15th SIES National Eminence Awards

By Apoorva Shenoy

The National Eminence awards were instituted by the South Indian Education Society in the year 1998 in memory of the late Seer of Kanchi Sri Chandrasekarendra Saraswati who left his mortal body in 1994 at the age of 100. The awards are given in the fields of community leadership, science and technology, public leadership and social service. Each award carries a cash prize of Rs.2.5 lakh, a citation, a huge ornamental lamp and a scroll of honor.

This year saw vibrant personalities like veteran Bollywood actor and legend Shri. Amitabh Bachchan, Bharatiya Janata Party leader and Member of Parliament Smt. Sushma Swaraj, Chairman of National Innovation Council Shri. Sam Pitroda and spiritual leader Swami Tejomayananda of Chinmaya Mission being honoured with South Indian Education Society (SIES) National Eminence Award on Tuesday, 25th December 2012 at the Shanmukhananda Sri Chandrasekarendra Saraswati auditorium in the presence of his holiness Jagadguru Sankaracharya of Kanchi Kamakoti Peetam, Jayendra Saraswati Swamigal.

Shri. Amitabh Bachchan donated his award money to the family of late police constable Subhash Tomar who was grievously injured in the protest of the recent Delhi rape case. We were extremely touched by his noble and benevolent gesture. Smt. Sushma Swaraj donated her award for furtherance of Sanskrit language.

This National Eminence award has, so far, been conferred upon 48 distinguished Indians who pledged and devoted their lifetime for the cause of this nation. Some of the eminent awardees include Dr. Shankar Dayal Sharma, Mr. Atal Bihari Vajpayee, Dr. A P J Abdul Kalam, Dr. Jayant Narlikar, Dr. Varghese Kurien, Dr. M S Subbulakshmi, Ms. Lata Mangeshkar, Mr. Sunil Dutt and Mr. Dilip Kumar among others.
National Research Conference on current Business Practices

By Bhavika Sachdev and Apoorva Shenoy

4th Jan 2013, saw SIESCOMS hosting a National Research Conference on Business Practices in Current Scenario with specific reference to the Pharmaceutical and Biotechnology Industry. The central theme of the conference was "Re-engineering Business India towards 2020". The conference attracted several students and participants from various institutes.

The conference was flagged off with the dignitaries performing the traditional lighting of the lamp. This was followed by the expert speakers like Dr. L. Ramaswami, MD, Sotax Pharma, Dr. H P Tipnis, Founder of Retail Pharmacy and Mr. S.R. Vaidya, Consultant-Pharma sharing their valuable knowledge and experience and giving deep insight to the students, research scholars, faculty members and others on the Pharma and Biotech Industry.

Second half of the day began with various papers being presented by Doctors, Research Scholars, Faculty members and Students on interesting topics ranging from OTC marketing to Biosimilars. The Conference concluded with all participants feeling enriched with the deliberations of the day.

The much awaited National Conference on "Emerging Business Practices in Current Scenario" was held on the 18th and 19th January 2013 at SIESCOMS.

This conference aimed at looking at some of the emerging theories and practices in the current scenario and the management tools and techniques to manage the businesses in these turbulent times. The conference addressed all the traditional management domains namely, General Management and Strategy, Marketing, Human Resource, Finance and Information Technology among others. It provided an opportunity to academicians and corporate to debate and discuss through the pros and cons of the dynamic market place and emerging trends and practices.

This research conference identified key societal, business and technology trends that would have a major impact on shaping future business opportunities and growth. The conference also explored processes and best practices in innovation and emerging technology management. Some of them were Capability Index, Process implementation, managing Gen-Y workforce, e-learning, consumer purchase behavior for luxury brands, gender diversity, brand perception of customers towards smart phones, etc.

Alumni Speak

By Aditya Rajagopalan

CURRENT WORK PROFILE

I am working as an Account Manager- Business Development with the Automotive & Transportation Practice at Frost & Sullivan. It is a research based consulting company with interests in such diverse areas as Aerospace, Automotive, Logistics, Healthcare, Chemicals, Materials, Foods, Industrial Equipment Manufacturing, Environment and Information Communication Technology to name a few.

Prior to this, I worked with Asian Paints as a Unit Head for North Chennai responsible for generating revenues from Rs. 170 crores sales unit. Asian Paints was truly a grooming ground for me and a great place to start my career.

EXPERIENCE AT SIESCOMS

SIESCOMS or rather, SIES itself is a symbol of letting people explore and realize their potential. I did my graduation from SIES, Sion. While pursuing my Management course at SIESCOMS, I got an opportunity to work on a project with Nissan Motors as their first batch of Student Brand Managers. All the faculty members at SIESCOMS provided me with inputs on how I should go about the task given to me during the course of the project. SIESCOMS gave me a sense of belonging and support in whatever I wanted to explore. That made the difference.

EXPECTATIONS FROM AN MBA GRADUATE IN THE CORPORATE WORLD

Corporates expect every employee whether MBA or not, to have the right attitude. One should understand the organization quickly so that one's skills can be aligned to the organization goals. An MBA graduate is expected to grasp things faster and look at long term perspectives. Organizations seek MBAs who are eager to learn what the senior management is thinking and how best the ideologies can be taken to subordinates and other peers. In a nutshell, an MBA graduate is evaluated on the basis of best fit and there is no fixed mantra for any organization.

SUGGESTIONS TO THE BUDDING MANAGERS

Use every opportunity you get to speak out in public. Be it presentations or an inter-collegiate competition, never hesitate to go on to the stage to speak. Try exploring your own childhood dreams of creating something new or trying something weird. This is where you will get a chance to do so.

Read a lot whether it interests you or not. You won't get this sort of time ever again. Moreover, such type of reading gives you a perspective when you talk to anyone on anything. Lastly, trust yourself and chase your dreams whether it is career or a personal ambition. You may not know what you want as a career right now. But through these two years of pursing MBA at SIESCOMS, trust me, you'll reach your goal. Remember, there is always light at the end of a tunnel!!!
Priyanka Siram
PGDM (Marketing) - SIESCOMS
2012-2014

Calligraphy has been a free flowing phenomena and my forte for over a decade. I stood first in inter school calligraphy competition. I freelance under the name Kreative. Through this I have tried to give creative ideas to various groups and individuals. I also undertake calligraphy related assignments.

Dance has been a passion for me. I have received training for belly dancing, salsa, hip hop dance and freestyle. I was a part of a very successful inter collegiate dance crew which swept awards at famous college festivals like Talash (Jai Hind College), Lakshya (MMK College) to mention a few. I have also assisted in RISPA, a dance studio for broadening my horizons in this field.

Working with ‘Crossbar Entertainment’ was an enriching experience where we teamed up to organize diverse social events like corporate gatherings, Indian Weddings, International artist's performances, Brand launches, exhibitions, etc.

I have successfully completed a research dissertation on ‘Impact of Bollywood cinema on Indian society’. In the project I tried to understand and highlight the impact of Bollywood cinema on youth based on case studies and research work.

Wall of Honor
By The Editorial Team

2nd prize Winner in 'Woodstock' at IIT Kharagpur
Akshay Manakapure

2nd prize Winners in ‘BrandAthlon’ at SIBM, Pune
Sneha Shet, Amruta Deshpande, Bhavana Bhat

1st Prize in 'Sal-Ad' at SCIT Graffiti
Apoorva Shenoy

1st Prize in Advitya - flagship event of Graffiti at SCIT, Pune
Jobin Mathew, Reagan Chettiar, Richard Manickam and Shivanand Kotia

Online quiz: Sahyog Committee
On 30th January, the Sahyog Committee of MMS had organized an online quiz on social issues. This quiz saw an overwhelming participation by the students. The quiz had a total of 15 questions which had to be answered in the duration of 30 minutes. A blend of questions ranging from the current scenario on the social front to various endeavors towards social causes etc. encompassed the quiz.

Open Forum for women empowerment
SIESCOMS conducted an open forum on the topic 'Is India a safe place for women' for the awareness of the crimes against woman and their safety on Friday, 4th January 2013. Dr. A K Sengupta, Mentor, SIESCOMS set the tone of the discussion which was then left open to the audience. Various views, concerns and perspectives were shared by the audience with specific reference to women safety in the aftermath of the unfortunate incident at Delhi. SIESCOMS is one of the few institutes to have a fully functional Women empowerment cell.

IN THE NEXT ISSUE

Virtualities: Turning dreams into reality. A grand event
Jumboree – A cult fusion
HeadStart! at SIESCOMS
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