

# *Impressions*

Creative thoughts in action

## A BI-ANNUAL NEWSLETTER

Volume 19 Issue 1  
September 2021

### FROM THE EDITOR

The pandemic situation has begun to ease; talks of the "new normal" beyond the pandemic have started to look like a convincing prospect rather than a distant daydream. Though, a ray of hope is on the horizon, managing this phase effectively will either make or break the way towards it. To make this transition as smooth as possible, we need to implement prudent and concrete change management strategies as we can't go back to the way things were. The only option is to move forward, and adapt ourselves to the demands warranted by the current situation. As we start recognising and preparing ourselves in a new way, we think of ourselves differently, and an identity

evolves reinforcing the new way of doing things. This momentum shifts us from resisting the change to appreciating it.

Having said this, I wish you all to make way for small changes in your lives that will bring a big positive impact in the days to come. I am pleased to present the first issue of our Newsletter Impressions for the academic year 2021 - 22 that captures the events and activities of the last six months.

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

Happy Reading!

Thanks and Regards  
**Ms R Sona**

### MESSAGE FROM THE DIRECTOR



All educational institutions are open and engaging students in the physical form of classes. It is a very positive development after 18 months of pandemic lockdown and online sessions. Still the situation is unchanged or less changed in certain places. However, the students who are attending classes physically were having lot of apprehensions in the initial stages. But now they are happily experiencing the good old days of classroom atmosphere. All said and done, nothing can replace the pleasure of learning along with peers available next to each other and sharing their thoughts with the faculties and among themselves.

Education is undergoing tremendous change at an unstoppable pace. Academicians are finding it difficult to manage the pace of changes, particularly in the technological advancement. But

everyone has realized that the time has come to move forward from the conventional systems. Educators have greater challenges and need to transform themselves to meet the required standards and have to find ways to change the institution from its current state to a better developed one. This requires change of culture of the institutions and educators have to work with the support of a change agent or catalyst. Greater autonomy is required to be given to the educators to manage changes and factors of compliance should not be factors of concern in the process of change management for the educators. Any change should be viewed as a suitable and sustainable alternative. This calls for personal contribution from every individual. This requires transformation of thinking of individuals involved in the process of changes which can happen only through self-awareness.

Hence a clear vision oriented towards long-term progress is absolutely significant. This also calls for a synergy among the common efforts of individuals. Time has come for everyone to adapt to the inevitable and be prepared for the new age education system driven by technology. Let us be conscious about it and strive to be part of the change.

**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.

### CONGRATULATIONS

Dr P Sadhasivam, Director, elected as Managing Committee member of Coimbatore Management Association and Co-Convenor in the Educational Panel of CII Coimbatore.

Dr Savitha Nair, Associate Professor, joined as a Start-up Advisor for Wadhvani Foundation - NEN programmes, and joined their 'Global Start-up Advisor Community'. She attended the onboarding meetings held during 21- 24 June 2021.

Dr Vandana Madhavkumar, Associate Professor, has been invited to be an Executive Committee member of National Institute of Personnel management (NIPM), Coimbatore Chapter.

## INSTITUTE TIMELINE



- GRGSMS Board of Studies meeting was held on **23rd July 2021**.
- The meeting of the Academic Advisory Body was held on **20th August 2021**.
- The 24th meeting of the Governing Council was held on **26th August 2021**.

## •• HEARTY WELCOME ••

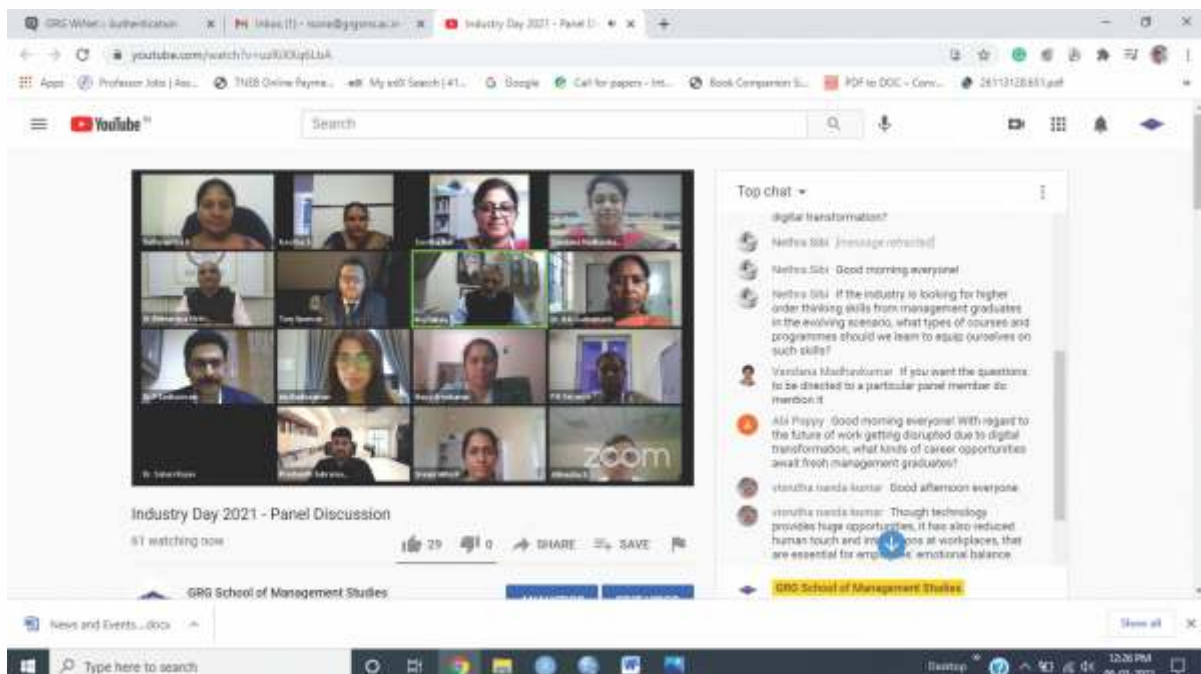
This academic year Dr G Brindha has started her journey with GRGSMS. We wish her success in her professional endeavours.

## INDUSTRY DAY 2021

The Prestigious Annual GRGSMS Industry Day 2021 was organised virtually on 6th March 2021. The theme this year was, 'The Impact of Digital Transformation on Industry: Challenges for Management Education'. The inaugural session was held from 9.45 am to 10.20 am and Panel discussion from 10.30 am - 12.20 pm. Dr Nandini Rangaswamy, Chairperson, GRG Institutions, welcomed the gathering. Mr Vijay Thadhani, Vice Chairman and Co-Founder, NIIT, was the Chief Guest at the inauguration and delivered the inaugural address. The speakers on the panel were drawn from among eminent academic and industry professionals, including from international partner institutions. The panel speakers were - Dr Ida Badiozaman, Head of School (Design & Arts) and Director of the Centre for Education Research, Swinburne Sarawak, Malaysia; Ms Maya Sreekumar, Vice President, Cognizant, Coimbatore; Mr Prashanth Subramanian, Executive Director, Quadra systems Net (India), Coimbatore; Mr Thomas Spencer, Head of



Undergraduate Programmes, Nottingham Business School, UK; Dr Madhu Veeraraghavan, Director, TAPMI, Manipal; and Dr Bhimaraya Metri, Director, IIM, Nagpur. Prof S Balasubramanian, Director, GRGCAS moderated the session. Dr P Sadhasivam, Director, GRG School of Management Studies proposed the vote of thanks.



## ..... PARENTS TEACHERS ..... MEETING 2021

Parents Teachers Meeting was held on 3rd April 2021 through online mode. Over 178 parents joined the meeting. Dr P Sadhasivam, Director, addressed the parents, followed by a discussion forum.



## ..... INTERNATIONAL AFFAIRS ..... MEETING 2021

- Dr Senthil Kumar, Professor, Universiti Malaysia Pahang, handled a guest lecture session on the topic 'Underwriting, Rating and Rate Making' for the II MBA students, as a part of the course 'Risk Management and Insurance', on 4th March 2021.
- Prof. Dato' Sri Dr Daing Nasir Ibrahim, Professor, Universiti Malaysia Pahang, handled a guest lecture session on the topic 'Risks in an International Environment' for the II MBA students, as a part of the course 'Strategic Management', on 5th March 2021.
- A sixteen-hour online programme on 'Social Entrepreneurship' was 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 March 2021. Dr P Sadhasivam, Director; Dr B Sriprabaa, 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.
- Dr Scott Venezia, Dean for International Affairs for CETYS University System, Mexico, delivered a guest lecture on the topic 'International Negotiations, Strategies and Tactics' for the I MBA students, as a part of the course on 'Communication Skills' on 9th March 2021.
- Dr Suhaidah Binti Hussain, Professor, Universiti Malaysia Pahang, handled a guest lecture session on the topic 'Managing HR challenges in Mergers and Acquisitions' for the II MBA students, as a part of the course 'International Human Resource Management', on 15th March 2021.
- Dr Noraina Mazuin Sapuan, Professor, Universiti Malaysia Pahang, handled a guest lecture session on the topic 'Impact of Social Entrepreneurship on Societies' for the II

MBA students, as a part of the course 'Social Entrepreneurship', on 16th March 2021.

- A sixteen-hour online international seminar on 'Social Media Marketing' was organized by CETYS University from March to May 2021. As a part of the programme, sessions were held during 20th and 27th March; 8th, 15th and 22nd May 2021. Dr S Kavitha, Associate Professor, and Dr P Sadhasivam, Director, handled the sessions during the mentioned dates. About 23 students from CETYS University and their partner institutions attended the programme.



- Dr P Sadhasivam, Director, handled two sessions for the students of Nottingham Business School during their annual event, 'Global Responsibility Week' from 23rd to 25th March 2021, on the topic, 'Global Trends in Ethical Marketing and Consumption'.
- Dr Scott Venezia, Dean for International Affairs for CETYS University System, Mexico, handled a guest lecture session on the topic 'Choosing Appropriate Strategies for International Markets' for II MBA students, as a part of the course 'Strategic Management' on 24th March 2021.
- A sixteen-hour online programme on 'International Cooperation to Solve Social Problems' was organized by CETYS University, Mexico, during April 2021. As a part of the programme, Dr Vandana Madhvakumar, Associate Professor, handled a session on the topic 'Environmental Problems and Climate Change' on 17th April 2021; Prof S Balasubramanian, Chief Mentor, handled a session on 'International Relations for addressing Social Problems' and Dr B Sriprabaa, Associate Professor, evaluated the presentations made by students on 24th April 2021. 25 students participated in the programme, including Ms R Sowmiya of PGDMFS.





- The COIL (Collaborative Online International Learning) programme on Social Media Marketing hosted by SDSU Global Campus on 21st April 2021, in which Dr S Kavitha from GRGSMS and Ms Alexa Mokalis from SDSU involved in Co-teaching a few topics of the course. The student panel comprised 24 students from 10 institutions in 6 countries and the programme was hosted by State University of New York, USA. Ms Priyanka A Pareek of II MBA participated in the Student Panel of SUNY COIL Programme and shared her experience.
- Dr S Allimuthu, Associate Professor, handled session for UMP students on the topics 'Project Cost Control' and 'Tools and Techniques for Project Cost Control' on 7th and 21st May 2021.
- Dr B Sripirabaa, Associate Professor, along with Dr Puteri Fadzline Binti Muhamad Tamyaz and Dr T Senthil Kumar of Faculty of Industrial Management, Universiti Malaysia Pahang, submitted for a proposal for joint research and funding 'Support Structures in Social Entrepreneurship Ecosystems: From the Perspective of Malaysia and India'.

## ..... INDUSTRY CONNECT .....

- Mr R Natarajan, Consultant and Advisor for Triparty Repo, Corporate debt instruments, NSE Clearing Limited, Mumbai, handled a guest lecture on the topic 'Bank Risk Management' for the II MBA students, as a part of the course 'Management of Banking', on 3rd March 2021.
- Ms Meera Krishnan, Founder, Zhista Inc, handled a guest lecture session on the topic 'Leadership Skills for Today's Business Management' for IMBA students, as a part of the course 'Evolution and Principles of Management', on 11th March 2021.



- Mr Kumar Duraisamy, CEO, Eastern Global Clothing, Tirupur, delivered a CXO talk on the topic 'Impact of changing business environment on MSMEs' on 17th April 2021.
- Mr Lalit Chaturvedi, VP - Organisation Development and Talent Management, Elgi Equipments Ltd., Coimbatore, handled a guest lecture session on the topic 'Employee Life Cycle and Talent Management' for the I MBA students, as a part of the course 'Human Resource Management' on 13th May 2021.
- Ms Gauri Das, Vice President and Head – HR, India Factoring and Finance Solutions Pvt. Ltd., Mumbai, delivered a CXO talk on the topic 'Resilience and Self-Leadership' on 22nd May 2021.

- Mr Thomas Paulose, General Manager, Elgi Equipments Ltd, Coimbatore, delivered a CXO talk on the topic 'Taking on Goliath: Competing with Multinationals and Global' on 5th June 2021.



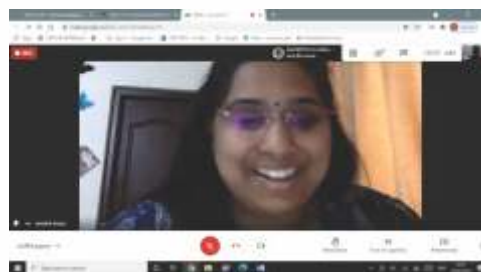
- Mr Gowtham, Financial Advisor, Zerodha, Bangalore, delivered a webinar on the topic 'Stock Prediction using Technical Analysis' for the PGDMFS students, as a part of the course 'Security Analysis and Portfolio Management' on 11th June 2021.
- Dr P Ravindranath, CMC, Principal Consultant, RK Swamy BBDO Limited, Kochi, delivered a guest lecture for I MBA students, as a part of the course 'Marketing Management' on 28th June 2021.
- Ms G Vanisree, HR Consultant, Founder and Director, SreeG Academy, Coimbatore, delivered a CXO talk on the topic 'Discover your Strength and Unleash the Power Within' on 28th August, 2021.



- As a part of E - Talk series, Mr Pradeep Yuvaraj, Managing Director and Chief Storyteller, Prezantim Creative Services India Pvt Ltd., addressed the students on the topic 'Entrepreneurship 101 - 100 reasons why you should not be an entrepreneur and the only 1 reason you should be!' on 28th August 2021. The session was attended by 169 students and 4 faculty members.

## ..... ALUMNA CONNECT .....

- Ms M Deepthi (Class of 2005), Supply Chain Analyst, Dixon Retail, Dublin, delivered an alumna talk on the topic 'My lessons from GRG' for the students of I MBA on 10th April 2021.



- Ms Mayuri Manikandan (Class of 2009), Founder, Ritzy Organic, delivered an alumna talk on the topic 'My Journey as an Entrepreneur' for the students of I & II MBA on 24th April 2021.
- Ms V Indu (Class of 2010), Classical Dancer & Founder of Vibhavana Foundation, delivered an alumna talk on the topic 'Passion and Professionalism' for the IMBA students on 8th May 2021.



## ..... FORUM ACTIVITIES .....

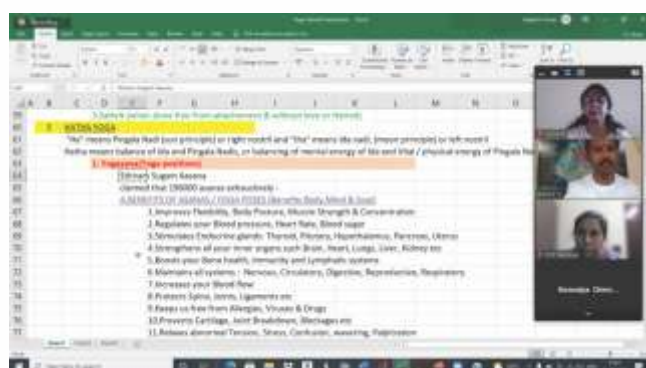
- The Technology Interest group organized an online talk on 'Cyber Security Awareness' by Ms TK Anjana, Assistant Professor, VVIT, Calicut, on 5th March 2021.
- The Community Interest group organised an online session on 'Gender Equality' by Ms Kalki Subramanian, an Indian Transgender Activist, Artist, Poet, Actor, Motivational Speaker and the Founder of Sahodari Foundation, on 20th March 2021.



- The Environment Interest organised an online session on 'Waste Management' by Ms Pavithra Hariharan, Coordinator of Waste Management Program, Nothing is Waste, Coimbatore, on 27th March 2021.



- The Peer-Tutor Interest Group organised a session on 'Video Editing using Kinemaster and Filmorago' on 10th April 2021.
- The Right Brainers Club organised 'Brain Teaser', a creative activity, on 17th April 2021.
- The Community Interest Group organized a contest 'Regard before you Discard: Best out of Waste' on 8th May 2021.
- The Environment Interest Group organized an awareness session on 'Environmental Changes' during the World Environment Day on 5th June 2021.
- The Health and Fitness Interest Group organised a session on 'Get Fit With Yoga' by Yogacharya Mr V Balaji, Yoga Therapist at Girinath Yoga Center, Coimbatore, on 12th June 2021.



- The Health and Fitness Interest Group organised a demo session on the topic 'Enrich your Health with Yoga' on the International Yoga Day on 21st June 2021.
- The Technology Interest Group organised a webinar on the topic 'Web Designing' by Mr Logeshwara Raja, Full Stack Developer working for Cognizant, on 26th June 2021.



- The Theatrical Club organised a session and screened a short film 'Varuthapadatha Manidha Nenjame' played by theatrical club members on 26th June 2021.
- The Community Interest Group organised an online session on the topic 'Personal Empowerment in Emergency Response' by Mr C Surendar, The Executive Trainer from ALERT, on 28th August 2021.



## ..... FACULTY AS RESOURCE PERSON .....

- Ms R Sreeprabha, Assistant Professor, handled a session on 'Problem Solving and Decision Making Tools in Entrepreneurship' on 11th March in the DST-sponsored two-week FDP on 'Entrepreneurship Development' held on 1 -13 March 2021 organized by the Department of Technology Management, School of Mechanical Engineering, VIT- Vellore, Tamil Nadu.



- Dr G B Sabarirajan, Associate Professor, acted as a resource person and delivered a talk on the topic 'Recent Trends in Business Environment' in the national level webinar organized by NAAS College, Madurai, on 4th June 2021.
- He also acted as Resource person for the webinar on the topic 'Business Environment: A New Paradigm' organized by VET College of Arts and Science, Erode, on 9th June 2021.
- Dr S Kavitha, Associate Professor, acted as a Subject Expert & Special Invitee for the Board of Studies constituted for B.Sc. Artificial Intelligence and Machine Learning Programme of Sree Saraswathi Thyagaraja College, Pollachi, on 27th May 2021.
- Dr S Kavitha, Associate Professor delivered a session on 'Social Media Marketing - A Game Changer for Business' in the Monday Musings organized by Coimbatore Management Association on 28th June 2021.



- Dr Vandana Madhaskumar, Associate Professor, handled sessions for the executives of KOB Medical Textiles, as part of the GRG Centre for Advanced Studies (GRGCAS) programme 'Management Development Programme for Executives' (MDPX) on 10th and 24th April 2021 on the topics 'Performance Management' and 'Training and Development' respectively.
- Dr Vandana Madhaskumar, Associate Professor was a guest speaker at Monday Musings of Coimbatore Management Association on the topic 'The Power of Assertiveness' held on 26th July 2021.



## ..... FACULTY PUBLICATIONS .....

- Dr P Sadhasivam, Director, anchored the 'Coffee Table Chat' organised by CII Coimbatore zone on the topic, 'Connecting Education to Industry' on 20th August 2021.
- Dr R K Sudhamathi, Associate Professor, along with Research Scholar, Mrs S R Deepika, published research article titled 'A Study on the Influence of Trading Behaviour on Trading Success in Equity F&O Market with Special Reference to Individual Traders in Bengaluru City', in Asian Journal of Research in Banking and Finance, Vol. 11 Issue No. 4, pp 1-8, April 2021.
- Dr S Allimuthu, Associate Professor, published a research paper on the topic 'A Comparative Study on the Profitability and Efficiency of HDFC and ICICI Bank' in the Journal of Emerging Technologies and Innovative Research, Volume 8, Issue 4, April - 2021.
- Ms R Sreeprabha, Assistant Professor, published a paper titled 'Behavioural Intention of Employees towards E-Learning: Using Technology Acceptance Model' in Shodhsamhita - Journal of Fundamental & Comparative Research, Vol. VII, No. 6:2021 (ISSN: 2277-7067) (UGC Care approved Journal).



- Dr Savitha Nair, Associate Professor, along with Ms NA Ponnala Harshavardhini, Research Scholar, published a paper titled 'Drivers of eWOM in Tourism: A Literature Review' in 'Anvesak', Vol. 51, No.1(XXIII), January – June 2021, pp. 74-80 (ISSN: 0378 – 4568) (UGC Care Group 1 Journal).
- Dr Savitha Nair, Associate Professor, along with Ms V Sowmiya, Research Scholar, published a paper titled 'Factors influencing the Adoption of Digital Marketing Strategies by MSMEs: A Literature Review' in 'Anvesak', Vol. 51, No.1(XXIII), January – June 2021, pp. 81-87 (ISSN: 0378 – 4568) (UGC Care Group 1 Journal).
- Dr R K Sudhamathi, Associate Professor, published a research article titled 'Forecasting BSE Sensex movement

using ARIMA Modelling' in Asian journal of Research in Business Economics and Management, Vol. 11, Issue No. 7, pp. 1-8 (ISSN: 2249-7307), July 2021.

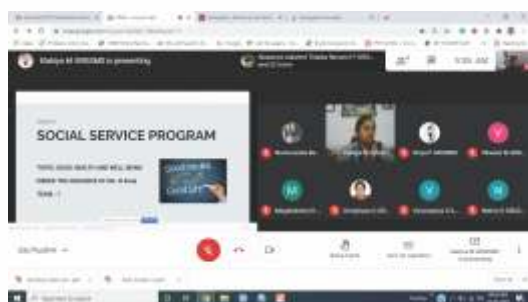
- Ms P B Saranya, Assistant Professor, published a paper titled 'Modelling and Forecasting gold prices using ARIMA' in the Asian journal of Research in Business Economics and Management, Vol.11, Issue 7, (ISSN: 2249-7307), July 2021.
- Dr B Sripirabaa, Associate Professor, along with her Research Scholar, M Reshma, published an article titled 'Examining the Effect of Entrepreneurial Competencies and Emotional Intelligence on the Firm Performance of Women Entrepreneurs' in ANVESAK, Vol. 51, Issue 1, pp. 195 - 201.

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## STUDENT'S PARTICIPATION AND ACHIEVEMENTS

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- The Social Service Programme (SSP) final presentation for the IV Semester MBA Students was conducted online on 23th March 2021.



- 12 students of I MBA participated in the event 'Repowis 2021', organized by Kongu Business School on 25 – 26 March 2021.
- 30 students of MBA and PGDMFS participated in a Women only session on the topic 'Overcoming Barriers for Professional and Personal Success' by Ms. P W Reni Auxiliya, Co-Founder, Momade Cuisines and Playworks Coworking Space, organised by CMA on 26th March 2021.
- I MBA and PGDMFS students attended an online EBSCO training session on 21th April 2021.
- The End Semester Examination for the IV Semester - II MBA (2019-21 Batch) was conducted online from 21 - 28 June 2021.
- The first Doctoral Committee meeting of the PhD Research Scholar Ms AS Lakshmi, under the guidance of Dr S Kavitha, Associate Professor, was conducted on 8th July 2021. Dr B Umamaheswari, Associate Professor, PSG Institute of Management, Coimbatore was the external DC Member for the same.
- The End Semester Examination for the I MBA - II Semester (2020-22 Batch) students was conducted online from 12-19 July 2021.
- The second Doctoral Committee Meeting of Ms M Reshma, Full time Scholar of Dr B Sripirabaa, Associate Professor, was held on 27th July 2021.



- The Career Counselling Programme (CCP) for the II MBA - III Semester (2020-22 Batch) students was conducted online by Mr Sivakumar Palaniappan, Thinkfluence Global Academy, Coimbatore, from 26-29 July 2021.
- MBA students attended all the Monday Musings organised by CMA.
- Students of II MBA - III Semester (2020-22 Batch) attended CMIE-Prowess training conducted online on 17th August 2021.
- Ms M Reshma, Full time PhD scholar of Dr B Sripirabaa, Associate Professor, submitted her synopsis on 23th August 2021.
- 16 students of II MBA attended the 'Shaping Young Minds' Programme organised by AIMA on 25th August 2021.
- Five ED Cell students attended the TiE Women Coimbatore Pitch Competition Finale on 26th August 2021.

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## PLACEMENT

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- 9 students have been placed at Careernet, Bengaluru, as Management Trainees at a CTC of Rs.3.00 Lakhs per annum.
- Ms S Nethra of II MBA got placed in Flextronics Technologies Pvt Ltd, Chennai, as Senior Analyst at a CTC of 3.00 LPA.
- 4 students of II MBA got placed in Quadrasystems.net India Private Limited, Coimbatore ,as Inside Accounts Manager at a CTC of 3.60 LPA

## HARNESSING THE POWER OF SOCIAL INTRAPRENEURSHIP

The term 'intrapreneurship' was coined by Gifford Pinchot III in 1978. According to him, intrapreneurs are "dreamers who take hands-on responsibility for creating innovations of any kind, within a business". By applying the social lens, motivated employees within organizations can utilize the benefits of business to make the world a better place. This leads us to the theme 'social intrapreneurship', which refers to 'doing social good' by operating within existing organizations. Though businesses are primarily driven by profits and growth, making responsible contribution to social changes is gaining traction nowadays.

Social intrapreneurship involves entrepreneurial activities in large organizations that merge social impact with commercial growth. Many organizations are embracing social intrapreneurship to achieve sustainability and societal development. Such initiatives can benefit organizations by enabling sustainability, innovation, talent management, greater employee motivation and enhanced reputation. Social intrapreneurs are a breed of ambitious employees, at all levels in organizations, who develop and implement innovations that can address social and environmental challenges, while adding commercial value to their parent organizations. These changemakers, supported by their employers, leverage the existing capabilities and infrastructure to create social impact on a large scale.

In times of crisis, such that of pandemic we are facing currently, the need for these champions is felt stronger as the situation provides opportunities for them to demonstrate how innovatively they can contribute to the societies in which they exist. According to 2019 Edelman Trust Barometer, about 75 % of the respondents expect their employers to do the 'right things' when it comes to important social issues. With a growing sense of civic responsibility among the youngsters, organizations need to wake up to the call of duty by encouraging the motivated internal Samaritans to serve the societies in which they operate. According to the World Economic Forum, over 40 global players have come forward to contribute to social cause in the wake of prevailing pandemic.

The major challenges associated with social intrapreneurship include lack of management support, poor organizational climate, stakeholder distrust, and other limiting forces in the external environment. Progressive companies can create positive ecosystem to support social intrapreneurs with autonomy, access to funding, internal networking and collaboration support, opportunities to work on projects with social relevance and build capabilities. Many organizations, through their CSR initiatives, are internally

promoting social intrapreneurship. Social value created through social intrapreneurship benefit various stakeholder groups, driving socio-economic benefits and transformations in the communities they serve. Investing in social intrapreneurship is one of the best strategies for companies, even after the pandemic comes to an end, as it creates both economic and social value in the long run.

**Dr Savitha Nair**  
Associate Professor

## SECRETS THAT SUCCESSFUL PEOPLE DON'T TELL YOU! -

Did you know that the net worth of Mukesh Ambani is roughly equal to the GDPs of Afghanistan, Botswana, and Bosnia and Herzegovina — combined, and Ratan Tata is no less. He contributes \$1 billion just for charity. The accomplishments of these people go on. So how did they become so successful? Is it even possible for a proletariat to get to the top of the ladder? Well, YES. It is possible. And anyone who wishes to get ahead of the game, should practice these,

### Begin somewhere

The education system in our country, or, for that matter, anywhere in the world, doesn't teach certain soft skills such as the art of setting goals, achieving them, forming a habit, managing money etc. Why is it so? It is because the students should experience them personally in their real-life. So the first rule is GOAL setting. Make daily goals, or weekly goals, or monthly goals, or even yearly goals. They envision what you need in the future.

### Water it regularly

The best way to become successful is to make a habit of success. Once you sow the seed of goal setting, the next step is to water it regularly and making it a habit. When you focus on habit, the seed of success automatically grows. Successful people always concentrate on improving the quality of the seed. And how do they improve? By the way of seeking, reading, and doing things that attract success.

### Power of giving

There is a famous law that states - the universe operates through dynamic exchange. The more you give, the more you receive. If you want love, give love, if you want appreciation, learn to appreciate others. Successful people know this, and that's why they focus mainly on improving the lives of others. So, as a legend says, when God blesses you with success, don't raise the standard of living, raise your standard of giving.

**Ms M Vinutha**  
Student, II MBA (Batch 2020-22)

## Editorial Team

**Patron - Smt R Nandini**  
Chairperson, GRG Institutions

**Team Leader - Dr P Sadhasivam**  
Director, GRGSMS

**Editor - Ms R Sona**  
Asst. Professor, GRGSMS

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