



Impressions

Creative thoughts in action

A BI-ANNUAL NEWSLETTER

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FROM THE EDITOR

Our Values shape our destiny. It is important to emphasize the imbibing of right values in students of higher education, as these youngsters are the "Change makers" in future.

Often, higher education in particular a professional course is perceived as a ticket to well-paid lucrative jobs. But we need to rethink about it. The world will be a better place only when each one of us is guided by the right values and is empathetic to the needs and suffering of others and respectful towards each other's rights.

We at GRGSMS not only educate young women, but also foster a culture of service by inculcating the right values through service to society. Our students are given an opportunity to experience the satisfaction of serving and giving back to society through our community immersion programme.

Students identify the problems in a chosen village and work towards its solution. This way they appreciate the value of volunteering.

This issue of 'Impressions' carries the details of our community immersion programme and many more initiatives at GRGSMS that ensures we provide a 'strong base of core values, holistic perspective and recognition of human dignity' to our students.

I am pleased to present the first issue of our Newsletter Impressions for the academic year 2022 - 23 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 Sreeprabha

MESSAGE FROM THE DIRECTOR



Management education has undergone a paradigm shift from manufacturing to services. This has triggered shift in thoughts and practices as well. Now managers have to look beyond the obvious. Their consciousness has to dwell on the environment they operate rather than function like a standalone entity. These changes have happened mainly due to changes happening in the technology, more so in the digital sphere. Information has become the pivotal component rather than machines for organizations to perform their roles.

Instead of physical raw materials, information has become key resources in any

organization processes. This means systems approach to Management has come to stay than the conventional machine like bureaucracies.

Here comes the challenge for the educators, to bring in the paradigm shift in the approaches while designing the curriculum and syllabus for the management students. There are so many dimensions and domains, an educator has to look into while conceiving what will be a futuristic curriculum. Every batch requires modifications after modifications to keep the students updated and upgraded, considering various global factors that lead the industry environment today and tomorrow.

Though educational institutions have the responsibility, it is up to the students to determine the need and value additions that are required to equip and enrich their core competence. Ultimately the individual's thirst and drive will lead one to keep their competitive advantages in place. Let the new academic year open up the minds to combat numerous unknown challenges and excel.

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 Savitha Nair**, Associate Professor, was promoted and she took charge as the Dean of GRGSMS on 1st June 2022.
- **Dr P Sadhasivam**, Director, was elected as the Vice Chairman for the Tamilnadu Chapter, AIMS.
- **Dr S Kavitha**, Associate Professor, was awarded the "Academic Excellence Award 2022" in the field of Management Studies by the Institute of Researchers on 25th July 2022.

Hearty Welcome

- Dr M Reshma
 - Dr K S Hariharan
 - Dr T Jayashree
 - Ms Asha K S Nair
- for joining the GRGSMS family this academic year.

*We wish them success in their
professional endeavours !*

Director's Corner

Dr P Sadhasivam, Director, participated in the following academic and industrial programmes during the period April to September, 2022

- Visited Nottingham Trent University, UK, and had meetings with Ms Vidhi Sahae, Senior Global Partnership Manager, Dr Clare Newstead, Associate Director, and Dr Stephen Williams, Director, NTU Global, on 6th and 11th April 2022.
- Participated in the CII Education Panel Meeting on 4th May 2022 as a Co-convenor.
- Was a part of the delegation that went to Hyderabad to visit T Hub, WE HUB, JNTHUB and ALEAP, to study the incubation facilities.
- Attended the 9th MC meeting of CMA on 12th May 2022 held at Cosmopolitan Club, along with Dr Vandana Madhavkumar, Associate Professor.
- Attended a special meeting of CII education panel on 23rd June 2022.
- Attended the Managing Committee of CMA on 8th July 2022.
- Attended the 12th Managing Committee Meeting of CMA on 12th August 2022 at the Coimbatore Club, along with Dr Vandana Madhavkumar, Associate Professor.
- Attended the Coursera Launch Programme conducted by PSGRKCW on 22nd August 2022, with Dr Savitha Nair, Dean.

INSTITUTE TIMELINE

- ISO Surveillance Re-certification Audit was conducted for GRGSMS on 28th April 2022.
- The Meeting of the Board of Studies was held on 30th April 2022 for MBA and PGDMFS Programmes.
- Dr P Sadhasivam, Director, Dr Savitha Nair, Associate Professor, and Dr S Kavitha, Associate Professor, attended the meeting on Academic Reforms organized by PSGRKCW on 11th May 2022.
- Dr G B Sabari Rajan, Associate Professor, represented PSGRKCW during Study In India (SII) Education Fair organized for East Africa including Tanzania, Ethiopia & Kenya from 27th April to 7th May 2022.



- A panel discussion on 'The Future of Work and Role of HR Professionals' was organized by NIPM-GRGSMS Student Chapter on 4th June 2022. The discussion was moderated by Mr Pon Annadurai, Head - Corporate HR, Precot Ltd. The panelists were Dr Y E Sridhar, Chairman, NIPM, Coimbatore, and Mr Sivakumar Gopalakrishnan, Head - Human Resources, Vandewiele-Savio India Pvt Ltd.



- Ms R Sreeprabha, Assistant Professor, received the Best Faculty Award during the Valedictory Celebrations and Inauguration of BIRAC E-YUVA CENTRE of PSGR KCW on 8th June 2022.



- As a part of joint research project with Nottingham Trent University on the topic 'Value Creation from Waste Plastic : Sustainable Future', Dr S Allimuthu, Associate Professor, and Ms R Sreeprabha, Assistant Professor, conducted a field study at Unwaste Network, Ramanathapuram, Coimbatore; Bagavathi Plastics, Avinashi; and Planethuggs Pvt Ltd, Kurudampalayam, Coimbatore, on 23rd, 24th, and 30th June 2022 respectively.
- Dr S Kavitha, Associate Professor, along with Ms P B Saranya, Assistant Professor, attended an Orientation Session on NBA (National Board of Accreditation) with

"All businesses need to be young forever"

- Jeff Bezos

"Some people don't like change, but you need to embrace change if the alternative is a disaster"

- Elon Musk

INSTITUTE TIMELINE

Prof P Jeeva Kalayana Sundaram, Administrative Officer and Dr P S Mayurappriyan, Professor, Kumaraguru College of Technology, Coimbatore, on 8th July 2022.

- The annual performance appraisal of GRGSMS faculty was conducted on 14th July 2022. The appraisers were Dr Y E Sridhar, Chairman - NIPM (Manager - HR Cognizant Technology Solutions) and Dr. Suresh Kumar, Academic Expert.
- As a part of the Joint Research Project between the faculty of GRGSMS and Dr Usha Ramanathan, Professor, Nottingham Business School (NBS), Nottingham Trent University, UK, a Knowledge Dissemination Seminar was organized on 15th July 2022 on the theme "Value Creation from Waste Plastic : Sustainable Future". The seminar featured eminent speakers representing the industry and the academia - Dr Usha Ramanathan, Professor, NBS; Mr Suresh Bhandari, Waste Management Expert & Founder, Unwaste Network, Coimbatore; Mr M Karthikeyan, Assistant Manager - Marketing, Coimbatore Integrated Waste Management Company Pvt Ltd; and Mr C Prashanth, Director, Planethuggs Pvt Ltd, Coimbatore. Dr S Allimuthu, Associate Professor, and Ms R Sreeprabha, Assistant Professor, shared the 'Learning from the Case Studies'. The seminar was attended by 75 participants from various industry verticals, NGOs, students, professionals and the general public.



- Dr Usha Ramanathan, Professor, Nottingham Business School, Dr Savitha Nair, Dean, and Dr S Allimuthu, Associate Professor, visited Planethuggs Pvt Ltd, Kurudampalayam, Coimbatore, on 16th July 2022 as a part of the research project "Value Creation from Waste Plastic: Sustainable Future".
- Dr G B Sabari Rajan represented PSGRKCW in "Study in India" Education Fair at Dhaka and Chittagong, Bangladesh, from 22nd to 26th July 2022.



- An orientation programme was conducted for the newly joined faculty of GRGSMS during 3rd to 6th August 2022.
- The Academic Advisory Body Meeting of GRGSMS was held on 26th August 2022.



- The re-opening ceremony of the campus company – Magical Shades was held on 30th August 2022.



- The Governing Council meeting of GRGSMS was conducted on 2nd September 2022.
- 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 11th and 12th September 2022.



- 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 3 day orientation programme was conducted for the I MBA students during 14th – 16th September 2022.



INSTITUTE TIMELINE

- 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 :

- President : Ms A Yogitha Mumti
Vice President : Ms V Priyadarshini
Secretary : Ms U Kiruthiga
Joint Secretary : Ms P Brindha
Treasurer : Ms Sai Neha Suresh
Exec. 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, (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.

- 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 ceremony.



INTERNATIONAL AFFAIRS

- Dr Savitha Nair, Associate Professor, handled a Global Classroom Session on '4 Ps of Innovation and SCAMPER' for the students of Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, on 28th April 2022.
- Dr Puteri Fadzline Binti Muhamad Tamyaz, Associate Professor, Faculty of Industrial Management, Universiti Malaysia Pahang, handled an international guest lecture for the course 'Brand Management' on the topic 'Building Global Customer Based Brand Equity' on 12th May 2022.
- Dr Mohd Hanafiah bin Ahmad, Dean of Faculty, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, handled a guest lecture session for the course 'Strategic Management' on the topic 'Global Strategic Alliances' on 23rd May 2022.
- As a part of the Study Abroad Programme, 5 students of II MBA attended 2 weeks Global Summer School courses on 'Photography & Heritage' and 'Design & Innovation in Business' at Nottingham Trent University, UK, from 18th to 29th July 2022. The courses included academic and non-academic activities like Drums session, Culture



Sharing and Employability through GSS certification. During their return from the UK, students visited London for 3 days. Dr G Brindha, Assistant Professor, accompanied the students.

INDUSTRY CONNECT

- Dr G Brindha, Assistant Professor, attended a Boot Camp on 'Business Analytics using Power BI' organized by ELGI Equipments Limited on 11th April 2022.
- Mr Sakthivel Rajasekar, Director HR, Cognizant Technology Solutions, Coimbatore delivered a CXO talk on the topic 'Industry expectations from an MBA graduate' on 23rd April 2022.
- Dr Vandana Madhavkumar, Associate Professor, attended a networking connect meeting for members hosted by NIPM Coimbatore Chapter on 10th May 2022 held at Sri Ramakrishna College of Arts and Science for Women.
- Ms R Sona, Assistant Professor, and Ms R Sreeprabha, Assistant Professor, visited Milky Mist Dairy, Perundurai, as a part of the Industrial Visit series organized by CMA on 21st May 2022.
- Ms Bharathi T, Zonal Training Manager, Tata AIA Life Insurance delivered a guest lecture on the topic 'Managing Service Promises in Insurance Industry' as a part of the Course 'Services Marketing' on 31st May 2022.
- Mr S D Venkat, Deputy General Manager - Sales and Marketing, Elgi Equipments Limited, Coimbatore, handled a guest lecture session for the course 'Marketing Management' on the topic 'Building Strong Brands' on 9th June 2022.
- Dr Savitha Nair, Dean, Dr Vandana Madhavkumar, Associate Professor, and Dr S Allimuthu, Associate Professor, attended a one-day Conclave on Green Entrepreneurship "GreenCon '22" organized by TiE Coimbatore on 9th July 2022.
- Mr D Gowtham, Wealth Advisor, Zerodha Stock Broking Firm, Bengaluru delivered a session on the topic 'Introduction to Capital Market and Operations' for as a part of the course 'Security Analysis and Portfolio Management' on 18th August 2022.
- Dr S Kavitha, Associate Professor, and MsAsha KS Nair, Assistant Professor, visited Conway Water Purifiers Private Limited, Coimbatore, as a part of a Case Study on 18th August 2022.
- Ms P B Saranya, Assistant Professor, and Dr Reshma, Assistant Professor, visited Prominence UPVC Window Systems, Coimbatore, as a part of the Industrial visit organized by CMA on 18th August 2022.
- Mr V Raj Ganesh, Chief Marketing Officer, Roots Holistic Health delivered a CXO talk on the topic, 'Strategic Marketing for Business Growth' on 29th August 2022.
- Mr Prajosh Balakrishnan, Vice-President-Services and Care, Covai Care, Coimbatore delivered a CXO talk on the topic "The Business of Ageing", on 23rd September 2022.



ALUMNA CONNECT

- Dr V Valarmathi (Class of 2010), Founder, Protons Academy, and Ms Sneha Sabarish (Class of 2010), Founder, Gourmet's Kitchen Takeaways, delivered talks on the topics 'Know Thyself' and 'Food Industry - Opportunities and Challenges' respectively during the Alumna talks organized for the students of I and II MBA on 11th and 13th May 2022.
- The Executive committee meeting of the Management Alumni Association of Institutions was held on 10th June 2022.
- Ms M Vani (Class of 2000), Ms S Sowndarya (Class of 2019) and Ms Sakthi Banu (Class of 2020) attended the 'Coffee Table Discussion' organized by 'Krishnammal Alumni Entrepreneur Association (KAEA)' on 4th August 2022. Dr S Allimuthu, Associate Professor and Ms R Sona, Assistant Professor coordinated the event.
- Ms Meera Ramakrishnan (Class of 1995), Co-Founder, Zishta Inc, Bengaluru, addressed the students on the topic 'Beyond MBA - Making a Difference', as a part of Alumna Talk held on 26th August 2022.
- As a part of CII event, "Coimbatore Next", our alumna Ms. V Shivashree (Class of 2022) along with Ms Swetha and Ms Sneka (II MBA students) undertook internship at CII from 29th August 2022 to 15th September 2022.
- Ms S Chitra (Class of 1995); Director, Annamalai Capital Services Pvt Ltd, Coimbatore, addressed the students on the topic 'Financial Literacy: How to Save and Invest Money Wisely?' as a part of Alumna Talk held on 26th August 2022.
- Ms A Punitha, Class of 2019, Project Manager, Global Catalog Operations, Amazon had an interaction with the newly joined students of 2022- 24 batch.
- The Annual General Body Meeting and Executive committee meeting of Management Alumni Association of GRG Institution, Coimbatore (MAAGIC) held on 28th September 2022.



FACULTY AS RESOURCE PERSONS

- Dr P Sadhasivam, Director, visited and handled sessions for the students of Nottingham Business School, UK, on the topic 'Responsible Consumption' as part of 'Global Responsibility Week', from 5th to 8th April 2022.
- Dr S Kavitha, Associate Professor, delivered an online session on 'Business Model Canvas' for the MBA Students of Sri Ramakrishna College of Arts and Science, Coimbatore on 27th April 2022.
- Dr S Kavitha, Associate Professor, acted as a Special Invitee for the Board of Studies of B.Sc. Artificial Intelligence and Machine Learning Programme of Sree Saraswathi Thyagaraja College, Pollachi, on 14th May 2022.
- Dr S Allimuthu, Associate Professor, attended Scrutiny Board meeting for I MBA, III Trimester End-term Examination at Thiagarajar School of Management, Madurai, on 17th May 2022.
- Dr P Paramanandam, Professor, attended the Board of Studies meeting (Virtual) of Panimalar Engineering College, Poonamallee, Chennai, on 6th June 2022.
- Dr P Paramanandam, Professor, served as a member of the Inspection Commission for granting recognition for research programmes of R. D. National Arts and Science

(Co-Education) College, Nanjai Uthukuli, Erode, on 23rd June 2022.

- Dr Savitha Nair, Dean, delivered an online session on 'Business Model Canvas', to the students and faculty of MES College, Marampally, Kochi, on 28th June 2022.
- Dr S Kavitha, Associate Professor, delivered a session on 'Email Marketing Strategy' in the Monday Musings - A Thought Leadership Initiative organized by CMA on 25th July 2022.



- Dr Vandana Madhavkumar, Associate Professor, acted as the resource person for a guest lecture on 'Self-Improvement for Personal Growth' during the inauguration of the Department Association 'COMFACE 2022' of VLB Janakiammal College of Arts and Science on 24th August 2022.
- Dr S Kavitha, Associate Professor, inaugurated the ICSSR - SRC sponsored three-days national workshop on 'Advanced Research methodology in Social Science using

SPSS and AMOS' organized by PG and Research Department of Commerce, Vivekanandha College of Arts and Science for Women, Tiruchengode, on 24th August 2022. She also handled sessions on 'Research Problem Identification, Research Design, Sampling Design, Questionnaire Design and Working with SPSS.

- Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, and Dr Vandana Madhavkumar, Associate Professor, handled sessions on 'Activity based Learning', 'CIED - Entrepreneurship Initiatives', and 'Effective Classroom Teaching' respectively during the New Faculty Induction Programme organized by PSGRKCW on 26th and 27th August 2022.
- Dr Vandana Madhavkumar, Associate Professor, acted as a resource person for an online webinar on the topic 'Gender Equality: Why it Matters', jointly organized by the Department of Management Studies and Department of Biomedical Engineering of Hindusthan College of Engineering and Technology on 27th August 2022.
- Dr Savitha Nair, Dean, handled an online session on 'Business Model Canvas' organized by Research Department, ED Club and IIC of St Thomas College, Thrissur, on 31st August 2022.

FACULTY PUBLICATIONS

- Dr R K Sudhamathi, Associate Professor, published research article titled 'Predicting crypto currency movement using ARIMA Modeling', in the Asian Journal of Research in Social Sciences and Humanities (ISSN: 2249-7315) Vol.12, Issue 4, pp 26-33, during April 2022.
- Dr S Kavitha, Associate Professor, along with Ms A S Lakshmi, Research Scholar, published an article titled 'The Impact of Cloud ERP on the perceived performance of small and medium enterprises in Coimbatore' in the Journal of Management and Entrepreneurship, UGC Care I, (ISSN: 2229-5348) Vol. 16, No.1 (VII), January-March 2022.

- Dr Savitha Nair, Associate Professor, along with Dr M Dileep Kumar, Nile University of Nigeria, Dr Pramod Kumar, Gopal Narayan Singh University, Dr Priya Sachdeva, Amity University, and Dr Manisha Semwal, K.L Business School, published a paper titled 'Women Personal Care Products and Rural Market Penetration : Rural Health Marketing Implications' in International Journal of Health Sciences (Scopus indexed), Volume 6 (S3) (ISSN: 2550-696X).
- Dr Savitha Nair, Associate Professor, along with Ms N A Ponnilla Harshavardhini, Research Scholar, Dr M Dileep Kumar, Nile University of

Nigeria, Dr Niviya Feston, Garden City University, and Dr Normala S Govindarajo, Xiamen University Malaysia, published a paper titled 'Impact of eWOM Message Characteristics on its Perceived Usefulness in International Tourism' in International Journal of Health Sciences (Scopus indexed), Volume 6 (S3) (ISSN: 2550-696X).

- Ms P B Saranya, Assistant Professor, published an article titled 'Estimating the Volatility of Crypto Currencies by employing GARCH Models' in the 'Asian Journal of Research in Banking and Finance'. ISSN: 2249-7323 Vol. 12, Issue 4, April 2022.

FACULTY PUBLICATIONS

- Dr R Initha Rina, Assistant Professor, published an article titled 'Is connecting the world through Smartphone, an Assistance or Interference at Workplace?' in International Journal of Research and Analytical Review, UGC Approved, (ISSN: 2349-5138) Volume 9, Issue 2, June 2022.
- Dr M Reshma, Assistant Professor, and Dr B Sripirabaa, Associate Professor, published their article titled 'Examining the Influence of Firm Performance on the Entrepreneurial Life Satisfaction of women Entrepreneurs - The Positive Implications of having Entrepreneurial Fathers' in UGC CARE journal Shodha Prabha, July issue, ISSN : 0974-8946 , Vol. 47, Issue. 01, No.11: 2022, 153 – 159.
- Ms R Sona, Assistant Professor, published an article titled 'Knowledge Hiding Behaviour, Role Stress and Moderating Effect of Affective Commitment : An Empirical Analysis' in the journal, MANTHAN : Journal of Commerce and Management, 08 (Special Issue), 20-36 (ISSN 2395-2601).
- Dr M Reshma, Assistant Professor, was shortlisted and presented a paper titled, "Entrepreneurial Competencies and Emotional Intelligence on Firm Performance and Entrepreneurial life Satisfaction – A study among Women Entrepreneurs with Entrepreneurial family history" in the finals of JL Batra Best Research Paper competition at the 33rd AIMS Annual Management Education Convention 2022 held at Mumbai during 25th - 27th August, 2022.

STUDENTS' INTEREST GROUPS IN ACTION

- The Technology interest group organized a tech contest 'Digi-Hunt' on 9th April 2022.
- The community interest group organized an Awareness Programme on 'No Food Waste' by Mr Padmanaban Gopalan, Founder, No Food Waste, Coimbatore, on 7th May 2022.
- The Speaker's Forum organized 'SMARTICLE' a quiz and a debate on 21st May 2022.
- Valediction of the Students' Forum SHREYAS was held on 3rd June 2022. Dr P Sadhasivam, Director, GRGSMS gave the welcome address. Ms R Sona, Coordinator - Student Affairs presented the annual report of SHREYAS. Mr R Ramesh Babu, Managing Director, Velan Valves India Pvt Ltd, delivered the valedictory address and honoured the achievers with certificates.

Ms N Visrutha of II MBA was awarded as 'Best Outgoing Student' and Ms S Sowmiya of I MBA was awarded as 'Emerging Leader'. Mr Pradeep Yuvaraj, Managing Director, Prezantim Creative Services India Pvt Ltd, and Global Lead- Outreach, TiE Coimbatore, graced the occasion and presented the TiE internship certificates to 19 II MBA students who did their global internship with TiE University.



- On the occasion of 75th Independence Day, two competitions were organized for the II MBA students on the theme 'India@75'. Ms R Mithraadevi R and Ms A Yogitha Mumti won the first and second prize respectively in 'Ideas@75', a doodle art/ drawing contest; Ms B Sneekha and Ms S Negaa won first prize and Ms A Pavethra, and Ms A YogithaMumthi won second prize in 'Achievements@75' - a digital posters/ collage contest held online on 10th August 2022.



- On account of World Photography Day, a photography contest was held for the students of II MBA on the theme 'Happiness Lens: Capturing Positive Vibes around you' from 19th to 21st August 2022. Ms C Aswin Laxmi, Ms S Ramya and Ms R Priyanka won the first, second and third prize respectively.

- In connection with National Sports Day, Sports Events were organized by the II MBA students on the theme 'Step Out' on 27th August 2022. The students participated in relay, obstacle race and dodge ball games.



- 'Ponnonam' - Onam Celebrations was organized by the Fine Arts Interest Group on 3rd September 2022.



- Teachers' Day Celebration was organized by the students on 5th September 2022.

STUDENTS' PARTICIPATION AND ACHIEVEMENTS

- I MBA Students attended a training session on CMIE (Centre for Monitoring Indian Economy) organized by Mrs Sangeetha, Librarian, GRG School of Management Studies on 8th April 2022.
- The members of SHREYAS organized the 'ETHNIC DAY' to showcase student's talent on 13th April 2022.
- 9 students of II MBA participated in the intercollegiate competition 'Yugam' organized by KCT, Coimbatore, during 19-20 May 2022.
- I MBA students hosted 'Hasta la Vista', a farewell party, for the II MBA and PGDMFS students on 15th June 2022 at Hotel Vijay Park Inn, Ram Nagar, Coimbatore. On the same occasion, II MBA and PGDMFS students organized a Thanksgiving feast.



- Ms D Swetha, Ms D Vaishnavi, Ms C C Varshini, Ms Visalakshi Venkatachalam and Ms K Vishruthi of I MBA, published their Business Research Methods project as an article titled 'The Factors influencing Investment Decisions of Consumers with special reference to the city of Coimbatore' in International Journal



of Research and Analytical reviews, July issue, IJRAR July 2022, Volume 9, Issue 3 (E-ISSN 2348-1269, P-ISSN 2349-5138)

- Thirty students of II MBA attended the Shaping Young Minds Programme organized by All India Management Association (AIMA) on 26th August 2022.
- Four students of II MBA students attended a panel discussion on 'Profession Driven by Passion' organized by CII IWN (Indian Women Network) on 27th August 2022.
- Ms S Sowmiya, Ms S Suprajaa Sri and Ms S Subhiksha of II MBA, published their 'Business Research Methods' project as an article titled 'Customer Perception towards Over The Top (OTT) Platforms' in Asian Journal of Research in Marketing, Vol. 11, Issue 4, August 2022 (ISSN: 2277-6621).
- Ms P N Vishnu Vardhini and Ms M Theerthana, of II MBA, published their 'Business Research Methods' project as an article titled 'A Study on the influence of Advertising and Promotion on the Lifestyle and Buying Behaviour' in International

Journal for Research Trends and Innovation, Vol. 7, Issue 8, August 2022 (ISSN: 2456-3315).

- Teachers Day celebration was organized by the students on 5th September 2022.

PARENTS TEACHERS MEETING 2022

Parent Teachers Meeting was conducted virtually on 4th June 2022. Over 117 participants joined the meeting.

Dr P Sadhasivam, Director, addressed the parents which was followed by a discussion.



EDUCATIONAL TOUR & VISIT

- An educational tour to Delhi and Kulu Manali was organized for II MBA students during 19-28 April 2022. The students attended a session organized by AIMA on 25th April 2022 as part of

the programme. Dr S Allimuthu, Associate Professor, Mrs R Sona, Assistant Professor, and Dr G Brindha, Assistant Professor, accompanied the students.

- I MBA Students visited Santhosh farms, Pollachi, for an Eco-Tour as part of the Multidisciplinary Course Environmentology on 23rd April 2022.



◀ TOWARDS THE COMMUNITY ▶

- Ms R Sona, Assistant Professor, and Dr G Brindha, Assistant Professor, visited a tribal village at K G Chavadi, Coimbatore, for a survey as the part of community oriented program on 10th April 2022.
- Dr S Arulsamy, Professor, Great Lakes Institute of Management, Chennai, interacted with the faculty of GRG SMS on Community Immersion Programme on 18th August 2022.
- Dr R Initha Rina, Assistant Professor, and Dr T Jayashree, Associate Professor, visited Navakkarai and Seerapalayam Panchayat, Coimbatore, as a part of the selection of villages for Community Immersion Programme on 23rd August 2022.
- A new initiative Community Immersion Programme was launched at Navakkarai Village, Coimbatore on 24th September, 2022. The Chief Guest was Mr Balakumar Thangavel, India Head - Outreach, Cognizant Foundation. The programme aims for sustainable development in rural & community development including water management, waste management, children's education, skill development, etc.



◀ ENTREPRENEURSHIP DEVELOPMENT CELL ACTIVITIES ▶

- Mr Ramesh Chandran, Founder & Director, Bio Basics, addressed the ED Cell students on the topic 'Building Sustainable Social Enterprises' on 9th April 2022 as a part of ED Cell activities.



organized by TiE Coimbatore Chapter on 29th April 2022.

- As a part of E Talk series, Ms Deepa Muthukumarasamy, Founder and Director, Some More Foods Pvt Ltd, addressed the students of ED Cell on the topic 'Women in Business: Exploring Opportunities and Facing Challenges' virtually on 26th May 2022.
- As a part of ED Cell activities, 13 Students members of II MBA undertook 'Shadowing an Entrepreneur' activity on 14th June 2022. Students, in teams, shadowed Mr Pradeep Yuvaraj, Managing Director, Prezantim Creative Services India Pvt Ltd, and Ms Sharmila Selvakumar, Director, VilFresh (Laymen Agro Ventures Pvt Ltd).



- Mr S Jagan, Director & Co-Founder – Kambaalnc & CEO – Easy Daily delivered an E – talk session on the topic "Emerging Tech Start up Opportunities" on 23th September 2022.



- 12 students of ED Cell attended the Mentor Mentee session by Mr. Mahalingam Ramasamy, Managing Director, Netcon Technologies India Pvt Ltd,

- Dr Radhika Meenakshi Shankar, Co-founder, Wise Owl Consulting, Hyderabad delivered a session on the topic 'Kick-starting a Business Idea' for the E- talk on 27th August 2022.

PLACEMENT

- Ms Deepika P, Ms Sandhya S R, Ms Sreenithi G (3 Students) of I MBA underwent a one month internship on Financial Wellness offered by Karma Innovations & Solutions, Coimbatore, in July - August 2022.
- Eighty three II MBA students underwent pre-placement training on Quantitative Aptitude, Logical Reasoning, Resume Writing, Grooming and Interview process organized by Training and Placement Cell, PSGRKCW, during 3-5 August 2022.
- Career Counselling Programme was organized for II MBA students from 10th to 13th August 2022. Resource persons from various industries handled the sessions on different topics - 'Getting Career Ready' by Mr G D Dharaaneetharan, Founder, Social

Eagle; 'Industry Trends & Opportunities' by Mr V Srirangan, Deputy Manager – HR, Sakthi Sugars Limited; 'Build your Resume' by Mr Sathyaraj Selvaraj, Sr. SME, Brand Ambassador – Bosch; 'Brand Yourself!' by Mr Sudharsanan Ganapathy, Founder – The Social Company; 'Ace the Interview' by Mr Venkat Dharmalingam, Business Analyst – CTS; 'Aptitude: Tips & Hacks' by Mr Gokul Rajagopal, Tech Lead – CTS; 'Grooming & Etiquette' by Ms Shailaja Nair, Founder – 3Cs Education; 'Industry Expectations & Job Roles' by Mr Sandeep Rajan, Team Lead, Bosch.

- Forty one students of II MBA attended the pre-placement talk conducted by Mr Shaktivel Selvakumar Naidu, Content Producer, Survey Sparrow, Chennai, on 17th August 2022.

CHALLENGES FACED BY DIGITAL ENTREPRENEURS

Digital entrepreneurship is the entrepreneurial opportunities created and pursued through the use of technological platforms and other information-communicating devices. Digital entrepreneurship associates the characteristics of traditional entrepreneurship along with the specificities of the digital ecosystem.

Though digital entrepreneurship emerged in the 1990s, it still continues to provide a plethora of opportunities for the upcoming generation and is of high interest today, as technological developments and advances in social media create more opportunities for young entrepreneurs. The factors that make it distinctive are the flexibility of products or services such that there is no fixed product or service whose features remain constant; rather, product offerings, features, and scope continuously evolve and expand.

The first and foremost challenge faced by a digital company is unearthing an impactful method to attract an online audience through digital platforms such as websites or social media pages. They need to structure in a way that is appealing and functional. Another vital component would be a customer's trust, ensuring a hassle-free payment system, and smooth shipping and delivery

experience. The digital platforms need to be updated on a regular basis not only to match current trends but also to keep a conspicuous hold on the audience. They can overcome the competition and gain customers only through continuous improvement of product/service, innovative marketing, increasing their core competency and skills. Digital platform gives opportunities to communicate and maintain customer numbers through the websites, emails and social media platforms.



Another key challenge of social media is the ever-changing minds of the people influenced by various factors over time. Therefore, entrepreneurs need to constantly update themselves.

Lack of knowledge about available

technologies and the inability to predict future digital trends is one of the biggest obstacles faced in this field. Technology failures can also hamper business and other business opportunities. Many digital entrepreneurs struggled during the initial days due to lack of digital skills. Ms Akalya, Founder of "Akalya Sarees", an alumnae of PSGR Krishnammal College for Women says, "The main obstacle I faced during early stages was the lack of experience in handling digital platforms which resulted in low

customer reach but with time I overcame these challenges and came up with innovative and creative ideas which attracted a large number of audience through Instagram and WhatsApp".

The fourth major issue digital entrepreneurs experience is a lack of funds; it's harder for people working in non-traditional businesses to get funding from banks or financial organizations. It is also difficult to ascertain the financial requirements.

CHALLENGES FACED BY DIGITAL ENTREPRENEURS

Trust in a business partner through an e-platform can be a significant factor influencing digital business. People often ask if a business is reliable, safe to deal with, or will accomplish the task given at hand.

Digital entrepreneurs should understand how the audience drives the business and with proper

comprehension, planning and efficiency, their start-ups can thrive in the digital world that we live in. They should keep in mind that change is constant and should update their services, technology, website, social media content, etc. continuously according to the products time and trends coming about and build goodwill and trust in the minds of their

customers. The founder or employees of a digital start-up have to be constant learners to survive in the online industry. Innovative strategies, ability to adapt, research, and knowledge about the subject matter will help them to thrive in the business in the long run.

Dr R Initha Rina,
Assistant Professor

MY EXPERIENCE FROM STUDY ABROAD PROGRAM

During the second semester break while pursuing my MBA course, I got the opportunity to participate in a Global Summer School at Nottingham Trent University, Nottingham, UK. Thanks to my parents and GRG institution.

I'll always be grateful for such a great chance. It was not just crossing borders but having a whole college experience abroad with international students like me. Our summer school was for two weeks and we spent the last three days in London which was the best days of my life. After months of preparation and eagerly waiting for a visa, we were filled with so much energy and enthusiasm. After eight hours on air, we reached London on the 17th of July 2022.

Nottingham is called a student city for a reason. The campus gave us a warm welcome and we made friends with students there immediately. We were 28 in number from all departments and seven of us chose the course on 'Design and Innovation in Business'. Our tutors were Mr. Christopher Hanley and Ms Kathyrine Pashley. They provided an integrated global-level classroom experience. Even walking through a place as simple as a library or a street was a different experience.

The course gave us a wide view of how a design can change lifestyle and create a business platform. The first

week was all about the concepts of creative thinking and theories on developing a model from our idea. In the second week, we had hands-on experience, by working on a project and practically solving problems. One of the most incredible parts of studying abroad was the opportunity to make new friends. I made friends from countries like Canada, France, Washington D.C., and Mexico. Working with people from different nations involved lot of adjusting, patience and observation that really helped me in understanding the way those people functioned. Time management was a challenging part during project presentations. Team work, creative thinking and understanding each other's ability and working on it helped us to come up with a creative idea for our project.

One of the most important lessons from this program I gained began here that is business is always an opportunity found or created. The incorporation of design and sketching for idea processing, using sticky notes and presenting like professionals had me discover my potential.

We used a new platform called 'Miro' where we worked as a team on projects and made presentations. We were taught in depth about market research and analysis. Sustainability in fashion was my project topic. We came up with a service as a solution.

Our accommodation was on the college campus and



we had our own individual rooms with a huge window which stays in my memory with a view of the city campus. Cooking our own food, adapting to a different climates, helping each other, and connecting with the people over there gave me a short and most memorable student life abroad. We had a chance to try multi-cuisine dishes, and shopping was always a delight. We grew closer to the city day by day. We visited Harewood House and Oxford with our Global Summer School classmates. We explored the palace which inspired me how the royals are updated to the modern world yet not crossing their royal boundaries.

Finally at London we completed our tour. We started from Madame Tussauds, Buckingham Palace, Westminster Abbey, Big Ben, Tower Bridge, went for a cruise at the river Thames, London Eye, Windsor Castle, Roman Baths and finally completed our three days London trip with Stone hedge. The beauty of these places mesmerized us. London taught us the value of time. The splendid time we spent there will be etched in our memory forever. I'm very glad and happy to cherish such wonderful memories.

Ms A Yogitha Mumti
Student, II MBA, (Batch 2021 – 23)



FINANCIAL LITERACY AND WELLBEING

'Literacy is the ability to identify, understand, interpret, create, communicate and compute, using printed and written materials' - UNESCO. An individual's ability to apply their knowledge about financial concepts, assets and risks in managing their personal money is called 'Financial Literacy'. If an individual is able to meet all his/her current and ongoing financial obligations and also feels secure about their financial future, it indicates that the individual has a high financial wellness score. 27% of the India's adult population is financially literate says SEBI. Financial literacy enables an individual to secure his/her financial future. A secured financial future shall make an individual enjoy his/her life and be stress free. Such individuals perform better in all walks of their life.

Here are a few tips to make our financial life better

- Set up SMART financial goals
- Budget your expenses
- Spend wisely
- Categorize your obligations under

present needs, future needs, present luxury and future luxury

- Save regularly
- Secure future uncertainties by having appropriate health and term insurance plans
- Develop a strong retirement plan
- Invest in real assets that can ensure a

bills, etc., does not exceed 10% of the monthly income

- Plan your taxes by identifying investment opportunities that shall satisfy your future needs as well as help you reduce your tax burden like the investment opportunities that help us from paying exorbitant taxes. For instance, the tax waiver given to



stream of stable revenue

- Track your expenses periodically
- Create an emergency fund for contingencies
- Ensure that routine debts or monthly payments such as EMI's, credit card

the amount paid as interest on the housing loan.

These tips, if followed will surely help to make our financial future secure

Ms P B Saranya
Assistant Professor

THE POWER OF TIME

Time management is regarded as one of the most rewarding skills that will take us far in our life both personal and professional. If we aren't managing our time effectively, sooner or later we would enter into a state of chaos. Time, being such an important aspect of life, deserves to be treated in the most – respectful manner. Only if we learn to master the art of time management, our life would experience a productive change and we will achieve our potential. The skills to be possessed to excel in time management are staying organized, setting goals clearly and effective planning

The Tips To Achieve Your Goals

- Wake up early – Make your day longer. Our body requires 6 – 8 hours of sleep to boost our energy levels. Gradually, it will increase our daily

productivity which will not hinder our time management.

- Set SMART goals – Way to go. Specific, Measurable, Achievable, Realistic and Time – bounded. These goals will bring a concrete structure to the work life and prepare for what is waiting in the present.
- Keep mornings for MITs – Most Important Tasks. Prioritization and time management both go hand in hand. We can manage our time effectively only when we know what is supposed to be done and when.
- Don't multitask – quality over quantity. Research suggests that only 2% of people can multitask effectively and the remaining 98% of the people multitasking are actually wasting their time and being less productive. Instead of showing attention towards



many activities at once, it is better to focus on one thing at a time and excel in it.

- Take small breaks – refresh and rejuvenate. Taking small breaks between

the tasks can take productivity to the next level compared to spending 5 – 7 hours at a stretch.

- Find inspiration – the drivers. Watching motivational speeches or TEDx videos will seek some motivation within us.

"The lost time is never found again" - Benjamin Franklin said that time is precious and it is important to cherish and utilize it to the fullest.

Ms Subiksha D T
Student, II MBA, (Batch 2021-23)

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