

SIMS NEWS LETTER

BY SAHRDAYA INSTITUTE OF MANAGEMENT STUDIES (SIMS), KODAKARA



MERAKI
KALIPSO



SAHRDAYA
INSTITUTE OF MANAGEMENT STUDIES
KODAKARA - THRISSUR - 680 684





MESSAGES & COMMENTS

CHAIRMAN'S MESSAGE

I am very delighted to know that SIMS students are releasing their semesteral news-letter Spectrum '24. I wish and pray that SIMS may reach its zenith of excellence by moulding socially responsible, professionally committed and ethically sound citizens to lead change. I wish the students every success in their endeavours. May God bless you all.

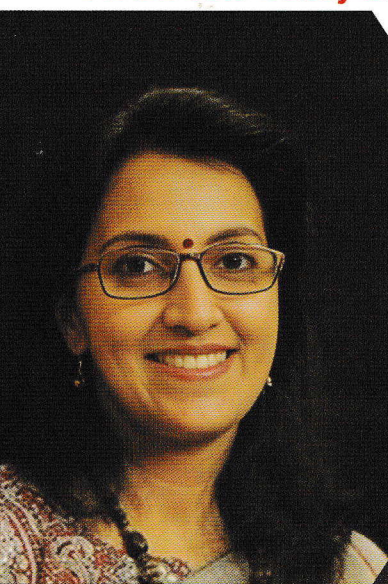
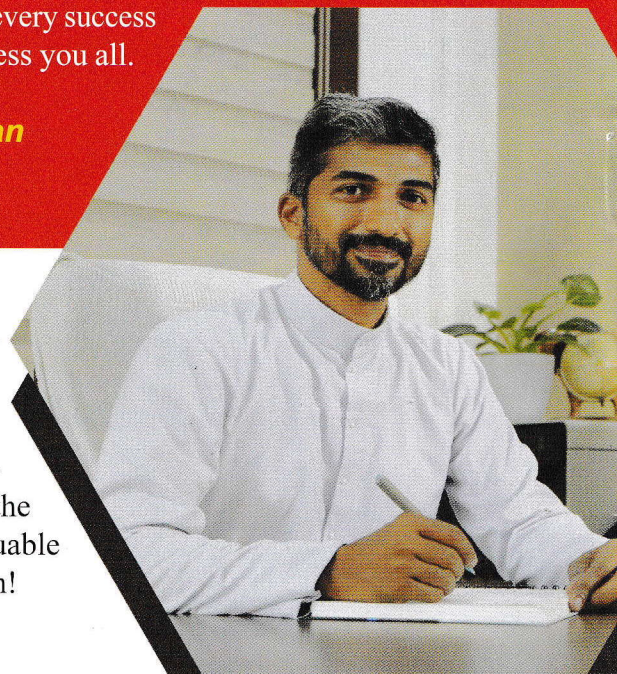
Bishop Mar Pauly Kannookadan

EXECUTIVE DIRECTOR'S MESSAGE

Greetings!

It's my immense pleasure to view 8th edition of Spectrum. I applaud the initiative and the wonderful outcome. Spectrum testifies how the students and faculty members are engaged in the processes of building each other and the institute. From the first page till the last page, the newsletter is full of interesting facts, reports, achievements and valuable best practices with relevant photos and designs. Congratulations team!

Fr. Dr. Jino Johny Malakkaran



DIRECTOR'S MESSAGE

It's with immense pride and enthusiasm that I extend my warm greetings to each of you through this newsletter. As we enter another vibrant academic year, the Sahrdaya spirit of innovation, excellence, and camaraderie continues to shine brightly. Our focus will be on providing the best resources, fostering innovation, and empowering our students to become leaders, change-makers, and contributors to society. Let us work together, support one another, and create a vibrant and inclusive community that propels us toward excellence.

Dr. Dhanya Alex



Msgr. Wilson Erathara
Manager, IDET



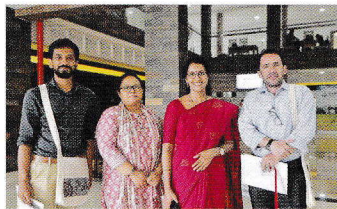
Fr. Stern Kodiyan
Finance Officer



Rev. Dr. Binoy Thomas
Faculty Editor

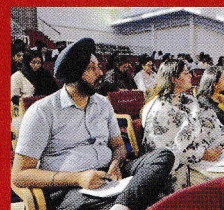


Dr. Clement Sudhahar, Professor & Dean at Karunya University, provided the Guest of Honour speech, while the keynote address was delivered by Dr. Justin Paul, Provost & Dean at NMIMS Mumbai and Chief Editor of the International Journal of Consumer Studies. Dr. Dhanya Alex, Director of SIMS, concluded the event with an expression of gratitude.



ICMRS 2024 at SIMS: A Milestone in Management Research

SIMS hosted the International Conference on Management Research in Sahrdaya-SIMS 2024 (ICMRS'24) on June 6&7, 2024. Over two days, ICMRS 2024 showcased 31 sessions across four online and two offline tracks, with 170 selected papers presented out of 262 submissions. The conference began with a welcoming address by Rev. Dr. Jino Johny Malakkaran, Executive Director of SIMS, and the official launch by Rev. Dr. Binoy Thomas, Assistant Professor & Research Coordinator. The event featured a lamp lighting ceremony and an inaugural address by Mr. George Thomas, Executive Vice President of ESAF.



MERAKI 2023: National Management Fest

SIMS hosted MERAKI 2023, a national-level management fest, on November 16 and 17, 2023. The event saw active participation from numerous institutions across India. The fest featured a diverse range of competitions, including Best Manager, Best Management Team, Finance Game, HR Game, Marketing Game, Corporate Quiz, Photography, Choreography, Football, Business Plan, Project Presentation, and Treasure Hunt. MERAKI 2023 provided a dynamic platform for students to showcase their skills and engage in vibrant inter-college interactions. Meraki team was led by Prof. Noyal Wilson and student coordinator Mr. Akshay George



HARSHARAVAM ONAM CELEBRATIONS

On August 25, 2023, SIMS joyfully celebrated Onam with an event named Harsharavam, reflecting the vibrant cultural spirit of our campus. The day began with heartfelt Onam wishes and a traditional message from Executive Director Rev. Dr. Jino Johny, Director Dr. Dhanya Alex, and the faculty members.

The festivities featured a series of engaging cultural performances, including the graceful Thiruvathirakali and energetic group dances by both juniors and seniors. Traditional competitions such as Purusha Kesari and Malayali Manka added excitement, while a spirited Tug of War showcased team spirit.

The rhythmic Shinkari Melam and the grand Onasadhya, a feast celebrating traditional cuisine, were highlights of the celebration. The event concluded with fun games that fostered unity and camaraderie among the MBA students. Special thanks to faculty co-ordinator Mr. Joseph Bastian and student co-ordinator Vishal Panickar for their efforts in making this celebration a grand success.



HRUDYAM

SIMS Celebrates Onam with Special Children

On August 23, 2023, SIMS students celebrated Onam with the children at Pratheeksha Bhavan. This program aimed to foster empathy and inclusivity among the students. At Pratheeksha Bhavan Irinjalakuda, which supports 200 children with special needs, SIMS students engaged in games, entertainment, and distribution of sweets, toys, and stickers. Coordinators Dr. Deepa Mohan and Ms. Deepthy K Kumar, alongside student coordinators Mr. Calvin Joy and Mr. Ashwin Soman, ensured a meaningful and impactful experience for all.



RURAL CAMP 2024 - PRAKRUTHI

MBA students of SIMS engaged in Rural Camp 2024 - Prakruthi on January 3 to 5, 2024 in Pillappara Village, Thrissur. The rural camp began with an inauguration by Mr. Rajith Gopinath, Health Inspector, and was graced by notable guests including Sowmini, Vice President of Athirapilly Grama Panchayath, and Fr. Bineesh Kottakkal, Vicar of Pillappara Church. Rural camp activities included a local survey, health center reorganization, and environmental cleanup.

Annual Sports Day 2024

On January 25, 2024, SIMS held its Annual Sports Day. The day began with a march past and was inaugurated by Mr. Abhijith C R, Paralympic Gold Medalist. Mr. Antony Joy, Sports Club Captain, led the oath-taking ceremony. The event featured athletics, including sprints and relays, and games such as football, cricket, badminton, and chess.



SIMS Arts Day 2024

On March 25, 2024, SIMS Arts Day was featured by the lighting of the lamp and an inspiring address by playback singer Mr. Sajin Jayaraj. Highlights included solo and group performances in song and dance, a special talent showcase, and exhibition of paintings. NISARGA Scholarship certificates were distributed during the program.

Industry Interface Series

- October 27, 2023: Mr. Suresh Kumar Pillai, Head of Sales and Distribution for the Kerala Cluster at The Hindu, spoke on "Unlocking Knowledge: Importance of Reading Newspapers." He emphasized newspapers' role in providing accurate information, and offered practical tips for effective reading.
- November 10, 2023: Mr. Soni Mani, MD and CEO of JBMS Farmtodine Private Limited, addressed National Entrepreneurs Day. His keynote aimed to inspire students, and to enhance their entrepreneurial spirit.
- November 28, 2023: Mr. Ravishankar J from the Campus Connect Team at GramPro Business Service delivered a talk focusing on the interview process. The session aimed to help students to identify and nurture student potential.
- March 14, 2024: Dr. R Chandrasekhar Menon, Founder Director of Swift MBA and Director & Dean at the Global Institute of Healthcare Analytics, led a seminar on legal and ethical considerations for start-ups with practical case studies.
- March 27, 2024: Er. George Paul, Former Executive Director of BPCL, conducted a workshop on the Business Model Canvas. The session offered hands-on experience in developing start-up business models.
- April 12, 2024: Mr. Adarsh Vijayan, Lead of Entrepreneurship Development at Kerala Start Up Mission, introduced the role and resources of Innovation and Entrepreneurship Development Centre (IEDC) in fostering and supporting entrepreneurial growth.
- June 20, 2024: Dr. Jikku Jose, Director at Scire Science, delivered a guest talk on Intellectual Property Rights (IPR). The talk covered IPR's importance in business and innovation, providing insights into legal and ethical asset protection.



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Placement Statistics 2023 Batch

Total number
of offers
74+

Total number
of interviews
110+

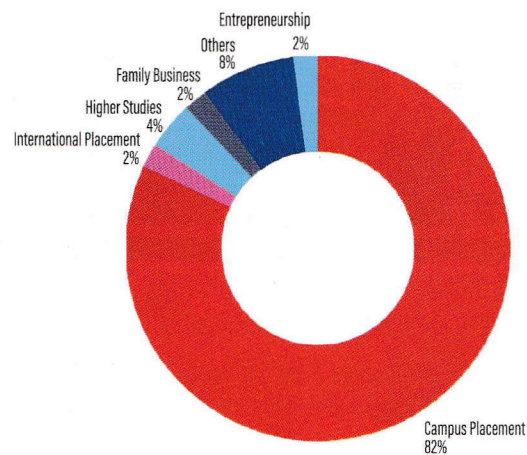
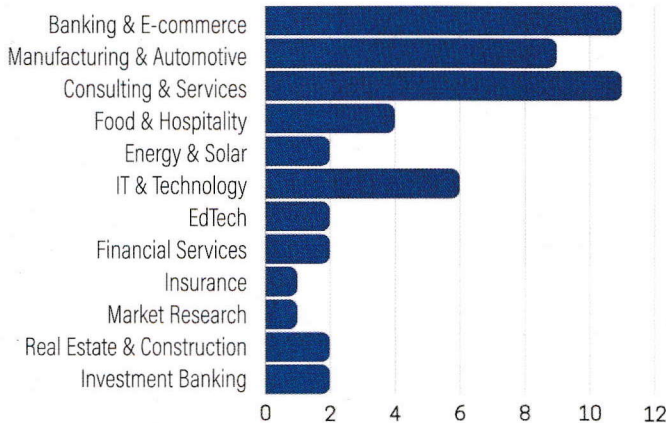
Working
Abroad
13+

Highest
Salary Offered
13.5
Lakhs/annum

Average
Salary Offered
5.2
Lakhs/annum

Companies Visited
the Campus
62

Placed
Students
82%



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PROBATIONARY OFFICER
ESAF
ESAF SMALL FINANCE BANK



AISWARYA S NAIR
MANAGEMENT TRAINEE
ICL ICL Fincorp

*We are thrilled to announce the
Placement achievement
for the MBA batch 2023*

82% Students Placed

Average Salary Offered 5.2 Lakhs

Highest Salary Offered 13.5 Lakhs



 JOHNSON PROBATIONARY OFFICER AL BANK BANKING PARTNER	 ANJALI V PROBATIONARY OFFICER SOUTH INDIAN Bank EXPERIENCE NEXT-GEN BANKING	 ANN MARIA WILSON PROBATIONARY OFFICER SOUTH INDIAN Bank EXPERIENCE NEXT-GEN BANKING	 CIRIN BABU PROBATIONARY OFFICER SOUTH INDIAN Bank EXPERIENCE NEXT-GEN BANKING	 MARWAH P AHAMED FAISAL PROBATIONARY OFFICER SOUTH INDIAN Bank EXPERIENCE NEXT-GEN BANKING	 SHARON V THOMAS PROBATIONARY OFFICER SOUTH INDIAN Bank EXPERIENCE NEXT-GEN BANKING	 SIFA SAKEER HUSSAIN PROBATIONARY OFFICER SOUTH INDIAN Bank EXPERIENCE NEXT-GEN BANKING
 RACE SHIBOO PROBATIONARY OFFICER UTH DIAN Bank EXPERIENCE NEXT-GEN BANKING	 THOTTIAN SNEHA BABU PROBATIONARY OFFICER SOUTH INDIAN Bank EXPERIENCE NEXT-GEN BANKING	 NAVEEN N T PROBATIONARY OFFICER SOUTH INDIAN Bank EXPERIENCE NEXT-GEN BANKING	 RIYA M P INSIDE SALES SPECIALIST Codeyoung	 ASHIK M R SALES & PROJECT ADMINISTRATOR D'LIFE REAL ESTATE	 LIVIN VINSON INVESTMENT MANAGER square yards	 ANGEL SHANSANA JOSE PROBATIONARY OFFICER ESAF ESAF SMALL FINANCE BANK
 N PAULSON PROBATIONARY OFFICER ESAF SMALL FINANCE BANK	 ANJALI N R PROBATIONARY OFFICER Jobin & Jismi	 T Viswanath Raj MANAGER Lulu	 Precious Deepak EXECUTIVE pnb Punjab National Bank	 NIKHIL U S MANAGEMENT TRAINEE Elite	 NEVIL VARGHESE SALES OFFICER ESAF ESAF SMALL FINANCE BANK	 ABHIRAMI C G EXECUTIVE- RETAIL ASSETS (RAPC) Baroda Global Shared Services
 MA SUNNY MANAGEMENT TRAINEE ICL Fincorp	 AMRITHA TONY MANAGEMENT TRAINEE ICL Fincorp	 ANJANA N S MANAGEMENT TRAINEE ICL Fincorp	 JISNA GEORGE MANAGEMENT TRAINEE ICL Fincorp	 MINTU JOSE MALIEKAL MANAGEMENT TRAINEE ICL Fincorp	 SANDRA V V MANAGEMENT TRAINEE ICL Fincorp	 ALEENA ANTONY U MANAGEMENT TRAINEE ICL Fincorp





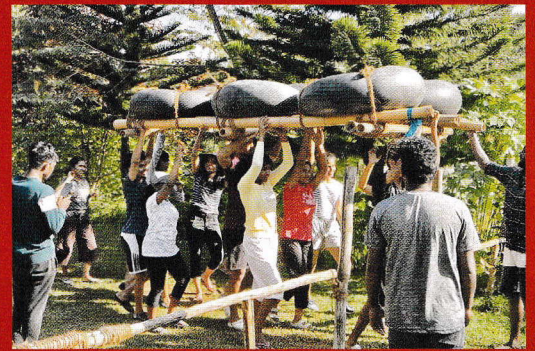




KALIPSO - Outbound Training (OBT)

The OBT Program, Kalipso, led by Captain Rajkumar, provided a rigorous experience for participants. The workshop focused on leadership, teamwork, and problem-solving skills. Through challenging scenarios, students were placed in situations that demanded decision-making, effective communication, and collaboration.

Fr. Stern Kodiyan, Mr. Kuria Tharakan, and Ms. Deepthy K Kumar were faculty coordinators; Mr. Ashwin Soman and Ms. Reshmi K R were student coordinators of OBT.



Industry Visit: Nitta Gelatin India Ltd.

The MBA 2023-2025 batch, comprising 59 students, visited Nitta Gelatin India Limited in Kakkad, Kerala on 10 January 2024. Coordinated by Mr. Joseph Bastian, this visit provided essential practical exposure, linking academic theories with real-world applications. Students gained insights into industry trends and practices, enhancing their professional development.

SIMS Graduation Day

The Graduation Day Ceremony at SIMS was held on November 11, 2023. The celebration began with an academic procession and the lighting of the lamp by graduating students. President Mar Pauly Kannookadan, Bishop of Irinjalakuda Diocese, officially inaugurated the event and delivered the Presidential Address. Vice President Fr. Dr. Jino Johny Malakkaran guided the ceremonial proceedings, while Dr. Dhanya Alex, Director of SIMS, gave the welcome speech and presented the academic report.



Guest of Honour Ms. Laxmi Tulsidas Nayar, Associate Director at Ernst & Young, delivered the Graduation Address. The graduates took their oaths, administered by Rev. Msgr. Wilson Erathara, and certificates were awarded by Fr. Dr. Binoy Thomas. The ceremony concluded with a Graduation Speech by Mr. Naveen N T and the National Anthem.



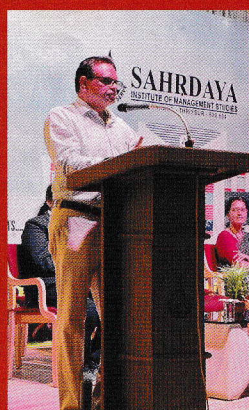


Bank of Baroda – Achieves Award

SIMS recently hosted the prestigious Bank of Baroda – Achievers Award Ceremony. The event was graced by Mr. Sanil Kumar, Regional Manager of Bank of Baroda, who served as the Chief Guest. Mr. Sanil Kumar, delivered an inspiring keynote address and presented awards to standout students.

Mr. Aswin V V was honored for exceptional academic performance, Mr. Krishnaprasad K for outstanding sports achievements, and Mr. Akshay George K Ajith for overall excellence. The program aimed to recognize and encourage students who have excelled in their respective fields.

KARTHAVYA: Investiture Ceremony



SIMS proudly held its inaugural Investiture Ceremony, Kartthavya, on August 22, 2023. The ceremony was inaugurated by Mr. A. Balakrishnan, Executive Director of Geojith Securities and President of the Kerala Management Association. Highlights included a flag ceremony where Mr. Balakrishnan presented badges to the new student leaders. The event featured an introduction to student development activities by Mr. Antony Vinod George and an oath-taking ceremony led by Dr. Dhanya Alex, Director of SIMS. The program concluded with policy declarations by Mr. Akshay George A. Ajith and Mr. Krishnaprasad K.



OUR OFFICE STAFF



Mr. Derin Davis
Accountant



Ms. Ruby Varghese
Academic Office Administrator



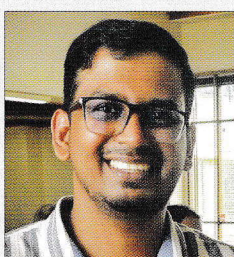
Mr. Vachas E J
Creative Head



Mr. Mesjer Geo
Librarian



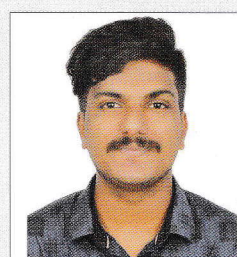
Ms. Jency C J
HR Executive- Front Office



Mr. Joseph Bastin
Placement Officer



Ms. Joysi Johnny P
Office Assistant



Mr. Christy George
Office Assistant

AAGHAZ 2023: Welcoming the Eighth Batch at SIMS

On August 14, 2023, Sahrdaya Institute of Management Studies (SIMS) proudly inaugurated its 8th batch, marking the start of the 2023-2024 academic year with the AAGHAZ 2023 event. The day began with a students and parents orientation session led by Dr. C.P. Babu, Principal of Mar Osthathos College. The event continued in the Central Courtyard with the Lamp Lighting Ceremony, where H.E. Mar Pauly Kannookadan (Chairman of IDET), Dr. Sam Thomas, (Dean at CUSAT and University of Calicut) and other dignitaries illuminated the lamp, symbolizing the light of knowledge. The administration of the SIMS Oath was done by Msgr Wilson Erathara (Manager of SIMS). The Main Auditorium hosted the inaugural ceremony featuring speeches from the chief guest Dr. Sam Thomas, Executive Director Rev Dr Jino Johny Malakkaran, and Director Dr Dhanya Alex. Highlights included the release of SIMS' newsletter Spectrum, honouring of academic and alumni achievements.



AAGNEYA 2023 : Freshers Day

On August 18, 2023, SIMS buzzed with excitement as we celebrated Aagneya 2023, welcoming the 2023-25 batch. The Freshers Day was a vibrant showcase of talent and creativity. Semester 3 students gave funny games and tasks to Semester 1 students. Events included a lively Paper Dance, a unique Sell a Product with a Song segment, and the amusing Groom Your Baby skit. Juniors impressed with a heartfelt Duet Song and ended the night with a spirited Group Song, while seniors dazzled with a dynamic Group Dance. The day was a fantastic start to the new academic year, filled with energy and camaraderie.



FINANCE LAB: Simulated Stock Trading

On October 12, 2023, SIMS inaugurated its new Finance Lab, designed for simulated stock trading. The event featured Mr. Ranganathan, Associate Vice President of NSE Academy Limited, as the Chief Guest. Msgr. Wilson Erathara, Manager of SIMS, delivered the presidential address, and Mr. Anto George T, Chief General Manager at South Indian Bank, presented the keynote. Felicitations were offered by Mr. Vinodh James of NSE Academy Ltd and Ms. Rani Zacharias from South Indian Bank. Coordinated by Mr. Kuria Tharakan and Ms. Aswathy M M, the lab aims to bridge theoretical finance with real-world application, providing students practical experience in stock investment strategies.



OUR FACULTY MEMBERS



Dr. Dhanya Alex
MBA, UGC-NET, PhD



Rev. Dr. Jino Johny M.
MBA, UGC-NET, PhD



Rev. Dr. Binoy Thomas
MBA, UGC-NET, PhD



Prof. Deepthy K Kumar
B.Tech, MBA

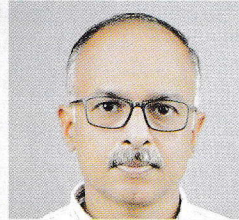


Prof. Noyal Wilson
B.Tech, MBA



Prof. Dilna Devasya
M.Com, B.Ed.

NEWLY JOINED



Dr. Simon Jacob C.
BE, LLB, MBA, PhD
Professor



Dr. Sruthy Madhavan
M.Sc, PhD (CUSAT)
Asst. Professor



Prof. Amson Symon
MBA, UGC-NET
Asst. Professor

NANMA 2023 CHARITY DRIVE

On October 12, 2023, SIMS hosted the Nanma 2023 Charity Drive. The drive saw 120 students participate, contributing 78 units of blood, 23 hair donations, and over 100 items of clothing. Coordinated with JeevanaSamridhi, the initiative exemplified Sahrdaya's commitment to social responsibility. Mr. K R Jojo, President of Aloor Grama Panchayat, inaugurated the event, while Ms. Mariya Chacko and Dr. Akshaya R led the felicitation and awareness sessions, respectively. The event, aimed at benefiting the community, featured a welcome speech by Dr. Dhanya Alex, Director, and a Presidential Address by Rev. Fr. Dr. Jino Johny Malakkaran.



Nanma 2023 Charity Drive the event not only delivered substantial resources but also heightened social awareness and fostered community spirit among participants. The vote of thanks was delivered by Mr. Amal T S, with guidance from Mr. Sreehari V.S. Mr. Joseph Bastian was the faculty coordinator and Mr. Amal T S was the student coordinator of the program.





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