



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF FEBRUARY 2020

1. The MPhil Viva-Voce Examination of Ms R Maheswari, Research Scholar, under the guidance of Dr S Kavitha, Associate Professor, was conducted on 3rd February 2020.
2. As a part of Current Affairs activities, sessions were held for II MBA students on 3rd, 8th and 28th February 2020. The activities included a quiz on current issues and panel discussions on the topics: (i) Review of Union Budget 2020, (ii) Corporate Governance Failures and Lessons Learnt; and (iii) National Payments Corporation of India.
3. Business Review sessions were held for I MBA - Section I students on 3rd, 5th, 8th, 11th, 17th, 24th and 28th of February 2020. During the sessions, discussions were held on the topics: (i) The Growing Tribe of Gig Workers, (ii) Social Media as a Platform for B2C Business, (iii) Bond Investment Market in India, (iv) The Need for Consolidation of General Insurance Companies in India, (v) The Outcome of new CSR Mandate, (vi) The Future of Digital Advertising in India, (vii) Reasons for Downsizing Employees in Organisation, (viii) Creating an Eco System for E-Vehicles :The Role of TATA motors, (ix) The Relevance of 4 P's in the Digital Era, (x) Xiaomi's People Strategy, (xi) Acquisition of Flipkart by Walmart, (xii) Marketing Strategies of Cafe Coffee Day, (xiii) The Growth of Tesla Inc; and (xiv) The Effect of NPA Accumulation on Bank Performance.
4. Business Review sessions were held for I MBA - Section II students on 3rd, 5th, 8th, 10th, 25th, 27th and 28th February 2020. During the sessions, discussions were held on the topics: (i) Promotional Strategies for the Global Visibility of Indian Handicrafts, (ii) Role of Technology in Fixing Logistics, (iii) The Impact of Skill Gap on the Employability of Graduates, (iv) A Review of Top Technologies impacting Businesses Today, (v) Air India Disinvestment: Reasons and Future Plans, (vi) Forbes' List of America's Successful Self-Made Women Entrepreneurs of

2019, (vii) Review of Union Budget 2020, (viii) Impact of Union Budget 2020, (ix) Roadmap of NGO: A Strategical Approach, (x) CSR and Indian Corporates, (xi) Budget 2020: Business Perspective, (xii) Corona: A Threat to China, (xiii) Start-up Success Stories; and (xiv) Fastest Growing Asian Economics of 2020.

5. Four students of ED Cell along with Dr Savitha Nair, Associate Professor, attended TiE session on 'Empowering Women in Business' as a part of TiE Global Pitch Competition - Curtain Raiser on 4th February 2020, at Chamber Hall, Coimbatore.
6. As a part of Global Immersion Programme, 17 MBA students underwent a two-week Immersion Programme at Swinburne University of Technology, Melbourne, Australia, during 4 - 15 February 2020. The students were accompanied by Dr G B Sabari Rajan, Associate Professor.
7. As a part of Forum activities, the students of Theatre Club enacted the play 'The Irish Engagement' by Walter Watts on 5th February 2020.
8. Dr Yvonne Carlisle, Head of Department for Human Resources, Nottingham Trent University, UK, addressed our II MBA students on the topic 'The Future of HR' on 6th February 2020.
9. Seven students of I and II MBA participated in the intercollegiate event 'Hi Mac' 20' organised by Hindusthan College of Engineering and Technology, Coimbatore, on 8th February 2020. Ms S Raja Rajeshwari and Ms K Vinitha of II MBA won the first prize in 'FINANZA' contest.
10. Six students of ED Cell along with Dr Savitha Nair, Associate Professor, attended The Entrepreneurs' Organization's National Summit on 8th February 2020 at Hotel Radisson Blu, Coimbatore.
11. Our alumna Ms M Shanmuga Priya (Class of 2016), Beauty Therapist, handled a session on 'Makeover and Grooming Etiquette' for the I MBA students on 8th February 2020.
12. The educational tour for the II MBA students was held during 8-14 February 2020 in 2 batches. Fifty students went for the International Tour to Dubai. They were accompanied by Ms R Sona, Assistant Professor, Dr R Initha Rina, Assistant Professor and Ms R Sreeprabha, Assistant Professor. Sixteen students went for the

National Tour to Mumbai and Goa. They were accompanied by Ms P B Saranya, Assistant Professor.

13. The students of I MBA - Section II visited Roots Industries India Limited - Horn Division, Thoppampatti, Coimbatore, on 11th February 2020. They were accompanied by Dr S Allimuthu, Associate Professor.
14. Eight Students of II MBA participated in the intercollegiate event 'Tejomayaa' organised by Sri Narayana Guru Institute of Technology, Coimbatore, on 12th February 2020. Ms M Kokilambal and Ms S Janani Priya of II MBA won the second prize in HR event.
15. Three students of II MBA participated in the intercollegiate event 'Yukthi 20' organised by Thiagarajar School of Management, Madurai, on 14th February 2020.
16. Twelve students participated in Student Management Day organised by Coimbatore Management Association at PSGIM on 14th February 2020.
17. Director, Dr P Sadhasivam, acted as the Organizing Committee Member of Student Management Day on 14th February, 2020. He also selected the candidate for CMA's Best Faculty Award held in association with the event.
18. The students of I MBA attended Outbound Training Programme at Sky High Academy, Annaikatti in two batches. Dr S Kavitha, Associate Professor, accompanied the first batch of students during 12- 15 February 2020; and Dr R K Sudhamathi, Associate Professor, accompanied the second batch of students during 19- 22 February 2020.
19. The students of I MBA attended the CMIE Prowess Training Session on 17th February 2020.
20. The students of II MBA - Section I visited Kirloskar Brothers Limited (KBL) - Pump Division near Kaniyur, Coimbatore; and the students of II MBA - Section II visited A1 Chips near Perur, Coimbatore, on 18th February 2020. They were accompanied by Dr S Allimuthu, Associate Professor, and Ms R Sreeprabha, Assistant Professor, respectively.
21. Dr B Sripirabaa, Associate Professor, handled session on 'Research Methods' for the Faculty of the Department of Commerce, PSGRKCW, on 18th February 2020.

22. Dr Vandana Madhavkumar, Associate Professor, facilitated a two-day programme on 'Business Communication' for the Executives of CRI Pumps during 20 - 21 February 2020.
23. Nineteen students of I and II MBA participated in the intercollegiate event 'Repowis20' organised by Kongu Engineering College, Erode, on 21st February 2020. Ms F X Rufina Marine and Ms Nanditha Karpagam won prize in Business Quiz and Stock War contest. GRGSMS won overall championship for PG events.
24. Eight students of II MBA participated in the intercollegiate event 'Castalia' organised by Sri Venkateshwara College of Computer Application and Management, Coimbatore, on 21st February 2020. Ms R Harini, Ms B Abinaya, Ms S Janani Priya and Ms M Kokilambal won first prize in Best Marketing Team contest.
25. Four students of II MBA participated in 'Henosis' organised by Dr NGP Institute of Technology on 22nd February 2020.
26. As a part of Forum activities, the Technology interest group organised Tech Quiz on 24th February 2020.
27. Prof Ulingeta O L Mbamba, Dean - Business School, University of Dar es Salaam interacted with GRGSMS faculty on 25th February 2020.
28. Feb Fiesta, the annual flagship event of GRGSMS was held on 26th February 2020 at the Golden Jubilee Auditorium on the theme 'Netru Indru Nalai'. The programme was inaugurated by our Secretary Dr N Yeshodha Devi. Our Chairperson, Dr Nadhini Rangaswamy, also visited the stalls. Students, in teams, exhibited various products and business ideas relevant to the theme. A total of 24 teams participated by putting up 22 stalls. Under 'Netru' and 'Indru' categories, students displayed various products including jute products, coconut shell products, plants, earthenware, handicrafts, bags, textiles, games, organic cosmetics, 3D printing, stationary, food products etc. In the 'Nalai' category, six teams showcased business ideas for the future such as smart bands, refrigerator sensor, 4D rooms, smart helmet and glasses for the blind. Prizes were given to the best team in each category. A total turnover of Rs 3,00,247/- was achieved on the day.

29. Director, Dr P Sadhasivam, participated in International Education Fair at Kenya and Tanzania during 28th February - 5th March , 2020. He also visited University of Dar es Salaam, Tanzania, during the period.
30. Five students along with Dr G B Sabari Rajan, Associate Professor, represented GRG Students' Chapter during the National Management Day Celebration and Award Ceremony organised by Coimbatore Management Association on 27th February 2020 at The Residency Towers, Coimbatore.
31. Six students of I and II MBA participated in the intercollegiate event 'GIM Fest' organised by Guruvayurappan Institute of Management, Coimbatore on 28th February 2020. Ms R Harini, Ms S Janani Priya and Ms M Kokilambal won first in Marketing Game contest.
32. Twelve students participated in the intercollegiate meet organised by KSR College of Technology, Tiruchengode, on 28th February 2020. Ms M Mehala and Ms P Thanganandhini won first in Smart Investors contest; Ms S Sangeetha and Ms S Nethra won first prize in Ad-Zap contest; and Ms M Aparna and Ms G Vaishnavi won second prize in Business Quiz contest.
33. Dr B Sripirabaa, Associate Professor, presented the Opening and Closing Remarks during the Roundtable Discussion on 'Impact of Industry 4.0 on the Textile Industry' organized by CII Coimbatore and Indian School of Business, Mohali, on 28th February 2020.
34. Alumnae homecoming 2020 was held on 29th February 2020. Our Chief Mentor, Prof S Balasubramanian, welcomed and felicitated the alumnae. Prominent Alumnae in three different categories were awarded. Ms N Bhuvaneshwari (Class of 1995) was awarded as Best Alumna - Professional, Ms M Mayuri (Class of 2009) as Best Alumna - Entrepreneur and Ms R K Sonika (Class of 2016) as Best Young Alumna. Forty five Alumnae along with their family participated in the programme.
35. The EC members of the Management Alumni Association of GRG Institutions, Coimbatore (MAAGIC) had their Executive Committee Meeting on 29th February 2020.
36. Dr P Paramanandam, Professor, attended the Board of Studies Meeting of the Department of Psychology, PSGRKCW on 29th February 2020.

37. Dr S Kavitha, Associate Professor, received the third and final instalment of Rs 2,00,000 from ICSSR towards the Major Research Project titled 'Influence of Social media on the Personality Development of Millennials - with Special Reference to Facebook and WhatsApp' worth Rs 10,00,000.
38. Dr M Maheswari, Assistant Professor, completed an online course on 'Managing Talent' offered by University of Michigan through Coursera.

Inclusion for the Month of January 2020

1. As a part of Forum activities, the Health and Fitness interest group organised "Miss Fit " contest for the students on 7th January 2020.