



MCMAT NEWS 2013

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THE NEWS LETTER OF MARTHOMA COLLEGE OF MANAGEMENT AND TECHNOLOGY, PERUMBAVOOR
OWNED BY MTEA SOCIETY, MARTHOMA SYRIAN CHURCH, THIRUVALLA

Registration for admission 2014 – 2016 batch commenced.
Admission based on CMAT/MAT scores of AICTE/AIMA
For admission please contact on 9388616626.



MARTHOMA COLLEGE OF MANAGEMENT & TECHNOLOGY
ASRAMAM CAMPUS, PERUMBAVOOR



A Great Tradition of Divine Light, Sacrifice and Spirit of Fellowship

Marthoma College of Management and Technology (MCMAT), Perumbavoor, was developed and grown as an off shoot of one of the oldest centers of learning in North Travancore, Asramam Campus, and Perumbavoor which is very rich in its history. The historical Asramam and Asramam School at Perumbavoor was established by Dr. Mathews Mar Athanasius Episcopa of Marthoma Church as result of the Divine plan and guidance. In 1921, Marthoma Church selected North Travancore which was an underdeveloped area, as a mission field of the Marthoma Evangelistic Association (MTEA). Rev. C T Mathew (Mar Athanasius), with full of energy, sacrificial spirit and with his deep personal dedication to Jesus Christ reached this area in the same year. With his untiring efforts, in 1929 he started a school at Keezhillam as a means to reach out and help the people living in that area, with a group of fellow workers, having only their faith in God as their resource. They worked hard and opened the way for education for hundreds of children in poor families. In those days education wasn't free and many of the people couldn't afford schooling. By giving concessions in fees to such students, they were encouraged to study and the money for their education was taken from the meager salary of the teachers who were gracious enough to accept it as a way of serving the Lord. Gradually education began to spread in those areas and people began to see the truth of the Gospel in the lives of their teachers. The school at Keezhillam developed to a High School with a well- managed boarding home.

Thereafter Rev. C T Mathew (Mar Athanasius) moved to Perumbavoor seeing the need of that area which had been selected as a mission field of the Evangelistic Association. An Ashram was established at Perumbavoor and a High School was opened at the same campus and classes began on June 1, 1931. Here teachers worked on fellowship basis. A group of dedicated teachers under the leadership of Rev. C T Mathew, the headmaster, became the nucleus of the Asramam. The school was known as the Asramam High School. The teachers shared everything in common and lived a life of fellowship as the first century Christians, devoting all their time for the welfare of the students. The boarding home and the School became highly reputed across the state. It was from there that Rev. C T Mathew was called to be a Bishop of the Mar Thoma Church. His deep devotion and sacrificial life and the spirit of fellowship were the special characteristics of his service as a Bishop.

Later in 1982, Mar Thoma College for Women was established at Perumbavoor with a great vision of late Thomas Mar Athanasius Suffragan Metropolitan of the Mar Thoma Church. Thirumeni had foreseen that this college would cater to the educational needs of the girls of the suburban villages, in and around Perumbavoor. The College is owned by the Mar Thoma Evangelistic Association and affiliated to the Mahatma Gandhi University. It started functioning in 1982 as a junior College and in 1991 it was upgraded to a degree college.

Marthoma College of Management and Technology (MCMAT)

Owing to its enduring vision to provide quality higher education to the economically challenged sections of the society, in 2004, Mar Thoma Evangelistic Association (MTEA) initiated the establishment of Marthoma College of Management and Technology (MCMAT) at Asramam Campus, Perumbavoor as a Business School offering full time MBA. Rt. Rev. Geevarghese Mar Athanasius Thirumeni as President and Rev. T.O. Joseph, as General Secretary of the MTEA led the formation of MTEA Society to pave the way for starting MCMAT with the approval of AICTE and affiliation by M.G. University. During the Presidentship of Most Rev. Dr. Joseph Marthoma Metropolitan in 2005, MCMAT received efficient leadership and guidance which has been a source of strength for the growth and development of MCMAT in its starting phase. The first batch of MBA programme at MCMAT commenced in 2006. Rt. Rev. Dr. Zacharias Mar Theophilus Suffragan Metropolitan as President of MTEA gave leadership for MCMAT during 2008-2011 and Rt. Rev. Thomas Mar Thimotheos Episcopa, President of MTEA and the Manager of the College from 2011. Under the patronage of Rt. Rev. Dr. Joseph Mar Thoma Metropolitan, MCMAT grew into one of the top ranking B-Schools of South India. Rev. T.A. Koshy, late Rev. T. O. Joseph, Rev. Dr. Johnson P Mathew and Rev. Dr. C.K. Mathew nurtured MCMAT while they were General Secretaries of MTEA. Rev. Abraham P. Oommen, General Secretary, MTEA from 2011 is giving effective leadership for the growth of MCMAT. Marthoma College of Management and Technology, has grown impressively and achieved widespread recognition from industry, academia and professional bodies in a short span of 9 years. MCMAT is affiliated to Mahatma Gandhi University Kottayam and approved by AICTE New Delhi. For the last five years, MCMAT has consistently been ranked by leading independent rating agencies like Business World, Business Today, All India Management Association, India Today and Business India, as one of the top 25 Business Schools in South India and the 4th best in Kerala. MCMAT has kept its aim high to reach the expectations and aspirations of Marthoma Church in fulfilling its mission to provide high quality management education leading to "Excellence in Management studies".

MCMAT is a minority educational institution approved by the National Commission for Minority Educational Institutions. Our alumni are placed in reputed organization at National and International level such as Ernst and Young, Royal Bank of Scotland, State Bank of India, Federal Bank, South Indian Bank and Mars International Oman.





**His Grace
Most Rev. Dr. Joseph Marthoma Metropolitan**
[Patron]



Rt. Rev. Thomas Mar Timotheos Episcopa,
President, MTEA Society & Manager, MCMAT



Rev. Abraham P Oommen
General Secretary, MTEA Society

Message



DR. RAJAN VARUGHESE
DIRECTOR/PRINCIPAL

We are very much delighted to publish the fourth issue of MCMAT News presenting the memorable events of the College during 2013. We remember the contributions of the Mar Thoma Church and MTEA in the growth of MCMAT. We had a galaxy of eminent visitors from industry and business enriching the campus experience of our students. We hope that our readers/viewers will assist us by offering valuable suggestions.

Accreditations and Achievements of MCMAT

- Rated "A" and Ranked one among the 4 best B-Schools in Kerala in leading B-School Surveys by Business World, Business India, The Week, Business Today and Indian Management for the last five consecutive years.
- 100% Placement assistance including international placements.
- Excellent and consistent academic results
- Regular visits, Campus to Campus interactions and Joint Academic Programmes with Bellarmine University, USA.
- High level of Industry-Institution Interface and Mentoring with top managers.
- On-the-job training and Internships in multinational companies.



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Future is Now...

MCMAT HOSTEL BUILDING INAUGURATION



His Grace Most Rev. Dr. Joseph Mar Thoma Metropolitan Patron, MCMAT and Rt. Rev. Thomas Mar Timotheos Episcopa, President, MTEA Society & Manager, MCMAT assisted by Rev. Abraham P. Oommen, General Secretary, dedicating the hostel building.

It is a dream come true of late Mathews Mar Athanasius Metropolitan - Dr. Joseph Marthoma Metropolitan

His Grace Most Rev. Dr. Joseph Marthoma Metropolitan expressed his profound happiness to see the dream of our Late Mathews Mar Athanasius Thirumeni is coming true. While inaugurating the new hostel building of Marthoma College of Management and Technology, Perumbavoor he shared his extreme satisfaction on the achievements and growth of MCMAT in to a leading B School in our state. He told the gathering that for the last five years MCMAT has been consistently ranked as one of the top four B-Schools in Kerala and rated as "A" grade by many reputed national survey agencies. The overall academic performance, 100% placements in reputed organizations in India and abroad, and a series of international academic programs placed MCMAT in a totally different orbit in the arena of management education in Kerala. He congratulated Dr. Rajan Varughese Principal/Director, entire MCMAT staff members and students for this great achievement.

Thirumeni narrated an incident which had been told to him by Bishop Athanasius, which clearly reflects the amount of sacrifice and suffering undertaken by our forefathers for establishing a Centre of learning at Perumbavoor. In early 1920s, one day, Rev. C.T Mathew (Mar Athanasius) travelled from Tiruvalla to Ernakulam by boat and planned rest of his journey by road to reach Perumbavoor. While waiting at the transport bus stand at Ernakulam, to his great surprise he found that the 10 rupee note which he kept in the Bible was missing. That was the only amount he had with him for the rest of his travel and support for his stay at Perumbavoor. He searched for the 10 rupee note many times in the bible, but couldn't find it. So he had to walk around 40 kms from Ernakulam to reach Perumbavoor. When Rev. C.T Mathew reached Perumbavoor, he opened his Bible and the first thing he saw was the 10 rupee note. This is a great example for the amount of determination and untiring efforts of Mar Athanasius Bishop which was an inspiration and driving force of our Asramam campus for many decades. The present generation also must carry on this great tradition of sacrifice and dedication, Dr. Joseph Marthoma Metropolitan emphasized.

Visit of Eminent Personalities to MCMAT



Shri. Radhakrishnan Nair



Dr. A.V. George



Dr. M.C. Dileepkumar



Shri. P. C. Chacko MP



Shri. T. K. Jose IAS

Dr. T.V. Rao, Father of Indian HRD movement visited MCMAT Campus

Dr. T. V Rao, the founder of the first human resource development department in the Indian subcontinent and the initiator of the HRD movement in the country visited MCMAT Campus on 6th September 2013. While delivering a lecture on his "Managers who make a Difference", at MCMAT campus, which is the first of a series books in connection with the Golden Jubilee celebration of IIM Ahmedabad, explained about four types of managers - Doers, Achievers, Visionaries and Missionaries. Our nation needs great transformation for survival and growth and we need missionaries like Dr. Verghese Kurian of Amul or Mother Theresa who transformed their respective fields and changed the lives of millions of poor people. Dr. Rao emphasized that the corporate world need Missionaries for its survival.



Dr. T. V. Rao

Dr. Rao was a professor at IIM Ahmedabad (IIMA) for over 20 years. He is Founder President of the National HRD Network and Founder Honorary Director of the Academy of HRD. He has over 50 books, to his credit in the areas of HRD, education, organizational behaviour, entrepreneurship, health and population, and management training. Dr. Rao is the first to start in India a Leadership Development methodology in mid-eighties using what is later termed in the USA as 360 Degree Feedback. Dr. Rao's HRD audit methodology is first of its kind across the world and he started it and created a HRD Score card based on the same. Dr. Rao has authored \ coauthored \ edited over thirty books dealing with HRD, Education Management, Health and Population Management, Entrepreneurship Development etc. Dr. Rao has won several awards for his outstanding contributions to HRD.



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International Workshop on - "Creative Teaching Strategies for Empowering the Next Generation"

on 21st May, 2013.



Dr. John M. Chacko, Dr. A. V. George, Prof. Dr. David D. Paige, Ed.D., Prof. Dr. Simon George, Mr. R. Balachandran

MCMAT organized a one day International Workshop on Creative Teaching Strategies for Empowering the Next Generation on 21st May, 2013. The workshop was highly successful in providing a right platform to the educators to have an exposure to different thoughts, approaches and modern strategies to awake creativity among students.

The Workshop was presided by Dr. John M. Chacko, Chairman, Laurels Group of Institutions, Indore and was inaugurated by Dr. A. V. George, Honorable Vice Chancellor of Mahatma Gandhi University. Prof. Dr. David D. Paige, Ed.D. Programme Chair, Education and Social Change, Bellarmine University, USA handled a session on "Instructional Strategies which will encourage critical thinking in college students. Prof. Dr. Simon George, Dean Academics, - T. A. Pai Management Institute, Manipal took a session on "Using games as a pedagogy /method of management teaching and Mr. R. Balachandran, President Aarbee International handled a technical session on " Metamorphosis- the change that is needed on the inside to be effective outside". Ms. Victoria Spagnoli, Curriculum Specialist, Homes of Hope India, was also present in the workshop.



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Future is Now...



International Academic Programme 2013 Series I



MCMAT Faculty Members with team of Students and Teachers from Bellarmine University.

International Academic Programme 2013 Series II

FDP by Dr. Glenn Shive, Executive Director, United Board for Christian Higher Education in Asia (UBCHEA), Hong Kong America Center (HKAC), Chinese University of Hong Kong, for Faculty members of MCMAT on 6th May, 2013.



International Academic Programme 2013 Series III

Finance Students interacting with Ms. Laura Bauer.
Marketing Students Listening to Mr. Paul Tillman, Former Vice President Marketing, Kellogg
A Global Perspective on Human Resources Management. Mr. Eddie Bauer with HR Students.



International Academic Programme 2013 Series IV

MCMAT conducted an International Academic Programme on "International Business Environment" on 5th August, 2013. Dr. David Paige, Assistant Professor of Education, Bellarmine University, Ms. Elizabeth Paige, Senior Manager, FedEx, USA and Ms. Mary Beth Allan, Professor, East Stoudsburg University were the resource persons



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INTERNATIONAL LINKAGES



Dr. Rajan Varughese, Director/Principal delivering lecture for students at Bellarmine University, Kentucky.

Transnational Collaboration

Discussion Meeting with the Dean of Business Administration, School of Bellarmine University, KY, USA.



(From L to R): Prof. Dr. Robert L. Brown, Prof. Dr. Daniel L. Baeur, Prof. Dr. Rajan Varughese (Director, MCMAT), Rev. Dr. Adam Bunnell, Prof. Richard Brown
Consultations on Global Programmes jointly by Bellarmine University and Marthoma College of Management and Technology (MCMAT).



STUDENT ENRICHMENT PROGRAMMES

MANAGEMENT ORIENTATION PROGRAMME 2013

MCMAT Management Orientation Programme is a month long mentoring and induction programme intended for industry-institute interface. MCMAT is highly successful in regularly conducting this programme as the flagship event for the past 7 years. This year the programme was conducted for the 2013-15 batch from 24th June, 2013 to 27th July, 2013. Top executives from reputed industries and recognized academicians addressed the future managers to mould them for the highly competitive world. Shri. P. C. Chacko, Member of Parliament inaugurated 8th MBA 2013- 15 Batch and Shri. T. K. Jose IAS, Director, Coconut Development Board inaugurated the Management Orientation Programme.





Mr. Sandeep K, Chief Executive of Glow mind Training Consultancy taking a session on "Mind Power".



A motivating session by Mrs. Sheela Abraham, Director, "Sneham" and Soft skill trainer



Mr. Jacob Mappilacherry, Chartered Engineer giving a session on "How to become aspiring personalities"?



Mr. M. A. Mathew Former General Manager, INDAL giving a talk on the Global Economic and Industrial Environment.



An Interactive session by Dr. Saji C. B., M A College of Engineering, Kothamangalam on the types of learning patterns in managers' life



"Do good to others", "Do not harm others"
A session on spirituality in management by Rev. Fr. Sabu Nedunilath, Director of Lourdes Hospital



"Impossible is nothing and nothing is impossible"
A motivating session by
Mr. Joshy Paul Veliyath, Regional Manager,
HDFC Bank Bangalore.



"Challenge, character and courage" An Interesting session
by Mr. Jose Philip, CEO of TECPRO Infra Projects Ltd.



Dr. John M Chacko, CMD, Laurels School of Management,
giving a talk on "What Management is all about".



An interactive session on "Transactional Analysis"
by Mr. Bibin Varghese, Manager AXIS Bank.



"Human Resource Management". A session by
Mr.P.T George, Senior General Manager Human Resource,
V-Guard Industries.



Mrs. Minnu Thomas, Senior Executive, IDBI Bank,
sharing a motivational session on the topic,
"One have to excel, in what one is".





Mr. M. K. Krishnamoorthy, Regional Manager, Times of India Group, giving a talk on the "Relevance of reading newspapers".



Mr. Lipin Raj, rank holder in Civil Service Examination, sharing his life experiences with students.



"Strategic planning and its importance"
A session by
Mr. V. N. Chandran, Airport Director,
Trivandrum Airport.



Mr. Radhakrishnan Nair, General Manager of Federal Bank, giving an inspiring talk on "Importance of activity based learning group dynamics".



A session on "Motivation" by
Mrs. Sujakarthika, Artist.



A counseling session by Rev. Dr. George Varghese, Director of Marthoma Guidance and Counseling Institute, Kochi.



An interactive session by Mrs. Elizaba Kurien, Associate Director CREDAI, Cochin on Self-assessment and importance of enhancing self-confidence.



Dr. D. Sudharsan, soft-skill trainer and CEO of PENCIL, taking a session on Survival of fittest, value of relationships and process of getting a job.



A session by Mr. V. T. Thomas, Logistics specialist, Kuwait Airways.



Mrs. Bindhu Annie George, Caledonion College of Engineering, Muscat, talking on importance of personality in one's life.



A motivational session by Mr. Mathews M Karinjappally, Management consultant and Mrs. Susan Mathew, Marketing consultant about basic personality traits.



An informative session by Adv. C.N Gopakumar on Legal Governance.





An interactive session by Shri T. T. Thomas, Former Chairman and Managing Director, FACT Ltd, sharing his experience.



Mr. Lijo Mannaraprayil, Regional head, Tata Consultancy Services conducted a session on "Close inspection of current reality".



"All managers should be good leaders", A session by Mr. Abraham Lincoln, DGM and Circle head, Indian bank.



"English is the business language, it can be learnt only by practice", a session on communicative aspects of English by Dr. A. P. John, Former Principal, Marthoma College, Tiruvalla.



Mr. Thomas George, Business Associate, Geogit BNP Paribas taking an informative session on "Management Information System".



An interactive session by Dr. P. K. Baby, Director, Department of Youth Welfare, CUSAT.

CERTIFICATE PROGRAMME

A Certificate Course on Logistics and Supply Chain Management was organized on 16th November, 2013.



Prof. Jose Paul, Indian Maritime University,
Prof. Savio Mathew, Head FICCI
Kerala State Council, Shri. Archie D'souza,
Trainer in Logistic Management, taking sessions.

BUDGET TALK 2013

Budget Talk 2013 was held on 04 March, 2013. The Presidential Address was delivered by Shri. Benny John IRS. CA John Lukose of John Lukose Associates handled the 'Budget Talk and Analysis' session.



INTERACTIVE SESSION



A motivating session by Dr. P. K. Unnikrishnan,
Senior General Manager and Group HR Head,
GTN Textiles, Aluva



A session on "IT enabled
management" by Dr.K.V Varkey,
Managing Director at
Hindustan Antibiotics Limited



A session by Dr. Santhosh John Abraham, President,
Association of Surgeons of India.



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PLACEMENT ACTIVITIES



Shri. Alex K Babu, Managing Director,
Hedge Equities inaugurating placement cell 2013



A training session by
Shri. Anish Aravind, Associate Director,
Arbitron India on 13.03.2013



Training Session by Mr. Johny Joseph
and Mr. Manoj Govind of IDBI Federal.



Training session by Col. Padmanabhan,
Officer Commanding 22(k) Bn NCC



Motivational session
by Wilson Jacob, CEO Bridge facilities



Shri. M. Gopinath, Rtd. Area Manager
ITC group taking a session

VAIBHAV

MCMATian Journal of Management ISSN 2321-967X



Releasing of VAIBHAV MCMATian Journal of Management by Rt. Rev. Thomas Mar Timotheos Episcopa, Manager, MCMAT, Rev. Abraham P. Oommen receiving the first copy of Vaibhav.

Conference on "Civic Sense – Citizen's Responsibilities"



Shri. K.M.A Salam, Municipal Chairman, Perumbavoor Municipality taking a session on "Civic Sense Citizen's Responsibilities" on 5th April, 2013

A session on Dining Etiquette



MCMAT has conducted Classes for Dining Etiquette for Final Year MBA Students (2011 Admission) on 15th March, 2013 by the Project Team from Hotel Crowne Plaza, Ernakulam.



International year of forest observed at MCMAT on 21st March, 2013. Shri. Nobert Dileep, Kerala Forest Department delivering a lecture.

Inauguration of Digital Library

Inauguration of Digital Library on 26th Feb, 2013.



The Digital Library was inaugurated by Rt. Rev. Thomas Mar Timotheos Episcopa, Manager of MCMAT and President, MTEA and MTEA Society, SCS, Tiruvalla.



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COURSE COMPLETION CEREMONY 2011-2013 BATCH

The Course completion ceremony of class 2011-2013 batch was held on 6th December 2013. His Grace Most Rev Dr. Joseph Marthoma Metropolitan blessed the students. Dr. M.C. Dileepkumar, Vice-Chancellor, Sree Sankaracharya University of Sanskrit, Kalady, delivered the course completion ceremony address.



CELEBRATING 67th INDEPENDENCE DAY

Independence Day is celebrated every year on 15th August. It is a day when the people of India celebrate their freedom from British rule. The day is marked by various activities, including the hoisting of the national flag, singing of the national anthem, and the lighting of the lamp.

INDEPENDENCE DAY CELEBRATION

MCMAT organized Independence Day celebrations. The chief guest of the programme was Adv. A.Jayasankar, Sr. Advocate, High Court of Kerala and News Analyst of Indiavision channel.



Certificate Course in Management Meditation

Rev. Johnson Varghese, Vicar, St. Thomas Marthoma Church, Aluva distributing the certificate.



FRATRES 2013 Strategic Business Plan Competition for B-Schools of South India

FRATRES 2013, the Strategic Plan Contest, gave all the upcoming managers an opportunity to show their skills, talents and competitive tactics to everyone and prove themselves that they are the best. The theme for the Strategic Plan contest was, "Logistics Management for Perishable Goods".

The Programme was inaugurated by Shri Thampi Kurien, General Manager Human Resource, Federal Bank. The Strategic Plan Contest was won by St. Gits Institute of Management and was presented with a cash prize of Rs 15,000, trophy and merit certificates. St. Joseph's College, Pala secured the first runner up position and was awarded with Rs 8000 as cash prize and Elijah Institute of Management Thrissur secured the second runner up position and was awarded with Rs. 4000. The prizes for the winners were distributed by Rev. T. S. Philip, Vicar, St. Pauls Marthoma Church, Perumbavoor.



INTELIGENCIA 2013

MCMAT organized National Level Intercollegiate Quiz Competition, "Inteligencia 2013 – Quest for Best Brains" on 7th August 2013 for final year degree students. The event was exclusively organized and conducted by the students of MCMAT in a remarkably professional style. The prizes for the winners were distributed by Dr. Rajan Varughese. The winner of Inteligencia 2013 was SB College, Changanacherry and was awarded with the Ever Rolling Trophy and a cash prize of Rs. 10000. Maharajas College, Ernakulam secured the 1st Runner up position and was awarded with a cash prize of Rs. 5000. Sree Sankara College, Kalady became the 2nd Runner up and was awarded with a cash prize of Rs. 2000.





Onam Celebration - 2013

MCMAT celebrated Onam at its most traditional way to nurture the cultural values among students and for a prosperous tomorrow



INDUSTRIAL VISITS



I semester students at Cochin Port Trust



Journey to Nature -
III Semester students at Wayandu



SCINTILLANTIA 2013

Marthoma College of Management and Technology, along with Laurels School of Management, Indore organized a National Level Inter-Collegiate Cross-fire Debate competition 'Scintillantia-2013' on 23rd November, 2013. The prizes to the winners were distributed by Rev. Skaria John and Shri. John M Chacko, Director, Laurels School of Management.

Ms. Shahida Alaudeen and Ms. Deepthi Devi Rajaratnam from St. Xavier's College for Women, Aluva won Shri. K. M. Chacko Memorial Ever Rolling Trophy, best team trophy and merit certificate. Ms. Shahida Alaudeen, St. Xavier's College for Women, Aluva was the Best Speaker and was awarded with a cash prize of Rs. 12,000/-, merit certificate and trophy, Ms. Deepthi Devi Rajaratnam, St. Xavier's College for Women, Aluva became the first runner up and was awarded with a cash prize of Rs.7000/-, merit certificate and trophy. Athira A. R., Newman College Thodupuzha became the second runner up and was awarded with a cash prize of Rs.5000/-, merit certificate and trophy. The consolation prizes of Rs. 2000/- each and merit certificates were given to Sreepatheesh T. S., Baseli College, Kottayam and Ms. Dhanya Maria Babu, Devamatha College, Kuravilangad for their 4th and 5th positions.

SCINTILLANTIA '13

NATIONAL LEVEL INTER-COLLEGIATE CROSSFIRE DEBATE COMPETITION
ON NOVEMBER 23RD 2013

Grand Finale



Shri. Sebastian Chacko, Former General Manager SBT, Rev. Skaria John, Director Santhigiri, Dr. John M. Chacko, Chairman Laural Group of Institutions, Dr. Rajan Varughese Shri. A. Balakrishnan, Head Geojith Technologies, handing over the trophy.



CONSULTANCIES, PAPER PRESENTATIONS AND PUBLICATIONS

Dr. Rajan Varughese

1. Invited Lecture at Bellarmine University, Louisville, Kentucky, USA, 30th January – 1st February, 2013.
2. National Assessor of All India Association for Christian Higher Education (AIACHE) Agency of Central Board of Secondary Education (CBSE) for School Quality Assessment and Accreditation of DAV Public School, Chennai 27-28 February, 2013.
3. Participated in the International Conference of Principals and Vice Chancellors at Christ University, Bangalore, 1st May, 2013.
4. Consultancy work - Academic Audit of Christian College, Chengannur, September-October, 2013.
5. Key Note Address of National Seminar on Quality in Higher Educational Institutions of Remote and Rural Areas at Sienna College, Edakochi, Kochi, August, 2013.
6. Orientation Programme for CBSE School Principals of Kerala state at Thiruvananthapuram, 31st August, 2013.
7. Accreditation Council for Surana College affiliated to Bangalore University, Banaglore, 24-26 October, 2013.
8. Chief Resource Person for FDP at (1) Maharajas College, Ernakulam (2) Catholicate College, Pathanamthitta (3) St. Paul's College, Kalamassery (4) Al-Ameen College, Aluva.

Publications

Chapter in book

- "Advancements in Information and Communication Technologies and changes in Indian higher education institutions for the digital era" .Higher Education for a sustainable and dynamic society, Henry Baker College, Melukavu. ISBN 978-81-89085-70-4, PP 8096
- "New Methodology for Assessment and Accreditation from 2012".Education for sustainability: Challenges and Opportunities". MES College Marampally.ISBN:978-81-923985-4-9
- "Quality Enhancement in Higher Education through ICT enabled Management Systems" Vaibhav: MCMATian Journal of Management; Vol. I, Special Issue No. I, Feb 2013, PP -01-06 ISSN 2321 – 967X

Prof. Stanley George

- International Publication - Published a paper on "Demographic Analysis of Consumer Behaviour on Sales Promotion: A study on consumer durable Retailing during festivals", i-manager's Journal on Management, Vol. 7, No. 4, March - May 2013 PP 45-53

Prof. Sunil Varghese

- "An Overview on Small Rubber growers and Rubber Marketing cooperative societies", Vaibhav: MCMATian Journal of Management; Vol. I, Special Issue No. I, Feb 2013, PP 29-33, ISSN 2321 – 967X

Prof. Deepa Babu K G

- "Empowerment of Women through Entrepreneurship for Inclusive Growth", Vaibhav: MCMATian Journal of Management; Vol. I, Special Issue No. I, Feb 2013, PP 17-28, ISSN 2321 – 967X

Prof. Boby Varghese

- "Branding in Rural Markets", Vaibhav: MCMATian Journal of Management; Vol. I, Special Issue No. I, Feb 2013, PP 35- 34, ISSN 2321 – 967X

Prof. Sabitha S

- "Social media – a Cost-effective Marketing Tool", Vaibhav: MCMATian Journal of Management; Vol. I, Special Issue No. I, Feb 2013, PP 59-65, ISSN 2321 – 967X



A DAY IN MCMAT



MARTHOMA COLLEGE OF MANAGEMENT AND TECHNOLOGY



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