



AVEKSHA

MANAGING THE DIFFERENCE



VISION

To emerge as a center of excellence in Management Education and Research through value-based learning



MISSION

- To disseminate quality education in management through holistic and innovative approach.
- To foster a conducive learning environment and encourage continuous improvement.
- To build leaders of ethical values who can contribute to organization and society.

PROGRAM OUTCOMES

- 1. Apply Knowledge of management theories and practices to solve business problems
- 2. Foster Analytical and Critical thinking abilities for data-based decision making
- 3. Develop value based Leadership Ability
- 4. Ability to understand, Analyze and communicate global, economic, legal and ethical aspects of business
- 5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.



ADI SHANKARA BUSINESS SCHOOL EVENTS



PAGE 2 Editorial	PAGE 3 Induction program	PAGE 4 & 5,6,7 Placement Details EVENTS AND WEBINAR	PAGE 8 Students Activities	PAGE 9 Kudumbasree visit
PAGE 10 INDUSTRIAL VISIT	PAGE 11&12 ADVAITA	PAGE 13,14\$15 STUDENTS CORNER	PAGE 16 VIRTUAL CONFERENCE	PAGE 17,18 EDP REPORT

EDITORIAL

The corona have been through our life for more than one year, in this pandemic situation Adi Shankara Business School has successfully completed the outgoing batch placement and the events which include the students activities department activities and paper publication by faculties.

And in this pandemic situation Adi Shankara conducted CSR programs which was helpfull to know the situations of people during this corona era. Most of the students has taken interest on these events , they put their efforts by coming forward and taking initiatives.

We at Adi Shankara Business School strive to inculcate among the budding managers a sense of inclusion and equality that the constitution has envisaged can be seen from the programs students undergo while doing their two year full time MBA.

The editorial team at Adi Shankara Business School, ASIET, Kalady captures the glimpses of activities from July 2021 to February 2022.

EDITORIAL BOARD

Staff Editors



**ANJANA
RAJAGOPAL**



**VIGNESH
KARTHIK**

Student editors



VISHNU RAJ YEDUN RAJ MISHLY SHINOY KALYANI JOSH



ANANDHU REJI AKHIL BABY JAINY SV VISMAYA M P



PASSING OUT FUNCTION OF THE BATCH

2019-2021

PREVIOUS BATCH HAD BEEN PASSED OUT WITH LOT OF OPPORTUNITIES AND WITH HIGH MARKS. HOPE THEY HAD A WONDERFULL CARREER.

Introduction of new batch 2021-2023

Adi Shankara Business School welcomes new batch of MBA batch 2021-2023.

INDUCTION PROGRAM

The inaugural program of new MBA batch was conducted by Prof. C P Jaishankar. And a one week induction program for the students.



A DAY
WITH
PREVIOUS
YEAR MBA
BATCH
2019-2021

Placement Details

Placement details as of January, 2022.

Vyshnavi MV, Safna CB, Druva MA, Prajeesh EP, Athira Manoj, Krishna Nair, Yedun Raj, Arfas C Shakeer, Sebin Joseph, Vinayak C, Ashna Babu, Annikit Thomas, Aswathy Shaji, Chandana Nair, Vishnu Raj.

Mishly Shinoy

Parvathy Devi P, Sreelekshmi PV, Aboobakker Sidhique CM, Ajay Sasi, Geethu MS, Seethal Satheesh, Adhil Muhammad, Annikit Thomas, Ajai Krishnan.



EVENTS AND WEBINAR



EEP PROGRAMME

EEP programmes conducted for FYMBA. A way ahead in training for the FYMBA.



ADVAITA

ADVAITA was the management fest conducted by SYMBA for the first time. It was a huge success for the students as well as faculties.



ECONOMIC TIMES SUBSCRIPTION

ADI SHANKARA B-SCHOOL receiving subscription recognition from Economic Times.



SOCIAL CONNECT

Social connect is one of the agenda to built social awareness, sensitization among the FY management students at ADI SHANKARA B-SCHOOL KALADY.

EVENTS AND WEBINAR



LIVE WEBINAR

Expert series by Mr. Reju Varghese Operations Manager at EY Global on data analytics; tools and business application was conducted on 28th january.



AI IN RECRUITMENT

Expert series AI in recruitment by Ms. Priya Shaji, head talent department at Zappyhire



PLACEMENT TALK

Adi Shankara Business School has started the placement season. Principle of Adi Shankara addressing the function.



EVENTS AND WEBINAR



OUTGOING TO NATURE

FYMBA on october 2021 had outing to nature and roots. They had the opportunity to discover the true self and enjoy the nature. FYMBA of Adi Shankara B school nourished their starting of MBA journey with nature outing.



X MAS CELEBRATIONS

FYMBA celebrated first x-mas celebration at Adi Shnakara B-School.



DIWALI CELEBRATIONS

SYMBA and FYMBA first time met to celebrate the deepavali.

• Events conducted by Students

ADVAITA

- Advaita was the management event conducted by SYMBA.
- Faculty co-ordinators; Nimal CN and Vignesh Karthik.
- Student co-ordinators; Sahal TP and Harsha.
- Event was conducted on february 4 & 5.
- several participants participated in different events.
- SYMBA as well as FYMBA had their contribution.

SOCIAL CONNECT

- FYMBA visited vocational skill centre, environment protection agencies, old age homes, orphanage and women skill centres.

X MAS CELEBRATION

- FYMBA celebrated xmas with caroles, cake cutting.

DIWALI CELEBRATIONS

- SYMBA AND FYMBA meet first time to celebrate diwali.



CERTIFICATE OF RECOGNITION

Adi Shankara Institute Of Engineering And Technology is recognised in the band PERFORMER under the category "college/institute(private/self financed)(technical)" in Atal ranking of institutions on innovation achievement(ARIIA)2021, A flagship program of the ministry of education, government of India.

Kudumbasree visit



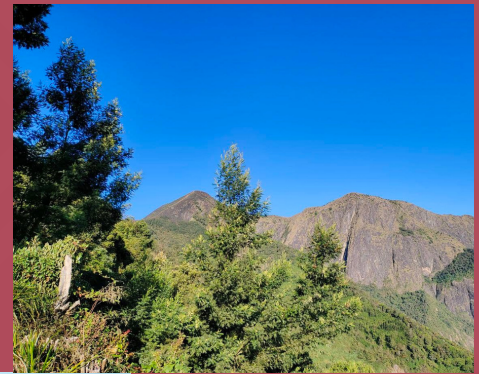
MBA S2 (2020-22 Batch) students visited various Kudumbashree units near their locality. The students were divided into small groups of three each and they were instructed to go to various Kudumbashree units in order to understand the detailed functioning of the units.

The Kudumbashree units which the students visited varies from chemical processing, garment manufacturing, food products production, restaurants etc.

INDUSTRIAL VISIT SYMBA



KOLUKKUMALAI



CHATHURANGAPARA



Industrial visit was conducted as a one day trip to Kolukkumalai, Chathurangapara on february 26th. SYMBA enjoyed the industrial visit.

ADVAITA

HUMANITIZER
BEST HR TEAM

Team Size : 4
Entry Fees : ₹200 per team

First Prize - ₹5000/-
Second Prize - ₹3000/-

RULES

- Each team should consist of four members
- Any number of teams can participate from a college
- Participants should adhere to the time allotted
- Participants should equip themselves with laptops, mobile phones, webcam and stable internet connection
- The organizers reserve the right to change the rules or nature of rounds at any point of time if the situation so demands
- Decision of judges and event coordinators will be final
- Any candidate found to be indulged in inappropriate behavior shall be disqualified from the competition

Faculty
Dr. Renuka S. Mahadeva
+91 989 875 1465

Platform:
www.advaita2k22.org

Adi Shankara
BUSINESS SCHOOL

Ayana Paul +91 888 968 8862
Anoop V D +91 738 687 8868

FINCOWIN
BEST FINANCE TEAM

Team Size : 4
Entry Fees : ₹200 per team

First Prize - ₹5000/-
Second Prize - ₹3000/-

RULES

- Each team should consist of four members
- Any number of teams can participate from a college
- Participants should adhere to the time allotted
- Participants should equip themselves with laptops, mobile phones, webcam and stable internet connection
- The organizers reserve the right to change the rules or nature of rounds at any point of time if the situation so demands
- Decision of judges and event coordinators will be final
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Platform:
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Ajitha Raj +91 988 658 2668

BEST MANAGEMENT CLUSTER
BEST MANAGEMENT TEAM

Team size : 4
Entry Fees : Rs.200/-Team

First Prize : Rs.7000/-
Second Prize : Rs.5000/-

RULES

- Any number of teams can participate from a college
- Participants should equip themselves with laptops, mobile phones, webcam and stable internet connection
- The organizers reserve the right to change the rules or nature of rounds at any point of time if the situation so demands
- Decision of judges and event coordinators will be final
- Any candidate found to be indulged in inappropriate behavior shall be disqualified from the competition

Faculty
Dr. Anitha Thomas
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Platform:
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Adi Shankara
BUSINESS SCHOOL

Aruna Maria Jones +91 8942084882
Sahil Arshya +91 8328124978

MAR ZONE
BEST MARKETING TEAM

Team Size : 4
Entry Fees : ₹200 per team

First Prize - ₹5000/-
Second Prize - ₹3000/-

RULES

- Each team should consist of four members
- Any number of teams can participate from a college
- Participants should adhere to the time allotted
- Participants should equip themselves with laptops, mobile phones, webcam and stable internet connection
- The organizers reserve the right to change the rules or nature of rounds at any point of time if the situation so demands
- Decision of judges and event coordinators will be final
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Faculty
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Angel Francis +91 948 282 3128

SURVIVOR
BEST MANAGER

First Prize Rs. 8000/- | Team Size : 1 | Entry Fees : Rs. 100/- Team

RULES

- Participants are expected to be a formal attire for all rounds
- Participants should equip themselves with laptops, mobile phones, webcam and stable internet connection
- The organizers reserve the right to change the rules or nature of rounds at any point of time if the situation so demands
- Decision of judges and event coordinators will be final
- Any candidate found to be indulged in inappropriate behavior shall be disqualified from the competition

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BUSINESS SCHOOL

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Jagya Velamuri +91 7839148911

ADVAITA 2K22 ONLINE MUSIC COMPETITION WINNER

Entry No:- 8
Name:- Abhinanth Mohan

SOCIAL QUIZSTANCING
BUSINESS QUIZ

Team Size : 2
Entry Fees : 200/team

First Prize : 4000
Second Prize : 2000

RULES

- Each team should consist of two members
- Any number of teams can participate from a college
- Participants should adhere to the time allotted
- Elimination will be based on cumulative points
- Participants should equip themselves with laptops, mobile phones, webcam and stable internet connection
- Decision of judges and event coordinators will be final

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Harishankar S +91 8289912351

ADVAITA 2K22

Best Management Cluster
First Prize 7K
Second Prize 5K

Marzone
First Prize 5K
Second Prize 3K

Survivor
First Prize 4K
Second Prize 2K

Humanitizer
First Prize 5K
Second Prize 3K

Social Quizstancing
First Prize 4K
Second Prize 2K

FinCowin
First Prize 6K
Second Prize 3K

Photopandemic
First Prize 2K

FEB 4th & 5th

ADVAITA
HUMANITIZER MAR ZONE ONLINE
FINCOWIN SOCIAL COMPETITION
QUIZSTANCING
SURVIVOR
BEST MANAGEMENT CLUSTER
PHOTOPANDEMIC



ADVAITA WAS THE FIRST MANAGEMENT FEST CONDUCTED BY SYMBA 2020-2022 BATCH ON FEBRUARY 4 AND 5 WITH DIFFERENT MANAGEMENT GAMES.

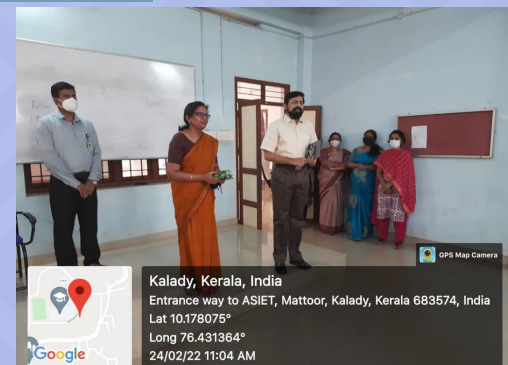
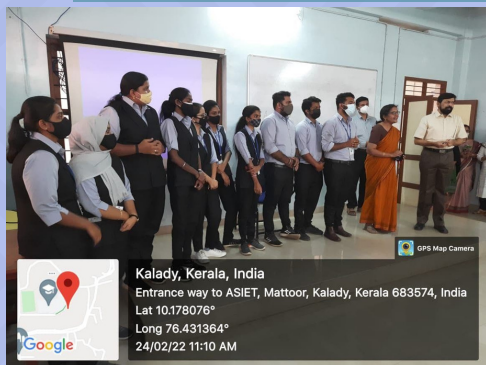
**TEAM COORDINATED
ADVAITA-
THE MANAGEMENT FEST**

OUTSTANDING STUDENTS



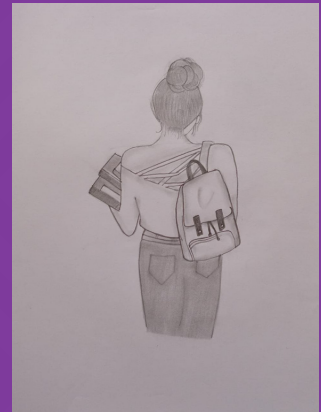
A small addressing for those students who had an outstanding performance in the first sem exams. They were awarded.

APPRECIATING ADVAITA TEAM



Appreciating the faculties and the student coordinators and other participants who performed throughout the advaita fest. With the team advaita was a huge success

Students Corner



DRAWINGS BY GOURI

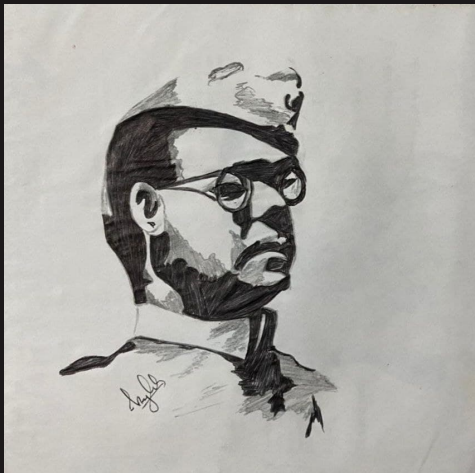


**DRAWING BY
VISMAYA**

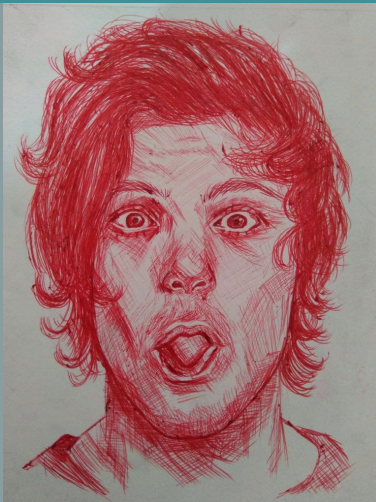


DRAWING BY NAVYA RAMESH

STUDENTS CORNER



**DRAWING
BY
VISMAYA**



**DRAWING BY
FEBA**

INTERNATIONAL VIRTUAL CONFERENCE

INTERNATIONAL VIRTUAL CONFERENCE

Business Ethics during Challenging Times

18th February 2022

KEY AREAS OF DISCUSSION

HR & Ethics
Policy reform
Employee silence
Workplace bullying
Gender issues
Conflict
CSR
Sustainability
Ethical leadership
Global Ethics and Human Rights

Technology and Ethics
Data sharing
Cybersecurity
Ethics in Quantification
Social robotics
Digital wellbeing

Finance and Ethics
Banking fraud
Stock market
Crypto currency
Financial Behaviour
Financial risk
Sustainable finance
Green finance

Marketing & Ethics
Ethical competition
Ethical consumerism
Ethical communication
Advertising
Marketing and Society

Indian Ethics and Business Ethics
Bhagavad Gita and its relevance to modern Business
Charitra Philosophy and modernity
Adi Shankara and Concept of equality
"Jatubhuta" in economics model
Mindfulness

Practitioners
Policy makers
Academics
NGOs, Registered Societies/Trusts

Managing Trustee, Adi Shankara Trust
Prof. C. P. Jaleel
Chief Operations Officer (COO)

Conference Director
Dr. Jacob George C.
Sr. Associate Director

Mr. Kesaca Das
Director, ASBT

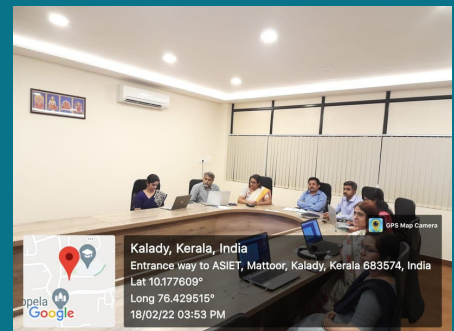
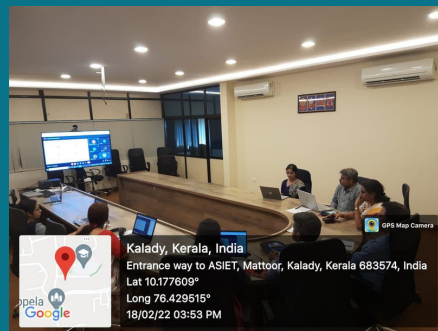
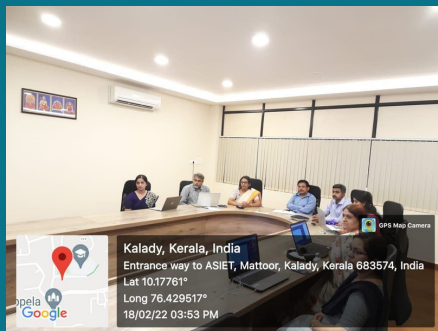
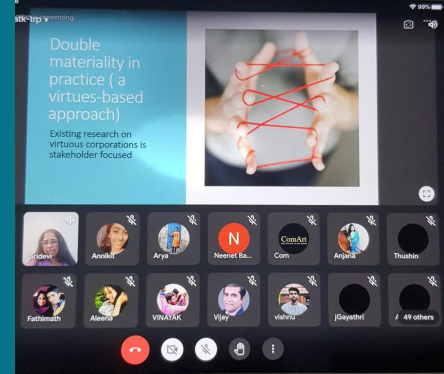
Dr. V. Suresh Kumar
Principal, ASBT

Dr. Anitha Thomas
HOD, Business School

Conference Com
Dr. Nimmi P.M.
Fac. Vignesh Karthik
Fac. Anjana Rajagopal
Fac. Priya S.

Paper submission guidelines
Extended Abstract Submission
Title of the Paper, Name of the authors and affiliation contact address and email
Abstract should be submitted in MS-Word format (Size 12, Times New Roman).
Abstract should be of approximately 500-1000 words with 3-4 key words.

Final Paper submission
Title of the Paper, Name, Position, Affiliation, Contact no. and Email address
The final paper's word limit is 4000-5000 words, along with the abstract.
All references should follow APA style.
Font: Times New Roman
Font Size: 12pt
Spacing: 1.5 Line Spacing and justified.
All the tables and diagrams should be appropriately numbered.



International virtual conference was conducted on 18th february 2022. the topic was business ethics during challenging time. conference director was Dr. Jacob George C, Mr Kesaca Das, Dr V Suresh Kumar, Dr Anitha Thomas. Conference committee includes Dr Nimmi P.M, Vignesh Karthik, Anjana Rajagopal, Priya S.

ADD ON COURSE

BUSINESS ANALYTICS TOOLS
CERTIFICATION COURSE

20 hrs Tutorial &
10 hrs Practical
27/01/22 to 11/02/22

Module 1
Concept & Application of Business Analytics Tools

Module 2
Advanced Excel

Module 3
MS power BI

Dr. Sameer Rohadia
BI specialist & IT Trainer
Hannover - Germany

Adi Shankara
BUSINESS SCHOOL

There was a 30 hour add on course on business analytics tool excel and powerbi.

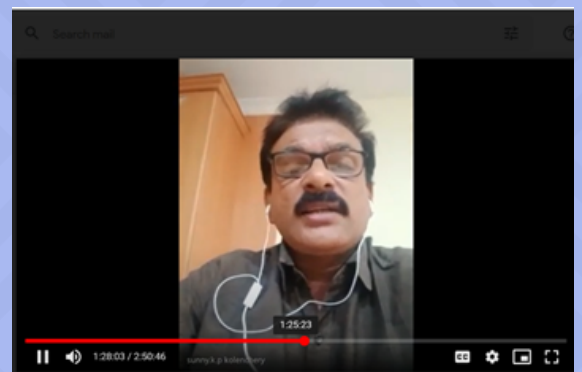
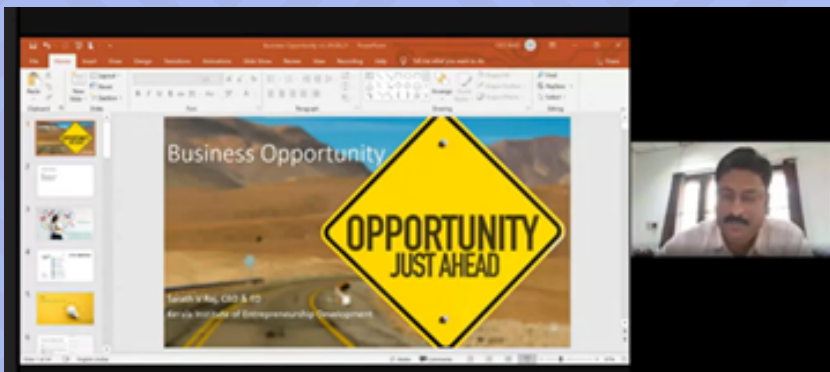
- Dr. Sameer Rohadia is Ph.d. im IT management Gujarat technological university, Ahmedabad.
- Master in data science.
- Worked for 15 years as MBA proffessor.
- Till date successfully conducted 75 webinars and workshop.
- Received 5 awards for teaching excellence from institute of reputes.

REPORT ON 3 DAY WORKSHOP ON ENTREPRENEURSHIP

Adi Shankara Business School in association with Kerala Institute for Entrepreneurship Development(KIED) and Directorate of Industries and Commerce(DIC), Government of Kerala conducted a 3 day workshop on Entrepreneurship on 09th, 10th and 11th of August 2021.

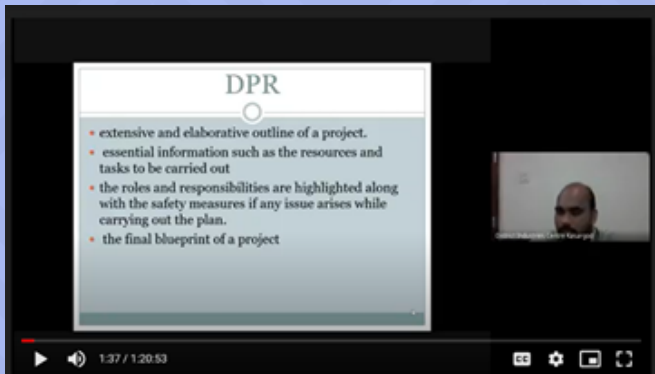
Day 1:

The first day of the workshop started with Inaugural function. Mr.Sarath V.Raj, CEO, Kerala Institute for Entrepreneurship Development(KIED), was the Chief Guest for the event. The inaugural function was presided by Dr.Suresh Kumar V., Principal Adi Shankara Institute of Engineering & Technology. Dr.Anitha Thomas, HOD,MBA welcomed the Chief Guest. Mr.Vignesh Karthik ,Assistant Professor, MBA, delivered the vote of thanks. After the inaugural function Mr.Sarath V.Raj, CEO, Kerala Institute for Entrepreneurship Development(KIED) took the first session on “Identification of Business Opportunities”. The second session of the day was on “Schemes of Assistance for MSMEs:NSIC,SIDBI,DIC and other supporting agencies”. The session was handled by, Mr.Sunny K.P.,Industries Extension officer, DIC, Angamaly.



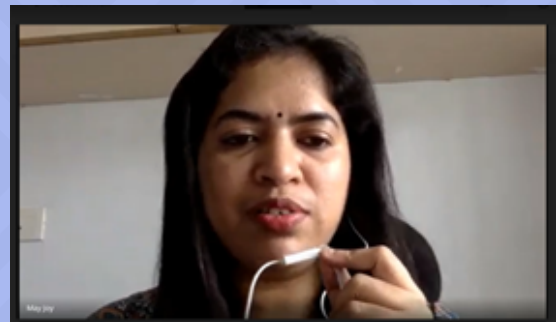
Day 2:

The second day of the workshop started with the session on “Business Plan Preparation” by Dr.Sreenivasan, Retired Industries Extension officer and MSME Trainer. The next session was on “Detailed Project Report preparation, essential components”. The session was handled by Mr.Sajith Kumar, Deputy Director and GM In charge , DIC,Kasargod.



Day 3:

The third day of the workshop started with session on Entrepreneurial Insights by Mr. Deepak Rathod, Founder of Equiseed Wealth Management, a Mumbai based financial services company. He shared his experience about starting business in his area of interest. The next session was handled by Ms. May Joy, MD, Ziva Maternity Wear. She shared her experience regarding Branding of her firm, Entrepreneurial Journey etc.



Valedictory Function:

The 3 day workshop on Entrepreneurship coordinated by Adi Shankara Business School in association with Kerala Institute for Entrepreneurship Development (KIED) and Directorate of Industries and Commerce (DIC), Government of Kerala concluded with valedictory session presided by Mr. Biju P. Abraham, Joint Director and GM, DIC, Ernakulam. Dr. Anitha Thomas, HOD, MBA introduced the chief guest to the audience and Mr. Vignesh Karthik, Assistant Professor, MBA delivered the vote of thanks.





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Vidya Bharathi Nagar , Mattoor, Kalady, Ernakulam, Kerala 683574