



## EDITORIAL

Dear Readers,

With the turning of these virtual pages, we step into the second chapter of our shared literary odyssey—an ever-evolving symphony of thought, imagination, and intellect. Like the gentle ripples of a quill upon parchment, this edition unfurls with the cadence of voices that dare to dream, to question, and to create.

Each article, each verse, each brushstroke of creativity woven into this issue stands as a testament to the boundless potential within our student community. This magazine is not merely a collection of words; it is an echo of aspirations, a sanctuary of self-expression, and a confluence where artistry meets acumen.

To our contributors, you are the architects of this narrative, sculpting meaning from the abstract and beauty from the mundane. To our readers, may these pages stir your curiosity, ignite your passion, and inspire you to be part of this ever-growing mosaic of ideas.

Let us continue to illuminate minds and enrich souls through the power of the written word. Together, we craft not just a magazine, but a timeless chronicle of creativity and vision.

Happy Reading,  
Ms. Kessia Joseph  
Assistant Professor  
KICMA



## CHAIRMAN'S MESSAGE



Dear Readers,

It fills me with immense pride to share the incredible journey of KICMA B-School and the strategies we have embraced to shape it into a premier institution for management education. Our commitment has always been to provide a learning experience that is both enriching and student-friendly.

Discipline is the backbone of success, especially in the world of management education. At KICMA, we emphasize punctuality, integrity, and responsibility—values that mold our students into future leaders.

Excellence in education is at the heart of our institution. We believe in equipping our students with both theoretical knowledge and practical exposure, ensuring they are industry-ready. With a passionate and dedicated faculty, we strive to provide an education that empowers students to thrive in an increasingly competitive world. As we look ahead, our goal is to expand our horizons and offer even more opportunities for learning and growth.

I extend my heartfelt gratitude to our faculty, students, and well-wishers who continue to contribute to the success of KICMA. Let us move forward together, embracing innovation and excellence in everything we do.

Warm regards,  
Sri. Koliyakode N. Krishnan Nair  
Chairman, State Co-operative Union, Kerala

# DIRECTOR'S MESSAGE



**Dear Readers,**

It brings me immense joy to welcome you to the latest edition of our KICMA E-Magazine! This initiative reflects the vibrant spirit, creativity, and intellectual curiosity of our students, and I couldn't be prouder of their efforts.

As the Director, I have had the privilege to witness the hard work, passion, and dedication that have gone into making this magazine a reality. Beyond academics, our students are shaping ideas, sharing perspectives, and weaving together a beautiful narrative of learning, growth, and innovation. This magazine is not just a collection of articles—it is a platform for expression, collaboration, and inspiration.

A heartfelt thank you to our talented contributors and the editorial team for their commitment in bringing this vision to life. Your efforts truly showcase the essence of KICMA—a place where knowledge meets creativity.

**Happy reading!**

**Dr. Rajesh S. Pyngavil**  
**Professor & Director, KICMA**

## THE CHANGE FROM A STUDENT TO A PROFESSIONAL OF OUR ALUMNI

*Reviewing our Podcast series "Alma Connect" - The Conversation with our proud alumni! KICMAte Rashida H. M. ( 2023 - 25 ) is in conversation with KICMAte Sreejith Gopinath ( 2009-11 ) Manager, South Indian Bank*

During his time at KICMA B-School (2009-2011 batch), Mr. Sreejith Gopinath gained invaluable lessons that played a crucial role in shaping his professional growth. As the first B-School under the Co-operative sector, KICMA has provided a dynamic environment for learning and networking. With students hailing from 10 to 12 districts, many with corporate affiliations, the institution fostered a diverse and resourceful network. This exposure encouraged collaboration, enabling him to build lasting relationships that proved instrumental in his career.



Alma Connect Poster

*"Maximize your time by developing good habits. Try to implement what you studied in your practical life. Be punctual, dedicating what you are doing."*

**– SREEJITH GOPINATH  
(2009 – 11) BATCH  
MANAGER, SOUTH INDIAN BANK**

The internships and research opportunities offered at KICMA were closely aligned with real-world corporate needs, further enhancing his adaptability, problem-solving, and strategic thinking skills.

KICMA's hands-on learning approach taught me the importance of effective communication, teamwork, and continuous self-improvement. These experiences laid a strong foundation for my career, offering practical insights into business challenges and decision-making.

Reflecting on my transition from a student to a manager, I faced significant challenges, particularly due to the global recession in 2008, which made job opportunities limited. Despite securing a placement through campus recruitment, I chose not to pursue it and instead wrote an exam for South Indian Bank, where I currently work. This decision marked a turning point, teaching me the value of resilience, adaptability, and informed decision-making during uncertain times.

To the upcoming managers at KICMA, my advice is simple: maximize your time by developing good habits, focus on practical application of what you learn, and be punctual and dedicated in everything you do. The journey ahead will be filled with challenges, but persistence, preparation, and a positive mindset will lead you to success.

**– MS. APARNA SURESH  
MBA S1**

# Cash for Trash: Turning E-Waste into Profits

## - Business Opportunities in Electronic Recycling



### The Rising Market of E-Waste Recycling

1. E-Waste Collection and Refurbishment Service : You can start a business that focuses on the collection, sorting, and refurbishment of electronic waste (e-waste). This could involve gathering old phones, computers, televisions, and other electronics, extracting valuable materials (like metals), and refurbishing usable components. These refurbished products can then be sold at a lower price, reducing the environmental impact and making technology more affordable .

### Key Opportunities in E-Waste Recycling:

#### 1. Environmental Impact & Sustainability:

E-waste contains valuable resources like gold, copper, and aluminum that can be recycled. By recovering these materials, you reduce the need for mining and lessen the environmental impact of electronic waste.

#### 2. High Demand for Refurbished Electronics:

Many people are looking for affordable, high-quality second-hand electronics. Refurbishing old devices and selling them at a lower cost is a growing trend, especially in markets with a focus on sustainability and affordable technology.

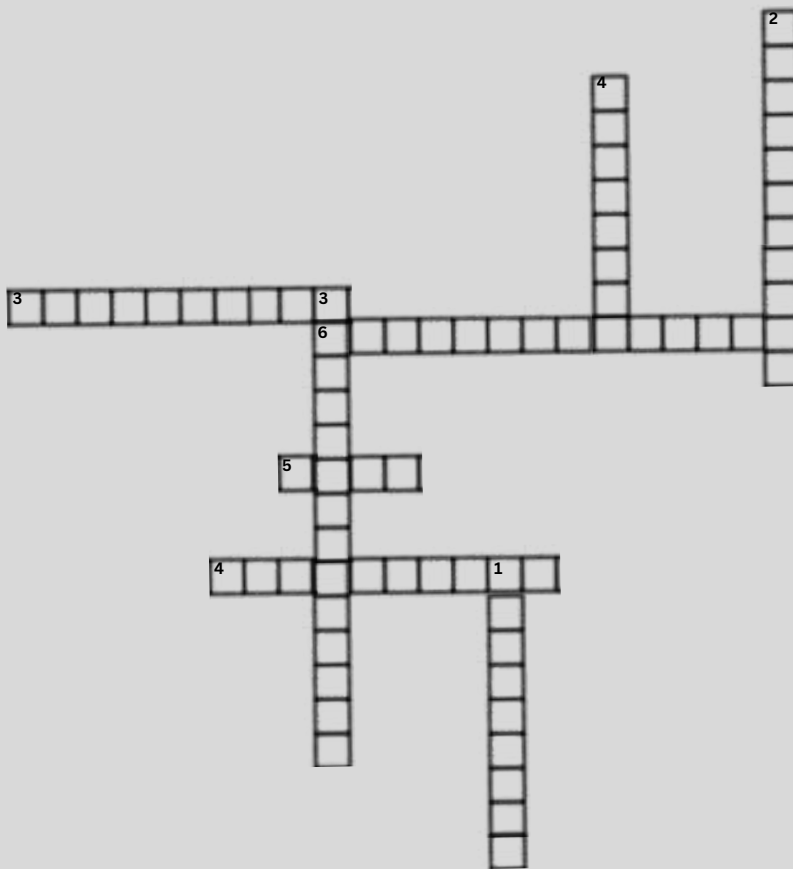
3. Technological Advancements in Recycling: Technology is making it easier to recover precious metals and other components from e-waste. Innovations in sorting machines, automated systems, and chemical processes can increase the efficiency of the recycling process and help recover more materials with less waste.

### Global Opportunities in E-Waste:

**Developing Countries:** Many countries in Africa, Asia, and Latin America are emerging markets for e-waste recycling due to rising demand for affordable electronics and increasing e-waste generation. This is a great opportunity for you to tap into.

By focusing on sustainable practices and leveraging the growing demand for refurbished electronics, e-waste recycling business could become both profitable and impactful, creating a positive effect on the environment while offering affordable solutions to consumers.

# Crossword



## Previous Issue Answers of Crossword

### Across:

- 3. SWOT Analysis
- 4. Laissez-Faire
- 5. Strategic Plan
- 7. Control

### Down:

- 1. Emotional Intelligence
- 2. Hierarchical
- 3. Life Cycle
- 4. Planning

### Across:

1. The practice of motivating and inspiring employees to achieve their best performance.
2. A leadership style that balances directive guidance with employee participation.
3. A management approach focused on continuously improving processes and efficiency.
4. The process of identifying and managing potential risks in an organization.

### Down:

1. The ability to influence and guide individuals or teams toward achieving goals.
2. A workplace strategy that allows employees to choose when and where they work.
3. A structured approach to solving business problems and making decisions.
4. The process of coordinating resources and activities to achieve business objectives.

- Ms. TIMNA S. PEREIRA  
MBA S3

# Funny Articles



## MIRACLE MANAGEMENT



"What if we don't change at all ... and something magical just happens?"

## WHAT JOB DESCRIPTION!?



"Now that we've hired you we would like to restructure the position."

## MANAGEMENT REFORM



"He refuses to change the lightbulb until we change management style."

## ATTENDANCE MIRACLE



"Woohoo, everybody made the meeting!"

## MEETING TO PLAN A MEETING



"This isn't the meeting. This is the pre-premeeting to talk about when to meet and plan the meeting."

## OVERCAUTION



"We've considered every potential risk except the risks of avoiding all risks."

- Ms. SNEHA S. S.  
MBA S3

# Jargons



- **FlexiFlow** – A smooth and adaptable way of working that allows teams to adjust quickly to changes.
- **Swift Shift** – The ability to pivot strategies or operations rapidly when needed.
- **SyncSprint** – Fast and effective alignment of teams to meet business goals.
- **Growth Grid** – A structured yet flexible plan to scale a business sustainably.
- **Clarity Curve** – The process of refining ideas and decisions for better execution.
- **Pulse Check** – Regular assessments to ensure teams and strategies are on track.
- **Team Torque** – The collective energy and effort that drive a team's performance.
- **Adapt Edge** – The advantage gained by being highly flexible and open to change.
- **Pivot Point** – The critical moment when a company must change direction for success.
- **Vision Vibe** – The shared sense of purpose and direction that unites a team.

– MR. GOKUL RAJA K. C.  
MBA S1

## Business Quiz

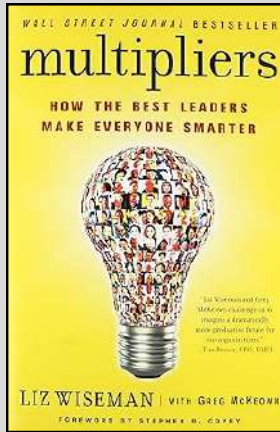


1. What is the term for a company's ability to maintain profitability and growth over the long term while considering environmental and social impacts?
2. Which strategy involves setting prices low to attract customers before gradually increasing them over time?
3. What do you call a company's ability to scale operations efficiently without a proportional increase in costs?
4. Which economic term refers to a situation where one company dominates a market with little or no competition?
5. What is the name of the financial statement that shows a company's revenues and expenses over a specific period?
6. Which business model allows companies to generate revenue from users without directly charging them, often relying on ads or premium upgrades?
7. What is the term for a sudden and significant drop in stock market prices, often caused by panic selling?
8. In marketing, what is the term for a specific group of consumers targeted by a company's products or services?
9. What do we call a business practice where a company outsources tasks to a large, undefined group of people, typically via the internet?
10. What is the term for the strategy of expanding a company's reach by entering new geographic markets or industries?

### Previous Issue Answers of Business Quiz

1. Diversification
2. Competitive Advantage
3. Gross Domestic Product (GDP)
4. Lean Manufacturing or Continuous Improvement (Kaizen)
5. Dumping
6. Corporate Social Responsibility (CSR)
7. Liquidity
8. Profit or Net Profit
9. Price Skimming
10. Marginal Cost

– MR. GOKUL RAJA K. C.  
MBA S1



**"GREAT LEADERS DON'T JUST INSPIRE ACTION:  
THEY IGNITE POTENTIAL, TURNING EVERY  
CHALLENGE INTO AN OPPORTUNITY FOR  
GROWTH."**

**– MS. LIZ WISEMAN  
AUTHOR**

## *MULTIPLIERS: HOW THE BEST LEADERS MAKE EVERYONE SMARTER*

**L**iz Wiseman's *Multipliers* continues to be a groundbreaking guide for leaders aiming to inspire excellence in their teams. This edition brings updated insights, making it even more relevant in today's fast-paced, collaborative work environment. The central premise remains powerful: leaders can either multiply or diminish the intelligence and capabilities of their team. Wiseman categorizes leaders as "Multipliers" who amplify their team's intelligence and "Diminishers" who unintentionally stifle it. Through compelling research and real-world examples, the book highlights the stark differences between these leadership styles and their impact on organizational success.

Wiseman expands on how Multipliers create an environment of trust, curiosity, and empowerment, even in virtual teams. New case studies showcase leaders who successfully navigate challenges like global team integration and innovation under pressure.

These stories not only resonate with modern readers but also provide actionable strategies, such as creating space for others to contribute and fostering accountability in distributed teams.

One of the book's standout features is its practical framework for leaders who wish to transition from being Diminishers to Multipliers.

Its blend of timeless principles and updated strategies ensures it remains a vital resource in a rapidly changing business landscape. Wiseman's ability to weave together research, anecdotes, and actionable advice makes this book a compelling read that inspires leaders to unlock the full potential of their teams. For anyone committed to fostering a culture of collaboration and innovation, *Multipliers* provides a clear roadmap to success.

**– MR. AKSHAY BABU  
MBA S3**

# Masterclass

## Do's & Don'ts to Effective Management



Stay consistent with your ideas.



Don't abandon a project without clear reason



Earn the trust and respect of your employees.



Don't start too many projects at once.



Practice teambuilding.



Don't make impulsive or emotional decisions.



# TAGLINES

Identify the companies from the given taglines

1. Impossible is nothing
2. Happiest place on earth
3. American by birth, rebel by choice
4. We are listening
5. The choice of a new generation
6. Think different
7. The ultimate driving machine
8. It's who you are
9. Keep discovering
10. The best or nothing
11. Do the Right Thing
12. Inspire the World, Create the Future.
13. For the Love of It
14. Work Hard. Have Fun. Make History
15. Let's Go Places
16. Make.Believe
17. Life's Good
18. See What's Next
19. Betcha Can't Eat Just One
20. We Are the Competition

– MR. ASIM AHAMMED S.  
MBA S3



**Patron**

Sri. Koliyakode N. Krishnan Nair  
Chairman  
State Co-operative Union, Kerala



**Chief Editor**

Dr. Rajesh S. Pyngavil  
Professor & Director  
KICMA



**Managing Editor**

Dr. Rakesh Kumar S  
Associate Professor  
KICMA



**Editor**

Ms. Kessia Joseph  
Assistant Professor  
KICMA

## Student Editors



Ms. Aparna Suresh  
MBA S1



Ms. Adhul S. Rajesh  
MBA S1



Ms. Shilpa S. S.  
MBA S1



Mr. Asim Ahammed S.  
MBA S3



Ms. Timna S. Pereira  
MBA S3



Mr. Akshay Babu  
MBA S3

Kerala Institute of Co-operative Management, State Co-operative Union, Government of Kerala,  
Neyyattur, Thiruvananthapuram-695572

[www.kicma.ac.in](http://www.kicma.ac.in)

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