

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF SEPTEMBER 2022

1. Dr R Initha Rina, Assistant Professor and Dr T Jayashree, Associate Professor, presented Community Immersion Programme Proposal for Navakkarai Village to the Chairperson on 1st September 2022.
2. The Governing Council meeting of GRGSMS was conducted on 2nd September 2022
3. Dr S Kavitha, Associate Professor, completed an 8-week online training on Business Analytics offered by Internshala on 2nd Sep 2022. She is a top performer in the training in the final assessment.
4. 'Ponnonam' - Onam Celebrations was organized by the Fine Arts Interest Group on 3rd September 2022.
5. Ms S Soumiya, Ms S Aishvarya, Ms B Persis Sardonyx of II MBA got placed as Business Development Executives in Avasoft Inc, Chennai.
6. Teachers' Day Celebration was organized by the students of II MBA on 5th September 2022.
7. Dr Vandana Madhavkumar, Associate Professor, attended 67th Annual General Meeting of CMA on 9th September 2022.
8. Dr P Sadhasivam, Director was elected as the Joint Secretary of the Coimbatore Management Association on 9th September 2022.
9. Dr G B Sabari Rajan, Associate Professor, delivered sessions for the Second year B.Com & BBA students of PSGRKCW on "Progression Programme Opportunities" with our International partner institutions. The session was held on 6th, 7th, 13th, 28th and 29th September 2022.
10. 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 1st, 8th, 15th and 22nd September 2022.
11. Dr S Kavitha, Associate Professor, delivered an Internal Faculty Seminar on "Social Media Marketing and Buyer Behavior - An Empirical study in Coimbatore" on 9th September 2022.

12. Mr Balakumar Thangavel, India Head - Outreach, Cognizant Foundation along with Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, Dr R Initha Rina, Assistant Professor, and Dr T Jayashree, Associate Professor, had a discussion regarding Community Immersion Programme on 9th September 2022.
13. The faculty of GRGSMS visited Great Lakes Institute of Management, Chennai, and engaged in discussions relating to women leadership, academic administration, incubation centre, technology, research and curriculum on 12th September 2022. Our faculty members, Dr R Initha Rina, Assistant Professor, Dr T Jayashree, Associate Professor, along with Dr S Arulsamy, Assistant Professor, Head- Karma Yoga, GLIM, visited nearby village Nallur, Chennai, and met the Self Help Groups and identified their business opportunities.
14. Ten students participated for the Online Talent Management Quiz “QUESTER 2K22” organized by Department of Business Administration, Indian Institute of Management and Commerce, Hyderabad on 13th September 2022.
15. Dr S Kavitha, Associate Professor, attended Tata Tiscon Leadership Lecture on the topic “Leadership in Turbulent Times” delivered by Mr Anil Khaitan, Chairman, SNK Group organized by Calcutta Management Association on 15th September 2022.
16. The inauguration of I MBA (2022 - 24) and PGDMFS (2022 -23) batches was held on 14th September 2022. Dr R Nandini, Chairperson, GRG Institutions, delivered the inaugural address. Following the inauguration, a three day orientation programme was conducted for the I MBA students during 14th - 16th September 2022.
17. Dr S Allimuthu, Associate Professor, and Dr T Jayashree, Associate Professor, attended BYST Mentor Development Programme organized by PSGRKCW on 15th and 16th September 2022.
18. Dr Vandana Madhavkumar, Associate Professor, attended the Executive Committee meeting of NIPM on 16th September 2022.
19. Dr S Kavitha, Associate Professor, attended “Be the Best - Learning Session on International Accreditation” organized by AIMA & AACSB on 16th September 2022.
20. Dr G B Sabari Rajan, Associate Professor, was the Chief Guest for the inaugural function of MBA 2022 batch of Coimbatore Institute of Management and

Technology (CIMAT) and also delivered a session on “Case Discussion: A Pedagogy in Management Education” on 16th September 2022.

21. An interview process was conducted for the selection of SHREYAS office bearers on 21st September 2022.
22. Dr G Brindha, Assistant Professor, attended a webinar on the topic "It's time we talk about mental health in business classrooms. But how?" organized by Harvard Business Publishing Education on 22nd September 2022.
23. Mr Prajosh Balakrishnan, Vice-President, Service and Care, CovaiCare, Coimbatore, delivered a CXO talk on the topic, “‘The Business of Ageing’ held on 23rd September 2022.
24. Dr S Arulsamy, Assistant Professor, Head -Karma Yoga, Leadership Experiential Action Project, Great Lakes Institute of Research in Management, Chennai, delivered a session on "Leadership for sustainable development" on 23rd September 2022.
25. Mr S Jagan, Director & Co-Founder, Kambaa Inc & CEO, Easy Daily delivered an E-Talk on "Emerging Tech Startup Opportunities" on 23rd September 2022.
26. Ms R Sreeprabha, Assistant Professor, delivered an Internal Faculty Seminar on the topic “A Study of the effect of Employer Brand Image on Organizational Pursuit Intention” on 23rd September 2022.
27. Election of office bearers of Students Forum “SHREYAS” was organized on 23rd September 2022.
28. GRGSMS inaugurated its first community immersion programme (CIP) at Navakkarai, Coimbatore, on 24th September 2022. The Chief Guest of the programme was Mr Balakumar Thangavelu, India Head-Outreach, Cognizant Foundation. The inaugural event had an august gathering from GRGSMS, NGO "Namma Navakkarai", and other NGO's. Dr P Sadhasivam, Director, Prof S Balasubramanian, Chief Mentor, Dr Savitha Nair, Dean, Mrs Gomathi Senthil Kumar, President, Mavuthampathy Panchayat, Mr N Maheshwaran, President, Namma Navakkarai, and Dr R Initha Rina, Assistant Professor, addressed the gathering. The student project groups visited the villages, farms,

water bodies, Vanam - area of afforestation and a government tribal school to observe the need of the villages.

29. Ms K Meenakshi secured second place in HR Meme Contest held as part of HR Management Event “SAMYOG 2K22” organized by PSG Institute of Management on 26th September 2022. 17 students of II MBA also participated in other events like Best HR Manager, Best HR Management Team, HR Connections and HR Meme Contest.

30. Mr Ramesh Muthuramalingam, Managing Director, Alphacraft Pvt Ltd, Coimbatore, inaugurated the Students’ Forum “SHREYAS” on 28th September 2022. The SHREYAS office bearers were officially installed during the event.

New Office Bearers for the Academic Year 2022-23 are:

President	:	Ms A Yogitha Mumti
Vice President	:	Ms V Priyadharshini
Secretary	:	Ms U Kiruthiga
Joint Secretary	:	Ms P Brindha
Treasurer	:	Ms Sai Neha Suresh
Executive Members:		Ms B Monika
		Ms D Sonali
		Ms S Sharmika

Ms S Adithya (Class of 2022) was given the “Rising Icon Award’ by the Management Alumni Association of GRG Institution, Coimbatore (MAAGIC) during SHREYA Inauguration. The Executive Committee members Ms S Sindhya, President, Ms R Sowmithya, Vice President, Dr S Kavitha, Secretary, Dr M Theivanayaki, Treasurer, Ms N A Ponnala Harshavardhini, Joint Secretary, and Ms V Sowmiya, Executive Member, were present during the event.

31. The working papers of the faculty members Dr Vandana Madhavkumar, Associate Professor, Dr S Kavitha, Associate Professor, Dr R Initha Rina, Assistant Professor, Ms R Sona, Assistant Professor and Ms R Sreeprabha, Assistant Professor, were released by the Chief Guest during the SHREYAS Inauguration on 28th September 2022.

32. The Annual General Body Meeting and Executive committee meeting of Management Alumni Association of GRG Institution, Coimbatore (MAAGIC) was held on 28th September 2022.
33. Ms A S Lakshmi, PhD Scholar, along with Dr S Kavitha, Associate Professor, presented a paper titled "The Impact of Benefits and Barriers of Cloud ERP on the Perceived Performance of Micro, Small and Medium Enterprises in Coimbatore", in the International Conference on Reinventing Business Practices, Startups and Sustainability (ICRBSS) organized by SRM Institute of Science and Technology on 29th September 2022.
34. Dr S Allimuthu, Associate Professor, attended "SME's Building India for the World Conclave" organised by TiE Coimbatore and TiE Delhi-NCR on 29th September 2022.
35. Dr G Brindha, Assistant Professor, attended a conference on the theme "Transformation for Sustenance", 21st Edition of Connect Coimbatore, organized by CII on 29th September 2022.
36. Dr S Kavitha, Associate Professor, attended a webinar on Digital Marketing by Prof Seema Gupta organized by McGraw Hill on 30th September 2022.
37. Ms Santiago Antony Selvi, PhD Scholar, along with Dr Vandana Madhavkumar, Associate Professor, presented a paper online on the topic "Hybrid Working Model: A Key to Retain Talent in the Modern Workplace" at the International Conference on Innovation and Management organized by Kirloskar Institute of Advanced Management Studies, Bangalore on 30th September 2022.
38. Dr Sadhasivam, Director's Scholar Ms S Priyadharshini, successfully defended her PhD thesis, Viva - Voce on 30th September 2022.
39. Students of II MBA attended all the Mondays Musings organized by Coimbatore Management Association for the month of September 2022.