



## NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF FEBRUARY 2021

1. Urjith, the annual mega Management Meet of GRGSMS, was held virtually during 1-3 February 2021. There were over 560 eligible registrations and 400 student participants from 70 prestigious institutions including IIM Bangalore and other institutions from all over India for Urjith this year. Mr K A Ajayan, Managing Partner, VRDDHI Consulting & Training Services, Past President, Calicut Management Association, was the Chief Guest for the Inaugural session and the session was live streamed through Facebook, YouTube and the institution's website on 1<sup>st</sup> February 2021. As a part of the event, the prestigious Chandrakanthi Memorial Young Business Leader Contest and Digi Peddle Contest was conducted virtually for PG students through GoToMeeting platform on 1<sup>st</sup> February 2021. GRGSMS Best Management Team Contest, The Young Innovators Contest for PG students and Digital Poster Contest for UG students were held on 2<sup>nd</sup> February 2021. The Business Quiz Contest, Paper Presentation Contest for PG students and Photography Contest for both PG and UG students were held on 3<sup>rd</sup> February 2021. During the Valediction held on 3<sup>rd</sup> February 2021, Dr S Nirmala, Principal, PSGRKCW, delivered the valedictory address. The faculty coordinators announced the winners of the respective contests. The Valediction was also live streamed through Facebook and the institution's website.
2. Ms Alexa Mokalis of San Diego State University, California, delivered an online guest lecture on the topic 'Visual Content' to the 'Digital Marketing' Elective students of II MBA on 3<sup>rd</sup> February 2021. Mr Luis Vega, Director -International Partnerships, SDSU Global Campus, also attended the session. Dr S Kavitha, Associate Professor coordinated the session.
3. Dr Savitha Nair, Associate Professor, and Dr S Kavitha, Associate Professor, acted as resource persons during the DST sponsored six weeks online programme on 'Entrepreneurship Development Training for Repair and Maintenance of Solar

based Power supply, Inverter and UPS among Rural People’ under the Technology Based Entrepreneurship Development Programme (TEDP scheme) organized by Hindustan Institute of Technology, Coimbatore on 4<sup>th</sup> and 9<sup>th</sup> February 2021. Dr Savitha Nair, Associate Professor, handled a session on the topic ‘How to identify Business Opportunities?’ on 4<sup>th</sup> February 2021; and Dr S Kavitha, Associate Professor handled sessions on the topics ‘Conducting Market Survey’ and ‘Online Data Collection for the identified Business Opportunities’ on 9<sup>th</sup> February 2021 respectively.

4. Dr B Sripirabaa, Associate Professor, attended the ‘Web based Resilience Training Workshop’ organized by NIPM, Coimbatore on 5<sup>th</sup> February 2021.
5. Seventeen students from MBA and PGDMFS participated in the intercollegiate event ZEST 2021 organized by MOP Vaishnav College for Women, Chennai, on 5<sup>th</sup> February 2021. I MBA students - Ms P Vaishnavi, Ms C Gayathri, Ms G Keerthana and Ms P Dhanusha won first prize in Ad Video Contest. Ms Shaaru and Ms Shanmathy won second prize in Quiz contest.
6. Dr Savitha Nair, Associate Professor, and R Initha Rina, Assistant Professor, acted as resource persons during the DST sponsored four weeks online ‘Women Entrepreneurship Development Programme (WEDP) on Food and Dairy Processing’ organised by Mannar Thirumalai Naicker College, Madurai, on 5<sup>th</sup> and 10<sup>th</sup> February 2021. Dr Savitha Nair, Associate Professor, handled a session on the topic ‘How to assess pre-feasibility of a project?’ on 5<sup>th</sup> February 2021; and Dr R Initha Rina, Assistant Professor, handled sessions on the topics ‘Preparing Pre-feasibility Report’ and ‘Evaluating the PPRs prepared by the Trainees’ on 5<sup>th</sup> and 10<sup>th</sup> February 2021 respectively.
7. Business Review sessions were held for I MBA - Section I and II students on 5<sup>th</sup> and 27<sup>th</sup> February 2021. During the sessions, discussions were held on the topics :(i) The Tech Version 2020 and its Impact; (ii) Indian Union Budget 2021; (iii) Farm Laws and Indian Agricultural Sector; (iv) Impact of Tata Big Basket Deal on India’s E-Grocery Segment; (v) How Technology helped Employment during Covid 19?; (vi) Covid 19 and Indian Economy: Impact on Growth, Manufacturing, Trade and MSME

Sector; (vii) The present Banking Business in India; and (iv) Globalization and its Impact on Small Scale Industry in India.

8. An online programme on 'Social Entrepreneurship' is being organized for the students of CETYS University during February and March 2021. As a part of the programme, sessions were held during 6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup> and 27<sup>th</sup> February 2021. Prof S Balasubramanian, Chief Mentor; Dr B Sripirabaa, Associate Professor; and Dr Savitha Nair, Associate Professor, handled sessions during the mentioned dates. About 20 students from CETYS University and their partner institutions attended the programme.
9. As a part of forum activities, the Health and Fitness Interest Group conducted 'Quiz Bee' related to Health and Fitness on 6<sup>th</sup> February 2021.
10. The Social Service Programme (SSP) Mid Review was conducted online for the II MBA students on 9<sup>th</sup> February 2021.
11. GRGSMS conducted an Online Programme on 'Social Entrepreneurship' for the undergraduate students of Nottingham Business School during 10-12 February 2021. About 20 students attended the programme. The resource persons of the programme were Prof S Balasubramanian, Chief Mentor; Mr Ramesh Chandran, Founder, Bio Basics; and Dr Savitha Nair, Associate Professor.
12. Business Review sessions were held for II MBA Section - I and II students on 10<sup>th</sup>, 16<sup>th</sup>, 17<sup>th</sup> and 23<sup>rd</sup> February 2021. During the sessions, discussions were held on the topics: (i) YES Bank stages a Comeback as Large-cap; (ii) India's New Bill on Cryptocurrencies ; (iii) Reason behind the fall of Lakshmi Vilas Bank; (iv) RBI gives Retail Investors Direct Access to Government Bonds Market ; (v) Shutting down the Business in India: PAYPAL; (vi) ITC takes a Step towards Sustainability; (vii) Supply Chain Development for 5G Launch in India; (viii) The Rise of Food Tech Industry in 2020; (ix) How Byju's is using Technology to change Education Industry?; (x) Innovative Solutions for Digital Transformation; (xi) How India spends and earns its Money; and (xii) An overview of Digital Payment Index (DPI) by RBI.
13. Ms S Rajeshwari, a part-time PhD Scholar, under the supervision of Dr P Paramanandam, Professor, successfully defended her thesis at the public Viva Voce examination held on 11<sup>th</sup> February 2021.

14. Dr P Sadhasivam and Dr Vandana Madhavkumar, Associate Professor, attended the 3<sup>rd</sup> MC Meeting of Coimbatore Management Association at Sree Annapoorna Hotel, Coimbatore, on 12<sup>th</sup> February 2021.
15. Dr P Paramanandam, Professor, and Dr S Kavitha, Associate Professor, attended a webinar on 'Changing Expectations: Succeeding in the Post COVID Scenario' organized by New Delhi Institute of Management on 13<sup>th</sup> February 2021.
16. Dr Vandana Madhavkumar, Associate Professor, attended the CMA National Management Day held at the Hotel Residency on 19<sup>th</sup> February 2021.
17. Twenty students from MBA and PGDMFS attended the CII Coimbatore Zone Annual Day session on 19<sup>th</sup> February 2021.
18. Prof S Balasubramanian, Chief Mentor; Dr P Sadhasivam, Director; and 5 faculty members from GRGSMS participated in the NEP Mission Meeting organized by PSGRKCW on 20<sup>th</sup> February 2021. Dr B Sripirabaa, Associate Professor; Dr S Kavitha, Associate Professor; Dr Vandana Madhavkumar, Associate Professor; and Dr Savitha Nair, Associate Professor, presented suggestions and strategies for PSGRKCW representing their respective NEP taskforce groups.
19. GRGSMS organized the annual flagship event, Feb Fiesta 2021, during 20-22 February 2021 in the online mode. The theme for the event was - DigiCart: Digital Business Ensembles. 17 student teams participated in the event. A dedicated webpage was created to showcase various products being sold by the student teams, such as mobile cases and accessories, jewellery, organic skin care products, home décor, dresses, doodle art products, snacks, spice masala powders, jute bags, cosmetics, garden products, kitchen accessories, plants etc. The student teams created Link trees to showcase their collections in the form of e-catalogues, product listing in Facebook Market Place, Instagram Page, YouTube videos and WhatsApp. Businesses of four of our alumnae entrepreneurs were also showcased on the third day of Feb Fiesta, along with the students' stores. Our Chairperson, Dr Nandini Rangaswamy, inaugurated the event via Zoom platform. The overall sales at the end of the 3<sup>rd</sup> day was Rs 2,83,907 with a total of 539 transactions. During the valediction of the event, two teams were announced as winners. The team with highest turnover was 'Casablanca' with a total turnover of

Rs 77,106. The team with highest visibility and reach was 'Eco Shop' with a total of 97 transactions.

20. As a part of Internal Faculty Seminar, Ms R Sreeprabha, Assistant Professor, presented a paper on the topic 'Behavioural Intention of Employees towards e-learning: Using Technology Acceptance Model' on 22<sup>nd</sup> February 2021.
21. Dr S Kavitha, Associate Professor, attended a webinar on 'ACBSP Standard Four - Program Learning Outcomes and Student Learning Assessment' organized by ACBSP on 23<sup>rd</sup> February 2021.
22. Dr Freselam Mulubrhan, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, handled a guest lecture session on the topic 'Business Analytics' for the I MBA students, as a part of the course 'Information Technology for Business', on 23<sup>rd</sup> February 2021.
23. Dr Diyana Kamarudin, Professor, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, handled a guest lecture session on the topic 'Cross Cultural Communication' for the I MBA students, as a part of the course 'Communication Skills', on 24<sup>th</sup> February 2021.
24. Dr Shunmugam V, Consultant, NISM, Mumbai, handled a guest lecture on the topic 'Credit Delivery and Risk Management' for the II MBA students, as a part of the course 'Management of Banking', on 24<sup>th</sup> February 2021.
25. The II MBA students attended an online EBSCO training session on 25<sup>th</sup> February 2021.
26. Ms R Sreeprabha, Assistant Professor, attended a webinar on the topic 'Strategies of Writing and Publishing High Impact Articles' by Dr Roszaini Mohamad Haniffa, organised by Universiti Malaysia Pahang on 25<sup>th</sup> February 2021.
27. Feb Fiesta Debriefing session was held on 26<sup>th</sup> February 2021. Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, acted as the external evaluator. 17 student teams presented their overall experience, strategies, challenges, and learning during the session. Based upon the presentations, team 'Spice Hut' was awarded as the best team in entrepreneurial thinking and action.
28. Twelve students of MBA participated in the intercollegiate event ETHOZ 2021 organized by Sri Ramachandra Faculty of Management Sciences, Chennai, on 26<sup>th</sup>

February 2021. I MBA student, Ms M Vinutha, won first prize in 'Just A Minute' contest; Ms P Preyanka, won first prize and Esther Freeda Rose D won second prize in 'Poster Presentation' contest.

29. Our annual event, the Alumnae Homecoming 2021, was held virtually through Zoom on the 27<sup>th</sup> February 2021. Around 140 alumnae living across different countries participated in the event. Two of our Alumnae's dance performances were showcased and a few games were also organised.

### **Inclusions for the month of January 2021**

1. Business Review sessions were held for II MBA Section - I and II students on 7<sup>th</sup> and 22<sup>nd</sup> January 2021. During the sessions, discussions were held on the topics: (i) Augmented Reality - Redefining Retail in Future ; (ii) Facebook, a Platform to Small Business Development ; (iii) Google Employees form Union amid Calls for Change in Pay, Harassment Policies; (iv) Impact of Pandemic on India's Unorganised Sector; and (v) MSME Schemes for First Generation Entrepreneurs.
2. Business Review sessions were held for I MBA Section - II students on 13<sup>th</sup> January 2021. During the sessions, discussions were held on the topics: (i) Top 5 Virtual Event Platforms of 2020; and (ii) Impact of Pandemic on International Business.