



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF SEPTEMBER 2021

1. Business Review sessions were held for II MBA Section I students on 4th, 7th, 9th, and 18th September 2021. During the sessions, discussions were held on the topics: (i) Vodafone Idea Crisis, (ii) Impact of Afghanistan's Political Instability on International Business, (iii) India's most valued Edutech Startup Byju's records the highest consolidated losses ever, and (iv) Parameters to be considered for ETF investments.
2. Business Review sessions were held for II MBA Section II students on 4th, 7th, 9th and 17th September 2021. During the sessions, discussion were held on the topics: (i) Vodafone Idea in talks to refinance over Rs.6,000 crore of its debt, (ii) Zomato's Stock Market Debut, (iii) How Google's \$150 billion Advertising Business works, and (iv) Where Digital Transformations go wrong in Small and Midsize Enterprises.
3. The election of SHREYAS Office Bearers for the academic year 2021-22 was held online on 4th September 2021. The following students of II MBA were elected as the office bearers:
President: Ms S Adhithya
Secretary: Ms C Gayathri
Treasurer: Ms G Keerthana
Executive Member II MBA - Sec 1: Ms D Ovyia
Executive Member II MBA - Sec 2: Ms S Kanishkaa
4. As a part of GRG Centre for Advanced Studies (GRGCAS) 'Management Development Programme for Executives' (MDPEX), Dr S Kavitha, Associate Professor, handled sessions for the executives of KOB Medical Textiles, Coimbatore, on 'Technology for Management' on 4th September 2021, and on 'Business Analytics' on 11th and 18th September 2021.
5. As a part of Alumna Talk series, Our alumna Ms S Vidhya (Class of 2009), Assistant Manager, Workforce Management Group, Wipro Technologies

Limited, delivered a talk on 'HR Portfolios- Recent Trends, Skills and Challenges' on 4th September 2021.

6. The online programme on 'Social Entrepreneurship' is being offered to the students of CETYS University, Mexico, and their partner institutions. Dr Savitha Nair, Associate Professor, handled sessions on 'Understanding Social Entrepreneurship', 'Process of Social Entrepreneurship' and 'Organizational Structure for Social Ventures' on 4th, 11th and 25th September 2021 respectively. Prof S Balasubramanian, Chief Mentor, handled a session on 'UN SDGs and Social Entrepreneurship' on 11th September 2021 and Dr B Sripirabaa, Associate Professor, handled sessions on 'Social Business Model', 'Strategic Plan for a Social Venture' and 'Funding Social Ventures' on 18th and 25th September 2021, respectively.
7. Dr Vandana Madhavkumar, Associate Professor, along with Dr S Kavitha, Associate Professor, organised an AICTE ATAL sponsored 5-day FDP on the theme 'Imparting Soft Skills and Life Skills for Holistic Development' during 6 - 10 September 2021. 136 participants, from all over the country attended the programmes. Dr Vandana Madhavkumar, Associate Professor, was the main coordinator and handled three sessions on Interpersonal skills, and Communication Skills. Prof S Balasubramanian, Chief Mentor, Dr P Sadhasivam, Director, Dr P Paramanandam, Professor, Dr S Kavitha, Associate Professor, Dr B Sripirabaa, Associate Professor, and Dr Savitha Nair, Associate Professor, handled various sessions during the programme.
8. The Environment interest group organized a Poster Designing contest on the theme 'Ozone Layer and Life on the Earth' to create awareness to protect ozone layer and also as a mark of celebrating the 'World Ozone Day' on 8th September 2021.
9. The selection interview of ED Cell Coordinators for the academic year 2021-22 was conducted online on 14th September 2021 by Dr Savitha Nair, Associate Professor, and D S Allimuthu, Associate Professor. The following students were selected as the ED Cell coordinators:

II MBA Section I

ED Cell Coordinator- Ms U Bhuvaneshwari

Assistant Coordinator- Ms K G Saumya

II MBA Section II

ED Cell Coordinator- Ms P Nivethitha

Assistant Coordinator- Ms V Shivashree

10. Dr Vandana Madhavkumar, Associate Professor, attended the 66th AGM meeting of Coimbatore Management Association on 11th September 2021.
11. Ms R Sreeprabha R, Assistant Professor, attended TILT Annual Learning and Teaching Conference 2021 (ALTC), conducted by Nottingham Trent University on 14th September 2021.
12. Dr R Initha Rina, Assistant Professor, and Dr G Brindha, Assistant Professor, attended an online session on 'Pearson e-Library Conclave' by Pearson India Education Services on 15th September 2021.
13. An Entrepreneurship Webinar was organized for the students and alumni of B Voc programmes and ED Cell on 15th September 2021. As a part of the programme, Mr G K Shrinivas, Partner, Karthikeyan & Jayaram Chartered Accountants, Coimbatore, delivered a session on 'Understanding GST and its Implications' and Ms B Kayalvizhi, Assistant Director, MSME Development Institute, Coimbatore, delivered a session on 'Procedures and Schemes for MSMEs'. The programme was attended by about 190 students and 15 faculty members
14. Dr S Allimuthu, Associate Professor, attended SEBI Sponsored 'Investor Awareness Programme on 'Corporate Actions - Dividends, Bonus, Splits' organized by Edify EdTech on 17th September 2021.
15. The Mid Review of Term Paper Presentation for the II MBA students was conducted on 17th September 2021.
16. Dr P Sadhasivam, Director, participated and introduced the guest of 'Directors' Conclave' organised by Coimbatore Management Association on 18th September 2021
17. As a part of CXO talk series, Dr O A Balasubramaniam, Managing Director, Roots Cast Pvt Ltd, CEO - Roots Polycraft & Senior Vice President - IT, Roots Group of Companies, addressed the students on the topic 'Operational Excellence through Digital Transformation' on 18th September 2021.

18. Dr R K Sudhamathi, Associate Professor, attended an online FDP on 'Multivariate Data Analysis for Social Science Research' organized by Kongu Business School, Erode, on 18th September 2021.
19. Dr B Sripirabaa, Associate Professor, attended a webinar on 'API: Academic Leveling: Bridge the Gap in Business Education with Leading Edge Learning Competency-based Modules' organized by Peregrine Global Services on 21st September 2021.
20. Dr P Sadhasivam, Director, Dr Savitha Nair, Associate Professor, Ms P Nivethitha and Ms U Bhuvaneswari, II MBA students, attended the 'Growth Conclave' organized by Tamil Nadu Industrial Investment Corporation (TIIC) and Confederation of Indian Industries (CII) at The Residency Towers, Coimbatore, on 21st September 2021.
21. Dr R K Sudhamathi, Associate Professor, delivered an Internal Faculty Seminar on 'Predicting Cryptocurrency Movement using ARIMA Modelling' on 21st September 2021.
22. A guest lecture was organized for the course 'Security Analysis and Portfolio Management' on the topic 'Do's and Don'ts of the Stock Market' on 22nd September 2021. The resource person was Mr Gowtham, Zerodha Stock Broking Ltd., Bengaluru,.
23. A Guest Lecture was organized for the course 'Entrepreneurship', on the topic 'How to evaluate opportunities and build business models?' on 22nd September 2021. The resource person was Ms Sujaya Rao, Consultant and Startup Mentor, Co-founder- Future Edu. Ms Sujaya also evaluated the idea pitch by student teams during the session.
24. Dr P Paramanandam, Professor, and Dr G B Sabari Rajan, Associate Professor, attended 48th AIMA's National Management Convention on 22nd and 23rd September 2021.
25. Dr B Sripirabaa, Associate Professor, and Dr Savitha Nair, Associate Professor, attended the Conclave on 'Sustainable Development Goals - Marching Towards the Global Agenda' organized by Madras Management Association Management Centre on 24th September 2021.
26. PSGR Krishnammal College for Women signed an MoU with NIPM Coimbatore Chapter on 25th September 2021, for establishing a NIPM Student Chapter at the

institution. Dr N Yesodha Devi, Secretary, and Dr Y E Sridhar, Chairman, NIPM Coimbatore Chapter, signed the MoU. Dr Vandana Madhavkumar, Executive Committee member of NIPM, facilitated the signing of the MoU. Mr C Manimaran, Hon. Secretary and Dr T Jayakumar, Hon. Treasurer of NIPM, Dr PSadhasivam, Director, Prof S Balasubramanian, Chief Mentor, and Dr Vandana Madhavkumar, Associate Professor, were also present.

27. As a part of E Talk series, Ms Sharmila Selvakumar, Director, Vilfresh (Laymen Agro Ventures Pvt Ltd), addressed the students on the topic 'Emerging Opportunities for Agri Startups' on 25th September 2021. The session was attended by 170 students and 5 faculty members.
28. As a part of students' interest group activities, the Speakers' Forum conducted 'The Best Storyteller' contest on 25th September 2021. Dr Vandana Madhavkumar, Associate Professor, and Ms R Sreeprabha, Assistant Professor, were the judges for the event.
29. Dr Savitha Nair, Associate Professor, acted as the resource person for the Faculty Development Programme on 'Introduction to Entrepreneurship' organized by the IQAC and ED Cell of PSGRKCW on 28th September 2021.
30. Dr S Kavitha, Associate Professor, attended a webinar on 'API: Foundations of Assurance of Learning: Quality Assurance Through Learning Outcomes' organized by Peregrine Global Services in association with SEAA Trust, New Delhi, on 28th September 2021.
31. Dr S Allimuthu, Associate Professor, Dr R Initha Rina, Assistant Professor, and Dr G Brindha, Assistant Professor, attended an online workshop on 'How to present Paper in NEETI - National Education Empowerment Teacher's Initiative' by MasterSoft on 30th September 2021.
32. Dr Vandana Madhavkumar, Associate Professor, attended a webinar on 'Effective People Engagement Strategies' by Mr P Ramanujan, Founder & Principal Consultant Antharicshaa Consulting, organised by NIPM Coimbatore Chapter on 30th September 2021.
33. Dr G B Sabari Rajan, Associate Professor, Dr Vandana Madhavkumar, Associate Professor, and Dr S Kavitha, Associate Professor, attended the CII Education Panel 'Coffee Table Chat Series' on the topic 'Industry 4.0 : Relevance to HE Institutions' by Mr G Alagiri, Director, Future Connect on 30th September 2021.

34. II MBA students attended all the Monday Musings organised by CMA for the month of September 2021.
35. Dr P Paramanandam, Professor, along with Dr P S Shobita, Assistant Professor, St Albert's College, Ernakulam, published a paper titled 'Perceived Stress and Life Satisfaction among Academicians during Covid-19 Pandemic' in Asian Journal of Research in Business Economics and Management, Volume 11, Issue 8, pp.1-7 (ISSN: 2249-7307).
36. Dr P Sadhasivam, Director, anchored the 'Coffee Table Chat' talk series organised by CII Education Panel of Coimbatore zone, on 30th September 2021.
37. Dr P Sadhasivam, Director, elected in the Managing Committee of the Coimbatore Management Association for the year 2021-22.