

## From the Editor

Marching into the 21st century, the world is quickly becoming more and more integrated to technology. The creations of new gadgets and easy access to novel and efficient phones have driven younger generations to make their impression on these advances have well. Widespread technological advances has defined a new way of how people design their life style and learning atmosphere. Today's technology driven environment provides teachers and the students with opportunities to experience global exposure in no time. Technology is considered to be a tool to promote human learning. Upgrading technology and updating knowledge is the integral part of the learning process. Building a techno driven learning environment induces innovative thought process. Having known this I wish all the emerging leaders to enrich yourself as techno experts and transform the idea for society with advancements that lead to rapid development.

I am pleased to present the second issue of our Newsletter 'Impressions' for the academic year 2019 -20 which captures the events and activities of the last six months.

I 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.

## Message from Director

I was handling Value Chain Analysis for the students in Strategic Management, discussing with them that it is a perspective in which business is seen as a chain of activities that transforms inputs into outputs that customer value. With a similar approach if management education is analyzed, I am sure we will have some interesting facets featuring. I see faculties' role as the most important one in imparting inputs. Appropriate curriculum framework augmenting knowledge; fostering innovation, creativity, communication, analytical and problem solving skills, case study, internship and co-curricular activities, and an appreciable physical infrastructure are important inputs for quality management education.

Despite all these inputs students don't evolve as products supposedly good enough for becoming entrepreneurs or placement ready. What is the missing link or the weaker link that determines the strength of the chain? I think it is time to revisit our academic inputs and the delivery mechanism. Institutions can no longer function like a teaching shop. Every activity needs to be assessed for the impact it creates in the students. Slow transformation will not work anymore in an ecosystem that is changing at a rapid pace. There have to be continuous evaluation of the inputs and modifications matching the pace of changes. It is time to re imagine and re-engineer the education processes to transform management education into a cognitive phenomenon. Intelligent inflows should help to modernize the existing systems and make students (products) tailor made to meet the industry needs and ever challenging global ecosystem.

**Dr P Sadhasivam**  
Director



## ACBSP Accreditation

GRGSMS has been granted accreditation for 10 years by the International Accrediting Agency ACBSP - Accreditation Council for Business Schools and Programs, USA, on 29th April 2019.

**Prof S Balasubramanian**, Chief Mentor, **Dr P Sadhasivam**, Director and **Dr B Sripirabaa**, Associate Professor, attended the ACBSP Conference 2019 on 'The Art of Developing Entrepreneurial Leader' at Houston, Texas during 20 - 24 June 2019. GRG School of Management Studies, PSGR Krishnammal College for Women, was conferred the ACBSP Accreditation for the Baccalaureate/ Graduate Programme for 10 years during the conference.



## Board of Studies

GRGSMS Board of Studies meeting was held on 12th April 2019.



## Academic Advisory Body

The meeting of the Academic Advisory Body (AAB) was held on 22nd August 2019.



## Farewell - Batch 2017-19

Students of I MBA organized a farewell for the II MBA and PGDMFS students on 3rd April 2019.



## E- Talk

As a part of E-Talk series, Mr D Andrew Sam, Founder & CEO, SimpliCity Coimbatore, addressed the students of ED Cell on the topic 'How to spot business opportunities during the digital era?' on 20th August 2019.



“ All our dreams can come true - if we have the courage to pursue them. ”  
- Walt Disney



## SHREYAS Valediction- 2018

SHREYAS valediction for the academic year 2018-19 was held on 4th April 2019. The chief guest Mr S Ravi, Managing Director, Craftsman Automation, Coimbatore, delivered the Valedictory address and presented certificates and prizes to the students for their achievements in various inter-collegiate events across Tamil Nadu. He also released the working papers series of faculties of GRGSMS.

Ms K Pavithra of II MBA and Ms K Vinitha of I MBA were recognized with certificates and prizes for achieving 100% attendance during the academic year. 'Community Interest Group' was awarded as the Best forum for the year 2018-19. The Current Affairs Teams 14 and 7 were awarded as the 'Best Organizing Team'



and the 'Best Participating Team' respectively. The office bearers of 'SHREYAS', ED Cell Coordinators, winning teams of Feb Fiesta 2019 and partners of our Campus Company- 'Magical Shades', were given the certificate of appreciation. Ms A Sandhiya and Ms K Shanjutha of II MBA received certificates of appreciation for sharing daily health tips and Ms M Keerthana and Ms K Sudha of II MBA were applauded for sharing daily technology updates. Ms S Afritha of II MBA and Ms B Paarkavi of PGDMFS were awarded as the 'Best Outgoing Students' and Ms S Kiruthika of I MBA was awarded as 'The Emerging Leader' of GRGSMS. Ms V Jeya Haritha of II MBA was awarded 'The Rising Icon 2019' by the Management Alumni Association of GRG Institutions, Coimbatore. The award comprised a trophy, certificate and cash prize of Rs. 5000.



## Day with Nature

As a part of 'Day with Nature', the II MBA students visited Santhosh Farms, Pollachi, and the I MBA students visited the 'Temple of Consciousness', Pollachi, on 5th April 2019. Dr B Sripirabaa, Associate Professor, Dr S Allimuthu, Associate Professor, Dr M Maheswari, Assistant Professor, and Ms S Sathyapriya, Assistant Professor, accompanied the students of II MBA; and Dr G B Sabari Rajan, Associate Professor, Dr S Kavitha, Associate Professor, Dr. Savitha Nair, Associate Professor, and Ms R Sona, Assistant Professor, accompanied the students of I MBA.



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



## Study Abroad Programme

As a part of the Study Abroad Programme, 4 students of II MBA underwent a two-week International Summer Programme on 'Competitiveness and Sustainability' organized by CETYS University, Mexico at their Ensenada campus during 15- 26 July 2019. The course included both academic and non-academic sessions. The academic sessions included lecture, group discussions, exercises, projects and industry visits. The non-academic sessions included dark chocolate-making workshops, Salsa class, city tour and visit to vineyard and beaches. The students visited the California cities - San Francisco, San Diego and Los Angeles during 7- 14 July 2019. While returning from Mexico, students visited Singapore for a day. Dr Savitha Nair, Associate Professor, accompanied them.



As a part of Study Abroad Programme (SAB), 10 students of II MBA underwent a two-week Graduate Summer Programme on 'Business Analytics' at University Malaysia

Pahang (UMP), Malaysia from 13 - 28 July 2019. The course included both academic and non-academic sessions. The academic sessions included lecture sessions, hands-on exercises, group discussions, interaction with international faculty and industry visits to Petronas MTBE, Kuantan Ports - KP1 and KP2. The non-academic sessions included Cycling, Kayaking and Site visits. Students participated in one-day session on MonsoonSIM - a simulation game which is a unique experiential learning pedagogical platform for business studies. They also gained hands-on experience in UMP's Learning Factory. Students also participated in the PG Colloquium 2019 organized by the Faculty of Industrial Management, UMP and gained hands-on-experience in Mendeley Software. Their performance was analyzed through different assessments after each lecture session and the best three individual performers and the best team was awarded during the valedictory ceremony. Students also learnt the traditional Malay dance 'Joget Pahang' and performed the dance during the Valedictory ceremony. While returning from Malaysia, students visited Singapore for a day. Dr S Kavitha, Associate Professor, accompanied the students for the Study Abroad Programme.





## Alumna Connect

As a part of 'Alumna Talk', our alumna Ms S Sindhiya (Class of 2009), HR Manager, Pasumai Pharmacies addressed our students on the topic 'Challenges faced by women in their career' on 2nd April 2019.

The Executive Committee Meeting of the Management Alumni Association of GRG Institutions was held on 9th July 2019.



The 4th Annual General Body Meeting of the Management Alumni Association of GRG Institutions (MAAGIC) was held on 31st August 2019. The new office bearers were elected during the AGM.



## Orientation

The classes for II MBA students commenced on 1st August 2019.

The inauguration and orientation of PGDMFS 2019- 20 batch was held on 7th August 2019.



## Thanks Giving

As a part of 'Thanks Giving', the students of II MBA honoured the members of faculty with memorable gifts on 24th April 2019.



## Guest Lecture

Mr S Dhanasekar, Vice President of Global Software Services, a division of KGISL, delivered a guest lecture on the topic 'Organization of International Business' for the course 'International Business Management' on 2nd April 2019.



Ms T Bharathi, Zonal Training Manager, Tata AIG Life Insurance Company Limited, Coimbatore, delivered a guest lecture on 'Delivering Service Promises in Insurance Sector' for the course 'Services Marketing' on 15th April 2019.



Dr. Hema Krishnan, Professor of Strategy and Global Business, Williams College of Business, Xavier University, USA, delivered a guest lecture for the course 'Strategic Management' on 7th August 2019.

## Industrial Visit

As a part of Industrial visits students of II MBA, Section I visited Roots Industries India Limited - Horn Division, Thoppampatti, Coimbatore on 22 April 2019. Dr G B Sabari Rajan, Associate Professor and Ms R Sona, Assistant Professor, accompanied the students.



The students of II MBA, Section II visited Sri Vasudeva Textiles (P) Limited - Unit II, Annur, Coimbatore. Dr S Allimuthu, Associate Professor, and Dr M Maheswari, Assistant Professor, accompanied the students.





## Faculty Corner

**Dr M Maheswari**, Assistant professor, and **Ms R Sreeprabha**, Assistant Professor, attended a conference on "Prioritize Yourself for Quality Living" conducted by CII Indian Women Network (IWN), Coimbatore on 25th April 2019.

**Dr B Sripirabaa**, Associate Professor, was the external examiner for conducting the PhD Viva Voce examination at the Department of Business Administration, Annamalai University, Chindambaram on 29th April 2019.

**Prof S Balasubramanian**, Chief Mentor and **Dr P Sadhasivam**, Director attended the Managing Committee Meeting of CMA on 29th April 2019.

**Dr S Kavitha**, Associate Professor, became the Editorial member of the Journal 'Social Science & Humanities International', an International Multidisciplinary Journal indexed in Index Copernicus International.

**Dr S Kavitha**, Associate Professor, acted as a resource person for the Faculty Development Programme on 'Research Methodology and Advanced Data Analysis' organized by the Department of Commerce, Sree Saraswathi Thiyagaraja College, Pollachi on 29th May 2019.

A special issue comprising 14 selected papers presented during the International Conference 'Industry 4.0: Developing Sustainable Competitive Strategies' organized by GRGSMS during 8-9 March 2019, has been published in the UGC approved ICI indexed Journal - Asian Journal of Multidimensional Research, Volume 8, Special Issue 5, May 2019 (ISSN: 2278-4853).

**Dr P Sadhasivam**, Director, attended the Managing Committee Meeting of CMA on 22nd May 2019.

**Dr P Sadhasivam**, Director, attended the meeting of the Education Panel of CII, Coimbatore, on 7th June 2019.

**Dr S Kavitha**, Associate Professor, handled a session on the topic 'Application of Business Analytics in Decision Making' for the faculty members of the Department of Management, Dr NGP Institute of Technology, Coimbatore on 12th June 2019, as a part of two-day Faculty Development Programme organized by the institution.

**Dr P Paramanandam**, Professor, handled sessions on 'Role of Education in Holistic Development and Enriching Harmony' during the orientation programme for the undergraduate students on 15th June 2019.

**Prof S Balasubramanian**, Chief Mentor, **Dr P Sadhasivam**, Director and **Dr B Sripirabaa**, Associate Professor along with **Mrs S Vasantha**, Dean Student Affairs, PSGRKCW, attended PSGRKC US Alumnae Meet organized at Sakoon Restaurant, San Jose on 15th June 2019. 15 alumnae from California region joined the meet and interacted.



**Prof S Balasubramanian**, Chief Mentor, **Dr P Sadhasivam**, Director and **Dr B Sripirabaa**, Associate Professor, visited CETYS University campuses at Mexicali and Ensenada during 17 - 18 June 2019. They had meetings with Dr Carols H Gracia, Director - Institutional relations, Dr Francisco Velez Torres, Dean, College of Business Administration and Dr Gabriela Rivera, Associate Dean - International Affairs, at Mexicali Campus and with Dr Scott Venezia, Chief International Officer at Ensenada and signed an MOU with CETYS University.



**Dr Vandana Madhavkumar**, Associate Professor, attended the 2nd meeting of the CII HRD Forum - Coimbatore zone on 28th June 2019 held at Hotel Aloft, Coimbatore

**Dr P Sadhasivam**, Director, attended the Managing Committee meeting of the CMA on 29th June 2019.

**Dr Savitha Nair**, Associate Professor, handled the course 'Strategic Management' during the International Summer Programme organized by CETYS University, Mexico, at their Ensenada campus during 15 - 26 July 2019. The course was attended by 29 students from Mexico, Europe and China. The pedagogy included lectures, group activities, industry visits to Ienova and CPP. She was one among the 10 international faculties who were a part of this programme from various universities across the world.



contd..

## Faculty Corner (contd.)

**Dr M Maheswari**, Assistant Professor, and **Ms S Sathyapriya**, Assistant Professor, attended the one-day conference on 'Artificial Intelligence and Cloud Computing' organized by CII at Residency Towers on 24th July 2019.

The Faculty of GRGSMS presented their Work Plans for the academic year 2019-20 on 25th July 2019.

**Dr M Maheswari**, Assistant Professor, has become the Editorial Member of 'Asian Journal of Management'

**Prof S Balasubramanian**, Chief Mentor and **Dr P Sadhasivam**, Director attended the Managing Committee Meeting of CMA on 31st July 2019.

**Ms R Sona**, Assistant Professor, attended the CMA Meeting on 5th August 2019 at PSGIM, to discuss and plan for the upcoming Student Chapter activities.

**Ms R Sona**, Assistant Professor, attended a two-week Capacity Building Programme, sponsored by ICSSR, organized by National Institute of Technology, Trichy, during 19th - 30th August 2019.

The launch of AIMA-CMA-GRGCAS Programmes on Digital Marketing and Business Analytics was held on 21st August 2019. The faculty and students of GRGSMS attended the function.



## Forum/Business Quiz/ Current Affairs

**Prof S Balasubramanian**, Chief Mentor, conducted the monthly Business Quiz on 14th August 2019.

As a part of current affairs activities, sessions were held for II MBA students on 14th, 20th and 31st August 2019. The activities included a quiz on current issues and panel discussions on the topics: (i) Liquidity Challenge in the Key Sectors of Indian Economy: Reasons for Crisis and Revival Measures, (ii) Is India Ready for Electric Vehicles? and (iii) Surpassing Bank Frauds.

**Prof S Balasubramanian**, Chief Mentor and **Dr P Sadhasivam**, Director attended the Managing Committee of the Coimbatore Management Association, on 28th August 2019.

**Dr P Paramanandam**, Professor, attended the Doctoral Committee meeting held at GR Damodaran Academy of Management, Coimbatore on 29th August 2019.

**Dr Vandana Madhvakumar**, Associate Professor, handled a session on 'Classroom Management' at the Induction Programme organized for the newly recruited faculty members of PSGRKCW on 30th August 2019.

**Dr Vandana Madhvakumar**, Associate Professor, attended the 4th meeting of the CII HRD Forum on 31st August 2019. The meeting was held at Saint-Gobain, Perundurai Plant - Erode.

**Dr P Sadhasivam**, Director, attended the 'Brain Storming Session on strategic planning for Deans and Directors of PSGRKCW at 'Residency Tower', Coimbatore.

**Dr P Sadhasivam**, Director, addressed the faculty team of PSGRKCW in the faculty induction programme, on 'International Accreditation.' on 30th August 2019.

## Congratulation

**Dr S Kavitha**, Associate Professor, received the 'Best Professor' in General Management Award from the Academy of Management Professionals - Academic Excellence Award 2019 conferred by AMP in association with IDMB - Institute for Digital Marketing and Business Analytics, Hyderabad on 16th June 2019 in absentia.

**Prof S Balasubramanian**, Chief Mentor was conferred the 'Fellowship' of All Indian Management Association (AIMA) on 19th August 2019.



The first Interest Group Meeting between students and faculty coordinators was held on 19th August 2019.

“ Many of life's failures are people who did not realize how close they were to success when they gave up. ”

- Thomas A. Edison



## Faculty Projects and Funds Received

**Dr S Kavitha**, Associate Professor, received a grant of Rs 3,82,000 from AICTE for conducting two-weeks FDP on 'Research Skill Development for Management Faculty' under the AICTE - Staff Development Schemes.

**Dr R K Sudhamathi**, Associate professor, received a grant of Rs 3, 82, 000 from AICTE for conducting two-week FDP on 'Skill Development for Research in Finance' under the AICTE - Staff Development Schemes.

**Dr Savitha Nair**, Associate Professor, has been sanctioned with Rs 95,000 by the GRG Trust towards the conduct of research on the topic 'Social Entrepreneurship and Social Venture Creation: A Study with reference to Coimbatore District'.

**Dr M Maheswari**, Assistant Professor, along with Dr S Ramesh, Dean- Research has been sanctioned with Rs 60,000 by GRG Trust towards the conduct of research on the topic 'Untangling the Blueprint of Food Labeling Psychology from a Manufacturer Perspective'.

## Student's Participation

10 students of II MBA along with Dr G B Sabari Rajan, Associate Professor, attended the inauguration of the Monday Musings for the year 2019 - 2020 on 5th August 2019 at PSGIM, Coimbatore. Dr Nithyanandan Devaraaj, Chief Executive Officer - Foundry Business, CRI Group Coimbatore was the chief guest for the day.

5 students of II MBA along with Dr Sadhasivam, Dr B Sripirabaa Associate Professor, attended the '8th C K Prahalad Memorial Lecture' at Radisson Blu, Coimbatore, on 10th August 2019, organized by CII, Coimbatore.

10 Students of II MBA attended a special talk on 'Leadership lessons in the age of disruption' by Mr Vineet Agarwal, Managing Director, Transport Corporation of India Ltd, AIMA Council Member and National Chairman, AIMA Young Leaders Council (YLC) on 12th August 2019 at Hotel Heritage Inn, Coimbatore.

The II MBA students attended the Peregrine Academic Services - Online Mid-Point Assessment on 19th August 2019.

The SIP/SAB presentation of II MBA students was held on 22nd August 2019.

8 students of II MBA along with Dr Savitha Nair, Associate Professor, attended the Women's Summit jointly organized by the TiE, Coimbatore and EDII on 29th August 2019 held at Taj Vivanta, Coimbatore.

## Celebrations

Students of II MBA and PGDMFS organized the Independence Day Celebrations on 16th August 2019.



## Placement

Ten of our students got selected as Team Leaders at IDBI Federal Insurance, Coimbatore Branch, with an annual CTC of 3.5 lakhs on 10th April 2019.

Four of our students got selected as Management Trainees at the Retail Banking Division of ICICI Bank, Mumbai, with an annual CTC of 3.93 Lakhs on 16th April 2019.

“Paying attention to simple little things that most men neglect makes a few men rich.”  
- Henry Ford



## WHAT, WHY AND HOW OF DIGITAL MARKETING

"The Only Thing That Is Constant Is Change"? Heraclitus

The ability to master and exploit change is one of the important skills required by managers today. The field of marketing has also experienced enormous changes. The marketing transformation has happened because of the change in the behavior of customers in accordance with the contextual changes. Today's customers stay online at least 75% of their time a day either through laptop, desktop, tablet or mobile. In order to attract these customers, marketers also have to change their marketing efforts from traditional to digital marketing.

So, what is digital marketing? This is marketing your products or services using digital technologies. Mostly digital marketing is done on Internet. This is also being done using mobile phones, display advertising, and any other digital medium. The key objective behind doing digital marketing is either to create awareness about the brand or lead generation or both. The difference between digital marketing and internet marketing is that digital marketing also include channels like telephone, smart phone app or a video game that may not require internet connection all the time to work.

Why companies should use digital marketing? Since today's customer behavior has changed, companies have to leverage the benefits of technology by using digital marketing. Digital marketing facilitate more benefits both for the companies and customers.

Two-way Communication - consumers decide what brands they want to interact with

Targeting of one - marketers can precisely target their audience - based on age, location, gender, income, interest, behaviour, CRM data etc

Level Playing field - does not require big budgets, small and medium business can also leverage

Measurability - digital marketing enables measurement of performance and calculation of ROI

Real-time - instant feedback

Zero Moment of truth - before physically seeing or using the product, customer can experience the zero moment of truth through online by seeing the product online, by reading the reviews etc.,

All the above have facilitated the use of digital marketing by companies for promoting their products.

How to do digital marketing? When the companies decided to use digital marketing, there are different tools/channels available like Search Engine Marketing (SEM), Search Engine Optimization (SEO), Email Marketing, Mobile Marketing, Social Media Marketing, Content Marketing, Affiliate Marketing, etc.,

SEM is the paid form of advertisements that the companies give in various search engines. Here the companies may adopt either pay per click model where companies pay to search engines only when their ad is clicked or digital display ads where the companies pay for 1000 impressions of their advertisements. SEO is an organic form of optimizing the company's website using on-page and off-page optimization techniques so as to bring the web page on the top of the search engine result pages (SERP).

Email marketing is sending commercial message to group of people using e-mail. This is considered to be the highly effective digital marketing strategy. Today we have web-based email marketing service like Mail chimp to ease the process of sending emails to group of people. Mobile marketing is a multichannel online marketing technique to reach the specific audience using smart phones, feature phones, tablets, or any other related devices through websites, E-mail, SMS and MMS, social media, or mobile applications.

Using the social media platforms like Facebook, Twitter, LinkedIn, Whatsapp, Instagram, Youtube, Tumblr etc., to promote the products or services is called Social Media Marketing. Almost all the social media platforms are providing separate business page for promotion.

Content marketing is focusing on the creation, publication and distribution of valuable, relevant, consistent and effective content for the targeted online audience. Most of the top organizations have started focusing on content marketing. Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts. An affiliate can earn commission by recommending products to others. Thousands of professional bloggers have started earning good income through affiliate marketing.

So, today businesses have enormous opportunities available in digital space for effective marketing of their products or services. Companies which understand these tools and adopting the right digital marketing strategies can easily survive even in turbulent times.

**Dr S Kavitha**  
Associate Professor



## MY SHAMROCK

Three-leaf shamrocks are symbolized as faith, hope and love which denotes positivity in Ireland. A fourth leaf of shamrock denotes luck. And here is my life changing shamrock story which changed my thoughts to think positive. I can, I will and it's possible. Be positive always! Life is a roller coaster of events, unfolding simultaneously with seasons and reasons attached to them. Overcoming the hurdles life throws is evidently important to having a fulfilled life.

Life is an act of survival that unravels with overwhelming challenges, circumstance and obstacles, lessons, experience, pain, memories- they are accumulated and some propel negativity which can construct a negative mind-set. I personally have been bonded by my negative implant, my mind got infiltrated at a point in my life with a sense of fear sprouting in my perception and grafted to my thoughts; my identity got eclipsed by the fear that I became a portrait of depression and I drowned really low.

### **Believe**

First, believe you have it, that shows you are on the path of growth; it shows you are ready to learn and you are pro learning new stuff. Believe in your inner guts that's the first stage, there will be a fierce battle with doubt so believing itself isn't going to be easy. The greatest battle ever fought is in the mind, it's within yourself; something is always coming to challenge what you say you are and you have to be prepared and equipped to face it. We become enlightened which seem as though we changed.

### **Be Conscious**

In the struggle and bustle of surviving, living, meeting with your goals and schedules, we don't raise pillars of consciousness in the centre zone of our minds so certain things can infiltrate into our subconscious and corrupt our being entirely. Writing and journaling really helped me so well, especially if you come from a secluded background- you exposing your thoughts to certain people may actually bring a barrier or paint a false picture of you; so, I felt so much comfortable stripping my thought on paper, you are able to vomit a lot of constipation.

### **Declaring Positivity through Positive Affirmation**

Positive affirmations are strict reminders and declaration of your worth; it's a magnet that pulls your declaration to manifestation. Positive affirmations are the declaration of positive terms repeatedly that it sinks in; recite them in the morning, evening, engrave them in your journal; it is very therapeutic.

### **Gratitude**

Be thankful for the things the universe has brought your way rather than preserving negative thoughts, unhappiness or confusion. Do not let the beam for survival get to its peak and swallow you or let negativity sway into the mind, you have to cultivate the spirit of thanks. You have to pursue gratitude in every phase because season happens for a reason so be thankful. It's not often easy but learn to channel your mind that when you go through adversity it makes you better. When you develop and cultivate a habit of gratitude; nothing is taken for granted, rather the reason in every plight, every molehill, and every bridge is appreciated. Gratitude is the healthiest of all human emotions and it is so sad that it isn't practiced as often as we raise bars of negativity and worry.

### **Self-Care and Compassion**

Life isn't a race but a journey, navigating through the oceans of sorrows, climbing through the mountains of fears, and walking down the valleys of rigidity. So, do not compare your flight at any pace, rather let the process unfold your light and allow hope to soak your bones as you evolve from the chaotic outcast into your journey.

Reflect on your journey as everything unveils; every step that nurtures your growth, sculpture and forges you into a stronger person. Perfection is a mirage of satisfaction; it prevents growth so rather than dwelling on perfection tap into positivity.

### **Surround and Soak Yourself with Positivity**

Know that you are in charge; you are in control. Your reaction to certain events matters, so synchronize your mind to positive situations, avoid comparison and complaints.

We fail to realize and bookmark into our centre zone of thoughts that indulging into the seasons and recognizing our strength in every phase is our greatest empowerment and so much of our becoming is buried beneath the debris of falling, rising and healing again with adamant strength.

"I am needed by the earth to function;

The sky is an empty sheet aching for my glitters,

The earth is a dance floor waiting to be configured by my footsteps,

So I am going to manifest and shine"

**Ms V M Deepthi** - Alumna,  
(Class of 2015)  
Supply Chain and Sales Specialist  
Dixons Retail Ltd, Dublin, Ireland



## LIFE AT GRGSMS

Choosing to study MBA was a big decision that came after a series of thoughts and discussions. Like many, my understanding of MBA was that it was just a course to gain knowledge and skills needed for acquiring a well paid professional job. I stepped into GRGSMS to pursue my MBA to fulfil my dreams to build a better career. This one year at GRGSMS has enlightened me with many other life lessons than mere hard skill teachings.

Unlike any traditional MBA program in management schools, the design and pedagogy of the curriculum is more relevant in preparing ourselves for understanding the current and the future business environments. In line with training us in hard skills it also teaches us about our personal growth and futuristic leadership skills.

### **A new perspective:**

One of the important learning that it has taken me through is to look at things from a new perspective in the context that everyone is different in their way. There is no right answer but it is important that we substantiate our point or answer with valid reasoning.

### **Learning platform:**

To pursue a post graduate degree specifically in management was a difficult choice to make. I had always wanted to perfect myself in all that I do. I preferred to participate in discussion

or any activities only when I completely know about it. In lieu of my perception GRGSMS prepares us to be future perfect making us realize that it is a learning platform hence it is acceptable to make mistakes and learn from it. The real perfection is essential only when you step out as a graduate and this can be achieved only through continuous and active learning.

### **The co-curricular programs in GRGSMS:**

The exposure to co-curricular programs has been instrumental in exploring more about ourselves. The learnings from the soft skill training programs had a huge impact in evaluating oneself and analyse our capabilities. This self analysis has assisted in our personal growth.

### **Transformation:**

Overall, this one year at GRGSMS has transformed me into a person with more clarity and I have also gained a new level of confidence and ability to make firm decisions, or even if it is to set a specific goal and work towards developing a strong career path. More than academics, GRGSMS encouraged us to explore different paths of life in preparing ourselves for future.

**Ms R Nanditha Karpakam**

Student, II MBA (Batch 2018-20 )

## KEY TO SUCCESS

For a willing heart that desires to achieve goals and win in life no ocean is too deep and no road is too long. Life is full of mystery no one knows how it unfolds the next moment. If one desires to achieve then must be ready to experiment, to face challenge, to plunge into oceans and to travel on the road not taken by others. Life's of great of great men all remind us that we can also make our life sublime and departing leave behind the foot prints on the sands of time. Yes the history stands as a testimony for a willing heart. Nothing can be achieved easily, but we should fight with perseverance. All that we need is that extra step an ounce of confidence. Hard work with extra effort will help us achieve success in life. Life battle always does not go with the stronger or weaker, richer or poorer but sooner or later the one who wins is the one who thinks he can. Life may not always be a bed of roses, it has ups and downs. Don't lose your confidence. At times you may fall but falling down does not matter how quick you matters, remember falling down is not a crime but refusing to rise is! Life may present us many opportunities it's up to us to grab all the opportunity and work

harder. Fear is the only factor that stops us from taking another step. The best way to overcome it is by facing it. The ship may be safer in the harbor but it was not built for it and it's not its purpose, it must sail on the rough sea, the rough water and the rough weather will only make the ship stronger. Likewise only the experience will built us into a stronger person. Don't give in to circumstances, close your ears to discouragement never expect someone to keep pushing you. This life is too short, if you want to achieve your goals and win in life, take up responsibility don't yield to pressure. At times take decision from the heart. Never give up! Fight till the last and above all gives your best in everything you can! Victory will be at your feet! A full stop in the sentence is not the end of the sentence but beginning of another new sentence. The bend in the road is not the end of the road. We all have talent and we are born to win! For a winner, for a willing heart, there is always a way to find success!! Always remember failure is the stepping stone to success.

**Ms S Dharaniya**

Student, PGDMFS (Batch 2019-20)



## MBA PLUS- AN ART OF STANDING OUT

MBA is not a degree which teaches us subject, it is something which teaches what life is all about. Being an MBA student is not an easy task. There are lot of expectations from society, family, friends, teachers, parents and well-wishers and it has to be fulfilled. More than expectations there have to be responsibility in each and every one of us. To enhance by personality to fully develop as a person and a leader GRGSMS gave me an opportunity and that opportunity is MBAPLUS.

Like every other student I stepped into GRGSMS with a desire to pursue my dream. This Institution provides us bundle of programs which grades up our life to the next level. When I came into the college I was just a girl with opaque vision towards life but after a year GRGSMS has transformed me into women with clear vision.

I always had a spirit to try out new things and I would love to challenge myself. I always wanted to engage in every activity of the college and I wanted to prove myself as an outstanding student. One fine day we got information about MBA PLUS from the student's affairs co-coordinator, I thought "Why not give it a try?" Without a second thought I nominated myself for the MBA Plus program, but that wasn't an easy task the students had to clear various levels of interview with a very high standard- Well GRGSMS has its own standard and meeting that standard needs lot of dedication and hard work.

I was lucky enough and I cleared all the process of the interview- Aptitude round, personal Interview. The main aim of MBA Plus is trigger the Leader in each and every one of us

and to transform us into a complete MBA student and above all a responsible human. The courses offered were above the standard level and some of the courses were Time management, critical thinking, decision making, assertiveness, consciousness, communication. Apart from MBA these are the courses which give insights about life.

MBA Plus is a skill based program; through this what we learn in class could be practiced on a daily basis and developed into skills. I learnt the art of managing things together and make proper decisions, how to think in a most difficult situation, how to stabilize the emotions, how to make a strong team, how to talk to people and treat them and above all how to improve our self-esteem. The one main thing which made me change as a person is that the time management. Everybody in this world has got only 24 hours a day and our efficiency depends on how effectively we use it and make each day better than yesterday.

As a whole, MBA Plus is an emotion. It's a privilege to wear the badge. It's a wonderful feeling where other students look up to us and it's our duty to live up to the name. Once again I'm proud to be an MBA Plus student- which is a small achievement for me in the process of achieving my dream.

"IT IS EASY TO STAND AMONG THE CROWD, BUT IT TAKES A HUGE EFFORT TO STAND OUT OF THE CROWD- AND THE EFFORT IS MBA PLUS"

**Ms S Janani Priya**

Student, II MBA (Batch 2018-20)

“ As we look ahead into the next century, leaders will be those who empower others. ”  
- Bill Gates

“ All of us do not have equal talent. But,  
all of us have an equal opportunity to develop our talents. ”  
- Dr. APJ Abdul Kalam

“ Your time is limited,  
so don't waste it living someone else's life. ”  
- Steve Jobs

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