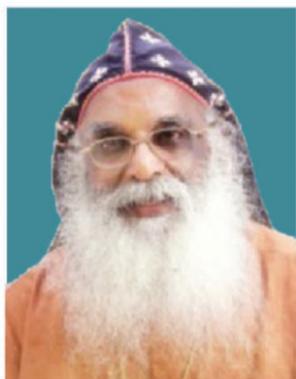




MCMAT NEWS 2012

VOL: 3 NO: 1 DECEMBER 2012

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



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



Rt. Rev. Thomas Mar Timotheos
Episcopa
[Manager]



Rev. Abraham P. Oommen
[General Secretary]

CREDENTIALS

Top ranking in various B-school surveys conducted by Business world, Business India, Business Today, India Today, The Week & Pioneer News Paper - 2012



Dr. Rajan Varughese
Director/Principal

Message

It is with great pleasure we are releasing the third issue of MCMAT News Bulletin which is planned as a photo journal presenting memorable events at MCMAT. We are happy to share this news bulletin with the friends of MCMAT. We had a gallery of eminent visitors to our campus during 2012. We hope that our readers/viewers will assist us by offering valuable suggestions.

Registration for admission 2013-15 batch commenced.
Admission based on CMAT score of AICTE.
FOR ADMISSION PLEASE CONTACT ON 9388616626.

MARTHOMA COLLEGE OF MANAGEMENT & TECHNOLOGY

INAUGURATION OF SECOND FLOOR



Rt. Rev. Thomas Mar Timotheos Episcopa (Manager, MCMAT)
Inaugurating the second floor.

ADDITIONAL MBA BATCH

As a recognition to the excellent academic and placement records, AICTE sanctioned an additional MBA batch from the academic year 2012-13 onwards.



Inauguration of the additional MBA batch sanctioned by AICTE by
Shri. K.P. Dhanapalan, Hon. Member of Parliament on 18th June, 2012.



Felicitation by Shri. M.A. Mathew,
Former Asst. General Manager,
INDAL and former Chairman, NIPM, Kerala.



Presidential address by
Captain Verghese Kuruvilla

INTERNATIONAL ACADEMIC PROGRAMME



Marthoma College Of Management And Technology, Perumbavoor & Bellarmine University, Louisville, Kentucky, USA organized International academic programme on Global Business Environment on 12th and 13th December 2012. The main objective of this programme is to provide participants with a transcultural experience that will increase their understanding of the role of management/leader in global economy. The participants will be able to understand the importance of doing business globally and deeper understanding on the difference in business environments and its impact. They will also experience different cultures and its influence on business.

SCINTILLANTIA – 2012

Laurels School of Management, Indore organized an inter-collegiate crossfire debate competition 'Scintillantia-2012' in association with Marthoma College of Management and Technology, Perumbavoor on 17th September, 2012.

The prizes to the winners were distributed by His Grace Mathews Mor Aphrem Metropolitan. Ms. Bhavia Shah and Govindraj Kamath from Chinmaya Vidyapeet, Kochi won Shri. K.M Chacko Memorial Ever Rolling Trophy and individual trophies. Ms. Bhavia Shah, Chinmaya Vidyapeet, Kochi was the Best Speaker and was awarded with a cash prize of Rs. 12,000/-, merit certificate and trophy. Ms. Thancy Shamsudeen, Christ College, Irinjalakuda became the first runner up and was awarded with a cash prize of Rs.7000/-, merit certificate and trophy. Ms. Joicy Joy, Marian College, Kuttikkanam 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 Ms. Dhanya Maria Babu, Devamatha College, Kuravilangad and Mr. Vysakh M, Christ College, Irinjalakuda for their 4th and 5th positions.



INTERNATIONAL CONFERENCE

MCMAT organized a one day International Conference on Management Practices and Research in Emerging Markets, at our Perumbavoor campus, on 23rd July 2012. The conference was highly successful in achieving its major objective to bring together academics, industry and researchers from different parts of the world to exchange and share their knowledge, experiences and research findings about all broad areas of Finance, Human Resource Management, Marketing, and Management. More than 50 selected papers have been presented at the Conference by research scholars from different universities and industry experts from India and abroad. The Conference was Presided by Most Rev. Dr. Joseph Marthoma Metropolitan, and was inaugurated by Shri. P.P. Thankachan Former Speaker of Kerala Legislative Assembly and UDF Convener. The lead speakers for the Conference were Dr. Rajan Gurukkal, Vice Chancellor Mahatma Gandhi University, Kottayam, Dr. Robert Brown and Rev. Dr. Adam Bunnell from Bellarmine University, Louisville, KY, USA, Dr. V Gopal from Indian Institute of Management, Trichy, and Mr. Naveej Vinod, Executive Director, Badr Al Samaa Group of Hospitals and Mars Retail Chain, Oman. Dr. Francis Cherunilam, Former Director SMS, CUSAT was the Conference Chair. The conference was widely appreciated and discussed among industry and academic circles for its excellent standards and for the high quality research papers presented.



Shri. P.P. Thankachan, Former Speaker and UDF Convener inaugurating the International Conference.



Rt. Rev. Dr. Joseph Mar Thoma Metropolitan



Prof. (Dr.) Rajan Gurukkal Vice Chancellor M.G.University



Dr. Rajan Varughese Distributing certificates to Research scholars



Prof. V. Gopal, IIM, Trichy



Dr. Robert Brown Bellarmine University USA

BUDGET TALK-2012



MCMAT conducted Budget Talk on 27th March, 2012.
Mr. Mathew Joseph, FCA was the lead speaker.

MCMAT'S INITIATIVE FOR ANTI-RAGGING



Mr. Harikrishnan, DYSP, Perumbavoor
conducting an awareness session on anti-ragging.



Awareness class on Cyber Crimes

STUDENTS ENRICHMENT PROGRAMMES MONSOON MANAGEMENT 2012

"THE MONSOON IS HERE !
IT ONLY COMES ONCE A YEAR!



Inauguration of Monsoon Management Fest – 2012
By Shri. John Minu Mathew, Executive Director, BPCL

Monsoon, with its life giving, soothing rain and wild storms is a mixed blessing . It is a breathtaking spectacle that annually shapes the lines of both people and nature.

MCMAT organized Monsoon Management Fest-2012, a month long management fest for industry-institute interface from 18th June, 2012 to 18th July, 2012. Top executives from reputed industries and recognized academicians addressed the future managers to mould them for the highly competent business world.



"In anything and everything, we should be team players" by
Mrs. Thankam Joseph, CMD, Odds and Ends, Kochi



Mr. M.K. Krishnamoorthy, Regional Manager,
The Times of India Group.



An interactive session on "Industry expectations from Management Graduates" by Mr. S.R. Nair, President, Kerala Management Association and Managing Director, Team Frontline Ltd., Kochi



A talk on 'Living above the circumstances' by Dr. George Samuel, President, Navajeevodayam Bible College and Scientist specializing in the application of radio isotopes in medicine.



"Personal grooming and etiquette plays an important role in shaping the corporate leaders for the future." An interactive session on Personal Branding by Mr. Jibu Paul, CEO and Brand Engineer, BRANDBRAINS, Kochi.



An inspiring talk on 'Success story of CIAL' by Mr. A.M. Shabeer, Executive Director, Engineering Services, Cochin International Airport Limited, Kochi.



A motivating session by Mr. Mathews M Karinjappally, Management Consultant and Mrs. Susan Mathew, Marketing Consultant.



A session on "Ideal Economic Society" by Mr. Jacob Mappilacherry, Chartered Engineer



A session by Mr. Joseph M Cherukara on "Entrepreneurship and Quality Management"



A session by Dr. K.A. Zakkaria, Syndicate Member, Cochin University of Science and Technology and Professor, SMS, CUSAT



"Success in life is based on several factors such as knowledge, ability and hard work, but it is mainly based on attitude" by Mr. Somasekharan A.N., Former General Manager, Madurai Coats.



A session on "Self discovery" by Mr. Sandeep K., Chief Executive, Glowmind Training Consultancy,



A session on "Effective communication" by Dr. A.P. John, CMD, Glottophone Systems, Thiruvalla



An interactive session by Mr. V.T. Thomas, Logistics Specialist (Retd.), Kuwait Airways



An interactive session with Capt. Verghese Kuruvilla Chairman, The Kerala Maritime Forum, Former Chief Conservator, Cochin Port Trust. on opportunities in logistics



A session of "IT enabled management" by Mr. K.V. Varkey, CGM (MSS), Hindustan Organic Chemicals Ltd.



Prof. G.D. Gabriel, Retd. Professor, Union Christian College, Aluva engaging a session on phonetics



Mrs. Elizaba Kurian, Associate Director, CREDAI, Kochi engaging a session on Communication skills



"Unleash the power within..." a session by Col. VSM Makkar, Former Commanding Officer and Chief Instructor, Military Technical Training Regiment, Indian Army.



"Management graduates should focus on SMART (Specific, Measurable, Adequate, Realistic and Time bounded) goals" A session by Dr. P.K. Unnikrishnan, Senior General Manager & Group HR Head, GTN Textiles, Aluva



Rev. Dr. George Varghese, Director, Mar Thoma Guidance and Counseling Institute, Kochi giving a session on Counselling.



Mr. M.A. Mathew, Former General Manager, INDAL giving a session about how we can effectively manage an organization



Mr. Joshy Paul Veliyath, Regional Manager, HDFC Bank, Giving a talk on "How management education grooms Students to get excellent placements"



"Wrong decision taken at a wrong time will be dangerous, right decision taken at right time will be always successful." A session by Dr. Saji C.B., Faculty member, M.A Engineering College, Kothamangalam.



A session by Prof. Rangarajan, Retd. Professor, Maharaja's College, on Soft-skill development.



Soft-skill training by Dr. Sudarsan, CEO, Pencil and Mrs. Anitha Sudarsan, Director, Life Education, Vyttila



A motivating session by Dr. John M Chacko, CMD, Laurels School of Management, Indore



An interactive session on "Communicating effectively in English" by Mrs. Sheela Abraham, Journalism and Communication faculty to a number of institutions and Director, SNEHAM.

YOGA AND MEDITATION SESSIONS



Rev. Sonny Thomas, Students Chaplain and Vicar, St. Paul's Mar Thoma Church, Perumbavoor distributing the certificates of Certificate course in Yoga.



Dr. Annie Antony conducting practical sessions for the certificate course in Yoga.



MCMAT celebrating the birthday of our beloved Patron Most Rev. Dr. Joseph Mar Thoma Metropolitan.



Releasing of "MCMAT News 2011" by Rt. Rev. Thomas Mar Timotheos Episcopa, Manager, MCMAT.

COURSE COMPLETION CEREMONY



Inauguration of course completion ceremony by Padmabhushan Justice K.T Thomas, Former Judge, Supreme Court of India.



His Grace Most Rev. Dr. Philipose Mar Chrysostom Mar Thoma Valiya Metropolitan distributing course completion certificates to students

INDEPENDENCE DAY CELEBRATION



MCMAT organized Independence day celebrations. As part of the celebrations, we conducted a seminar on 13th August, 2012. The Chief Guest of the programme was Adv. A. Jayanker, Sr. Advocate, High Court of Kerala and News analyst, Indivision channel. The topic was "Greening and Growing – Indian Business Mantra for 21st Century"

PLACEMENT TRAINING



A session by Dr. Biju Varkey, IIM, Ahmedabad on emerging trends in HR strategies.



Training Session by Mr. J. Dinakaral, Director, IAPCHE



Training Session on 'How to face Campus Recruiters' by Mr. Jacob Ninan, Head - Kerala, Axis Bank.



Training Session by Mr. Jacob George, General Manager, KGA Group of Companies, Cochin on 17th March, 2012



A session on "How to face Interview" by Mr. Sandeep K., Chief Executive, Glowmind Training Consultancy



Motivational session on "Entrepreneurship and placements" taken by Ranjith Philip

CERTIFICATE PROGRAMME



Seminar on Corporate Restructuring by
FCA Liju V Rajan Kolath, Director,
Kolath Financial Consultants



Distributing certificates of one day
workshop on Corporate Restructuring

VALUE EDUCATION AND COUNSELLING



A session by Rev. Alexander Thomas,
Diocesan Secretary, Adoor Diocese of Mar Thoma Church



Personal Counseling sessions by
Ms. Shaly Mary Alex, Consultant Counsellor, MCMAT



Rev. Sonny Thomas Vicar, St. Pauls Marthoma Church, Perumbayoor
& Students Chaplain

INTELIGENCIA - 2012



MCMAT organized National Level Intercollegiate Quiz Competition, "Inteligencia 2012" on 22nd August 2012 at college campus. Final year degree students from 22 colleges in South India participated in the event. The programme was exclusively organized by the students of MCMAT in a remarkably professional style. The prizes for the winners were distributed by our Director Dr. Rajan Varughese. The winner of Inteligencia 2012 was Govt. Law College, Ernakulam represented by Feny Joy and Jis John Sebastian. Winner got ever rolling trophy and Rs. 5000 cash prize. Anand T. Devaraj and Varun Menon from St. Albert's College, Ernakulam secured 1st Runner up position who got Rs. 3000 cash prize. 2nd Runner up position was secured by Girideepam College, Kottayam, represented by Sijin Thomas and Joel Issac. They were given Rs. 2000 cash prize.





An interactive session about "Emerging trends in advertising" by Mr. Venugopal Ramachandran Nair, Creative Director, Mythri Communications on 19th October 2012.



A session about "Akash 2 an educational platform" By Mr. George Mathew on 6th December 2012.

ONAM CELEBRATION

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



DISCUSSION WITH WEBMASTER



A discussion with webmaster Dr. Jacob Mathew, Chairman, ICBS, USA



An interactive session with 1st semester MBA students by, Dr. Jacob Mathew, Chairman, ICBS, USA

INDUSTRIAL VISIT



Dr. P.K. Unnikrishnan, Senior General Manager explains about Production Process and success history of GTN Textiles, Aluva



An interactive session with Mr. K.A. Rajesh, Manager- Personnel GTN Textiles, Aluva



1st semester students at GTN Textiles, Aluva during the Industrial visit



On 20th October 2012, 3rd semester MBA Students have gone for Industrial visit at TELK, Angamaly

FRATRES-2012



Honorable MLA Sri. Saju Paul Inaugurated the Ceremony



Teams during presentation

"Energy Crisis - An Emerging Opportunity"



Team SCMS-COCHIN had crowned the championship.

FRATRES gives all the upcoming managers an opportunity to show their skills, talents and competitive tactics and prove themselves that they are the best. MCMAT has been successfully conducting FRATRES right from its inception, which was highly appreciated by all the participants during these years. FRATRES 2012 came with an innovative initiative to make the management students imagine and contribute ideas on "Energy crisis-an emerging opportunity". The event discussed on solution that can be offered to the current energy crisis. The prizes for the winners were distributed by Shri. Rajan George, Secretary Kerala Management Association Cochin. The winner for Best business plan FRATRES 2012 was SCMS-COCHIN, represented by Devaki G, Faritha Ashraf, Vikas Babu C, Arun Kartha. got ever rolling trophy and Rs15000 cash prize, Mangalam College of Engineering and Management Studies represented by Jins K Jose, Kannan V kumar, Navami M Mangattu, Reshma Nair secured 1st runner-up position who got Rs7000 cash prize, and 2nd runner-up position was secured by Holy Grace Academy of Management Studies represented by Hari Narayanan, Jibin Joseph, Justin Johnson, Paul P Mathew were given cash prize of Rs 5000/-

PAPER PRESENTATION

Prof. Stanley George

Publications

- I. Chapter in book
* Effects of Occasions and Occasion Based Sales Promotion on Consumer Behavior – An Empirical Study on Consumer Durable Retailing in Kerala. The Emerging Landscape of Retail and Impact on Economy, Mr P Murari IAS, Dr.R Santhi et al, MJP Publishers,Chennai. ISBN: 9788180941580
- II. International Journal
* Published a paper on “Occasion Based Promotional strategies of Consumer Durable Segment in Kerala, International Journal of Academic Research in Business and Social Sciences, Volume 2, Issue 6 (June, 2012) ISSN: 2222-6990.

Paper Presentations

- I. Paper Presentation in International Conference
* Effects of Occasions and Occasion Based Sales Promotion on Consumer Behavior – An Empirical Study on Consumer Durable Retailing in Kerala, International Conference on The Emerging Landscape of Retail and Impact on Economy 6th & 7th September 2012, organised by Department Of Commerce, University Of Madras and FICCI, TNSC and sponsored by UGC
- II. Paper Presentation in National Seminar
* Occasion Based Promotional strategies of Consumer Durable Segment in Kerala”.in the National Seminar on the New Paradigms in Management Research organized by University of Kerala, on 25th February, 2012.

Ms. Deepa Babu K.G.

Publication

- Chapter in book
*Entrepreneurs in Retail Sector-Motivations and Success Factors”. The Emerging Landscape of Retail and Impact on Economy, Mr. P. Murari IAS, Dr.R. Santhi et al, MJP Publishers,Chennai. ISBN: 9788180941580

Paper Presentations

- I. Paper Presentation in International Conference Entrepreneurs in Retail Sector-Motivations and Success Factors”, International Conference on The Emerging Landscape of Retail and Impact on Economy 6th & 7th September 2012, organised by Department Of Commerce, University Of Madras and FICCI, TNSC and sponsored by UGC
- II. Paper Presentation in National Seminar
*Empowerment of women through entrepreneurship for inclusive growth in the National Seminar on the New Paradigms in Management Research organized by University of Kerala, on 25th February, 2012.

Mr. Bobby Varghese

Publication

- * Published a paper on “Green Marketing: A need of the hour”, in the Journal of Management and Science, Special issue V, issued from Institute of Management and Technology, Thrissur. (ISSN: 2249-1269/EISSN: 2250-1819)

Paper Presentation

- * Presented a paper on “Green Marketing: A need of the hour”, in the National Seminar on ‘Marketing in 21st Century Global Marketing Environment: Issues & Challenges’ organized by Institute of Management And Technology, Thrissur (Westfort Higher Education Trust) on 28 April 2012.
- * Presented a paper on “Branding in Rural Markets” in the National Seminar on ‘Marketing to Rural India’ organized by PES Institute of Technology, Bangalore on 17 and 18 May 2012.

Mr. Sunil Varghese

Paper presentation

- * Presented a paper on “Challenges and Opportunities of Rubber Marketing Societies with respect to small rubber growers in Kerala” in the National Seminar on ‘Marketing to Rural India’ organized by PES Institute of Technology, Bangalore on 17 and 18 May 2012.

Publication

- *Published paper on “Challenges and opportunities of co-operative Marketing with respect to small Rubber Growers in Kerala”. In the journal of Business and Management, ISSN; 2278-487xVolume 3, Issue 6 (SEP-OCT 2012). PP 37-39.

Registration for admission 2013-15 batch commenced.
Admission based on CMAT score of AICTE.
FOR ADMISSION PLEASE CONTACT ON 9388616626.



EDITORIAL BOARD



PROF.(DR). P.A HABEEB
RAHIMAN



PROF. STANLEY
GEORGE



MR.SUNIL
VARGHESE



MS.SABITHA S.



MR. BOBY VARGHESE



MR. JIJU ALEXANDER
CHERUKARA



MR. WILSON T VARGHESE



MR.PRASANTH PAUL



MR. THOMAS JOHN



MISS. BIJIMOL BABU



MISS. BETSY THOMAS

Printed and published by MARTHOMA COLLEGE OF MANAGEMENT & TECHNOLOGY
Asramam Campus, Perumbavoor, Ernakulam
Tel: +91 484 2592677, 9388616626, Email: info@mcmat.org, Website: www.mcmat.org