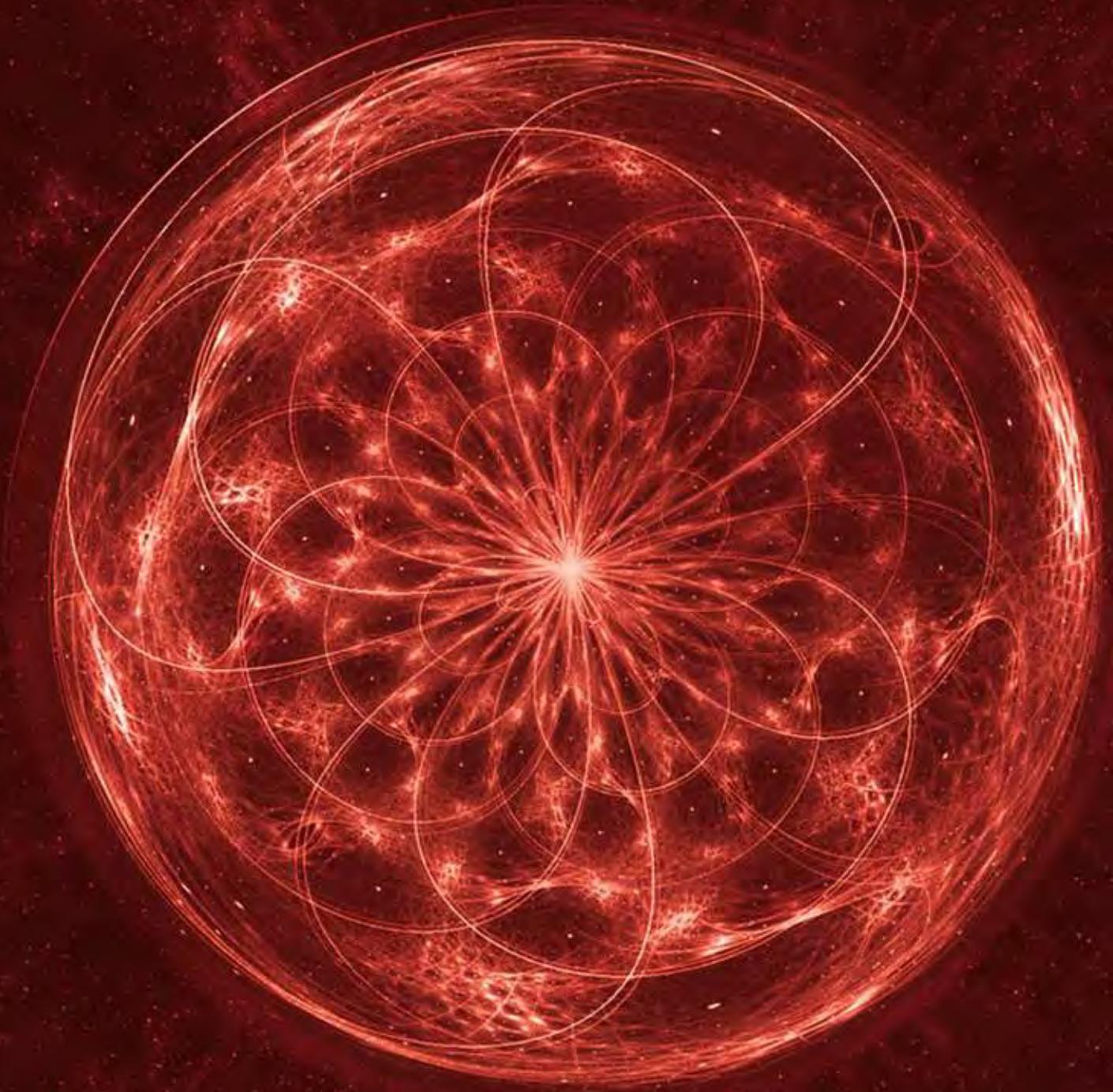


ANUVRITHI

NEWSLETTER FROM SNGIMS

Issue 1, May 2010



SREE NARAYANA GURU INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to Anna University, Coimbatore & Approved by AICTE, New Delhi)

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From Chairman's Desk...

My dreams and my expectations on Sree Narayana Guru Institute of Management Studies are high. I congratulate Dr. Rajeswari Krishnan and her team for coming up with 'Anuvrithi', the news letter of SNGIMS. A glance through the pages gives retrospection of various activities taking place in the campus. 'Anuvrithi' is a solid proof of the energy and zeal of the SNGIMS team. I am sure that in the years to come SNGIMS will be the best and the most reputed business school in Coimbatore City.

Best wishes!

N. Prabhakaran, Chairman

Sree Narayana Guru Educational Trust, Coimbatore



From Secretary's Desk...

'Anuvrithi' has proved that Sree Narayana Guru Institute of Management Studies is progressing through professionalism. It gives great joy and pride to see the tireless striving of all the academicians and students of SNGIMS. I am sure that with this drive, SNGIMS is marching in the right path towards academic and overall excellence.

Best wishes!

V. P. Prabhakaran, Secretary,

Sree Narayana Guru Educational Trust, Coimbatore



Best Wishes from...



Mr. K. M. Shankaran
Vice Chairman, SNGET



Mr. K. A. Raghavan
Joint Secretary, SNGET



Mr. P. M. Vasu
Treasurer, SNGET

From Principal's Desk...

I am extremely happy to bring forth the first issue of ANUVRITHI, the Newsletter of Sree Narayana Guru Institute of Management Studies (SNGIMS). The academic year has come to an end. When we look back the ways we have come across, we deserve the right to say that nothing is impossible to team effort. The challenges we faced provided opportunities for us to prove ourselves. I applaud my team for their tireless efforts, which has yielded fruitful results.

In the busy trimester pattern of Anna University, Coimbatore, each and every day was a special day for us. Eminent personalities were invited to our campus for the events we organized and also to augment inputs given to our students. All of them acknowledged our activities with great excitement.

Our students participated in intercollegiate competitions and seminars with great enthusiasm and won many awards. They organized events at our campus and stamped their skills. In academics too, they have proved themselves with excellent results.

My best wishes are for the first batch of students who are marching out ready to face the corporate world!

Dr. Rajeswari Krishnan

Principal



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From the Architects of Anuvrithi...

Anuvrithi proudly takes you into the vibrant world of SNGIMS. We showcase before you the myriads of events that have taken roots in our lively campus. We pray and hope that all endeavors will be successful in the years to come.

Students Achievements

– Performance speaks...

Story behind a successful brand has always been the quality of the products or services. An educational institution is no way different from the corporate world. Our brand is successful because of the quality of our students. They participated in many intercollegiate seminars/ conferences/ competitions organized by colleges of Tamil Nadu and Kerala and proved their caliber by winning prizes and laurels. To name a few:



V. V. Vijesh & team won 2nd prize in “Corporate Fashion Show”, in intercollegiate management meet organized by Nehru Group of Institutions, Coimbatore.

S. Neura, K. K. Asa & A. Rekha of I MBA bagged 2nd prize and a cash award of Rs. 1500/- for “Paper Presentation” event organized by Easa College of Engineering, Coimbatore, on 24.04.2010. **R. Ajeeb** of I MBA got a special prize for 'Best Question', in the same event.

M. Satish Kumar, B. Abilash Baskaran and C. V. Sabareesh of I MBA got 1st prize and a cash award of Rs. 1500/- for the event “Creative thinking” in the intercollegiate management meet organized by Jayam College of Engineering and Technology, Dharmapuri, on 30.04.2010.

Training and Development

– Sharpening the skills...

Just like starlit skies makes the night enchanting, B-school sparkles with supernovas. To make the students supernova, SNGIMS provides the students with contemporary training programs for their holistic development. The T&D Center, co-ordinated by our Placement Officer, is a place where the budding managers' skills are sharpened, talents are tuned and soft skills are seasoned so that they become promising managers of tomorrow. Every day, an hour is devoted to T&D. The activities of T&D sessions include Product Development, Selling skills, Soft Skills & Business Etiquettes, AD Making, Presentations, Group Discussions, Mock Interviews etc.



Mentoring – a personal touch...

To bring about a better Guru-Shishya relationship in SNGIMS, we have designed the concept “Mentoring”, wherein the mentor tries to bring about a change in identity, reorder the values of life and provoke the different ways of thinking in a Mentee. Mentoring classes are classic teaching moments, which are much sought by the students. Each faculty member at SNGIMS is a mentor having around 15 mentees under him/her.

Projects & Placements

– the ultimate goal...

Projects are an important part of the curriculum and our students are doing projects in some top companies like Siemens, Aditya Birla Money, HDFC and Finolex, with an assured placement opportunity. Three of our students are already placed in Rohini Textiles, Erode. Many other companies like HCL, Ceasefire, JRG Securities, SOFMAX Solutions etc., have shown interest in recruiting our students and we are hopeful of achieving 100% placement to our students.

Industrial Visits

– Class room to Corporate...

An MBA course will be picture perfect only when the practicalities of business are infused into the curriculum. SNGIMS arranged a wonderful rendezvous with the following industries:



- ✂ V Guard industries, Coimbatore on 10.2.2009.
- ✂ Gasha Steels, Kanjikode on 21.10.2009
- ✂ Kottakal Arya Vaidyashala, Kanjikode on 21.10.2009
- ✂ Malabar Cements, Walayar on 21.10.2009
- ✂ Zenith Computers, Goa on 25.01.10
- ✂ Pepsi, Goa on 27.01.10

Guest Lectures

– A forum to infuse the practical knowledge...

Our curriculum consistently evolves along with the needs of the industry and society. To help students get a grasp of the latest advancements and progress in the industry, guest lectures are organized by us. Eminent industrialists and academicians address the students bringing them closer to the current situation and to the need of the hour, in their respective fields.

Mr. Sunil Dahima, Managing Director, eDrishyaa IT India Pvt. Ltd. took the students through the importance of SAP in the field of business on 28.10.2009. He also demonstrated on how to use SAP modules by giving a live demonstration.

Mr. Amit Kumar, National Head - Household Channel, Reliance Money, spent his valuable time with us on 04.11.2009 to address a topic on "Investment Opportunities in Financial Market". He also gave tips to acquire the right skills to make a successful career in BFSI sector.

Prof. D. Visagamoorthy, Head of the Department, Sri Venkateswara College of Computer Applications and Management, Coimbatore, gave us a guest lecture on topic "Living 500 years in 50 years" on 05.11.2009. He oriented the importance of thinking out of the box by explaining the success stories of fortune 500 companies.

Mr. Vignesh Venkatraman, Associate Manager, Human Resources, Siemens information Processing Services (P) Ltd., tailored a presentation based on the need of our outgoing students on 31.12.2009. He took us through the topic "Skills Development – Opportunities & Challenges". He stressed the importance of communication skills and the need to build a professional network of people for a successful career.

Mr. S. Manova Raja, Director, Fragrhen Academy, addressed the students on 20.01.2010 on the topic "Essential Life Skills for a Management Student". He emphasized the need for developing the soft skills and positive attitude, to become successful in life.

Dr. R. Krishna Kumar, Director, Sri Krishna Institute of Management, Coimbatore, gave a guest lecture on the "Scope of Operations Research in Management" on 20.2.2010.

Ms. Nagarani, Sr. Lecturer, Sri Ramakrishna Institute of Technology, Coimbatore, addressed the topic on "Role and Importance of Hypothesis in Modern Research" on 26.2.2010.

Mr. B. Raghu, Manager-Sales, Finolex Cables Ltd. addressed the students on "Effective Marketing Techniques" on 14.05.2010.

English Foundation Course

- Need of the hour...

All men are evaluated on how well they speak; the art of speaking good English is a prerequisite for every manager. Understanding the need of the hour, SNGIMS has a tie up with Fragrhen Academy for English Excellence, wherein the students



undergo 60 hours communication workshops. **Mr. Manovaraja**, Trainer, Fragrhen Academy, handles the session in a more lively and an interactive manner. On successful completion of the training program, students are certified by the academy on communication skills.

Celebrations

– Cultural learnings...

Festivals of India portray the rich cultural heritage of the country. The colorful festivals are integral part of every Indian. SNGIMS imbibes the very culture and tradition and the essence of it was much amplified with celebrations that we had in the campus.

Onam, which symbolizes the harvest festival, was made colorful with Sadya and beautiful Pookalam on 16.09.2009.



Deepavali unified the minds in SNGIMS and the celebration brought in the awareness of inner light in to every one. The spirit of unison transcended into the celebrants in the campus when they shared sweets and burst crackers on 15.10.2009.

The holiness, joy and divinity of **Christmas** spread around to celebrate the birth of Jesus Christ. Celebrations were made colorful with Christmas carols, cakes and gifts on 24.12.2009.

As the meaning of **Pongal** goes “Boiling over or Spill over”, joy and enthusiasm poured out when SNGIMS sprang with excitement on the Pongal's eve. Pongal was cooked and distributed and many traditional games were organized on 12.01.2010.

Corporate Social Responsibility

- Committed to serve the needy...

We often forget our major responsibilities in life of imparting service to mankind and to the society. The CSR club has been initiated in SNGIMS to understand and address the social and community issues.

Activities took off with full vigor when the first batch of MBA students contributed their prize money for a noble cause. Contributions from students and faculty member were pooled and duly handed over to **Assisi Snehalaya – Home of Love & Care**, a home for AIDs affected children, on 16.04.2010.

To counter the effect of climatic change, our students took the initiative of making the campus green by planting saplings.



Parents-Teachers Meet & Issue of Complimentary Laptops

- together we are a powerful voice for young learners...

Parents and Teachers have a common goal – the children's best interest. A positive and collaborative relationship will have affirmative results. Keeping this in mind, SNGIMS organized a Parents-Teachers Meet on 20th December, 2009.

The meet was presided over by **Mr. N. Prabhakaran**, Chairman, SNGET, Coimbatore. **Dr. Rajeswari Krishnan**, Principal, SNGIMS, welcomed the gathering and highlighted the importance of patronage between parents and teachers for the overall development of the students. **Ms. Devi Premnath**, Lecturer, made a presentation on various developmental



activities and initiatives undertaken at the college and expressed our vision that the college will become one of the top B-Schools in the City, in the days to come.

Around 50 parents attended the meet and expressed their satisfaction over the various activities conducted in the college and inputs given to the students. There was a lively discussion between parents, teachers and the management representatives on various topics aimed at overall development of the college.

Mr. V. P. Prabhakaran, Secretary, SNGET, distributed **complimentary laptops** to the students followed by vote of thanks by **Ms. M. R. Vanithamani**, HOD, SNGIMS.

KARIKADHARMA

Conferences allow practitioners to refresh their skills and keep abreast of new tools and methodologies. They provide an opportunity to network with others in the discipline. SNGIMS organized KARIKADHARMA (meaning 'Business Ethics' in Sanskrit), a National Conference on 'Ethical Transformation of Contemporary Business' on 12th February 2010.

There was an overwhelming response to SNGIMS's 'Call for Papers' and around 120 papers were received from various parts of the Country including one international paper. 39 quality papers were selected and published in the form of an **edited book with ISBN**. The book was released during the inaugural function of the Conference.

The inaugural function was presided over by **Mr. V. P. Prabhakaran**, Secretary, SNGET and the conference was inaugurated by the Chief Guest **Dr. T. Kannadasan**, Vice Chancellor i/c, Anna University, Coimbatore. Felicitations were offered by **Mr. K. M. Shankaran**, Vice Chairman, SNGET and **Mr. P. M. Vasu**, Treasurer, SNGET. The chief guest released the book and copies were received by the three trustees of SNGET.



The Technical sessions, which had four tracks, were arranged parallel in four different rooms. The Chair persons for the sessions were:

- Marketing – **Dr. R. Krishnankumar**, Director, Sri Krishna Institute of Management, Coimbatore.
- HR – **Dr. R. Krishnanveni**, Professor, PSG Institute of Management, Coimbatore.
- Finance – **Dr. R. Karuppasamy**, Director, Parks Global School of Business Excellence, Coimbatore.
- General Management - **Dr. Chandrakumarmangalam**, Professor & In-charge of MBA Department, Anna University, Coimbatore.

The authors of the best papers were awarded with certificates, shields and cash awards, in the valedictory session. The chief guest of the valedictory session was **Mr. A. Gopal**, Joint Director of Agriculture, Erode.

Quality of conference proceedings, the smooth conduct of the conference, team spirit among the staff, students' involvement, hospitality and professional approach were well appreciated by the participants as well as chair persons.

P R A B H O D H A N A ' 1 0

– R i s e t o – S h i n e ...

SNGIMS organized, PRABHODHANA '10 – Rise to Shine, an outbound residential program for 3 days from 7th to 9th of April 2010, at Corniche Inn Resorts, Anaikatti, aimed at holistic development of the MBA students, providing inputs and environment comparable to top class residential B-Schools.

The entire program was focused on team building, group performance, competitiveness, creativity etc, which contributed to the overall development of the students. The performance of the students were continuously monitored and assessed by the faculty team – assessment was based on group performance



rather than individual performance. Each day started at 5 am with yoga and ended up around 11 pm with cultural programs. In between, there were lots of management related activities such as presentations, product launch, Ad making, management games, quiz programs, puzzles, best manager etc.

A day in Corniche Inn Resorts

5 am to 6 am	- Yoga for Girl students
6 am to 7 am	- Yoga for Boy students
7 am to 9 am	- Tea, freshening up & Break fast
9 am to 11am	- Industrial Sector Analysis (presentations by student groups followed by QA sessions)
11 am to 5 pm (with Lunch Break)	- Management Games/ Activities
5.30 pm to 7 pm	- Sports
7 pm to 9 pm	- Freshening up/ Preparations for the next day & Dinner
9 pm to 10.30pm	- Variety entertainment (Cultural activities)

The entire program had an air of enthusiasm and team spirit, that the whole campus was full of life for the 3 days. The complete group including the faculty members were spellbound, when the II MBA students came forward to donate their total prize money of Rs.2700/- towards a noble cause.

“PRABHODHANA'10 – Rise to Shine” was a Grand Success!

GURUPRAGATI '10

SNGIMS, with an aim of imparting holistic approach to quality education, organized a Faculty Development Programme (FDP) named “**Gurupragati**” on April 29, 2010. “**Art of Writing Research Articles**”, a very contemporary topic, was the focus of the FDP.

Prof. A. Ramanathan, Director, School of Management, Sri Krishna College of Engineering and Technology inaugurated the programme. The FDP had three sessions, which were handled by experts in their own fields and who have contributed a lot to the field of research and academics. Forty two faculty members from various colleges situated in Tamil Nadu and Kerala participated in Gurupragati.

The first session was handled by **Dr. Rajeswari Krishnan**, Principal, SNGIMS and the topic was 'Article Writing – How to make a beginning?'.


The second session titled 'SPSS- A Simple Tool for Research' was handled by **Dr. N. Vivek**, Professor, PSG Institute of Management, Coimbatore. **Dr. M. Selvam**, Reader & Head, Department of Commerce & Financial Studies, Bharathidasan University, Tiruchirappalli, who is also the Founder & Chief Editor of SMART International Journal of Business Management Studies, handled the topic on 'Publishing the Article - What do the Editors look in for?'.


A grand valedictory function was organized with **Dr. M. Selvam** as the Chief Guest. The presidential address was delivered by **Mr. K. M. Shankaran**, Vice Chairman, SNGET. A very encouraging feedback was given by the participants.

Staff Corner

Faculty Development...

Good sculptors are blessed with a great hand and to complement that they need to update the skills to keep in pace in this dynamic world. Sculptors and Teachers are alike and the latter is instrumental in sculpting the careers of students and they too require updating the skills and knowledge to create the best managers of tomorrow.

- * **Ms. Sangeethanair** participated in an FDP organized by SSN School of Management & Computer Applications, Kalavakkam on 'Marketing Management' from January 28 to 30, 2010. She also participated in a FDP organized by Anna University, Coimbatore, on "Disaster Management" on April 30, 2010.

- * **Ms. M. R. Vanithamani** presented a research paper on 'Recent trends in HR' in a seminar organized by SNT Global Academy for Management Science & Technology, Coimbatore on January 29, 2010.

- * **Ms. Devi Premnath** presented a paper in the National Seminar organized by RVS College, Coimbatore on February 19, 2010.

Her paper finds a place in the edited book published by the organizers.

- * **Ms. Pon Meenakshi and Ms. Sangeethanair** presented papers in National Seminar organized by Nehru Institute of Information Technology & Management, Coimbatore on April 24, 2010.

- * **Ms. Sangeethanair** also presented a paper on "Sports Performance Analysis" in an International Conference organised by MAM College of Engineering, Tiruchirappalli, on December 8, 2009.

Faculty Achievements...

Dr. Rajeswari Krishnan bagged the best paper award for the article on "Recent Global Economic Trends- Oil Prices and its Blending with Dollar Value" published in SMART International Journal of Business Management Studies, Bharathidasan University, Tiruchirappalli, on 10.01.2010.

Precious Resources...

Dr. Rajeswari Krishnan acted as a resource person for a training program for Engineers organized by Tamil Nadu Electricity Board (TNEB), Bhavani and handled a topic on "Team Building And Morale Development" on 29.10.2009. She was also called to address on the topic "Communication and Team Building" for the TNEB employees, Coimbatore, on 04.02.2010. She also delivered a guest lecture on "Financial System – A bird's eye view" on 11.11.09, at Easa College of Engineering & Technology, Coimbatore.

Mr. K. S. Dinesh acted as the judge for HR event organized by Sri Venkateswara Group of Institutions, Coimbatore on 20.02.2010. He also acted as resource person for soft skills training for CITI Bank recovery agents on March 22 & 23, 2010.

Dr. Rajeswari Krishnan, Principal was the Chief Guest for 'Anna University, Zone-4, Women's Basket-ball Tournament' organized by SSK College of Engineering, Coimbatore on 30.03.2010. She was also one of the Orators for a seminar organised for MBA aspirants at Hotel Residency by Job For You on 16.05.2010.

Faculty Forum...

The faculty members make an active participation in the forum every Friday evening. Our faculty forum epicenters around enhancement and updation of knowledge. Lively discussions on current affairs and industrial practices are taken up. Apart from knowledge enrichment, importance is given to soft skill development too. This forum is a wonderful platform which sharpens the skills and inert talents of the staff and the benefits are transferred to the classrooms.

Rejuvenescence...

For the welfare of the staff, our management sponsored a recreational tour. The entire team of SNGIMS, both Teaching and Non teaching, along with their family members went for a trip to Bhavanisagar, Kodiveri and Anthiyur on 09.05.2010.



Our Vision

To be a distinguished B-school, seeking to conquer the pinnacle of professionalism blended with an aura of ethical values, through quality management education aimed at making a noteworthy difference in the challenging global business arena.



Our Mission

We are committed...

- To be an iconic model determined to bring about remarkable transformation in the personality of the students
- To be an incubation centre for managers who can manage the business in a dynamic environment in which technology is a key determinant of organizational success
- To personify the advancement of knowledge in the field of management by undertaking relevant research programs
- To impart a holistic educational system, infusing ethical and moral values, to enrich the different facets of students' lives
- To work in collaboration with other institutions and government in areas where we can be pivotal in making significant changes in the society



As our logo says, we progress through professionalism...