



## NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF FEBRUARY 2022

1. Dr S Kavitha, Associate Professor, successfully completed Introduction to Social Media Marketing a five-week online course offered by the Commonwealth of Learning, Canada from 10<sup>th</sup> January 2022 to 24<sup>th</sup> February 2022.
2. Dr P Sadhasivam, Director, Dr Savitha Nair, Associate Professor, and Mr Dinesh Manickam, Co-founder, No Food Waste, Coimbatore, handled sessions in a Programme on Social Entrepreneurship for the students of Nottingham Business School during 2-4 February 2022.
3. Dr S Kavitha, Associate Professor, attended the online faculty development programme on 'AICTE Incorporating Universal Human Values in Education, from 31<sup>st</sup> January 2022 to 4<sup>th</sup> February 2022.
4. The End Semester Examination for the III Semester - II MBA was conducted online from 1-9 February 2022.
5. Dr S Kavitha, Associate Professor, attended an online panel discussion on 'State and the market - Confronting the new (global) normal' organized by Jindal school of Government and Public policy, O.P Jindal Global University on 2<sup>nd</sup> February 2022.
6. Dr S Kavitha, Associate Professor, attended the Phase II of the Vasudhaiva Kutumbakam - Education Summit 2022 - on National Education Policy 2020 (NEP 2020) and Digital Transformation and Holistic Learning (DTHL) organized on 4<sup>th</sup> February 2022 and 12<sup>th</sup> February 2022 on Knowledge L'avenir-Virtual Platform.
7. As part of Office of International Relations (OIR) assignment, initiated MOU with M/s Aspiring Consultants Private Limited, Dhaka for admission of various UG and PG programs of PSGRKWCW on 7<sup>th</sup> February 2022.
8. Business Review sessions were held for I MBA Section II students on 10<sup>th</sup> and 11<sup>th</sup> February 2022. During the sessions, discussions were held on the

- topics: (i) Air India back to Tata Group (ii) The Google - Airtel deal: A stronghold for Indian telecom industry (iii) A review of Union Budget - 2022.
9. The IV Semester classes for the II MBA students commenced on 11<sup>th</sup> February 2022.
  10. The End Semester Examination for the I Semester - PGDMFS was conducted online from 12- 18 February 2022.
  11. Ms R Sona, Assistant Professor, attended a session on 'Tata Stories - Timeless lessons that inspire and provoke' organised by AIMA on 14<sup>th</sup> February 2022.
  12. Dr P Sadhasivam, Director anchored the 'Monday Musings' organised by the Coimbatore Management Association on 14<sup>th</sup> February 2022.
  13. The End Semester Examination for the I Semester - I MBA was conducted online from 14 - 18 February 2022.
  14. Dr Vandana Madhavkumar, Associate Professor, presented her study titled 'Training and Development Practices in the Organisations of Coimbatore' as a part of Internal Faculty Seminar on 15<sup>th</sup> February 2022.
  15. Mrs R Radhamani, PhD Research Scholar, under the supervision of Dr P Paramanandam, has successfully defended her thesis on 16<sup>th</sup> February 2022.
  16. Dr P Sadhasivam, Director, attended the Award Committee meeting of the Coimbatore Management Association on 18<sup>th</sup> February 2022.
  17. Ms KG Saumya of II MBA participated in the campus drive organised by ANZ bank on 18<sup>th</sup> February 2022 in Chennai and was selected for the position of Credit Assessment Officer. She will receive a CTC of 5.75 lakhs during the training period and 8 lakhs CTC after the training period.
  18. Alumnae Homecoming 2022 was held virtually on 18<sup>th</sup> February 2022. 97 alumnae across 14 batches participated in the event. A dance performance (recorded video) of our Alumna Ms Indu Santhosh, classical dancer (Class of 2010) was played during the event and a campus tour video was also played as our alumnae wished to see the campus. Our alumnae Ms Girija, Ms Jayanthi and Ms Suganya shared their experiences and lessons learnt by them while organising Urjith. Ms Sindhiya, Ms Swetha and Ms Lakshmi shared their nostalgic memories. Student volunteers engaged our alumnae with various games and our alumnae participated actively.

19. Ms M Reshma, Assistant Professor, attended a three day international workshop on 'R- Commander' organized by GLOBAL INSTITUTE OF STATISTICAL SOLUTIONS from 20-22 February 2022.
20. The II Semester classes for the I MBA and PGDMFS students commenced on 21<sup>st</sup> February 2022.
21. Dr S Allimuthu, Associate Professor, handled a session for AICTE sponsored refresher program on 'Financial Derivatives' on the topic 'Introduction to Financial Derivatives' and Dr GB Sabari Rajan, Associate Professor, on the topic 'Application of Fundamental and Technical tools: Derivative Perspective' organized by St. Joseph's Degree & PG College, Hyderabad on 22<sup>nd</sup> February 2022.
22. Ms V Rajalakshmi, M.Phil. Research Scholar, under the supervision of Dr R K Sudhamathi, Associate Professor, has successfully defended her thesis on the topic 'A Study on the Relationship between Gold Price and Share Price Movements with reference to Indian Stock Market' at the public Viva Voce examination held on 22<sup>nd</sup> February 2022.
23. Dr P Sadhasivam, Director, attended the CII Coimbatore Annual Day for the year 2021-22 at the CII office, Coimbatore on 23<sup>rd</sup> February 2022.
24. Dr B Sripirabaa, Associate Professor, and Dr Savitha Nair, Associate Professor, along with Dr Puteri Fadzline Muhamad Tamyez, Associate Professor, and Dr Senthil Kumar, Senior Lecturer, Faculty of Industrial Management, Universiti Malaysia Pahang, jointly submitted a proposal towards CITREX 2022 organized by UMP on 23 February 2022
25. Dr S Kavitha, Associate Professor, acted as a Doctoral Committee member for the first DC Meeting organized by Sri Ramakrishna College for Arts and Science, Coimbatore on 23<sup>rd</sup> February 2022.
26. Mr Rahul Gandhi, Chief Marketing Officer, iD Fresh Food (India) Pvt. Ltd., Bangalore delivered a CXO talk on the topic 'Role of Business Strategy and Consumer Behaviour in Marketing' on 24<sup>th</sup> February 2022.
27. Dr P Sadhasivam, Director and Dr Vandana Madhavkumar, Associate Professor, attended National Management Day, organised by the Coimbatore Management Association on 24<sup>th</sup> February 2022 at Welcome Hotels by ITC

Hotels, Coimbatore. Ms C Gayathri, Ms S Divya and Ms Kanmani of II MBA were volunteers for the same.

28. Business Review session was held for II MBA Section I students on 24<sup>th</sup> February 2022. During the session, a discussion was held on the topic Managing Innovation and Technology.
29. Business Review session was held for II MBA Section II students on 24<sup>th</sup> February 2022. During the session, a discussion was held on the topic 'Working Backwards and the secret of Amazon's successes.
30. Dr GB Sabari Rajan, Associate Professor, attended a webinar on the topic 'View the world with a Digital Tilt' organized by ICFAI Foundation for Higher education on 25<sup>th</sup> February 2022.
31. Dr P Sadhasivam, Director and Dr S Kavitha, Associate Professor, completed a market research on the readiness of consumers to accept VTFPL's business concept for Vridhi Techno Forms Private Limited, Coimbatore.
32. Ms M Reshma, Assistant Professor, cleared the UGC NET examination in Management held during November 2021.
33. Dr R Initha Rina, Assistant Professor, presented a 'Case Study on Young Digital Entrepreneurs' in the Management Case Conference 2021 by PSG Institute of Management, Coimbatore, on 30<sup>th</sup> October 2021. It has been published in a Book titled 'Compendium of Management Case studies' with ISBN 978-93-93229-43-4 by Clever fox publishers, 2021 edition.
34. Ms R Santiago Antony Selvi, PhD Research Scholar, under the guidance of Dr Vandana Madhavkumar, Associate Professor, applied for the GRG trust Research Fellowship and was selected to receive the fellowship after she presented her proposal to the selection committee members.
35. I MBA and II MBA students attended all the Monday Musings for the month of February 2022.
36. Our annual Flagship Event Feb Fiesta was organized virtually during 26-28 February 2022 on the theme 'Digi-fusion'. 17 student teams, including 3 student entrepreneurs, did business by selling different products such as food items, clothing, bags, home décor, crafts, bags, organic products, fragrances, candles, spices, skincare products etc. Their online stores were featured in a dedicated webpage created towards this end. The programme

was inaugurated by Dr N Yesodha Devi, Secretary, PSGRKCW. 6 alumnae entrepreneurs also showcased their businesses during Feb Fiesta 2022. An overall sale of Rs 8,79,328 with 2253 transactions was achieved. Feb Fiesta valediction was held on 28 February 2022. Our Chief Mentor, Prof. S Balasubramanian, gave concluding remarks and our Director, Dr P Sadhasivam, gave the valedictory address. The ED Cell coordinators and the core team were recognized and faculty and students gave their feedback about the programme.