

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF MARCH 2016

1. Dr. N. Anitha, Associate Professor was as a resource person for a session on "Innovation and Entrepreneurship", during the two days Entrepreneurship awareness programme organized by PSGRKC sponsored by DST on 1st & 15th March, 2016.
2. As a part of Environment Forum, students conducted a contest 'Birds at your Backyard'. Participants captured pictures of birds spotted near their home or adjoining areas and presented it with details like name, habitat, endangered or common and nesting habit, on 2nd March 2016.
3. Our II MBA Students participated in intercollegiate meet organised by Guruvayurappan Institute of Management and won the following prizes on 4th March 2016. Ms. N. Janani, Ms. V. Rangamala, Ms. M. Shanmugapriya and Ms. S. Veena won second prize in Best Management Team Contest; Ms. R. Deepika and Ms. P. Shunmathy won II Prize in Finance Contest; Ms. Anushree Prasad, Ms. C. Rashmi and Ms. P. Syalini won II Prize in Marketing Contest.
4. Dr. N. Anitha, Associate Professor has presented a paper on "Women Entrepreneurs in India - Performance, Challenges and Prospects"; Ms. S. Sathyapriya, Assistant Professor has presented a paper on "A Study on the Impact of Intellectual Capital on Firms Financial Performance with respect to Pharmaceutical Sector in India" in the International Conference on 'Innovative Trends in Business Practices for Sustainable Development' on 4th March 2016.
5. GRGSMS Faculty Annual Review meeting with our Founder Trustee was held on 8th March 2016.
6. International Women's Day was celebrated on 8th March 2016.
7. Our students of I & II MBA participated in 'Arthashastra 2016', intercollegiate meet organized by SNS College of Engineering on 9th March 2016. Ms. K. Nandhini, Ms. Shweta Suresh, Ms. G. Tharanya and Ms. S. Gayathri of II MBA won second prize in Best Management Team Contest; Ms. V. Anjana and Ms. K. N. Dhivya of I MBA won First Prize in Business Quiz.
8. Our students of II MBA participated in various contest of Exemplar 2016 organised by Hindhustan College of Arts and Science on 9th March 2016. Ms. C. Rashmi, Ms. Sneha Baid of II MBA won I place in Ad Zap Contest; Ms. Sona, Ms.

V. Indumathi and Ms. Yamuna of II MBA won I place in HR contest. II Place in Logistics contest was secured by Ms. Janani, Ms. V. Rangamala, Ms. M. Shanmugapriya and Ms. S. Veena.

9. Dr. S. Kavitha, Associate Professor was the Chief Guest for the valedictory session of the Intercollegiate Management Meet "Arthasastra" organized by SNS college of Technology, Coimbatore on 9th March 2016.
10. MBA Admissions interview for 2016 - 2018 was conducted on 10th March 2016.
11. Our Students of II MBA Ms. N. Janani and Ms. L. Sharmila of II MBA participated and won I Prize in CEO Meet - Video Coverage Contest at 'Intellect 2016' on 11th March 2016 at SNS Rajalakshmi College of Arts and Science.
12. Our Chief Mentor Prof. S. Balasubramanian attended the AIMA Council meeting at Mumbai on 11th March 2016.
13. Dr. P. Paramanandam, Professor presented a paper on 'GRG Model of Transforming Organisational Culture for Change and Innovation'; Dr. R. Savitha, Associate Professor, presented a paper on "Bancassurance - Does the Banking back up Trigger Insurance Investor's Pulse?"; Dr. S. Kavitha, Associate Professor, presented a paper on "Usage of Social Media in Business - A Conceptual study" at the International Conference on "3i Intelligence, Innovation, and Inclusion - Best Practices for Global Excellence" organised by Pondicherry University during 11- 12, March, 2016. Dr. R. Savitha won the "Best paper" and was honoured during the valediction with a certificate and cash prize. Also, the papers were published in conference proceedings with ISBN.
14. Dr. S. Suganya, Assistant Professor and Ms. M. Vandana Madhavkumar, Assistant Professor presented their papers in-absentia at the International Conference on 3i - Intelligence, Innovation and Inclusion, organised by Pondicherry University on during 11-12 March, 2016. The papers were published in the conference proceedings with ISBN.
15. As a Part of CXO talk, Mr. P. K. Thiagarajan, President and fellow of Institution of Valuers, addressed students on 12th March 2016.
16. Dr. P. Paramanandam, Professor received the Best Faculty Award from GRG Trust on the 14th March, 2016.

17. As a part of Industry Visit, 24 Students of I MBA, visited Elgi Ultra Industries, Coimbatore on 15th March, 2016.
18. Our Students of II MBA Ms. M. Abinaya and Ms. R. K. Sonica has attended the phase III Advanced training programme sponsored by ICTACT - EDI , Chennai during 16 - 17 March 2016 at NGP Arts & Science College, Coimbatore.
19. As a part of forum activity the students of Knowledge forum organized "Knowledge Hunt - an event to test the Management skills of the students" on 16th March, 2016.
20. Our Chief Mentor, Prof. S. Balasubramanian, Our dean Dr. P. Sadhasivam and Dr. R. Savitha, Associate Professor attended an International Conference on "Management Education: Looking beyond the Curriculum - What to teach and How to teach", organised by XIME, Bangalore on 18th March 2016.
21. As a part of Day with Nature, Dr. J. Anitha, Associate Professor, Mr. M. Venkatesh Prabu, Assistant Professor and Dr. S. Suganya, Assistant Professor along with students of I MBA visited an Organic farm in Pollachi on 19th March 2016.
22. As a part of Internal Faculty Seminar, Dr. S. Suganya, Assistant Professor delivered a seminar on "Impact of Celebrity Endorsements on Brand Image" on 21st March 2016.
23. Our students of I & II MBA participated in 'Brilliance 2016' at Sri Ramakrishna Institute of Technology on 21st March 2016 and won following prizes. Ms. R. Deepika, Ms. P. Shunmathy ,Ms. V. Rangamala, and Ms. S. Veena of II MBA won I Place in Adzap Contest; Ms. Padmaja of II MBA won I Place in Best Manager Award; Ms. Induja, Ms. Mohanalakshmi, Ms. Pangaiyaselvi and Ms. Priyadharshini won II place in Innovative Idea Contest; Ms. Anushree Prasad won I Place in Wealth out of Waste contest.
24. Dr. P. Paramanandam, Professor has successfully completed a MOOC on "Modern Human Resource Management - Training and Induction" through Alison.
25. GRGSMS Board of Studies Meeting was held on 24th March 2016. The proposed MBA Curriculum & Syllabus for 2016 - 2018 was approved during the meeting by the members.
26. As a part of Health & Fitness forum, Mr. Saravan Krishnan, an International Lifestyle Consultant and Ms. Chandra Varatharajan, a Certified Wellness

Coach and Natural Health Professional conducted a session on “Active Lifestyle” on 23rd March, 2016.

27. As a Part of E-Talk, Mr. S. Muthuraman, Managing Director, Lakshmi Ceramics delivered a talk on “Handling Risks - A Mantra for Success” on 28th March, 2016.
28. Our Chief Mentor Prof. S. Balasubramanian, GRGCAS formally commenced the GRGSMS Campus Company “Magical Shades” on 28th March, 2016.
29. As a part of recruitment for faculty position, interview was conducted on 28th March 2016.
30. Shreyas Valediction was organised on 30th March, 2016. Mr. Aditya Pathy, Managing Partner, Rajshree Biosolutions LLP & Whole time Director, Lakshmi Mills delivered the valedictory address and distributed awards and prizes for the deserving students.
31. Ms. S. Sathyapriya, Assistant Professor successfully completed a course on MOOC, 'DAT206x: Analyzing and Visualizing Data with Excel' offered by Microsoft, an online learning initiative of Microsoft Corporation through edX.
32. Ms. D. Sangeetha, Assistant Professor, has resigned and was relieved on 31st March, 2016.