

Editor's Wall

Dear Readers

Mobile technology is playing a greater role in the paradigm shift of the way people perceive, think, and behave. Computers are replaced by laptops, tablets and mobile devices, 21 inch monitor has shrunk to 5 inch screen, connectivity has become inevitable, click with mouse is swapped by touch on smart screen. Thanks to the technology which has brought the entire world in a 5 inch screen, which can be carried where ever we go. Information is readily available to us any time on a single touch. Now nothing is unknown to anyone. With all these made easy only tougher thing is to find out the right information at the right time. Being in the education field, our role has to be a knowledge facilitator who guides the students to reach the right information rather than being a teacher!

We are glad to present this issue of Impressions detailing on the activities of students, faculty and the institution in the past six months.

We look forward to your suggestions and feedback.

Wish you a Happy Reading!

- S. Sathyapriya

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

Congratulations!!

Prof. P. Sadhasivam was appointed as Dean of GRGSMS on 24th April 2014.

GRGSMS has been ranked No.54 among the Top 100 B-Schools by Career 360 magazine in June 2014.

From the Director

We are looking forward to yet another exciting year ahead! The past academic year was satisfying in many ways and not so in some ways. We too experienced pain at the declining number of admissions. But, we were happy that we could help 100% of interested students to be gainfully employed. We tried and practised some innovative pedagogies for course delivery. We used technology increasingly.

We received recognition and were presented with many awards during the year. We continue to be among the top 100 b-schools in the country and among the top five exclusively for women. We need to raise our bar to sustain and grow.

Now, we are faced with more challenges. How do we connect better with a generation that is becoming increasingly different from the generations gone by? How do we impart necessary skills and help the students in building a positive attitude and acceptable managerial and leadership behaviour? We would need to drastically change the way the 'teaching' takes place. Perhaps, more 'flipped' classrooms? More discussion-based learning? We will continue to explore to change our systems and processes to meet the changing needs of our stakeholders.

Happy reading!

- Prof. S. Balasubramanian



Faculty Honored

Dr. R. Savitha, Associate Professor was presented "Best Faculty Award" in Self-Financing by GRG Trust in recognition to her contribution towards curriculum development and commitment at work on 8th April 2014.

Our Director, **Prof. S. Balasubramanian** has been nominated as a Member of the Task Force on Management Education by the All India Management Association (AIMA) to prepare a strategy paper on Management Education for submission to the Government of India, Ministry of HRD.

Faculty Timeline

Our Director, **Prof. S. Balasubramanian**, **Dr. B. Sriprabaa**, Associate Professor and **Ms. S. Sathyapriya**, Assistant Professor along with 15 students of I & II MBA attended the presentation of CMA Life Time Achievement Award to Mr. K. Ramasamy, Chairman, Roots Group of Companies, Coimbatore and the book launch of "A Comma in a Sentence" authored by Mr. R. Gopalakrishnan, Director, Tata Soms, Mumbai at The Hotel Residency on 19th March 2014.

Ms. R. Savitha, Associate Professor was awarded PhD Degree in Management during the 30th Convocation of Bharathiar University on 25th March 2014.

Dr. P. Paramanandam, Associate Professor attended the Meeting of Board of Studies at Parks College, Tirupur on 15th May 2014.

Dr. J. Anitha, Associate Professor addressed a session on "Seven steps to Success" to 44 participants of Penguin Engineers and Italindia Pack plus Private Ltd., Coimbatore on 5th June 2014.

Faculty of GRGMS attended an interactive session with Dr. Narasimha Bhatta, TCS, Chennai on 20th June 2014.

Dr. P. Sadhasivam, Dean participated in an exclusive Interaction with Mr. Sean Kelly, Australian Consul General for South India and Mr. Michael Carter, Trade Commissioner & Consul - Commercial on 20th June 2014. (organized by the education panel of CII, Coimbatore)

Dr. P. Paramanandam, Associate Professor, successfully completed Relay Graduate School of Education's offering of

"Teaching Character and Creating Positive Classrooms", a Massive Open Online Course (MOOC) through Coursera.

Ms. S. Sathyapriya, Assistant Professor, **Ms. S.R. Deepika**, Lecturer and **Mr. M. Venkatesh Prabu**, Assistant Professor attended the 15th edition of ICTACT Bridge 2014 on "Technology & Entrepreneurship" on 25th June 2014 at hotel Le Meridian, Coimbatore.

Faculty of GRGMS had an interactive session with **Dr. Hema Krishnan**, Associate Dean, Williams College of Business, Xavier University, Cincinnati, Ohio, USA on the theme "Effective Research Writing" on 30th June 2014.

Dr. P. Paramanandam, Associate Professor and **Ms. Vandana Madhavkumar**, Assistant Professor attended the CII Faculty Mission on Learning Best Practices at LMW - Advanced Technology Centre(ATC), Ganapathy (for Manufacturing Excellence) & Roots Industries India Ltd., Thoppampatti (for HR Best Practices) on 4th July 2014.

Dr. P. Sadhasivam, Dean, **Dr. B. Sriprabaa**, Associate Professor, **Dr. R. Savitha**, Associate Professor, **Mr. M. Venkatesh Prabhu**, Assistant Professor and **Ms. S. Sathyapriya**, Assistant Professor attended "Shaping Young Minds Programme 2014" organised by AIMA in association with CMA on 25th July 2014 at PSGIMS Auditorium.

Dr. P. Paramanandam, Associate Professor attended a two-day US-India Educational Foundation Sponsored workshop on "Knowledge Management and Innovation for Higher Educational Institutions" during 25-26 July 2014 at NIT Trichy.

Director's Corner

A gist of activities of our Director, **Prof. S. Balasubramanian**:

Attended the Meeting of the Council of Management of AIMA at Chennai during 5-6 March 2014.

Attended the South Zone LMA Interface Meet organized by Calicut Management Association in co-ordination with AIMA at Taj Gateway, Calicut on 15th March 2014.

Moderated the panel discussion on "Envisioning the Future of an Empowered India: Role of GenNext" held during "Meeting of Minds" at Sree Saraswathi Thyagaraja College, Pollachi on 29th March 2014.

Attended the Board of Studies Meeting for MBA at Sree Saraswathi Thyagaraja College, Pollachi on 12th April 2014.

Attended CII Coimbatore meetings on 15th April, 29th April, 6th May, 27th May and 6th June 2014.

Delivered a talk on "Time and Life Management" at Great Lakes Institute of Management, Chennai on 19th April 2014.

Delivered a keynote address on "Survival and Growth in a Market Economy" at the Palakkad Management Association on 9th May 2014.

Attended the Meeting of the Board of Studies for MBA at Karpagam Engineering College on 10th May 2014.

Attended the 61st Anniversary of Bangalore Management Association at Bengaluru on 25th May 2014.

Attended the Council Meeting of AIMA at Bengaluru on 26th May 2014.

Attended the Meeting of the Managing Committee of CMA on 28th May 2014.

Attended the Goal Setting Session and Meeting of the CII TN State Council at hotel Taj Vivanta on 30th May 2014.

Attended CII Membership Meeting on 11th June 2014.

Grants received

Ms. Vandana Madhavkumar, Assistant Professor was sanctioned a grant of Rs. 2.75 lakhs from UGC for a Minor Research Project on "Investigating gender diversity and supportive workplace culture for women in manufacturing segment of SMEs in Coimbatore".

Research and Publications

Dr. B. Sripirabaa, Associate Professor and **Ms. Vandana Madhavkumar**, Assistant Professor published a paper titled, "The effects of organisational reputation on organisational attractiveness" in *Karpagam Journal of Management*, Volume 1, Issue 1.

Dr. B. Sripirabaa, Associate Professor along with II MBA students Ms. D. Lakshmi and Ms. M. Vidyasree published a paper titled, "A Study on the Level of Multiple Intelligence Levels among College Students in Coimbatore City" in the *Journal of Applied Management Research*, Volume 3, Issue 1, ISSN 2319-1228 pp. 5-14.

Dr. P. Paramanandam, Associate Professor and Ms. R. Aparna, Research Scholar published a paper titled, "Perception of Organisational Justice and its Impact on Job Satisfaction among the Supervisors of Textile Industry" in *RVS Journal of Management*, Volume 6, Number 2 (ISSN 0975-3435).

Dr. P. Paramanandam, Associate Professor and Ms. A. Jayanthi, Research Scholar published a paper titled, "Subjective Well-being among B-School Faculty" in the *Journal of Applied Management Research*, Volume 3, Issue 1 (ISSN 2319-1228).

Dr. P. Paramanandam, Associate Professor and Ms. N.R. Shandy, Research Scholar published a paper titled, "Personality Traits and Job Satisfaction among the Employees of Automobile Industry" in *Akshaya International Journal of Management*, Volume 1 (ISSN 0975-9271).

Ms. M. Gowri, Assistant Professor and Mr. Sekar, Associate Professor, CBM College published a research paper titled, "Assessing the Financial Health of Select Automobile Companies in India: A Quantitative Approach Using the Z-Score Multi-discriminant Financial Analysis Model" in *Herald March 2014* (Volume 8, Issue 1) pp. 32-45.

Dr. P. Paramanandam, Associate professor published the following articles in a book entitled "India Specific Challenges in Global Growth Dynamism" (ISBN 978-93-82570-33-2).

"Business Ethics in a Globalised Economy - The Role of Human Resource Management" along with K. Abinaya, Research Scholar

"Tackling the Challenge of Managing Millennials in the Global Economy" along with M. Priyadarshini, Research Scholar.

"Reframing Business Leadership for a Global Economy" along with P. Yuvapriya, Research Scholar

Dr. P. Paramanandam, Associate Professor and Ms. R. Aparna, Research Scholar published a paper titled, "Perception of Organisational Justice and its Impact on Job Satisfaction among the Supervisors of Textile Industry" in *RVS Journal of Management* Volume VII, Issue No.1, July 2014 (ISSN 0975-3435) PP.No. 45-53.

Dr. P. Paramanandam, Associate Professor published a paper titled, "Psychological Empowerment, Occupational Stress and Job Satisfaction among the Managerial Personnel of Textile Industry" in *KPR International Journal of Management* Volume; 2, Issue; 3 (ISSN 2278-6104).

Ms. S.R. Deepika, Lecturer and **Dr. S. Poornima**, Associate Professor, PSGRKCW published a paper titled, "Choice of optimum investment based on short term equity study" in *Indian Journal of Research in Management, Business and Social sciences (IJRMBSS)*, ISSN: 2319-6998, Vol. 2 (2) June 2014.

Ms. S.R. Deepika, Lecturer and **Dr. S. Poornima**, Associate Professor, PSGRKCW published a paper titled, "A study on investment behaviour of women in Coimbatore City with special reference to stock market" in *Journal of Commerce and Management Research (JCMR)*, ISSN: 2249-0442, Vol. 4 (2), June-2014

Ms. Vandana Madhavkumar, Assistant Professor and **Dr. B. Sripirabaa**, Associate Professor published a paper titled, "Organizational Attractiveness and Job Attribute Preferences of Business Students" in *Gavesana Journal of Management of Vignana Jyothi Institute of Management*. Volume 5, Issue 2, July-December 2013.

Dr. P. Paramanandam, Associate Professor and Ms. M. Priyadarshini, Research Scholar has published a paper titled, "Interpersonal Trust and Job Satisfaction among the Employees of an Auto Component Manufacturing Company" in *Indian Journal of Research in Management, Business and Social Sciences*, volume 2, Issue 2 (ISSN 2319-6998).

Ms. M. Gowri, Assistant Professor published a paper titled "A Study on Capital Structure and Leverage with special reference to Tata Motors Limited" in *Elsevier: Procedia Economics and Finance* (2014), pp. 445-458.

Paper Presentations

Dr. P. Paramanandam, Associate Professor attended a two-day National Conference on HR and Marketing Strategies in the Post-Recession Milieu and presented a paper titled, "Talent Acquisition in A Globalised Economy - Role of Employee Value Proposition" at G.R. Damodaran Academy of Management during 5-6 March 2014.

Ms. S.R. Deepika, Lecturer presented a paper titled, "Technical Analysis on Selected Companies of NSE for Short-term Investment/Trading decisions" in the National Conference on Emerging Trends in Management held at SNS College of Technology, Coimbatore on 20th March 2014.

**"Nothing is impossible,
the word itself says 'I'm possible'!**

-Audrey Hepburn

FDPs/ MDPs/Workshops/National Conference organized

Dr. J. Anitha, Associate Professor and **Dr. B. Sripirabaa**, Associate Professor conducted a two-day Faculty Development Programme on "Business Research: Processes and Techniques" during 14-15 March 2014. 38 participants from various institutions participated in this programme.



*Faculty Development Programme on
Business Research Processes and Techniques*

A one-day Management Development Programme on "Building High Impact Talent through Competency Framework" was conducted on 12th April 2014. 20 managers from various companies participated in this programme. The resource persons were Mr. N.J. Lakshmi Narayan, Founder Director, Build Hr Management Consultants Private Limited; Mr. Prabhu Chari, Head Hr, Cognizant Technology Solutions; and Dr. P. Paramanandam, Associate Professor, GRGMS.



*Management Development Programme on
Building High Impact Talent through Competency Framework*

**Friendship is always a sweet responsibility,
never an opportunity.**

-Khalil Gibran

Shreyas Valediction

The Valediction of the GRGMS Students Forum - Shreyas - was held on 21st March 2014. Ms. Haritha Krishnan, Director, Sri Krishna Sweets, Coimbatore was the Chief Guest. Prizes and Awards were presented to deserving students. The sixth issue of PRERANA (Volume 6, Issue 1) March 2014 and the issue of our Newsletter - Impressions (Volume 11, Issue 2) of March 2014 along with our GRGMS Working Paper Series were released on the occasion.

Internal Faculty Seminars

Ms. Vandana Madhavkumar, Assistant Professor delivered an Internal Faculty Seminar on "A Study Examining the Relationship between Protean Career Orientation and Job Attribute Preferences" on 17th March 2014.

Dr. R. Savitha, Associate Professor, delivered an Internal Faculty Seminar on "Investors Perception on Digital Media as an Investment Tool" on 20th June 2014.

Dr. P. Paramanandam, Associate Professor, delivered an Internal Faculty Seminar on "Emotional Intelligence as a Predictor of Job Satisfaction" on 27th June 2014.

Guest Lectures

As a part of Financial Services Course, a guest lecture on "Mergers & Acquisitions" by Mr. H. Rangarajan, former General Manager, Dhanalaxmi Bank was organized for II MBA Students during 26-27 March 2014.

Mr. Prabu Chari, Head - HR, Cognizant Technology Solutions, Coimbatore, delivered a guest lecture on "Competency based Performance Management System" for the HR students on 11th July 2014.

Mr. N.J. Lakshmi Narayan delivered a guest lecture to the students of MBA on the topic "Training Need Analysis" as part of the course Training and Development on 15th July 2014

CXO / Guest talks

Mr. O.A. Balasubramaniam, Managing Director, Roots Cast Private Limited delivered a CXO talk on 24th March 2014.

Mr. Chella K. Ragavendran, Chartered Accountant had an interactive session on 'The Budget 2014-15' of the Union Government with our MBA Students on 18th July 2014.



*Mr. Chella K. Ragavendran, Chartered Accountant
in the interactive session*



*Ms. Haritha Krishnan, Director,
Sri Krishna Sweets during Shreyas Valediction*

Students' Corner

II MBA Students presented a debriefing on their visit to Singapore (March 3-7, 2014) on 13th March 2014.

A farewell party was organised by I MBA Students for our II MBA, PGDBA and PGDMFS students on 28th March 2014.

A thanksgiving party for faculty and staff of GRGSMS was organised by students of II MBA on 4th April 2014.



Thanksgiving by II MBA Students

The Yearbook 2014 by II MBA students was released on 9th April 2014.

Dr. Hema Krishnan, Associate Dean, Williams College of Business, Xavier University, Cincinnati, Ohio delivered a interactive session on "Women in Leadership" on 7th July 2014. Faculty of GRGSMS and Students of II MBA attended the programme.



Interaction with Dr. Hema Krishnan, Associate Dean, Xavier University, Cincinnati, Ohio

MPhil Viva Voce

M.Phil Viva Voce for the following students was conducted successfully

- Ms. S. Saranya (Supervisor - Dr. J. Anitha) on 3rd July 2014
- Ms. Deepa (Supervisor - Ms. R. Chitra) on 4th July 2014
- Ms. Susithra and Ms. Hemalatha (Supervisor - Dr. Zenetta Rosaline) on 21st July 2014

The election for Shreyas office bearers 2014-15 was conducted on 8th July 2014. The following students were elected for the respective positions President: Ms. L. Reema Karnika, Secretary: Ms. Chandrakala J, Treasurer: Ms. Manjula M (unopposed), Executive Member II MBA: Ms. Sujitha Kathiresan.

Five of our II MBA students Ms. V. Ambika, Ms. P. Akashata, Ms. Nikitha Natarajan, Ms. R. Saranya and Ms. V. Vishvapriya were the panel members to interact with the speakers of "Shaping Young Minds Programme 2014" organised by AIMA in association with CMA on 25th July 2014 at PSGIMSR Auditorium.



Ms. Nikitha Natarajan, Student II MBA as a panel member during SYNP 2014

Student Recognition and Awards

GRGSMS students won prizes in all the contests conducted at "Meeting of Minds" at Sree Saraswathi Thyagaraja College, Pollachi on 29th March 2014. Ms. N. Shamima Bhanu won the 'Talk the Theme' contest, Ms. M. Vidyashree won the 'Best Leader' contest, the team comprising Ms. L. Reema Karnika, Ms. J. Chandrakala, Ms. D. Shruthi and Ms. K.L. Uthra won the runners-up prize in the 'Best Management Team' contest, and the team comprising Ms. M. Bharathi and Ms. S. Suruthi won the runner-up prize in the 'Business Quiz' contest.

CMA Student Chapter Events

Students and faculty members attended the CMA Programme "Meeting of Minds" at Sree Saraswathi Thyagaraja College, Pollachi on 29th March 2014.

**"I can't change the direction of the wind,
but I can adjust my sails to always
reach my destination."**

~Jimmy Dean

Other News

The Meeting of the GRGSMS Board of Studies was held on 1st March 2014.

Our Director, Prof. S. Balasubramanian conducted Monthly Business Quiz on 13th March 2014.

An Orientation Session for I MBA students on "Summer Internship Programme" (SIP) and "Management in Practice" (MIP) was organised on 20th March, 2014. Mr. R. Varadaraj, Director and COO, Rajshree Sugars & Chemicals Ltd., and Mr. K. Ilango, Director, RSM Autokast Ltd. interacted with our students and shared their thoughts and experiences on how internship can be carried out effectively for mutual benefit of industry and institution.

The annual GRGSMS Parent-Teacher Meeting was held on 24th March 2014.

Mr. R. Varadarajan, Director and COO, Rajshree Sugars and Prof. P. Suresh Kumar, Consultant conducted External Faculty Appraisal for faculty of GRGSMS on 21st April 2014.

Meeting of GRGSMS Academic Advisory Body was held on 23rd April 2014.

A Commission from Bharathiar University for approval of

PGDBA, PGDMFS and PGDMRT programmes visited us on 6th May 2014.

Ms. Vijayalakshmi Menon, Assistant Professor, Sri Krishna Institute of Management, Stanford University/IIMB Certified Faculty for Entrepreneurship educator's course handled a session on "Idea Generation" for II MBA students in association with NEN on 16th July 2014.

GRGSMS Hosted the NEN Faculty Leaders Meeting on 26th July, 2014 Ms. Chaitali Sengupta, NEN consultant presided the event. 12 Faculties of NEN member institutes from Coimbatore, Salem and Trichy attended the programme.



Idea Generation workshop for II MBA Students

Day with Nature

Ms. R. Chitra, Assistant Professor Dr. Zenetta Rosaline, Assistant Professor and Ms. S.R. Deepika, Lecturer escorted students of I MBA and PGDBA to Kallar as a part of 'Day with Nature' programme on 15th March 2014.



Day with Nature at Kallar

Dynamics of Labor Market in India

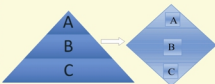
India is a country with large number of human resources where most of the resources are unutilized. On the other hand the industries have lots of demand for which the available human resources do not match. There is a huge gap between the existing demand and supply in the labor market. To understand this gap, first we have to understand the categories of people constitute the Indian economy. The people as such are divided into three classes namely A, B and C. 'A' class people are the top of pyramid, these people have far above the ground annual income and live a luxury life. They can afford for the high price products and most important they are not affected by the inflation or deflation in the economy. The A Class people are not much responsive to the government policies which focus on the welfare of the citizen. In the middle of the pyramid we have 'B' class people. These people have moderate level of income and will be educated; they aspire to move into the top level of pyramid. They work hard to achieve that. They would be ready to take any work for their improvement in their standard of living. The government policies may not have that much effect on them but they will be concerned about the changes the government makes on these policies. On the other hand we have 'C' class people who constitute the bottom of pyramid. Their

"Coming together is a beginning; keeping together is progress; working together is success.

-Henry Ford

(Contd..)

income levels are very low and most of them are uneducated or school drop outs. So majority of the unskilled labor market are constituted by these people. Mostly they are very receptive to the government welfare policies.



In present scenario, the fact is the pyramid has transformed to diamond due to increase in the so called 'B' class middle income people. Since these people aspire to move to class 'A', most of them have chosen Information Technology sector where the

salary are high. Therefore people willing to opt for moderate income jobs are less in number which has contributed to the gap in demand and supply in labor market. Therefore the demand in the labor market has contributed to the hike in labor cost. Moreover the Government Welfare Policies especially freebies which are targeted on the C class people has also contributed in its own way to increase the gap between the demand and supply in labor market.

- Ms. C. Manjula, II MBA

**To succeed in your mission,
you must have single-minded devotion
to your goal.**

-A. P. J. Abdul Kalam

Being Kind...

The beautiful poem by John Boyle O Reilly, The Real Good which some of us learnt at school goes like this-

What is the real good?" I ask in a musing mood.

"Order," said the law court; "Knowledge," said the school;

"Truth," said the wise man;

"Pleasure," said the fool;

"Love," said the maiden;

"Beauty," said the page;

"Freedom," said the dreamer;

"Home," said the sage;

"Fame," said the soldier; "Equity," said the seer.

Spoke my heart fully sad: "The answer is not here."

Then within my bosom,

Softly this I heard: "Each heart holds the secret: 'Kindness' is the word."

Of all the desired traits in a person, kindness is not one of the fashionable ones discussed and preached today. Being kind is often understood as being weak, but on the contrary it takes a lot of courage to be kind, to forgive, to go out of the way to help, to speak for those who cannot. Empathy and compassion are born out of a kind heart and kindness makes us human. People, who generously part with their mantra of success, advice us to put in hard work, pursue goals with focus and commitment, take initiatives, be a team player, a learner; possess and demonstrate leadership skills, manage time and be ethical. But no one gives the gyan about being kind. At our workplace trying to chase our targets or meet deadlines we forget to be kind not only to

ourselves but also to people around us. Do we ever stop a bit, part with our precious time and listen to an upset friend or colleague, go out of the way to help a peer struggling with workload, empathize with our subordinates, advice a new entrant as a true well-wisher? How many of us pause a bit, go genuinely out of our comfort zone to lend a helping hand... be kind. On our way home did we empathize with the motorist in front of us whose engine failed to start at the signal, or tried to honk him aside? Did we notice the destitute wandering on the road and did something? Were we moved at the sight of children begging on the streets and road? At home did we enquire to the kind of day our spouse had at work or at home; given our undivided attention to our children and listened to them; sat beside our aging parents and talked?

It is not in amassing knowledge or wealth or possessing absolute power that the true greatness of a person is demonstrated, but being compassionate to not only one's own kind but to all things living - animals, trees and nature around us. Many a leader made an impact and faded away but the ones who are revered since ages are the ones who led with kindness and compassion. But alas, today these virtues are confined to religious books which many of us religiously read without feeling or imbibing. And in our eagerness to bring up our children as tough individuals, ready to compete in today's competitive world, we forget to inculcate the virtues of kindness, humility, and compassion in them. The world would have been a better place without the hatred, violence, crime and war had kindness and compassion guided our behaviour and actions. After so many years of our existence in this world, claiming supremacy on earth, isn't it high time that we evolved to be more humane?

- Vandana Madhavkumar, Assistant Professor

AIMS National Management Week

AIMS National Management Week was celebrated at GRG School of Management Studies from 1 - 7 August 2014. All the forum under Shreyas actively participated in the celebrations. A gist of activities that took place in view of AIMS National Management Week celebrations are,

On 1st August 2014, students of II MBA organized a fund collection campaign for Indian Association for Blind towards White cane day celebration. They were able to mobilize a fund around Rs. 9600.

On 2nd August 2014, an activity on art therapy for mentally ill inmates of Cheshires home was organized. About 25 students with three faculties, **Dr. J. Anitha**, Associate Professor, **Ms. S. Sathyapriya**, Assistant Professor, **Ms. S.R. Deepika**, Lecturer visited the home and engaged the inmates in some art activity.



Students at Cheshires Home.

'A Day out with Nannies' was organized on 3rd August 2014 as a part of the celebrations. **Ms. S. Sathyapriya**, Assistant Professor, **Ms. M. Gowri**, Assistant Professor, **Ms. S.R. Deepika**, Lecturer along with 25 students visited St. Thomas Old Age Home at Ramanathapuram and met 50 nannies there.

On 4th August 2014, an awareness programme on safe touch and unsafe touch was organized at Pandian High School at Tatabad, Coimbatore. **Ms. S.R. Deepika**, Lecturer and six of our student volunteers handled session for 150 students from KG to 5th Standard.

On 5th August 2014, an awareness programme on safe touch and unsafe touch was organized at PSG Primary School at Peelamedu, Coimbatore. **Ms. S. Sathyapriya**, Assistant Professor and **Ms. S.R. Deepika**, Lecturer along with six of our student volunteers handled session for about 300 student from 3rd to 5th Standard.

A Walk-A-Thon was organized on 6th August 2014 at Race Course for about 5kms to create awareness on Health and Fitness. **Ms. S. Sathyapriya**, Assistant Professor, along with 200 students from GRGSMS, National Social Service and Youth Red Cross of PSGR Krishnammal College for Women participated.



Our students participating in Walk-A-Thon

On 7th August, five student volunteers conducted quiz for students from class 9 to class 11 of Corporation High School, Peelamedu. The quiz was to test their General Knowledge, Literature, History and Science.



- Nikitha Natarajan, II MBA

Editorial Team

Patron	: Smt. R. Nandini, Secretary, GRG Institutions
Team Leader	: Prof. S. Balasubramanian, Director, GRGSMS
Editor	: S. Sathyapriya, Assistant Professor, GRGSMS

Send us Your Feedback

We welcome your feedback, suggestions and comments to improve *Impressions*.
Please feel free to email the Editor at sathyapriya@grgsms.com or call her on (0422) 429 5959 Extn. 164