



# KICMA NEWS



## NEWSLETTER

● ISSUE 08

● JANUARY - JULY, 2024

### Director's Desk

Dear KICMA Community,

As we begin a new academic year, I am delighted to extend my warmest greetings to each of you. The energy and enthusiasm in campus are truly inspiring. Together, let's embrace the opportunities for growth, innovation, and collaboration that this academic year brings. Your dedication to excellence propels our institution forward, and I am confident that together, we will achieve remarkable success.

Wishing you a fulfilling and successful semester ahead.

Warm regards,  
Dr. Rajesh S. Pyngavil  
Director  
KICMA

## YOUTH CONCLAVE

June 20, 2024



Youth Conclave

### Editorial Message

Dear College Community,

Welcome to another edition of our newsletter KICMA NEWS! Our contributors have worked hard to bring you content that not only informs but also sparks curiosity and conversation. We hope you enjoy reading it as much as we enjoyed putting it together. Let's continue to celebrate our collective achievements and look forward to the exciting possibilities ahead.

Best wishes,  
Dr. Praveena Krishnan I.  
Assistant Professor  
KICMA

The Prof. T.S.N. Pillai Memorial Youth Conclave 2024 was jointly organized by the Kerala Institute of Co-operative Management (KICMA) and the Institute of Labour and Management on June 20, 2024. The conclave focused on "Life & Employment: Exploring Gen Z Perceptions" and featured a series of events and addresses from distinguished guests. The Prof. T.S.N. Pillai Memorial Youth Conclave 2024 featured insightful key addresses from distinguished speakers, including Col. Sanjeev Nair, Chief Executive Officer, Technopark, who delivered the presidential address and inaugural & chief guest address, sharing his expertise on the theme "Life & Employment: Exploring Gen Z Perceptions." Dr. G C Gopala Pillai, Chairman of Travancore Cochin Chemicals, and Dr. Rakesh Kumar S, Associate Professor at KICMA School, also addressed the gathering, offering their perspectives on adapting to changing employment trends, the role of education, and the impact of emerging technologies on employment.



Col. Sanjeev S Nair (CEO, Technopark) receives a memento from Dr. Rakesh Kumar S, Associate Professor, KICMA.



Mr. Rajith Kumar M P, Additional Registrar-Secretary, State Co-operative Union, receives a memento from Dr. Rakesh Kumar S, Associate Professor, KICMA.

## MAJOR EVENTS

### CO-OPERATIVE CONGRESS

January 21 & 22, 2024



Hon'ble Chairman Sri. Koliakode N. Krishnan Nair inaugurating the stall of KICMA at the Co-operative Congress

### REPUBLIC DAY

January 26, 2024



Republic day flag hosting ceremony at KICMA

### WORLD WOMEN'S DAY

March 7, 2024



Ms. Radhalekshmi D.O. addressing the students on Women's Day

Kerala Institute of Co-operative Management (KICMA) celebrated International Women's Day on 8th March, 2024, KICMA, by honoring three generations of womenhood. The program began with a prayer followed by a welcome address by Ms. Kessia Joseph, Assistant Professor KICMA . Presidential Address was delivered by Dr. Praveena Krishnan I, Assistant Professor KICMA and Keynote Address by Ms. Radhalekshmi D O, Executive Director, RIGHTS, Trivandrum.

Kerala Institute of Cooperative Management (KICMA) observed World Consumer Rights Day on 15th March 2024, with a comprehensive program. Dr. Rakesh Kumar S, Associate Professor delivered the keynote address, while Dr. Vishnunath V G, Assistant Professor shared valuable insights through a special address. Students engaged in a marketing quiz and negotiation game, fostering awareness about consumer rights, responsibilities, and empowerment. The event promoted a safer and more equitable marketplace, inspiring students to become informed and responsible consumers.

### CONSUMER RIGHTS DAY

March 15, 2024



Dr. Rakesh Kumar S, Associate Professor, KICMA addressing the students at the Consumer Rights Day celebration.

Kerala Institute of Co-operative Management's (KICMA) Eco Club organized a trekking program in Kottoor's forests on 26th March, 2024, to celebrate Forest Day. Participants connected with nature, promoted conservation awareness, and fostered teamwork. The event included a visit to a nearby Tribal Nursery School, where they engaged with the local community and extended support. The program promoted education, community engagement, and support for the tribal community, marking a meaningful initiative by KICMA's Eco Club, leaving a lasting impact on participants.

## WORLD FORESTRY DAY

March 26, 2024



KICMA Director, faculty, students and staff with Sri. G. Krishnan Kaani, the chieftain

## WORK READINESS WORKSHOP

April 4 & 6, 2024



Work Readiness Workshop

## WORLD NO - TOBACCO DAY

May 31, 2024



KICMA students interacting during the panel discussion at RCC as a part of World No Tobacco Day

## WORLD ENVIRONMENT DAY

June 05, 2024



Hon'ble Chairman Sri. Koliyakode N Krishnan Nair planting the jackfruit sapling on Environment Day.

Kerala Institute of Co-operative Management (KICMA) celebrated World Environment Day on June 5, 2024, with great enthusiasm and dedication. The event, organized by the Eco Club, commenced in the Conference Hall. The keynote address was delivered by Dr. Rajesh S. Pyngavil (Director, KICMA), emphasizing the significance of environmental conservation. The program was inaugurated by Mr. Rajith Kumar M.P., Additional Registrar-Secretary, SCU. As part of the celebrations, 15 jackfruit saplings were planted, symbolizing the institution's commitment to environmental conservation.

## NATIONAL READING DAY

June 19, 2024



National Reading day celebration at KICMA

The National Reading Day celebration was held at KICMA B School Conference Hall on 19th June, 2024, at 2:00 PM. The event commenced with a welcome address by KICMAte Manu A, S4 MBA, followed by inaugural address by Dr. Rajesh S Pyngavil emphasizing the importance of reading in a student's life. Felicitation addresses were delivered by esteemed faculty members including Dr. Vishnu Nath V G, Dr. Balamuraly S S, Ms. Kessia Joseph. The celebration featured Quiz and Reading competitions.

Kerala Institute of Co-operative Management (KICMA) organized a Union Budget 2024 Analysis programme on 26th July, 2024, at the Conference Hall. Dr. Rakesh Kumar S, Associate Professor at KICMA, delivered the presidential address, providing insightful analysis of the budget. Felicitation was delivered by Dr. Balamuraly S S, Assistant Professor. The event offered a platform for students and faculty to discuss and understand the implications of the Union Budget 2024, fostering informed discussions and economic awareness.

## UNION BUDGET ANALYSIS

June 26, 2024



Union Budget Analysis at KICMA

## INDUSTRIAL VISITS

### VIZHINJAM INTERNATIONAL SEAPORT LIMITED VISIT

March 26, 2024



KICMA students at Vizhinjam Sea Port

### HINDUSTAN LATEX LIMITED VISIT

June 11, 2024



KICMA students and faculty at HLL Lifecare limited, Peroorkada

## STUNA 2024 – NIPM

JULY 5 & 6, 2024



KICMAte Sandra B Tulasi being the moderator of a panel discussion in STUNA



KICMATE Anagha S B being the moderator of a panel discussion in STUNA

Students from the Kerala Institute of Co-operative Management (KICMA), NeyyarDam, actively participated in STUNA, a prestigious event organized by the National Institute of Personnel Management (NIPM) Trivandrum Chapter on July 5-6, 2024. The two-day event brought together renowned experts from the management and corporate sectors, facilitating enriching interactions and knowledge sharing. A series of panel discussions were held, covering diverse topics relevant to the field of management. The STUNA program aimed to foster meaningful discussions, facilitate knowledge sharing, and networking.



Director, Faculty members and students at STUNA



NIPM representative presenting Dr. Rajesh S Pyngavil, Director of KICMA, the certificate of participation in STUNA

## FAREWELL 2022 – 24 BATCH

July 29, 2024



Dr. Rajesh S Pyngavil, Director, KICMA addressing the students on Farewell day



Students and staffs attending the farewell program

## PLACEMENT DRIVE BY TESTHOUSE

July 08, 2024



Placement drive by Testhouse



Mr. Ajith Shankar, (GCHRO of Testhouse), receives a memento from Dr. Rakesh Kumar S. (Associate Professor)

The Kerala Institute of Co-operative Management (KICMA) successfully hosted a Campus Placement Drive in collaboration with Testhouse, Technopark, providing students with valuable opportunities for employment. The event took place on a Monday at 11:00 AM at the KICMA campus in Neyyadam, Thiruvananthapuram, and was a significant step in bridging the gap between academia and industry, facilitating connections between students and potential employers. The Campus Placement Drive at Kerala Institute of Co-operative Management (KICMA) was successfully led by a team of distinguished professionals from Testhouse, comprising Mr. Ajith Kumar, Global CHRO, Ms. Smitha Babu, Associate Director, Human Resources, and Mr. Anish Roy, Associate Director, Marketing.

## SEMINAR AT VIGYAAN COLLEGE, KATTAKADA

March 2, 2024



Dr. Rajesh S Pyngavil, Director, KICMA taking a seminar session at Vigyaan college, Kattakada.

A seminar was successfully conducted at Vigayan College, Kattakada, featuring esteemed speakers from the Kerala Institute of Co-operative Management (KICMA) Dr. Rajesh S Pyngavil, Director, KICMA, and Dr. Vishnunath V G, Assistant Professor at KICMA as Resource Persons. The event provided a valuable platform for students and faculty to engage with the speakers, gaining insights and expertise on relevant topics.

## MEET THE ENTREPRENEUR

– MR. SHAJI G. R.

April 08, 2024



Mr. Shaji G. R, Director, Prapancha Green Mart receives a memento from Dr. Balamuraly S.S, Assistant Professor, KICMA.

Kerala Institute of Co-operative Management (KICMA) hosted "Meet the Entrepreneur" on April 8, 2024, at the B School Conference Hall. Dr. Rajesh S Pyngavil delivered the keynote address, followed by the chief guest address by Mr. Shaji G R, Director and Business Mentor of Prapancha Green Mart, Chakkamukku, Kollam. Dr. Balamuraly S S, Asst. Prof. presented a memento to the chief guest.

## MEET THE EXECUTIVE – DR. B INDULEKHA

July 9, 2024



Students attending the session by Dr. Indulekha, Master Trainer and Counseling Psychologist

KICMA's "Meet the Executive" program on 9th July, 2024, was a resounding success. The event commenced with a melodious prayer by the choir, followed by a warm welcome address. Dr. Rajesh S Pyngavil, Director, KICMA, delivered a thought-provoking keynote address, setting the tone for the program. Dr. Rakesh Kumar S, Associate Professor, KICMA felicitated the program. The chief guest, Dr. B Indulekha, Master Trainer and Counseling Psychologist, shared her expertise, inspiring the audience.

## WORKSHOP ON EXPORT – IMPORT POLICIES

July 28, 2024



Dr. Bhooles R K (Session Director, Indus Foods Pvt) addressing the students during the workshop on export import policies

The Kerala Institute of Co-operative Management (KICMA) hosted a workshop on Export-Import Policies and Procedures on 28th July, 2024, at KICMA B School Conference Hall. The event commenced with a prayer followed by a welcome address and featured a keynote address by Dr. Rajesh S Pyngavil, Director of KICMA. Dr. Bhooles R K, Session Director of M/s. Indus Foods Pvt Ltd, was the chief guest and was felicitated by Dr. Rakesh S Kumar, Associate Professor at KICMA, who presented him with a memento.

## ACHIEVEMENTS

### FACULTY ACHIEVEMENTS

#### Congratulations

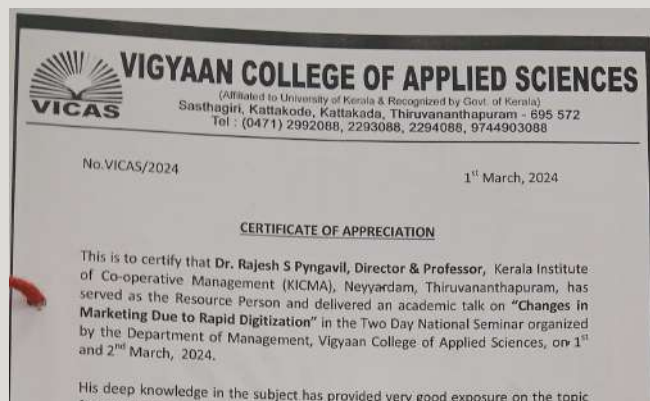
Dr. Praveena Krishnan I



#### Ph.D. Award

In appreciation of securing Ph.D. from the University of Kerala

One of our esteemed faculty members, Dr. Praveena Krishnan I, has been conferred with a PhD from the University of Kerala. This remarkable achievement is a testament to her dedication, perseverance, and passion for academic excellence.



Certificate of Appreciation awarded to Dr. Rajesh S Pyngavil, Director & Professor, KICMA, for his enlightening academic talk on 'Changes in Marketing Due to Rapid Digitization' at the Two-Day National Seminar organized by Vigyaan College of Applied Sciences.



Certificate of Appreciation awarded to Dr. Vishnu Nath V.G., Assistant Professor, KICMA, for his insightful talk on 'Trends in Social Media Marketing' at the Two-Day National Seminar hosted by Vigyaan College of Applied Sciences.

## B SCHOOL 2024 SURVEY



Best B - School Survey Conducted by CSR-GHRDC,  
New Delhi

Kerala Institute of Co-operative Management, Neyyar Dam, has achieved a remarkable feat. The institution has secured the 1st position in Kerala and 6th position in India. This recognition comes from the Best B-School Survey conducted by CSR-GHRDC, New Delhi. The survey evaluated top government B-schools across the country. Our institution's commitment to academic excellence and innovative research has paid off. The ranking is a testament to the hard work and dedication of our faculty, staff, and students. We are grateful to our stakeholders for their unwavering support. This achievement motivates us to continue striving for excellence in management education. We look forward to many more accomplishments in the future. This recognition reinforces our institution's reputation as a premier management institute in the country.

## Editorial



### FACULTY EDITORS



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Sri. Koliyakode N. Krishnan Nair  
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