



Impressions

Creative thoughts in action

A BI-ANNUAL NEWSLETTER

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From the Editor

In the realm of education, student involvement is a vital component of effective leadership. True leaders in the educational context recognize that their role goes beyond mere authority; it encompasses nurturing the potential within each student. Encouraging student involvement fosters a sense of ownership and empowerment. Helen Keller says "Alone, we can do so little; together, we can do so much". When students actively engage in decision-making processes, clubs, and organizations, they not only develop critical life skills but also contribute to a vibrant and inclusive campus culture.

Leaders who prioritize student involvement create a supportive environment for growth and innovation. As Albert Einstein remarked, "The only source of knowledge is experience". By allowing students to participate, learn, and lead, educational leaders not only inspire their future successors but also enrich the entire learning ecosystem.

At GRGSMS, our mission goes beyond education. We create an environment conducive for empowerment, offering unwavering support to unlock every student's potential. We firmly believe that every experience, both inside and outside the classroom, offers invaluable learning opportunities. In essence, our institution's goal is not just about imparting knowledge; it's about empowering women to lead in a rapidly evolving world. We continue to uphold our motto, "Educate to empower," as the driving force behind our journey of excellence.

The current issue of 'Impressions' highlights the details of various events and activities of the last six months. I am pleased to present the first issue of our Newsletter for the Academic year 2023-24, which gives a glimpse of all such events. We look forward to your suggestions and feedback for any improvement.

Dr T Jayashree

Message from the Director



New academic year has commenced and it has been an enduring effort by parents, students and institution that has brought all together. This occasion is not just a commencement of a rigorous academic pursuit but a celebration of empowerment, ambition, and limitless possibilities. The MBA program we embark upon today has been crafted to equip each with the skills, knowledge, and confidence to navigate this landscape with purpose and determination. Remember, education is not merely about accumulating knowledge; it is about applying that knowledge to bring about meaningful change. As one progresses through this program, have to consider the impact she wishes to make, the industries she wishes to disrupt, and the legacy she wishes to leave behind. Each one holds the potential to be a catalyst for positive transformation, be it in the area of entrepreneurship, corporate leadership, social enterprise, or beyond.

There are plenty of challenges that demand the next generation of graduates to be capable leaders. Become a holistic leader rather than becoming a graduate with a management degree. They have to be prepared to adapt to changes which are inevitable. In this voyage together, the institution stands beside the students, fellow students stand beside each other, and the countless women who have paved the way for this moment stand beside them.

Management as a skill will always stand relevant in every aspect of today's world dictated and driven by technology. Management as a concept has undergone tremendous changes to meet the changing needs. Effective management skills in today's dynamic business environment demand adaptability, empathy and digital literacy. Ultimately, modern management necessitates a balance between traditional leadership principles and contemporary demands, embracing change and promoting sustainable growth. I wish the young aspirants to have their career dreams realised.

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.

*Hearty
Welcome*

Dr R Prabusankar,
Professor, and
Ms S Aarthi,
Assistant Professor,
joined GRGSMS
family this
Academic Year

*We wish them
success in all their
professional
endeavours!*

Hearty Congratulations !

Ms R Vergin of I MBA:

- Won silver medals for the events – Nanquan style, double weapon and group event conducted by 6th Federation Cup Wushu League Championship held at Lovely Professional University, Jalandhar, Punjab, from 20th - 24th March 2023.
- Secured first and second rank among 25 tough competitors in Wing Chun Style Event, Double Weapon Style Event & Group Events in the 20th Senior Tamil Nadu State Wushu Championship organized by Wushu Association of Tamil Nadu held at Manchester International School, Coimbatore, on 23rd April 2023.
- Secured Gold Medal among 50 tough competitors in the Baguazhang Event in the Khelo India Wushu Women's League Championship organized by Government of India, Ministry of Youth Affairs and Sports, held at Sri Dharamchand Jain School, Villupuram, on 28th - 30th August 2023.



- Prof S Balasubramanian, Chief Mentor, and Dr Vandana Madhavkumar, Associate Professor, received awards from KCW for long service of over 15 years; Ms P B Saranya, Assistant Professor, received 'Best Faculty Award'; and Ms S Negaa of I MBA and Ms M Farziya Tasneem of PGDMFS received the Proficiency Awards during the College Day Celebrations of KCW held on 5th April 2023.



- Ms D Swetha and Ms K B Sneha of II MBA were awarded as the 'Best Outgoing Students'; and Ms R Vergin of I MBA received 'Emerging Leader' Award instituted by GRGSMS during the Shreyas Valediction held on 2nd May 2023. Ms P Deepika of II MBA, received 'The Rising Icon' Award 2023 instituted by the Management Alumni Association of GRG Institutions, during the event.
- Ms J Meena Maheswari, Associate Professor, successfully defended her PhD thesis titled, 'Discernment of Sector Wise Stock's performance - An Empirical Evaluation of the Indian Capital Market',

during the Viva-voce held at Guruvayurappan Institute of Management, Coimbatore, on 8th May 2023.

- Ms R Sreeprabha, Assistant Professor, and Dr Vandana Madhavkumar, Associate Professor, secured Best Presentation Award for the paper presented at the International conference on the topic 'A Study on the Effect of Employer Brand Image on Organizational Pursuit Intention' organized by DAV Institute of Management, Faridabad, Delhi, during 12th - 13th May 2023.

- Ms Niveditha V Nair of II MBA bagged a silver medal (25M sports pistol women event) in the Khelo India University Games held at Dr. Karni Singh Shooting Range, Delhi, during 25th May to 3rd June 2023.



Director's Corner

During the period April - September 2023, Dr P Sadhasivam, Director:

- Attended the Panel Conveners and Co-conveners meeting of CII, Coimbatore, on 14th March 2023.
- Was elected as the Secretary of the 'Coimbatore Ad Club' on 28th March 2023.
- Attended the Managing Committee meeting of the CMA on 13th April and 8th June 2023.
- Attended the Council Meeting of the CII Coimbatore zone on 17th April 2023.

- Was the Chief Guest of the Annual Day of the Sri Krishna College of Arts and Science, on 18th April 2023.
- Attended the Executive Committee meeting of the 'Coimbatore Ad Club' on 27th April 2023.



- Attended the Education Panel meeting of CII, Coimbatore, on 15th May, 5th & 6th June, and 3rd July 2023.
- Attended the Executive Committee meeting of the 'Coimbatore AD Club' on 18th May 2023.
- Attended the National Higher Education Conclave planning meeting of the CII, Coimbatore, on 14th July 2023, held virtually.

"Education is the most powerful weapon which you can use to change the world."

- Nelson Mandela

Institute Timeline

- Dr Vandana Madhaskumar, Associate Professor, participated in a 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 G B Sabari Rajan, Associate Professor, represented KCW during the Education Fair organized by Study in India (SII) in Sri Lanka (Colombo & Kandy) from 4th - 6th March 2023.
- Dr Vandana Madhaskumar, Associate Professor, and Dr K S Hariharan, Assistant Professor, attended 'HR NXT 2023 - CONCLAVE' at Hotel Residency Towers on 16th March 2023.
- ISO Surveillance Audit for the Academic Year 2022 - 23 was held on 3rd April 2023.
- 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 5th and 7th April 2023.
- Dr G B Sabari Rajan, Associate Professor, represented KCW during the Education Fair held at Ranchi and Jamshedpur from 15th - 19th April 2023.
- Career Counseling Programme for the I MBA students was held in two batches from 24th - 28th April 2023. Sessions on Career Opportunities, Goal Setting, Resume Building, Attending Personal Interviews, Grooming, Group Discussion and Aptitude, were held. The sessions 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.
- 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 KCW Teaching and Learning Centre, from 24th - 29th

April 2023.

- The Internship Viva Voce of II MBA students (2021- 23 batch) was held on 5th May 2023. The panel of examiners comprised industry experts: Ms A Kruthikaa, Senior HR Manager, Lakshmiyaha Enterprises; Ms T Bharathi, Zonal Training Manager, Tata AIA Life Insurance; Mr K Hariprasad, Deputy General Manager, Schneider Electric India Pvt Ltd; Mr P Prasanth, Deputy Manager, Human Resources, ELGI Equipments Limited; Ms R Devasena (Alumna - Class of 2003-05), Director, KNMS Group, Coimbatore; and Ms Sushmitha Devaraj, Senior Quality Assurance Specialist, Deloitte, USA.
- Ms S R Sree Remya, PhD Research Scholar, under the guidance of Dr S Kavitha, Associate Professor, was awarded the GRG Trust Fellowship of Rs. 25,000/- for her research project titled 'The Impact of Online Retailers Marketing Strategies on Impulse Buying Behaviour' on 10th May 2023.
- The meeting of the Board of Studies of GRGSMS was held on 12th May 2023.
- Ms M Priyadarshini, PhD Scholar of Dr B Sriprabha, defended her PhD thesis titled 'Investigating the influence of Organizational politics and Psychological capital on Work engagement and on Organizational commitment: A study with specific reference to Banking Industry in South India', during the Viva-voce held on 22nd May 2023.
- Dr G B Sabari Rajan, Associate Professor, represented KCW and received the award under the category of 'Best International Academic Collaboration' during the Education World (EW), India Higher Education Ranking 2023-24 awards held at Hotel Radisson Blu Plaza, Delhi, on 27th May 2023.



faculty was held on 10th June 2023. Dr Umesh Chandrasekhar, Professor, Lead College of Management, Palakkad, and Dr B Somasundharam, Head - Digital Transformation, ELGI Equipments Ltd, acted as the academic and industry appraisers respectively.

- The faculty of GRGSMS attended the Faculty Enhancement Programme conducted by KCW Teaching Learning Centre held between March - September 2023 in various batches.



- Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, and Dr Vandana Madhaskumar, Associate Professor, attended Round Table Discussion on 'National Education Policy Shaping the Future of India' led by Dr B K Bhadri, Former Director Level Officer in MoE, Govt of India, and Dr R Nandagopal, President, Association of Indian Management Schools, on 12th July, 2023 at the Hotel Residency.
- New Faculty Orientation was conducted for the newly joined faculty of GRGSMS from 25th to 28th July 2023.
- PhD public Viva-voce Examination of Ms A S Lakshmi, Full time Research Scholar, under the guidance of Dr S Kavitha, Associate Professor, defended her thesis titled 'Continuance intention Usage of Cloud ERP among MSMEs in Coimbatore' on 9th August 2023.
- Dr Savitha Nair, Dean, participated in 'India Startup Festival' at Bangalore, organized by Startup India Foundation, during 10th - 12th August 2023.

Institute Timeline

- Dr Nandini Rangaswamy, Chairperson, GRG Institutions, inaugurated MBA 2023 - 2025 batch and PGDMFS 2023 - 2024 batch on 16th August 2023. This was followed by an Orientation Programme.



- Dr M Reshma, Assistant Professor, and Dr G Brindha, Assistant Professor, were sanctioned with 0.5 Lakhs each under the GRG Trust Research Grant for their projects titled 'Discerning Family Business Longevity - Evidence from the Family Businesses of Kongu Region' and 'Factors affecting Mental Health of Students in Business Classrooms' respectively for a period of one year on 21st August 2023.
- Dr Vandana Madhavkumar, Associate Professor, attended the AIMS 34th National Management Convention held during 24th - 26th August 2023 at PSGiTech and PSGIM.
- Dr R Initha Rina, Assistant Professor, and Ms R Sreeprabha, Assistant Professor, completed the GRG Trust Research Projects 2020-2022, titled 'Online Shopping and Cognitive Dissonance: An Empirical Study on Young Consumers' and 'Reskilling the Workforce of SMEs in Coimbatore through Effective Training and

Development Practices - Need for Paradigm Shift for Future' respectively during March 2023.

- Two faculty teams - Dr Initha Rina, Assistant Professor & Dr T Jayashree, Associate Professor; Ms P B Saranya, Assistant Professor, and Ms R Sreeprabha, Assistant Professor, participated in the 8th Edition of the Teachers' Day Event 'Spread the Spark' organized by the Education Panel of CII Coimbatore Zone at PSG Institute of Management, Coimbatore; and presented the best practices of GRGSMS on the themes 'Contribution to Regional Development - Community Immersion Programme' & 'Student Engagement - Nurturing Entrepreneurship' respectively on 7th and 8th September 2023.



- Mr. Prashanth Subramanian, Co-Founder and Director of Quadrasystems.net India Private Limited, Coimbatore, inaugurated the Students' Forum 'Shreyas' on 26th September 2023. The Shreyas and ED Cell office bearers were officially installed during the event. The office bearers of Shreyas for the Academic Year 2023 - 24 are:



President:

Ms M Subhasri, II MBA

Vice President:

Ms J K Renuliza, I MBA

Secretary:

Ms J Merlin Mary, II MBA

Joint Secretary:

Ms P Devadharshini, I MBA

Treasurer:

Ms C Vishrutha, II MBA

Executive Members:

Ms A Harini, I MBA

Ms R Swetha, I MBA

Ms S E Aiswarya Lakshmi, PGDMFS

The ED Cell coordinators for the Academic Year 2023-24, Ms R Akshaya Suruthi & Ms R Vergin - II MBA Sec I; Ms G Amitha & Ms M S Pradeepa - II MBA Section II; Ms R G Pavithra & Ms P M Vadivoo Seethalakshmi - I MBA Section I; Ms V Harunya Devi & Ms G Renuka - I MBA Section II; and Ms H Haritha - PGDMFS.

- Dr S Kavitha, Associate Professor, and Dr Vandana Madhavkumar, Associate Professor, were sanctioned a funding of Rs.3,50,000 to conduct the ATAL Technical FDP 2023-2024 on 'Trends in Management Information Systems' on 18th September 2023.

International Affairs

- A 16-hour International Online Seminar on 'Leading with Emotional Intelligence' was organized for the students of CETYS University, Mexico, during March - June 2023. Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, Dr Vandana Madhavkumar, Associate Professor, Dr J Anitha, Executive - Admin, Penguin Engineers, and Ms K S Paviyazini, Assistant Professor, Department of Psychology, KCW, handled the sessions.
- Dr Vandana Madhavkumar, Associate Professor, participated in Global



Responsibility Week organized by Nottingham Business School (NBS), Nottingham, UK, during 2nd - 4th May, 2023. She handled sessions for the students of NBS on the topic 'ESG and Sustainability: Role of HR'.



- A 16-hour International Online Seminar on 'Essential Soft Skills for Success' was organized for the students of CETYS University, Mexico, during May - June 2023.

International Affairs

Prof S Balasubramanian, Director, GRGCAS, Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, Dr Vandana Madhavkumar, Associate Professor, and Dr J Anitha, Executive - Admin, Penguin Engineers, handled the sessions.

- Four students of II MBA - Ms G Sri Gayathri, Ms R Akshaya Suruthi, Ms C Vishrutha, and Ms S Abirami, attended a two-week APU Mobility Programme organized by Asia Pacific University of Technology

and Innovation (APU) at Kuala Lumpur, Malaysia, during 19th - 28th June, 2023.



- Ms S Akchayaa, Ms N S Kalaiyarasi, Ms R Keerthana, and Ms N S Navena of II MBA participated in the Study Abroad Programme and completed a course on 'Design and Innovation in

Business' at NTU Global Summer School organized by NTU, UK, during 17th - 28th July, 2023.



Industry Connect

- Mr N Mani, Managing Director, Messer Cutting Systems Pvt Ltd, Coimbatore, addressed the students, on the topic 'Leadership and Emotional Intelligence' as a part of CXO talk held on 2nd March 2023.
- Mr V Raj Ganesh, Chief Marketing Officer, Roots Auto Products Private Limited, Coimbatore, delivered a guest lecture session for the course 'Information Technology for Business' on the topic 'Preparing and Driving Digital Transformation' on 28th March 2023.
- Ms P B Saranya, Assistant Professor, and Ms R Sreepabha, Assistant Professor, visited Sakthi Sugars, Appakudal, as a part of an industry visit organized by Coimbatore Management Association on 29th March 2023.



- 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 & CEO, Ramraj Cotton, Tiruppur, on 29th March and 6th April 2023.
- Dr K Prabhakaran, Empanelled resource person, NCDEX and SEBI, delivered a special talk sponsored by NCDEX on the topic, 'Investor Awareness' for I MBA and PGDMFS students on 31st March 2023.

- 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.

- 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.

- 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.

- Mr K Hariprasad, Dy General Manager, HRBP - ESE & SDDC, Schneider Electric India Pvt Ltd addressed the MBAPlus students of I MBA on the topic 'Adaptability to Change' on 21st April 2023.

- 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.

- Mr P Vijay Anand, Associate Vice President - Human Resources, CRI Pumps, Coimbatore, addressed the students, on the topic 'Strategies for Retaining Top Talent', as a part of CXO talk held on 4th May 2023.

- Rtn N Janakiram Raju, Former Chairman and Managing Director, BASF, addressed the students, on the topic 'SMART Marketing with ESG in Focus' as a part of CXO talk held on 26th July 2023.



- Mr Gowtham, Authorized Partner, Financial Advisor, Zerodha Stock Broking Firm, Bangalore, handled Expert Lecture on the topics 'Introduction to Capital Market', and 'Trading Tips using Zerodha Kite App', as a part of the course 'Security Analysis and Portfolio Management' on 3rd and 30th August 2023 respectively.



- A Special Talk by Ms. Hema Mani, Chairwoman of IWN Tamil Nadu & Regional Director (HR) - Asia Pacific at Lennox International, on the topic 'How MBA Students can prepare for the Future Workplace?' was organized on 18th August 2023.

Industry Connect

- Dr Sabari Rajan, Associate Professor, visited FLS Voith Pvt Ltd, Coimbatore, as a part of Industrial Visit organized by Coimbatore Management Association (CMA) on 18th August 2023.
- Mr Karthi Purushothaman, Partner at McKinsey & Company, Leader - McKinsey Global Financial Services, addressed the students, on the topic



'Organisations of the Future and How Organization Structures are Evolving' as a part of CXO talk held on 23rd August 2023.

- Coimbatore Management Association, in association with GRGMS, arranged an Interactive session by Ms S Meena, Senior Partner, and Mr G Manikandan, Partner, Astral Consulting Group, LLP, on the topic 'Business Partnerships Beyond Families' Series on 30th August 2023.

Faculty as Resource Person

- Dr Savitha Nair, Dean, mentored Women Startup Founders as a part of TiE, Coimbatore, Brookfields 'Women Entrepreneurs on Spotlight' event jointly organized with Startup TN on 4th 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.
- Dr R Initha Rina, Assistant Professor, was the resource person for the webinar, on the topic, 'Theories of Motivation' organized by St Mother Theresa Engineering College, Tuticorin, on 27th March 2023.
- Ms Asha K S Nair, Assistant Professor, delivered a research seminar on the topic 'High Quality Publications' for the faculty of GRGMS on 27th March 2023.
- Dr G B Sabari Rajan, Associate Professor, delivered a session on 'The Impact of Climate Change and Management' at Radio Hub, PSG Community Radio, on 31st March 2023.
- 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.
- Dr S Kavitha, Associate Professor, delivered a workshop on 'ACBSP Next Practices' for the faculty members of Karunya School of Management, Karunya Institute of Technology and Sciences, Coimbatore, on 11th May 2023.
- Dr S Kavitha, Associate Professor, acted as an evaluator for the 'Kavach

2023 - Cyber Security Hackathon' organized by AICTE on 27th May 2023.

- Dr Savitha Nair, Dean, and Dr S Kavitha, Associate Professor, acted as the resource persons, during the 2nd, 3rd and 4th Modules of Faculty Enhancement Programme organized by KCW Teaching Learning Centre, held during May - June 2023. As a part of the programme, Dr S Kavitha, Associate Professor, handled sessions on 'Technology for Teaching and Learning', 'Technology for Evaluation and Assessment', and 'Gamification and Simulation' on 2nd, 7th, 9th, 10th, 14th and 16th June 2023; and Dr Savitha Nair, Dean, handled sessions on 'KCW Vision and NEP Highlights', 'Introduction to KCW', on 29th May, 6th and 12th June 2023; and 'Pedagogical Approaches' on 30th May and 13th June 2023.



- Dr S Kavitha, Associate Professor, acted as a resource person for the workshop on 'SPSS Advanced Statistics' organized by Vivekananda Institute of Information and Management Studies, Tiruchengode, from 19th - 20th June 2023.

- Dr Savitha Nair, Dean, handled a session on 'Pedagogical Approaches' for the Faculty members of AJK College of Arts and Science, Coimbatore, on 6th July 2023.
- Dr Vandana Madhavkumar, Associate Professor, was the guest speaker at the meeting of the Rotary Club of Coimbatore Metropolis and spoke on the topic 'Harnessing the Power of Influence' on 18th July 2023 held at Hotel Rathna Residency.
- Dr S Kavitha, Associate Professor, delivered a session on 'Future Skills for Computer Professionals' to the MSc Integrated Programme students from diverse disciplines including Software Systems, Data Science, AI and ML and Decision and Computing Sciences at Coimbatore Institute of Technology on 26th July 2023.
- Dr G B Sabari Rajan, Associate Professor, delivered a session on 'Tools in Technical Analysis' for the II MBA students of Karunya Business School, Karunya University, Coimbatore on 11th August 2023.
- Dr R Prabhusankar, Professor, delivered a talk on 'Virtual Influencers: Adoption Drivers and Retail Implications' in the Monday Musings organized by Coimbatore Management Association (CMA) on 28th August 2023.



Alumna Connect

- 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 Theivanayagi, Treasurer, and Ms P B Saranya, Member, were the panel members for the selection process.
- 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 held on 28th April 2023.



- Ms C Gayathri (Class of 2022), Managing Partner, Pacific Valley Financial Services, spoke on the topic 'Exploring Strategies for Wealth Management' as a part of the Alumna talk held on 2nd August 2023.
- Ms Vallishri Narayanan (Class of 2016), Content writer & Founder - Quillpal, spoke on the topic 'Every Passion can become a thriving Business' as a part of the Alumna talk held on 8th September 2023.



- Annual General Body Meeting of Management Alumni Association of GRG Institutions was held on 26th September 2023. Ms S Sindhiya -

President, Ms R Sowmithya - Vice-President, Dr M Theivanayagi - Treasurer and Dr S Kavitha - Secretary, presided over the meeting.

"The art of communication is the language of leadership."

- James Humes

"Leaders are made, they are not born. They made themselves by hard work, dedication, and learning from their mistakes."

- Vince Lombardi

Towards the Community

- Dr S Ms Sneha Murali, UNSDG 4 Ambassador & Co Founder, The Positive Store, delivered a special talk on the topic, 'How to become a SDG Changemaker?' as a part of the Community Immersion Programme, organized on 21st March 2023.
- The inauguration of the Community Immersion Programme (CIP) for MBA 2022-24 batch was held at Navakkarai, Coimbatore, on 25th March 2023. The Chief Guest of the programme was Mr Balakumar Thangavelu, India Head - Outreach, Cognizant Foundation. The inaugural event had an august gathering from GRGSMS, NGO 'Namma Navakkarai', representatives from Navakkarai village and other NGOs. The student project groups also visited the villages, farms, Vanam, and a government tribal school to observe the needs of the villages.



- As a part of the Community Immersion Programme, 1 MBA students visited Navakkarai village on 1st, 2nd, 15th

and 16th April; 5th, 6th, 12th and 13th, August 2023. All the 5 teams identified the problems for their projects and executed their action plans. The following activities were undertaken:

- The School team collaborated with the Magizhvi Foundation to undergo ASER assessment training and conducted pre-assessment and tailored training sessions based on students' academic levels.



- The Health and Hygiene team gained insights into menstrual hygiene and awareness for young adolescents through guidance from the Mentors of JSS Institute of Naturopathy & Yogic Sciences. On 'World Organ Donation Day', they conducted a Flash Mob and informative sessions at Navakkarai school.



- The Resource Recovery team implemented the decomposition pit technique, distributing waste collection sacks to rural households to enhance plastic waste disposal.
- The Vanam team contributed to environmental conservation by planting over 250 saplings as part of a Navakkarai NGO initiative, caring for existing vegetation, and addressing plastic waste in the surroundings.



- The Agriculture team promoted products of the 'Gramam In Town' store and gathered feedback for marketing strategies.

Faculty Publications

- Dr Vandana Madhavkumar, Associate Professor, published a paper titled, 'HRM Practices as Determinants of Organizational Performance' in Productivity, the Quarterly Journal of the National Productivity Council, (January - March 2023), ISSN: 0032-9924, e-ISSN: 0976-3902, Vol. 63, No. 4, Pg. 465-477 January - March 2023.
- Dr M Reshma, Assistant Professor, published a working paper titled 'The Mediation effect of Learning Goal Orientation on the relationship between Achievement Motivation and Self-directed learning readiness- A study among the female Management students in Coimbatore' in Asian Journal of Research in Business, Economics & Management (a peer reviewed refereed ICI indexed journal), Vol. 13, Issue 5, ISSN : 2249-7307, May 2023,.
- Ms P B Saranya, Assistant Professor, published two articles: i) 'Financial Knowledge and Financial Behaviour of Individuals – An Empirical Study', in South Indian Journal of Social Sciences, ISSN 09728945, Vol. XXX, No. 5, June 2023; and ii) 'A study on the level of basic and advanced financial literacy among young graduates', in Anvesak, ISSN 0378 4568, Volume 53, No.5, June 2023.
- Dr S Kavitha, Associate Professor, co-authored and published a textbook titled 'Information Technology for Cyber Security' by COSMAS Scientific Publication, ISBN: 978-81-963112-7-8, May 2023.
- Ms R Sreeprabha, Assistant Professor, and Dr Vandana Madhavkumar, Associate Professor, published a paper titled 'Study on the Effect of Employer Brand Image on Organizational Pursuit Intention' in Asian Journal of Research in Business Economics and Management, Vol. 13, Issue, ISSN: 2249-7307, May 2023.
- Dr G Brindha, Assistant Professor, published an abstract of the paper titled 'Sustainability in Organisations' in the conference proceedings and Book of Abstracts published by IIM Nagpur on the theme, 'Leading the Business of the Future: Talent, Technology and Transformation in the Changing World', May 2023,.
- Dr T Jayashree, Associate Professor, published a paper on 'Factors determining Continuance Intention to use Fintech Services' in South India Journal of Social Sciences; ISSN: 0972 – 8945, Vol. XXI, No.3, July – December: 2023, (UGC CARE Approved Group I, Bi-Annual Journal).
- Dr G Brindha, Assistant Professor, published a paper on 'Consumers' Sentiment Towards Responsible Consumption and Its Impact on Sustainability' in International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET), Volume 6, Issue 7, e ISSN :2582-7219, July 2023.
- Dr S Kavitha, Associate Professor, along with Ms Asha K S Nair, registered a case study titled 'Jugaad to Innovate Faster, Cheaper and Better - A Case Study' along with a comprehensive teaching note at the Case Centre, the Case Clearing House of Great Britain and Ireland, on 7th July 2023.
- Dr J Meena Maheswari, Associate Professor, published a Chapter titled 'Digital Transformation in Financial Sector' as a part of the Book 'Digitalization of the Indian Financial Sector', Volume 3, ISBN: 978-81-19337-00-2, published by Shanlax Publications, Madurai, on 15th August 2023.

Students' Forum in Action

- The student coordinators of Health and Fitness Interest Group organized 'Power Play Part - 3', with events like 'Hurdle race' and 'Throw ball' on 17th March 2023.
- The Speakers' Forum organized 'Rock the Talk' event and conducted 'Storytelling' and 'Wordplay' competitions on 12th April 2023.
- The Technology Interest Group organized 'Technophile 2.0' event and conducted 'Logo Creation' and 'Transcode' contests on 13th April 2023.
- The Environment Interest Group & Right Brainer's Club organized the 'Ecovate' event and conducted the 'Brain Buster' and 'Creative Eco Challenge' on 19th April 2023.
- 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.
- Valediction of the Students' Forum SHREYAS was held on 2nd May 2023. The Chief Guest, Mr Harjeet Singh Wahan, Business Consultant & Trainer, delivered the valedictory address and honoured the achievers with certificates.
- Independence day Celebrations was held on 19th August 2023. As a part of the event, Ms P Sreelekha, Police Constable, All Women's Police Station - East, delivered a speech on 'SheShield: Her Digital Safety'.



- As a part of the Health and Fitness Interest Group activity, 'Championship Royale' event was organized on 23rd August 2023. Throwball, Kho - Kho, Obstacle Race and Active Stretch events were conducted.



Students' Forum in Action

- The Peer Tutor Interest group organized, 'Ignite Your Mind' event on 30th August 2023. Hands-on training was given on Loom bands making, Shortcuts for Maths, Photo editing techniques and Origami.
- Onam celebration was conducted on 30th August 2023. As a part of the event, two online contests 'Vibrant

Vrindavan' and 'Heritage of Kerala' were conducted and winners were awarded. This was followed by Senior Junior Confluence.



- Teachers day celebration was organized by students on 5th September 2023.



Students' Participation and Achievements



- Ms G Preethe of I MBA delivered a session on the topic, 'Emerging Power of Women at Workplace' at Kovai Kalaimagal College of Arts and Science, Coimbatore, on 8th March 2023.
- Ms U Subhashini, Ms G Preethe, Ms S K Geethanjali, Ms M Shreya, Ms Anne Mariya Jose, Ms M A Akshaya and Ms G Bourrna Devi of I MBA, participated in 'Umagine Catalyst'23' - (Meet & Chat with IT Minister), jointly organized by KPR Institutions and Startup TN on 15th March 2023.
- Eight students of I MBA participated in the AIMA Chanakya Simulation Game, conducted at PSG Institute of Management, Coimbatore, from 22nd - 24th March 2023.
- 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 J Merllin Mary, Ms S Abirami, Ms P Anne Mariya Jose, and Ms P Brindha of I MBA won the first prize in the ADZAP contest.



- 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.
- 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 and Innovations in Business' organized by G R Damodaran Academy of Management, Coimbatore, on 26th April 2023.
- Ms U Subhashini and Ms K M Monika Shri of II MBA secured first prize in Finance Game 'PRABANDHAZ'23', a National Level Management Meet, organized by Department of Agriculture and Rural Management, The Centre for Agricultural and Rural Development Studies (CARDS), Tamil

Nadu Agricultural University, during 22nd to 23rd June 2023.

- CII Coimbatore organized an Exclusive Student Study Mission to Global Automotive Research Centre and Danfoss Industries Limited, Chennai, on 10th August 2023. Around 30 delegates from 9 different institutions participated in this mission. Two students - Ms J Merllin Mary and Ms S Abirami of II MBA participated.



- 30 students of II MBA attended the AIMS 34th National Management Convention held during 24th - 26th August 2023 at PSGiTech and PSG Institute of Management, Coimbatore.

Educational Visit

- As a part of the Multidisciplinary elective course 'Environmentology', 27 students of I MBA visited the Shola Forest, Kotagiri, on 31st March 2023.



Parents Teachers Meeting 2023

- The Parent - Teachers Meeting was conducted virtually on 4th May 2023. About 72 parents of the students of MBA and PGDMFS programmes attended the meeting.



"The only way to predict the future is to create it."

- Peter Drucker

Entrepreneurship Development Cell Activities

- Mr S Shameer, Founder - IT Projects Media & Cogniquo and Co-Founder - By the Startups delivered an E Talk on the topic 'Storytelling for Startups' on 9th March 2023.
- Mr Prabhu Gandikumar, Founder and Director, TABP Snacks and Beverages, delivered an E-Talk on the topic 'My Entrepreneurial Journey' on 22nd July 2023.
- Mr. Rajesh Keerthi, Founder & CEO, Kappi Ready, delivered an E-Talk on the topic 'Opportunities in the Retail & Food Industry' on 9th August 2023.



- Four students of II MBA, Ms R Akshaya Suruthi, Ms C Thirsa, Ms D Elzin Shekina and Ms. Sonali Sudev participated in 'NEP - A Short Video Competition', organized by IIC, during 7th - 14th July 2023.

- One-day Entrepreneurship Awareness Programme (EAP) was conducted on 15th September 2023 in collaboration with TIE - Coimbatore, for the students of I MBA and PGDMFS. Dr Savitha Nair, Dean; Ms Soundarya Lakshmi Narayanan, MD, Upeksha Wellness Pvt Ltd; Dr R. Prabusankar, Professor, and Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, handled sessions on 'Introduction to Entrepreneurship', 'Transforming Ideas into Successful Businesses', 'Business Planning and Strategy' and 'Funding and Resources for Start-ups' respectively.



- The Campus Company of GRGSMS, Magical Shades, was inaugurated by Dr P Sadhasivam, Director, on 30th August 2023. Ms M A Akshaya, Ms G Amitha, Ms K S Divyaprabha, Ms K Gowri, Ms G S Ezhil Rani, Ms M S Pradeepa and Ms S Sowdhanya of II MBA, the new team of partners, took charge of the business on the day.



"Focus more on your desire than on your doubt, and the dream will take care of itself."

- Mark Twain

Placement

- Ms Sai Neha Suresh of II MBA got placed at XSEED Education Private Limited, Bangalore, for the role of Inside Sales Specialist with a CTC of Rs. 7 LPA.
- A 60-hour Campus Placement Training for II MBA students (Batch 2022-2024) was conducted to provide comprehensive preparation for

placements during 3rd - 15th July 2023. Quantitative aptitude, Logical and Verbal Reasoning & GD & PI Skills were the modules covered. For Industry Immersion, Start-up Founders were invited to address the students on Entrepreneurship. One year access to Talentely LMS was given to take up interactive exercises and

company specific tests ensure skill enhancement. Ms Aarthi S, Assistant Professor, coordinated the programme.

- In GEP Hiring Process, Ms Monika Shree of II MBA was placed as Sourcing Analyst with a package of Rs 4 LPA on 4th August 2023.

Managing Expectations

A tale which I remember reading, but not when, that left a deep impact on me is about a princess who was very dear to her father, the king. A doting father, he granted all her wishes. Once the princess fell very ill, the king was filled with remorse. Weak and sick, she lay in her bed and looked out, and there in the sky the moon shone bright with full splendor. The princess took an instant fancy to the moon and asked her father to get the moon for her. The king did not know what to do. He was worried, as the medics attending the child advised that being in good spirits will help the princess's speedy recovery. He called all the wise men of his kingdom and sought a solution. None of the wise men had an answer. They all hung their heads. The court jester observing everything said quietly, 'Your majesty, let me try'. He went to the princess who was staring at the moon and gently said, 'Lovely princess, the moon is so captivating. I wonder how the moon will be like' To this she replied, 'Silly, the moon is the size of a coin made of shining silver'. Elated, but still wary the jester remarked, 'If we bring the moon down, will not the sky

become dark? To this the little girl laughed and said, 'You are so stupid, another moon will grow and replace the one that has gone. Have you not noticed how flowers after being plucked are replaced by new ones?' The jester smiled and said, 'Of course princess, how foolish of me. Next day, the king presented the princess with a bright shining moon, the size of a coin made of silver. Overjoyed, the princess recovered earlier than expected.

Like in the tale, often we are not clear about the expectations of others and we tend to worry, fret and spend many hours trying to meet these expectations which are our perceptions of what others want. If we clarify and seek out to understand the expectations of all with whom we interact, life would be so much simpler. Understanding the expectations of our superiors, colleagues, subordinates, friends and family members will not only help us in channelizing our efforts in the right direction, but also in preventing misunderstandings and conflict. Before assuming, ask and clarify. We may have put in a lot of effort in doing a particular

task which we assumed was very important, however, it was not what the superior expected from us. All that a child needed was maybe an hour with parents at the park, not the expensive gadget that they gifted. Our spouse would have been expecting a few reassuring words, not the vacation trip to a fancy destination. Our colleagues may be looking for some timely help, not our compliments or a friend may be seeking our understanding, not solutions to his or her problems. Similarly, our subordinates may be expecting us to be empathetic and recognise their efforts and not another challenging project.

It requires a tremendous amount of effort on our part to put ourselves in others' shoes and think. Most of the time we complicate things based on the assumptions of our overworked brain. Thus with people, it matters not what we can do or have done for them, but doing what matters to them.

Dr Vandana Madhavkumar
Associate Professor, GRGSMS

An Enriching Global Learning Journey

Arrival:

During the month of June, four students from GRGSMS embarked on an enriching 10-day international study tour to Malaysia. Our educational journey began with our arrival at Kuala Lumpur International Airport (KLIA), where we were immediately impressed by the airport's unwavering commitment to sustainability. Eco-friendly initiatives such as waste reduction programs, energy-efficient lighting, and rainwater harvesting demonstrated a dedication to environmental responsibility.

Diverse Course Content:

The core of our experience was a comprehensive course covering a wide array of topics:

- **Digital Transformation:** We explored innovation, digital thinking, and the critical role of innovation in our rapidly changing world.
- **Web Design and Development:** In high-tech labs, we acquired fundamental knowledge of web design, HTML, and web page structure.
- **Statistical Analysis:** We delved into statistical concepts, data visualization, and the use of tools like Tableau.
- **Database and Data Analytics:** We learned about database construction, data management systems, and data analytics trends.
- **Cybersecurity:** A comprehensive exploration of cybersecurity, including phishing, ransomware, and hands-on experience with hacking tools was enabled.
- **Business Model Canvas (BMC):** We delved into the intricacies of BMC, understanding its components and applications in business planning.

Exploring Malaysia's Beauty:

Beyond the classroom, we had the privilege of experiencing Malaysia's top destinations, including the Genting Highlands, Batu Caves, and KLCC Tower. Shopping excursions at Time Square Mall and China Market allowed us to create cherished memories.

Transformative Impact:

This global learning journey left an indelible mark on us, equipping us with knowledge, skills, and experiences to navigate the ever-evolving digital landscape and tackle new challenges as we return to India. It emphasized the importance of sustainability, innovation, cybersecurity, and strategic business planning in today's world.

**Ms R Akshaya Shruthi and
Ms C Vishrutha**
II MBA (Batch 2022-24)

Community Immersion Programme

The Community Immersion Programme (CIP) is a community-driven initiative designed to uplift the lives of the residents in Navakkarai village by addressing the key issues related to Agriculture, Vanam (afforestation), School, Health & Hygiene, and Resource Recovery.

Agriculture: The team conducted a comprehensive survey in the village to gain insights into the challenges faced by local farmers. Their findings revealed that farmers lacked awareness of government agricultural schemes and encountered difficulties selling their produce due to intermediary hurdles. To tackle these issues, the team organized awareness programs on government schemes and assisted farmers in registering for them. They also visited Gramam, a local store in town, to offer valuable marketing suggestions and strategies.

Vanam (Afforestation): The team was involved in creating a lush forest within the village. They have already planted over 250 saplings and are committed to nurturing and maintaining the existing ones. Furthermore, the team

actively contributed to environmental cleanup efforts by collecting discarded plastics from the surrounding area.

School: The team was focused on enhancing the quality of education for tribal school students. They have established a partnership with the Magizhvi Foundation to provide ASER Assessments training to students. The assessment results serve as a valuable tool for identifying areas where students require additional support. Based on these results, the team devised targeted training modules for future visits.

Health & Hygiene: The team was involved in promoting cleanliness and healthy practices within the village. They conducted a survey to assess the health awareness levels among villagers, revealing a lack of knowledge about menstrual hygiene and general health practices. In response, the team organized awareness sessions for women and children, specifically focusing on menstrual hygiene and overall health. They also staged a flashmob at the school to raise awareness about organ donation.

Resource Recovery: The team was committed to enhancing waste management practices within the village. Their survey revealed that villagers were unaware of proper waste segregation and were indiscriminately dumping waste in open areas and dams. To address this issue, the team devised an action plan to raise awareness about waste disposal methods and conducted live demonstrations of waste segregation. These efforts resulted in a positive response from villagers, who began segregating biodegradable and non-biodegradable waste.

Through the CIP, we have not only gained firsthand experience but also got an opportunity to demonstrate empathy, social responsibility, and transformative leadership in the villages we adopted. The program instilled a sense of duty in our minds, to drive positive change within our communities.

**Ms R Prithi, Ms T Subhika,
Ms D Sonali, Ms C Thirisa,
Ms M S Pradeepa**
Student CIP Coordinators,
II MBA (Batch 2022-24)

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

- John Quincy Adams

"A genuine leader is not a searcher for consensus but a molder of consensus."

- Martin Luther King Jr.

Appreciation is a wonderful thing. It makes what is excellent in others belong to us as well."

- Voltaire

"Innovation distinguishes between a leader and a follower."

- Steve Jobs

"Learning is not attained by chance; it must be sought for with ardor and diligence."

- Abigail Adams

"Leadership and learning are indispensable to each other."

- John F. Kennedy

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