

SALLAD



November
2017

**KV INSTITUTE OF MANAGEMENT
AND INFORMATION STUDIES - COIMBATORE**

SALAD

CONTENT

S.No.	TOPICS	PAGE No.
1	CORPORATE SOCIAL RESPONSIBILITY OF SAKTHI MASALA	1
2	INNOVATIVE GOOGLE PROJECTS	3
3	TAMIL NADU TOURISM WITH SPECIAL REFERENCE TO MADURAI AND RAMESWARAM	7
4	SOCIAL MEDIA MARKETING FOR BUSINESSES	10
5	GREEN MARKETING	12
6	RECENT TRENDS IN HUMAN RESOURCE MANAGEMENT	16
7	DUBAI MEGA MALL	18
8	KERALA - A VIEW OF CUISINE & BEACHES	20
9	NECCESITY OF MOBILE PHONES IN BUSINESS	22
10	IMPORTANCE OF MBA IN BUSINESS WORLD	24
11	IMPACT OF GST IN INDIA	26
12	QUALITY OF WORK LIFE IN GOOGLE	30

CORPORATE SOCIAL RESPONSIBILITY OF SAKTHI MASALA

SHAHANA P - I MBA

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and ensures its active compliance and international norms. A company's social responsibility is a sustainable strategy that exists beyond the traditional reputation and is directly related to the business continuity, employee morale and market expansion. The success of business equally lies on society's interests along with normal business dealings. According to Companies Act 2013, corporate world has to follow social responsibility as their business culture. Corporate social responsibility focuses that a business has social obligation beyond making a profit. Nine in ten customers expect companies to not only make a profit but also operate responsibly to address social and environmental issues.

Sakthi masala group of companies

Among the companies that are socially responsible, The Sakthi Group of Companies take the lead step in CSR by following the moral ethics. They mainly focus towards society by providing employment opportunities for physically and mentally retarded persons.



Mr. & Mrs. Duraisamy,
Managing Directors of Sakthi Masala

Sakthi Devi Charitable Trust was founded in the year 1997 by Shri.PC.Duraisamy. He was turmeric Trader in Perundururai village since 1975, Erode. Slowly, they moved to the area of trading pure spice powders like turmeric, chilly and coriander. Sakthi Trading Company was renamed as Sakthi Masala Private Limited. Currently they manufacture more than 50 varieties of spice and masala powders, multiples of pickles, oil, ghee, etc. They have been awarded the ISO 9001: 2008 certification from the Bureau of Indian Standards, New Delhi. Recently Sakthi Masala started exporting, a wide variety of masalas and spices to housewives across the world.

Sakthi charitable trust and their social responsibilities

Today if Sakthi Masala is a leading brand, it is because of ensuring product superiority and quality year after year through the use of advanced machinery and the expertise of trained personnel.

To compete in the global market, the company continuously upgrades the quality of the raw materials through a highest degree of purification, accurate processing and a precise packaging with stringent quality control measures at every stage. The company uses fully fledged indigenously built sophisticated technologies.

The company follows a policy of non-polluting factory-line, that uses non-conventional energy resources like wind power and solar energy, as part of their global strategy – “Explore Green Power”.

Sakthi masala Pvt. Ltd offers certain services for the community development such as

1. Upliftment of physically challenged and mentally retarded community.
2. Educational Assistance to pursue higher education.
3. Appreciation and awards to school toppers in Government Public Examinations, establishment of libraries in Government schools.
4. Mass tree plantations for greener environment.
5. Development of rural areas.
6. Provide employment opportunities to rural farmers.
7. Provide employment opportunities to women folk.
8. Run a school for mentally retarded students.
9. Offer energy saving projects.
10. Offer education without discrimination to people.

Awards for corporate social responsibility



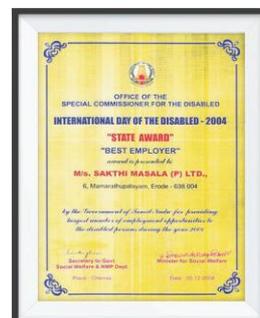
Mrs. Santhi Duraisamy had won the award for her dedicated and selfless work in the field of Women Development and Empowerment. Congress President Sonia Gandhi had presented the award to her at a function in New Delhi.



The President Dr. A.P.J. Abdul Kalam presented the fifth TERI- Corporate Social Responsibility Award to Shri.P.C.Duraisamy, Managing Director of Sakthi Masala, at a function in New Delhi.



Sakthi Masala has bagged the Energy & Resources Institute's (TERI) Corporate Social Responsibility Award.



Sakthi has won the award for its relentless efforts in up lifting the disabled people by offering employment opportunities and establishing a charitable rehabilitation centre for the needy.

In the present scenario, many corporates undertake different kinds of activities for the growth and development of society in which they operate. Sakthi group of companies is one among them who take enormous steps for the development of the society. If these types of activities continue, then the society and our Indian economy will develop at a larger extent.

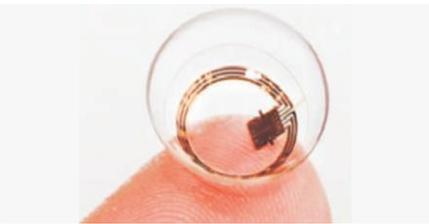
INNOVATIVE GOOGLE PROJECTS

RASIKA. R - I MBA



The liftware spoon

Google has designed the spoon that enables patients who suffer from tremors and other kind of diseases like Parkinson's to eat their food without spilling. It acts as a stabilizer by reducing the tremor by making a series of counter-motions relative to the hand of the person using it. It means that if the hand moves up, a stabilizer will move the liftware spoon down, thus keeping it in place and does not allow the food to drop. The spoon is designed in such a way that ,it reduces the tremor-induced movements by an average of 76%.



Smart contact lenses

Smart contact lenses provide vital information like body temperature and blood alcohol content. The tech giant Google announced in 2014 that is was manufacturing contact lenses that would use tiny glucose sensors to measure sugar level. Google on 16th January 2012 announced that, it has been working on this contact lens that could help people with diabetes to continually check their glucose levels. The idea was originally funded by the National Science Foundation. This unique product was developed by Brian Otis and Babak Parviz.They were working as electrical engineering faculty at the University of Washington, prior to working in Google's secret lab, Google[x].



Internet beaming hot air balloons

It was the desire of Google to bring internet to two-third of the world's population using internet beaming hot air balloons. The project has been in the web since 2011, about two years before it was unveiled to the public. These solar powered balloons fly in the sky at a high altitude to provide broadband to remote areas without internet access. These balloons are designed to be of 15 meter diameter and is made up of thin biodegradable plastic. They have a solar panel to give them energy and a it is also fitted with a computer to check their altitude of the balloon. The main goal of the loon project is to give access to Internet in rural areas and remote places, all around the world. After intensive research and several routine test flights, Google partnered with the air traffic control authorities to manage the security and the speed of these balloons over the rural area of Manaus, Brazil.



Cancer detecting pill

The tech giant is in the process of designing a tiny magnet particle that can onlook into signs of cancer and other diseases in the human body. The project however is atleast another four years away from being ready for the final release and the project is being run by Google x research lab. The cancer detecting pill is designed to detect cancers and other diseases in the human body by sending magnetic nanoparticles into the bloodstream. These magnetic nanoparticles can latch onto certain cancer-related molecules in the bloodstream - and then a wearable device will be used could then use magnetic properties to recognize when this happens. This is one of many efforts to detect cancer within the body, without drawing blood.

Internet beaming drones



Google follows two approaches to provide internet connectivity around the world - hot air balloons and drones. The tech giant Google has bought titan aerospace which makes the solar-powered drones that are designed to fly non-stop for many years. The titan aerospace solara with a 150 feet wing span and 3000 solar cells can provide seven kilowatts of electricity to stay airborne for five years and provide internet connectivity.

Robots



Google acquired a ton of robotic companies in 2013, one that stand out is Boston. Boston dynamics creates a number of robots inspired by animals to aid in the military use. The one pictured here is the cheetah robot, the fast legged robot in the world. The cheetah robot can get to a speed of 29 miles per hour which can be used for the defense and military requirements.

Longer lasting battery



There is a lot of demand for batteries that last longer when it comes to creating popular consumer items like smart phones, laptop, and other devices in which battery life and mobile devices is a huge issue. Google is working on this and is in the process of developing solid-state batteries in the form of a thin-film. Solid-state, thin-film batteries offer better and longer battery life. They are also thinner and lighter than our existing batteries.

Talking shoe



A computer-controlled talking shoes uses a microcontroller connected speaker, that can be connected to your smart phones (or) computer to track your speed and performance It also offers in a refreshingly conversational tone, provide words of encouragement, or advice to slow down while exercising and grab a snack.

Google driveless car



Waymo is the google's driveless car with a mission to make it safe and easy for people and things to move around. Google has been working on its driverless car project since 2009. It has no steering wheel or pedals since it's fully automatic. Google's cars drive using something called LIDAR technology, which allows them to "see" the roads by using lasers and map out its surroundings. The light reflected from the laser on objects is measured to determine the distance between the car and its environment.

TAMIL NADU TOURISM WITH SPECIAL REFERENCE TO MADURAI AND RAMESWARAM

DASSMANIKANDAN.N, | MBA

Tamil Nadu is the home of natural resources. Tamil Nadu is the state located in the south eastern part of the Indian peninsula. The tourism industry of Tamil Nadu is the largest in India, with an annual growth rate of 16 percent. Tourism in Tamil Nadu is promoted by TTDC which stands for TAMIL NADU TOURISM DEVELOPMENT CORPORATION, a government of Tamil Nadu undertaking. According to the ministry of tourism statistics, 4.68 million foreign tourists (20.1% share of country) and 333.5 million domestic tourists (23.3% share of country) visited the state in 2015 making it the most visited state in India by both the domestic and foreign tourists.



tamil nadu tourism

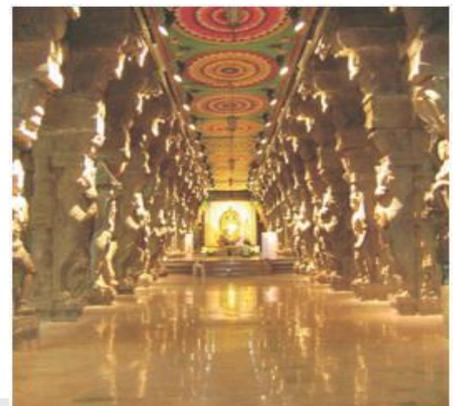
Tamil Nadu has some of the most remarkable temple architectures in the country, and a living tradition of music, dance, folk arts and fine arts. In Tamil Nadu is renowned for its temple towns and heritage sites, hill stations, waterfalls, national parks and the fabulous wildlife and scenic beauty.

Madurai tourism

Madurai in Tamil Nadu will fascinate you with its historical and cultural richness. Madurai translates to the “city of nectar” in English. Madurai is considered to be the oldest historic city of Tamil Nadu having a number of ancient temples. Being the oldest city, it has its own advantage that is reflected by the various travel attractions which every individual would love to experience. Some of the tourist spots in Madurai are

Meenakshi temple

The Meenakshi temple is an ancient temple known for its brilliant architectural styles descending from the different dynasties and is one of the most famous landmarks of Tamil Nadu. The temple was built by Kulasekara Pandya, but later the king Thirumalai Nayakar modified the entry of the building and developed it.



The pond inside the temple is famous for the golden lotus in it. A view of the Thanga Thamaraiikulam (Golden Lotus Pond) with the golden lotus.

Teppakulam view



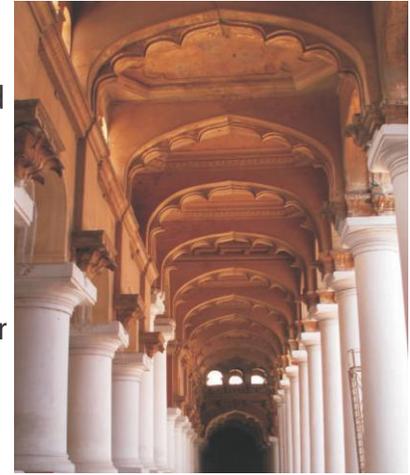
The Teppakulam or the big pond provides an aesthetic look for an avid admirer with some brilliant light settings on festive occasions. During important festivals like the Chithirai festival, Karthigai Deepam, Teppam float festival etc. teppams (floating sanctum) serve as a key attraction. A wonderful view of the Teppakulam located in the centre of Madurai city.



Thirumalai nayakar mahal



Thirumalai Nayakar Mahal was built in the year 1523. It is divided into two parts namely the Swargavilasa and Rangavilasa that are adorned with the royal residence, shrine, apartments, armory, palanquin place, royal bandstand, quarters, pond, and gardens. In the evening, light settings are arranged which serve as a reminder of the settings that existed in the past. The best place to see here is the Swargavilasa that is a huge courtyard.



Festivals celebrated in madurai:

The heart of Madurai is the chosen location for the ChithiraiThiruvizha festival, which have been celebrated for centuries now. It's wonderful to be a part of this historical significant festival. This festival is celebrated for 10 days and people from all parts of Tamil Nadu come to the temple and the Vaigai River to celebrate it. It is dedicated to lord Vishnu and has sitting, standing and reclining idols of him that leaves every visitor simply struck by awe.

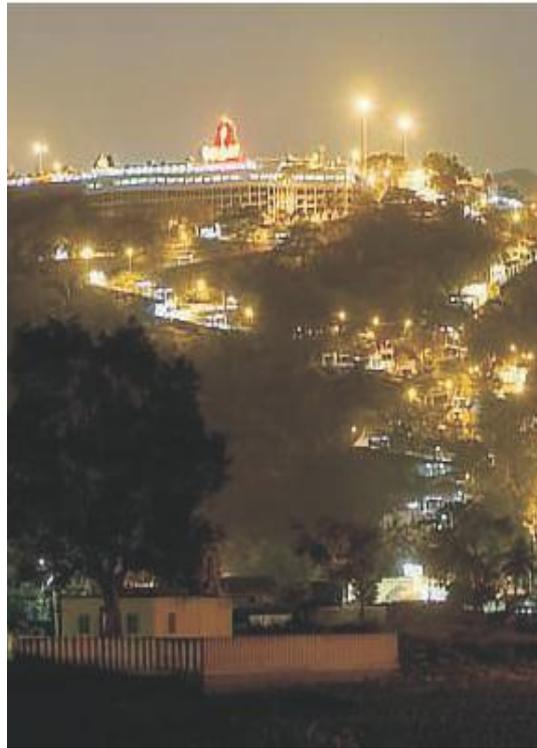


Gandhi museum



The Gandhi Memorial museum is yet another well-known tourist spot to be visited in Madurai city. In the museum, Gandhi's personal day to day usage items such as cloths, books etc. are put up for display.

Locations around madurai



Madurai is surrounded by some hills such as the Yannaimalai and Alagarmalai offering the green cover for the environment. Some hills have few water falls which serve as picnic spots for the tourists. Palani is an important pilgrimage centre located near Madurai. Lord Murgan is the deity of the Palani temple. Palani (Tiruavinankudi) is the third padaiveedu (third of his six main houses in Tamil Nadu). Palani is near Idumban Hill and is closer to the Kodaikanal Hills in the Western Ghats, Kurinji Andavar Temple and some other hills are also located nearby. Thai Pusam is the most important festival in which people pay a pilgrimage to the hill in rich pageantry. Palani is one of the most exciting pilgrim cities in India.

Tourist locations in ramanathapuram

Tamil Nadu tour is incomplete without a trip to Rameshwaram which is a very popular tourist place near Ramanathapuram. In this place, Rama worshipped Lord Shiva, to absolve himself from the killing of Ravana. It happens to be one of the twelve Jyotirlingas of India. Rameshwaram is popularly referred to as the 'BENARAS OF THE SOUTH'. The important places to visit in Rameshwaram are the Ramathaswamy temple, Pambanbridge, Dhanuskodi, our former president AbdulKalam memorial place etc.

Ramanathaswamy temple

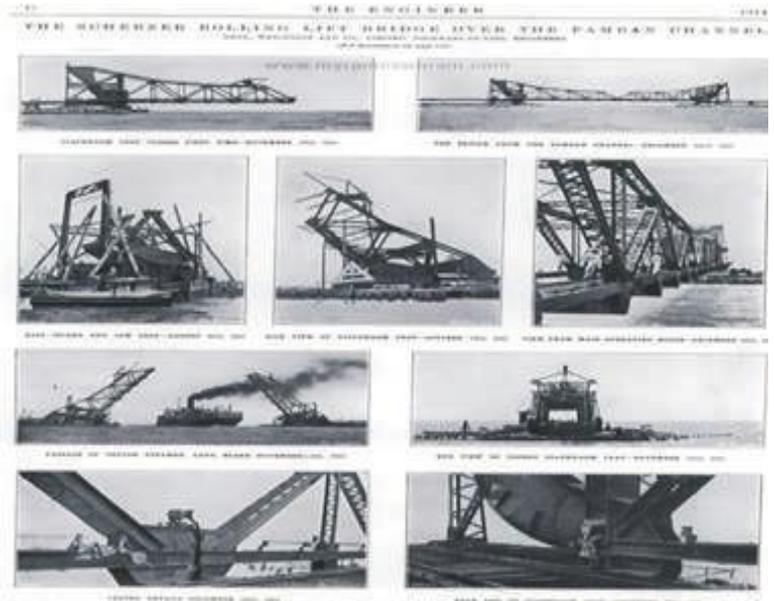
One of the most sacred place in the city, Rameshwaram temple awaits thousands of pilgrims every year. It is believed that whoever visits Varanasi, is supposed to take a trip to Ramesh -waram. The outstanding temple architecture is truly majestic and is an adored marvel. The stupendous shrine is adorned with huge gopurams, nandi and monolithic walls. The corridor measuring 4000 feet with over 4000 pillars is believed to be longest in the world. It shows the enthusiasm our ancient rulers had in building such architectural marvels.



Rameshwaram is a scared island positioned off the mainland circumscribed by sea. The maximum temperature varies between 28-31 degree Celsius and the minimum temperature is around 25 degree Celsius. January to March is the best time to visit this place. The serene beach and shallow water here are ideal for swimming and sunbathing.

Pamban bridge:

The Pamban bridge (road bridge and the railway bridge) stands as a massive structure over the sea bordering the Bay of Bengal and the Indian ocean, parallel to each other between the shores of Mandapam on the Indian mainland and Pamban at the start of Rameswaram island. Hence it is named as the Pamban Bridge. But its actual name is the "Pamban Railway Bridge" as the railway bridge lying at a lower height can open up for the safe passage of ships. It is generally referred to as the queen of Indian bridges. In 2014, the hundredth year celebration of the Pamban Bridge was carried out.



These two bridges stands on the world's second most corrosive and also cyclone prone high velocity wind environment. The maintenance of these bridges particularly the railway is a very daunting task. The length of the bridge is 2.06 km and connects Mandapam and Pamban.

Dhanuskodi today

Bordered by the Bay of Bengal on one side and the Indian ocean on the other, Dhanuskodi, some 20 kms away from Rameshwaram, is one of the most sparsely populated stretches of Tamil Nadu with not more than 50 fishermen dwellings and a population of around 500 people. A visit to Dhanuskodi takes your breath away and is a visual treat with incredibly beautiful views of the clear blue sea. Indeed, Sri Lanka is just 31 kilometre away from Dhanuskodi. The Tamil Nadu government has laid a road from Dhanuskodi to the Dhanuskodi beach so that the tourists can comfortably reach the beach and get a fascinating view of the two seas joining together.





Cyclone destroyed structure in Dhanushkodi.

Dhanushkodi in those days served as the main town transporting travellers and goods across the sea. It had a railway station, a small railway hospital, a higher secondary school, a church, a post office, customs and port offices etc., most of which got destroyed in the cyclone of 1964.

The sweet water that is extracted in the sands just beside the sea is extensively used by the people living there for drinking purposes and also sold to tourists.

Abdul kalam memorial place:



The memorial of the former president of India invites the tourists from all over the world to witness India's diversity and its different cultures. It is spread over 2.11 acres of land and the memorial is constructed on the gravesite of Dr. Kalam, where his mortal remnants were put to rest on July 27, 2015. With an investment of Rs.120 crores, its construction has been completed in a record time of just 9 months.

Dr.Kalam had always admired the cultural diversity of the Indian subcontinent. As a mark of respect to pay homage to Dr.Kalam's life, they have all been integrated in this monument. As time progresses it will be considered as the knowledge centre, which would include a library, planetarium and auditorium. This place is definitely a great attraction for the tourists from all over the world.



SOCIAL MEDIA MARKETING FOR BUSINESSES

INDHU.R - II MBA

Social media marketing is a powerful way for businesses of all sizes to reach their customers. Today's customers are already interacting with brands through social media, and if the companies are not speaking directly to their audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, they are missing out a lot of opportunities. The great marketing on social media can bring remarkable success to the business as it creates brand image and even driving leads and sales.



Face book for social media marketing



Face book is a place where people go to relax and chat with friends, and make fun. So the companies can use this media to advertise their products and services. But the tone of advertisement light and friendly in this media. Since, the organic reach of facebook can be extremely limited, the companies have to consider a cost-effective facebook advertisement strategy, which can have a big impact on the customers. The companies can start by creating a face book business fan page. A clear layout and the visual components are the key aspects of a great customer face book experience.

Google+ for social media marketing



Google+ entered the scene as a Facebook competitor, but it now serves as an effective media to serve more niche audience. It won't work for everybody, but some communities are very active on Google+. On Google+ anyone can upload and share photos, videos, links etc. In Google +, the companies can take advantage of Google+ circles, which allows them to segment their followers into smaller groups, enabling them to share company information with some followers, while barring others. For example, the company might try creating a "super-fan" circle, and share special discounts and exclusive offers only with that group. The company can also try hosting video conferences with hangouts and experiment using the hangout feature in some fun and creative ways. Some social media marketing ideas: if you're a salon, host a how-to session on how to braid your hair. If you own a local bookstore, try offering author video chats. Google+ communities will allow you to listen into your fan's feedback and input, truly putting the social back into social media.

Pinterest for social media marketing



Pinterest is one of the fastest growing social media marketing trends. Pinterest's image-centered platform is ideal for retail, but anyone can benefit from using Pinterest for social media purposes or sales-driving ads. Pinterest allows businesses to showcase their product offerings, while also developing brand personality with eye-catching, unique pin boards. When developing the Pinterest strategy, the point to be noted is the social network's primary audience is female.

Twitter for social media marketing



Twitter is the social media marketing tool that lets the company broadcast its updates across the web. By following tweeters in the industry or related fields, the company can gain a steady stream of followers in return. It is ideal to mix up your official tweets about specials, discounts, and news with fun, brand-building tweets. Be sure to retweet when a customer has something nice to say about the company, and don't forget to answer people's questions when possible. Using Twitter as a social media marketing tool revolves around dialog and communication, so be sure to interact as much as possible to nurture and build your following.

LinkedIn for social media marketing



LinkedIn is one of the more professional social media marketing sites. LinkedIn Groups is a great venue for entering into a professional dialog with people in similar industries as it provides a platform to share content with like-minded individuals. It's also great for posting jobs and general employee networking. Encourage customers or clients to give your business a recommendation on your LinkedIn profile. Recommendations make your business appear more credible and reliable for new customers. Also browse the questions section of LinkedIn; providing answers helps the company get established as a thought leader and earns trust.

Youtube for social media marketing



YouTube is the number one place for creating and sharing video content, and it can also be an incredibly powerful social media marketing tool. Many businesses try to create video content with the aim of having their video "go viral," but in reality those chances are pretty slim. Instead, the company can focus on creating useful, instructive "how-to" videos. These how-to videos also have the added benefit of ranking on the video search results of Google, so don't underestimate the power of video content!

Location-based social media tools

There are many social media platforms available which helps to enhance the business. Social media platforms like Yelp, Foursquare, and Level Up are great for brick and mortar businesses looking to implement marketing on social media. Register on these sites to claim the company's location spot, and then consider extra incentives such as check-in rewards or special discounts. Remember, these visitors will have their phones in hand, so they will be able to write and post reviews. A lot of good reviews can significantly help sway prospective visitors to come in and build your business.

Among the latest trends in marketing the product, social media marketing is one of the latest developments which use social media platforms and websites to promote a product or service. As social media platforms enables companies to track the progress, success, and engagement of customers, including current and potential customers, employees, journalists, bloggers, and the general public it can be used as a powerful tool to do marketing in today's business environment.

GREEN MARKETING

INGA DEVI .S - I MBA



Green marketing is a concept that involve selling products and services based on their environmental benefits. The concept of Green Marketing is concerned with the protection of ecological environment. Growth in marketing activities resulted into rapid economic growth, mass production with the use of advanced technology, comfortable and luxurious life, style, severe competition, use of advanced technology, comfortable and luxurious life, style, severe competition, use of unhealthy marketing tactics and techniques to attract customers, exaggeration in advertising, liberalization and globalization, creation of multinational companies, retailing and distribution by giant MNCs, etc.,created many problems.

In 1990s, the world's attention began to turn towards green marketing. The concept of Green Marketing not only includes marketing of the products but also includes environmental friendly designing, packaging, and distribution. Therefore Green Marketing includes

- Products being manufactured in a sustainable fashion
- Using recycled materials
- Not making use of excessive packaging
- Using renewable materials
- Products be ing designed to be repairable and not "throwaway"
- Not containing toxic materials

Coca-Cola:

To encourage a more healthy lifestyle with better choices, Coke has introduced Plant Bottle packaging, that is using the materials recycled partly from plants for reducing the company's footprint on the usage of bio non-degradable materials and conserve resources.



Objectives of green marketing:

- Eliminate the waste
- Reinvent the product
- Make environmentalism profitable
- Modification in the Product
- Change the production processes
- Packaging changes
- Modifying advertisement



Green marketing and sustainable development:

Many organizations are putting in the required efforts to implement the green marketing process. Organizations can make their products more attractive to consumers and also reduce expenses, including packaging, transportation, energy/water usage, etc. by using this process. People are ready to pay more for green marketing products. Through the green marketing process, the organizations get some benefit like better public image. The green marketing process modifies the production processes, packaging as well as the advertising methods adopted by the organization.



The basic five reasons for a marketer to adopt and go for green marketing:

- Opportunities
- Corporate responsibility (CSR)
- Government pressure
- Competitive pressure
- Profit issues

Strategies to be executed for green marketing

The strategies can be implemented as follows:

Differentiation of product

The manufactures make use of Eco-performance to differentiate their products and to compete. The product with poor Eco-performance can become a target for new substitution. Through this, the organizations can make superior products than those from their competitors.

Value positioning of consumer:

The organizations can design products that are environmental friendly and simultaneously provide the desired value to the customer. They must also target the relevant customer market segment and hence design their products.

Designing and packaging:

Promotion of green products depends upon the very design of those products. The design has to be more in tune with the green aspects. Green products should be packaged using material that is easily recyclable and preferably handmade than using mechanized stuff.

Green marketing product strategy:

It is very essential to identify the customer's environmental necessities and develop the products accordingly. It also includes the fact that the products meet or exceed the quality expectation of the consumers. This in turn gives the marketers the advantage to charge higher prices.

Distribution strategy of green marketing

One of the most important goals of green marketing is to get customer support through a proper distribution mechanism. The location chosen to manufacture and distribute green products must preferably be different from the competitors.

Life cycle analysis of green marketing

Analysing the life cycle of a product is important before it is claimed to be sustainable. Consumers expect the green product brands to go through the analysis probe followed by a production plan formulation and its execution for green sustainability. Absolute perfection is not an expectation from customers from such products.

Advantages of green marketing



1. The organization can reach new markets. Consumers may evince keen interest on the recyclable or renewable products.
2. The revenue earnings of an organization can shoot up due to the sale of green products by using green marketing. This is due to the shift in the consumer purchase behavior from the usual product to the green product.
3. The organization involved in selling green products can save money. It might take a bit more investment, but in the long run, the organization will be saving money through the eco-friendly practices. For example, solar panels.
4. Green marketing can encourage individuals inside and outside the organization to think more about their impact.
5. The organization can earn goodwill through green marketing. Many people are becoming more focused on buying eco-friendly products today.
6. The resources are limited but human needs and demands are unlimited. Green marketing is the best way to satisfy the unlimited needs by using limited resources.

7. Production and operating costs are reduced by using green marketing. On the flip side it increases the sale profits.
8. Green marketing can pave the way for a positive corporate culture through the use of eco-friendly practices.

Disadvantages of green marketing:

- Change of marketing tactics and the development of a new strategy consumes quite a significant amount of time and causes the expenses to rise up.
- Further, it is very expensive to obtain the environmental certification for the green products.
- Majority of the products in the market are green washing. This means the product has no environmental benefits.

Nowadays, many people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. In fact, green marketing involves developing and promoting products and services that satisfy customers want and need for quality, performance, affordable pricing and convenience without having a detrimental input on the environment. Generally terms like phosphate free, recyclable, refillable, ozone friendly, and environmentally friendly are some of the things consumers most often associated with green marketing. Obviously, green marketing is a wide concept, as it can be applied to consumer goods, industrial goods and even services.

RECENT TRENDS IN HUMAN RESOURCE MANAGEMENT

PRATAP.S, II MBA B



Human resource management or call it the People management has become a tough time for the managers in the organization today. The kind of outlook that is being expected from the management as well as the Manager has changed tremendously. Today's management try to pace-fully shift to a new level of managing human resources, rather than the traditional overlooking of employees from the Entry to the Exit. In this article we will see the recent changes that are happening in today's companies that are going to change the very base of primitive HRM.

Working from home:

As employees, there exist a thought of having a work place that is similar to that of "home" as people would prefer to work at home. The absence of a "Boss" would bring in happiness rather than pressure, as it exists in the organization. As working from home helps to bring in the needed productivity, companies in the field of computer and information technology, medical health and finance have allowed their employees to work from homes. Among the top few companies that encourage their employees to work from home are Amazon, United Health and Teletch etc.

Pacing up of artificial intelligence:

Intelligence has completely changed the way of thinking and problem solving and it does the same in HR field too. Promisingly the recruitment and selection process has become a tough task and the emergence of artificial intelligence has made it much easier to carry out this humungous process. As this transformation would seemingly eliminate the man and bring in the machine. For instance the FMCG giant Unilever has been hiring employees using brain games and artificial intelligence.

Question of retention:

Employee retention is essential for the long-term growth and success of the business. Today's HR managers understand that retaining the best employees is important for customer satisfaction, improved product sales, and effective succession planning in the organization. A critical work life balance, matching responsibilities and rewards, long term monetary and non-monetary benefits and employee bonding beyond the work are some of the employee retention strategies followed by today's companies.

Work-force diversity:

In the past HRM was simpler because the work force was mostly homogeneous. But today's work force comprises of people belonging to different gender, age, social class, values, personality characteristics, ethnicity, religion, education, language, physical appearance, marital status, lifestyle, beliefs, ideologies etc. The advantage of workforce diversity is better creativity in decision making and greater innovation which in turn improves organization's competitiveness. Today's HR managers should train people of different ideologies and social classes to effectively manage and to deal with each other and respect the diversity of views of each other.

Contingent workforce:

Contingent workers are employees who are hired by the organization for shorter periods of time. When an organization is experiencing significant changes in its workflow, these employees with specific job skills are employed. Several HR issues come to the forefront while employing these contingent employees. These include planning and scheduling the movement of these employees planning for the benefits available to them, training and development programs etc.

Health:

With the need for having a healthy workforce, emergence of the wellness clubs and fitness centers in the companies have been a growing trend. Apart from taking care of the health insurance, today's HR managers have also started concentrating on other health aspects of employees like providing health services to staff through health insurance, free medical treatment bills, encouraging employees to take part in sports and activities involving the physical health of employees. This has seen high results in not only in performance, but also in attraction and retention of highly qualified personnel.

The world of corporate work is rapidly changing. As a part of organization, Human resource managers must be prepared to deal with effects of changes in the world of work. The HR managers must understand the implications of globalization, work-force diversity, changing skill requirements, continuous improvement initiatives, dealing with the contingent work force, and much more which have long term financial implications on the organization. As a rule, the human resource manager has to venture into new trends in order to remain in the current corporate domain.

DUBAI MEGA MALL

REKHA RAVI - I MBA



The unique Dubai Aquarium and Underwater Zoo was designed by Mr. Peddle Thorp and is managed by Emaar Entertainment. The aquarium, that is located in the mall, showcases more than 300 species of marine animals, including sharks, crabs, stingrays and other deep sea creatures.



Dubai Aquarium

The Dubai Mall (Arabic:"Dubaymwl") is the largest shopping mall in Dubai and the largest in the world in terms of total area. It is the 19th largest shopping mall in the world in terms of the gross leasable area. As the name implies, the mall is located in Dubai, United Arab Emirates. It is a part of the 20-billion-dollar downtown complex, that houses 1,200 shops. In 2011, it was the most visited building in the world, attracting over 54 million visitors each year. For the visitors, the access to the Dubai mall is provided via Doha Street, which was rebuilt as a double-decker road in April 2009. Even though the opening was twice delayed, Dubai Mall was opened on 4 November 2008, with about 1000 retailers, marking the world's second largest-ever mall opening in retail history after West Edmonton Mall in North America. In terms of the gross leasable space, the Dubai Mall has surpassed several malls including the New South China Mall, Golden Resources Mall, SM City North Edsa, and SM Mall of Asia.



Tunnel of Dubai Aquarium & Underwater

SEGA republic

The indoor theme park, SEGA Republic was opened on 21 August 2009, where the visitors can amuse and enjoy themselves with more than 150 amusement games. This 76,000 square foot indoor park features 15 rides and wide range of amusement games, that include motion simulators, skill games, classic carnival games, redemption games etc. To attract more customers, certain new rides were added that include Xyclone, Robotnik and Rope Rush. The park also includes 'Lazeraze', a laser maze, and 'Racer' Bumper Cars which is an amusement to children. It also provides a "soft play area" for smaller children.

Reel cinemas

In order to offer the best cinematic experience, Reel Cinemas a 22-screen cinema was introduced in the mall and is managed by Emaar Entertainment. As one of the finest and largest theatres in the region, the megaplex features four cinema suites and 17 commercial halls, including the first THX-certified cinema in Dubai.

Rainforest cafe

The Dubai Mall is the home to one of the finest Rainforest Cafe location. Having opened in 2009, the café faces the aquarium and is made to stimulate tropical rains with moving light shows, which is a unique experience.

KidZania

KidZania is an interactive children's edutainment theme park that encourages education through play. It offers kids and youngsters the opportunity to experience adult life through role play in a child-sized city.

Metro link

In the year 2012, December, Emaar Properties announced the completion of the Metro Link which is an 820 m long elevated, air-conditioned footbridge that connects Burj Khalifa/The Dubai Mall Metro Station to the Dubai Mall.

Expansion

In June 2013, the Dubai Mall commenced its phase one of its expansion plan by increasing the total retail floor area by 1 million sq. ft. to accommodate more visitors and also to include more of retail and hospitality elements . The project is set for completion in the year 2020.

World records and achievements



Dubai Mall near the Fountain at Dusk.

- Largest mall in the world with total area 1,124,000 m².
- World's 15th largest mall with Gross Leasable Area (GLA) 350,000 m².
- World's largest Aquarium weighing 245 tons
- The world's largest sweet shop, "Candylicious", spanning over 10,000 sq ft
- Over 80 million visitors in the year 2016
- Dubai Mall was named for the best shopping experience 2010 by Grazia Style Awards.
- The Dubai Mall hosted a record 37 million visitors in its first year of

operation in 2009, and attracts more than 750,000 visitors every week.

- The Dubai Mall attracted 47 million visitors in 2010, that broke the record of 37 million visitors who visited in 2009, an increase of 27 percent despite the economic crisis.
- In 2012, Dubai Mall continued to hold title of world's most-visited shopping and leisure destination.
- In 2017, Dubai Mall unveiled the world's largest OLED screen.
- In the documentary show called Mega structures, the Dubai mall was featured and that was aired on the National Geographic Channel in January 2017.
- Forbes recognized Dubai Mall as one of the top shopping malls in Dubai.

KERALA - A VIEW OF CUISINE & BEACHES

ROSHINI.R - II MBA



Kerala, the Gods own country is famous for many of its tourist destination like backwaters, ports, Palaces, whiled life sanctuaries etc. This article presents do you the exotic cuisine and amazing beaches to the visited in Kerala.

Kerala cuisine

Kerala is every food lover's paradise as it's a land with various food items. The Cooking style in Kerala is all about the different spices aromas and colorful textures. Generally, the non-vegetarian meat based dishes are cooked to be very spicy, while the vegetarian food flavor is comparatively milder on the tongue. Kerala food is traditionally served on a clean green banana leaf and eaten with one's fingers to enjoy the finger licking taste. As coconuts grow all over the coastline of Kerala, coconut shells and coconut milk are commonly used in dishes for thickening and flavoring.



Puttu and kadala curry

This is a breakfast item eaten all over the state of Kerala. Puttu which is made of rice is usually served with kadala curry, a dish that contains black chickpeas, shallots, spices and coconut milk. It can also be served sweet with ripe bananas and grated coconut.

DON'T LEAVE KERALA WITHOUT TRYING ...

Karimeen pollichathu (fish)

This is one of Kerala's traditional delicacies. Karimeen or Perl spot fish is a speckled fish commonly found in the backwaters of this state. This is also a healthy dish where the fish is cooked using coconut oil and banana leaves.

Palada payasam (dessert)

It is a delicious and a rich cuisine made using milk, sugar, pure and rice flakes. This sweet delicacy is prepared in almost all the households in Kerala during the festive season of onam and many other special occasions.

Thalassery biriyani

Biriyani's of different varieties is the most common dish of the muslim community. Thalassery sea port was a center for the export of spices where European, Arab and Malabar cultures came together and influenced the kitchen. The biriyani masala and cooked rice are arranged in layers inside the dish.

Amazing beaches in kerala



Bekal beach:

Bekal beach is a perfect tourist spot, which is popular for its scenic beauty. This grabs the attention of visitors from different parts of the world. It's a fascinating place to visit during the summer vacations as the visitors can enjoy the pleasure of nature and rejuvenate themselves.

Alappuzha beach:

The Alappuzha beach in Kerala, also known as the Alleppey Beach is very famous for local gateways due to its blissful surroundings and scenic beauty. It is known for its intrinsic beauty and a 150 years old pier which stretches into the sea. Relaxing under the palm grooves and picnicking beside the beach are amazing options available to those visiting the beach.

Varakala beach:

Varakala is a tiny hamlet on the outskirts of Thiruvananthapuram that has attracted pilgrims and tourists worldwide for a long time. Its beach is famous for its natural's springs which are said to have medical qualities. Many visitors come here to enjoy a bath in these natural springs.

Payyoli beach:

The Payyoli beach is one of the beautiful stretches with vast stretch of silver sands and swaying palm trees in Kozhikode. The serene nature of the beach can definitely take your breath away with its astounding surroundings and pleasant atmosphere. The Payyoli Beach attracts tourists as it is a scenic beauty with its beautiful groves of coconut palms and long stretches of silver sands, bordered by beach shops that offer delicious snacks and food to the tourists.

As one of the best tourist states in India, Kerala's beaches, backwaters, lakes, mountain ranges, waterfalls, ancient ports, palaces, religious institutions, wildlife sanctuaries etc., along with a wide and exotic variety of vegetarian and non-vegetarian dishes attracts tourists from all over the world to the God's own country.

NECESSITY OF MOBILE PHONES IN BUSINESS

SRIVISHNU T.H - I MBA



Nowadays mobile phones are necessary to every individual. Like-wise mobile phones are necessary to businesses as they rely on quick funds transfers in a safe and systematic manner. Hence every business man uses mobile phones to do his business online anytime and anywhere in an efficient and reliable manner.

Communication between business people:



Mobile phone is the tool used for communication among the business persons all over the world in order to share ideas, thoughts, seek clarifications, perform the required services, and much more which would have otherwise been impossible in this fast-paced global business environment. The prime objective therefore is to connect the world-wide business people and encourage them to engage in the business activity optimistically.

Useful apps to small business:

The Google Play Store and the Apple App Store offer numerous applications for the small businesses. These applications are capable of storing business accounting information and process them to provide results in certain formats. The generated results can be utilized by businessmen to



make their business decisions quickly and effectively thereby assisting them to carry their business forward with relative ease.

Due to the intense competition, most of the businessmen have started their business operations on smart phones through the use of smart apps to save their time and effort. Hence these apps are proving to be a blessing in disguise for these people.



VYAPAR

Vyapar:

Vyapar is one of the best business applications suitable for small businesses. It runs on smart phones and helps the business people to maintain their accounting information. The app is very simple to use and secure – the two most important characteristics highly desired by the businessmen.

Customer service:



Mobile phones play a very pivotal role for customers to contact an organization's customer service personnel from any place mostly through the use of toll-free numbers sometimes even 24x7. Quality customer service delivery would be simply impossible without the presence and use of smart phones. Customers even have the flexibility to record the call on their device and even re-listen to the instructions in case they feel the ambiguity, the first time. In case, the customer service personnel have to get back to the customer with some information, the best bet would be to contact the customer's mobile device for faster service.

To attract more customers:

Any new start-up business relies primarily on the latest technologies to make a steady progress. Businesses can contact customers quickly and directly only on their mobile numbers. This kind of interaction creates new business opportunities by attracting more and more customers to avail the services. Business growth and enhancement relies heavily on mobile communication.

Any new start-up business relies primarily on the latest technologies to make a steady progress. Businesses can contact customers quickly and directly only on their mobile numbers. This kind of interaction creates new business opportunities by attracting more and more customers to avail the services. Business growth and enhancement relies heavily on mobile communication.

Mobile phones are an integral part of the businesses today. Without mobiles none of the processes relating to business can be carried out easily. The advancements in the mobile technology services is heralding a new era in scaling the business prospects to new heights. So the current slogan doing rounds in the business world is "Use mobile to be mobile or become immobile".

IMPORTANCE OF MBA IN BUSINESS WORLD

SUJITHRA.S - II MBA



An Master of Business Administration (MBA) degree is the study of management concepts which is worth the expenses, time and effort, when a graduate plans to use it in a business related field in management or to start a company of his own. The MBA degree offered by certain schools like IIM, IIFT, XLRI etc are valuable in the eyes of recruiters. The MBA students cover a broad spectrum of topics from accounting to entrepreneurship. Earning an MBA degree can help professionals to enhance their career opportunities, receive increased compensations and job promotions. It also provides the skills and knowledge necessary to start a new business, and many employers require an MBA for certain management or leadership positions. It is also a fact that, earning an MBA from a top business school is expensive for recent graduates and a substantial time out for professionals.

MBA helps in developing a strong professional network, improved knowledge and real time management skills. Getting an education is an important part of success in today's business world. Higher education always leads to higher opportunities. Education is an important key which leads to the success. A MBA graduate is an extremely valuable asset to an organization. Because of the competition in today's business world, MBA students learn different techniques and skills that can help businesses. Some companies plan to hire MBA students. With an MBA degree in hand, the students can actually demand a high salary, if they are well talented. One of the really valuable parts of getting a MBA degree is the networking opportunities.



An MBA education is generally pursued by students who prefer to take up a master's degree, young professionals and even by the senior employees who would prefer to take up challenge of understanding the intricacies of business. MBA's and their connected specializations will teach a lot about everything that makes a company tick. Studying a master of business administration encourages a student to get out of their comfort zone and face the realities of the corporate world. It deals with the latest issues in international business, apply the newest management techniques and constantly challenge yourself.

Many students undertake an MBA degree because they want to become entrepreneurs and learn the tricks of how to run a successful business. They have an idea and a big dream about starting a company and want to know how to turn them into reality. An MBA programme will help the student to acquire the knowledge of business practices that are needed to start a new business or support the existing business grow and prosper. Due to their qualification, graduates of an MBA programme have higher chances of obtaining and holding a high-level management position. It has been identified that most of MBA graduates worldwide occupy good positions as senior managers or board of directors. This type of position not only brings along a higher salary, but of course also a higher responsibility and longer working hours. If the student, successfully graduates from an MBA program from a reputed institution, regardless of the location where he plans to build his career, his degree will be acknowledged and it will surely increase his credibility.

The real advantage of an MBA however, is its proven versatility. With an MBA, we can pursue many career fields, and advance to higher and better-paid jobs faster. If the student chooses to study an MBA abroad, he will not only gain a new perspective on how businesses are handled, but also get to experience living in a different country. This will also expand the student's cultural and intellectual horizon and his business career prospects as well. He can find companies that he wants to work for, arrange meetings with potential employers and who knows? He might end up staying and working after graduation or build his own business in that country.



IMPACT OF GST IN INDIA

Rajalakshmi.R - II MBA



Goods and service tax (GST) is an indirect tax which was introduced in India on 1 July 2017 and was applicable throughout India which replaced multiple cascading taxes levied by the central and state governments. It was introduced as The Constitution Act 2017 following the passage of constitution 122nd Amendment Act Bill. The GST is governed by a GST Council and its Chairman is the Finance Minister of India. Under GST, goods and service are taxed at the following rates, 0%, 5%, 12%, 18% and 28%. There is a special rate of 0.25% on rough precious and semi-precious stones and 3% on gold. In addition a cess of 22% or other rates on top of 28% GST applies on few items like aerated drinks, luxury cars and tobacco products. GST replaced a slew of indirect taxes with a unified tax and is therefore set to dramatically reshape the countries 2 trillion dollar economy.

About GST

India had planned a biggest tax reform which is now a reality. A comprehensive system of taxation- Goods and Services Tax (GST) has replaced the existing complex multiple indirect tax structure in India, from 1 July 2017. The concept of Goods and Services Tax was considered for the first time in the year 1999. On 8 August 2016, the Goods and Services Tax Constitutional Amendment Bill was passed in the Parliament, followed by ratification of the bill by more than 15 states and enactment of the bill in September 2016.

The GST Council consists of representatives of members from the Central Government as well as the State Government. They have met on eighteen occasions in last ten months and have decided on –

- GST laws,
- GST Rules,
- Tax rate structure including Compensation Cess,
- Classification of goods and services into different rate slabs
- Exemptions,
- Thresholds
- Tax administration

On 12 april 2017, the central government enacted four GST bills:

Central GST (CGST)
Integrated GST (IGST)
Union Territory GST (UTGST)
Bill to Compensate States

In a quick span, all the states in India (excluding Jammu and Kashmir) approved their State GST (SGST) laws. Union territories with legislature, i.e., Delhi & Puducherry, have adopted SGST Act and the balance 5 Union territories without legislatures have adopted UTGST Act.

The central government has notified GST rules and the tax rates applicable for goods and services, along with the exemption list and categories of services for which reverse charges are applicable.

The next phase in the GST is the enrolment process of migrating existing taxpayers to the proposed new tax regime through a GST common portal

Return	Existing Due date	Revised Due date
GSTR -1 (for registered persons with aggregate turnover > INR 100 cores)	10 September 2017	3 October 2017
GSTR -1 (for others)	10 September 2017	10 October 2017
GSTR -2	25 September 2017	31 October 2017
GSTR -3	30 September 2017	10 November 2017
GSTR -6	08 September 2017	13 October 2017

RATE CLASSIFICATION OF GOODS:

Exempt	5%	12%	18%	28%	28% + Cess
Food grains Cereals Milk Jaggery Common Salt	Coal Sugar Tea & Coffee Drugs & Medicine Edible Oil	Fruit Juices Vegetable Juices Beverages containing milk Jams	Kitchenware Hair Oil Soap Toothpaste Glass fibre	Air conditioner Refrigerators	Small cars (1% / 3% cess) Luxury cars (15% cess)

RATE CLASSIFICATION OF SERVICE:

Exempt	5%	12%-18%	28%
Education Healthcare Residential accommodation Hotel/ Lodges with tariff below INR 1000	Goods transport Rail tickets (other than sleeper class) Economy class air tickets Cab aggregators Selling space for advertisements in print media	Works contract Business Class air travel Telecom services Financial services Restaurant services Hotel/ Lodges with tariff between INR 1000 and 7500	Cinema tickets Betting Gambling Hotel/ Lodges with tariff above INR 7500

which has already commenced from 1 June 2017. GST Network, which is an IT backbone of GST, has also carried out its test run of its Portal. GSTN has released offline utility for GSTR-1. In order to minimize the difficulties faced by taxpayers in filing returns, a simplified return in Form GSTR-3B (containing summary of outward and inward supplies) should be filed up in the month of December. The time limit for filing of detailed returns for the months of July to December is extended further. Due dates for filing return for the month of July 2017 is as follows:

Only the rates for selected goods and services have been mentioned here

- The GST rate on pearls, precious or semi-precious stones, diamonds (other than rough diamonds), precious metals (like gold and silver), imitation jewellery, coins is fixed at 3%
- The GST rate on rough diamonds – 0.25%

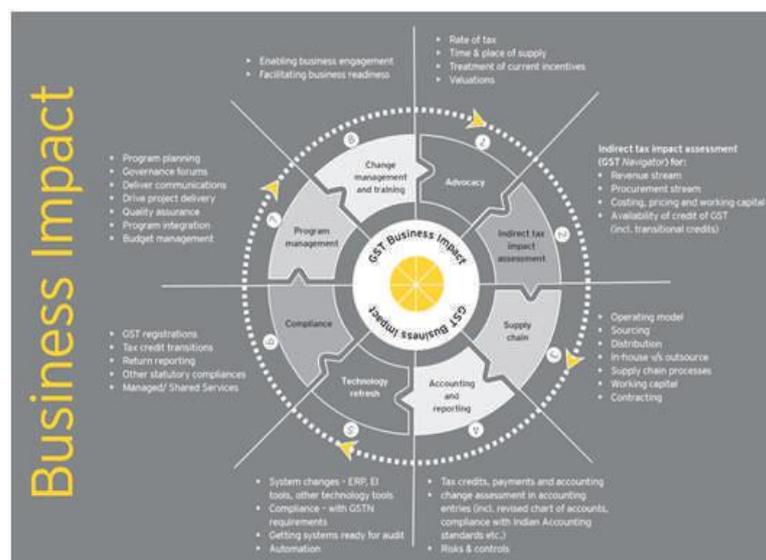
What GST BRINGS WITH IT:

The GST is designed to be a destination-based tax. It is a single taxation system that replaces all the current Central taxes and duties such as Excise Duty, Service Tax, Counter Vailing Duty (CVD), Special Additional Duty of Customs (SAD), central charges, local state taxes, i.e., Value Added Tax (VAT), Central Sales Tax (CST), Octroi, Entry Tax, Purchase Tax, Luxury Tax, Taxes on lottery, betting and gambling, state cesses and surcharges and Entertainment tax (other than the tax levied by the local bodies).

GST will be a dual levy with State/Union territory GST and Central GST. Moreover, integrated GST will be charged for the inter-state supplies, which would be the sum total of CGST and SGST/UTGST.

Petroleum products, i.e., petroleum crude, high speed diesel, motor spirit, aviation turbine fuel, natural gas will be brought under the preview of GST from such date as may be notified by the Government on recommendation by the Council.

BUSINESS IMPACT:



BENEFITS TO GST:

GST has been identified as a more efficient tax system, which is neutral in its application and attractive in distribution. The advantages of GST are:

- Wider tax base, thereby lowering the tax rates and eliminating classification of goods and services disputes
- Elimination of multiplicity of taxes and the cascading effect of taxes
- Rationalization of the tax structure and simplification of compliance procedures for tax payment
- Harmonization of central and State tax administrations, which would reduce duplication of efforts and compliance costs
- Automation of compliance procedures to reduce errors and increase efficiency in tax payments.

Destination principle

The GST structure would follow the destination principle; thereby imports would be subject to GST, while exports would be zero-rated. In the case of inter-State transactions within India, the State tax would apply in the State of destination as opposed to that of state of origin.

Taxes to be subsumed

GST would replace most indirect taxes currently in place such as:

Central Taxes

- Central Excise Duty [including additional excise duties, excise duty under the Medicinal and Toilet Preparations (Excise Duties) Act, 1955]
- Service tax
- Additional Customs Duty (CVD)
- Special Additional Duty of Customs (SAD)
- Central Sales Tax
(levied by the Centre and collected by the States)
- Central surcharges and cesses
(Relating to supply of goods and services)

State Taxes

- Value Added Tax
- Octroi and Entry Tax
- Purchase Tax
- Luxury Tax
- Taxes on lottery, betting & gambling
- State cesses and surcharges
- Entertainment tax
(other than the tax levied by the local bodies)
- Central Sales Tax
(levied by the Centre and collected by the States)

The newly implemented GST regime is an enormous attempt to rationalize indirect tax structure. More than 150 countries in the world have implemented GST. The government of India should study the GST structure implemented by various countries and also their pitfalls during such implementation. At the same time, the government should make an attempt to safeguard the vast poor population of India against the likely effects of inflation due to implementation of GST. It's no doubt, that the GST will simplify existing indirect tax system and will help to remove inefficiencies created by the existing heterogeneous taxation system. But there should be a clear consensus over issues of threshold limit, revenue rates, and inclusion of petroleum products, electricity, liquor and real estate under the GST regime. Further a lot of revisions are required for various products in the cottage and small industries for their growth and flourishing.

QUALITY OF WORK LIFE IN GOOGLE

M.Raghul - I MBA



In this Article we will be touring the various Google campuses across the world & slight sneak peek into the working nature & working quality of employees in Google. Google was awarded world's most attractive employer for the year 2015 & 2016 by Global research & advisory firm Universum. Google has its presence in 40+ countries & has over 70 offices around the world.

We must admit the fact, "Google made our daily life easier". Started its journey in the midst of heavy competitions from Yahoo & AltaVista. Once Google touched its lowest feet & decided to give up. Google's founders, Sergey Brin & Larry Page approached yahoo to sell their page rank system for 1 Million U.S Dollars, but yahoo eventually turned down the offer & didn't even show interest in buying.

Now, the tides had turned around & Google is ruling everywhere all around the world. Credit goes to, Larry & Sergey but we shouldn't be forgetting the technocrats & techies of Google.



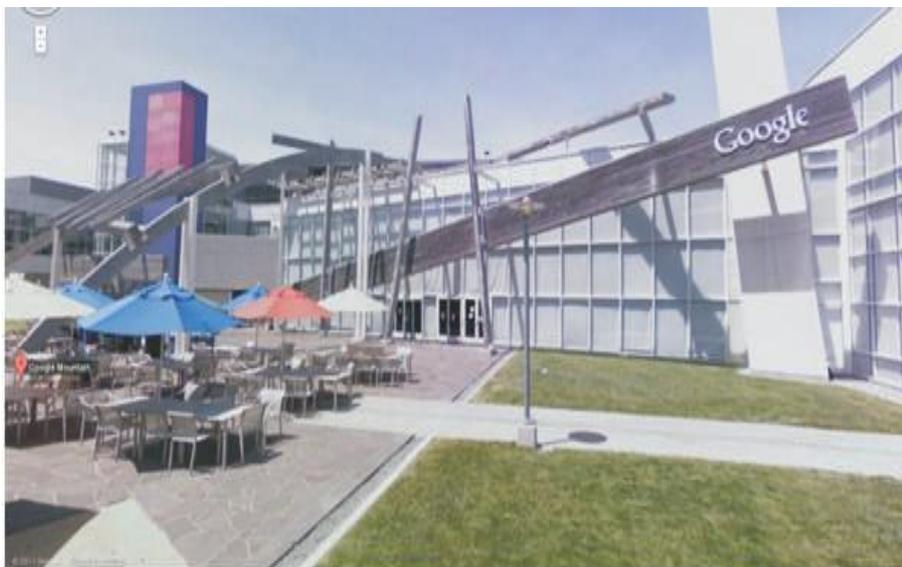
What made these techies to work presumably without much stress & pressure to the current trends..? The answer is 'Work Quality'. Wherever you go around the world & project yourself as Google employee to the other persons you meet, you will get some sort of respect which can only be felt nor expressed by words.

Googleplex

Googleplex is nothing but the headquarters of the search engine giant Google Inc. It is located in Santa Clara County (CA), U.S; where those techies are spending their valuable times together in researching & developing new Techno products, Android Gears which includes system software's & applications. It also heads the Alphabet Inc, which is the parent company of Google Inc..!!



Ariel View of Googleplex...!!



Inside googleplex

No one would like to work with an atmosphere of having Jarring heads & rough clients. But most of the people preferred to work so in that kind of environment just for sake of their livelihood, but no one will neither resist nor hesitate to work in an office which gives homely feel & provides the same comfort. Google is offering this kind of atmosphere.



Pictures of Googleplex and Asia - Pacific headquarters of Google



Google makes sure that its employees are comfortable enough, so that they can concentrate more in their respective works. Google has provided Gym & Nap room for its employees..!! Can you believe it? Google has its own cafeteria for its employees & of course 'YOUTUBE KITCHEN' where employees will be having their foods for free of cost..!!!

gDNA – It is a kind of study by Google & its aim is to study about the impacts of work stress on their personal life & how personal life happiness influences their work. For a period of two years an indepth survey was conducted by Google. From the survey, Google had fragmented its employees into two categories as "Segmentors"& integrators".

SEGMENTORS : People who comes under this category can draw a line between their worklife & personal life. But they constitute only 31% of their total employees. Segmentors have no problem with their professional & personal

life. It directly results in their work life & their work quality.

INTEGRATORS : They are large in numbers, they constitute rest 69%. These people cannot differentiate the life as personal & professional. They are taking up their profession as serious one & they are concentrating more on their professional life. As a result their personal life becomes somewhat critical. Due to personal life conflicts they were not able to concentrate in their professional life. Instead of firing them, Google had came out with some procedures for the Integrators because it is impossible for Google to send 69% of their total employees back to their homes with the tag of "Jobless jack". In order to resolve the issue of integrators Google has launched a program called "Google goes dark" in Dublin's campus. Under this program employees have to leave their devices back in the office when they are leaving for their home.

DIVERSITY FACTOR



Google is known by everyone all around the world & it has its campuses all over the earth. Its culture is very enticing & collaborative. It also employs large number of peoples from various spheres. When there is mixing up of people from different spheres there comes diversity along with unity. People can exchange their culture, they are exposed to the outer connect in whole new dimension & of course by cultural means too. Work in Google always keeps their employees at their toes; they are constantly experiencing new challenges throughout the calendar.

PERKS OFFERED BY GOOGLE

- Free Meals
- Free massages
- Gym
- Onsite Doctors
- Personal & Professional development session (From Yoga to Coding)
- Employees can bring their pets & babies along with them to their office if they wish. No restrictions...!!!

Google doesn't hire its employees very easily. The selection process involves 5 stages. One who possess interpersonal & leadership skills, out of box thinking capacity & most importantly getting things done. Once if a person gets himself employed in Google his life is all set. I would like to conclude this article just by saying one thing.

"PEOPLE WHO WORKS FOR GOOGLE ARE LUCKIEST IN THE WORLD"

ABOUT SALAD

Salad is quarterly magazine published by the students of KV Institute of Management and Information Studies, Coimbatore. SALAD aims at serving the management student community in imparting knowledge about current events, management science, etc., SALAD is any mixture of old and hot food that is either arranged or served. Likewise, our SALAD provide a wide verity of information

SALAD contains categories like cutting edge of case studies, opinion of renowned oration, in-depth of slogans, Scrutiny of emerging companies and industrial sector, ideas of management books, launch of the month, Business plans, Qualities and Shortcomings of issues, Gestalt of economy, Politics cum management, parely with CEO's and so on.

Our Academic Partners



Some of our industry Partners



Our Placement Partners 2016



Our Placement Partners 2015



EDITORIAL BOARD

Dr. C. KUMAR MD
PROFESSOR

Dr. M. VIDHYA
PRINCIPAL

Dr. D. DIVYA PRABHA
Assistant professor

Mr. DASSMANIKANDAN.N
I MBA

Mr. SHEIK ABDULLA NOORDEEN M
I MBA

Ms. REEM K KABEER
MBA