



KICMA B-SCHOOL NEWS LETTER

**AUGUST
2022**

Kerala Institute of Co-operative Management, Neyyattur Established by State Co-operative Union, Government of Kerala Approved by AICTE, New Delhi, Affiliated to University of Kerala

INTERNATIONAL CO-OPERATIVE DAY CELEBRATION

KICMA celebrated International Co-operative Day. Dr. B.R. Prasannakumar hosted the flag. Dr. Rakesh Kumar S. delivered a speech on the relevance of co-operative sector in the world economy. Faculty members, staffs and students were present in the function.



TOWARDS SOCIAL RESPONSIBILITY



As part of contribution towards Social Responsibility, KICMA have donated school bags to the tribal colony students of Vlavetti Government Tribal LP School. Dr Rakesh Kumar S. in the presence of Dr. Balamuraly S.S and Sri. Lekshmi Krishnan J.B, faculty members of KICMA, handed over school bags to the Headmaster, School PTA President and faculty Aneesh.

NEWSLETTER RELEASE



Sri. Koliyakode N. Krishnan Nair(Chairman, SCU) released the first issue of KICMA NewsLetter. Smt. Gladys John Puthur(Secretary, SCU,) Sri. M.B. Ajith Kumar(General Manager, SCU), Dr. B. R. Prasannakumar(Director, KICMA), Dr. Rakesh Kumar S. and Smt. Lekshmi Krishnan J.B were also part of this occasion.

IMK MANAGEMENT FEST-2022



Danileo Jose and Alphons Mathai, students of KICMA got First prize in the HR Events in "MANIA-2022", Management Fest conducted by IMK-Karyavattom, University of Kerala on July 30.

INTERNATIONAL YOGA DAY



As a part of International Yoga Day, students and faculties of KICMA visited Sivananda Ashram, Neyyar Dam, where they were taught various yogasanas and importance of yoga for healthy life on June 21, 2022.

INTER-COLLEGIATE LEVEL BUSINESS PLAN WINNERS



Danileo Jose and Alphons Mathai secured First prize in a National Level Business Plan competition "COLLISION" conducted by Department of Management in association with Internal Quality Assurance Cell of Christ College of Science and Management, Bangalore.

WEEKLY MARKET ANALYSIS



A Weekly Market Analysis Program was organized by Finance Club. The event was inaugurated by Dr. Suja J and presentations on various topics were taken by Amal P. Chandran, Anu Maria Sam and Abhinand G. S.

APTITUDE MOCK TEST



Darshak Academy, Thycaud conducted an Aptitude Test for the students of KICMA B-School to create awareness about the importance of government jobs and help them to prepare for PSC and SSC exams.

FOURTH ANNIVERSARY CELEBRATIONS - IYA

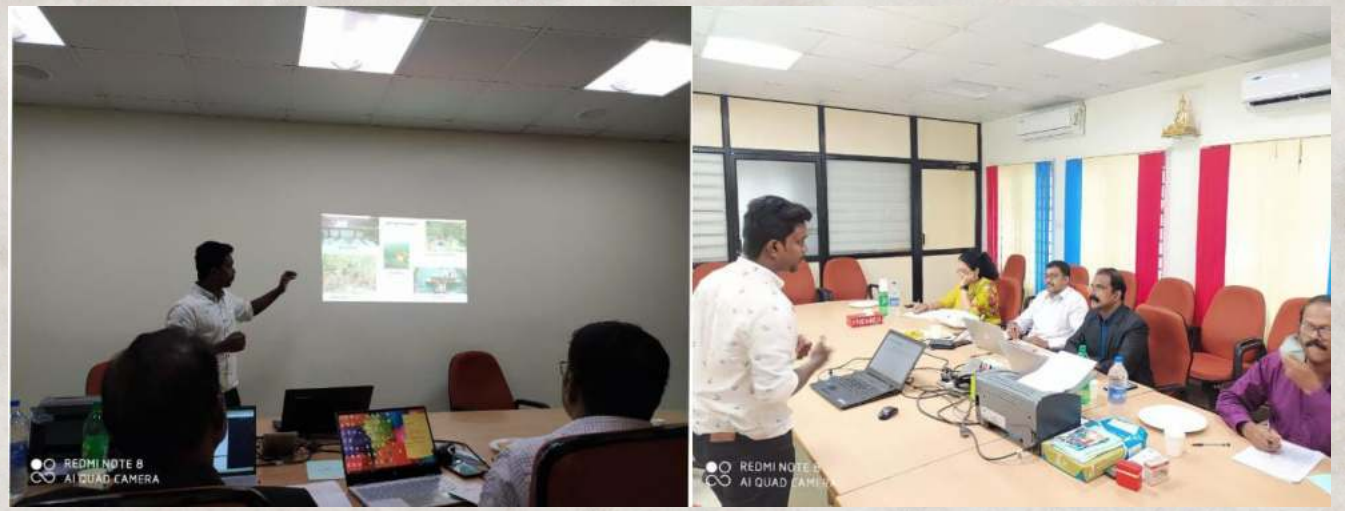


KICMA faculty members, staffs and students were present in the fourth anniversary celebrations of Indian Yoga Association Kerala Chapter at Sivananda Vedananta Dhanwantari Ashram, Neyyar Dam on 16th June, 2022.

RESUME WORKSHOP

KICMA organized an one day workshop on writing effective resume. Dr. B.R Prasanna Kumar and Smt. Lekshmi Krishan J. B were the facilitators.

PAPER PRESENTATION -TMK-KIMS



In connection with the TMA-KIMS Paper Presentation Awards, organised by the TMA jointly with KIMS Health at Kowdiar, Danilo Jose presented a paper on "A Research Study to Analyze the Tourism Potential: Neyyar Tourist Village".

ESSAY WRITING COMPETITION

In connection with International Co-operative Day KICMA announced a three level essay writing competition for the workers of co-operative sector, degree students and KICMA MBA students on various topics.

INDUSTRIAL VISIT



KICMA B-School conducted an Industrial Visit to Escorts Limited, Bangalore as a part of the course curriculum. They also visited Goa, Dandeli & Vismaya Water Theme Park, Kannur. They were accompanied by Dr. Vishnunath V.G and Dr. Suja J.

FREE K-MAT MOCK TEST

KICMA conducted a free online mock test for K-MAT-II series for MBA aspirants.

PAPER PRESENTATION -IMK

Danileo Jose and Alphons Mathai presented a paper on "RECENT TRENDS AND DEVELOPMENTS IN KERALA TOURISM" at National Research and Collaborative Colloquium conducted by Institute of Management in Kerala, University of Kerala which is been selected for publication.

ENTHUSIA'22



Students of KICMA organized a mini-management fest, ENTHUSIA-2K22 on 22nd July, 2022. Management games like Business Quiz, Best Manager, etc., along with cultural programmes were conducted.

WINNERS

BEST MANAGER



ARATHI KRISHNA

BUSINESS QUIZ



AMAL



HARITHA MOL

TREASURE HUNT



ARDRA



KAVYA



SURYA

ONLINE CONTEST REELS



JIBIN DAS

PHOTOGRAPHY



ANANDH

FAREWELL



On July 22nd, 2022, KICMA hosted a farewell for the outgoing batch of 2020-22. The ceremony was inaugurated by Dr. B. R. Prasanna Kumar, Director, KICMA. Other faculties Dr. Rakesh Kumar S., Dr. Balamuraly S.S, Dr. Vishnunath V.G, Dr. Suja J and Lekshmi Krishnan J.B felicitated the function. A Certificate of Appreciation was provided to all the outgoing students. Cultural programmes and experience-sharing of students were also a part of the programme.

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RESEARCH ASSOCIATES

Karthika Krishnan M.S and Megha R.K of KICMA B-School participated in the online selection process for the post of Research Associate.

ERNST & YOUNG



Jerin K. John participated in the online selection process conducted by Ernst & Young.



35 students participated in the online selection process conducted by Indigo Paints for the post of Marketing Executive for Kollam region.



Byju's conducted an online selection process for the students of KICMA as a part of recruitment drive.

CAMPUS PLACEMENT RRD



In association with RRD (RR Donnelley), KICMA organized a pooled placement drive. 81 students from RPM Arts & Science College- Neyar Dam, Iqbal College-Peringammala, Christian College-Kattakada, MG College-Trivandrum participated in the drive. 9 students are shortlisted for the final round face-to-face interview.

INNOVAL SOLUTIONS



AMAL P. CHANDRAN



AKSHAY B.M

Amal P.Chandran and Akshay B.M, KICMA students got placement in Innoval Solutions as Business Analyst.

GAC SHIPPING PVT LTD.



ASWATHY VIJAYAN

GAC Shipping Pvt Ltd., Kochi organized a selection process for which Aswathy Vijayan of KICMA B-School got placed in the cargo shipping section.

EDITORIAL BOARD

Patron	: Sri. Koliyakode N Krishnan Nair (Chairman-State Co- operative Union, Kerala)
Chief Editor	: Director, KICMA
Faculty Editor	: Mrs Lekshmi Krishnan J. B (Asst .Professor)
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