Beyond Words

VIBRATIONS

TKM Since 1956

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Thangal Kunju Musaliar Institute of Management

TIM Since 1995

Janab A. Thangal Kunju Musaliar (1897-1966) Founder - TKM College Trust *industrialist, philanthropist and visionary founded the TKM College Trust in 1956. The TKM College Trust established several premier centres of learning, from Schools to Professional Institutions.*

Annual Meeting of the Governing Council of TIM 2018

The members of the Governing Council of *TIM* met on 28th April and the Chairman Jb.T.K.Shahal Hassan Musaliar, President, TKM College Trust presided. The activities of the Institute of the previous year were reviewed and the forum discussed on the future strategic steps of the Institute for the year 2018-2019.

Orientation towards a Banking Career

Participants aspiring for a career in banking were oriented to break the code of cracking the examination through repetitive practice by the team from SBI .Shri Saseendran Pillai,Regional Manager, Kollam in his inaugural address emphasized the importance of thorough and diligent preparation and explained the avenues in banking career. Shri Arun MP, Deputy Manager, Regional Business Office,Kollam detailed the necessity of scanned reading, speed and accuracy while recollecting his own struggles to crack the SBI Probationary Officers examination.Mr Asif Ahamed Salim, Branch Manager,Panachavila Branch, clarified to the participants the stages of examination, question pattern, distribution of marks and reiterated the need to practice religiously to gain entry . Ms Shalini S and Mr Ratheesh S, Deputy Managers narrated the competitive advantage of being with SBI where the sky is the limit for the career prospects.

BOOK RELEASE AT TKM INSTITUTE OF MANAGEMENT

A book authored by Shri. T. P. Sreenivasan titled 'Education of an Ambassador' former Indian Ambassador and Ex. Vice Chairman of Higher Education Council was released during the Governing Council Meeting by Shri. T. K. Shahal Hassan Musaliar, President, TKM College Trust at TKM Institute of Management. Jb. T. K. Jalaluddin Musaliar, Treasurer, TKM College Trust, Jb. Usman Musaliar, Member, TKM College Trust, Jb. T. Abdul Karim Musaliar, Member, TKM College Trust and Dr. A. Viswanathan, Dean were also present on the occasion.

TIM-Outreach makes the neighborhood kids Crafty and Happy

The one day Summer camp organized by TIM Outreach brought together nearly thirty kids from the neighborhood and they enjoyed the experiences altogether by gaining confidence and developing a feeling of independence. The first year participants of Outreach brought in a dozen activities by which the kids could enjoy being together and give expression to their creativity. Children enjoyed coloring and enjoyed making shapes with craft paper. The activities were aimed at helping the children express their feelings and ideas meaningfully. Kids learned different shapes and colors and could identify patterns easily. The post noon session entertained the children with group games and fun activities. At the end of the day the kids parted with a sense of pride and satisfaction along with the gifts they won during the day.

FOCUS IS THE LOCUS OF HAPPY MIND

The HR Club of TIM, *Synergy* organized a session by a team from *M-Cube Global* at the TIM Campus. The session focused on providing a wholesome motivation and rejuvenation for the human mind through various techniques including Music and Meditation. By explaining the importance of self motivation in our daily lives, the team linked the mind and the universal language of music. Music purifies the soul by clearing the storm of dusty thoughts of the mind with tranquility and harmony. The third part of the session introduced the participants to the benefits of meditation followed by guided meditation.

Why do you go to work ?

That was the question raised by Dr Kiran, Psychiatrist, Medical College Hospital, Trivandrum in his talk on work–place wellness at TIM. What will happen if you lose your ability to work, he probed. The session on Positive Psychology propounded by Martin Seligman, PERMA and principle of flow were the key discussion points in the Faculty empowerment programme. Importance and role of lifestyle enhancers like sleep hygiene, hydration, exercise and diet along with aerobic exercises, stress tolerance, habit releasers were also were on the forefront of themes of discussion. Techniques of deep breathing were high lighted followed by tracing the evolution of stress - fight-flight –freeze. This concept was later explained by pointing out the differences in fight and flight of animals and human beings.

Participants Publish in UGC Approved Journal

First year MBA participants Mr. Humayoon N,Mr. Jishnu J and Mr. Amal Nadh M published an article titled **A Study on Factors contributing National Income** in the *International Journal Economic Challenger* issue July-September, UGC listed Journal no, 45759 , ISSN no:0975-1351, https://joom.ag/8J4Y.

How to Analyze an Advertisement

Agora, the marketing club of TIM conducted an advertisement analysis contest where participants analyzed an advertisement and presented a claim about the messages embedded. The four Houses presented on the nuances of an advertisement ranging from design, mood, components, use of space, symbols, colours, language, impact, background, theme and language. Team *Prahlad* emerged the winner after analyzing the AllOut advertisement.

ANIMATION TIME FOR TIM PARTICIPANTS

Five participants from TIM attended the Toonz Media Group 19th Annual Animation Masters Summit at Technopark. In the opening ceremony, animation veteran Mr. Ashish Kulkarni highlighted the need to present new trends which can give a fresh vigor to the industry segment with the help of modern technology. The summit also featured the fourth edition of 'Flying Elephant Competition'. Mr Vaibhav Kumaresh, Creator and Film Maker threw light into the various marketing strategies used to introduce the cartoon into the field. Mr.Vinoth Chander, CEO and Creative Director, ChuChu TV basically a Flash Animator explained the difficulties faced while handling the cultural differences across the globe launching the channel in various countries.The second day brought in stalwarts like Oscar Winning Sound Designer,Mr.Resul Pookutty , Arvind Neelakantan, Gaming Expert, Unity Evangelist , Mr.Antoine Torres, Head of YouTube Family and Learning, LatAm Kiran and Mr.Antony, Creative Director, Ogilvy & Mather who all shared their life changing experiences and intelligences with the audience. VG Samant, Patriarch of Animation, was honored, with the 'Legend of Animation' award

Enjoy Work & Life

Work place productivity and engagement depends on managing energies and minimizing stress through self management and personal development, described Dr Kiran, Psychiatrist, Mental Health centre, MCH, Trivandrum during the interactive session with the administrative staff. While highlighting the coping techniques, he emphasized the importance of health, contentment and performance. Mentally fit employees according to him are productive, loyal and possess high energy levels.

My world view series....

Anantha Dev CH
a world with honesty and integrity and value oriented societies

Krishna Joshi
endless blue skies and white clouds floating carelessly where pollution is non –existent.

Beema Humayoon
a peaceful, friendly and harmonious world where people consider, protect and preserve the environment .

Akhin S
a world devoid of competition, rules and restrictions, where individuals help and support one another.

Muhammed Anzar
a world which has eradicated poverty and has dedicated time and resources to raise the literacy level, a place where nurses are paid their worth.

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Newsletter Editors : **Prof. Anju . A & Prof. Anil Kumar . R** Student Members : **Ms. Roshni . S, Mr. Pranav P. S & Mr. Varun Prakash**