



## NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF APRIL 2023

1. Dr Vandana Madhavkumar, Associate Professor, handled 16 hour online programme sessions on 'Leading with Emotional Intelligence' for the students of CETYS University, Mexico 1st & 22nd April 2023. Dr P Sadhasivam, Director, and Dr Savitha Nair, Dean, handled sessions on 15th April 2023.
2. Dr G B Sabari Rajan, Associate Professor, Dr R Initha Rina, Assistant Professor, and Dr K S Hariharan, Assistant Professor, along with 30 students of I MBA attended the conferment of CRS Award - Institution Builder Programme & launch of long term scholarship held at Mani Higher Secondary School, Coimbatore, on 1st April 2023.
3. As a part of the Community Immersion Programme, I MBA students visited Navakkarai village on 1st, 2nd, 15th and 16th April 2023. All the 5 teams identified the problems for their projects and executed the action plan.
4. ISO surveillance audit for the Academic Year 2022 - 23 was held on 3rd April 2023.
5. Dr Sumitra Binu, Head - CSR, Walkaroo International Pvt Ltd, Coimbatore, handled a mentor meet session for the MBAPlus students of I MBA on the topic 'Empathy as a Tool for Social Competence' on 5th April 2023.
6. Dr G Brindha, Assistant Professor, Ms R Sreeprabha, Assistant Professor, and Dr S Allimuthu, Associate Professor, represented KCW at the 'Dinamalar Vazhikatti Education Expo' organized at Codissia Hall, Coimbatore during 5<sup>th</sup> and 7<sup>th</sup> April 2023.
7. As a part of a Case Study Development, Dr M Reshma, Assistant Professor, and Dr G Brindha, Assistant Professor, interviewed Mr K R Nagarajan, Founder, and CEO, Ramraj Cotton, Tiruppur, on 29th March and 6th April 2023.

8. The students of I MBA participated in the National Level Technical Symposium, “Texcellence’23, organized by Sardar Vallabhbhai Patel International School of Textiles and Management on 6th April 2023. Ms R Vergin of I MBA bagged the ‘Best Manager’ title and Ms Merllin Mary J, Ms S Abirami, Ms Anne Mariya Jose P, Ms P Brindha of I MBA won the first prize in the ADZAP contest.
9. Business Review sessions were held for I MBA - Section I students on 6th, 11th, 20th, and 28th April 2023. During the sessions, discussions were held on the topics: (i) Rural development ministry to provide jobs for rural youth, The health ministry cancels license of 18 pharma companies; (ii) Mom-and-Pop Store Day: Why Kiranas will survive the corporate blitz; (iii) Apple contribution to 'Make in India' smartphone reaches 25% in value terms; (iv) Disney begins job cuts with goal of eliminating 7,000 positions; (v) Ford signs \$4.5 billion deal with Vale Indonesia, Huayou for EV battery material plant; (vi) Bengaluru to become India's first multi-modal transport hub airport; (vii) Elon Musk and experts call for halt in giant AI experiments; (viii) India should be able to create proven semiconductor chips by 2028; and (ix) Be it HUL, ITC or Nestle, here is why FMCG’s digital push will only get more intense.
10. Prof S Balasubramanian, Chief Mentor, and Dr Vandana Madhavkumar, Associate Professor, received awards for long service of over 15 years; Ms P B Saranya, Assistant Professor, received ‘Best Faculty Award’; Ms S Negaa of II MBA and Ms M Farziya Tasneem of PGDMFS received the proficiency awards during the College Day Celebrations of KCW held on 5th April 2023.
11. Dr Savitha Nair, Dean, delivered a session on “Pioneering Social Transformation through Entrepreneurship” during the Monday Musings organized by Coimbatore Management Association on 10th April 2023.
12. Dr S Kavitha, Associate Professor, visited Glisten Infotech India LLP, Coimbatore, as a part of a consulting assignment on 12th April 2023.
13. The Speakers’ Forum organized ‘Rock the Talk’ event and conducted Storytelling and Wordplay competitions on 12th April 2023.
14. Dr P Sadhasivam, Director, attended the Managing Committee meeting of the Coimbatore Management Association on 13<sup>th</sup> April 2023.

15. Dr R Jayanthi, Assistant Manager, HR Business Associate, Adwaith Group, Titan Paints and Chemicals Pvt Ltd, Coimbatore, delivered a guest lecture session on the topic "Training and Developing Employees" for the course 'Human Resource Management' on 13th April 2023.
16. The Technology Interest Group organized 'TECHNOPHILE 2.0' and conducted Logo Creation; transcode contests on 13th April 2023.
17. Dr G Brindha, Assistant Professor, presented a paper titled "Consumer Sentiments towards Responsible Consumption and its Impact on Sustainability" at the 'International Conference of Marketing on Consumer Experience in Digital Era' organized by the Indian Institute of Management, Bodh Gaya, in association with the School of Business, Economics, and Law, Gothenburg University, Sweden, held during 14th to 15th April 2023.
18. Dr G B Sabari Rajan, Associate Professor, represented KCW during the Education fair held at Ranchi and Jamshedpur from 15th to 19th April 2023.
19. Dr P Sadhasivam, Director, attended the Council Meeting of the CII Coimbatore zone on 17<sup>th</sup> April 2023.
20. Dr P Sadhasivam, Director, was the Chief Guest of the Annual Day of the Sri Krishna College of Arts and Science, on 18<sup>th</sup> April 2023.
21. Mr P Paul Thangam, Senior Partner, Paul and Aravind LLP & Chartered Accountant, delivered a special talk for the I MBA students on the topic "GST Practices in India" on 19th April 2023.
22. Dr G Brindha, Assistant Professor, delivered an Internal Faculty Seminar on the topic "What are the drivers, barriers and benefits that connect the small champions of business to Social Responsibility?" on 19th April 2023.
23. The Environment Interest Group & Right Brainer's Club organized "ECOVATE" event and conducted Brain Buster and Creative Eco Challenge on 19th April 2023.
24. Ms N Arshitha Fathima, Ms P Brindha, Ms M Subhasri, and Ms S Sneka of I MBA secured first prize in the ADZAP event; and Ms G Amitha, Ms T Pooja Priyadharshini, Ms S V Sanjumeena, and Ms D Arthiha of I MBA secured third

prize in the Best Management Team event organized by RVS Institute of Management Studies, Coimbatore, on 19th April 2023.

25. The Peer Tutor Interest Group organized a session on “SMART SAVINGS” on 20th April 2023 under the guidance of Ms P B Saranya, Assistant Professor, and Dr T Jayashree, Associate Professor.
26. As a part of mentor meet session, Mr K Hariprasad, Dy General Manager, HRBP - ESE & SDDC, Schneider Electric India Pvt Ltd addressed the MBA Plus students of I MBA on the topic ‘Adaptability to Change’ on 21st April 2023.
27. Ms R Vergin of I MBA participated in the 20th Senior Tamil Nadu State Wushu Championship and secured first and second rank among 25 tough competitors in Wing Chun Style Event, Double Weapon Style Event & Group Event organized by Wushu Association of Tamil Nadu held at Manchester International School, Coimbatore, on 23<sup>rd</sup> April 2023.
28. Dr P Sadhasivam, Director, attended the Executive Committee meeting of the Coimbatore Ad Club on 27<sup>th</sup> April 2023.
29. Dr Savitha Nair, Dean, Dr S Kavitha, Associate Professor, and Dr G Brindha, Assistant Professor, attended the Faculty Enhancement Programme, “Training of Trainers” organized by the Teaching and Learning Centre, KCW, from 24th to 29th April 2023.
30. Career Counseling Programme for the I MBA students was held in two batches from 24th to 27th April and 25th to 28th April 2023, for Section 1 & 2 respectively. Sessions on Career Opportunities, Goal Setting, Resume Building, attending Personal Interviews, Grooming, Group Discussion and Aptitude, were handled by Mr Naveen Raju, Career Consultant; Mr R Rakesh Nair, Academic Head, Times Pro, and Mr M Sampath Kumar, Soft Skills & Aptitude Coach.
31. Ms S Sowdhanya and Ms S Varshini, students of I MBA, presented their Business Research Methods Project as a paper titled 'Antecedents to Socially Responsible Consumption Behavior - A study among the residents of Coimbatore ' at the International Conference on ‘INDUSTRY 5.0: Sustainability & Innovations in Business’ organized by G R Damodaran Academy of Management, Coimbatore, on 26th April 2023.

32. The Management Alumni Association of GRG Institutions conducted the “The Rising Icon” Award 2023 selection process on 27th April 2023. Ms S Sindhiya, President, Dr M.Theivanayaki, Treasurer, and Ms P B Saranya, Member, were the panel members for the selection process.
33. Mr K Ravi, Chief Financial Officer, Roots Group of Companies & Director, Roots Multiclean Ltd, delivered a guest lecture session on the topic “Working Capital Management” as a part of the course ‘Financial Management’ on 28th April 2023.
34. Ms Hemalatha Easwaran (Class of 2009), CEO, Sri Thangamman Steel, Annur, spoke on the topic “My Entrepreneurial Journey”, as a part of the Alumna Talk organized on 28th April 2023.
35. Dr S Kavitha, Associate Professor, attended an online workshop on “Decision Tree using STATCRAFT R ” on 29th April 2023.
36. Dr S Allimuthu, Associate Professor, completed a 7-week MOOC on ‘Financial Markets’ offered by Yale University through Coursera.

**Inclusions:**

- Mr N Mani, Managing Director, Messer Cutting Systems Pvt Ltd, Coimbatore was the guest speaker for the CXO talk on the topic “Leadership and Emotional Intelligence” held on 2nd March 2023.
- Dr M Reshma, Assistant Professor, attended a one day Faculty Development Programme on ‘Leaders in the Making - The Crucibles of Change - Makers in HR’ organized by AIMS on 2nd March 2023 at PSG Institute of Management.
- Dr Vandana Madhavkumar, Associate Professor, participated in the one-day Leadership Development Programme on ‘Leaders in the Making - Decoding the Leadership DNA’ by Dr Arvind Agarwal and Dr T.V. Rao, organized by NIPM Coimbatore Chapter and AIMS on 3rd March 2023.
- Dr M Reshma, Assistant Professor, presented a paper titled 'Factors influencing Self-directed learning among Software Employees' in the International Conference on “Accelerating the Future: Sustainability Trends and Innovations

Transforming the World” organized by Hindusthan College of Arts & Science, Coimbatore 9th March 2023.

- Dr Vandana Madhavkumar, Associate Professor, handled a 2-hour session on ‘The Power of Persuasion and Influence in Businesses’ for 25 executives of Powerlink System Pvt Ltd on 11th March 2023 at the Hotel Residency, Coimbatore.
- The 16-hour Online Seminar on ‘Leading with Emotional Intelligence’ organized with CETYS University, Mexico, commenced on 25th March 2023.
- As a part of the Multidisciplinary elective course ‘Environmentology’, 27 students of I MBA visited the Shola Forest, Kotagiri, on 31st March 2023.
- Ms J Meena Maheswari, Associate Professor, presented a paper titled “Implications of Financial Technology in India - Role of RBI”, at the International Conference on “Emerging Trends in Commerce and Management” organized by Apollo Arts and Science College, Chennai, on 31st March 2023,.