The team at NSM mentors the students to develop and conceptualise ideas of the benefits of their organization and the society at large. We have witnessed impressive growth over the previous years and are committed to achieve more in the years to come.

## Inaugural Ceremony MBA batch (2020 - 2021) 7th October 2020



## KARMA 2020 6th FEBRUARY 2020

The National Level Management Fest of Nehru School of Management, "KARMA" was conducted on February 6th 2020. The fest included various competitions like Dance competition, Treasure hunt, Best manager, Best management, HR games, Marketing games, football tournament and also online contest like Karma King, Karma Queen and tik tok videos. Students from various colleges participated in events and also won many prizes.



## NIPM -NSM STUDENT CHAPTER INAUGURATION, HR CONCLAVE AND RELEASE OF PLACEMENT BROCHURE. 15th JAN 2020

The Programme was inaugurated by Dr.A.J. Augustine, General Manager (HR, Administration and Training) Kochi Metro Rail Ltd and presided by Adv.Dr.P.Krishnadas, Chairman and Managing Trustee of Nehru Group of Institutions.

The programme was accompanied by an 'HR Conclave' where the students of Nehru School of Management got an opportunity to interact with management professionals, Mr. G. Anilkumar, Head (HR and Administration) Apollo Tyres Ltd. and Ms. Kshama Sandeep, Director Recruitments, Glowmind Recruitment consultants and Dr. A.J. Augustine, General Manager, Kochi Metro Rail Ltd.

The 'release of the placement brochure' of MBA 2018-20 batch was done on the same day by Mr.G.Anilkumar Head(HR and Administration) Apollo Tyres Ltd and Adv. Dr.P.Krishnadas, Chairman and Managing Trustee of NGI.

NCERC Principal Dr. Ambikadevi Amma, Dr.Sudheer Marar-HOD, MCA and NSM-NIPM coordinator Mr.Sijo Joseph, Associate Professor were present in the occasion.



## Industrial Visit cum South Indian Tour (Batch 2018-'20)

1st to 4th Jan 2020



NSM is associated with



**NIPM**



## TMA - Student Chapter Inauguration, Issuing institutional membership Certificate, Webinar 30th Sep 2020

Invitation

Nehru School Of Management



Cordially invites you  
for the inaugural ceremony of  
TMA Student Chapter  
at NSM,NCERC

Date: 30th September 2020 | Wednesday  
Time : 11AMIST



Guest speaker : Er. Alex.P.Gerorge

Topic: "Opportunities/ Prospects of Management Education in New Normal".

ADD ON COURSES  
COMPLETED BY  
STUDENTS OF 2019-'21 BATCH

➤ AIRPORT  
MANAGEMENT

➤ BUSINESS  
ANALYTICS  
USING EXCEL



**Jointly with TMA , NSM Organized Hykon – TMA  
10th All India Business Plan Contest for Hykon  
Young Entrepreneur Award.23/09/2020**



**Hykon - TMA**  
10<sup>th</sup> All India Business Plan Contest  
for  
HYKON Young Entrepreneur Award  
On  
23-09-2020  
Organized by



Jointly with



**Release of NSM newsletter – ‘NSM OUTREACH’  
10th Jan 2020**

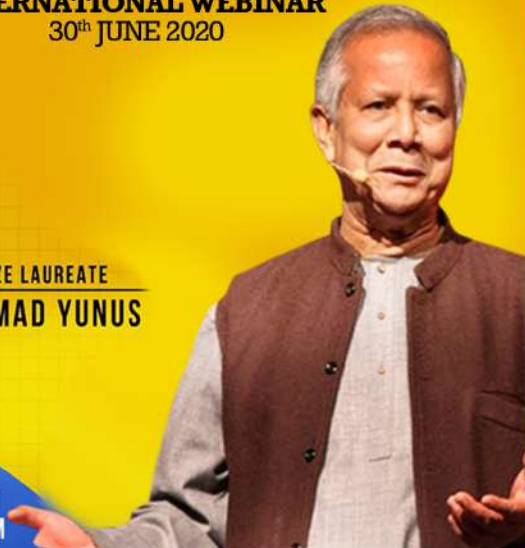
Adv.Dr.P.Krishna Das, Chairman and Managing Trustee – NSI released the NSM newsletter, 'NSM OUTREACH' on 10th Jan 2020. Dr.Sheela Srivastava, Director-NSM, Ms Bindhu Krishnakumar - Campus Manager, Staff Editor - Mr. Sijo Joseph, Associate Professor, Student Editor - Ms Nimisha.K and students & faculty members of NSM were present



**INTERNATIONAL WEBINAR  
30<sup>th</sup> JUNE 2020**

**“NO GOING BACK”**

BY NOBEL PEACE PRIZE LAUREATE  
**PROF. MUHAMMAD YUNUS**



30 JUNE 2020  
FROM :  
IST 4.00PM TO 4.45 PM  
BST 4:30PM TO 5:15 PM

NEHRU GROUP OF INSTITUTIONS  
IN COLLABORATION WITH



**Yunus Centre**

**International webinar  
26<sup>th</sup> August 2020**

**H.E. RAHUL SHRIVASTAVA**

Ambassador of India to Romania  
(concurrently accredited as the next Ambassador  
of India to the Republic of Moldova)



▶ **INSIGHTFUL WEBINAR ON**

**“INDIAN FOREIGN POLICY  
CURRENT PRIORITIES  
& THE ROAD AHEAD”**

**Transformation Talks  
15<sup>th</sup> Dec 2020**



**WEBINAR**

**TRANSFORMATION TALKS**

Topic

**“CAMPUS TO CORPORATE  
JOURNEY”**



Date: 15th December 2020  
Time: 10am

Mr. A S Anand  
Asst Manager HR & IR  
Sul Chemical India Pvt. Ltd.

Join with Google Meet



**NEHRU SCHOOL OF MANAGEMENT**  
Nehru College of Engineering & Research Centre  
Accredited by NAAC

**Transformation Talks  
24<sup>th</sup> November 2020**



**NEHRU SCHOOL OF MANAGEMENT**



Nehru College of Engineering & Research Centre

Accredited by NAAC

An ISO 9001:2015 Certified Institute. Approved by AICTE & Affiliated to M.J. Somaiya Institute of Technical Education  
Pimpri, Thane District, Maharashtra, India. (Ph: 022-25411111)



**Transformation Talks**  
Date : 24<sup>th</sup> November 2020  
Time : 12 Noon



Mr. PRASANTH JAYAPRAKASAN  
General Manager  
KOLATH & Co  
Chartered Accountants  
NSM Alumni - Batch-2008-'10



**NATIONAL WEBINAR  
15<sup>th</sup> MAY 2020**

**Topic :** Investment and Savings in Capital Market Emphasising on PMS  
(Portfolio Management Service)

**Time :** 3pm  
**Date :** 15/05/2020  
Friday



Mr. Bejoy Anthraper  
Business Head | Geojit Credits

**SPECIALIZATIONS OFFERED AT NSM**

- PRODUCTION AND OPERATIONS MANAGEMENT
- SYSTEM MANAGEMENT
- HUMAN RESOURCE MANAGEMENT
- FINANCE
- MARKETING

## NGI Management Sponsored Laptop Distribution & Transformational Talks.

22<sup>nd</sup> January 2020

The NGI management distributed management sponsored laptops for the students of batch 2019-'21. The guest of the day, Mr.Liju P.R distributed laptop to the students.



## National Webinar - 3<sup>rd</sup> August 2020

Online workshop on

“How to write research papers for publication in quality journals?”

By



**Dr.M.Sivakoti Reddy, MBA, Ph.D,**

Date : 3<sup>rd</sup> August 2020  
Time : 10 am

You are invited

## National Webinar - 18<sup>th</sup> July 2020

WEBINAR ON



Analytics and Data Science - the relevance to know it !!!



**DR. RAJASHEKHAR KARJAGI (PhD)**  
SR. MANAGER - ANALYTICS POCs & SOLUTIONS  
WIPRO LIMITED, BANGALORE

Date : 18<sup>th</sup> July 2020  
Time : 11 am

## List of Guest Speakers in Foundation course



28/10/2020  
**Mr. C.K. Suresh**  
Founder,  
ATMA Foundation, Thrissur  
Topic: Excel to Excellence



30/10/2020  
**Mr. Gopkumar K**  
Chief Trainer, SIPL  
SIPL, Bangalore  
Topics: Be Positive



02/11/2020  
**Mr. Sreenivas K**  
Founder,  
Bizpole Business Solutions  
Topic: Corporate Expectations



03/11/2020  
**Mr. M. Vimal**  
Topic: Expectation from MBA graduates.

04/11/2020  
**Rtn. Dr. N. Balu**  
Sr. Executive Director  
Cosmos Sports



05/11/2020  
**Mr. Ranjith Keshavan**  
Trainer and National News  
Media Panellist  
Insight Job Guru  
Topic: Orientation to placement



06/11/2020  
**Dr. Aliya Sultana**  
Personality Development Trainer,  
Head Dept. of Management Studies  
RGM CET, Nandyal  
Topic: Kinesics - Communication

NSM Director Was The Resource Person For The 5 Days Online FDP On 'ACADEMIC ENHANCEMENT THROUGH QUALITY RESEARCH'

Dr. Sheela Srivastava  
Director-NSM

## The list of guest speakers in Orientation Programme for the Batch 2020-'21



10-08-2020  
**Dr. Sebastian P.**  
Principal  
Nehru Academy of Law  
Topic: About NGI and Social Laws



10-09-2020  
**Mr. Ranju Cherian**  
MD  
Zion Technologies  
Topic: Art of public Speaking & How do you find your happiness



10-12-2020  
**Deepthi**  
NSM Alumni (Batch 17-'19)  
Transformation Talks



13/10/2020  
**Mr. Denny Davis**  
AVP- L&D  
ESAF Bank  
Topic: Corporate Expectations from MBA professional (Changes Pre Covid to Post Covid)



15/10/2020  
**Mr. Pavithran**  
HR- Manager Operations  
Saint Gobain, Palakkad  
Topic: 'Responsibilities of a Manager'



16/10/2020  
**V. Revindran**  
Managing Director  
Age Group of Companies  
Topic: Entrepreneurship - Opportunities to be Employers rather than Employees



19/10/2020  
**Mr. Mukesh Dev**  
Entrepreneur  
Banzan Ventures Pvt. Ltd  
Topic: Entrepreneurship V/s Employability of MBA students



20/10/2020  
**Mr. Sreejith Sreedharan**  
Branch Head  
KodakMahindra,  
Topic: Role of Finance in MBA



21/10/2020  
**Mr. Ravi Kumar Peesapati**  
Vice President  
RA Chem Pharma Ltd, Hyderabad.  
Topic: Role of discipline in MBA Students life



**NEHRU SCHOOL OF MANAGEMENT**  
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