



MBA

(Master of Business Administration)

BBA

(Bachelor of Business Administration)

Tula's

Institute **DEHRADUN**

the **management**
College

www.tulasinstitute.edu.in

the **management** college



Founded in 2006, by Rishabh Educational Trust, Tula's Institute is recognized for its **excellence** in academic programs from the undergraduate to the postgraduate level. It is a premier college for Engineering Technology and Management studies. **Discipline** is inculcated from the very beginning in each and every student. Talent and genius alone are not enough to achieve **success**. Discipline has an equally important role to play. It takes a disciplined approach to nurture **talent** and ensure utmost tapping of its potential. This is exactly what our endeavor is at TULA's.



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we are Tula's

Founded in 2006, by Rishabh Educational Trust, Tula's Institute is recognized for its excellence in academic programs from the undergraduate to the postgraduate level. We believe in providing the best possible facilities to our students. Our endeavor is to create a congenial atmosphere to nurture talent through the support and guidance of experience faculty with an access to state of the art infrastructure.

For over a century, education has remained largely unchanged. Despite many technological advances and the introduction of new pedagogical concepts, the majority of today's colleges continue to utilize the age old traditional mode. The world is changing - it is getting both smaller and bigger at the same time. As a result of the ability to communicate globally and the information explosion, education must change. Most educators might not want to change, but the change is coming and you will feel the difference at Tula's.

The challenge is to prepare the students of today for a world that has yet to be created, for jobs yet to be invented, and for technologies yet undreamed. Tula's institute with the help of its qualified and experienced faculty from various disciplines create a perfect blend of academicians, researchers, and professionals from both public and private sectors all of whom contribute to the Institute's academic excellence in the state of Uttarakhand which has seen many students top various state level examinations. Part-time and Visiting faculty too contribute to enrich the quality of the core courses and electives offered to the students. Tula's Institute is committed to offer the best infrastructure and facilities so as to

ensure standards of excellence and supreme quality for the students. The institute provides excellent infrastructure and facilities with *equipped laboratories, modern computer centre, spacious and furnished classrooms, seminar hall, library, workshop, auditorium etc.*

To nurture our assets and create value, we understand that there needs to be a serene and tranquil environment. This understanding led us to choose Dehradun as the location of our campus. Dehradun is located 255km's north of India's capital New Delhi. Doon valley has a sub-tropical climate with cool winters, warm and crisp springs, hot summers and a strong monsoon which offer the ideal environment to nurture talent and create the visionaries of India in the years to come.

The hills surrounding the Doon Valley are an inspiration in themselves, teaching us that the road to success is not just a jump but a steady incline from step to step project by project. Tula's is the balance and guide for your journey ahead.

**THE ROAD
TO SUCCESS**

**FOR 99% OF PEOPLE ISN'T A
JUMP!**

IT'S A STEADY INCLINE

FROM ONE
**SUCCESSFUL
... PROJECT ...**

TO THE NEXT!

Message from the Chairman



Let me take this opportunity on behalf of the faculty and staff, we at Tula's welcomes you to realize a convincing path with us.
"There is not one blade of grass, there is no color in this world that is not intended to make us rejoice.", said by John Calvin.

Tula's vision supports on our beliefs and vow to change every student into an ambassador for their own semblance. Education is not only a way of learning new things but also a looking at the world in a different way. Let me accumulate my content experience of 30 years in a magic listing that can help you make a correct decision for life. We have always followed our rewards in your success and this truly translates into a long and honoring relationship with every student who certify out of Tula's. We take greater delight in the relationship we share because tomorrow each one of you will be an encouragement to those who face the same crossroad as you are today.

JAI BHARAT JAI TULA'S!!!

Sunil Kumar Jain

Chairman - Tula's Group

Recipient of Indira Gandhi Sadbhavna Award -2008, Rajeev Gandhi Shiromani Award - 2010,

Sardar Vallabh Bhai Patel Rashtriya Ekta Award - 2015

Edupreneurs award 2013 for valuable contribution in engineering education in India.



Tula's is a platform for students to get prepared to face the challenges of the corporate world. Students are made to realize their ambitions. The institution is growing each passing year. Each batch is highly talented and is attuned to the serve the expectation of the corporate sector.

We live in a changing world, and in order to understand the changes more deeply, we have a mounting responsibility to understand our very selves. One of the most effective ways is to engage in continuous learning and taking action on what you learn.

I am confident that the learning that you will get by the way of action learning introduced by Tula's will not only help you to realize your true potential but will be regarded as the most effective method of training and development in higher education.

To be successful, students need to feel connected to their college. There are many professional student organizations to join and activities in which to participate. To stay connected, students must participate in at least one college activity.

In doing so, you will find friendship and support as you make your way through the rigorous curriculum that leads you to your career goals.

Dr. G.G. Garg

Collin College, Texas (USA)

Advisor, Tula's Institute

Welcome aboard to Tula's

Tula's, as the name suggests, carefully weighs out and provides a balance that is not only enriching academically but at the same time we lay special emphasis on the overall development of every student.

With this, I would like to take the opportunity to welcome you at Tula's, a place where your dreams are not yours alone.

We at Tula's have a mission to create and disseminate knowledge by developing and widening the quest quotient of our students with enthusiasm and excellence. Our belief is that education cannot be confined within the boundaries of an institution and grows with every passing moment of a student's life. Our state of the art infrastructure along with our corporate interface program provides the students with the ideal platform to harness their energies giving them an opportunity to pursue their goals. Our faculty comprising of highly qualified professors provide the students with the correct guidance and required support, be it academically or otherwise providing them with a vision and a direction to achieve it.

Raunak Jain

Vice President

M.Sc. International Management from RHUL
(Royal Holloway University of London)



The 2014-2015 academic year has been marked by both change and continuity. In addition, we face the ongoing challenge of enhancing our practices and approaches so that they are effective and efficient, with students as the central point. Change has been initiated by the addition of some new faces and by staff assuming new duties, but within a context of continuity since our objective remains the same: to provide the best support we can for students to succeed by giving them the opportunity to achieve their full potential. Our students' success has always been and will remain our main concern. More than ever, Tula's seeks to develop student leadership. We are beginning this new chapter with confidence, optimism and idealism. I take this opportunity to welcome you all at Tula's Institute

Silky Jain

Executive Director & Head, Corporate Relations
Alumnus - Symbiosis Institute of Design, Pune

Awarded as an **INSPIRING WOMEN EDULEADER**
for the year 2014 by **ENGINEERING WATCH**

Awarded as **SKILLTREE EDUCATION EVANGELIST 2015** by Skilltree

MBA (Masters in Business Administration) **60 seats**

Duration: 2 Years full time

Eligibility: Bachelor's degree in any discipline with 50% marks

MBA Marketing
MBA Finance

MBA HRM
MBA International Business

Value Added Course
CMA

BBA (Bachelor in Business Administration) **60 seats**

Duration: 3 Years full time

Eligibility: Bachelor's degree in any discipline with 50% marks

BBA Marketing
BBA Finance

BBA HRM

Value Added Course
CA-CPT/IPCC

Value Added Courses

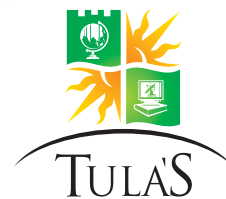
One Credit each - 30 hours, Student should take a minimum of six credits

- Six Sigma Certification
- Job-oriented NCFM certification training
- Business communication
- SAP Real time exposure (Students are encouraged to take SAP certification)
- Certificate in Neuro Linguistic Programming (HR/Marketing/Finance/IB)
- Certification in Digital Marketing and SEO
- Certificate in Leadership
- Foreign Language Program
- Certificate in Export/Import Documentation
- Certificate in Automobile Sales
- Certificate in psychometric evaluation for HR managers
- Entrepreneurial incubation
- Certificate in SPSS and AMOS
- CA-CPT for BBA
- CA/CMA inter for BBA/MBA

Remedial Classes

(on a required basis)

- Business English
- Quantitative Technique / Reasoning
- Fearless Public Speaking
- Computerized Accounting – Tally
- MS Excel



Tula's Advantage

Tula's Institute is currently ranked top in Academics, Faculty, Placements and Infrastructure with over 1500+ students enhancing their technical knowledge and faculty who tackle difficult questions and help you find the answers.

The Institute is not only appealing on its diverse range of subject options open to student but also for innovative research and educational atmosphere.



Accreditation

Tula's Institute is affiliated to Uttarakhand Technical University and approved by AICTE, Ministry of HRD, Govt. of India. Tula's institute has also been awarded ISO 9001:2008 for quality management services.

Academics

Uttarakhand Technical University Toppers

Tula's Institute is known for its reputation for excellence in result in entire Uttarakhand which is evident from the fact that since its inception the students have been topping the university results.

Infrastructure

Rated as No. 1 College in Uttarakhand

Tula's Institute is spread in 20 acres of lush green environment and has been rated as **NO.1 COLLEGE IN TERMS OF INFRASTRUCTURE** in Uttarakhand with state of art auditorium, high-tech computer labs and with world class library having a collection of over 32,000 books.

Curriculum

Industry Oriented Syllabi

The academic curriculum is structured to address the needs of the industry and is aligned towards imparting contemporary knowledge to the students. An optimal mix of learning methods ensures a holistic personality development of the students. The curriculum encourages students to apply theoretical learning to real-life scenarios by advent of **A UNIQUE CORPORATE INTERFACE** that the institute boasts of.

Placements

Right student at the Right Job

Tula's Institute believes in placing the right student at the right job. Placements have been an integral part of the institute and Tula's has always been focusing on getting **BEST OF THE CORE COMPANIES** to the campus assuring the students 100% placement assistance.

Faculty

Student-Faculty Ratio 12:1

Tula's Institute has competitive faculty members, on whose shoulders lies the responsibility of taking their students to greater heights. The faculty and the student ratio is 12:1, which helps students to get **MENTORED AND CATERED EFFECTIVELY**.



Tula's Infrastructure

Library

With over 32,000 volumes library is a veritable powerhouse of knowledge. It provides a vast and constantly updated resource to its students to ensure their overall development. The aim of the Library is to serve the needs of Tula's faculty, Research Scholars, Students and Members of the Library. It is the heart of the institution and acts as a center of knowledge for varied subjects.

Digital Library

In the past few years, procedures for digitizing books at high speed and comparatively low cost have improved considerably. The result is that we can now digitize millions of books per year for creating digital libraries. Our Digital library has around 3200 e-books available round the clock through a FTP server on the intranet, whereby students can access the material and books anytime from anywhere on the campus.

NPTEL

The National Programme on Technology Enhanced Learning (NPTEL), video-based teaching material by the Indian Institutes of Technology (IIT) and Technical Teacher Training Institutes (TTTI), is also available in the library. This keeps students and faculties abreast with the latest in the field of management and provides them with better understanding of the same.



*Rated as the Top Private College in Uttarakhand for the state of the art infrastructure
Tula's Institute is committed to have the best infrastructure and facilities so as to
ensure standards of excellence and supreme quality for the students.
We have one of the most advanced and state-of-the-art campus to facilitate
the process of acquiring knowledge for the students.*

The Institute has an altogether a separate reference library which is spread on an area of more than 400 sq m with varied books on Humanities, Social Sciences and Management. Students have been given the facility to use this library even in the late hours.

Air conditioned computer labs, housing about 600 internet enabled desktops with most advanced software. More than 60 fully equipped laboratories with the latest gadgets. Workshops with best breed machines and accessories.

One of its kind centrally air conditioned auditorium with a seating capacity of 500+. The hostlers and day scholars enjoy live cricket matches, latest movies and motivational lectures in the auditorium from time to time.

Located on the west of the campus, the Guest House is equipped with all the amenities required to fulfill the needs of Tula's guests 24 x 7. Guest rooms in the Guest House are for the use of guests of the college, alumni, parents, friends, guest speakers and others on campus for College Business.

Reference Library

Labs

Auditorium

Guest House



Uttarakhand's First and Only Microsoft Innovation Center

Tula's Institute is the first educational institution in Uttarakhand region to have the first and only Microsoft Innovation Centre (MIC). MIC facilitates world-class resources and support for students, entrepreneurs and startups, accelerating the creation of new companies, jobs, and growth of the local software ecosystem. Any student can greatly benefit from getting involved with the MIC. Students can participate in an Imagine Cup project, attend low- or no-cost technical training at MIC IT Academy, or get free access to Microsoft tools through DreamSpark. MICs help entrepreneurs at all stages, from idea development to launch of a new company. Students also get a chance of getting associated with Microsoft by becoming Microsoft Student Partners (MSPs). Tula's is proud to currently have 15 MSPs.

The college actively organizes a series of events to enroll students proactively into reputed company's internships as well as placements.

➔ **Microsoft Yappion**

India's Largest Youth Hackathon

➔ **Microsoft India Appfest**

Hundreds of students in Uttarakhand got together at Tula's to develop apps for the Windows platform.

➔ **Microsoft Imagine Cup**

World's premier student technology competition.

➔ **India's First Microsoft Web Camps**

It was a proud moment that India's first Microsoft Web-Camp was organized in Dehradun by Tula's Institute, which saw Mr. Brady Gaster, the famous Technical Evangelist Microsoft Corporation USA, interact with the students. The main agenda was to help students learn about various aspects of ASP.NET 4.5, Using Cloud Application Services, Creating HTML5 Applications with jQuery, Building for the mobile web and Realtime communications with SignalR to name a few.

➔ **Windows Azure Training**

Tula's Institute is very active in cloud computing and is the only engineering college in Uttarakhand to associate with Windows Azure Platform with an objective of making students understand about the Azure Platform and Cloud Computing and alternatively help the students in developing Applications. Windows Azure is an open and flexible cloud platform that enables students to quickly build, deploy and manage applications across a global network of Microsoft-managed datacenters.

➔ **MSP (Microsoft Student Partner) Recruitment Drive** in collaboration with **NOKIA** **Bloomberg**

Uttarakhand's first and only placement drive was organized by Tula's which saw participation of students from more than 200 colleges across 25 states. Along with the drive, the students went through 72 hours of training about various Microsoft programs and interactions from famous keynote speakers from Nokia, Bloomberg and Microsoft. Bloomberg Assessment Test (BAT) was also conducted for all the MSPs.



INNOVATION *cum* INCUBATION CENTER

Tula's Institute is the only college in Dehradun which has an exclusive INNOVATION cum INCUBATION CENTRE, which has been established to encourage the young minds to come up with innovative and creative ideas which can thus be implemented for the benefit of our society. The students can not only plan but also implement their creative ideas into something innovative & productive with the support & guidance of expert mentors.

Tula's Institute and the Yotto Labs have ventured into creating a world class incubation/ innovation center which is headed by Dr.Subir Saha who has more than 20 years of research and leadership experience. Dr. Saha has headed the Research group of Nokia Siemens Network (NSN) at Bangalore, spent around 5 years in Motorola Lab at Bangalore doing research and research management in the domain of Next Generation. Dr. Saha has also to his credit, more than 30 filed and 5 issued patents along with more than a dozen publications in telecom domain in many International Conferences.

Industry Trainers as Faculty Management

Tula's is one of the few colleges in the world that utilizes services of industry trainers as its faculty. This linkage helps in connecting the management students on real-time industry projects and bring in the Best of industry training in the classroom.

Value Added Courses

Realizing the need of the industry ,various value added courses have been added to the curriculum. These courses are being delivered by the best trainers of the industry .

Collaboration with IIT Bombay

on Spoken Tutorial Project - FOSS

FOSS is a new technology for the students to learn and it is of great help to them. It has something that will make students to meet the demands of current software technologies by providing free and open source training in different languages as Linux-Ubuntu, C, C++, Java, Netbeans & Python, Scilab, PHP, Mysql, Calc, Python, etc.

India's First OSOCAT Implementation

Tula's Institute is India's first college to have implemented OSOCAT (One Student One Career at a Time). The technique is designed based on Best Principles and practices of Management. OSOCAT brings accountability and commitment from the mentor and the student with a common goal – Placement.





**VENKATESH
SARVASIDDHI**

Head Academic Initiatives
Microsoft India



TEJA GUDLURU

MD & CEO
Commsure Knowledge Solutions



SANGEETA BAVI

Head - Developer Outreach
Nokia



PRABHJOT SINGH BAKSHI

CEO, BSP Information Technology
& Communication



PARAG PAITHANKAR

Software Business Manager
Intel Corporation

To extend learning beyond the classroom teaching, we invite experts from the industry to conduct guest lectures, seminars and workshops on various topics. At Tula's, there is always an endeavour to create opportunities for the inquisitive students to interact and learn from the industry experts.

Such interactions also give the prospective recruiters a chance to gauge the students' knowledge and understanding of the subjects and fundamentals and have helped them make the best decisions.

Joseph Landes • Microsoft
Venkatesh Sarvasiddhi • Microsoft India
Teja Gudluru • Commsure Knowledge Solutions
Parag Paithankar • Intel Corporation
Sangeeta Bavi • Nokia
Prabhjot Singh Bakshi • BSP IT and Communication
Swapna Mohanty • Deloitte
Prahlahd Kakkar • Media Industry
Hari Das Nair • JBM Group
Dr. Subhasish Das • Welspun group
Subramanian Iyer • Vijay tanks & vessel ltd
Koushik Chatterjee • iThink Learning Pvt. Ltd.
Summy Kataria • Bloomberg

Vikas Nigam / R. K. Mishra • ALTTC
Harish Nandwani • Tata Autocomp System Ltd
Prashant Jain • India Domain Web Services Pvt. Ltd
Dr. Subir Saha • Yotto Labs
Deepak Deshpandey • Tata Group
Rajesh Purushottam • Sterlite Technologies
Subhasish Dasgupta • JCB
Maram Dalip Kumar • Maram Software Pvt Ltd
Syed Raza • Talent Acquisition at Fiserv
Saloni Kaul • India Talent Services
Vinod Razdan • Visteon Climate Systems India Ltd
Pradeep Pankaj • Fiat India
Vineet Kumar • NASSCOM Foundation

UTTARAKHAND'S FIRST HR CONCLAVE

A 2 Day HR Conclave on 'Rewards and Beyond' was organized by Tula's Institute which was inaugurated by Prof. DS Chauhan VC Uttarakhand Technical University. The conclave saw more than 80 HRs from different parts of the country discussing trends and challenges faced by them in the corporate world, and at the same time engaging with future budding managers. The Conclave aimed to provide the ideal platform to share practices and hear from the best minds in the field.

EVENTS SEMESTER JAN-JUNE 2015

- Utkrist –The Management and Technical Festival
- Goal Setting – “workshop”
- The Leader Inside – “workshop”
- OSOCAT-Y (One Student One Career At a Time) – “workshop”
- Making of a winning CV - “ PD Workshop”
- Selecting a Summer Internship for your Dream- “ PD Workshop”
- Interview techniques for Selection - “ PD Workshop”
- Making of an Advertisement “workshop”
- Ad-o- Mania – advertisement making competition
- Business Quiz
- Fearless Public Speaking-“ PD workshop”
- ERP & SAP- “Workshop”
- Successful Branding – “workshop “
- Leader Inside – “Seminar”
- In focus – South West Airlines
- Research Methodology& SPSS – workshop -I
- Research /visit - Pacific mall
- Sanskriti – The cultural festival
- Educational visit to Singapore
- Leaders for Rural Development – “workshop”
- Young Entrepreneur of India – National competition
- Educational visit to Mumbai Stock Exchange
- The Management Festival

WORKSHOP OF MANAGERS AND STAFF OF HP ON “VALUES OF HP”- A GLOBAL PROGRAM

One day workshop was conducted on 27th May, by the mentors of Tula's for 250 managers and staff of HP, at Hotel Arc Rudrapur. This workshop was a part of Hp's Global program 'We are Operations'.

Events Scheduled

Semester July- Dec 2015

- Boot Camp – Leadership Development Program
- OSOCAT-Y (One Student One Career At a Time)
 - SAP – The Industrial Analysis (Outdoor visit)
- In Focus- Eli Lilly ,3M, IBM, South West Airlines, ITC
 - NSE certification training workshop
 - Fearless Public Speaking-“ PD workshop”
 - Research Methodology& SPSS – workshop – II
- Neuro Linguistic Programming – Certificate course
 - Six sigma – Certificate course
 - Financial Case study “workshop”
- The Director Inside – “workshop” on film making
 - Business plan competition
 - Red and the Green – Debate Competition
 - Leaders for Rural Development – “workshop”
- Young Entrepreneur of India – National competition
 - Educational visit to Mumbai Stock Exchange
 - The Management Festival

Uttarakhand's First Senior Managers Workshop

A one day workshop of senior managers from industry is planned in the month of October on the topic “Neuro Linguistic Programming – a tool for problem solving”. The workshop would be conducted by Lt.Commander Yograj Singh Negi, Lt. Commander(Retd.) , Head Management – Tula's Institute .

The invitee would include top thirty companies of North India including HP, TATA, ITC, Samsung and Videocon



Tula's
Institute **CAMPUS**

*Positive Mind.
Positive Vibes.
Positive Life.*



Sports

Indoor and Outdoor

Both indoor and outdoor sports facilities are available in the campus to enhance the physical and mental health of the students. Wide exposure to a variety of social, cultural, intellectual and recreational opportunities and challenges are made available to the students for their all round development.

The campus is equipped with Badminton, Basketball, Football, Hockey, Cricket, Volleyball, Chess, Carom, Table Tennis facilities with a dedicated and trained sports instructor.

Gymnasium

and Healthy Mess Food

The gymnasium at Tula's is equipped with 4 station multi gym and various other equipments like Barbell, Dumbbells, Weight Plates, Benches, Hyper Extension Bench, Cycle, Preacher Bench, Abdominal Bench, Leg Curl, Machine, Calf Machines, and Treadmill etc.

The Hostel mess serves strictly Vegetarian and healthy breakfast, lunch, evening snacks and dinner, where the weekly menu is decided by the hostel student's committee.

Amenities

for your comfort & safety

The campus is a self sufficient enclave with black-topped well-lit roads. It's facilities include a cafeteria, a complete shopping arcade having facilities like ATM, STD/ISD pay phones, Stationery, Copier, Tailoring, Utility, Medical, Unisex Salon and Laundry. Standby power generators are provided in the Institute and hostels.

We also have safe and comfortable transport facilities for day-scholars

**because
Management is
learning...
and its fun too**



where you
have the zeal
to learn more
and more

TULA'S
IS WHERE YOU
DON'T WANT TO LOOK
BACK

AND KNOW

YOU
COULD HAVE
... DONE ...
BETTER!

In-Campus Boys and Girls Hostel

Comfortable separate hostels for boys and girls, including food, laundry, house-keeping, 24x7 electricity with Generator backup and Wi-Fi connectivity.



National and International Tours, Trips and Outings



Regular Co-Curricular Activities



Campus Spirit

Utkrisht

The Annual Management Fest

With bottle neck competition among the students from across the state, workshops to sharpen their skills, UTKRISHT has been that one single platform where the great minds battle to win. Since its inception in, annual Fest continues to make excellence a habit and innovation a routine, growing at an astonishing rate to become largest of its kind in the region and formidable contender on the national scene. Tula's UTKRISHT comprises of projects & presentations, business events, workshops and technical events.

Retrace

The Alumni Reunions

Tula's is there for the students even after they have passed out of college and we keep in touch with them through our Alumni Meets. Our official Alumni association was formed with our ex-students, along with the present students and staff as the members of the association.

Various chapters of Tula's Alumni Association host reunions across the country to make sure we never loose a connection with any of our students, and they remain an integral part of the institute, forever.

Sanskriti

The Annual Cultural Fest

As a tradition of Tula's Institute, every year we celebrate *Sanskriti* to showcase the rich cultural values of our great country and our college. The success of the events across the years is the likely amalgamation of the collective efforts of the students and faculty members.

A 2-day grand event, that begins with students with diversified skill sets who showcase their talents, and continues pompously to end with star celebrity performances by rock bands such as Astitva, Bandish, Ehsaas and performances by Indian Idols and Singers from Bollywood.



Memories

Friends



**Music 'n'
Masti**

**Life is Fun
at Tula's**



The Cafeteria

The College Canteen, within the campus, is provided with modern furniture and electrical automatic cooking and storing facilities, which provides hot lunch, snacks and beverages both to the students and staff at reasonable prices. It is well maintained with efficient service and a take away counter. The canteen remains open on all working days.

It's the perfect place for students to hangout with friends and celebrate moments like birthdays and achievements.



The independent bodies of Tula's form a major part of the student organizational activities in the institute. Each of these is considered to be at the forefront in its respective field.

HOSTEL COMMITTEE

The committee is divided into three main components:

Discipline Committee which takes care of issues

related to discipline among the students;

the General Welfare Committee which is responsible for the infrastructure in the hostel and

the Mess Committee that takes care of the quality of food and hygiene of the eating areas. The members of these committees are appointed by the warden year to year from among the students.

RESEARCH ASSISTANCE LABORATORY

The Tula's Institute started with Research Assistance

Laboratory (RAL) with their first project (TLC)

Technical Life Cycle "Ideas worth spreading". This

initiative provides a platform to the students with an

opportunity to share their innovative ideas pertaining

to the technological world. The RAL helps them in

designing research studies; selecting and/or developing

technologies; setting up research units; designing

quantitative software which would keep them updated

with the current trends in the engineering and

management sector. Since the inception of RAL, all the engineering and management branches have

shown immense interest and enthusiasm towards this

effort. Currently, RAL successfully enjoys the

association of 300 members.

WILL FOUNDATION

The WILL FOUNDATION is a initiative taken by the

students of Tula's institute, which is now a registered

NGO to help socially deprived people, with the will to

work hard and to overcome adversities and challenges

of life faced by the society. WILL's primary goal is to

provide motivational, moral and inspirational support

through hands-on training, coaching and financial

assistance to the underprivileged citizens. WILL

believes in the will to survive and accomplish all tasks,

big or small.

VIBGYOR - Students' Clubs

VIBGYOR is an official Student organization of Tula's institute which promotes different cultural and technical activities inside and outside the campus through its different clubs which are as follows:

FOOTLOOSE

The most active and enthusiastic club which actually give scope to the dancers for showcasing their talent. The club has a rich heritage to excel in the field of every category of dance ranging from classical to hip hop, robotics to Bollywood, etc.



CATWALK

Amidst humdrum life and monotonous routine, Tula's offers a catwalk club for students where they get a platform to exhibit their fashion-self and also are encouraged to be in sync with international trends.



SARGAM

The club for the pals interested in singing. It's the platform for the singers to reach out for the people with their rhythm and music. It also entertains Band Performers and musical instrument players.



RAVINDRO

There is a saying "a show is hit if it has entertainment", so this is the club where you can witness the true entertainment through performances related to all the gigs, drama, standup comedy, stage play and theatre.



EXPRESSO

Expression are the basic need of any language and the club EXPRESSO basically express the feelings of Tula's Institute by producing best anchors and public speaker across Dehradun. It also deals in non verbal form of expression through its newsletter.



TECHNOCRATS

A club for technology lovers who engage themselves in the field to take the technology to the new heights. It also involves technical events and Workshops throughout the year.



CAPTURE

Moments can be cherished if captured. This club is taking the torch up to capture all the moments, gigs & events, to capture the memories and cherish them forever.





Tula's College of Management is one of the best management colleges in India. We transform lives and make consistent and determined efforts to do whatever it takes to help the student find his dream Job. This involves the following approach:

- Student focus approach
- Learning Management through application
- Mentors with rich Industry experience
- Industry relevant value added certifications
- Placement through OSOCAT – One student One Career at a Time
- Friendly learning environment with best infrastructural support

The student centric approach enables us to understand the learners need. The OSOCAT technique helps in planning for the Dream Job of the student and guiding the student to prepare for the same.

We at Tula's college of management believe that the books in classroom have to be converted into practice. Tula's College of management has a rich talent pool from the industry with combine experience of more than 80 years as trainers, consultant, senior managers and as entrepreneur. This talent pool is responsible for analyzing the industry requirement and designs the additional inputs that is require besides the prescribed syllabus.

The teaching methodology used in Tula's is the right blend of: Classroom lectures , Case studies, Workshops, Activity Based Learning, Industry interaction , OSOCAT, Short term projects, Summer internship and Winter internship

All good managers are desired to be good leaders. Leadership incubation center help students imbibe the traits of Leaders. In addition, the Entrepreneur incubation center at Tula's is grooming student to become the future entrepreneur. Students clubs and cultural festival acts as catalyst towards learning the various management functions. This also provides hands on experience of applying the classroom learning to practice.

At this first step towards yours rewarding and a successful life, I would invite you to join the Management course at Tula's College of Management, only if you have a dream and a commitment to do whatever it takes to achieve your dream.

Yograj Singh Negi

Lt. Commander (retd.), Author -Take Your Dream Job

GMP- IIM Lucknow, M.Sc(Physics, Psychology)

Trainer : Organizational Behaviour , Neuro Linguistic Programming , Career & life coach

Student Progressive Plan (SPP)

Tula's Institute equips students with cardinal skills to be employable. From the very first year itself, the training and placement department imparts career-oriented education. Quantitative Aptitude, Soft skills and Verbal Aptitude form the key components of the syllabus

Soft Skills

Soft skills include the ability to listen well, communicate effectively, be positive, handle conflict, accept responsibility, show respect, build trust, work well with others, manage time effectively, accept criticism, work under pressure, be likable, and demonstrate good manners..

Soft skill is offered from the first year to the last year of the entire bachelor Programs / Course. Sessions enable activity oriented learning.

Verbal Aptitude

It covers reading comprehension, etymological approach to vocabulary, synonyms and antonyms, Sentence completion, analogy, par jumble, sentence jumble, critical reasoning and grammar - spotting errors & sentence correction. Study material is set and the students work out exercises after learning and reviewing the basic concepts underlying verbal logic, vocabulary and grammar. The learners understand concepts, apply these effectively in solving questions and develop long-lasting language skills. Monthly evaluation is done and students are made to realize the importance of mandatory practice to score well in verbal section.

Quantitative Aptitude

We train our students to face the demands of the Industry. Students aspiring to secure high scores in competitive exams such as GRE, GMAT and CAT are benefited through this training. They develop quantitative reasoning skills to get admission to top notch institutions of higher education in India and abroad. All our students are trained to strengthen their basic concepts of mathematics, and analytical reasoning abilities through rigorous training sessions imparted by experienced faculty. The training gives scope to improve the learner's logical reasoning, analytical ability, decision making, problem solving, general mental ability, basic numeracy (numbers and their relations, orders of magnitude etc.), and data interpretation (charts, graphs, tables, data sufficiency etc.)



a Panorama of Experienced and well Qualified Faculty

Tula's Institute has an expert faculty and caring staff whose primary focus is students and their educational goals. Faculty and staff are dedicated to helping students to be successful in their pursuits. Like our faculty, the administration is dedicated to making the Tula's Institute experience, a positive one for our students. From the first steps of being admitted to the college through the last steps of graduation and starting a career, our staff provide assistance along the way.

PLACEMENT CELL

Tula's Institute enjoys a healthy association with recruiters across the country. The placement cell constantly endeavours to stabilize these associations into long term relationships. Tula's Institute has over the years been regarded as one of the 'Best engineering college in Dehradun' which is largely due to the success of its placement cell. Our Placement cell comprises of eminent people from the Industry who help in preparing the students for their careers by mentoring the students and also by guiding them in deciding on various strategies on placements. The success of any Placement Cell depends on the entire team and we have key people with corporate experience with various Multi-National companies like Emirates airlines, iflex, Oracle financial, IBM, Hallmark cards to name a few.

Placement Philosophy at Tula's

- Trained students for the Industry
 - Right student at the right job
 - 60% score and above deserve a job
 - 60% score and below has a right to job
 - 24x7 access to career counselors
 - Large choice of job opportunities
 - Multiple placement opportunities

Placement Support

- Organizing Seminars, Guest Lectures, Conferences HR Conclave and similar kind of events to help maintain regular interaction with the Industry.
- Plan, Implement and Execute various On-Campus as well as Off-Campus recruitment activities.
- Assisting the students in their summer training and providing students to work on live projects.
- Special year long Personality Development, Grooming classes along with emphasizing on various attributes necessary for a student sitting for an interview like Soft Skills, Communication & Writing skills etc.

Successful Placements in 160+ companies

Microsoft	LG Soft India	Mahindra & Mahindra	SRF	Sterlite Technologies
Hero Motocorp	Oracle India Pvt. Ltd.	Anchor Electricals Pvt. Ltd.	OTS Solutions	Hira-Godavari Power&Ispat Ltd.
Deutsche Bank	Fiserv	Yebhi.com	Honda Express Logistics India	Ideas
IBM	HCL Infosystems Ltd.	Madhura F & I	Real Ispat & Power Ltd.	Prodapt
Aon Hewitt	BOSCH	ASCII	InkFruit	WNS Global
InTarvo Technologies	Earth Infra	Rakheja Engineers	FunDreamz	Mahamaya Group
Reliance Communication	CMS Infosystems Pvt. Ltd.	Durha Merchants	Sunohre	Tab Technology
Convergys	Jai Bharat Maruti	United Spirits	Eminence Softech Pvt. Ltd.	Dristi Soft
Genpact	Sub-K	Webwerks Technologies	Spectraforce Technologies	Sona Koyo Steering
Cummins India Ltd.	Vivaki	Globarena	Webridge	Link House Build Well (P) Ltd.
BetaSoft Systems	Mobilous	Value FirstVision IT Solutions	Archelons Consulting (P) Ltd.	RRB Energy Ltd.
Conceirge Technologies	Vijai Electricals	GRS Technologies	Aloft Communication	Great Eastern Energy
Asahi Glass	Khanna Paper Mills Ltd.	CoCubes.com	Tech Naitra	Corporation
Usha Power Tech	Hexaware Technologies	SAI Ideal Software Solution	Protechsoft Technologies	DIP Software Technologies Ltd.
Indian Army	HQ Lamps	Miracle Technologies	Aarti Steels	Ginni Filament
IMS People	Neosoft Technologies	Technosystems Pvt. Ltd.	Precision Electronics Ltd.	
NIIT Ltd.	Delano Software	IDS Infotech	Interactive Avenues	and many more...



RECRUITMENT IN

160+ COMPANIES

Our placement cell strives to bring together prospective employers and job seekers in an attempt to secure for its students a wide array of employment opportunities for all its streams from not just Corporate Houses but also Banks, Financial Institutions, Public sector organizations, IT sector, Media -Entertainment, Research Institutions and NGOs as well

HIGHEST
PACKAGE
Sarvico.com

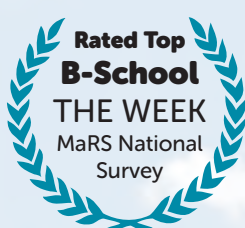
40 LACS

(market evaluation in four months)

The Placement office is well equipped with excellent infra-structure to support every stage of the placement process. Arrangement for Pre-Placement Talks, interviews, Group Discussions etc. are all handled by professional trainers. The following facilities are made available for the various activities:

- 1 A centrally air-conditioned Auditorium with a seating capacity of more than 500 along with state of art acoustic and projection system to conduct Pre-Placement Talks.
- 2 Conference room and Seminar halls with a seating capacity of around 200 available at any given time for written exams, GD's and personal interviews.
- 3 Fully computerized office with 24x7 wi-fi connectivity.
- 4 Video conferencing facility in special cases.
- 5 In-campus guest house facility with VIP Dining Halls.







the
management
College

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