



# *Impressions*

Creative thoughts in action

## A BI-ANNUAL NEWSLETTER

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### From the Editor

"Educate to empower", the motto of our institution inspired us to take steps towards women empowerment way back in 1963 and here we are, proudly celebrating our diamond jubilee this year. GRG continues to empower women in diverse fields of excellence, including business management, corporate leadership and driving social change in local communities.

With the industry focusing on diversity and inclusion, we see huge opportunities for women in the corporate world. On the other hand, we see more women embracing entrepreneurship and running successful businesses. We, at GRGSMS not only educate young women, but also create an environment which is conducive for empowering them. We extend our full support to realize their potential.

Our students gain exposure to industry

through various interactive sessions with practitioners through guest lectures and Industry Day. Internship programme and industry visits also expose them to industry practices. The intercollegiate meet Urjith helps in honing their leadership and team working skills. Feb Fiesta inculcates the spirit of entrepreneurship and innovativeness.

The current issue of "Impressions" highlights the details of the various events and activities of the last six months. I am pleased to present the second issue of our Newsletter Impressions of the academic year 2022 - 23 which gives a glimpse of all such events.

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

Happy Reading!

Thanks and Regards

Ms R Sreeprabha

### Message from the Director



Whenever an economic slowdown is noticed or forecasted, downsizing of the employees starts in organizations. When the consumers spending comes down all types of industries take note and start preparing to cut down the expenditure. This phenomenon broadly affects the employees with little experience and the most experienced. There has been news coming from different parts of the world from larger organizations about the layoffs and likely layoffs. This trend looks scary, not only from the point of view of employees but also from the point of view of the students who are in the final phase of graduation. They go clueless of what has to

be done and how to have the competitive edge over others. It is predicted that the trend of layoffs will continue in 2023 as well. Organizations in Silicon Valley have shifted from a period of rapid expansion to cost-cutting measures.

From the institutions' perspective, the educators while working continuously on the changing trends in every stream of education will face lot of challenges in designing the courses that would meet the future needs of the organizations, in a dynamic environment. Already some of the employees are working in jobs that would no longer be relevant in a decade. Now the problem is to what extent educators have to foresee the changes, can they plan for next 5 years, which may not be possible due to the pace with which changes are happening. Hence the solution is, curriculum for every stream of education has to be robust, dynamic and refurbished semi-annually. High time academic fraternities hunt for information to meet the needs.

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 to 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.

*Hearty  
Welcome*

Ms J Meena Maheswari

for joining the  
GRGSMS family this  
academic year.

*We wish her  
success in all her  
Professional  
Endeavours !*

◀ **Congratulations, Way to Go!!!** ▶

Ms Niveditha V Nair of I MBA won the Silver medal in International Shooting Sports Federation Junior World Championship and received a cash prize of Rs 4 lakhs from Mr Udhayanidhi Stalin, Minister for Youth Welfare and Sports Development of Tamil Nadu on 14th December 2022.



Ms Vergin of I MBA represented Tamil Nadu in the National Level Championship and was honored with three silver medals in the 6th Federation Cup Wushu League Championship; she also secured second rank in the events organized by the Wushu Association of Punjab.

*Hearty Congratulations to both for their wonderful achievements. Good luck and best wishes for all your future Endeavours!*

*Director's Corner*

Dr P Sadhasivam, Director, participated in the following academic and industrial programmes during the period - October 2022 to March 2023:

- Elected as the Joint Secretary of the Coimbatore Management Association on 9th September 2022.
- Attended the Office Bearers meeting of the Coimbatore Management Association on 3rd October 2022.
- Attended the Coimbatore Ad Club Executive Committee meeting and was elected as Secretary for the term 2023-24.
- Attended the Managing Committee meeting of the Coimbatore Management Association on 18th November 2022.
- Anchored a talk by Mr Pradeep Yuvaraj, Managing Director and Chief Storyteller, Prezantim Creative Service India Pvt Ltd, in Monday Musings organized by the Coimbatore Management Association on 21st November 2022.
- Attended the Managing Committee meeting of the Coimbatore Management Association on 9th December 2022.
- Presented the award at the Brand Coimbatore Ambassador Awards programme organized by the Indian Chamber of Commerce and Industry along with the Advertising Club, Coimbatore, on 10th December 2022.
- Attended the Chapter Coordinators meeting of the CMA on 13th December 2022.
- Anchored the talk series by AIMS on 14th December 2022.
- Anchored the Monday Musings, talk series by CMA on 26th December 2022.
- Attended the Board of Studies of Rathinam College of Arts and Science, as a University Nominee on 13th January 2023.
- Participated in a workshop on NEP 2020 organized by AIMS on 5th February 2023.
- Was a resource person for an FDP organized by Nehru Aeronautics and Applied Science, on 11th February 2023.
- Elected as Co-convenor, Educational panel, CII, Coimbatore for the year 2023-24.

**Institute Timeline**

- Dr S Kavitha, Associate Professor, attended "Be the Best - Learning Session on International Accreditation" organized by AIMA & AACSB on 16th September 2022.
- 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.
- Dr Savitha Nair, Dean, acted as the External Academic Auditor for the B Com cluster departments of PSG College of Arts and Science, as a part of their Academic Audit held on 4th November, 2022.
- Dr S Kavitha, Associate Professor, and Ms Asha KS Nair, Assistant Professor, presented a Case Study on "Product Innovation - Contactless/Touchless water purifiers designed by Conway Water Purifiers Private Limited,

Coimbatore" in the Case Study Competition organized by CII on 5th November 2022.



"Strength and growth come only through continuous effort and struggle"

– Napoleon Hill

"A leader is the one who knows the way, goes the way, and shows the way."

– John C. Maxwell

## Institute Timeline

- Dr S Kavitha, Associate Professor, and Ms P B Saranya, Assistant Professor, attended the two days virtual 15th International Accreditation Conference organized by Standards for Education Advancement and Accreditation (SEAA) Trust, New Delhi, on 7th and 8th November, 2022.
- Dr Vandana Madhavkumar, Associate Professor, and Dr S Kavitha, Associate Professor, served as External Auditors for the Academic Audit held at Department of Management, Rathinam College of Arts and Science, Coimbatore, on 10th November 2022.
- Dr Vandana Madhavkumar, Associate Professor, was the licensee and lead organizer of TEDxPSGRKCW held on the theme, "Being Uncommon" on 19th November, 2022.
- The Mid Review presentation of the faculty of GRGSMS was held on 22nd November 2022.
- Dr Sabari Rajan, Associate Professor, represented PSGRKCW during the UNESCO India Africa (UIA) Hackathon organized by the Ministry of Education, Government of India, at Greater Noida, Uttar Pradesh, from 22-25 November, 2022.
- Dr P Sadhasivam, Director, Dr S Kavitha, Associate Professor, Dr M Reshma, Assistant Professor, and Ms Asha K S Nair, Assistant Professor, attended the National Education Conclave organized by Confederation of Indian Industries (CII) on 24th November, 2022. Dr P Sadhasivam, Director, chaired a session in the Conclave.
- Academic audit of GRGSMS was conducted on 26th November 2022. Prof Athanu Ghosh, Former Dean, School of Management & Entrepreneurship (SME), Indian Institute of Technology, Jodhpur, and Mr R Jayakanthan, Chief Financial Officer, ELGi Equipments Ltd, evaluated the academic systems and processes of GRGSMS.
- Dr Sabari Rajan, Associate Professor, being the coordinator for international admissions for PSGRKCW, completed 14 admission

entries for various UG and PG programs from Tanzania, Malawi, and Sri Lanka.

- Dr G B Sabari Rajan, Associate Professor, represented PSGRKCW during the Education Fair organized by Indians in Kuwait (IIK), Kuwait, on 9th & 10th December 2022.
- Dr G B Sabari Rajan, Associate Professor, organized an orientation programme for the international students of PSGRKCW on 19th December 2022.
- The GRGSMS Annual Industry Day 2022 was organised on 21st December, 2022 on the topic, 'Nurturing Management Graduates to Lead Resilient Organisations'. Experts from the industry and academia participated in the panel discussion on the theme. The panelists were Dr V Kovaichelvan, Director, TVS Institute for Quality & Leadership, TVS Motor Company, Bengaluru; Mr A P Ramachandran, Director, Ravichandra Systems & Computer Services Ltd., Coimbatore; Dr Abhaikumar Varadhan, Principal (Retd.), Thiagarajar College of Engineering, Madurai; and Dr Raja Samuel, Principal, Madras School of Social Work, Chennai. Dr P Sadhasivam, Director, moderated the panel discussion. Along with the representatives from Industry and academia, a student debate was organised on the topic "Can all organisations build resilience over a period of time?" Mr Charles Godwin, HR Leader, Zoho Corporation, Chennai, presided over the debate. Six students, Ms M A Akshaya, Ms G Bourrna Devi, Ms V Madhumathi, and Ms D Sonali of I MBA and Ms S Sowmiya, Ms S Subhiksha of II MBA, participated in the debate and spoke on the different perspectives of the topic.



- Dr S Kavitha, Associate Professor, is appointed as the Editorial Board Member of American Journal of Management Science and Engineering (AJMSE) ISSN Print: 2575-193X; ISSN Online: 2575-1379 from December 22, 2022 to December 22, 2024 by the Science Publishing Group, USA.
  - URJITH, the Annual Management Meet of GRGSMS, was held on 7th January 2023. 579 students (273 participants - physically and 306 participants - virtually) of 123 prestigious institutions like IIMs, IITs and other premier institutions from all over India registered and participated actively. Mr R Varadarajan, Wholetime Director - Rajshree Sugars and Chemicals Ltd, was the Chief Guest for the Inaugural function, URJITH 2023.
- URJITH 2023 featured the prestigious Chandrakanthi Memorial Young Business Leader Award, GRG Best Management Team, Digi Peddle, Think HR events for PG students, and The Social Innovators, The Creative Crew, Photography Contest for PG and UG students, in physical mode. Business Quiz for PG students and Stock War Contest for PG and UG students was conducted in online mode. Eminent industry experts were invited as the judges for the events. Dr M Rangarajan, Quiz Master, Mind games Quizzing and Consulting conducted the Business Quiz. Mr Hari V P Rao, Head - Talent Acquisition, iamneo; Dr K Nithya Kala, Assistant Professor, PSGRKCW; Ms R Shubhadra, Founder & CEO - PVR Foods; Ms Thelma Anto, Head - HR and Placement, GRG Institutions; Ms A Kruthika, Sr Manager, Lakshmigraha; Dr Prashant R Nair, Associate Professor, Amrita Vishwa Vidyapeetham; Mr M Ashok Kumar, Entrepreneur & Virtual Coach, Vera Level Business (VLB) Club; Mr C Prashanth, Director, Planethuggs Pvt Ltd; Mr M K Prabhakar, Creative Head,

## Institute Timeline

Sudan Publicity; Ms Aarti, Entrepreneur, Advika Associates; Mr D Gowtham, Independent Finance Advisor, Zerodha Stock Broking; Mr Gopalakrishnan, Fund Manager, Ing Vysya; Dr. E. Indira, Assistant Professor, Department of Visual Communication, Avinashilingam Institute for Home Science and Higher Education for Women –University; and Mr T. Vijay, Chief Photographer, Ananda Vikatan Group, evaluated the respective events.

Mr T V Sriram, Vice President, Robert Bosch, was the Chief Guest for the valedictory function, Dr P Meena, Principal, PSGRKCW, delivered the felicitation address. Prizes were distributed to the winners of various contests and the programme was live streamed through YouTube.



- The Self-Assessment Report (SAR) of GRGSMS was submitted to the National Board of accreditation through eNBA portal on 20th January 2023.

- Dr Savitha Nair, Dean, moderated the Paper Presentation at the NAAC Sponsored Two Day International Conference on "Designing New Pedagogies in Higher Education: A Driving Force to Achieve Sustainable Development" organized by the IQAC, PSGRKCW, on 27th January 2023.

- Feb Fiesta, the annual flagship event of GRGSMS, was conducted virtually during 3rd to 6th February 2023. The theme for Feb Fiesta 2023 was "Innospectra", exploring the broad spectrum of possible innovations through the digital medium. Students in 20 teams and 7 alumnae entrepreneurs showcased businesses in Feb Fiesta. The event was inaugurated on 3 February 2022 by Dr R Nandini, Chairperson, GRG Institutions. A total turnover of Rs 4, 52,192 was achieved by 20 teams in 3 days. The programme valediction was held on 6th February 2022. Teams with highest turnover, highest visibility and reach, best creativity, best entrepreneurship, along with core team and ED cell coordinators were recognised and awarded. Dr P Sadhasivam, Director, gave the valedictory address and Prof S Balasubramanian, Chief Mentor, gave the concluding remarks.



- Dr Bhimaraya Metri, Director, IIM, Nagpur, and Dr Narayana Reddy, Director, Department of Management, CBIT, Proddatu, had an

interaction with the faculty on 'Management Education Scenario and NEP Implications' during 4th February 2023.



- Dr P Sadhasivam, Director, and Dr Vandana Madhavkumar, Associate Professor, attended the 6th MC meeting of CMA at Hotel Ibis, on 10th February 2023.
- Dr Ashish Pandey, Associate Professor, Shailesh J. Mehta School of Management, Indian Institute of Technology, Mumbai, delivered a special talk on "Yoga and Mindfulness: The Powerful Tools of Decision Making" for the students of I MBA on 14th February 2023.
- Dr P Sadhasivam, Director, and Dr Vandana Madhavkumar, Associate Professor, attended the 'CMA Student Management Day' event held at D J Academy for Managerial Excellence, Coimbatore, on 17th February 2023. Dr Vandana Madhavkumar was the judge of one of the contests on Business Plan.
- Dr G B Sabari Rajan, Associate Professor, attended the Immigration Awareness meeting organized by Foreign Residents Registration Office (FRRO), Chennai, on 24th February 2023.
- Dr P Sadhasivam, Director, and Dr Vandana Madhavkumar, Associate Professor, attended the CMA National Management Day, held at Radisson Blue hotel, on 24th February 2023.
- Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, and Dr Vandana Madhavkumar, Associate Professor, attended CII Coimbatore Annual Members Meet and Conference on 'Future Ready Coimbatore' held at The Residency Towers, Coimbatore, on 28th February 2023.

"The most important thing in communication is to hear what is not being said"  
– Peter F. Drucker

## International Affairs

- Dr Cheng Jack Kie, Associate Professor, Universiti Malaysia Pahang, delivered a guest lecture on the topic 'Optimization Models' for the course 'Data Analysis for Decision Making' on 4th November, 2022.
- Dr Noreen Noor Abd Aziz, Senior Lecturer, Universiti Malaysia Pahang, handled a session for the course 'Integrated Marketing Communication' on the topic 'Creative Strategy Planning' on 8th November, 2022.
- Dr Diana Robinson, Director, Robinson Design, Baja California, Mexico, delivered a guest lecture session on 'Value Creation through Social Entrepreneurship' for the course 'Essentials of Entrepreneurship' on 16th November, 2022.
- Dr Puteri Fadzline Muhamad Tamyez, Associate Professor, Universiti Malaysia Pahang, delivered a session on 'Product Architecture and Design' for the course on 'Innovation and Product Management' on 18th November 2022.
- Dr Lee Khai Loon, Senior Lecturer and Deputy Dean of Academic and Student Affairs, Faculty of Industrial Management, Universiti Malaysia Pahang, delivered a session on the topic 'Global Production and Supply Chain Management' for the course 'International Business Management' on 22nd November, 2022.
- Dr Raul Martinez, Former Professor - Management, in Business School, CETYS University, Mexicali Campus, delivered a guest lecture on 'Measuring the Effectiveness of Creative Strategy Planning' for the course 'Integrated Marketing Communication' on 25th November, 2022.
- Dr Lorena Santana Serrano, Organizational Consultant, Professor and Researcher, Mexico delivered a guest lecture on 'Competency based HRM' for the course 'Performance Management System' on 25th November, 2022.



- Universiti Malaysia Pahang (UMP) organised ICBIEM 2022, International Conference on Business Intelligence, Industrial Engineering & Management during 28th and 29th November 2022 with GRGSMS as a co-organizer. Six faculty and research scholars of GRGSMS presented papers during the conference.
- Dr T Senthil Kumar, Associate Professor & Programme Head - Postgraduate Programmes, School of Accounting and Finance, Asia Pacific University of Technology and Innovation, Malaysia, addressed the students of I MBA & PGDMFS on the topic, 'Covid-19 and SME Survival: A Malaysian Perspective' on 25th January 2023.

## Industry Connect

- Dr Vandana Madhavkumar, Associate Professor, attended 67th Annual General Meeting of CMA on 9th September 2022.
- Dr Vandana Madhavkumar, Associate Professor, attended the Executive Committee meeting of NIPM on 16th September 2022.
- 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.
- 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.
- Mr Binu Rajendran, Director, Walkaroo International Pvt Ltd, Coimbatore, delivered a CXO talk on the topic 'Walkaroo - A Journey to Market Leadership' on 27th October 2022.
- 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.
- 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.



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.

● Dr T Jayashree, Associate Professor, attended South India Digital Summit on 4th November, 2022.

● Mr Logesh Kumar, Founder and CEO of Infozub - Digital Marketing Agency, Coimbatore, delivered a session on the topic "Social Media Targeted Ads" for the course "Digital Marketing" on 15th November, 2022.

● Ms. Fiona Seah, HR Manager, Cameron, Schlumberger, Coimbatore,

## Industry Connect

delivered a session on "Competency Assessment and HRM applications" for the course Performance Management Systems on 18th November, 2022.



- Dr G M Ramachandran, Chief Operating Officer, Propel Industries Pvt Ltd, Coimbatore, delivered a CXO talk on the topic "Operations Management: Functions, Importance and Scope" on 25th November, 2022.

- Ms R Sreeprabha, Assistant Professor, attended the "Stuna 2022: Student National Conference" on the theme "Agile HR", hosted by NIPM Palakkad Chapter at Lead College of Management, Palakkad on 25th November 2022.

- As a part of ELGi Dojo project, MBAPlus students of II MBA visited ELGi Equipments Limited along with Dr S Kavitha, Associate Professor, on 30th November 2022.

- Mr D Selvaraj, CEO, Ashwin Industries Pvt Ltd, Coimbatore, delivered a CXO talk on the topic "Global Economic Challenges of the Future" on 2nd December 2022.



- Dr S Allimuthu, Associate Professor, and Dr KS Hariharan, Assistant Professor, visited Repose Mattress Pvt Ltd, Coimbatore, as a part of an Industrial visit organized by Coimbatore Management Association (CMA) on 8th December 2022.

- Dr G B Sabari Rajan, Associate Professor, and Dr S Allimuthu, Associate Professor, along with 3 students of II MBA attended a seminar on "Handing of GST Departmental Audit & Latest changes in GST" organised by Coimbatore Management Association (CMA) on 28th December 2022.

- Dr R Initha Rina, Assistant Professor, and Dr Jayashree T, Associate Professor, visited Roots Industries India Limited, Thoppampatti, Coimbatore, as a part of an Industrial visit organised by Coimbatore Management Association on 25th January 2023.

- Mr V Balaji, Director - Marketing, Repose Mattress Pvt Ltd, Coimbatore delivered a CXO talk on the topic, 'The Power of Branding and Marketing' on 28th January 2023.

- Dr T Jayashree, Associate Professor, attended 'Budget Analysis 2023' organised by CMA and The Institute of Indian Foundrymen, Coimbatore Chapter, on 14th February 2023.

## Alumna Connect

- 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.

- As a part of 'Purples Day Out' of PSGRKCW, GRGSMS Alumnae Homecoming 2023 was held on 4th February 2023. 58 Alumnae attended the event. Dr M V Subha (Class of 1997) and Ms S Suganya (Class of 2010) were recognized as distinguished Alumnae during the event. Dr P Sadhasivam,

Director, addressed the alumnae followed by faculty-alumnae interaction.



- Dr M V Subha, (Class of 1997), Associate Professor, Anna University Regional Campus, Coimbatore, delivered an Alumna talk on 'Leveraging MBA Education:

Expectations Vs Realities' on 24th February 2023.

- Ms S Deepa Sridhar, Class of 2000, delivered an Alumna Talk on the topic "Measuring Success", on 16th March 2023.



## Faculty as Resource Person

- 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.

- 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.

- 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.

- Dr S Kavitha, Associate Professor, acted as a resource person for the workshop on "Preparing and applying for proposals" organized by Management and Commerce Faculty Members of Rathinam College for

Arts and Science, Coimbatore on 29th December 2022.

- Dr Vandana Madhavkumar, Associate Professor, was the speaker at 455th CMA Monday Musings held on 30th January, 2023. She spoke on the topic 'The Power of Influence and Persuasion in Business'.

- Dr Savitha Nair, Dean, handled an online session on "Social Entrepreneurship" as a part of the Management Development Programme on 'Entrepreneurship for Economic Growth' organized by Cauvery College for Women, Tiruchirappalli, on 15th February 2023.

## Towards the Community

- 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.

- Dr S Arulsamy, Assistant Professor, Head - Karma Yoga, Leadership Experiential Action Project, Great Lakes Institute of Management, Chennai, delivered a session on "Leadership for Sustainable Development" on 23rd September 2022.

- 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 were 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 and assessed the computer literacy of whole students through a test. Computer training and Career Guidance session were conducted for them. 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 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 the Waste Management project visited Ward 7 and 8 of Navakkarai Panchayat and conducted a survey to understand the waste management practices among the households. An awareness campaign was conducted on the different types of dry waste and the methods of disposal. The bins were distributed to the households to dispose of the segregated waste.

- ◆ The two student teams of the Agriculture project along with the Farmers Development team visited the farmers of Mavuthampatty panchayat. 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.



- As a part of the Community Immersion Programme, the students of II MBA visited Navakkarai village on 5th November, 2022 and presented their learning to the NGO Navakkarai team, followed by certificate distribution. The students also went on a 'Environmental Protection Awareness Campaign' in Navakkarai Village.

- Community Immersion Programme final presentation of the projects for the II MBA students was held on 16th November, 2022. Dr S Arulsamy, Assistant Professor, Head - Karma Yoga, Leadership Experiential Action Project, Great Lakes Institute of Management, Chennai, was the external examiner for the presentation.



## Faculty Publications

- Dr S Kavitha, Associate Professor, along with the PhD Scholar, Ms Archana R Motta published an article titled "A literature review on Webrooming and Showrooming Consumer Behaviour - A Conceptual Study" in the UGC Care Group 1 journal "Shodhsamhita", Volume VIII, Issue 17, 2021-2022.

- Dr S Kavitha, Associate Professor, and Ms A S Lakshmi, PhD Research Scholar, published an article titled "A Study on the User Satisfaction of Cloud ERP among MSMEs in Coimbatore" in the UGC Care Group 1 journal International Journal of Humanities, Law and Social Sciences, ISSN 2348-8301, Vol. IX, Issue II (C) : 2022.

- Dr R Initha Rina, Assistant Professor, published a research article titled, "Online Shopping and Cognitive Dissonance: An Empirical Study on Young Consumers" in Anvesak ,UGC Care I, Vol. 52, No.2 (I), July - December 2022,ISSN : 0378 - 4568.

- Dr M Reshma, Assistant Professor, and Dr B Sriprabaa published their paper titled "The Influence of Entrepreneurial Competencies and Emotional Intelligence on Firm Performance - A study among the women entrepreneurs of Tamil Nadu" in the UGC CARE journal International Journal of Humanities, Law and Social Sciences, Vol.IX, Issue 2. Pgs 35 - 44, ISSN 2348 8301.

- Dr Savitha Nair, Dean, and Ms V Sowmiya, Research Scholar, published a paper titled "Digital Marketing Adoption among MSMEs Pre and Post Covid 19" in the International Journal of Humanities, Law and Social Sciences (UGC Care I Journal), Volume-9, Issue-2, No. 8 (ISSN 2348-8301).

- Dr Savitha Nair, Dean, and Ms NA Ponnala Harshavardhini, Research Scholar, published a paper titled "Impact of eWOM Source Characteristics on its Perceived Usefulness in Travel-related Decision Making" in the International Journal of Humanities, Law and Social Sciences (UGC Care I Journal), Volume9, Issue-2, No. 8 (ISSN 2348-8301).

## Students Forum in Action

- The Technology Interest Group students organized "Technophiles", an online event that included Quiz, QR Hunt and Sell the Answer contests on 1st October 2022.
- The Health and Fitness Interest Group students organized 'Power Play' – Zumba and Human Knot activities on 8th October 2022.



- The Senior Junior Confluence and Diwali celebrations were organized by the students on 13th October 2022.
- 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.
- Students of Health and Fitness Interest Group organized "The Power Play 2" consisting of activities like Zumba and Yoga on 5th November 2022.
- As a part of the National Education Day celebration, the student's forum

'SHREYAS' organized a Panel Discussion on the topic "Changing Course, Transforming Education" on 11th November, 2022. Ms Asha K S Nair, Assistant Professor, moderated the session followed by discussion by the Panelists, Ms S Janani Priya (Class of 2020), Business Analyst, KGISL, Ms S K Hema (Class of 2022), Facilitator, Office of International Relations, PSGRKCW, Ms D Swetha, Ms P Riduvarshini, Ms G Bourrnadevi, and Ms V Madhumathi, students of II MBA and I MBA respectively.



- The Environment Interest Group students organized a contest on the topic "Trash to Treasure" on 17th November, 2022. The first prize winners of the team were Ms K G Aashika, Ms B Monika, Ms R Keerthana and the runner up team members were Ms R Srinithi, Ms M Iswarya and Ms VS Nila.
- Students of Right Brainer's Interest

Group conducted "Brain Elevators" activity on 25th November, 2022.

- The students of Speakers' Forum organized "Rock the Talk", a persuasive speech and debate competition on 10th December 2022.
- As a part of the Pongal celebration, the student's forum 'SHREYAS' organized a Sirappu Pattimandram on the topic "Modern Technology – A Boon or Bane" on 20th January 2023. Dr P Sadhasivam, Director, moderated the session followed by discussion by the Panellists, Ms P B Saranya, Assistant Professor, Dr T Jayashree, Associate Professor, Ms M Jayceetra, Ms S Ramya, Ms D Sonali, and Ms J Sumathi, students of II MBA and I MBA respectively.
- The student coordinators of Peer Tutor Interest Group organised a "Photography Workshop" on 11th February 2023. The session was handled by Ms Merlin Mary J of I MBA.
- On account of International Women's Day, the student coordinators of Fine Arts Interest Group organised events on the theme "Embracing Womanhood – A Performance Ensemble", an "Art Exhibition" on 8th March 2023 and poem recitation and a drama on 9th March 2023 respectively.

## Students' Participation and Achievements

- Four II MBA students attended a panel discussion on "Profession Driven by Passion" organised by CII IWN (Indian Women Network) on 27th August 2022.
- Ten students participated in the Online Talent Management Quiz "QUESTER 2K22" organized by the Department of Business Administration, Indian Institute of Management and Commerce, Hyderabad, on 13th September 2022.
- Ms K Meenakshi of II MBA secured second place in the 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.

- 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.
- A five-day Personality Development Programme was conducted for the I MBA students by Vertical Eye, Conoor. Section I students attended the programme from 17th to 21st October 2022 and Section II students attended the programme from 26th to October to 1st November 2022 respectively.

- The students of I MBA and PGDMFS participated in the "Tiecoons", National Level Management Meet, organized by Jamal Institute of Management, Jamal Mohamed College, Tiruchirapalli, Tamil Nadu on 1st and 2nd November, 2022. Ms J Merlin Mary, Ms S Abirami, Ms P Brindha, Ms P Anne Mariya Jose and Ms C V Jayamani won the second prize for the event "Ad-Zap".



- Ms A Pavethra and Ms S Sridhula of II MBA, attended South India Digital Summit on 4th November, 2022.



## Students' Participation and Achievements

- Ms A Yogitha Mumti, Ms G Prashitha, Ms P Riduvarshini and Ms A Jothilakshmi of II MBA, participated in OpsCreva, a National Level Article Writing competition on the theme "Innovations and Disruptions in Supply Chain", organised by IIM, Trichy, conducted online on 8th November 2022.
- Ms V Priyadarshini and Ms V S Prathiksha of I MBA, attended the "Stuna 2022: Student National Conference" on the theme "Agile HR", hosted by NIPM Palakkad, Chapter at Lead College of Management, Palakkad on 25th November 2022.
- Ms A Yogitha Mumti, Ms R Mithraadevi and Ms G Prashitha of II MBA participated in the SEAA 6th Peregrine Case Study Competition and were recognized in the "Special Mention Category" on 26th November, 2022.



- The students of I MBA participated in the "Takshak 22 - 23", National Level Management Fest, organized by Faculty of Management Studies, Karpagam College of Engineering, Coimbatore, on 1st December 2022. Ms R Akshaya Suruthi, Ms K S Gayathri, Ms B Monika, Ms N S Kalaiyarasi were the runner-up for the HR Event.
- Ms G Bourrna Devi, Ms V Priyadarshini, Ms M A Akshaya, and Ms V Madhumathi of I MBA, participated in the "Maria Philip Future Leaders Debate 2022-23", organized by XIME, Coimbatore, Tamil Nadu, on 6th December 2022.
- Students of I MBA participated in "DHRITI'22", an Intercollegiate Management Meet organized by Sona School of Management, Salem, on 9th December 2022.
- The students of I MBA and II MBA

participated in the National Level Online Quiz Competition organized by AIMS (Association of Indian Management Schools) on 15th December 2022.

- Ms Merlin Mary of I MBA delivered a session on the topic, "My Story-Motivational Session" as a successful startup founder at Sri Ramakrishna Arts and Science College for Women, Coimbatore, on 9th November 2022.
- Ms G Preethe of I MBA delivered a session at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on the topic "Entrepreneurship- My Success Story" on 26th November 2022.
- Fourteen students of I MBA participated in "Krish Yukti - 23 - A Management Extravaganza", organized by School of Management and Department of Management Science, Sri Krishna Institutions, Coimbatore on 7th February 2023.

- Nineteen students of I MBA participated in "CMA Sports Day Meet 2023" in various competitions like Carom, Chess and Throw Ball. Ms S A Jaya Soma Jothi secured 6th position in the chess event and GRGSMS team secured 3rd place in Throw Ball competition organized at Kumaraguru College of Technology and Avinashilingam Institute, Coimbatore, on 9th and 10th February 2023, respectively.



- The I MBA students (2022-24 batch) attended the Outbound Training Programme organised by Sky High Academy at the Nilgiri Biosphere Nature Park (NBNP), Anaikkatti, accompanied by Dr K S Hariharan, Assistant Professor, Ms J Meena Maheswari, Assistant Professor, for Batch I and Dr R Initha Rina, Assistant Professor, Ms R Sreeprabha, Assistant Professor, for Batch II, from 14th to 17th and 21st to 24th February 2023 respectively.



- Four students, Ms Krisha Ramamurthy, Ms K Nandini, Ms G Preethe, and Ms U Subashini of I MBA, secured first prize for the event "Kojjo Gemba" in "Student Management Day" event organised by Coimbatore Management Association, conducted at D J Academy for Managerial Excellence on 17th February 2023.



- Two students of I MBA, Ms S Abirami and Ms J Sumathi, participated in Business Quiz, held as a part of "YUKTI - Business School Summit" organized at Thiagarajar School of Management (TSM), Madurai, on February 24th and 25th February 2023.
- Twelve students participated in the National Level Talent Fest "Repowis 2K23" organised by the Department of Management Studies, Kongu Engineering College, Erode on 3rd March 2023. Ms M A Akshaya secured first prize in paper presentation; Ms S Sowdhanya and Ms K Gowri secured second prize in the stock war contest.
- Ms B Monika, Ms K S Gayathri, Ms Akshaya Suruthi of I MBA secured first prize in the Hunter HR event conducted as a part of Management Fest "Exemplar" organised by Hindusthan College of Arts and Science on 3rd March 2023.



- Seven students of I MBA participated in the Management fest "Yugam 2023" organised by Kumaraguru Business School on 3rd March 2023. Ms G Amitha, Ms T Pooja Priyadarshini, Ms S V Sanjumeena, and Ms G S Rithvikha secured first position in "Biz Hunt" event and Ms V Madhumathi secured first position in "Budding HR" event.
- Ms P Karthika Dharani and Ms R Avanthika secured second position in

the stock war event organised by Vivekananda Institute of Management Studies on 17th March 2023.



- Ms R Vergin secured first position for the Best Manager event, Ms J Merlin

Mary, Ms Anne Mariya Jose P, Ms C V Jayamani, Ms S Abirami secured first position in the ADZAP event and Ms R Akshaya Suruthi, Ms N S Kalaiyarasi, Ms KS Gayathri, Ms G Amitha secured second position in the Best Management Team in the National Management Meet "Arthasasthra 2K23" organised by Department of Management Studies, SNS College of Engineering, Coimbatore on 17th March 2023.

## Entrepreneurship Development Cell Activities

- 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'.



"Break the Barrier" on 18th November 2022. Mr Selva Kumar Varadharajan, Founder & CEO, VilFresh Laymen Agro Ventures Private limited, Coimbatore, and Ms S Suganya, Project Lead, Startup Tamil Nadu, spoke on the topic "Business has no Gender" and "Money is not a barrier to start Business" respectively.



- Dr R Nandini, Chairperson, inaugurated the Student Entrepreneurs' Expo "Rising Stars" on 18th November 2022. 11 student teams participated in the Expo.
- The ED Cell of GRGSMS, in association with Centre for Innovation, Incubation and Entrepreneurship Development (CIED) and Startup Tamil Nadu organized an Entrepreneurship Orientation Programme on the topic

- Ms Kiruthika Kumaran, CEO and Founder, Vilvah, delivered an E -Talk on the topic "Entrepreneurship Journey of Vilvah" on 29th December 2022.
- As a part of Student Entrepreneurs' Talk, 4 student entrepreneurs of II MBA, Ms R Mithraadevi, Ms S Shridula, Ms A Pavethra, and Ms K Sorna Jothi, delivered a session on the topic "Sharing the entrepreneurial journey" on 20th January 2023.

## Educational Tour & Visit

- The students of I MBA (2022-24) visited the Santosh Farms, Pollachi, as part of the Day with Nature Programme on 17th December 2022. Dr R Initha Rina, Assistant Professor, Dr G Brindha, Assistant Professor, Dr M Reshma, Assistant Professor, and Dr K S Hariharan, Assistant Professor, accompanied the students.
- The educational tour to Mangalore and Goa (domestic tour) was organised for 52 students of II MBA, from 7th to 12th February 2023. The students along with Dr M Reshma, Assistant Professor, and Dr T



Jayashree, Associate Professor, visited Gurucharan Industries, Plastic Processing Machineris, Mangalore, on 8th February 2023 and Hindustan Coca Cola Beverages Private Limited, Goa, on 10th February 2023.

- An international educational tour to Dubai was organised for 23 students of II MBA from 9th to 13th February, 2023. During the tour, the students visited Indus Air, a leading manufacturer of air conditioning systems, Sharjah. The students were accompanied by Dr G Brindha,

Assistant Professor and Ms Asha K S Nair, Assistant Professor.



- As a part of the Industry Visit, 27 students of II MBA, visited OPEL (Oriental Plants and Equipments Pvt



Ltd), Ravathurpirivu, Coimbatore, on 13th February, 2023. They were accompanied by Ms P B Saranya,

Assistant Professor, and Ms J Meena Maheswari, Assistant Professor.

- As a part of Industry Visit, students of I MBA Section 2, visited Prominence UPVC Windows and Doors Pvt Ltd, Sulur, in two batches on 14th and 15th February 2023. They were accompanied by Dr R Initha Rina, Assistant Professor, Ms R Sreeprabha, Assistant Professor, Dr S Kavitha, Associate Professor, and Dr Vandana Madhavkumar, Associate Professor.

## Placement

- Ms S Soumiya, Ms S Aishvarya, Ms B Persis Sardonyx of II MBA got placed as Business Development Executives in Avasoft Inc, Chennai.
- Six students of II MBA got placed as Business Development Executives in Extramarks during the campus drive held on 14th October 2022.
- Ms S R Sandhya of II MBA has been placed as Assistant Manager – Mutual Fund (Sales) at NJ India Invest Pvt Ltd, Madurai, with a CTC of Rs 5.5 LPA.
- Four students of II MBA - Ms B Priyadharshini, Ms D Swetha, Ms Janasruthee Santharam, and Ms P Deepika, got selected as the Business Development Officer at Maya Academy of Advanced Cinematics, Coimbatore, with a CTC of Rs 3.6 LPA.
- 8 Students of II MBA have been selected as Intern in Sporty India Pvt Ltd, Coimbatore, and are offered a CTC of 4 LPA on the successful completion of internship.

## ChatGPT - An Overview

ChatGPT (Chat Generative Pre-trained Transformer) is a chatbot developed by OpenAI. According to chatbot.com, a chatbot is software that simulates human-like conversations with users via chat. Its key task is to answer user questions with instant messages. In recent times, most of the businesses are using a chat assistant (a chatbot) in their website to help the visitors. ChatGPT is one type of chatbot that is built on top of OpenAI's GPT-3 family of large language models. It is fine-tuned using both supervised and reinforcement learning techniques.

OpenAI is an American artificial intelligence research laboratory consisting of the non-profit OpenAI Incorporation and its for-profit subsidiary corporation OpenAI Limited Partnership with the declared intention of promoting and developing a friendly AI. OpenAI has trained a model called ChatGPT which interacts in a conversational way.

ChatGPT is using the Generative AI concept which is a part of Artificial Intelligence that can generate all kinds of data, including audio, code, images, text, simulations, 3D objects, videos etc. It takes inspiration from existing data, but also generates new and unexpected outputs, breaking new ground in the world of product design, art, and many more. Since ChatGPT is interacting with

the users in conversational / dialogue format, it is possible to answer follow-up questions, admitting its mistakes, challenging incorrect premises and rejecting inappropriate requests.

ChatGPT was launched as a prototype on November 30, 2022, and quickly garnered attention for its detailed responses and articulate answers across many domains of knowledge. The stable release was on January 30, 2023.

ChatGPT is versatile that it can write and debug computer programs, compose music, teleplays, fairy tales, and student essays at a very faster rate. It can also answer test questions; write poetry & song lyrics and even play games.

Though there are a lot of advantages of using ChatGPT, it also has few disadvantages. Sometimes it may give wrong answers, so we can't trust the responses 100% given by ChatGPT. The content given by ChatGPT is very formal and it is not natural because it is machine generated content. ChatGPT just summarizes the existing content but it does not provide any original insight like human beings.

The impacts (both positive and negative) that ChatGPT may create across different sectors, have to be explored in the upcoming days. ChatGPT

has the potential to transform education by providing students with personalized and real-time support and making all information more accessible. Through personalized learning, students can get instant feedback and can make adjustments to their learning that can lead to more effective learning. It can help the educators to streamline their lessons and provide students with more engaging and rewarding educational experiences. On the other hand, experts caution that ChatGPT may affect ethics, effort, credibility and overall future of learning and teaching. It may affect the critical thinking abilities of students. So the educators should find an optimum way of using ChatGPT to reap the benefits by overcoming its negative impact.

On 14th March 2023, OpenAI unveiled GPT-4 (a large multimodal model which can accept image and text inputs and emit text outputs) for limited ChatGPT plus subscribers. GPT-4 is considered to be more reliable, creative and able to handle much more instructions easily. So ChatGPT with the latest GPT-4 model with a lot of advanced research still continuing on in the same area will create a major impact in the society in the upcoming days.

Dr S Kavitha  
Associate Professor, GRGSM

## The Modern Nomadic Lifestyle

Everyone aspires to leave their frantic life behind and travel alone, with friends and family, or with their loved ones. Travelling is basically for everyone.

Some individuals believe it is an excuse to get out of work. Some see it as medicine, while others see it as life. For many of us, traveling for the rest of our lives appears to be a pipe dream. We can only fantasize about it since it cannot happen. Every single individual has obligations and tasks to fulfill. Not everyone can leave their obligations behind to travel.

What if we make money to fulfill our tasks and responsibilities while yet being able to travel? Is this even possible?

Sure, some individuals travel, make money, and carry out their tasks and responsibilities. They are referred to as digital nomads. Let's get to the bottom of this.

What exactly is Nomad?

The name 'Nomad' originates from the French word "Nomade" which means 'people without fixed residence'. They are on the go in search of food and a way to make a living. This nomadic lifestyle used to force individuals to leave their homes and settle in fresh and uncharted territory. This nomadic way of living has spread to people all over the world.

Digital lifestyle:

The digital lifestyle is only a modernized version of conventional conventions, although these people travel for enjoyment, while others seek their purpose. They wish to travel the world and learn about various cultures and people. They are wealthy in experience rather than cash. They have gained a lot of experience through traveling and meeting new people.

Knowing oneself provides clarity and helps you to perform the job that is good for you. Discovering your passion and discovering your purpose can help you create a nomad route.

Freedom in nomad life:

There are various advantages to being a digital nomad, but the freedom we realize and experience is the most significant. It is always about finding the right balance. In the realm of a digital nomad, there are three forms of freedom that one may or may not experience:

1) Time freedom:

This freedom stresses the fact that we can work whenever we choose or feel like working. This is crucial, as time is something that modern people do not have. 'The time once flew away can never be caught'. People who have financial independence seldom have time to relax or spend time with their families. Creating time for ourselves and our jobs can be accomplished through

time freedom.

2) Location freedom:

Some individuals want to work in their comfort zone, while others prefer to dress up and work in their own office in a high-end building. Everyone has different priorities. Not everyone receives them. Nevertheless, a digital Nomad does.

3) Financial independence:

Spending our own hard-earned money has different consequences, even if it is for a pen. This provides you with satisfaction and reminds you that you owe no one anything. Yet everyone has an ideal lifestyle that they desire to create. Yet just a handful of them were fortunate. They are digital nomads. They may go whenever they want and do anything they want.

The most crucial thing for a digital nomad is to grasp the employment that would offer them satisfaction and bring out their passion. They may not always be available to their family and friends, but they are content pursuing their aspirations. What is more important than happiness? Doing what you care about and like will provide you with inner serenity. If we have to accomplish something that will truly alter our life, it is us who have to be enthusiastic about it, take action, commit to it, and do it.

Ms Riduvarshini P  
Student, II MBA (Batch 2021-23)

"Strength does not come from physical capacity; it comes from an indomitable will."

- Mahatma Gandhi

"Innovation distinguishes between a leader and a follower."

- Steve Jobs

"People don't care about what you say, they care about what you build"

- Mark Zuckerberg

"Education is not the learning of facts, but the training of the mind to think"

- Albert Einstein

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