

Impressions

Creative thoughts in action



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From the Editor

Dear Readers

'Attitude' is what separates the 'Best' from the 'Rest'- knowing this will motivate one to build an optimistic mindset providing energy to proceed further towards attainment of life vision. In the era of vibrant environment and dynamic culture having a positive attitude helps build one's confidence and stimulates creative thinking essential to make one a successful professional. I urge the youth of today to inculcate the right attitude thereby contributing in developing self, society and humankind. Wishing all the budding managers, emerging entrepreneurs and evolving leaders success in life!

I am pleased to present the first issue of our newsletter 'Impressions' for the academic year 2018 -19 which captures the events and activities of last six months.

We look forward to your suggestions and feedback for any improvements.

Happy Reading!
Thanks and Regards
Ms. R. Sona

Vision

We shall be a leader in education, training and consulting in management founded on a strong base of core values, holistic perspective and recognition of human dignity.

Mission

We are committed to empowering young women become successful business leaders and entrepreneurs and enable these young women to lead their lives with professional will and personal humility coupled with knowledge, skill and competence.

Welcome

This academic year Dr. G. B. Sabari Rajan, Dr. S. Allimuthu, Ms. R. Sona and Ms. R. Sreeprabha have started their journey in GRGSMS. We wish them all success in their professional endeavor.

Message from Director

What management graduates can do, in a turbulent environment with frosty job market, the country's worst in the history, coupled with the issues of supply exceeding demand? There is certainly going to be a large number of people stranded between jobs. It is imperative to look for solutions to tackle the crisis. Time has come to look beyond the scope of job and get self-employed. With so much disruptions happening around there is always someone thriving. All depends on how best the situation is handled, or to what extent there is drive for an individual to tackle. Can we still blame the government for all its inability to manage employment, curse them for the discriminations and perceived injustices? No point in zooming on to details and look into factors that are uncontrollable. The answer is not that easy, if we still depend on someone else to give a solution. An individual has to reach out for avenues to pursue and explore. The journey of thousand miles starts with a single step, but in which direction the single step is made, matters the most. Initiative is the key word for any progress.

I was discussing with students to think of pursuing self-employment, and explaining how potential each one is to develop as an entrepreneur. Since women are inherently known for multi-tasking, professions like 'Event Management' came up in the discussion. Considering it at a micro level, for management graduates, sounded positive and possible. As the discussion progressed everyone realized that there is tremendous scope to explore event management as a profession. It was suggested that the students can organize events that are not complex and not very expensive to start with. The experience would give them sufficient motivation and confidence to try at a larger level. Most of the students felt that they are capable of organizing personal events, initially with their friends and relatives, then move on to the professional ones. If this is seriously pursued I am sure students will come to grip of this profession. Similarly there may be many more such businesses that can give room for self-employment. The key word is 'Reach' for it. Depending on self is the best justification one can give while handling tough situations.

Dr. P. Sadhasivam
Director



Congratulations!



GRGSMS signed a Memorandum of Understanding with University Malaysia Pahang (UMP)

GRGSMS signed a Memorandum of Understanding with University Malaysia Pahang (UMP) for various academic collaborations on 12th July 2018. Our Chairperson Dr. Nandini Rangaswamy and Professor Dato' Sri Ts. Dr. Daing Mohd Nasir Bin Ibrahim, Vice Chancellor, UMP signed the MoU in the presence of our Director Dr. P. Sadhasivam and Dr. Mohd. Ridzuan Darun, Dean, Faculty of Industrial Management, UMP.

Students of second MBA Ms. T. Arunjunai Maheshwari, Ms. N. Karthie Priya, Ms. S. R. Harshitha and Ms. P. Mohanapriathy were the finalist in CXO Board Room Challenge organized by The Hindu- Business Line on 14th August 2018.



Finalist of CXO Board Room Challenge

Students of second MBA Ms. K. Haritha, Ms. G. Shrinidhi and Ms. M. Vaishnavi Priya won 2nd prize in the event 'Best HR Team' organized by PSG-IM on 11th August 2018.



Best HR Team- Second Prize Winners

Director's corner

Our Director, Dr. P. Sadhasivam

- Addressed Rotary Ikon, on the topic, 'Branding The Indispensable Function' on 13th April 2018
- Attended the Managing Committee meeting of CMA on 25th April 2018
- Visited Malaysian University for signing MOU along with our Chairperson during 11-13 July 2018
- Elected as the Joint Secretary of the Coimbatore Management Association, on 11th August 2018

Faculty Timeline

Dr. S. Kavitha, Associate Professor received Best Faculty Award from GRG Trust during the Annual Day of PSGR Krishnammal College for Women on 3rd April 2018.

Ms. S. Sathyapriya, Assistant Professor was a resource person for the workshop 'Application of Excel for preparing Financial Statements' for B.Com final year students of PSGR Krishnammal College for women, during 3-4 April 2018.

Ms. S. Sathyapriya, Assistant Professor, was the resource person for GRGCAS Focused Programme in Management for industry executives held at Jothi Malleables Private Limited, Tiruchirappalli on 8th April and 15th February 2018. She handled sessions on Information Technology for Management.

Dr. K.C. Arunadevi, Assistant Professor delivered an Internal Faculty Seminar on 'A Study of Student Engagement Behaviour and its Impact on Student Loyalty to Alma Mater' on 9th April 2018.

Dr. N. Anitha, Associate Professor delivered an Internal Faculty Seminar on 'What makes women compelling to create a Venture?' on 23rd April 2018.

Prof. S. Balasubramanian, Chief Mentor, Dr. P. Sadhasivam, Director and Dr. R. Savitha, Dean In Charge attended GRG Strategic Meeting on 13th, 16th, 17th and 25th April, 2018.

Dr. Savitha Nair, Associate Professor and **Dr. S. Kavitha**, Associate Professor participated in the one day Management Development Programme on 'Digital Marketing' organized by GRG Centre for Advanced Studies on 28th April 2018.

Dr. Vandana Madhavkumar, Associate Professor handled sessions on 'Business Communication' for 24 executives of Chandra Automobiles on 8th, 15th, 22nd and 29th May 2018 at Chandra Automobiles Pvt. Limited, Coimbatore.

Dr. Vandana Madhavkumar, Associate Professor attended NIPM Southern Regional Conference 2018 - DigiHR 2018 'Positioning HR in the Digital World' on 18th and 19th May 2018 at Le Meridian, Coimbatore.

Dr. B. Sripirabaa, Associate Professor represented the Department of Management, PSGR Krishnammal College for Women for the MPhil Part 1 syllabus revision at Bharathiar University on 27th April 2018.

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Dr. Vandana Madhavkumar, Associate Professor handled sessions on 'Business Communication' for the executives of Jothi Malleables Pvt Ltd, Trichy on 2-3 June 2018 and 9-10 June 2018 as part of the GRGCAS Focused Programme in Management for Executives at Jothi Malleables, Tiruchirappalli.

Dr. Vandana Madhavkumar, Associate Professor handled a session on 'Non-Verbal Communication Strategies for Educators' for the faculty of PSGR Krishnammal College for women as part of their Induction Programme on 13th July 2018.

Dr. S. Kavitha, Associate Professor, attended a session on 'Social Media for Business Success' facilitated by Prof. Sangeetha S. Abhishek, Digital Marketing Consultant, SODMI Digital Marketing Pvt Limited on 17th July 2018 organized by WE Coimbatore.

Dr. S. Kavitha, Associate Professor, handled a session on 'Funding - An Introduction' for the newly joined faculty of GRGSMS during their induction programme on 19th July 2018.

Dr. Savitha Nair, Associate Professor, handled a session on 'Choice of appropriate pedagogy' for the newly joined faculty of GRGSMS during their induction programme on 19th July 2018.

Dr. Savitha Nair, Associate Professor, handled a session on 'Foundations of Entrepreneurship' for the faculty members of PSGR Krishnammal College for Women during the Faculty Development Programme on 26th July 2018.

Dr. B. Sripirabaa, Associate Professor delivered a guest lecture on 'Research Methodology' for the final year students of B.Com Financial Services and Actuarial Management students on 31st July 2018.

Prof. S. Balasubramanian, Chief Mentor, conducted a monthly Business Quiz on 20th August 2018.

Dr. P. Paramanandam, Professor, was a resource person for the workshop on 'Stress Management' organised by the Department of Business Administration, PSGR Krishnammal College for Women on the 23rd August 2018.

Dr. P. Paramanandam, Professor, delivered an Internal Faculty Seminar on 'Perceived Stress among the B-School Students of Dubai and Coimbatore - A Comparative Study' on the 28th August 2018.

Dr. S. Kavitha, Associate Professor, acted as external auditor for the Academic Course File Audit at Karunya Institute of Technology and Sciences for the Department of Management Studies on 30th August 2018.

Best Wishes!

GRGSMS faculty hosted a farewell lunch to their colleagues Dr. N. Anitha and Dr. K.C. Arunadevi on 25th May, 2018, wishing both all the best in the future.

Research Corner

Dr. M. Maheswari, Assistant Professor, published an article titled 'A Study on impact of Job Satisfaction on Workplace Behaviour of Employee with Special Reference to IT Industry, Coimbatore' in the *International Journal of Creative Research Thoughts*, Volume 6, Issue 2, April 2018.

Dr. R. K. Sudhamathi, Associate Professor along with research scholar Ms. M. Ganeswari co-authored a research paper on 'An Empirical study on Relationship between Nifty and USD using VAR Model' and presented the same in the National Seminar on 'Data Science and Analytics' held at SREC Business School, Coimbatore on 18th April 2018.

Dr. R. K. Sudhamathi, Associate Professor, along with the research scholar Ms. M. Ganeswari published a research article titled 'Relationship Between Stock Market and Foreign Exchange Market in India: An Empirical Study' in *International Journal of Basic and Advanced Research*, Volume 4, Number 5, May 2018.

Dr. S. Kavitha, Associate Professor published an article titled 'Impact of social media on the personality development of Gen Y - an empirical study among college students' in the *Indian Journal of Applied Psychology*, Volume 55, April 2018.

Dr. M. Maheswari, Assistant Professor published an article titled 'Absenteeism of Employees in Textile Industries with special reference to Tamil Nadu State' in the *Journal of Emerging Technologies and Innovative Research*, Volume 5, Issue 6, June 2018.

Dr. P. Paramanandam, Professor published a paper along with P.S. Shobita, a research scholar entitled 'Impact of Psychological Empowerment on Job Satisfaction among the Employees of a Shipyard' in the *International Journal of Creative Research Thoughts*, Volume 6, Issue 2, pp.490-498 (ISSN: 2320-2882).

Dr. S. Kavitha, Associate Professor along with Research Scholar Ms. P. Haritha, published an article titled 'A Study on Customer Experience and its Relationship with Repurchase Intention among Telecom Subscribers in Coimbatore District', in the journal *International Journal of Management Studies*, Volume 5, Issue-3(3), July 2018.

Dr. P. Paramanandam, Professor published a paper along with S. Rajeshwari, a research scholar, on the 'Impact of Organisational Commitment on Turnover Intentions among the Employees of Select Pump Manufacturing Companies in Coimbatore', in the *International Journal of Research and Analytical Reviews (IJRAR)*, Volume 5, Issue 3, pp749-754, (E-ISSN 2348-1269, P-ISSN 2349- 5138).

Dr. P. Sadhasivam, Director, **Dr. S. Kavitha**, Associate Professor, along with the Research scholar Ms. R. Saranya, published a research article titled 'A Study on the Impact of Promotional Campaigns on Utilization of Government Healthcare Schemes among Rural Women in Coimbatore', in the *Indian Journal of Economics and Development (Category C)*, Volume 6, Issue 8, August 2018.

Dr. S. Kavitha, Associate Professor, along with the Research scholar Ms. P. Haritha, published a research article titled 'A

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Study on relationship between Customer Experience, Customer Commitment and Customer Advocacy among Telecom Subscribers in Coimbatore district', in the *International journal of basic and applied research*, Volume 8, Number 8, August 2018.

Dr. P. Sadhasivam, Director, **Dr. S. Kavitha**, Associate Professor and Ms. R. Saranya, Research scholar published a research article titled 'A Study on the Usage of Government Healthcare Promotional Programmes among Women in Rural Coimbatore' in the *International journal of basic and applied research*, Volume 8, Number 8, August 2018.

Dr. S. Kavitha, Associate Professor has undertaken a market research for Rs.40,000 for a Food processing company in Coimbatore on 'A market study on bakery products in and around Coimbatore'.

Dr. P. Sadhasivam, Director and Dr. B. Sripirabaa, Associate Professor organized a Guest Lecture for the course Strategic Management on the topic "Scenario Planning" on 1st August 2018. The resource person was Dr. Hema Krishnan, Professor, Williams College of Business, Xavier University, Cincinnati, Ohio, USA.

Mr. G. Karthikeyan, Chartered Accountant & Cost Accountant delivered a CXO talk on "Understanding GST in India" on 18th August 2018.

Industry Connect: Campus Vistors

Dr. Nithyanandan Devaraaj, President & Country Director - Bradken India, a Hitachi Group Companies in the Mining & Construction Machinery Segment delivered a CXO talk on 'Redefining Entrepreneurship' on 6th April 2018.

Ms. T. Bharathi, Zonal Training Manager and Ms. Rochelle vaz, Branch Training Manager from Tata AIA Life Insurance, Coimbatore, delivered a guest lecture on the topic 'Managing Service Promises in Insurance Sector' as a part of Services Marketing course for the II year MBA students on 7th April 2018.

Ms. Sanjana Vijayakumar, Managing partner & Co founder, Town and City Developers Construction Company, Coimbatore delivered an E-talk on her Entrepreneurial Journey with our students on 9th April 2018.



E-talk by Ms. Sanjana Vijayakumar



CXO talk by Mr. G. Karthikeyan

As a part of E-talk series Mr. Vishnu Prasath Devarajan, CEO, Bright Bridge Infotech Pvt Ltd, delivered a talk "My journey as an Internet Entrepreneur" on 21st August 2018.



E- talk by Mr. Vishnu Devarajan

As a part of Industry Visit Dr. P. Parmanandam, Professor along with Dr. M. Maheswari Assistant Professor accompanied students of II MBA Section II to Alpha craft and Dr. K. C. Arunadevi, Assistant Professor along with Dr. Vandana Madhavkumar accompanied students II MBA Students Section I to Roots Multiclean Limited during 11th and 12th April 2018.



Industry Visit to Roots Multiclean

**Many of life's failures are people
who did not realize how close
they were to success when they gave up.**
- Thomas A. Edison

Institute Timeline

GRGSMS Board of Studies meeting organised on 21st April 2018.

Academic Advisory Board meeting organised on 1st September 2018.



Academic Advisory Board Meeting

Governing Council meeting organised on 7th September 2018.



Governing Council Meeting

Alumnae Converse

Our alumna Ms. J. Devi (Class of 1995), Managing Director, Auraa Handmade, Coimbatore addressed the I MBA students on 11th April, 2018 on the topic "My journey so far and the road ahead".



Alumna talk by Ms. J. Devi

The Management Alumni Association of GRG Institutions organised one day Alumnae Get-together - a trip to Kothagiri on 28th April 2018.



Alumnae Get-together

The Executive Committee Meeting of Alumni Association of GRGSMS was conducted on 13th July 2018.

Our alumna Mrs. S. Sangeetha (Class of 1998), Academic Director, Einstein Public School & Einstein Public Matriculation School, Coimbatore addressed the I MBA students during their Induction programme on 07th August, 2018 on the topic "Role of an Alumna in Institution Building".



Alumna talk by Mrs. S. Sangeetha

The Annual General Body Meeting of Alumni Association of GRGSMS (Management Alumni Association of GRG Institutions) was conducted on 31st August 2018.

Our Alumnae Association instituted a cash award of Rs.5000 to the best outgoing student of GRGSMS from this academic year onwards.

**Your time is limited,
so don't waste it living someone else's life.**

- Steve Jobs

Student Corner

As part of Current Affairs activities, students of I MBA and II MBA conducted a quiz on 'The World in the Week gone by', a debate on the topic 'Thoothukudi Sterlite Plant Protests - Economic Goals Vs Environmental Concerns' and had a discussion on the topic 'How safe is our personal data in the digital world?' on 2nd April, 2018.

Shreyas Valediction for the academic year 2017-18 was organised on 7th April 2018. Ms. Hemamalini Suresh, Management Consultant, Balanced Scorecard & Process Excellence, delivered the Valedictory address and presented awards and prizes for the deserving students. Ms. S. Rohitha of II MBA received the 'Best Outgoing Student' award 2017-18, Ms. M. Subhashini of IMBA, received the 'Emerging Leader' award, Ms. P. Pavithra of II MBA received the 'Emerging Entrepreneur' award. GRGSMS Journal 'Prerana' March 2018 and the Working Papers of GRGSMS 2017-2018 was released during the occasion.



'Shreyas' Valediction 2017-18

CMA - Student Chapter organized a programme on 'Challenges and Opportunities in Starting Up - My Experiences and Learning' on 10th April 2018 at PSG College of Technology, our students along with our faculty members, Dr. P. Paramanandam, Professor, Dr. Savitha Nair, Associate Professor, Dr. K C Aruna Devi, Assistant Professor, Dr. M Maheswari, Assistant Professor, attended the program and got benefited.

A 'Day with Nature' Programme was organized on 12th April, 2018. Students of I MBA, II MBA and PGDMFS visited Ponammansolai farm near Thirumoorthy hills, Udumalpet to learn about natural farming. Dr. R. Savitha, Dean In Charge along with seven faculty members, Dr. R. K. Sudhamathi, Associate Professor, Ms. P. B. Saranya, Assistant Professor, Ms. S. Sathyapriya, Assistant Professor, Dr. N. Anitha, Associate Professor, Dr. S. Kavitha, Associate Professor, Dr. M. Maheswari, Assistant Professor, and Dr. K. C. Arunadevi, Assistant Professor, escorted the students.



A Day with Nature at Ponammansolai farm

I MBA Students organized a farewell for the batch 2016-2018 MBA & PGDMFS students on 13th April, 2018.

I MBA Students organized a farewell for the batch 2016-2018 MBA & PGDMFS students on 13th April, 2018.

As a part of Study Abroad Programme (SAB), 16 students of II MBA underwent a two Week Summer Course on 'International Business' at University Malaysia Pahang (UMP), Malaysia from 30th June to 14th July, 2018. The course included academic and non-academic sessions, industry visits to TT Electronics and Kuantan Port and site visits. Students participated in simulation game and gained hands-on experience in UMP's Learning factory. Dr. Savitha Nair, Associate Professor, accompanied the students. Dr. Savitha Nair also met Ms. Vallimayil Arunachalam (class of 2009) in Singapore on 15th July, 2018 during the trip.



Students at University Malaysia Pahang, Malaysia

Dr. B. Sripirabaa, Associate Professor accompanied 17 MBA students as a part of their Study Abroad Programme at Nottingham Trent University, UK during 5-20 July 2018. 17 of our MBA students completed the two-week Global Summer School programme on 'Entrepreneurship and new Venture Development' at Nottingham Trent University, UK.



Students at Nottingham Trent University, UK

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**Try not to become a person of success,
but rather try to become a person of value.**
- Albert Einstein

Mrs. P. B. Saranya, Assistant Professor has accompanied four of our MBA students for a Study Abroad Programme to CETYS University, Mexico during 8-28 July 2018.



Students at CETYS University, Mexico

MBA 2018 - 20 batch and PGDMFS 2018 - 19 batches were inaugurated on 6th August, 2018. An Induction programme was organised during 6 -11 August 2018 for the freshers. An array of sessions were organised on Journey of GRSSMS, Culture & Values of GRGMS, Curriculum & Syllabus, Industry Expectations, Student's Code of Conduct, Learning Resources, Entrepreneurship, Alumni Relations, *Shreyas*, Research Culture, internationalization and different Pedagogies adopted for teaching.



I MBA and PGDMFS Inauguration 2018

Second MBA students Ms. Aishwarya Narayanan, Ms. Ritu Sharma, Ms. M. Madhubala, Ms. S. Sneha, Ms. S.B. Geetha Bharathi, Ms. Anusha Mani participated in Best HR Team event organized by PSG-IM on 11th August 2018.

The student's association *Shreyas* organised Independence Day celebration on 18th August 2018, Events such as Speech, Mime, Dance and Connections- Competitions were been scheduled and executed well.



Independence Day Celebration 2018

Coordinators of community interest group collected materials from students to support the flood affected people in Kerala on 18th August 2018.

Career Counselling Programme (CCP) was conducted for II MBA students. Section 1 students attended the CCP during 9-11 August 2018. Section 2 students attended the programme during 13-16 August. Mr Sivakumar Palaniappan, Founder of Mastering Mind Academy facilitated the programme.

Election for *Shreyas* office bearers 2018-19 was conducted on 24th August 2018. The elected office bearers are as follows

- President - Ms. S. Afritha (II MBA Section 1)
- Secretary - Ms. P. Akalyaa (II MBA Section 1)
- Vice President - Ms. Varashini Priya (I MBA Section 2)
- Treasurer - Ms. C. Swathi (II MBA Section 1)
- Five Executive Members
- Ms. B. Karpagam (II MBA Section 1)
- Ms. Anushamani (II MBA Section 2)
- Ms. S. Priyadarshini (I MBA Section 1)
- Ms. Binny Upadhaya (I MBA Section 2)
- Ms. T. Subhayoga (PGDMFS).



'Shreyas' Office Bearers 2018

As part of current affairs activities, the students organized quiz related to 'Top 100 companies from FORTUNE 500 global list 2018' and puzzle related to personality identification on 28th August 2018.

The student's forum, *Shreyas* was inaugurated for the academic year 2018-19 on 30th August 2018. The office bearers were introduced, followed by an oath of office. Mr. S. Prashanth, Executive Director, Quadrassystems.net India Private Limited was the chief guest for the function.



'Shreyas' Inauguration by Mr. S. Prashanth

Managing Expectations!

A story which I had read - can't remember when, but it had left a deep impression in me. It is about a princess who was very dear to her father, the king. He would always fulfil all her wishes. Once the princess fell very ill, the king was filled with remorse. The princess took fancy to the moon and asked her father for the moon. Now the king became anxious and did not know what to do. He called all the wise men of his kingdom and sought a solution. None of the wise men had an answer. They all hung their head. The court jester observing everything said quietly, "Your majesty, let me try". He went to the princess who was staring at the moon and gently said, "How beautiful the moon is. Precious, I wonder how the moon will be like" To this she replied, "Silly, the moon is the size of the coin made of shining silver". Elated but still wary the jester remarked, "If we bring down the moon, will not the nights become dark? To this the little girl laughed and said, "You are so stupid mister, another moon will grow and replace the one that has gone. Have you not noticed how flowers bloom and replace the ones that fall?" The jester smiled and said, "Of course princess how silly of me. Next day the king presented the princess a bright shining moon, the size of a coin made of silver. Overjoyed, the princess recovered earlier than expected.

The story has a lot to teach us. Many a times we are not clear about the expectations of others and we tend to worry, fret and spend many hours trying to meet these expectations which are our perceptions of what others want. If we clarify and really seek out to understand the expectations of all with whom we interact with, life would be so much simpler. Understanding the expectations of our boss, colleagues, subordinates, family members will not only help us in channelizing our efforts in the right direction, but also in preventing misunderstandings and conflict. Before assuming, ask and clarify. Sometime we may have put in a lot of efforts in doing a particular task which we assumed was very important, however, the boss may not agree. All that a child needs may be an hour with us at the park not the expensive gadget that we gifted to him or her. Our spouse maybe just seeking a few reassuring words and not the vacation trip to the destination of our choice. Our colleagues may be looking for some timely help and not our compliments. Similarly, our subordinates maybe expecting us to be empathetic and recognise their efforts rather than an opportunity to undertake a challenging project.

It requires a tremendous amount of effort on our part to put ourselves in others' shoes and think. Most of the time our overworked brain assumes based on our understanding of things and views of the world. Thus with people, it matters not what we can do or have done, what matters is the relevance to them.

by **Dr.Vandana Madhavkumar**

Spotlight Effect

The spotlight effect is a cognitive bias that causes people to overestimate the extent to which they are observed and noticed by other people. This means that the spotlight effect causes us to assume that other people are more likely to notice and care about our appearance and actions than they actually are. People experience this bias because they basically see everything from their own perspective.

People typically do not perceive themselves as biased. They tend to assume that what they are focusing on is accurate and objective. In turn, they believe that most other people should notice what they are focusing on. It is, in the mind of the person, objective and accurate.

The problem with this form of thinking is that it increases one's anxiety, and can prevent a person from taking actions that are in his/her best interest. This is because you are unnecessarily worried about what other people might think. It is very difficult to avoid this form of biased thinking entirely. But being aware of it can certainly help minimize the negative impact that it has on you.

If you did something that you regret you should try to evaluate the situation in a realistic way. Think about how likely other people are to notice it. When you are in doubt, assume that you are likely overestimating how much people care about this. Even if someone notices whatever you are worried about, they probably won't care about it nearly as much as you think, and they probably won't remember it in the long-run.

Using self-distancing techniques to create psychological self-distance when considering how other people view you may help you to overcome this effect. When thinking about how other people see you, you should try to look at yourself from a perspective that is different from your own. The more you tend to see things from a different perspective, the more clearly you will be able to think about yourself. At times, getting feedback from others can help you overcome the egocentric bias that causes the spotlight effect.

by **Dr. Paramanandham**

**Happiness is when what you think,
what you say, and what you do are in harmony.**
- Mahatma Gandhi

Editorial Team

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Team Leader : Dr. P. Sadhasivam, Director, GRGSMS
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Send us Your Feedback

We welcome your feedback, suggestions and comments to improve *Impressions*.
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