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KNOWLEDGE BUSINESS SCHOOL SALEM

Approved by AICTE and Affiliated to Anna University, Chennai.

A Standalone Business School

NEWS LETTER

JUNE - SEPTEMBER 2019
VOLUME 01

GLIMPSE 2019 *Let Our Dreams Initiate*

DIRECTOR'S MESSAGE

We are extremely delighted to launch the quarterly Newsletter (June – September 2019 – Volume 01) of Knowledge Business School Salem at this time of the year. The idea of newsletter has been mooted for some time now. The gradual process we adopted has turned out to be a rational and sensible approach.

Aspiring managers join B-School with great aim and expectation in mind. Choosing the right business school will play an important role in making the most out of one's business education. A good business school should contain inspiring faculty team to give emphasis on the application of theory to real issues in business world today and to connect students to internship and other career opportunities. Reputation of B-School depends on the ranking among other B-Schools, strong alumni network and better career path.

At KBSS, students are expected to have an enriching and life – turning experience which will enable them to reach new heights in their professional life. We at KBSS foster sharpening of skills and enhancement of knowledge base in our students through various extra-curricular, co-curricular and curricular activities.

KBSS will have a collective vision that supports & balances the interests of students, faculty and alumni. It reflects in the form of giving opportunity for the students to organizing the events and enhancing the skills of writing research articles.

We understand the concept of perception performance paradox. One should know that the perception of the ability, contradicts with the performance. This is called Deserve – Desire concept. The real gap between the Deserve and Desire need to be understood and bridged. It will surely lead to the greatness.

At this juncture, i extend my appreciation to the student editorial team for their initiation and contribution. I wish that their writing journey has to continue forever.



Dr.A.STEPHEN
DIRECTOR - KBSS

OUT LINE ...

- RESEARCH ARTICLE
- EPOCHAL COLLEGE EVENTS
- SKILL ENHANCEMENT ACTIVITIES
- PERSONALITY DEVELOPMENT
- COMPETITION
- STUDENT'S CORNER

CHANDRAYAAN 2



Chandrayaan 2, the name becomes trending nowadays and many people started speaking about this project and all this happened because of the development of technology and internet surfing. Even common people started speaking about Chandrayaan 2 while travelling in buses, in tea shops and places where people interact more with others. The moon is the perfect test bed for future space explorations.

Here is the list of few highlights about Chandrayaan 1. It was launched on October 22, 2008 with the help of PSLV rocket which carried eleven scientific instruments to prepare three dimensional chemical and mineralogical mapping of the lunar surface, which has a total weight of around 1380 kg. It discovered surficial water in the moon, which shows that there is abundance present of OH/H₂O in the lunar surface. This study also says that there is a presence of water in all the parts of the lunar region, not only in the polar regions which has a maximum concentration average of around 500 – 750 parts per million (ppm) in the higher latitudes. It was operational for 312 days and founded the traces of water, water ice, magnesium and silicon.

About Chandrayaan 2, it is a two module configuration spacecraft comprising orbiter craft and lander craft, which has a total weight of about 640 tons. This mission was launched on July 22, 2019 with the help of GSLV which places an orbiter around the moon and sending a lander module with a rover to the surface of the moon. The primary objective of this project is to design, realize and deploy a lunar lander which is capable of soft landing in the south polar region which was not previously done by any of the spacecraft agency. The mission carries out a remote sensing analysis of lunar surface which in turn enhances the scientific objectives of the Chandrayaan 1. For the first time in the history of ISRO, two women are heading this Chandrayaan 2 mission, namely Mrs.Ritu Kridhal and Mrs.M.Vanitha as project and mission directors respectively.

Chandrayaan 2 orbiter was planned for operation of 7.5 years while the Rover Lander module was planned for the operation of one lunar day which equals to 14 earth days. The cost of the project was about Rs. 978 crores which is the world's least cost lunar landing operation and has become the template for the further lunar missions.

Chandrayaan 2 lander (VIKRAM) structure is a truncated pyramid around a cylinder which has the propellant tank and the interface for the separate mechanism of orbiter. The lander legs which are four in number provide the stability upon landing in different terrains.

Chandrayaan 2 Rover (PRAGYAN) consists of six wheels which are designed with the objective of performing mobility on the low gravity & vacuum on the moon for the understanding of the lunar resources. The design of the rover was based on the well proven rover "sojourner" which was developed by NASA for the exploration of mass in the year 1997. The rover consists of 2 navigation cameras for generation of stereo images in the path planning.

Future projects of ISRO include ADITYA I1 mission which will study the Sun's corona and its atmosphere, "GAGANYAAN" the mission which sends astronauts to the space. Another planned mission is the "MANGALYAAN 2" and in the late 2020's Chandrayaan 3 will be launched as a series of missions of launching to the moon. The next mission is the "SHUKRAYAAN" which will be launched to Venus. Another wonderful and amazing plan in this pipeline is the construction of space station by India in the mid 2020's which seems to be like a logical extension "GAGANYAAN" mission of sending human beings to space. Hope the above mentioned projects will get success in future.

HIGHLIGHTS OF CHANDRAYAAN 2

- * TOTAL WEIGHT = 640 TONS
- * DISTANCE FROM EARTH - 384400 KM
- * TIME TAKEN TO REACH MOON = 48 DAYS
- * PRAGYAN ROVER WEIGHT - 27 KG, OPERATING DAYS – 14
- * VIKRAM LANDER WEIGHT – 1471 KG, OPERATING DAYS – 14
- * ORBITER WEIGHT – 2379 KG, OPERATING DAYS – 7.5 YEARS



VIKNESH. S.R
II Yr MBA

GRADUATION DAY 2019



Graduation day of the 6th batch was held on 11-08-2019. Mr.R.Kumarasamy - President, Mr. V.Suresh Kumar - Secretary and Mr.N.P.Sivaprasad - Treasurer of KIOT Trust were graced the program. Mr. Chandrasekhar Chenniappan, Senior Director – HR, Virtusa, Bengaluru was the chief guest and Mr. Krithivasan Sivaramakrishnan, Lead – India campus hiring, Virtusa, Chennai was the special guest for the programme. Our KBSS student Ms.V.Parameshwari secured 33rd rank among the Anna University affiliated colleges and she received special appreciation award from the guests. The guest highlighted the importance of life skills, physical and mental health. He specially insisted the youngsters to allocate time for doing yoga and always work hard to achieve their dreams. Dr.PSS.Srinivasan,Principal-KIOT and Dr.A.Stephen,Director - KBSS presented the annual report respectively.

PG INAUGURATION 2019



Inauguration of 9th batch of MBA held on 5th September 2019. Mr.R.Kumaraswamy- President, Mr.V.Suresh Kumar - Secretary of KIOT Trust. Dr.PSS.Srinivasan – Principal,KIOT and Dr.A.Stephen - Director,KBSS were graced the event. Mr.P.Suresh, Assistant Vice President, Vardhman Yarns and Threads Ltd, Sipcot, Perundurai was the chief guest and Mr.K.Elavarasan, Proprietor, Pooja Agritech corporation, Salem was the guest of honour.

These two industrialist shared us the importance of Upskilling, Career opportunities & Life Skills. Mr. Elavarasan insisted the importance of entrepreneurship and shared his experience as an Employee and Entrepreneur.

Mr. Suresh told the job opportunities in the current scenario and how to get prepared for an interview. He said that recruitment for a company, is just a replacement for that job and also suggested to learn fundamentals of all subjects in their domain.

FRESHERS DAY 2019



Freshers day was organized on 13-09-2019 for First Year MBA. Dr.A.Stephen, Director – KBSS was graced this function. The function went on well and moreover it was like an experience sharing session by the seniors to their beloved juniors. Seniors conducted many management events and fun games. It gave a platform for both the seniors and juniors to interact with each other and develop a rapport. The seniors gave insights to the juniors on each specialization. First year students felt very happy about this program and thanked the management and seniors for arranging this program.



BUDGET DISCUSSION SESSION 2019



“A budget tells us what we can’t afford, but it doesn’t keep us from buying”, the same goes for the nation too. To bring such awareness among the student community, the Finance Club of Knowledge Business School, Salem organized a discussion session on “Union Budget-2019” on 1st August 2019. Mr.V. Sreeraman, Chartered Accountant, Chennai, was the resource person of the session. He discussed how to analyse the budget of a nation and mentioned the other document to be studied before analyzing the budget documents - “The Economic Survey Report” by RBI.

The session was an eye-opener to understand about budget related report. He explained about Budget report - collection of 10 documents and the purpose of analyzing all those documents. He also discussed the impact of the Union budget 2019 on our current economic situation. Mr. Sreeraman also added that the economic growth can be fueled only by 3 factors- “Agriculture, Industry and Services”. Each country must focus strongly on any one factor and bring economic growth to their country.

ENTREPRENEURSHIP DEVELOPMENT CELL



Entrepreneurship is something that is fueling the growth of the nation in many aspects. To inculcate the spirit of entrepreneurship in the young minds of our budding leaders,

the Entrepreneurship Development Cell of the college conducted an interaction programme titled “How to build an entrepreneurial mindset?” graced by Mr. A. Mohamed Yasar Arafath, Managing Director, Salem Coir Ply Cluster Pvt Ltd on 30th July 2019.

Mr. Mohamed, a young mind who ignited the spirit of entrepreneurship among the students, stated the importance of entrepreneurship. He said that entrepreneurship is like a seed which has to be nurtured, so as to pay the result of hard work. He put it in simple words that entrepreneurship is not rocket science, it can be understood and sustained easily if we have the grit and will to pursue it at any situation. Mr. Mohamed asked the students to aspire to become great entrepreneurs and the students responded with the same enthusiasm which he brought into the room. He quoted a lot of examples of successful entrepreneurs and encouraged the students to become entrepreneurs. He also encouraged more women to break the glass ceiling and enter into business. The session indeed put the students into thought and left them with the aspiration to be entrepreneurs.

NISM ORIENTATION PROGRAM



Finance club of Knowledge Business School organized “National Institute of Securities Markets(NISM) Orientation Program” on 23-09-2019. Mr.A.S.Rajasekaran, Senior-vice President, Ambalal shares & stocks Private Limited, Vellore was the chief guest. He explained briefly about the NISM modules and the job opportunities in each module. He also told how to open a DEMAT account, SIP (systematic investment plan) and its benefits to both the account holder and the society. Students learned about the importance of NISM course certificate for their future and its value in the financial market. Many students have shown interest in pursuing NISM Certification course.

VALUES AND ETHICS



"Great people have great values and great ethics." To imbibe these words in our students, the Training and development cell of Knowledge Business School conducted a Two day exclusive training session on 16th and 17th of July, 2019 on "Values and Ethics". Mr.T.Ragunath, Psychologist Relax academy, Chennai was the Resource Person for this programme. Being a versatile personality and a person of impeccable enunciation, he shared his acquaintance with the students.

Mr. Raghunath said that, success has to be viewed from an individual's point of view and it should not be compared with others. He also enlightened us about problem solving, intelligence and creative intelligence and also guided us how to achieve it. He told that creative intelligence is multidimensional thinking. He focused on adolescent issues like handling diversions and emotions.

He ignited in us the power of self-belief and added that it has a massive energy. He left us wondering about many life lessons. He quoted that, "Life is a complete presentation of Challenges, Happiness comes occasionally, but challenges come regularly". He did not forget his roots and expressed his patriotism in many ways which had quite an impact among the students. This saying never gets old, "Health is Wealth" and he believed it and gave us tips to maintain good health and asked us to follow a proper lifestyle. He explained beautifully about physiology and personified every organ based on its function. Finally he put us in awe by quoting life is how we spend the short time from our birth to death to its fullest.

LIFE SKILLS

On 13.08.2019, the Training and Development Cell arranged One day motivation programme for II-MBA students. The resource person was Dr.Babu Rangarajan, Clinical Psychologist who gave some insights about thinking process.

He explained psychology in a simple manner such that the students could understand easily. He shared his life experiences. He quoted many examples of successful people. He said that one has to identify his or her calling in order to flourish in life. He urged the students to ask many questions in their life so that they could develop themselves.



He insisted the students to follow "One hour, One minute strategy". It means how productively we use one minute in an hour. He also enlightened upon anger and stress management.

FIRST YEAR MBA INDUCTION PROGRAMME



Knowledge Business School, Salem organized an induction programme titled "Nurturing Responsible Citizens" for first year MBA students on 18.09.2019 at KBSS campus. The Chief Guest of the function was Dr.D.Dhanapal, Correspondent, Kovai Vidyashram, Coimbatore. He addressed on the areas like information, learning, SWOT analysis, Interpersonal relationship -Johari model, time management, professional life journey, managing resources and managing self, prioritizing the duties to the students. He focused on marketing and selling, which can be done through impression management. Also he emphasized that MBA professionals should change challenges as opportunities. In his final note he suggested to read the "7 Habits of Highly Effective People" written by Stephen R. Covey for professional and personal growth.

COMPETITIONS

INTERN FEST 2019



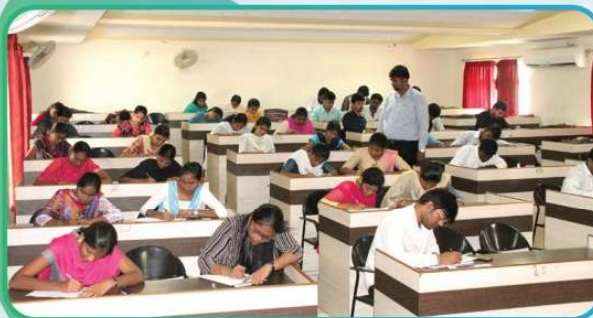
The students of 2nd MBA have undergone internship for a period of one month and to celebrate their learnings a two day INTERN FEST 2019, was organized on 16th and 17th of August, 2019. It was sponsored by Ambalal Shares & Stocks Private Limited, Vellore. Mrs. Yamuna Gaurav, Head HR, Sun Networks Ltd, Chennai, Mr. Prem Kumar, General Manager, Arasan Eye Hospital, Erode, Mr. A.S.Rajasekaran, Senior Vice President, Ambalal Shares & Stocks Private Limited, Vellore, Mr. R. Udayakumar, Regional head, Ambalal Shares & Stocks Private Limited, Vellore and Mr. C. Vijayakumar, Branch Manager, Ambalal Shares & Stocks Private Limited, Salem were the eminent industrialist graced the programme as guests.

20 teams out of 37 teams were selected to present their work in front of these professionals from industry and they were judged based on their content, presentation skills, communication, time management, response to queries, depth of knowledge of the respective functional areas. The students were given feedback for their presentation along with appreciation from the judges. The exposure which was given by the professionals was impeccable. They emphasized on the employment opportunities, skill gap, skills required, technological disruptions etc., After their presentation the top 3 participants each day were rewarded with a certificate and shield. It was a celebration of knowledge in all aspects.

ESSAY COMPETITION

In collaboration with United Nations Information Centre for India Bhutan and Heartfulness Education Trust, Sri Ramachandra Mission a Non-profit educational and spiritual organization conducted an All India Essay writing event on both National and Regional level on 13th September, 2019.

The students of II-MBA took part in the event under the category (for UG and PG) on the topic "All love is expansion, all selfishness is contraction (Swami Vivekananda)" with the word limit of 750. Around 80 students actively participated in this competition and expressed their views on both English and Tamil.



The final result of this event is likely to be announced on December 2019. The top 10 essays in both English and Tamil will be awarded prizes and the E-Certificate of Merit. Apart from this E-certificate will also be provided to all the participants.

STUDENTS' CORNER

BOOK REVIEW

The book "DROP" written by YUVAVEER'S (denotes age group of people from 18 - 25 Years) is reviewed by Ms.Y.Shri Sweatha. This book is based on dropping our negativity, thoughts, actions and a lot of disturbance in which we lose our balance in our life. There are so many things to leave out in our life which we are not doing and yet we don't know about that. The book talks about the following things like Drop Assumption, Pessimism, Labels, Failure, Confusion, Fear, Death, Doubt, Jealousy and 24 more drops that we have to remove from our life. This helps in improving our thoughts and actions in our life.



It is an informative book that helps in clearing our thoughts.

WHO YOU ARE?

Makes you think, doesn't it? You start thinking about your looks. You start thinking about your relationships. You start thinking about your LIKES and DISLIKES. And yet, you still don't know WHO YOU ARE – do you? Don't you think that's strange? Shouldn't you, of all people, know who you are? If you want control in life, you need to have this knowledge.

If you want to take your life in any direction, you need to first know where you stand. This book will help you go on a journey of Self-discovery. IT'S EASY.

This book is about YOU. DROP: IT'S EASY.



SHRI SWEATHA. Y
II YR MBA

MOVIE REVIEW – VELAIKAARAN



The movie Velaikaaran was reviewed by Mr.S.Prabhu Shamkar. The theme of the movie is if we all demand for good things together, we will get it for sure.

Velaikaaran is a movie which clearly shows the power of "marketing" through several scenes (E.g., the super market scene). Actor Sivakarhikeyan clearly portrays the pain of a worker who joins in a marketing job to overcome his family's poverty.

In the first half of the movie, the hero learns about the marketing strategies. Later, the hero came to know about the real face of the company which involves in food adulteration and wakes up to correct the mistakes in the food industry.

The slapping and strong dialogues written by Mr.Satheesh Krishnamoorthy and Mr.Mohan Raja, Director are asking us to answer their questions, which the current generation needs.

"Loyalty should be shown on good things, not for the bad things done by our boss" – this is the strong message of that movie.

VERDICT:

Velaikaaran is a much needed movie to be watched by the current generation Youngsters and all workers.



PRABHU SHANKAR.S
II YR MBA

WORDS FROM SOUL

It was a pleasant Sunday. With heavy traffic, Bangalore welcomed us. We enjoyed the climate while walking then we realized that our destination was far from us. With the help of Google maps and Ola we reached our place. Three pretty girls welcomed us with smiles and provided entry pass. A mild music played while we were entering through a big gate. We continued walking and feeling a good silence, hearing the bird's voice, breathing fresh air, as we are surrounded by trees. It seems like an Amazon forest.

We got confused where to go, and then we found a map inside the file which is given along with entry pass. It helped us to move further. It was quite a big hall looked like a parliament, a man from Coimbatore standing in front of huge crowd and started his lecture on Personal Branding. One hour of interaction made us to think how to brand ourselves. The trigger which is given by that person led me to write an article in this magazine. The entire day was completed with full of memories. Finally, the place where we went was Indian Institute of Management, Bangalore. I thank the students who organized the massive event VISTA 2K19.



AJITH. S
II YR MBA

YOU DEFINE YOURSELF

The labyrinth confab,
Quoting false rationale of beauty,
Gives birth to such a morass,
That a damsel becomes,
A damsel, In her own distress.

Just because someone,
Framed a golden ratio peculiarity for beauty,
She wanted to conform.

Little did she know,
Beauty lies within,
As we embrace,
Our curves and colors,
And our highs and lows.



ARCHANA ELANGO
II YR MBA

STUDENTS' CORNER

AS AN HUMAN RESOURCES TO BE

As a management student, I would like to register a few golden points to be an HR based on the prioritization

- > Confidence matters a lot, especially self confidence.
- > Human skills, this is quite interesting and not a tedious one, because each and every human has such skills.
- > Able to understand the employees and employers in an Organization.
- > Managing the conflict between the employers and employees in an organization.
- > Foremost is to know employees basic amenities.
- > Like an entrepreneur, HR people also could be initiators, innovators, risk taker, risk seeker and risk bearer.

KANIMOZHI P
II YR MBA



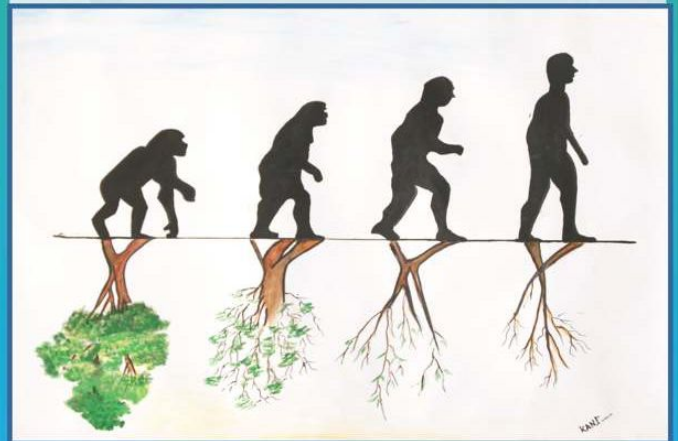
Social Awareness Pictures



Stop the Pollution Quick,
Don't make the Water sick.



Soil and Tree also have
Mother & Child Relationship



As Human Evolves, Nature Shrinks

KBSS INITIATIVE PROGRAMME



Ms.R.KANIMOZHI
II YEAR



UPCOMING EVENTS

1. Initiation of Women Empowerment Cell Activities
2. Plastic Free Campus – Awareness Initiatives
3. Entrepreneurship Development Awareness Camp
4. Plantation Initiative Programme
5. Institution Industry Interaction
6. Skype Session

Chief Editor

Dr. A.Stephen, Director

Faculty Editor

Dr. A.S.SathishKumar, Asst.Professor

Design & Printing

Mr.P.Sekar, System Admin

Student Editorial Team

Ms.Archana Elango

Ms.Deepashree B

Ms.Rammya S.B

Mr.Viknesh S.R

For Further Contact :



KNOWLEDGE BUSINESS SCHOOL SALEM

KIOT Campus, Kakapalayam [PO], Salem – 637504, Tamil Nadu.

Tel : 0427 – 243 3971, 243 3974

Mobile : 96009 91166 / 94431 51822

E-Mail : directorkbs@kiot.ac.in

www.kbss.ac.in

www.facebook.com/kbsskiot/