



## Glimpse

*Inaugural Issue*



### Director's Desk



I am glad to present the Inaugural Issue of MIIM Newsletter – **Glimpse**. As the name suggests, this newsletter will report the highlights of all major events and developments at MIIM on a bi-annual basis. This is expected to serve as a useful medium for all the stake holders and well wishers of the Institute

to know about the academic and extracurricular activities, development programmes and achievements of students and faculty.

B-Schools face a major challenge to transform raw under graduates into employable and corporate –ready management graduates within a span of less than 2 years. This becomes all the more daunting with a steady decline in the quality of students seeking admission and nearly fourfold increase in the number of MBA seats in the country during the last 5 years. According to a nation – wide study published recently, employability of management graduates is declining fast and is presently placed at 21% of the MBA's surveyed, from over 100 B-schools excluding the top 25.

This underlines the critical importance of building employability skills among

MBA graduates. “Resilience” the soft skill building program at MIIM consists of a basket of training activities such as Debates, Role Plays, Extempore, News & Industry Analysis, Article Review, B-Quiz etc., conducted on a regular basis under expert guidance of senior faculty members.

Under the auspices of Top Management Interaction Forum, CEO's and top management personnel are invited to share their ideas and rich experience with the budding managers. Brief reports relating to such events and other activities held at MIIM during the last six months are presented in the following pages.

We welcome your valuable feed back and suggestions for improving the content and presentation of this news letter.

Dr. P. V. Mathew

## Student Enrichment Program

### Management Clubs

As a part of the student enrichment programme, Marketing, Finance, HR, IT & Entrepreneurship clubs were formed.



### Induction Training

Team WINGS to WIN headed by Mr. Siju Thomas conducted a 5 day Induction Program for the first year MBA students from 30th July to 3rd August 2012.



### Visiting Faculty

Dr. Anupama Kothari, PhD Robert H Smith School of Business, University of Maryland USA took three introductory lectures on Marketing - Emerging Concepts and Trends on 21/01/2012 and on 22/08/2012.

### Resilience

Resilience is about making students confident and proud of their ability to overcome barriers and inhibitions for their overall personality improvement.



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## Student Recognition and Success



Ms. Deepa Varghese of third semester MBA won the First Prize in the Buddy Manager event at the Rajagiri National Level Management Fest.



Mr. Milan Jacob of third semester MBA won the First Prize in the Best Manager Event held at Ilahiah School of Management.

Third semester students won Second Prize in the Marketing Game at the Saintgits Management Institute and at St. Joseph's College of Engineering.

### Budding Entrepreneurs

Mr. Mathewkutty Tom, third semester MBA started a Gymnasium-Fitness Planet in Pala.

Mr. Jacob Jaison Edward and Mr. Basil Jose, budding entrepreneurs of third semester MBA started a venture for water purification projects.

## News @ MIIM



The Governing Council of MIIM held its first meeting on 21/07/2012 at the Institute. It was presided over by His Excellency Mar Mathew Arackal, the Patron of MIIM and the Bishop of Kanjirapally Diocese. Rev. Fr. Ruban J. Thannickal, Manager welcomed the council members. The meeting was

attended by most of the Governing Council Members.

A talk on 'Personality Development and its Influence on Career and Life' was delivered by Mr. George Chacko Varghese, MBA, CEO of OZIAS Training Consultancy Kottayam on 1/03/2012.

A 'Quality Management' program of five sessions was conducted by Ms. Reshmi Sidharthan (IIM-B), Associate Director, Glixer Technologies for the third semester students from 05/06/2012 to 08/06/2012.

The second batch of the MBA students joined MIIM on 11/07/2012. The first day was an interactive session attended by both parents and students.

The World Malayalee Council held its annual Pravasi meet at MIIM premises from 10th to 12<sup>th</sup> of August 2012.

## Mista & Onam



MISTA - Marian International Students Association at MIIM. The inaugural function of MISTA was held in June 2012 at MIIM. The presidential address was given by Fr. Ruban J. Thannickal, Manager, MIIM. Mr. Lal Varghese, Manager-Training Division, MRF Kottayam, delivered the inaugural address. It was followed by a cultural show named YOLO NITE 2012.



A grand Onam Celebration was held at MIIM on 24th August 2012



## Personality Spotlight : Mr. Kochouseph Chittilappilly



*"Success follows an optimist"*  
Kochouseph Chittilappilly (Industrialist, Kidney Donor, Humanitarian, Indian Author, Euthanasia Advocate, Inspirational Thoughts Provider, Socially Conscious Business Model)

Mr. Kochouseph Chittilappilly is an Indian industrialist and founder of V-Guard group of companies. From a modest beginning in 1977, with a manufacturing facility of stabilizers, V-Guard soon became a household name. With quality and reliability being their prime focus, it just took an efficient and effective marketing strategy to make V-Guard a fast moving brand that enjoys a pan Indian presence.

Family and spending time with them is important to Mr. Chittilappilly. Thus, along with a view of diversification, was born Veegaland (now Wonderla, Kochi) in Cochin, a water theme park - A place for quality fun time with family and friends. The success in Cochin has led to a larger and more refined water theme park in Bangalore Wonderla.

Another group company, V-Star, is engaged in hosiery business. Valero for

men and Vanessa for women are brands that have quickly captured the market with its high quality and innovative design sensibilities.

He is a much appreciated author having authored three books Practical Wisdom 1 (In Real Life and Management), its sequel Practical Wisdom 2 and a memoir of his childhood called Ormakkilivathil (in Malayalam).

A Humanitarian, he was in the news recently for having donated one of his kidneys to a man suffering from end life renal failure.

His strength and greatness lies in carrying out his business responsibilities with a civic sense, being a role model and in giving back to the society.

## Corporate Interface

### Top Management Interaction Forum (TMIF)

Several prominent CEOs and Top Management Personnel addressed the students under the auspices of Top Management Interaction Forum. This include an interactive session on "Challenges and Opportunities for Management Professionals" by Dr. Mendus Jacob, CEO, IPSR Solutions, Kottayam and an Experience Sharing Session by Mr. Issac Joseph Kottukapilly, CEO, Lunar Rubbers. Dr. K. Babu Joseph, former Vice Chancellor, CUSAT conducted an interactive session on 'Current Economic Crisis' on 21/06/2012.



QUEST 2012, a four day interactive session with leaders of different industries was held at Ernakulam in April 2012. The resource persons were: Mr. Joseph Philip, Founder CEO of Skyline Builders, Kochi; Mr. Deepak L. Aswani, M. D. Lachman Das & Co; Dr. P. R. Chandramohan, former Vice President of V Guard Industries;

Mr. Rajive N. P., Dean, Hedge School of Applied Economics; Mr. Sathish Murti and Mrs. Uma Murti, Sr. Partners Murti & Murti International Law Practice, Kochi.

### Industrial Visits

The second year MBA students had the opportunity to interact and learn from their visits to KITEX, ANNA ALUMINIUM and HMT Ltd. during 23<sup>rd</sup> to 25<sup>th</sup> April 2012.



## Projects and Consultancy

Prof. Samson Thomas, Associate Dean, MIIM, as a resource person conducted training for Trade Union Leaders at Kerala Institute of labour and Employment.

Mr. Tinku Joy, Assistant Professor, at MIIM, conducted an Internal Audit ISO (9001:2008) for Ilahia College of Engineering and Technology, Muvattupuzha during January 2012.

Mr. Bejoy Joseph, Assistant Professor, MIIM conducted a Financial Plan Analysis for Canaan Marine Products during May 2012.

## Research Publications & FDP

Dr. Vincent Varghese, Associate Professor, MIIM, attended a FDP on, 'Case Writing and Case Teaching' conducted by XIME Bangalore during 24 & 25<sup>th</sup> February 2012.

Ms. Minu Mary Joseph, Assistant Professor, MIIM and Ms. Divya

Varghese, Lecturer, MIIM attended a one-day seminar by XIME on 'Twenty Years of India's Liberalization', on 3<sup>rd</sup> March 2012.

Dr. Soney John, Associate Professor and Ms. Minu Mary Joseph, Assistant Professor, MIIM attended a FDP on, 'Research Methods and Data Analysis',

conducted by MIIM, Pathanamthitta on 16 & 17<sup>th</sup> August 2012.

Mr. Bose George, Assistant Professor MIIM, published a research paper titled, 'Rural Women Empowerment Through Inclusive Marketing', in the Journal of Management and Science, August 2012 edition.



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"To become a World Class  
Business School, recognized  
Internationally for Excellence  
in Management Education,  
Training and Research"

Marian International Institute of Management (MIIM) is a unique initiative of the Catholic Diocese of Kanjirappally. The Diocese has several reputed Educational Institutions with National and International Accreditations. Marian College Kuttikkanam, Amal Jyothi College of Engineering, Kanjirappally and St. Dominic's College, Podimattom is a few among them. The Christian Missionary Zeal that worked through His Excellency Mar

Mathew Arackal, the Bishop of Kanjirappally, gave birth to a world-class institution-MIIM.

MIIM is a standalone Business School approved by the All India Council for Technical Education (AICTE) with a sanctioned intake of 120 students for Full Time MBA programme. It is affiliated to Mahatma Gandhi University, Kottayam, and sanctioned by the Government of Kerala.

### Core Faculty



**Dr. P. V. Mathew**  
Director



**Rev. Fr. Siby Joseph**  
Co-ordinator



**Prof. Samson Thomas**  
Associate Dean



**Dr. M.S. James**  
Professor



**Dr. Sony John**  
Associate Prof.



**Dr. Vincent V.**  
Associate Prof.



**Mr. Mathew Varghese**  
Associate Prof.



**Mr. Bose George**  
Assistant Prof.



**Mr. Vivek Menon**  
Assistant Prof.



**Mr. Bejoy Joseph**  
Assistant Prof.



**Ms. Minu Joseph**  
Assistant Prof.



**Mr. Nirmal Thomas**  
Assistant Prof.  
(Placement & Training)



**Mr. Tinku Joy**  
Assistant Prof.



**Ms. Sharon Samuel**  
Assistant Prof.



**Ms. Divya Varghese**  
Lecturer

### Upcoming Events

- Address by Joseph Kallivalayil, Industrialist in September (Top Management Interaction Forum)
- Ms. Ebba Karina Sander, CEO, Sander Success, Management Consultants, Germany, delivers a series of Lectures in September
- Diwali Cultural show by MIIM Students in October
- Industrial visit for first semester Students in October
- Inauguration of the Institute and Management Fest in December

### Editorial Board

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Director, MIIM

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ASSISTANT PROFESSOR

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