

Master Trainer's Workshop

AICTE in association with National Service Scheme Technical Cell Kerala jointly organized SAGY Master Trainer's Workshop at Sree Buddha College of Engineering, Alappuzha on 17th to 19th November 2017. Mr. Vijay Tiwari (President(India), Indo-European Chamber of Small and Medium Enterprises), Dr. R S Rathore (Director on Deputation, AICTE), Shri. Alphons Kannanthanam, Prof. (Dr.) Kuncheria P. Isaac (Vice Chancellor of Kerala Technological University), Architect Padmashree G. Shankar

and U. Ramesh (Regional Director, AICTE) addressed the delegates. Sessions were handled by eminent resource persons including Assistant Development Commissioner of Alappuzha and Assistant District Co-ordinator (District Suchitwa Mission).

Assistant Professors Ms. Asha Lakshmy K H and Mr. Kishore Raj along with student volunteers Ms. Krishna S Prasad and Mr. Vishnu P.R attended the workshop.



AICTE Initiative

A one day workshop was organised at Vidya Academy of Science and Technology, Thrissur on 16th December, 2017. Dr. Ramesh Unnikrishnan, Director South Western Regional Office (SWRO) AICTE, Prof. (Dr.) Kuncheria P. Isaac, Vice Chancellor of APJ Abdul Kalam Kerala Technological University, Dr. M Abdul Rahman, Pro Vice Chancellor, APJ Abdul Kalam Kerala Technological University. Mr. G. Mohana Chandran, Executive Director, Vidya Institute of Science and Technology, Thrissur, Dr. Sudha Balagopalan, Principal, Vidya Institute of Science and Technology, Thrissur were the dignitaries present. Technical session of the workshop was presided over by Dr. R. S Rathore, Director on Deputation, AICTE. New initiatives of AICTE were the topic of discussion.

AICTE has signed an MoU with Fourth Ambit who specialises in networking platform in the field of education. **Representatives of GKMCMT had first level discussion with the Co-Founder & CEO of Fourth Ambit Mr. Rahul Das on forming an alumni group along with other AICTE affiliated institutions. Developing such a group will prove beneficial for students and get a chance to widen their network.**

PEGASUS
EXPLORE THE TALENTS IN YOU.. 2K18
February 15th, GKMCMT Campus
Exclusively for UG Students

FREE REGISTRATION

MANAGEMENT EVENTS
BEST MANAGEMENT TEAM
BEST MARKETING TEAM
BREAK THE CHALLENGE
PRIZE WORTHY 2.5K FOR EACH

NON-MANAGEMENT EVENTS
SPOT PHOTOGRAPHY
TREASURE HUNT
SPOT DANCE | BEST BEARD
3'S FOOTBALL
PRIZE WORTHY 1.5K FOR EACH

SURPRISE EVENTS

FREE TRANSPORTATION FACILITY | PRE REGISTRATION OPEN TILL FEB.13TH

Radio partner: 92.7 big fm

FOR ENQUIRY CONTACT:
Mr. ATHUL CS | Mrs. RESHMI DL
STUDENT CO ORDINATOR | FACULTY CO ORDINATOR
7293982039 | 9400340333
pegasusgkmt2k18@gmail.com

Mr. MITHUN B
TRANSPORTATION
9995927586

FOR PRIVATE CIRCULATION ONLY

Edited and published by: Prof. Asha Lakshmy K H., Gowri M. (Asst Professor)

Student Editors: Lekshmi V S (Semester II), Krishna S Prasad (Semester I), Divya Radhakrishnan (Semester I) on behalf of G. Karunakaran Memorial Co-operative College of Management & Technology, PB No: 5,

Karakulam PO, Kakkode, Thiruvananthapuram-695564, Kerala

www.gkmcmt.com | gkmes2340@gmail.com | 0472-2887399, 755 988 7399 | /GKMCMT



Co-operation...Democracy...Education

TOP NOTCH

Vol 2 | Issue 6 | November-December 2017

NEWSLETTER OF G. KARUNAKARAN MEMORIAL CO-OPERATIVE COLLEGE OF MANAGEMENT AND TECHNOLOGY



Welcome to
TOP NOTCH

Millennial Managers of India

Millennial, Gen Y cohorts are some of the buzz words in today's business world. According to an Economic Survey, India is expected to have its majority of workforce in the age group of 20-35 by the year 2021.

Indian businesses have undergone significant changes over last 27 years and so has its workforce. Organisations have adapted to these changes favourably. But with emergence of these new cohorts called Millennial or Generation Y, organisations have started to rethink on their approach and the way they operate. Companies like Infosys whose 90% of global workforce consists of millennials have already taken actions to attract and retain their young work groups.

Millennials expect a technology-enabled workplace that promotes freedom and team spirit. A participative organisation culture is what they prefer. They look forward to opportunities of development and growth, healthy criticisms and feedbacks along with rewards for individual contributions. Unlike Generation X and baby boomers, Generation Y is categorised by a social mindset and self-confidence.

They are challenge seekers who choose to have work life balance.

Studies prove that baby boomers showed a willingness to work for long hours. They are generation that grew up in organisation with large corporate hierarchies, rather than flat management structure and team work based job roles. Gen X having worked under baby boomers is trained under that culture. Millennials on the other hand, have a different approach towards work. They need to feel the work challenging to get going. Since the key positions are held by Generation X managers, managing and motivating millennial workforces has become a challenge for them today.

Managers will need to make major alterations in their working models to make jobs more challenging. Motivating and maintaining human resources will never end as managerial priorities, but employer will have to carefully think about what approach they will use to develop and retain valuable millennials..

Asha Lakshmy K.H., Assistant Professor (Editor)

Certificate of Appreciation from AICTE

GKMCMT was awarded the Certificate of Appreciation from AICTE for the initiation and successful completion of the survey at Anchuthengu village as part of village adoption scheme Sansad Adarsh Gram Yojana (SAGY).

Saansad Adarsh Gram Yojana (SAGY) is a rural development programme focusing on the social and cultural development of the villages in India. This project was inspired from Mahatma Gandhi's vision of empowering India through empowering

its villages. Empowerment of villages are initiated by upgrading the standard and quality of life of people in villages, improving basic amenities, enhancing human development, creating livelihood opportunities etc. For this purpose a "village adoption scheme" has been put forth under which all MP's are required to take up a village and do the needful to empower them.

GKMCMT had the privilege to associate with this project by adopting Anchuthengu village in Chirayinkeezhu taluk that comes under the ambit of Shri. A. Sampath MP. First level survey was conducted successfully in this area based on the instructions of AICTE for which the college received a Certificate of Appreciation from Dr. M.P. Poonia, Vice Chairman of AICTE in an award function organized at Federal Institute of Science and Technology, Angamaly.



Inside this issue

Editorial

Certificate of Appreciation from AICTE

Paper Presented

Awards & Achievements

Placement News

Master Trainer's Workshop

Glistening Christmas

Student Corner

Eco-club Activities

K-MAT(Kerala)

examination news

AICTE Initiative

Paper presented

Ms.Asha Lakshmy.K.H, Assistant Professor presented a paper titled “Creating an Entrepreneurial Ecosystem-A Comparative Analysis of Indian and Chinese Scenario Based on GEI 2017 report” in the collegiate education sponsored three-day National seminar on “Fine Tuning Commerce Education and Research: Intriguing Challenges Ahead” held at Government College for Women, Trivandrum on 2nd, 3rd and 4th November,2017.

India and China is considered to be developing economic giants in Asia-Pacific region with a high scope of economic growth. This study is based on important attributes required for creating Entrepreneurial Ecosystem as stated in Global Entrepreneurship Index. The paper attempted to understand the areas of strengths and weaknesses relating to entrepreneurial ecosystem in India compared to China.

Entrepreneurial ecosystem study is based on three broad development attributes -- attitude towards entrepreneurship, entrepreneurial ability and entrepreneurial aspiration which is further categorized into 14 sub-factors over which these 3 sub indices are built. Each of these 14 attributes is



explained through individual as well as institutional variables which correspond to micro and macro level aspects that influence entrepreneurship.

India has a high potential resource base encouraging entrepreneurship. The economic potential of this region lies with its huge share of young population. India's growing youth population, skilled educated workforce, at par education system, developing technology, wide area and favorable location are among individual and institutional factors which bring out opportunities for India making it a prospective destination for investors.

Placement news

The placement cell of the college organises campus drives by inviting different companies to the college campus. This time, EduWorld, a Bangalore based company conducted



their campus recruitment for 4th semester students on 4th November 2017, which was arranged as a pooled campus. Candidates from different B schools participated in the campus drive for the post of Management trainees. Before the selection process, the representatives of the company had given a pre-placement talk to acquaint the students about the company and their role in the organisation. The company selected the required numbers based on group discussion in the first round and short listed were called for a personal interview. Out of the selected candidates, three of them were from our institution. The selected were given provisional appointment letters and put for training at different centres.



Nishad S
(2013-15 batch)

यूनियन बैंक ऑफ इंडिया
अच्छे लोग, अच्छा बैंक
Union Bank of India
Good people to bank with
(A Govt. of India Undertaking)

PEROORKADA BRANCH, TC 5/1089(2), Madolil, RJ Towers, Peroorkada, Thiruvananthapuram.
Tel : 0471 2436822, 9495590244 Email : peroorkada@unionbankofindia.com

NO PROCESSING FEE		MORTGAGE LOAN <table border="1"> <tr> <th>Rate of interest</th> <th>EMI per lac</th> </tr> <tr> <td>9.7%</td> <td>1178</td> </tr> </table> <ul style="list-style-type: none"> For any Genuine Purpose, Personal needs Residential/Commercial property with House/Building are eligible Long repayment tenure of 12 years 	Rate of interest	EMI per lac	9.7%	1178
Rate of interest			EMI per lac			
9.7%			1178			
EASY AND QUICK SANCTION						
NO PRECLOSURE PENALTY						
NO HIDDEN CHARGES OR COST						
DAILY DIMINISHING INTEREST RATE						

FOR CONFIRMED / PERMANENT GOI EMPLOYEES HAVING SALARY ACCOUNT WITH US

Helpline Nos. 1800 208 2244 / 1800 22 2244 (Toll free no.) 080 2530 0175 (Chargeable) +91 80 2530 2510 (for NRIs) Follow us on @UnionBankTweets @unionbankofficial

ECO-CLUB Activities

As part of eco-club activities students of GKMCMT harvested bananas from college campus. Different varieties of bananas were harvested. Each cluster of banana weighed around 10 kg. The club aims to promote organic farming among students.



Glistening Christmas



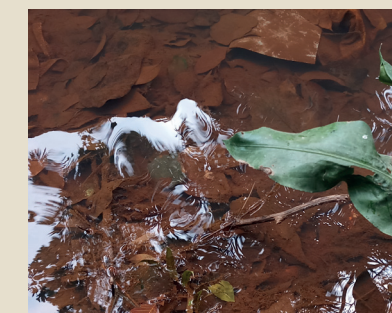
Christmas: festival of bliss, delight and togetherness was celebrated in the college on 22nd December. Students made crib, hung stars and exchanged gifts.

Every year students of GKMCMT celebrate festivals with underprivileged and differently abled in the society. In 2016, students celebrated Christmas at Providence Home at Killi, Kattakada, for differently abled people. The students of the college purchased gifts and cakes for the inmates with the amount they saved from the cash prize of management meets they won.

This year students are raising fund for charity through the management meet CENTELLA 2K18 that they are organizing on 15th & 16th January, 2018.

Awards and Achievements

Arathy B G
of semester 1 bagged first prize for spot photography in the management meet Kampfer2K18 organized by UIM Adoor.



Arathy' click ▲



Student Corner

Demonetization of currency means discontinuity of the particular currency from circulation and replacing it with a new currency. In the current context it is the banning of the 500 and 1000 denomination currency notes as a legal tender.

The government's stated objective behind the demonetization policy are as follows; first, it is an attempt to make India corruption free. Second it is done to curb black money, third to control the rapid price rise, fourth to stop funds flow to illegal activity, fifth to make people accountable for every rupee they possess and pay income tax return. Finally, it is an attempt to make a cashless society and create a Digital India. At some point the government has been able to meet their objectives but not in its intended form. Since our Indian economy is heavily dependent on cash, as only less than half

the population uses banking system for monetary transactions, demonetization has hit trade and consumption hard. This has caused a big toll on the country's growth and output during the current fiscal year. GDP growth of the country came down to 3 year low of 5.7% in the first quarter of FY2017-18. Over past 3 years fuel price has increased 28% as per leading news reports. Fuel price rise will affect the current account deficit. Having both negative and positive impact, one should wait and see the overall impact of demonetization drive in Indian economy.



Krishna S Prasad
Semester 1