



Impressions

Creative thoughts in action

A BI-ANNUAL NEWSLETTER



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FROM THE EDITOR

Successful digital transformation is not just the matter of advanced technology; it is also about changing the way we look at it. In the given scenario, change can be positive or negative, but it is inevitable.

Since several months, we embrace the change happening in our everyday routine and now we are in a stage where our focus has shifted from what we have lost to what we can gain. Acknowledging the change is a must. Many of us are more aware of changes happening around us now and have the desire to adopt and adapt to them positively.

With proper support and direction, we are able to adapt to the change and now it is time for reinforcement to sustain the change positively.

Adding value to the new online learning will definitely bring a positive transformation, if handled correctly. Rather feeling exhausted with online learning, focusing on opportunities that the new normal has given can show a better and effective path towards development.

Having known this I wish you all to use the technology and time to upgrade your skills and make yourself future ready. I am pleased to present the second issue of our Newsletter Impressions for the academic year 2020-21 which captures the events and activities of the last six months.

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

Happy Reading!

Ms R Sona

MESSAGE FROM THE DIRECTOR



The second wave of pandemic has swept the world with variants spreading faster than the first one. Like many industries academics has also suffered badly. Students and faculties are stressed with continuous online classes. World has not seen this kind of a challenge in the past hundred years and are clue less to manage. Every country is running short of strategies to avert the worst. Countries like India have the additional task of managing people who are not disciplined. With so much happening, education is undergoing the largest disruption in its system. Teaching fraternities are on the lookout for a better pedagogy that would motivate the students and facilitate better learning. Technology has to be explored to the maximum possible extent in both teaching-learning and evaluation processes.

On the positive side, the situation has stimulated innovation in the education sector. The education system will be undergoing plenty of changes with the implementation of the new National Education Policy in India.

The surge of online courses and programmes will change the dimensions of approach of the society towards education. As educators we should prepare the students to the new normal and make this online learning a pleasant experience. Interaction with students and among peers have to be made healthy by encouraging vibrant pedagogies like debates, simulations, etc., as envisaged in the SDGs. Social and emotional leaning is going to be very difficult without face to face interactions.

Hence virtual platforms should be effectively used to facilitate such learning. Faculties have to be sufficiently trained for better delivery using different digital platforms.

Hope the world will get over this scenario at the earliest with best possible solutions managing medical and academic requirements. But let us focus on what is required today.

Dr P Sadhasivam

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.

ACADEMIC ROUNDUP

ACADEMIC COUNCIL MEETING

Dr P Sadhasivam, Director, attended the Academic Council meeting on 29th January 2021.

••••• URJITH 2021 - OUR ANNUAL MEGA MANAGEMENT MEET •••••

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.

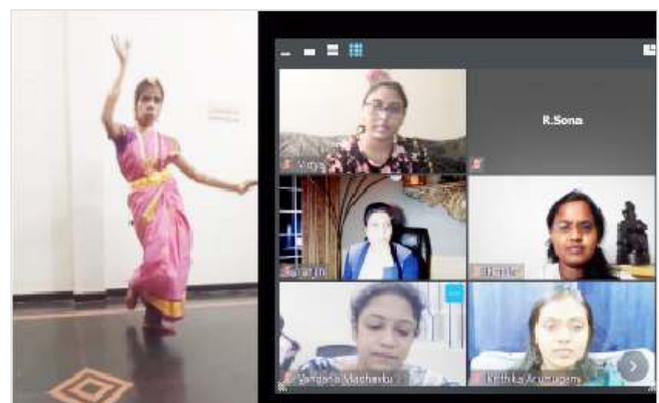
Mr K A Ajayan, Managing Partner, VRDDHI Consulting & Training Services, Past President, Calicut Management Association, was the Chief Guest for the Inaugural session and the session was live streamed through Facebook, YouTube and the institution's website on 1st February 2021. As a part of the event, the prestigious Chandrakanthi Memorial Young Business Leader Contest and Digi Peddle

Contest was conducted virtually for PG students through GoToMeeting platform on 1st February 2021. GRGSMS Best Management Team Contest, The Young Innovators Contest for PG students and Digital Poster Contest for UG students were held on 2nd February 2021. The Business Quiz Contest, Paper Presentation Contest for PG students and Photography Contest for both PG and UG students were held on 3rd February 2021. During the Valediction held on 3rd 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 & the institution's website.



••••• ALUMNAE HOMECOMING 2020 •••••

Our annual event, the Alumnae Homecoming 2021, was held virtually through Zoom on the 27th 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.



FEB FIESTA 2021

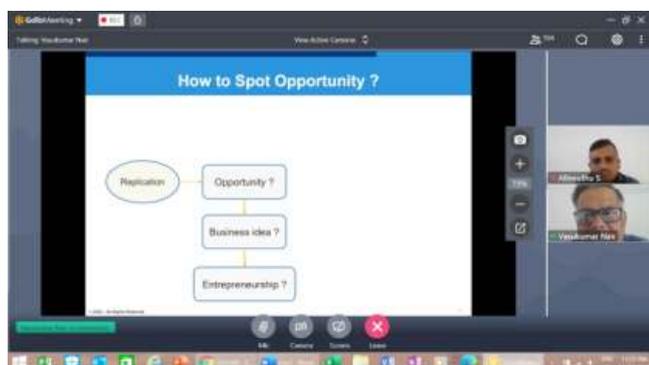
GRGSMS organized the annual flagship event, Feb Fiesta 2021, during 20-22 February 2021 in the online mode. The theme for the event was – DigiCart: Digital Business Ensembles. 17 student teams participated in the event. A dedicated webpage was created to showcase various products being sold by the student 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 3rd 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.

Feb Fiesta Debriefing session was held on 26th February 2021. Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, acted as the external evaluator. The 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.

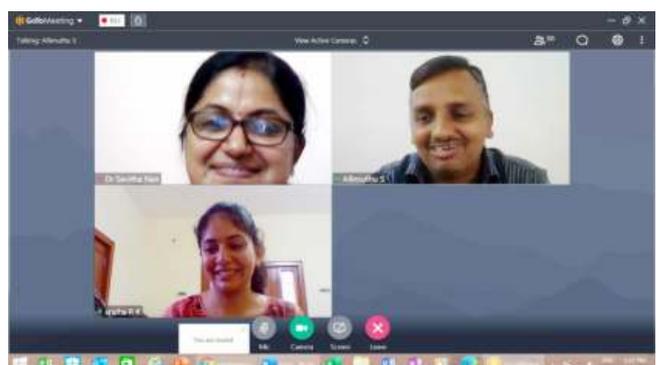


ENTREPRENEURSHIP AWARENESS PROGRAMME



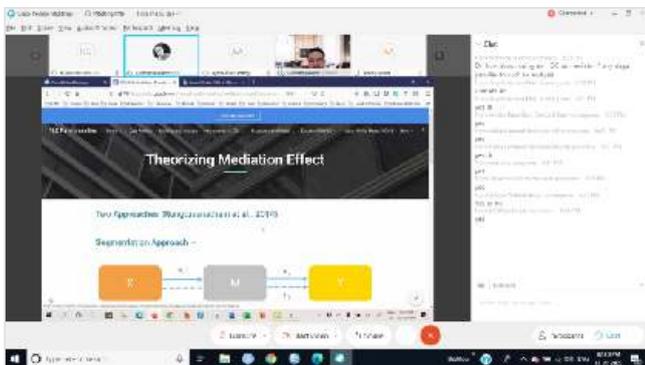
An Entrepreneurship Awareness Programme was conducted for the students of I MBA and PGDMFS on 19th December 2020. As a part of the programme, 2 E Talks were conducted. Mr Vasukumar Nair, Startup Coach, Founder & CEO, Vridhi Techno Farms Pvt Ltd, addressed the students on the topic

'How to spot opportunities?'; and Ms R K Sonika (Class of 2016), Partner, Aaral Exports, addressed the students on the topic 'My Entrepreneurship Journey'. Dr Savitha Nair, Associate Professor, and Dr R Initha Rina, Assistant Professor, also handled sessions during the programme.



INTERNATIONAL AFFAIRS

- GRGSMS conducted an Online Course on 'Social Entrepreneurship' for the students and faculty members of Universiti Malaysia Pahang, Malaysia, and the students of GRGSMS and PSGRKCW during 1st – 5th September 2020. The course sessions were handled by external and internal resource persons. The external resource persons were Ms Hemalatha Annamalai, Founder, Amphere Vehicles; Ms Rajashree Natarajan, CEO, Cognizant Foundation; Mr Padmanabhan Gopalan, Founder, No Food Waste; and Dr Madhuri Ravindra Kumar, Head - CSIM. The internal resource persons were Prof S Balasubramanian, Director, GRGCAS; Dr P Sadhasivam, Director; Dr Savitha Nair, Associate Professor; and Dr B Sripirabaa, Associate Professor. The course was attended by 23 participants. Dr B Sripirabaa, Associate Professor, and Dr Savitha Nair, Associate Professor, were the course coordinators.
- Dr B Sripirabaa, Associate Professor, Dr Savitha Nair, Associate Professor, Dr Vandana Madhavkumar, Associate Professor, Dr R InithaRina, Assistant Professor, Ms R Sona, Assistant Professor and Ms R Sreeprabha, Assistant Professor, participated in the Research Week organized by Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, from 4th – 28th September 2020.



- Dr Irene Wie Kiong Ting, Senior Lecturer, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, delivered a lecture on the topic 'Financial Service Industry: A Global Perspective' as a part of 'Financial Services' course on 18th November 2020.
- An online programme on 'Social Entrepreneurship' was offered to the students of Swinburne University of Technology, Australia, on 25th November 2020. Twenty eight

students participated in the programme. The resource people were Prof S Balasubramanian, Director, GRGCAS; Dr Savitha Nair, Associate Professor; and Mr Padmanabhan Gopalan, Founder - No Food Waste.

- Prof Roszaini Haniffa, Senior Lecturer, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, delivered a lecture on the topic 'Business Ethics: Global Scenario' as a part of 'Corporate Governance and Business Ethics' course on 27th November 2020.
- Dr Vangelis Tsiligkiris, Principal Lecturer, Nottingham Business School, delivered a lecture on the topic 'Financial Technology: Key Technologies, Trends and implications' on 30th November 2020. Ms S Sathyapriya, Assistant Professor, attended the session.
- Ms M Aparna, Ms M Elakiya, Ms S Sangeetha, Ms R Priyanka, and Ms A Varshini completed a sixteen-hour online course on 'Management for Environmental Sustainability and Durable Competitive Advantage' organized by CETYS University, Mexico during October and November 2020.
- Prof T Senthil Kumar, Senior Lecturer, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, delivered a lecture on the topic 'Security Analysis: Indian Scenario Vs Global Scenario' as a part of 'Security Analysis and Portfolio Management' course on 1st December 2020.
- An online programme on 'Social Entrepreneurship' was offered to the students of CETYS University, Mexico, and San Diego State University, USA, on 1st December 2020. Twelve students participated in the programme. The resource persons were Prof S Balasubramanian, Director, GRGCAS; Dr Savitha Nair, Associate Professor; and Mr Ramesh Chandran, Founder, Bio Basics, Coimbatore.
- Prof T Muhammad Ashraf Bin Fauri, Senior Lecturer, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, delivered a lecture on the topic 'Managing Service Promises in the International Environment' as a part of 'Services Marketing' course on 2nd December 2020.
- GRG School of Management Studies conducted an online programme on 'Social Entrepreneurship' for the faculty members of CETYS University, Mexico, during 19, 21-23 January 2021. The programme was of about eight hours duration, divided into four sessions of two hours each. About 26 faculty members from the Social Science, Engineering and Management Schools of CETYS University participated in the programme. The resource persons were Prof S Balasubramanian, Director, GRGCAS; Dr Rajeev Kamineni, Course Coordinator and Facilitator, University of South Australia, Adelaide; Dr Navin Kartik, Professor, Columbia University, New York; Mr Ramesh Chandran, Founder, Bio Basics, Coimbatore; Dr Savitha Nair, Associate Professor, and Dr B Sripirabaa, Associate Professor.

INTERNATIONAL AFFAIRS

- Dr S Kavitha, Associate Professor, delivered an online lecture on 'Social Media Analytics - ROI and ROE' to the students of San Diego State University, California, on 13th January 2021 as a part of the COIL Collaboration Programme. About 20 students of II MBA also participated in the session.



- Ms AlexaMokalis 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 3rd February 2021. Mr Luis Vega, Director -International Partnerships, SDSU Global Campus, also attended the session. Dr S Kavitha, Associate Professor coordinated the session.

- 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 6th, 13th, 20th and 27th February 2021. Prof S Balasubramanian, Director, GRGCAS; 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.

- 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, Director, GRGCAS; Mr Ramesh Chandran, Founder, Bio Basics; and Dr Savitha Nair, Associate Professor.

- 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 23rd February 2021.

- 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 24th February 2021.

FACULTY AS RESOURCE PERSON

- Ms S Sathyapriya, Assistant Professor, handled a session on 'Tips to use Spreadsheet effectively' for the non-teaching staff of PSGRKCW on 19th September 2020.

- Dr Savitha Nair, Associate Professor, presented a paper on 'Antecedents of Social Entrepreneurship: Evidences from India' in the International Conference on Applied Research in Business, Management and Economics held virtually on 26th September 2020.

- Dr Savitha Nair, Associate Professor, handled a session on 'Case Methodology in Research' as a part of International Seminar on 'Research Design and Methodology - Incorporating Qualitative and Mixed Methodology Approaches' organized by Giles Brooker Research Centre on 29th September 2020.

- Dr S Kavitha, Associate Professor, delivered a keynote address on the topic 'Digital Marketing and Business Data Analytics - Opportunities and Challenges in Covid-19' during the National Conference organized by Department of Commerce (PG), Kristu Jayanti College, Bangalore on 23rd October 2020.

- Dr Savitha Nair, Associate Professor, and Dr R Initha Rina, Assistant Professor, acted as resource persons during the

two-day Entrepreneurial Awareness Programme on 'Building Business Model' organized by Kongu Arts and Science College, Erode, during 4 - 5 November 2020. Dr Savitha Nair, Associate Professor, handled sessions on 'Entrepreneurship Orientation' and 'Business Model' on 4th and 5th November 2020 respectively; and Dr R Initha Rina, Assistant Professor, handled a session on 'Business Plan' on 5th November 2020.

- Dr S Kavitha, Associate Professor, delivered a session on 'Funding Opportunities for Research Career' on 4th November 2020, as a part of the three-day International Seminar on 'Career Planning and Development for Researchers' organized by Giles Brooker Academy during 4-6 November 2020.

- Dr Savitha Nair, Associate Professor, delivered a session on 'Orientation on National Innovation Startup Policy' to the students of PSGRKCW on 11th November 2020.

- Dr S Kavitha, Associate Professor, and Dr Savitha Nair, Associate Professor, acted as resource persons for the AICTE Sponsored Short Term Training Programme on 'An Induction Programme for Young Teachers' organized by Veda Vyasa Institute of Technology, Calicut, in two batches during 16 - 21 November 2020 and 07 - 12 December 2020 respectively.

FACULTY AS RESOURCE PERSONS

- Dr S Kavitha, Associate Professor, handled sessions on 'Academic Research and Publishing' and 'Funding Opportunities for Young teachers' on 16th and 19th November 2020 for the first batch and 7th and 9th December 2020 for the second batch. Dr Savitha Nair, Associate Professor, handled a session on 'Moulding Engineers to Entrepreneurs' on 17th November 2020 for the first batch and 8th December 2020 for the second batch.
- Dr Vandana Madhavkumar, Associate Professor, handled a session on 'Communication Skills' for the teachers of Chandra Matriculation Higher Secondary School on 28th November 2020.
- Dr G B Sabari Rajan, Associate Professor, delivered an online session on the topic 'Cost of Management and Firm's Success' organized by VIT School of Advanced Studies, Vellore, on 1st December 2020.

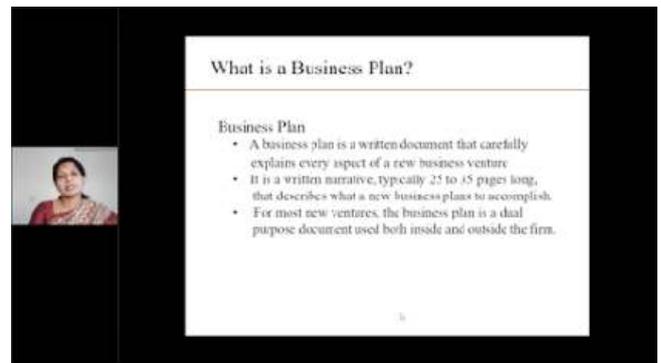


- Dr Vandana Madhavkumar, Associate Professor, judged the preliminary round of XIME's Maria Philip Debate Competition on the topic 'Government's economic measures to deal with the impact of Covid-19 has so far been effective' held in Coimbatore on 4th December 2020.



- Dr P Sadhasivam, Director, attended the AGM and Managing Committee of the Coimbatore Management Association on 11th December 2020
- Dr P Sadhasivam, Director, handled sessions on 'Essentials of Marketing Management' for the executives of KOB as part of the MDPX programme on 13th and 20th December 2020.
- Dr P Sadhasivam, Director, was the panel speaker in the Session on 'Enablers and supporting systems: Theme: "Charting the Course" (Opportunity to create new revenue

streams from new-age courses / short-term certificates through ODL/Online delivery channels, by leveraging supporting ecosystem)" in the TNTDPC Summit on "The Future of Management Education: Leadership for the New Normal" organized by CII, Chennai, during 18th and 19th December 2020



- Dr R Initha Rina, Assistant Professor, was the resource person for a webinar on 'Entrepreneurial Mindset and Business Idea Generation' organized by Sri Krishna Adithya College of Arts and Science, Coimbatore, on 17th December 2020.
- Dr P Sadhasivam, Director was in the panel of judges to select the top three performers in the Hackathon, organized by the Startup and Incubation Cell of PSGRKCW on 18th January 2021.
- Dr. S Kavitha, Associate Professor, handled a session on 'Engaging Students in the Virtual Class' to the faculty members of Chandra Matriculation Higher Secondary School on 23rd January 2021.
- Dr P Sadhasivam, Director, attended the IIC council meeting on 23rd January 2021
- Dr Savitha Nair, Associate Professor, handled a session on 'Preparation of Business Model Canvas' to the students of St Thomas College, Thrissur, as a part of the Programme on 'Innovation Development' organized by the institution on 29th January 2021.
- 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 4th and 9th February 2021. Dr Savitha Nair, Associate Professor, handled a session on the topic 'How to identify Business Opportunities?' on 4th 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 9th February 2021 respectively.
- Dr Savitha Nair, Associate Professor, and R Initha Rina, Assistant Professor, acted as resource persons during the

..... FACULTY AS RESOURCE PERSONS

- DST sponsored four weeks online 'Women Entrepreneurship Development Programme (WEDP) on Food and Dairy Processing' organised by Mannar Thirumalai Naicker College, Madurai, on 5th and 10th February 2021. Dr Savitha Nair, Associate Professor, handled a session on the topic 'How to assess pre-feasibility of a project?' on 5th 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 5th and 10th February 2021 respectively.
- Prof S Balasubramanian, Chief Mentor; Dr P Sadhasivam, Director; and 5 faculty members form GRGSMS participated in the NEP Mission Meeting organized by PSGRKCW on 20th 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.

..... PERSONALITY DEVELOPMENT PROGRAMME

The Personality Development Programme 'Mpower' was conducted for the I MBA students by Vertical Eye, Conoor. The sessions were conducted from 21st to 26th December 2020, for Section I students and from 28th December 2020 to 2nd January 2021 for Section II students.



..... CELEBRATIONS

- The students of II MBA organised a virtual Teachers' Day Celebration on 5th September 2020.
- Students of II MBA celebrated the National Education Day, to commemorate the Birth Anniversary of Maulana Abul Kalam Azad, and organized a 'Panel Discussion' on the topic 'Digital Transformation in Education' on 11th November 2020. The speakers in the panel were – Dr R Umarani (Alumna of GRGSMS - Batch of 1994), Professor, Department of Management Studies, Kumaraguru College of Liberal Arts and Science; Ms Uma Balaji (Alumna of GRGSMS - Batch of 1998), Senior Faculty of Commerce, CS Academy; Ms Priyanka A Pareek; and Ms M Vikasini of II MBA.



“It's not that I'm so smart, it's just that I stay with problems longer.”

“Try not to become a person of success, but rather try to become a person of value.”

- Albert Einstein

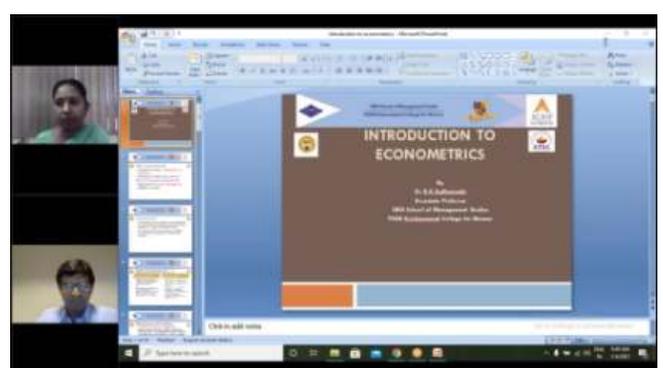
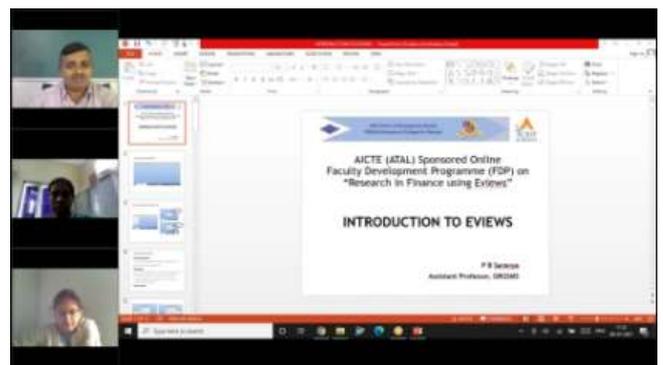
FUNDED PROGRAMMES

- AICTE Training and Learning (ATAL) Academy sponsored Online Faculty Development Programme on 'Organizational Behaviour' was conducted during 21st -25th September 2020. The programme was attended by 86 participants from various states across the country. Dr P Paramanandam, Professor, coordinated the programme.
- Dr R Initha Rina, Assistant Professor, has been sanctioned with a funding of Rs.50,000/- from GRG Trust for carrying out research project on the topic 'Online Shopping and Cognitive Dissonance: An Empirical Study on Young Consumers'
- Ms R Sreeprabha, Assistant Professor, has been sanctioned with a funding of Rs.50,000/- from GRG Trust for carrying out research project on the topic 'Reskilling the Workforce of SMEs in Coimbatore through effective Training and Development Practices – Need for a Paradigm Shift for the Future'.
- Dr G B Sabari Rajan, Associate Professor, along with Dr S Allimuthu, Associate Professor, Dr R K Sudhamathi, Associate Professor, Ms S Sathyapriya, Assistant Professor, and Ms P B Saranya, Assistant Professor organized an AICTE Sponsored two-week Online Faculty Development Programme (FDP) on 'Deflate Financial Derivatives' - Batch I during 16 - 28 November 2020 and Batch II during 7 - 19 December 2020. The programme was attended by 122 participants from various institutions across the country. The sessions were handled by external and internal resource persons.

- Dr S Kavitha, Associate Professor, along with Dr Savitha Nair, Associate Professor, organized an AICTE sponsored Online Short-Term Training Programme (STTP) on 'Application of R in Management Research' - Batch I during 23 - 28 November 2020, Batch II during 30th November - 5th December 2020 and Batch III during 7th - 12th December 2020 respectively. The programme was attended by 147 participants from various institutions across the country. The sessions were handled by external and internal resource persons.



- The Finance domain of GRGSMS organized a five-day ATAL (AICTE Training and Learning Academy) sponsored online FDP on 'Research in Finance using EViews' during 4 - 8 January 2021. The coordinator of the programme was Dr R K Sudhamathi, Associate Professor. Out of the 200 registrations received, 138 participants successfully completed the programme.



ALUMNAE CONNECT

- Our alumna Ms V Anjana (Class of 2017), Associate - Grant Thornton LLP, delivered a talk on the topic 'Work culture and skills' to our II MBA students on 5th September 2020.
- The Annual General Body Meeting of the Management Alumni Association of GRG Institutions, Coimbatore, was held on 26th December 2020. The meeting was attended by 55 life members.
- Our alumna Mrs K N Dhivya (Class of 2017), Assistant Operations Manager, Sri Manikandan Group of Companies delivered a talk on the topic 'Family Business – Opportunities and Challenges' on 31st October 2020.



INDUSTRY CONNECT

- As a part of CXO talk series, Mr R Uppily, Vice President - Operations, IndusInd Bank, Chennai, delivered a talk on 'Technology Innovations and Cyber Threats in Banking Industry' on 26th September 2020.
- A guest lecture was organized for the course 'Learning and Development' on the topic 'Training and Development at ITC' on 20th October 2020. Mr Sreejith Nair, Manager - Learning and Development, ITC PSPD Division, Coimbatore handled the session.
- A guest lecture was arranged for the course 'Security Analysis and Portfolio Management' on 28th October 2020. The session was delivered by Mr D Gowtham, Wealth Management - Agency Partner, Zerodha Stock Broking, Bangalore on the topic 'Fundamental and Technical aspects of Security Analysis'.
- Ms BharathiThangaraj, Zonal Training Manager, Tata AIA Life Insurance Company Limited, Coimbatore, delivered a guest lecture on 'Managing Service Promises in Insurance Industry' as a part of 'Services Marketing' course on 6th November 2020.
- Mr Devangshu Dutta, Chief Executive, Third Eyesight, and Managing Partner, PVC Partners, New Delhi, handled a guest lecture on 'Changing Behavior of Consumers in India: Implication on Retailers' as a part of 'Consumer Behaviour' course on 18th November 2020.



- Mr Ruchit Jain and Mr Sameet Chavan, Fundamental and Technical Analysts, Angel Broking, Mumbai, handled a guest

lecture for the course 'Security Analysis and Portfolio Management' on 9th November 2020.

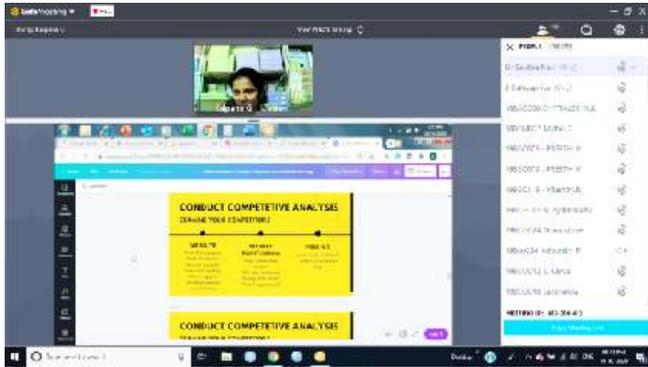
- Dr P Ravindranath, Principal Consultant & Head, R K Swamy BBDO, Kochi, delivered a guest lecture on the topic 'The Role of Marketing Communications in Building Brand Equity' as a part of 'Brand Management' course on 9th November 2020.
- Capt. Pranav Prason, Head of HR, Renault - India, delivered a guest lecture on the topic 'People Management in Crisis times' as a part of the course 'Performance Management' on 9th November 2020.
- As a part of CXO talk series, Ms Vijayalakshmi Subramaniam, Associate Vice President - Human Resources, Payoda Technologies, Coimbatore, addressed the students on the topic "Preparing for the New Age Work World" on 19th December 2020.



- As a part of CXO talk series, Mr Ajit K Nair, AVP - FreshToHome Foods Pvt Ltd, Cochin, addressed the students on the topic 'Post COVID-19 Consumer Behaviour and Marketing Challenges' on 23rd January 2021.
- 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 24th February 2021.

E-TALK SERIES

- As a part of E Talk Series, Ms Kalpana Sekar, Co-founder, Biblubox, addressed the students of Entrepreneurship Development Cell of GRGMS and PSGRKCW on the topic 'Building a Successful Online Business' on 10th October 2020.



- Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, delivered a talk on 'The Value of Innovation in Entrepreneurship' on 7th November 2020. The session was attended by 179 ED Cell students of GRGMS and PSGRKCW and 6 faculty members.



- Ms B Kayalvizhi, Assistant Director, MSME Development Institute, Coimbatore, addressed the students of ED Cell on the topic 'Procedures and Schemes for MSMEs' on 9th January 2021.

STUDENT CORNER

- The Mid Review for Management in Practice (MIP) for the II MBA students was held online on 3rd October 2020.
- The Term Paper Mid review for the II MBA students was held online on 9th October 2020.
- The MIP Presentation for the II MBA students was held online on 21st November 2020.
- The MIP Viva Voce for the II MBA students was held online on 25th November 2020. The Viva panel comprised industry experts - Mr V Jaya Prakash, Senior Sales Manager, E H Tural & Company, Coimbatore; Mr R Sundaresan, AGM - Finance (Chartered Accountant), ATS ELGI, Coimbatore; Mr K Kanakaraju, Head - P, V & MP Engineering, PRICOL, Coimbatore; Mr Raman Devaprasad, Director and CEO,

STUDENT CORNER

Cucent Consultants Pvt Ltd, Coimbatore; and Mr Manoj Varghese, Consultant, Milliard Reves Consulting Private Limited, Bangalore.

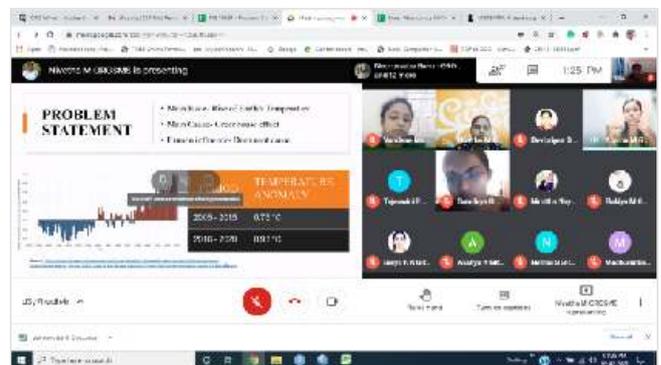
- The inauguration of the MBA 2020 - 22 batch and PGDMFS 2020 -21 batch was held on 26th November 2020. Our Chairperson, Dr R Nandini, delivered the inaugural address. The Induction programme was organized during 26 - 28 November 2020. Sessions were organized to provide insights on various aspects of GRGMS - The Journey, Culture & Values of GRGMS, 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. An alumna interaction was also organised with Dr Anu George (Class of 1996) and she delivered a motivational talk to our students.

- Thirty four students of I MBA attended Peregrine Global Instant Cases - Student Workshop on 12th December 2020.

- The I MBA students took up the Peregrine In-bound assessment on 6th January 2021.

- Seventeen students from MBA and PGDMFS participated in the intercollegiate event ZEST 2021 organized by MOP Vaishnav College for Women, Chennai, on 5th 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.

- The Social Service Programme (SSP) Mid Review was conducted online for the II MBA students on 9th February 2021.



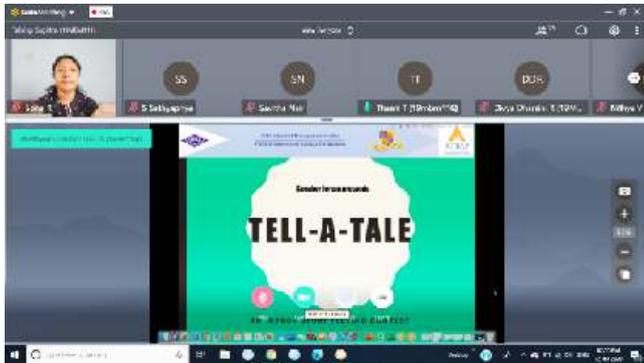
- Twenty students from MBA and PGDMFS attended the CII Coimbatore Zone Annual Day session on 19th February 2021.

- The II MBA students attended an online EBSCO training session on 25th February 2021.

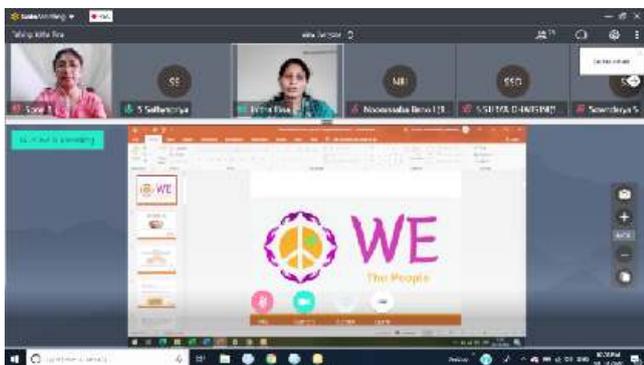
- Twelve students of MBA participated in the intercollegiate event ETHOZ 2021 organized by Sri Ramachandra Faculty of Management Sciences, Chennai, on 26th February 2021. I MBA student, Ms M Vinutha, won first prize in 'Just A Minute' contest; Ms P Preyanka, won first prize and D Esther Freeda Rose won second prize in 'Poster Presentation' contest.

FORUM ACTIVITIES

- The Speakers' Forum organised 'Tell-A-Tale', a storytelling contest, on 12th September 2020. Dr Vandana Madhavkumar, Associate Professor, and Dr R Initha Rina, Assistant Professor, were the judges of the event.



- The Health and Fitness interest group organized a monthly quiz 'Nutri Quiz Bee' on 15th September 2020.
- The Community Interest Group organised a session on 'Boundaries of My Sacred Space' by Ms NA Sujatha and Ms Kavitha Ramesh of WE - The People Forum on 3rd October 2020.



- The Technology Interest Group organized a quiz contest on 9th October 2020.
- The Environment Interest Group organized a programme on 'Sustainable Practices for Cleaner Environment' on 31st October 2020.

- The Peer-Tutor Interest Group organized a session on 'Baking Chocolate Chip Cookies and Garlic Bread' by Ms K Madhumetha of II MBA on 10th October 2020.



- The Health & Fitness Interest Group organized a special talk on the topic 'Emotional Health & Wellbeing' by Ms Sindhu David, a Consultant Psychologist, and also an alumna of PSGRKCW on the 17th October 2020.



- The Right Brainers Club organized 'Brain Teaser', a Quiz Contest and 'Doodle for GRGMS' competition on 17th October 2020. Ms P Monisha, Ms P Divya and Ms S Keerthana were the winners of the Doodle Contest.
- The Health and Fitness Interest Group conducted 'Quiz Bee' related to Health and Fitness on 6th February 2021.

PLACEMENT

- Placement training session for II MBA students was inaugurated on 7th October 2020. Fifty-six students enrolled for training and the sessions are delivered by TIME Institute, Coimbatore.
- Ms S Nithyakalyani of II MBA got placed as HR Trainee at Haipals Messengers, Madurai, at a CTC of Rs 4 lakhs per annum.
- Ms B Vishali, Student of II MBA, got selected as 'Management Trainee' at Tata Consultancy Services (TCS) with CTC Rs 5.79 Lakhs per annum.



..... **BHAGAVAD GITA**
FOR LIFE



There are several thoughts and lessons drawn from the greatest ancient scripture 'The Bhagavad Gita', which provides mankind various spiritual paths towards inner peace. Bhagavad Gita symbolises the battle field where we find our inner mind performing a continuous battle between the positive and the negative thoughts. It says that we human beings must strike a balance between the both in order to achieve the desired goals and also be determined towards performing our duties.

But, our desire for an object is due to the attachment that we develop on that object. When the desire is not fulfilled, it results in anger. Even the modern psycho-analysis says 'anger' is a result of suppressed desires. So, we human beings must be determined to deliver their duties and responsibilities to attain inner peace.

Gita also suggest human beings should make optimum use of available resources and shall be focused towards performing their duties without exhibiting any attachment towards the results to fulfil their goals. The intention of doing an action is primary for the attainment of inner peace. Each individual shall be aware of the ultimate destiny of life through stability of mind, self-assessment and determination. Karma is the basic philosophy of Bhagavad Gita. Every individual in this universe will have their own potentials but, what matters is how individual demonstrate their divine potentials. So, it is crucial that every individual realises it and strives for excellence in his / her profession to meet the desired goals.

Ms P B Saranya
 Assistant Professor

..... **WALK YOUR TALK,**
ONE STEP AT A TIME

I'm far from perfect. Like everyone, I make mistakes and often fail to live up to the things I consider important. But writing has made it easier to stay consistent with those values instead of falling into excuses.

Imperfections are part of life. Its saddening to see some people give up in their struggle to be perfectly consistent with their values, thinking that there is no point trying to debug the inconsistencies. Some self-improvement cynicism is the result of demanding the impossible, expecting perfection instead of progress.

Here are a few of the inconsistencies I've debugged over the past few years -From being Slob to Productive, Unhealthy to Fit, Night Owl to Early Riser, Unconscious Spender to Budget Maker, Shy to Extroverted



I point out these changes because none were instantaneous. Even after I had decided my beliefs on an issue, it took a lot of time and effort on my

part to change my behaviours. I generally only write about my self-improvement efforts after I achieve them. Since self-improvement involves so many missteps and dead-ends, I don't usually find it useful to write about something until I've made significant progress in it myself. In order to effectively debug your inconsistencies, you need the right tools. There are different strategies to debug, but I'd like to share a few tools that worked wonderfully for me. They are - 30 Days Trials, writing out Goals, Breaking Down Fears. I'm still finding new tools, but the fact that this list is small shows to suggest that self-improvement doesn't need to be overly complicated.

Nobody can be perfect. But there is still immense value you can get from debugging those inconsistencies and making the gap between your walk and your talk a little bit smaller.

Ms C Gayathri
 Student, I MBA (Batch 2020-22)

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