

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF OCTOBER 2022

1. The Technology Interest Group students organized “Technophiles”, an online event that included Quiz, QR Hunt and Sell the Answer contests on 1st October 2022.
2. Dr P Sadhasivam, Director attended the Office Bearers meeting of the Coimbatore Management Association on 3rd October 2022.
3. Dr G Brindha, Assistant Professor, participated in a Research Mentoring Workshop organized by the Sabaragamuwa University of Sri Lanka, Emerald Publishing and Gulf Medical University on 6th and 8th October 2022.
4. Ms R Sona, Assistant Professor, delivered an Internal Faculty Seminar on the topic ‘Occupational Stress Related to Technology in Teaching-Learning Process among Academicians: Impact on Life Satisfaction - An Empirical Study’ on 7th October 2022.
5. Dr S Kavitha, Associate Professor, completed an online course on ‘Marketing Analytics’ authorized by University of Virginia and offered through Coursera on 7th October 2022.
6. Ms Sujitha Sathasivam (Class of 2010), HR Manager, Quinbay Technologies, Coimbatore, delivered an alumna talk on the topic ‘Using LinkedIn for Career Advancement’ on 8th October 2022.
7. The Health and Fitness Interest Group students organized ‘Power Play’ - Zumba and Human Knot activities on 8th October 2022.
8. As a part of the Community Immersion Programme, II year MBA students visited Navakkarai village on 8th, 9th, 15th, 16th and 29th October 2022. They are divided into 6 projects namely Vanam, Waste Management, Agriculture, School, Water bodies and Self Help groups. The teams worked on various activities as below:

- The student team of the School project visited Government Tribal School in Navakkarai on 14th, 15th and 29th October 2022. About 21 students of 9th and 10th standard participated and were assessed on computer literacy through a test. Computer training was given on MS Word and Powerpoint. A Career Guidance session was also conducted for them. 30 students of 6th to 8th standard were given Basic English training along with a lot of fun games. A Menstrual Hygiene session was also given to all the girl students from 6th to 10th standard.
- The two student teams of the Vanam project, visited the Navakkarai project site on 8th, 15th and 29th October 2022. In the first week, the students planned for planting of saplings, drip irrigation and beautifying the pathway leading to the project. Subsequently, the students planted around 80 saplings, cleared the pathway, and undertook planting on the sides of the pathway.
- The two student teams of SHG project supported the SHG women of Navakkarai village to promote their products digitally and participated in the 'SHG Mela' organized by State Bank of India - Microfinance branch, Coimbatore, on 20th October 2022.
- The two student teams of Water Bodies project conducted rain water harvesting awareness programme for the general public on 15th and 29th October 2022 at Navakkarai.
- The two student teams of Waste Management project visited Ward 7 and 8 of Navakkarai Panchayat on 9th, 16th and 29th October 2022. They conducted a survey to understand the waste management practices among the households and also conducted an awareness campaign about segregation of waste at source. During the second visit, students conducted an awareness campaign about the different types of dry waste and the methods of disposal. During the third visit, bins were distributed to the households to dispose of the segregated waste and an awareness campaign was conducted for the employees of a small enterprise on segregation and disposal of waste.

- The two student teams of Agriculture project along with Farmers Development team visited the farmers of Mavuthampatty panchayat during 8th,15th and 29th October 2022. Students actively executed direct sales of the farm fresh products during the second visit, and organized an awareness session for the farmers by Mr Narasimman, Assistant Agri Officer, Madhukarai, Coimbatore, during the third visit,. Students created posters, videos for social media promotion and identified direct consumer connections to eliminate middlemen in order to benefit the farmers during the fourth visit.
- 9. Dr J Anitha, Executive - Admin, Penguin Engineers, Coimbatore, delivered a guest lecture session for the I MBA students on 'EI Impact on Leadership Styles' as part of their course - 'Leadership Skills' on 10th October 2022.
- 10. Dr G B Sabari Rajan, Associate Professor, and Dr K S Hariharan, Assistant Professor, along with 8 students attended a special lecture organized by the Indian Chamber of Commerce on the topic, 'Free Trade Agreement' on 10th October 2022. Mr. Rajeev Kher, Chief Negotiator in the WTO, GOI was the guest speaker.
- 11. Dr Vandana Madhavkumar, Associate Professor, was the resource person for a session on 'Writing a 100% plagiarism free research paper and PhD thesis' as part of a Webinar on 'Research for Academic Excellence' organized by the Department of Commerce (SF-A) of PSG College of Arts and Science, Coimbatore on 11th October 2022.
- 12. The Senior Junior Confluence and Diwali celebrations were organized by the students on 13th October 2022.
- 13. Ms P B Saranya, Assistant Professor, participated and presented a paper entitled, 'A study on the impact of volatility in the Indian stock market with special reference to the Crypto market' at the '10th International Conference on Emerging Trends in Corporate Finance & Financial Markets' organized by SDMIMD, Mysore, on 13th and 14th October 2022.

14. Ms P Iswarya of II MBA, participated in the 6th Navaratri Musical Melodies organized by GRG Educational Institutions on 14th October 2022. Faculty members and 34 students from MBA attended the programme.
15. Six students of II MBA got placed as Business Development Executives in Extramarks during the campus drive held on 14th October 2022.
16. An Entrepreneurship Awareness Programme was conducted for the I MBA and PGDMFS students on 15 October 2022. Ms Vedavathy, Director, Interbind Technologies; Mr Ramprasath, CEO Strings Infinity, Coimbatore; Dr Savitha Nair, Dean; and Dr S Allimuthu, Associate Professor, delivered sessions on 'Generating Business Ideas', 'Building Sustainable Brands', 'Developing an Entrepreneurial Mindset, and 'Launching a New Business Venture'
17. Ms V Induvarshini and Ms K Meenakshi, students of II MBA, participated in the Mock Stocks - Bulls and Bears, a Management Event 'Tarang 2022' organized by School of Management Studies, NIT, Calicut, from 17th to 21st October 2022.
18. A five-day Personality Development Programme was conducted for the I MBA students by Vertical Eye team, Conoor. Section I students attended the programme from 17th to 21st October 2022 and Section II students attended the programme from 26th to 29th October 2022 and 1st November 2022 respectively.
19. Business Review sessions were held for II MBA Section I and II students on 19th October 2022. During the sessions, discussions were held on the topics: (i) How CEO Campbell Wilson plans to get the world to fly Air India, (ii) Global Recession 2023 and its Impact on Economy, and (iii) Role of Artificial Intelligence in Talent Management, for Section I students; and (i) PVR shareholders approve merger with rival INOX Leisure, (ii) New Business Opportunities for Indian MSMEs through GeM portal, (iii) India's Green Investment for Section II students.
20. A Business Review session was held for I MBA Section II students on 19th October 2022. During the session, discussions were held on the topics: (i) Disruptive Innovation of AI in Management - Operationalizing AI, and (ii) Impact of 5G in Indian Economy.

21. Ms P B Saranya, Assistant Professor, delivered an Internal Faculty Seminar on the topic, 'A study on the level of financial knowledge and financial behavior among individuals' on 21st October 2022.
22. Dr M Reshma, Assistant Professor, attended an online webinar on '4ES Framework for Teaching and Learning in Management Education' organized by AIMS on 21st October, 2022.
23. Mr Binu Rajendran, Director, Walkaroo International Pvt Ltd, Coimbatore, delivered a CXO talk on the topic, 'Walkarao - A Journey to Market Leadership' on 27th October 2022.
24. Dr M Reshma, Assistant Professor, and Dr G Brindha, Assistant Professor, attended a three day master class on 'Leadership' organized by the Iron Lady Corporation, India from 27th to 29th October 2022.
25. Ms Helena Susan S, AGM-HR ISAAME, Elgi Equipments, Coimbatore, delivered a guest lecture session on the topic, 'Aligning learning and capability with performance requirements and organizational strategies' for the course 'Learning and Development' for II MBA students on 28th October 2022.
26. Dr Vandana Madhavkumar, Associate Professor, attended the Executive Committee member meeting and a special lecture session on 'Reimagining the future workforce' organized by NIPM, Coimbatore Chapter, on 28th October 2022.
27. Ms R Sreeprabha, Assistant Professor, Ms R Sona, Assistant Professor and Dr R Initha Rina, Assistant Professor, participated in the Industry Visit Exposure for Higher Educational Institutions at Walkaroo International Pvt Ltd, Coimbatore and Messer Cutting Systems India Pvt Ltd, Coimbatore, organized by CII's Educational Panel, Coimbatore, on 28th October 2022.
28. Thirty three students of II MBA took up an online assessment conducted by UTI Mutual Fund for the role of 'Relationship Manager' as part of their hiring process on 31st October 2022.
29. Dr S Allimuthu, Associate Professor, Dr K S Hariharan, Assistant Professor, and Ms C S Sindhyamavi, II MBA student, attended a session on 'Business Ethics'

organized by The Indian Chamber of Commerce and Industry, Coimbatore, on 31st October 2022.

30. A 60 hours placement training by TIME, Coimbatore, has commenced for the students of II MBA from 31 October 2022.

Inclusions

- Dr K S Hariharan, Assistant Professor, attended a webinar on "Digital Marketing" organised by McGrawhill education on 30th September 2022. The speaker for the session was Prof Seema Gupta, Ex-Professor, IIM Bangalore.