

# Glimpse

June 2020



## NEWSLETTER

VOL 10 | ISSUE 1 | JUNE 2020



**MARIAN INTERNATIONAL INSTITUTE OF MANAGEMENT**

Kuttikkanam P.O. Peermede, Idukki Dist, Kerala 985531, India

[www.miim.ac.in](http://www.miim.ac.in)

# RANK HOLDERS



**ANU DEVASIYA**  
(2017-2019 BATCH)  
MGU 1ST RANK HOLDER



**JOSSY JOHN**  
(2018-2020 BATCH)  
MGU 5TH RANK HOLDER



**MALU ELSA SUNNY**  
(2017-2019 BATCH)  
MGU 6TH RANK HOLDER



**MUKUND SREERAM**  
(2018-2020 BATCH)  
MGU 4TH RANK HOLDER



**VEENA MANOHARAN**  
(2017-2019 BATCH)  
MGU 2ND RANK HOLDER



# MESSAGE

## FROM THE PRINCIPAL



REV. DR. REGI M CHERIAN  
PRINCIPAL

Greetings from MIIM!

Welcome to Marian International Institute of Management (MIIM), Kuttikkanam, a standalone B-School established and managed by the Catholic Diocese of Kanjirapally, and a sister concern of Marian College, Kuttikkanam which is a NAAC accredited College with a Potential for excellence with A grade. MIIM is one of the few B-Schools in South India, accredited by The National Board of Accreditation (NBA).

It's my pleasure to invite you to the tenth edition of our newsletter GLIMPSE. As we embark on the journey of excellence in management education, our commitment at MIIM is to provide a safe and intellectually challenging environment that will empower students to become innovative thinkers, creative problem solvers and inspired learners to thrive in the modern world. Here at MIIM, we believe that achieving excellence in management education needs much more than a 10.00 am to 4.00 pm schedule. The morning routine of our fully residential MBA program starts with the 6 am club that wakes up to yoga, meditation, gym or aerobics. Classes that start at 8.30 am progress through current affairs, aptitude training, language lab, value education, management lab, and group discussions till 8 pm. Indeed, MIIM is a beehive that never sleeps.

At MIIM, University curriculum is supplemented with many additional certificate programs and value-added courses in specialized subjects such as SAP, Business Analytics, NISM, AMFI, digital marketing, Google Ads, etc to hone the skills inventory of our students to adapt to the changing paradigms. We give them a number of add-on courses, seminars, organizational studies, internships and projects along with the opportunity to organize the largest management fest of South India – Caligo - to enhance their practical skills and managerial perspective to make right business decisions in a complex environment.

In the wake of the COVID-19 public health precautions, we have pivoted from the face-to-face classroom to online teaching-learning. Technology is our enabler and facilitator; we have optimised its use. As part of our social responsibility, MIIM offered for free of cost various certifications including PREP (Placement Readiness Enhancement Program) and KMAT training to our alumni and the student community wherever they are. This was initiated to keep everyone safe at home without getting bored, but utilizing the time fruitfully for learning.

I congratulate the MIIM faculty members and students for their wonderful achievements, and I wish them the very best.

# LEARNING REBOOTED AT MIIM UNDER COVID-19 OUTBREAK

With the coronavirus pandemic rapidly spreading across the globe, educational institutions have suspended campus learning in order to curb the spread of the virus. In the wake of educational institutes' shutdown due to the COVID-19 outbreak, our management campus at Kuttikanam, Marian International Institute of Management which is ever dedicated to education in the creative domain has shifted to online-mode to ensure continuity of the teaching-learning process.

Is education about continuous learning or attaining a degree and a career?  
Is education about self-discovery and being better-rounded?  
Or is education in a physical setting too rigid?  
And perhaps the significant question of all: What are the returns on education in relation to current debt loads?

We don't profess that we know how these questions get resolved, but we'd assert that the makeover of education is probably going to loop around continuous learning. Time being sheltered in place due to social distancing has enabled people to think more about their own learning and interests.



- Marian International Institute of Management has been proactive in making arrangements for the new order. With the diverse student body consisting of people from different parts of the country, the institute was preemptive in deciding to send all students home long before the imposition of the national lockdown. The management, committed to preventing any delay in coursework, was quick to adopt technology to initiate online lectures, interactive classes via Zoom, online assignment submissions and conducting the model exams through Moodle, which simulates the real exam hall experience.
- The students are informed through email or WhatsApp about the time and topic of the online class. The faculty members also stream their video tutorials on YouTube. After a tutorial, they answer students' questions on Zoom or WhatsApp by using a group chat. This would be followed by sharing the related assignments on the Moodle platform.
- Concerned about how the changes in the economy and the job market would affect students, MIIM has initiated online placement training, and relevant certification courses in addition to regular coursework to keep students engaged and corporate ready.

### Some of the online courses offered are

- **The art of selling**
- **Unleash your creativity**
- **Digital Marketing**
- **Investments**
- **Mutual Fund**
- **Placement Training**
- **Strategic Leadership and Management**
- **UGC NET coaching**

Online participative learning has been a norm at MIIM for quite some time. As we see, digital learning goes mainstream in a hurry and that's going to upend current education practices, models, and processes going forward.



# MY FIGHT AGAINST COVID-19; ONE MINUTE VIDEO CONTEST IN ASSOCIATION WITH UNADAP



All around the world, people are taking very many steps to protect themselves and their families from the COVID-19, to support their communities, and prevent the

spread of the outbreak. While the peak might be yet to come, we need to prepare for the next wave of cases that might happen either domestically or internationally. But we can all play our part and make the world a little bit better by contributing to the fight against coronavirus.

In a bid to get people all over the world to share ideas on their fight against the pandemic COVID-19, Marian International Institute of Management (MIIM), Kuttikanam, Kerala, India in partnership with UNADAP, organized an online, one-minute video contest – My Fight against COVID-19. The main focus of the video was to create awareness among the public as to what all could be done to keep Covid-19 at bay. We got around 750 entries. We also offered prize money worth \$ 1000 to the winners.





# PREP

## PLACEMENT READINESS ENHANCEMENT PROGRAM



Placement Readiness and Enhancement Program is a new venture by MIIM managements and students in association with Kanjirappally diocese. The MIIM students provided intense training to students over 18 different locations. It was a six-week training program mainly intended to inculcate inescapable placement skills among the participants. All the participants were awarded with certificates at the end of six weeks

### PREP Preparation

As a part of the Placement Readiness and Enhancement Program, MIIM arranged various training sessions for the trainers in order to polish their training abilities. Separate preparation schedules and expert faculty training were arranged for increasing the efficiency and effectiveness of young budding trainers.



## **MASK MELA**

Amidst the outbreak of the pandemic Covid-19, MIIM organized a MaskMela, so as to lend a helping hand to the needy which was coordinated by Dr.Soney John, Dean Student affairs and Coordinator . The masks were sponsored by the alumni and the students of MIIM. The Mask distribution program was presided by H.E Mar Mathew Arackal and Mr.M.M Mani, Electricity minister, Kerala, gave away the inaugural address. Rev. Fr. James Kozhimala, Manager, MIIM, Mrs E.S Bijimol, MLA, Adv. Dean Kuriakose, M.P, Mrs Praveena, Panchayath president, Peermade, Mr Rajmohan, DySp, Kattappana, Dr Priya, D.M.O, Idukki, Dr Anand, PMD, Taluk hospital, Peermade, were the other guests for the day. The masks were distributed to various schools and to people who are in need of them. The program was a grand success and received appreciation from many.





## **INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN MANAGEMENT**

MIIM organized an International Conference on the theme “Emerging trends in Management” on Thursday 23rd January 2020. Mr. Vinay James Mathew, COO of Faircent was the Chief Guest and Mr. SR Nair, Director at Mentor Guru professional services delivered the Key-note address. 7 research papers were published in all which included the paper of Mr. Boon from Berjaya University, Kuala Lumpur, Malaysia.



Lock down period was effectively utilized through a webinar series named as “FESTIVAL OF THINKERS” coordinated by Prof.Samson Thomas ,Dean External affairs.

**Webinar 1** was conducted on 30th May, by C Balagopal ,Founder and Former CEO - Terumpo Penpol on the topic Make in Kerala:Fantasy or Reality.

**Webinar 2** was about Leadership Mindset by Kochouseph Chittilappilly, Founder, Chairman Emeritus of V-Guard Industries Ltd on 3rd June.

**Webinar 3** conducted on 11th June on the topic Management lessons from sports was handled by Dr K N Raghavan IRS ,Executive Director Indian Rubber board



## **FESTIVAL OF THINKERS WEBINAR SERIES**

# ACADEMIC LEADERSHIP AWARDS 2020

## AND FDP ON ACADEMIC LEADERSHIP AND INNOVATIVE METHODS IN TEACHING



A two-days residential Faculty Development Programme on "Academic Leadership & Innovative Methods in Teaching" was organised by MIIM on the 10th & 11th January 2020. This Faculty Development Programme aimed at honoring the teaching and learning skills of prospective, new and seasoned management teachers, researchers and trainers. As teaching is a noble profession that shapes the character, calibre and future of an individual, the faculty development program was conducted, so as to craft passionate educators for the next generation.

The program was coordinated by Mr. Bose George, Ms. Navya Ninan and Mr. Mukund Sreeram. Prof. Rishikesh KB from CHRIST Deemed to be University was the key resource speaker along with Prof. Samson Thomas and Prof. Bose George. The program was attended by 28 faculty members from various Arts and Science colleges in Kerala and also by students interested in building their career in teaching profession. Mr. Sanju P Cherian was awarded the best Transformational Leader Award and Dr. Joju K T received the Lifetime Achievement award.





## **FDP ON ICT ENABLED TEACHING METHODS**

FDP on Information Communication and Technology was conducted by Prof. Binu on 15th of December which was attended by faculties from MIIM and Marian college Kuttikanam.

## **ONLINE FDP ON EFFECTIVE ONLINE TEACHING STRATEGIES**

An online Faculty Development program on “Effective Online Teaching Strategies”, was conducted for faculties across the globe by MIIM, on the 6th of June 2020, through Zoom. Dr. Aravind.T.S an Indian academician, Social media Marketing Trainer, Digital marketing consultant speaker and vlogger was the speaker for the day and Ms. Navya Ninan coordinated the program. The program was held in 3 sessions which were headed by Prof. Samson Thomas, Prof. Bose George and Dr. Aravind.T.S

# **MDP 1**

## **HOW TO SAVE TAX & FILE RETURNS**

A one-day workshop on “How to save income tax and file income tax return” was conducted on 21th February 2020. The workshop mainly intended to provide general awareness about the GST filing. The program was inaugurated by Rev. Fr. Reji M Cherian. Mr. Shreyas R Nair, HDFC Mutual Funds handled a special session on Tax saving via SIP. Another important session on income tax filing was also arranged and was coordinated by Mr. Thomas Alani (CA) with an intention to clear all possible doubts on e-filing. The session provided a proper governance and reduced the gap of technical knowledge among participants.



An MDP on GST Filing and returns was conducted on the 29th and 30th of January 2020. It was a two-day programme organised by Marian International Institute of management, to support and train small and medium scale entrepreneurs who face difficulties in filing their tax and GST returns. It also accommodated GST practitioners and accounting academicians. Mr. Soman NL, chartered accountant and coordinator of ICAI study group of Kerala, Mr. Naison Louis, Chartered accountant and founder of India's largest GST tanning and Dr. Shinil Sebastian, Associate Professor MIIM, were the resource persons who enlightened the participants on the entire aspects and applicability of GST and its filing.

## **MDP 2**

### **GST FILING & RETURNS**

## **MDP 3**

### **NBA ACCREDITATION**



Management development program on NBA accreditation was conducted on 6th February 2020. It was a one-day program inaugurated by Rev. Fr. Reji M Cherian principal MIIM. The program was focused entirely on the important aspects of NBA accreditation and various matters which are required for getting an approval from the National Accreditation Board. The introduction session was handled by Dr. Shinil Sebastian, Associate Professor, MIIM. The sessions regarding pre-qualifier of NBA and other relevant matters regarding NBA was taken by Dr. Jacob Philip, Dean Academics of Amal Jyothi Engineering College, Kanjarapilly. NBA criteria wise discussion, documentation and files for the accreditation process and discussion regarding outcome attainment tools was also a part of the program. The certificates for all participants were distributed thereafter, the vote of thanks was proposed by Ms. Surabhi James.



The entrepreneurship club organized a one-day workshop on 20th FEB 2020 for those entrepreneurs who are aspiring to ensure the digital presence of their business in the competitive market. The workshop was mainly concentrated on digital marketing, especially in the field of social media lead generation and google ads creation etc. The workshop also arranged some practical sessions related to the basic idea about graphic designing and designing of digital advertisements. The overall training session was helpful for creating self-sufficiency and awareness in the field of digital marketing.

## **MDP 4** **HOW TO GROW** **BUSINESS** **THROUGH DIGITAL** **MARKETING**



## **SAAGA** **2019**

An innovative program conducted as a part of HR club activities 2k19-20. This aimed at building emotional intelligence, and life skill development for the UG students from different parts of Kottayam, and Idukki Districts. Under the leadership of Dr. Vincent Varghese the program was headed by MR. Bimal Sabu, Ms. Riya JO, Ms. Rinu Raj, Ms. Haritha Mohan.

## **ENTREPRENEURSHIP TALK SHOW AND HONESTY SHOP INAUGURATION**



A big idea contest - Innoviz was organized by E-club, the entrepreneurship, club of Miim on the 17th of December, 2019 along with an expert talk by Mr Sateesh George, founder of Subhiksham Food. This program aimed at providing students with innovative ideas and also the required information for strengthening the same. This year the E-club coordinators came up with the year's best initiative, The Honesty shop, a shop without a salesman, which was inaugurated by Mr Sateesh George. This was a shop where the students and the faculties could buy anything and donate an amount to the honesty box or through account transfer. The program was a grand success.



## **BUDGET SCAN 2020** **PANEL DISCUSSION**

A budget scan and panel discussion on the topic Interim budget, presented by Nirmala Sitharaman, Finance Minister, India was organized and conducted at MIIM on 10th February 2020. The program was inaugurated by Rev. Dr. Regi. M. Cherian, Principal, MIIM and Dr. Sujitha Aninier Kurian delivered the welcome speech. The panel for the discussion included Abraham Kurien IPS, former DGP and member of UPSC, Dr. Sabu Varghese, Deputy District Planning Officer and Dr. T V Muralivallabhan, Director of Economic programme & Research in Marian college. The panel discussed the impact of budget on different industries, commerce, investment and infrastructure and on the impact on economic growth and on green budgeting.

The panel discussion was followed by the question and answer session wherein the students came up with interesting queries addressed to the panellists which in turn stimulated further thinking among students. The overall learning exercise was conceptualized by Dr. Shinil Sebastian, Associate Professor, MIIM.



## **BUDGET ANALYSIS** **STUDENT PRESENTATION**

The finance club of MIIM organized a budget analysis and presentation on the 6th of February 2020. It was based on the interim budget presented by Nirmala Sitharaman, the Finance minister of India. Each budget sector was allocated among the different mentor groups and the group members were instructed to prepare a 10 minutes presentation, which was followed by a Q&A session.

## **FINANCIAL STATEMENT** **ANALYSIS** **BY R K KAKANI**

Financial statement analysis was conducted on 7th march 2020. Dr. Ram Kumar Kakani, Professor XLRI Jamshedpur addressed the first-year students and gave an insight about corporate financial statement analysis and also provide some practical sessions about financial statement evaluation

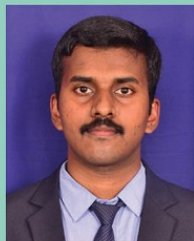
## **COMPETENCY** **MAPPING**

A certification course in the area of Human Resource was conducted by Dr. Santhosh Kumar & Dr. Vincent. It was a six week course. Competency Mapping is a process to identify key competencies for an organization and/or a job and incorporating those competencies throughout the various processes. The aim of this certification is to give a practical orientation to HR students in the area of Competency mapping.

## **SAP** **GLOBAL CERTIFICATION**



Jibin Jacob Mathew



Justin K Thomas



Sandra Byju



Shanatmol Benny



Sreenath KP

## **BEST MANAGER**

# **HR**

Vox Populi, the HR club of MIIM organized a best manager competition for first year MBA students. The competition had different rounds and an elimination after each round. The rounds were innovative and aimed at measuring the managing abilities of an individual. Five contestants competed against each other in the final round. Mr. Don Thomas won the title 'The Best Manager'.



## **ALUMNI TALK** **KRISHNA PRIYA**



Marian International Institute of Management is always ready to organize alumni talks. It always has been very helpful for students to know about the qualities and hard work behind these successful personalities. Every interactive session offers a chance of experience sharing and also prompt contacts with industry individuals. Miss Krishna Priya, an alumna of MIIM, currently working as the Marketing Manager at Byjus Learning App. The session provided a platform for students to interact and gain knowledge through her experience sharing. Thereafter, she also took a small session highlighting the skills required for an individual in corporate life.

## **GUEST TALK** **STANLEY POTHEN**



MR. Stany Pothen, member of the Spice board addressed the MBA students of MIIM on 18th February 2020. The session was based on the 'Challenges of New Executives'. The eminent guest shared about the various challenges faced by a professional and also suggested different ways to manage them. It was an interactive session thereafter; the students were given an opportunity to clarify their doubts. As a member of the spice board, he also mentioned the agricultural industry and its importance in today's era, as well as about the upcoming opportunities in the eco-tourism sector. He also added some valuable points about the scope of green tourism today.



## **EXPERT TALK** **BY MR. AJITH P.C**

As part of the English Proficiency Program there was an online session on “Public Speaking” conducted by Mr. Ajith P. C. He is the supervisor for IELTS and other Cambridge English Exams and has a 7 years association with the British Council. He currently works as the TESOL Consultant for Trinity Language Centre. What makes someone an effective communicator and public speaker? Why are most people afraid of public speaking? What steps can we take, in our everyday lives, to become better public speakers? Public speaking is crucial to leadership, and all of these questions were explored in this training session.

## **SANTA PARTY** 2K19



Christmas is a season of love, joy, and peace, every year MIIM family celebrates Christmas in a memorable way. SANTA-PARTY 2k19 was celebrated on 20th December 2019 and Christmas cakes were distributed among the students as a symbol of love. A formal function from 5.00pm to 8.00pm also took place as part of this year's celebration's, it added more colour and vibrance to the event.





## **VISIT TO OLD AGE HOME KUMILY**

As a part of CSR activities, MIIM family organized an old age home visit at kumily on 19th of December 2019. The students jointly raised an amount of Rs.7500 and handed over the amount to the management of the old age home. The students interacted and distributed Christmas cakes to the inmates.

## **ALUMNI MEET**

**@ MIIM**

*A trip to nostalgia now  
and then is good for the  
spirit. -Don Bartolovc*

Conducted all year around are the alumni meets, an initiative taken by MIIM to stay in touch with the alumni. This year on the 11th of February an alumni meet was conducted at MIIM, which provided a platform for the alumni to know the progress of MIIM has made in the years from when they left the college. This meet was not only an occasion for the alumni to get nostalgic and relive their college memories, but also helps them to maintain a strong relationship with the college and the faculties and to share the knowledge and expertise of the industry they are working with.





## ALUMNI MEET

### TVM CHAPTER

MIIM had organized an Alumni meet Nostalgia-2020 for the alumni since 2013-2019, on Saturday the 16th of February 2020 at Trivandrum. The event was attended by 30 alumni along with few of our



faculty members. The planned objective of the meeting was to interact with the alumni, felicitation of the faculty members, election of office bearers, etc. All the alumni who were recognized as the best employee in their respective firms were honoured at the event.

'KURUKSHETRA 2020' was a mini-management fest conducted by MIIM. It was initiated and conducted jointly by the management and the 1st year MBA students of MIIM. The event was totally different compared to the other management fests, both in terms of the program quality and the rounds. It was a two-day fest for the degree students, which was conducted on the 17th & 18th of Feb 2020. Kurukshetra aimed at offering a combination of both information and entertainment. There was no elimination and this increased the competition spirit among the contestants. The event was a great success with the participation of 7 teams which included six members each.



## OBT KURUKSHETRA



## SAYNORA FAREWELL 2020



The first year MBA students in association with MISTA 2020 organized a farewell function for the outgoing students of final year MBA on 7th 2020 in the seminar hall. Rev. Fr. James Kozhimala, Manger and Rev. Dr. Regi. M. Cherian, principal presided over the function. The Principal gave away the presidential address followed by an enlightening speech by Rev. Fr James, guiding students to face the challenges awaiting them. The farewell was emotional and nostalgic which was evident from the fact that many were choked up while expressing their thoughts. It was an occasion for the outgoing students to look back at the time that they spent in the Campus and the education that they acquired during the period. Some nostalgic memories of the final year students of their journey in MIIM was screened through a slideshow, prepared by the first years made everyone mushy. The evening progressed with the unveiling of the

college magazine, Drishti by the principal. A small momentum was distributed to all the final years as a token of love and appreciation by the college. This was followed by cultural events organized by the juniors. The event was fun and frolic and concluded with a word of appreciation. Thereafter, bonfire and dinner were arranged.



## OBT ALPHONSA COLLEGE



An Outbound Training was organized by MIIM for the students of Alphonsa college, on the 31st of January 2020. Experienced faculty members of MIIM including Professor Samson Thomas and Prof. Bose George conducted the OBT. The program was attended by 58 students.



# MIIM OBT

An Outbound Training was organized for the 1st year MBA students from the 3rd to 6th of March 2020 at Suryanelli, Munnar in two batches. The program was organized by Prof. Samson Thomas and Prof. Bose George along with Munnar Adventures. The students were accompanied by 2 faculty members each. The training began with an ice breaking session, where the students were split into groups and thereafter all activities were conducted groupwise. The OBT combined adventurous activities like trekking, Kayaking, zip-lining and it also aimed at boosting the team spirit, leadership and communication skills of the MBA aspirants.



The breath-taking nature was surrounded by camps, to capture the earth's stunning beauty, even when it seemed to be indescribable. The training aimed at using the potential in students and thus, moulding young and energetic professionals for the future.



## INDUSTRIAL VISIT TO KURISHUMALA MILK, MASCO TEA FACTORY, MODERN BULL MOTHER FARM



Marian International Institute of Management had organized an industrial visit on the 11th of Dec 2019 to Kurishumala Milk, Masco Tea Factory, Modern Bull Mother Farm Located in Vagamon 24 kms from Kuttikkanam for the students of M.B.A specialised in International Business. Miss Navya Ninan coordinated the visit for a total of 18 students. The Father-in-charge of the ashram gave them instructions to be followed. Then he took them around and explained the process involved in the production of Kurishumala milk. The students learned to examine man's economic achievement in terms of production and consumption in the light of his environment. At Masco tea factory, they saw the entire process of tea production and they also showed different qualities of tea produced.

## INDUSTRIAL VISIT TO CIAL

Industrial visit has its own importance in a career of a student who is pursuing MBA. At MIIM it is considered as a part of the curriculum. The prime objective of every industrial visit organized by MIIM is to provide the students an insight to the corporate world. On the 16th of January, 2020 MIIM had organized an industrial visit for 2nd year MBA students.



The visit was to CIAL (Cochin International Airport Ltd). They visited the international terminal areas and other parts of the airport. Later, they were escorted to the CIASL academy building where they had a classroom based session.



## INTER-COLLEGIATE

# FESTS



SAINTGITS FEST WINNERS



MACFAST FEST WINNERS



SAINTGITS FEST



MACFAST FEST



SACRED HEART FEST WINNERS

- **MACFAST WINNERS**  
Marketing - 1st position  
Marketing - 2nd position  
HR - 1st position
- **SAINTGITS COLLEGE FEST WINNERS**  
HR - 1st position
- **SACRED HEARTS THEVARA FEST WINNERS**

# PLACEMENT TRAINING @ MIIM

Placement training at MIIM aims to match the requirements of the Corporate world with the aspirations of the students thereby facilitating the achievement of synergy between the two. It has equipped the students with relevant and conceptualized professional skills. It has also assisted them in developing their academic and career interests and also their short and long-term goals through mentoring and seminars. GDs, aptitude test training, mock interviews conducted at MIIM provides them a great competitive advantage in the arena of finding white-collar jobs.

 <b>MARIAN INTERNATIONAL INSTITUTE OF MANAGEMENT</b> Kuttikkanam P.O Peermade, Idukki Dist, Kerala - 685 531, India				
PLACEMENT 2018-20 BATCH				
HDFC ARD	APTARA	AXIS BANK	BERGER PAINTS	NEXT GEN
				
SHALU KURIAKOSE	HARITHA MOHAN	ANAGHA B	TIMMEY SCARIA	ANJANA VIJAYAN
LOGEZY	LOGEZY	LOGEZY	LOGEZY	LOGEZY
				
JINNY C JOSEPH	SIRIN SCARIA	ALEN P JACOB	ASHA MARIA ABRAHAM	DIYA MARIA VINOJ
LOGEZY	S E MENTOR	KPMG	KPMG	KPMG
				
SREEJITH S	JOB ASHISH GEORGE	JISS GEORGE	MANI KURIAN	AKHIL MATHEW JACOB
KPMG	KPMG	HDFC AMC	HDFC AMC	HDFC AMC
				
JIMY JHONY	JOSEPH K SATHOSH	EMIL GEORGE	ROSHMI C	SAJIN SEBASTIAN
HDFC AMC	HDFC AMC	HDFC AMC	HDFC AMC	HDFC AMC
				
ANN MARIA JOHN	ANANTHAKRISHNAN R	BIMAL SABU	ALEENA JOSEPH	DEEPAK TOMY
HDFC AMC	TCS	TCS	TCS	TCS
				
VISHNU MK	ALWIN K FRANCIS	JASNA K JOSE	SNEHA SHAJI	SANDRA BYJU





Placement training offered by Marian International Institute of Management has been very helpful in developing my career. It has helped in improving my skills and moulded me into a better person. It will be definitely helpful in upcoming placements. The aptitude training sessions have helped me to improve my aptitude knowledge.-

*Praveen L*

Talking about placement training activities, it stood outstanding. It included aptitude training, group discussions and mock interviews. Many of us were lacking communication and many other skills and intensive training at MIIM enabled us to excel in those areas and assisted us to perform well in our placements. -

*Mathews. M. Paul*

It was a novel and nice experience for me to undergo the MIIM placement training. The rigorous training in between the tight schedules was very hectic in the beginning. But as the ore gets transformed into pure gold after thorough beating, I too was also moulded into perfection. The GD and Industry Analysis session really helped me to get out of my stage fear. The aptitude training and News Analysis improved my Knowledge level regarding the current Industrial and Global Issues. I Thank MIIM for providing me such a spectacular experience.

**Ajith Sebastian**

Now a day's placement training is very essential for the candidates looking for jobs. The placement training held at MIIM has helped us to acquire the required knowledge and skills to survive in this competitive world. The placement training conducted at MIIM has been very helpful for the students to practice aptitude sessions. Moreover, regular practice and scheduled mock sessions have enabled us to attend group discussion and interviews. All such activities has moulded us students to be bold and confident while facing the cut-throat competition at the corporate level.

**Rinu Anna Cherian**

## **PLACEMENT TRAINING SESSIONS DURING COVID - 19 LOCKDOWN**

Placement training on Moodle is a great platform to ensure continuous learning amid COVID-19 crisis. It ensures learning at the convenience of the learner which gives ample time for students to learn and understand the concepts. A wide variety of assessment types are available for enhancing learning experience. The platform enables the teachers to maintain a track record of students and can give special attention for those who require more training.

**Juvel Merin Mathew**

It was all of a sudden that the government declared lockdown in the country and the lockdown period was thought to be highly boring and had no idea about what had to be done, being at home. I would like to sincerely appreciate and thank the management for taking such initiative and getting us engaged with the placement training during this period. This is an effective and fruitful session. The major highlight that I found is that we could attend the session any time during the day. It was more convenient for us and hence we were all willing to do the same.

**Krishna Suresh**



# FACULTY PUBLICATIONS

## Prof. Samson Thomas

- Impact of Advertisement and Sale Promotion on Brand Equity: A Theoretical Review 2020 IJRAR April 2020, Volume 7, Issue 2 [www.ijrar.org](http://www.ijrar.org) (E-ISSN 2348-1269, P- ISSN 2349-5138)

## Dr. N. Arun Sankar

- A Study on Investors Perception towards Derivative Markets with the Special Reference to the Investors of Kodak Securities Ltd, Tirunelveli, TamilNadu, Pramana Research Journal, Volume 10, Issue 3, March 2020

## Dr. R. Santhosh Kumar

- A Study On Job Satisfaction Related Issues In Tea Industry With Special Reference To Idukki District, Kerala, India, International Journal of Current Advanced Research, Vol. 8, Issue 04(B), April, 2019, PP: 18190-18193. ISSN :O:2319-6475 ISSN:P:2319-6505, Impact Factor: 6.614.
- A study on Talent Acquisition Approaches in the hospitality industry with special reference to Idukki District, Kerala, India, International Journal of Current Advanced Research, Vol. 8, Issue 04(B), April 2019, PP: 18190-18193. ISSN :O:2319-6475 ISSN:P:2319-6505, Impact Factor: 6.614,

## Dr. Sujitha Annie Kurian

- A Study on Customer Engagement in Digital Media Ecosystem, MJPM, Volume 1, Issue 4
- A Study on Consumer Preference and Perception towards Organic Food Products in Kottayam District, IJSART -Volume 6, Issue 2, February 2020
- The Impact of Responsible Tourism in Sustainable Development of the Destination: A Study at Kumarakom, Kerala, Pramana- International Journal, Volume 10, Issue 3 , March 2020

### Mr. Tinku Joy

- A study on fruits & vegetables sales doubling plan in retail stores in International Journal for Science and Advance Research in Technology Volume 6 Issue 3 March 2020
- A Study on Stress and Coping of Bank Employees in the Current Competitive Market Face in International Journal for Science and Advance Research in Technology Volume 6 Issue 2 February 2020
- Impact of supply chain management on productivity in manufacturing industry in International Journal for Science and Advance Research in Technology Volume 6 Issue 2 February 2020
- E-Commerce and Value Chain Model in International Journal for Science and Advance Research in Technology Volume 6 Issue 3 March 2020
- Big Bang in International Journal for Science and Advance Research in Technology Volume 6 Issue 3 March 2020

### Ms. Sophy Alexander

- A study on performance appraisal and its effect on turnover intention with special reference to IT sector, Journal of social science, April 2020, volume 48, number 2
- A study on health, safety ,warfare provisions of factories act 1948 in tea factories with special reference to Idukki district, International journal for science and advance research in technology ,volume 6, issue 2 February 2020
- Effectiveness of reward system on employee motivation in Bpo industry, International journal for research and analytical reviews march 2020,volume 7 issue 1

### Mr. Mukund S

- A Fundamental Analysis of Indian Automobile Industry with Special Reference to Tata, Maruti & Mahindra & Mahindra, International Journal of Marketing, Sales and Brand Management, Mantech Publications, Vol. 1, Issue 2 (2020)
- A Comprehensive Study on Top Five Dividend Paying Stocks In National Stock Exchange of India, International Journal for Science and Advance Research In Technology, Vol. 6, Issue 2 (2020)

### Ms. Navya Ninan

- Influence of Social media marketing on the purchase intention of Gen Z, International journal of advanced science and Technology, Vol 29, January 2020
- Do stocks outperform treasury bills?, International journal of advanced scientific research and management, volume 5, Issue 1, January 2020



# GLIMPSE EDITORS

---



JOMY JOY



JUANITA MERIN THOMAS

# MISTA MEMBERS 2020-21



Shibin T Wilson  
(Chairman)



Juanita Merin  
Thomas  
(Vice Chairperson)



Ansu Mary Abraham  
(Arts Club Secretary)



Vivek Lal  
(Arts Club Secretary)



Akhil  
Thomas Koshy  
(Sports Club Secretary)



Gopika Gopan  
(General Secretary  
& Treasurer)



Aashwin K Jose  
(UUC)



Akhil Mathew  
(Magazine Editor)



Don Thomas  
(Caligo Coordinator)



Lijin K Joseph  
(Caligo Coordinator)



Marian International Institute of Management  
Kuttikkanam, Idukki (Dist), Kerala  
Ph: 04869 233922, Fax : 04869 233924  
E-mail : [director@miim.ac.in](mailto:director@miim.ac.in), [www.miim.ac.in](http://www.miim.ac.in)

FOR PRIVATE CIRCULATION ONLY

**NEWSLETTER**  
VOL 10 | ISSUE 1 | JUNE 2020  
**Glimpse**  
June 2020