

Impressions

Creative thoughts in action

From the Editor

"The illiterate of the 21st century are not those who cannot read and write but those who cannot learn, unlearn and relearn."-Alvin Toffler. In today's rapid changing world, it is important to learn to unlearn. Many a time, we fall behind just because we fail to build a change-ready culture to unlearn our learning and learn as per the need of the time. Indeed, the top most in-demand jobs today did not even exist a decade ago. To state that we live in a changing world implies the speed of both the pace and the scope of on-going change. Charles Darwin said "It is not the strongest of the species that survives, or the most intelligent. It is the one that is the most adaptable to change". The ability to adapt to change and proactively make changes in career is what will make a crucial difference to where you find yourself even just few years from now.

On this note, I wish you all to unlearn the irrelevant and relearn the relevant according to the on-going change and shape your career.

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 last six months.

We look forward to your suggestions and feedback for any improvements.

Happy Reading!

Thanks and Regards

Ms R Sona

Message from Director

We are in the era of globalization; even a Virus realized it and gripped the World. Corona has thrown two things out of control. One is health and the other one is economy. The fallout of these two has impacted the entire World. The uncomfortable mask has come to stay for some time and online communication is widely prevalent. The so called new normal, for good or bad, is indispensable. Despite the situation nothing can stop one from imparting knowledge. Right from Kindergarten to Higher Education, learning through online platform is going on uninterrupted. We have learnt to live with constraints in a short span of three months. Students have adopted themselves to the changing scenario. Teachers are exploring all possible ways and means to disseminate knowledge. Message is loud and clear, "when the student is ready the teacher will appear" either personally or virtually. Disruption in education catalyzed by technological innovations, have taken the future of teaching and learning processes to a different playing field. On the whole the situation has forced everyone to get used to technological requirements. That's the only silver lining in the dark cloud. Hope we all will get over the pandemic and grow stronger than ever before. Until then let all of us stay safe. Let us make use of the time to enhance ourselves better than what we were yesterday in every aspect.

Dr P Sadhasivam
Director



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.

Governing Council Meeting

The Governing Council meeting of GRGSMS was held on 4 September 2019.



Industry Day 2019

GRG School of Management Studies organized the annual Industry Day 2019, on 30 November 2019 on the theme 'Gig Economy: The Future of Work'. Dr Nandini Rangaswamy, Chairperson, GRG Institutions, delivered the welcome address and Dr P Sadhasivam, Director, GRGSMS, presented the overview of Industry Day 2019 during the inauguration. The Chief Guest, Mr R Varadharajan, Director, Rajshree Sugars and Chemicals, Coimbatore, delivered the inaugural address. The inauguration was followed by a panel discussion on the theme moderated by Dr P Sadhasivam. The panel speakers representing the industry were Dr Y E Sridhar, Talent Management Head, Cognizant Technology Solutions, Coimbatore, and Mr P Gandhimathinathan, Vice President HR & OHS, Bradken India Private Limited, Coimbatore. The panel speakers representing the academia were Dr Sunil Puliyaakot, Associate Professor, Rajagiri Centre for Business Studies, Kochi, and Mr Balachandran Arumugam, Deputy Director, Corporate & Industry Relations, Amrita Vishwa Vidyapeetham, Coimbatore.



Academic Council Meeting

Dr P Sadhasivam, Director, and Ms Janani Priya, II MBA, student representative, attended the Academic Council Meeting of PSGRKCW on 27 November 2019.

Urjith 2020

Urjith, the annual mega Management Meet of GRGSMS was held on 31 January 2020. Urjith, meaning 'the power of partnership', saw over 723 student participants from 50 prestigious institutions all over Tamil Nadu this year. Mr IAKOKA N Subramaniam, Chairman, M/s Franstek Belts Pvt, Ltd., Goa, was the Chief Guest and Dr N Yeshodha Devi, Secretary, PSGR Krishnammal College for Women, presided over the inaugural function. The Chief Guest Dr K Chitra, Principal, Sri Ramakrishna College of Arts and Science for Women, Coimbatore, distributed the prizes to the winners during the valedictory session. Dr S Nirmala, Principal, PSGR Krishnammal College for Women presided over the valedictory session.



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

Feb Fiesta 2020

Feb Fiesta, the annual flagship event of GRGSMS was held on 26 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, stationery, 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.



The Career Counselling Programme

The Career Counselling Programme for II MBA - Section I was held during 3 - 5 September 2019. The programme was handled by Mr Sivakumar Palaniappan, Mastering Mind Academy, Coimbatore.

Lean Six Sigma - Green Belt Certification

Fifty five students of I & II MBA attended a 3-day training programme on 'Lean Six Sigma - Green Belt Certification' during 2 - 4 January 2020. Mr G K K Singh, Director, Asian Institute of Quality Management was the facilitator of the programme.

Alumnae Homecoming 2020

Alumnae homecoming 2020 was held on 29 February 2020. Prof S Balasubramanian, Chief Mentor, 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.



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.



“It often requires more courage to dare to do right than to fear to do wrong.”
- Abraham Lincoln

'SHREYAS' Inauguration

The Student Forum SHREYAS was inaugurated on 13 September 2019. Dr K A Chinnaraju, Secretary/Director, Coimbatore Institute of Management and Technology, Coimbatore was the Chief Guest for the function. The following office bearers, who were elected on 12 September 2019, were administered the Oath of Office:

President : Ms S J Varshini Priya - II MBA
Secretary : Ms M Monisha - II MBA
Vice President : Ms L S Monisha - I MBA
Treasurer : Ms P Sharanya - II MBA
Executive Members: Ms Reema Ann Mohan and Ms Pooja V - II MBA; Ms S Keerthana and Ms S Sangeetha - I MBA; and Ms S Dharanya - PGDMFS



Personality Development Programme

Personality Development Programme 'Mpower' was conducted for the I MBA students by Mr Krishna Kumar and Ms S Sindhiya, Vertical Eye. The sessions were conducted from 16 - 20 September 2019 for Section I students and from 23 - 27 September 2019 for Section II students.



Graduation Day

The Graduation Day of MBA (Batch 2016-18) and PGDMFS (Batch 2017-18) was held on 28 September 2019. During the Graduation Day Rank Holder Certificates were awarded to Ms R Gomathi, Ms M S Alaguakshaya and Ms R Sangavi for securing the first, second and third ranks in MBA and Ms S Gomathi for securing the first rank in PGDMFS.

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

Annual Maria Philip Memorial Inter-collegiate Debate Competition

GRGSMS hosted the Regional level 'Annual Maria Philip Memorial Inter-collegiate Debate Competition' of Xavier Institute of Management and Entrepreneurship (XIME), Chennai, on 18 October 2019. 21 teams from various colleges of Coimbatore participated in the contest, including 3 teams from GRGSMS. Ms S Janani Priya and Ms M Monisha of II MBA won the contest and received a cash prize of Rs 5,000.



Day with Nature

As a part of Day with Nature, the students of II MBA visited Thirumoorthy Dam and Farm, the students were accompanied by Dr B Sripirabaa, Associate Professor, Dr Savitha Nair, Associate Professor, Ms S Sathyapriya, Assistant Professor, and Ms R Sreeprabha, Assistant Professor. The students of I MBA and PGDMFS visited the Nilgiri Biosphere Nature Park (NBNP), Anaikatti, the students were accompanied by Dr P Paramanandam, Professor, Dr S Allimuthu, Associate Professor, Dr R Initha Rina, Assistant Professor, Ms P B Saranya, Assistant Professor and Ms R Sona, Assistant Professor on 19 October 2019.



Celebrations

The Students of II MBA and PGDMFS organized Teachers Day celebration on 5 September 2019.

The students of II MBA organized the Senior - Junior Confluence to welcome I MBA and PGDMFS students on 1 October 2019. Dr P Sadhasivam, Director, crowned Ms R Kiruthika of PGDMFS as 'Miss GRG' 2019.



Members of SHREYAS organised Diwali Celebration on 24 October 2019. Events such as Debate, Mythology Quiz, Wealth out of Waste and Cooking without fire were conducted.

Members of SHREYAS organised National Education Day on 11 November 2019. A Panel Discussion on the topic 'Teaching Transformation for Effective Learning Environment' and Paper Presentations on 'Artificial Intelligence at Workplace' were conducted.



Members of SHREYAS organised Pongal Celebrations on 13 January 2020. Students performed Silambam, Dance, Traditional Song and organized a debate on the topic "மாற வேண்டியதும் மாற்ற வேண்டியதும் எது? பழமையா புதுமையா".

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

Orientation

MBA 2019 - 21 batch was inaugurated on 4 September 2019. The Induction programme was organized during 4 - 7 September 2019. Sessions were organized to provide insights on various aspects of GRGSMS, namely - The Journey, Culture & Values of GRGSMS, Activity Based Learning, Curriculum & Syllabus, Industry Expectations, Student's Code of Conduct, SHREYAS, Research Culture, Placement, Entrepreneurial Thinking, Learning Resources, Alumnae Relations, Internationalization, Business Review and different Pedagogies adopted for teaching. Ms R K Sonika, Alumna (Class of 2016) delivered a talk on the topic 'Role of GRGSMS in my Entrepreneurship Journey' on the 7 September 2019 as a part of the orientation.

International Tour to Dubai

Fifty students of II MBA went for the International Tour to Dubai during 8 - 14 February 2020. They were accompanied by Ms R Sona, Assistant Professor, Dr R Initha Rina, Assistant Professor and Ms R Sreeprabha, Assistant Professor.



Outbound Training Programme



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.



National Tour to Mumbai and Goa

Sixteen students of II MBA went for the National Tour to Mumbai and Goa during 8-14 February 2020. They were accompanied by Ms P B Saranya, Assistant Professor. Students visited Dempo Shipbuilding and Engineering Pvt. Ltd, Goa.



Forum and Business Quiz

The Health and Fitness interest group organised a 'Fitness Session' on 18 September 2019 for II MBA and PGDMFS students. The focus of the session was on well-being through Zumba and Yoga - Mudras.

Prof S Balasubramanian, Chief Mentor, GRGSMS, conducted the monthly Business Quiz on 24 September 2019.

The Community interest group organised a poster making competition on the topic 'Sustainable Community' on 9 October 2019. One best poster from each section was awarded as the winners. Dr S Allimuthu, Associate Professor, was the judge for the event.

Prof S Balasubramanian, Chief Mentor, GRGSMS, conducted the monthly Business Quiz on 22 October 2019 and on 27 January 2020.



The Speakers' Forum interest group organised JAM (Just a Minute) contest on 29 October 2019. Ms S Janani Priya and Ms M Monisha of II MBA and Ms L S Monisha of I MBA won the first, second and third place respectively. Dr B Sripirabaa, Associate Professor, Dr Vandana Madhavkumar, Associate Professor and Dr S Allimuthu, Associate Professor were judges for the event.

The Environment interest group organised an event 'GREENPOP' to initiate ideas to save the planet on 15 November 2019. Activities such as role play and presentations were conducted on the sub-themes - 'Perils of Plastic', 'Go Green', 'Water Reclamation and Reuse', 'E-waste Management', 'Recycle and Reuse' and 'Circular Economy'.

The Right Brainer's Club organised a Quiz and Blindfold activity on 26 November 2019.

The Health and Fitness interest group organised 'MISS FIT' contest for the students on 7 January 2020.

The Community interest group organised an awareness programme on 'Road Safety' facilitated by Mr S Chandrasekar, Manager, Maruthi Suzuki Driving School, Coimbatore, on 27 January 2020.

Students of Theatre Club enacted the play 'The Irish Engagement' by Walter Watts on 5 February 2020.

The Technology interest group organised 'Tech Quiz' on 24 February 2020.

International Outreach

Prof William Rossiter, Professor, Nottingham Business School, UK, had interactions with I and II MBA students on the topic 'Development of Global Value Chains and Regional Specialisations' on 6 November 2019.



Dr Jagat Shah, Former Trade Commissioner of Government of Manitoba, Canada, had interactions with I and II MBA students on the topic 'Innovative tips & approaches of a professional career in an era of Industry 4.0' on 12 November 2019.



Dr Nancy Marlin, Emerita Provost, San Diego State University, USA, had interactions with I and II MBA students on the topic 'Your Diet affects Climate Change' on 13 November 2019.

Dr Muhammad Ashraf Bin Fauri, Senior Lecturer & Internationalization Coordinator and Dr T Senthil Kumar, Senior Lecturer, both from the Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, had interactions with I MBA students on the topics 'Knowledge Management' and 'Macroeconomic Analysis' respectively on 10 December 2019.

Dr Maciel Garcia, Professor, CETYS University, Mexico, addressed II MBA students on the topics 'Spinoffs and Start-ups as KIBS and NTBF in Developing Countries' and 'Knowledge Transference Process: Multinational Corporations and Innovation Systems, Key aspects for Entrepreneurship' on 6 - 7 January 2020.

Dr Edward West, Assistant Dean, International Strategy and Programmes, World Campus, San Diego State University interacted with I and II MBA students on 29 January 2020.

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 6 February 2020.

Prof Ulingeta O L Mbamba, Dean - Business School, University of Dar es Salaam interacted with GRGSMS faculty on 25 February 2020.

Industries Connect

As a part of Business Plan Development Course, a guest lecture was organized via Skype on 12 September 2019. The speaker Ms Archana Doshi, YouTuber and Founder of Archana's Kitchen, shared her entrepreneurial journey with the students.

As a part of CXO talk series, Mr AVN Sateesh, HR Head, ITC Paperboards and Specialty Papers Business, Coimbatore, addressed the students on the topic 'ITC Ltd - The Indian Brand' on 3 October 2019.



Mr L Fril Kumar, Assistant Vice President, CARE Ratings Limited, Coimbatore, delivered a guest lecture on the topic 'Credit Rating Mechanism' for II MBA students as a part of the course 'Financial Services' on 11 October 2019.

Dr Y E Sridhar, Talent Management Head, Cognizant Technology Solutions was the guest faculty and delivered a session on 'E-learning and use of technology in training' for II MBA students as a part of the course 'Learning and Development' on 11 October 2019.

Mr Ruchit Jain, Technical Research Analyst (Business News Anchor Bloomberg Quint & ET Now), Angel Broking, Mumbai, delivered a guest lecture via Skype on the topic 'How to identify a profitable stock using Technical Analysis' for II MBA students as a part of the course 'Security Analysis and Portfolio Management' on 11 October 2019.

Ms N Bhuvaneshwari (Class of 1995), Branch Manager, Dhanalakshmi Bank delivering a guest lecture on the topic 'Managing Credit Risk' to the II MBA and PGDMFS students as part of the course 'Management of Banking' on 14 October 2019.

Mr Logesh Kumar, Founder and CEO, INFOZUB - Innovative Digital Services, Coimbatore, handled a guest lecture on the topic 'Social Media Targeted Advertisements - Facebook & Instagram' for II MBA students as a part of the course 'Digital Marketing' on 16 October 2019.

Ms Meera Ramakrishnan (Class of 1995), Founder, Zishta Inc, has been recognized as the 'Brand Ambassador' of GRG

Faculty Corner

Dr P Sadhasivam, Director, and **Dr S Kavitha**, Associate Professor, attended AIMA's 46th National Management convention on 'Creating an Innovative India' at New Delhi during 17 - 18 September 2019.

Dr Savitha Nair, Associate Professor, handled a session on 'Business Model and Business Plan' during the Faculty Development Programme on Entrepreneurship organized by IEDC, PSGRKCW, on 24 September 2019.

Dr B Sripirabaa, Associate Professor, handled sessions on 'Questionnaire Development' and 'Tools and Techniques for Data Analysis' for the students of II M. Com, PSGRKCW on 18 and 26 September 2019.

Dr P Paramanandam, Professor, delivered a lecture on 'Managing Stress' for the Post-Graduate students of Computer Science on 23 September 2019.

Dr P Sadhasivam, Director, was elected as the Managing Committee Member and Joint Secretary of Coimbatore Management Association (CMA) on 23 September, 2019.

Dr S Allimuthu, Associate Professor, attended the Scrutiny Board Meeting for end term examinations at Thiagarajar School of Management, Madurai, on 4 October 2019.

Dr P Paramanandam, Professor, attended the Board of Studies Meeting of the Department of Psychology, PSGRKCW, on 9 October 2019.

Dr G B Sabari Rajan, Associate Professor, participated in EBSCO Knowledge Feast event on 'Premier Academic Research and Skill Enhancement Solutions for the 21st Century' held at Vivanta by Taj, Coimbatore on 15 October 2019.

Dr G B Sabari Rajan, Associate Professor, facilitated the Executive Development Programme for Autoprint Machinery Manufacturer Private Limited, Coimbatore, on 19 October 2019.

The Mid Review Presentation with the Chairperson, of GRGSMS faculty was held 7th November 2019.

Dr S Kavitha, Associate Professor, acted as the University Nominee for the Board of Studies meeting conducted by the

during Founder's Day celebrations held on 20 January 2020. She also addressed the ED Cell students of II MBA during a round table discussion on 'Ideas for Start-ups' held on the day.

The students of I MBA - Section II visited Roots Industries India Limited - Horn Division, Thoppampatti, Coimbatore, on 11 February 2020. They were accompanied by Dr S Allimuthu, Associate Professor.

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 18 February 2020. They were accompanied by Dr S Allimuthu, Associate Professor, and Ms R Sreeprabha, Assistant Professor, respectively.

School of Business Administration, RVS College for Arts and Science, Sullur, on 9 November 2019.

Dr B Sripirabaa, Associate Professor, was the resource person at the Three Day Faculty Development Programme on 'Statistical Tools and Applications in Research' organized by Sri Ramakrishna College of Arts and Science for Women, Coimbatore, on 22 November 2019.

Dr R K Sudhamathi, Associated Professor, attended 12th International Accreditation Conference organized by SEAA Trust at New Delhi on 25 - 26 November 2019 and shared experience with a presentation on the topic 'Role of International Accreditation to Meet Millennial Job Challenges'.

Dr B Sripirabaa, Associate Professor, handled a session on 'Questionnaire Development' for M.Com students of PSGRKCW on 12 December 2019.

Dr G B Sabari Rajan, Associate Professor, participated in Higher Education Conclave 2019 organized by The Hindu at Vivanta by Taj, Coimbatore on 17 December 2019.

Dr S Kavitha, Associate Professor, **Dr Vandana Madhavkumar**, Associate Professor, and **Dr Savitha Nair**, Associate Professor, participated in 'Born to Win' programme organized by IQAC, PSGRKCW during December 2019.

Dr P Paramanandam, Professor, acted as an external examiner to conduct PhD Viva Voce examination at M R Government Arts College, Mannargudi on 9 January 2020.

Dr Savitha Nair, Associate Professor, acted as the Judge for the contest 'The Gripe' organized by the Department of Business Administration, PSGRKCW, as a part of the intercollegiate meet 'ZEST' on 10 January 2020.

Dr P Sadhasivam, Director, was invited to be part of a debate as a speaker during the Pongal celebrations of PSGRKCW on 11 January 2020.

Dr S Kavitha, Associate Professor, acted as a judge for the 'Extrovert Boss' contest conducted by Department of Business Administration (Business Process Management), as a part of National level BPS Meet 'Gestao 3.0' on 21 January 2020.

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Dr B Sripirabaa, Associate Professor, handled session on 'Research Methods' for the Faculty of the Department of Commerce, PSGRKCW on 18 February 2020.

Dr P Sadhasivam, Director, participated in International Education Fair at Kenya and Tanzania during 28 February - 5 March 2020. He also visited University of Dar es Salaam, Tanzania, during the period.



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 28 February 2020.

Dr P Paramanandam, Professor, attended the Board of Studies Meeting of the Department of Psychology, PSGRKCW on 29 February 2020.

Dr S Kavitha, Associate Professor and **Dr Savitha Nair**, Associate Professor, organised AICTE sponsored two-week FDP on 'Research Skill Development for Management Faculty' during 2-14 December 2019. 41 members registered for the programme and 37 of them successfully completed the programme. The participants were from various institutions situated in Tamil Nadu, Kerala, Karnataka, Nagaland, Puducherry and Odisha.



Fund/ Grant Received

Dr Vandana Madhavkumar, Associate Professor, has been sanctioned with Rs 3 lakhs by ICSSR for conducting a Minor Research Project on 'Impact of Human Resource Management Practices on Performance of SMEs in Coimbatore' on 1 November 2019.

Dr R K Sudhamathi, Associate Professor and **Ms P B Saranya**, Assistant Professor, organised AICTE sponsored two-week FDP on 'Skill Development for Research in Finance' from 4 - 16 November 2019. The programme was inaugurated by Dr S Nirmala, Principal, PSGRKCW. 42 Participants registered for the FDP and 40 of them successfully completed it.



Ms M Reshma, Research Scholar of **Dr B Sripirabaa**, Associate Professor, has been sanctioned with Rs 5.2 lakhs under the Doctoral Fellowship Scheme of ICSSR.

Dr Savitha Nair, Associate Professor, received a grant of Rs 2, 66,768 from AICTE for the conduct of Short Term Training Programme (STTP) on 29 January 2020.

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.

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

Alumnae Connect

Dr V Valarmathi (Class of 2010), Founder & Managing Director, Protons Academy delivered a talk (Webinar) to our II MBA students on the topic 'Personal Branding' on 27 September 2019.

Ms Uma Balaji (class of 2000), Faculty of Commerce, CS Academy delivered a talk to II MBA and PGDMFS students on the topic 'How to build better resume?' and Ms G Shalu (Class of 2017) and Ms. Daphney Linda Rann (Class of 2018) shared thoughts about 'The lessons from MBA and the Challenges faced' with our I MBA students on the 30 September 2019.



Ms S Sindhiya (class of 2009), delivered a session on the topic 'Visioning and Goal Setting' to the 12th standard students of PSGR Krishnammal Higher Secondary School for Girls on the 5 October 2019. The session was attended by 190 students in two batches.

Ms S Kiruthika (Class of 2009), Executive Director, The Indian Public School, delivered a talk on the topic 'Challenges Faced as a Leader' on 22 October 2019.

Ms S Chithra (Class of 1995), Director, Annamalai Capital Services delivered a guest lecture on the topic 'Derivatives Market' as a part of the course 'Financial Markets' on 7 November 2019.

Dr V Valarmathi (Class of 2010), Founder & Managing Director, Protons Academy, addressed the students on the topic 'Subconscious Mind, Emotions and Health' on 10 January 2020.

Ms M Shanmuga Priya (Class of 2016), Beauty Therapist, handled a session on 'Makeover and Grooming Etiquette' for the I MBA students on 8 February 2020.

The EC members of the Management Alumni Association of GRG Institutions, Coimbatore (MAAGIC) had their Executive Committee Meeting on 29 February 2020.

Placement

Placement Training Programme for 46 II MBA students who opted for placement commenced on 16 September, 2019. The training is offered by TIME, Coimbatore.

Ms B Deepika and Ms Binny Upadhaya of II MBA were selected as Management Trainees by FACE, Coimbatore, at an annual CTC of Rs 3.30 Lakhs

Ms J Janet, Ms N M Krishnapriya and Ms Sonal Sharma of II MBA were been selected as Associate Consultants by Careernet, Bangalore, at an annual CTC of Rs 3 Lakhs, during the pooled campus drive held on 25 January 2020.

Seven of II MBA students were selected as Inside Accounts Managers by Quadrasystems.net (India) Pvt. Ltd, Coimbatore, at an annual CTC of Rs 3.60 Lakhs on 28 January 2020.

Ms Martina Anjali of II MBA has been selected as Young Manager by HDFC ERGO Health Insurance Limited, Bangalore, at an annual CTC of Rs 3 Lakhs, in a pooled drive organized by Firebird Institute of Management and Research on 28 January 2020.

E-talk Series

Mr Irfan Alam, Social Entrepreneur, Founder and Chairman, Sammaan Foundation, delivered a talk on 'Entrepreneurship for the Bottom of the Pyramid' via Skype on 28 September 2019.

Ms P W Reni Auxiliya, Co-Founder and Head - Operations, Momade Cuisines, Coimbatore addressed the students on the topic 'The Frugal Way of Business for Startups' on 11 October 2019.



Ms Megha Asher, Co-Founder, Juicy Chemistry, Coimbatore, addressed the students on the topic 'Nature over Chemicals: The Story of Juicy Chemistry' on 18 November 2019.



Students Participation and Achievements

Ms S Nithyakalyani of I MBA and Ms S Keerthana of PGDMFS rendered devotional songs during the GRG Musical Melodies held at Chandrakanthi Public School, Coimbatore, on 3 October 2019.

Students organized a Talent Show for the senior community of CovaiCare at Covai S3 retirement community, Siruvani as part of the Navratri celebrations on 4 October 2019. 15 students participated in the programme. Dr Vandana Madhavkumar, Associate Professor, Dr Savitha Nair, Associate Professor, and Dr R Initha Rina, Assistant Professor, accompanied the students.

Two teams from II MBA participated in the Innovation Contest organized by IIC, PSGRKCW, on 15 October 2019. The team represented by Ms B Gayathri Devi, Ms C Sangavi, Ms C Harsha and Ms R Meenakshi presented the 'Portle' (multipurpose bottle) idea and the team by Ms S Pooja Ragavi and Ms B Kousalya presented the 'Pani powder' (water purifying powder) idea. Their ideas have been selected for further research and incubation. Both the teams have applied for funding under BIRAC - Sristi (Biotechnology Industry Research Assistance Council in partnership with Society for Research and Initiatives for Sustainable Technologies and Institutions) Gandhian Young Technological Innovation (GYTI) Award Scheme for Rs 15 Lakhs.

Ms S Janani Priya and Ms M Monisha of II MBA won the 'Annual Maria Philip Memorial Inter-collegiate Debate Competition' final round organized by XIME on 24 October 2019 at Chennai, and received cash prize of Rs 25,000. Ms S Janani Priya won the Best Speaker Award and received a cash prize of Rs 15,000.



Fourteen students from II MBA participated in 'VIZISTA'19', a National Level Student's Technical Symposium organized by Vellalar College of Engineering and Technology, Erode, on 24 October 2019. Ms B Abinaya, Ms M Kokilambal, Ms R Harini, Ms M Reshma and Ms D Swathi won third prize in Adzap contest; Ms R Aarthi and Ms P Poornima won third prize in Business Quiz contest; and Ms S S Karthika won the second runner up position in the Best Manager contest.

The students of I MBA attended the Peregrine Academic Services - Online Inbound Assessment on 31 October 2019.

The MIP presentation of II MBA students was held on 8 November 2019. The Term Paper presentation for II MBA students was held on 16 November 2019.

Ms F X Rufina Marine and Ms K Madhu Niveytha of II MBA participated in the Regional level Business Plan Competition conducted by XIME, Bangalore, on 18 November 2019.

MIP Viva Voce for the II MBA students was held on 20 November 2019. The Viva panel comprised industry experts - Mr B Vinoth Kumar, Planning Manager, L&T ESE Manufacturing Facility, Coimbatore; Ms A Kruthika, Manager - HR, Lakshmigraha, Coimbatore; Ms D Devasena, Manager, Yes Bank, Coimbatore; and Mr Pradeeban Sritharan, Senior Manager - Marketing, CovaiCare, Coimbatore.

Ms M Kokilambal of II MBA participated and won first prize in the Business Plan Contest 'IMPRESA - 2019' organised by Ze Bancairo School of Banking on 22 November 2019.

Ms S Kiruthika and Ms S S Karthika of II MBA participated in Business Quiz event as a part of National Management Fest 2019 organised by Christ University, Bangalore, on 22 November 2019.

Five teams (Team 1 - Ms Reema Ann Mohan, Ms B P Yashwanthi, Ms F X Rufina Marine and Ms Priyanka A Pareek; Team 2 - Ms Binny Upadhaya, Ms S S Karthika, Ms L S Monisha and Ms S Madhula Devi; Team 3 - Ms C Harsha, Ms R Meenakshi, Ms S Keerthana and Ms M Shalini, Team 4 - Ms S Kiruthika, Ms R Nanditha Karpakam, Ms S Keerthana and Ms Noorusaba Banu; Team 5- Ms R Suvetha, Ms S Kirujana, Ms S Nethra and Ms G Devipriya) participated in the 23rd Student Management Games (SMG) 2019 organised by All India Management Association (AIMA) during 26 - 27 November 2019. Four teams (Teams 1,2,3 and 4) qualified for the Regional Finals. Team 1 participated in the National finals held on 30th November 2019 and was one among the 16 finalists from all over India.



Twenty five students of I MBA along with Dr M Maheswari, Assistant Professor, and Dr Savitha Nair, Associate Professor, attended Global Classroom - UMP Business Forum 4.0 on the theme 'Harnessing Data Analytics: What's Next?' organized by Universiti Malaysia Pahang, Malaysia, through Video Conferencing on 30 November 2019.

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Ms C Sangavi of II MBA and Ms R Kiruthika of PGDMFS received Academic Proficiency Awards; and Ms M Monisha and Ms S Janani Priya received Awards for Extra-curricular Proficiency during Founder's Day celebrations held on 20 January 2020.

Thirteen Students of I MBA participated in the intercollegiate event 'Pragati 20' organized by Amrita School of Business, Coimbatore, during 24-25 January 2020.

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 4 February 2020, at Chamber Hall, Coimbatore.

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 8 February 2020. Ms S Raja Rajeshwari and Ms K Vinitha of II MBA won the first prize in 'FINANZA' contest.

Six students of ED Cell along with Dr Savitha Nair, Associate Professor, attended The Entrepreneurs' Organization's National Summit on 8 February 2020 at Hotel Radisson Blu, Coimbatore.

Eight Students of II MBA participated in the intercollegiate event 'Tejomayaa' organised by Sri Narayana Guru Institute of Technology, Coimbatore, on 12 February 2020. Ms M Kokilambal and Ms S Janani Priya of II MBA won the second prize in HR event.

Three students of II MBA participated in the intercollegiate event 'Yukthi 20' organised by Thiagarajar School of Management, Madurai, on 14 February 2020.

Twelve students participated in Student Management Day organised by Coimbatore Management Association at PSGIM on 14 February 2020.

The students of I MBA attended the CMIE Prowess Training Session on 17 February 2020.

Nineteen students of I and II MBA participated in the intercollegiate event 'Repowis20' organised by Kongu Engineering College, Erode, on 21 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.



Eight students of II MBA participated in the intercollegiate event 'Castalia' organised by Sri Venkateshwara College of Computer Application and Management, Coimbatore, on 21 February 2020. Ms R Harini, Ms B Abinaya, Ms S Janani Priya and Ms M Kokilambal won first prize in Best Marketing Team contest.



Four students of II MBA participated in 'Henosis' organised by Dr NGP Institute of Technology on 22 February 2020.

Six students of I and II MBA participated in the intercollegiate event 'GIM Fest' organised by Guruvayurappan Institute of Management, Coimbatore on 28 February 2020. Ms R Harini, Ms S Janani Priya and Ms M Kokilambal won first in Marketing Game contest.

Twelve students participated in the intercollegiate meet organised by KSR College of Technology, Tiruchengode, on 28 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. GRGSMS won overall championship for PG events.



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

ED Cell Activities

As a part of ED Cell activities, Rs 50 Venture activity was conducted on 17th October 2019 to enable entrepreneurial experience for a day with limited investment. 34 students from II MBA participated as 7 teams by doing business related to entertainment, food, accessories, gifts, games and photo services. With an overall initial investment of Rs 1675, a total turnover of Rs 14,115 was achieved on the day. A debriefing session was organized on 30 October 2019 to share the experiences and learning with the I MBA students.

Entrepreneurship Awareness Programme (Phase I) was conducted for the ED Cell students of I MBA and PGDMFS on 22 January 2020. Our Chief Mentor, Prof S Balasubramanian, and Director, Dr P Sadhasivam, inaugurated the programme. Mr R Krishnan, Head- Amrita Centre for Entrepreneurship, Amrita Vishwa Vidyapeetam, Coimbatore, spoke on 'Entrepreneurial Mindset, Intentions

and Competencies'. Our faculty Dr Savitha Nair, Associate Professor, Dr B Sripirabaa, Associate Professor, and Dr R Initha Rina, Assistant Professor, handled various sessions on the day. As a part of the programme, an E Talk was organized. Mr Prashant Goel, Managing Director, Hulikkal Electro India Pvt. Ltd, Coimbatore, shared his entrepreneurial journey with the students.



CMA Student Chapter Activities

Five students of II MBA and 2 students of I MBA attended a 'Special Talk' during the 64th Annual General Meeting of CMA, by Mr R Jayakanthan, Director - People, Process and Strategy, Elgi Equipments Limited, Coimbatore on the topic 'Relevance of Management for Today's Business' on 23 September 2019.

Five students of II MBA and 18 students of I MBA attended Monday Musings of CMA, Coimbatore on 30 September 2019. The guest speaker Mr Devaraju K, MSW., MBA., DHRD., Head: Corporate HR, Universal Radiators Ltd., Unimech Industries (P) Ltd., UR Casting & Alloys (P) Ltd., Coimbatore spoke on 'Emerging Trends in HRM'.

Six Students of II MBA and 2 students of I MBA attended an Investor Awareness Programme organized by 'By the Startups' - a Coimbatore based Startup/SME Community, in association with ET-NOW and Coimbatore Management Association on 4 October 2019.

Twenty four students of I MBA and II MBA attended the Book Review of 'Blue Ocean Strategy' by Mr S N Palaniappan, Co-Founder, Habitos Food Services, Coimbatore, on 14 October 2019, organized by CMA at PSGIM. Dr G B Sabari Rajan, Associate Professor, accompanied the students.

Twelve students of I and II MBA attended the Special Talk on 'Business of Tomorrow - Fear and Expectations' by Mr K Ramakrishnan, Managing Director, South Asia, Worldpanel Division, Mumbai on 18 October 2019 at Chamber Hall, Avinashi Road, Coimbatore. Dr R Initha Rina, Assistant Professor, accompanied the students.

GRGSMS coordinated and organised the Monday Musings of Coimbatore Management Association on 4 November 2019. The Guest Speaker, Dr Guru Selvaraj, General Manager - HR & IR, Flow Link Systems Private Limited, Coimbatore, spoke on the topic 'Manage yourself, so you can lead others'.

Dr P Sadhasivam, Director, attended the Managing Committee meeting of CMA was held on 13 November 2019 at Hotel Heritage Inn, Coimbatore.

Dr G B Sabari Rajan, Associate Professor, and Ms S Sathyapriya, Assistant Professor, attended CFO Round Table 2019 at ND Hall, SIEMA Building, Coimbatore on 22 November 2019.

Dr P Sadhasivam, Director, anchored the CFO Round Table 2019 at ND Hall, SIEMA Building, organised by the CMA, Coimbatore on 22 November 2019

Ms D Swathi and Ms R Aarthi of II MBA along with Dr S Kavitha, Associate Professor, participated in the 'Mobile and Digital Conclave 2019' organized by The Hindu, in association with Coimbatore Management Association at The Residency Towers, Coimbatore, on 27 November 2019.

Dr P Sadhasivam, Director, attended an interaction programme with SMEs by College of Defence Management organized by CMA on 10 December 2019.

Dr P Sadhasivam, Director, attended the Managing Committee meeting of CMA on 23 December 2019 at Hotel Landmark, Coimbatore.

Dr P Sadhasivam, Director, attended the Managing Committee meeting of CMA, held on 24 January 2020.

Dr P Sadhasivam, Director, acted as the Organizing Committee Member of Student Management Day on 14 February, 2020. He also selected the candidate for CMA's Best Faculty Award held in association with the event.

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 27 February 2020 at The Residency Towers, Coimbatore.

SOCIAL CAPITAL

Social capital does not have a clear and undisputed meaning. Essentially social capital is a positive product of human interaction. The positive outcome may be tangible or intangible. It may include useful information, innovative ideas, and future opportunities. In business terms, social capital is the contribution to an organization's success that can be attributed to personal relationships and networks, both within the organization and outside of it.

Nahapiet and Ghoshal defined social capital as "the sum of the actual and potential resources embedded within, available through, and derived from the network of relationships possessed by an individual or social unit. Social capital thus comprises both the network and the assets that may be mobilized through that network".

According to Adler and Kwon (2002) "whereas market relationships are characterized by economic exchanges in which individuals trade goods or services for money, interpersonal relationships are characterized by social exchanges in which individuals exchange favours. When an individual grants a favour to another individual, he or she will receive a 'credit' or goodwill which can be used as a resource to facilitate the attainment of personal outcomes in the future". Social capital theory suggests that interpersonal

relations create value for individuals as they provide resources which can be used for the achieving desired outcomes.

Researchers have identified two basic forms of social capital. They are bonding and bridging. Bonding refers to social capital created within a group with shared interests and goals. A neighbourhood association is an example. Bridging is the creation of social capital across groups. If the bridging is successful, individuals in the two groups discover shared interests and goals and work together to achieve them. A neighbourhood association that links up with a local police department is an example.

Experts have concluded that social capital influences career success and executive compensation, Helps workers find jobs and creates a richer pool of recruits for firms, Facilitates inter-unit resource exchange and product innovation, Reduces turnover rates and organisational dissolution rates, Facilitates entrepreneurship, and Strengthens supplier relations. Social capital is as valuable as financial capital. One study estimated that nearly eighty-five per cent of jobs are filled through informal networking rather than through job listings. That is social capital in action.

Dr P Paramanandam
Professor

MY LEARNING THROUGH ED CELL

The Entrepreneurship Development (ED) cell of GRGSMS has prepared me to become a confident entrepreneur. It provided me with lot of opportunities to learn and practice entrepreneurship. Just before joining the MBA programme at GRGSMS, I had started a small business that involved the manufacturing and retail of silk thread accessories. Having a great interest towards entrepreneurship, I attended the ED cell interview and got selected as the coordinator of my class. This served as a platform that helped me improve my leadership, team building and organizing skills.

The various programmes conducted by ED cell like E- talks, Entrepreneurship Awareness Programmes and the flagship event 'Feb fiesta' instilled a great spirit of entrepreneurship not only in me, but also among many students of GRGSMS. We got to learn about various aspects of entrepreneurship, through such programmes. I also got an opportunity to attend the EO-GSEA (Entrepreneurs' Organization's Global Student Entrepreneur Award) competition where I was able to prove

myself by entering the EO-GSEA South Asia Regional finals. I received several insights that helped me in scaling my business to the next level. Being the coordinator of Feb Fiesta for the past two years, I learned how to organize and manage events, paying attention to every minute details.

The E-talks by eminent personalities has given me great insights and clarity on how to run a business successfully in the competitive world. The ED cell also facilitates students to practice entrepreneurship by providing them with the opportunities to launch or be a part of Campus company initiatives. Overall, anybody with the spark of entrepreneurship, can benefit immensely out of this system. I believe that many like me will emerge as successful entrepreneurs of the future by being a part of such an amazing and motivating ED cell of GRGSMS!

Ms S Kiruthika
Student, II MBA (Batch 2018- 2020)

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

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