

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF OCTOBER 2019

1. The students of II MBA organized the Senior - Junior Confluence to welcome I MBA and PGDMFS students on 1st October 2019. Our Director, Dr P Sadhasivam, crowned Ms R Kiruthika of PGDMFS as 'Miss GRG' 2019.
2. Ms S Nithyakalyani of I MBA and Ms S Keerthana of PGDMFS rendered devotional songs during the GRG Musical Melodies held at Chandrakanthi Public School, Coimbatore, on 3rd October 2019.
3. As a part of CXO talk series, Mr AVN Sateesh, HR Head, ITC Paperboards and Specialty Papers Business, Coimbatore, addressed the students on the topic 'ITC Ltd - The Indian Brand' on 3rd October 2019.
4. Our students organized a Talent Show for the senior community of CovaiCare at Covai S3 retirement community, Siruvani as part of the Navratri celebrations on 4th October 2019. 15 students participated in the programme. Dr Vandana Madhavkumar, Associate Professor, Dr Savitha Nair, Associate Professor, and Dr R Initha Rina, Assistant Professor, accompanied the students.
5. Six Students of II MBA and 2 students of I MBA attended an Investor Awareness Programme organized by 'By the Startups' - a Coimbatore based Startup/SME Community, in association with ET-NOW and Coimbatore Management Association on 4th October 2019.
6. Dr R K Sudhamathi, Associate Professor, and Ms R Sona, Assistant Professor, participated in the International Conference on 'Transformational Strategies for Business Sustainability' organized by Christ University, Bangalore, on 4th October 2019 and presented papers titled 'Strategies for Sustainable Business Model' and 'Industry 4.0 and Change Management Practices by SMEs in India' respectively.
7. Dr S Allimuthu, Associate Professor, attended the Scrutiny Board Meeting for end term examinations at Thiagarajar School of Management, Madurai, on 4th October 2019.

8. Our alumna, Ms S Sindhiya (class of 2009), delivered a session on the topic 'Visioning and Goal setting' to the 12th standard students of PSGR Krishnammal Higher Secondary School for Girls on the 5th October 2019. The session was attended by 190 students in two batches.
9. The Community Interest Group students organized a poster making competition on the topic 'Sustainable Community' on 9th October 2019. One best poster from each section were awarded as the winners. Dr S Allimuthu, Associate Professor, acted as judge for the event.
10. Dr P Paramanandam, Professor, attended the Board of Studies Meeting of the Department of Psychology, PSGRKCW, on 9th October 2019.
11. As a part of current affairs activities, sessions were held for II MBA students on 9th, 17th and 30th October 2019. The activities included a Quiz on current issues and Panel Discussions on the topics: (i) Corporate Tax Rate Cutoff and its Impact on Business, (ii) Technology and Future Perspectives of Business, and (iii) The Future of Artificial Intelligence in the Workplace.
12. Mr L Fril Kumar, Assistant Vice President, CARE Ratings Limited, Coimbatore, delivered a guest lecture on the topic 'Credit Rating Mechanism' for II MBA students as a part of the course 'Financial Services' on 11th October 2019.
13. Dr Y E Sridhar, Talent Management Head, Cognizant Technology Solutions was the guest faculty and delivered a session on 'E-learning and use of technology in training' for II MBA students as a part of the course 'Learning and Development' on 11th October 2019.
14. Mr Ruchit Jain, Technical Research Analyst (Business News Anchor Bloomberg Quint & ET Now), Angel Broking, Mumbai, delivered a guest lecture via Skype on the topic 'How to identify a profitable stock using Technical Analysis' for II MBA students as a part of the course 'Security Analysis and Portfolio Management' on 11th October 2019.
15. As a part of E Talk series, Ms P W Reni Auxiliya, Co-Founder and Head - Operations, Momade Cuisines, Coimbatore addressed the students on the topic 'The Frugal Way of Business for Startups' on 11th October 2019.

16. Dr P Paramanandam, Professor, delivered an Internal Faculty Seminar on the topic 'Impact of Perceived Stress on Job Satisfaction among the School Teachers of Pahang and Coimbatore - A Comparative Study' on 11th October 2019.
17. Twenty-four students of I MBA and II MBA attended the Book Review of 'Blue Ocean Strategy' by Mr S N Palaniappan, Co-Founder, Habitos Food Services, Coimbatore, on 14th October 2019, organized by CMA at PSGIM. Dr G B Sabari Rajan, Associate Professor, accompanied the students.
18. Our alumna, Ms N Bhuvaneshwari (Class of 1995), Branch Manager, Dhanalakshmi Bank delivering a guest lecture on the topic 'Managing Credit Risk' to the II MBA and PGDMFS students as part of the course 'Management of Banking' on 14th October 2019.
19. Dr G B Sabari Rajan, Associate Professor, participated in EBSCO Knowledge Feast event on 'Premier Academic Research and Skill Enhancement Solutions for the 21st Century' held at Vivanta by Taj, Coimbatore on 15th October 2019.
20. Two teams from II MBA participated in the Innovation Contest organized by IIC (Institute Innovation Council), PSGRKCW, on 15th October 2019. The team represented by Ms B Gayathri Devi, Ms C Sangavi, Ms C Harsha and Ms R Meenakshi presented the 'Portle' (multipurpose bottle) idea and the team by Ms S Pooja Ragavi and Ms B Kousalya presented the 'Pani powder' (water purifying powder) idea. Their ideas have been selected for further research and incubation. Both the teams have applied for funding under BIRAC - Sristi (Biotechnology Industry Research Assistance Council in partnership with Society for Research and Initiatives for Sustainable Technologies and Institutions) GYTI (Gandhian Young Technological Innovation) Award Scheme for Rs 15 lakhs.
21. Mr Logesh Kumar, Founder and CEO, INFOZUB - Innovative Digital Services, Coimbatore, handled a guest lecture on the topic 'Social Media Targeted Advertisements - Facebook & Instagram' for II MBA students as a part of the course 'Digital Marketing' on 16th October 2019.
22. Business Review sessions were held for I MBA students on 16th, 23rd, 29th and 30th October 2019. During the sessions, discussions were held on the topics: (i) Current Scenario of Telecom Sector in India (ii) Disinvestment of IRCTC (iii) Dabur Growth Strategy (iv) The Most Powerful Business Women Rising Stars 2019

(v) The Game Changing CEOs of India (vi) Government Initiatives for MSME Growth (vii) Development of Nano-Pharmaceuticals in India and (viii) Why great Innovation Needs Great Marketing?

23. As a part of ED Cell activities, Rs 50 Venture activity was conducted on 17th October 2019 to enable entrepreneurial experience for a day with limited investment. 34 students from II MBA participated as 7 teams by doing businesses related to entertainment, food, accessories, gifts, games and photo services. With an overall initial investment of Rs 1675, a total turnover of Rs 14,115 was achieved on the day. A Debriefing session was organized on 30th October 2019 to share the experiences and learning with the I MBA students.
24. GRGSMS hosted the 'Annual Maria Philip Memorial Inter-collegiate Debate Competition' of Xavier Institute of Management and Entrepreneurship (XIME), Chennai, on 18th October 2019. 21 teams from various colleges of Coimbatore participated in the contest, including 3 teams from GRGSMS. Ms S Janani Priya and Ms M Monisha of II MBA won the contest and received a cash prize of Rs 5,000. Dr Vandana Madhavkumar, Associate Professor, was one of the judges for the event.
25. Twelve students of I and II MBA attended the Special Talk on 'Business of Tomorrow - Fear and Expectations' by Mr K Ramakrishnan, Managing Director, South Asia, Worldpanel Division, Mumbai on 18th October 2019 at Chamber Hall, Avinashi Road, Coimbatore. Dr R Initha Rina, Assistant Professor, accompanied the students.
26. Dr G B Sabari Rajan, Associate Professor, facilitated the Executive Development Programme for Autoprint Machinery Manufacturer Private Limited, Coimbatore, on 19th October 2019.
27. As a part of Day with Nature, the students of II MBA visited Thirumoorthy Dam and Farm and the students of I MBA and PGDMFS visited the Nilgiri Biosphere Nature Park (NBNP), Anaikatti, on 19th October 2019. The II MBA students were accompanied by Dr B Sripirabaa, Associate Professor, Dr Savitha Nair, Associate Professor, Ms S Sathyapriya, Assistant Professor, and Ms R Sreeprabha, Assistant Professor; and the I MBA and PGDMFS students were accompanied by Dr P Paramanandam, Professor, Dr S Allimuthu, Associate Professor, Dr R Initha Rina,

Assistant Professor, Ms P B Saranya, Assistant Professor and Ms R Sona, Assistant Professor.

28. Our alumna, Ms S Kiruthika (Class of 2009), Executive Director, The Indian Public School, delivered a talk on the topic 'Challenges Faced as a Leader' on 22nd October 2019.
29. Our Chief Mentor, Prof S Balasubramanian, conducted the monthly Business Quiz on 22nd October 2019.
30. Ms P B Saranya, Assistant Professor, delivered an Internal Faculty Seminar on the topic 'The Causal Links between FDI Inflows, Imports, Exports, Trade Openness and Economic Growth - A Comparative Analysis' on 23rd October 2019.
31. Members of SHREYAS organized Diwali Celebrations on 24th October 2019. Events such as Debate, Mythology Quiz, Wealth out of Waste and Cooking without fire were conducted.
32. Ms S Janani Priya and Ms M Monisha of II MBA won the 'Annual Maria Philip Memorial Inter-collegiate Debate Competition' final round organized by XIME on 24th October 2019 at Chennai, and received a cash prize of Rs 25,000. Ms S Janani Priya won the Best Speaker Award and received a cash prize of Rs. 15,000.
33. Fourteen students from II MBA participated in 'VIZISTA'19', a National Level Students' Technical Symposium organized by Vellalar College of Engineering and Technology, Erode, on 24th October 2019., Ms B Abinaya, Ms M Kokilambal, Ms R Harini, Ms M Reshma and Ms D Swathi won third prize in Adzap contest; Ms R Aarthi and Ms P Poornima won third prize in Business Quiz contest; and Ms S S Karthika won the second runner up position in the Best Manager contest.
34. The Speakers' Forum Interest Group students organized JAM (Just a Minute) contest on 29th October 2019. MS S Janani Priya and Ms M Monisha of II MBA and Ms L S Monisha of I MBA won the first, second and third places respectively. Dr B Sripirabaa, Associate Professor, Dr Vandana Madhavkumar, Associate Professor and Dr S Allimuthu, Associate Professor acted as the judges for the event.
35. The students of I MBA attended the Peregrine Academic Services - Online Inbound Assessment on 31st October 2019.
36. Ms R Sona, Assistant Professor, completed an online course on 'People Analytics' offered by the University of Pennsylvania through Coursera.

37. Dr S Kavitha, Associate Professor, completed an online course on 'Basics of Digital marketing' offered by Indian Institute of Management, Indore through SWAYAM.
38. Dr Savitha Nair, Associate Professor, completed an online course on 'Design Thinking and Creativity for Innovation' offered by the University of Queensland through EdX.

Inclusions for the month of September 2019:

1. The Governing Council meeting of GRGSMS was held on 4th September 2019.
2. Dr Savitha Nair, Associate Professor, handled a session on 'Business Model and Business Plan' during the Faculty Development Programme on Entrepreneurship organized by IEDC, PSGRKCW, on 24th September 2019.
3. During the Graduation Day for MBA (2016-2018 batch) and PGDMFS (2017 - 2018 batch) held on 28th September 2019, Ms R Gomathi, Ms M S Alaguakshaya and Ms R Sangavi secured the first, second and third ranks in MBA and Ms S Gomathi secured the first rank in PGDMFS. They were awarded with Rank Holder Certificates.