

# ANUVRITHI

NEWSLETTER FROM SNGIMS

Issue 2, May 2011



*Marching towards  
excellence...*



*"The fish, the lotus, the bird, the elephant"  
Sree Narayana Guru*



**SREE NARAYANA GURU INSTITUTE OF MANAGEMENT STUDIES**

PALAKKAD MAIN ROAD, K. G. CHAVADI, COIMBATORE - 641 105

Phone: 0422 2656899 Fax: 0422 2656877

Web: [www.sngims.com](http://www.sngims.com) Email: [sngims@gmail.com](mailto:sngims@gmail.com)

### From Chairman's Desk...

The quality of a team is in direct proportion to their commitment to excellence, I take immense pride to acknowledge the commitment and strive put in by the team SNGIMS. The second issue of Anuvrithi is a standing testimony of the progress that this B-School has made. My appreciation goes to the entire SNGIMS team for the accomplishments they have fetched during the year, in terms of Academics, Activities, Achievements and Placements.

Let me take this opportunity to compliment the editorial team of Anuvrithi for their efforts and the SNGIMS team as well for their good work done.

Best wishes!

**Mr. N. Prabhakaran**

Chairman, Sree Narayana Guru Educational Trust



### From Secretary's desk...

The second issue of Anuvrithi is remarkable. This news letter vibrates the energy and zeal in the campus. I am happy that my dreams are turning into reality at such a fast pace. The activities that have been taken up have brought a lot of quality change in the outlook of the students and B-School as a whole.

I take this opportunity to extend my honest appreciation for the excellent work that has been carried out by SNGIMS.

Best Wishes!

**V. P. Prabhakaran**

Secretary, Sree Narayana Guru Educational Trust



### 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 indeed proud to bring forth the second issue of 'Anuvrithi', the newsletter of Sree Narayana Guru Institute of Management Studies. SNGIMS has progressed a long way, since we started in 2008. Being impelled by our own positive vision, we have ascended great heights of excellence in such a short span of less than three years. I am blissful that this wonderful journey is possibly a reward for our strong commitment to continuous learning.

We have always been in the forefront not only in academic focus and developmental activities but also in terms of gearing the students for challenging placements. Our academic results are excellent and placement records are commendable; our students outperformed in intercollegiate events. This has been possible only through patience and perseverance of the entire SNGIMS team and the wonderful attitude and cooperation of the students, whom we could mould during their two years of stay with us.

I take this opportunity to thank our management for their magnificent support and motivation extended for all our endeavors.

My hearty Congratulations to my team & Best Wishes to my beloved students!

**Dr. Rajeswari Krishnan**

Principal



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**Editor-in-Chief**  
Dr. Rajeswari Krishnan

**Support**  
Ms. P. Pon Meenakshi  
Ms. Sangeethanair  
Mr. K. S. Dinesh  
Mr. S. Balachandran

**Editors**  
Mr. P. Radha Krishnan  
Ms. Devi Premnath  
Mr. T. K. Ashvin

**Technical Support**  
Mr. N. Karthick

## From the Architects of Anuvrithi...

The second issue of Anuvrithi presents before you a potpourri of events that had taken roots in SNGIMS. Each leaf of Anuvrithi is graced by the wondrous activities of SNGIMS. Let this quest for quality and melioration continue in the years to come.....

## University Rank...

Our Hearty Congratulations to **Ms. Subhashini.D**, Student of our first batch (2008-10) for securing **36th rank among 3395 candidates** graduated in MBA from Anna University, Coimbatore!



- "CASTALIA" - Mega Management Meet hosted by Sri Venkateswara Institute of Information Technology and Management Studies on 11.02.2011.

"HR Game" - Team SNGIMS bagged the **First Prize and a cash award of Rs1500/-**. The team included Sumesh.R.Krishnan, Jaseem.A, and Aiswarya.M.

"Corporate Fashion Show" - Team SNGIMS bagged the **First prize and Third prize with cash awards of Rs1500/- and Rs300/-** respectively. The teams included Dheeraj. A.S, Sharath, Anver Saleem .V. T, Abin.C.Abraham, Deepa.K, Sowmiya.S, Anila.S, Sangeetha.M, Kalaivani.S and Prasanna Devi.M.

"Finance Game" - Team SNGIMS bagged the **First consolation Prize**. The team included Krishna Prasad.B, Revathy.T.C and Selva Ganesh.C.

## saMsaadhaka - "To Conquer & To Win"

Holistic development of students integrating the intellectual, social and cultural aspects in students learning has become one of the important slogans of SNGIMS. A major emphasis is placed on making each and every student aware of his environment.

We have remarkable students at SNGIMS with a variety of talents, not the least of which is Academic Excellence.

### Student Achievements @ SNGIMS

- "GENESIS"-Inter Collegiate Management Meet hosted by Nehru College of Management on 04.02.2011.

"Corporate Fashion Show" - Team SNGIMS bagged the **First prize and a cash award of Rs. 3000/-**. The team included Dheeraj. A.S, Sharath, Anver Saleem .V. T, Ahammed Kabeer.K, Sangeeth. M, Robin Varghese, Deepa. K and Sowmiya.S.





"Business Quiz"-Team SNGIMS Bagged the **First consolation Prize**. The team included Vishnu.S and Rubahan.J.

- "Exemplar" - South Indian Management Meet hosted by the Department Of Management Studies, Hindustan College of Arts and Science on 04.03.2011.



"Stock Game"-Team SNGIMS bagged the **Second Prize**. The team included Krishna Prasad.B, Prasanna Devi.M, Dilton.W and Selva Ganesh.C.

- "Third Eye" mega management meet organised by Sasi Creative School of Business, Coimbatore on 08.04.2011.

Team SNGIMS was the **Second Runners up** among more than 30 teams participated from all over the country. Amal Raj, Vishnu, Nisha, Nirmal & Vijayanand represented the team.

- Team SNGIMS participated in 'Chanakya 2010', a business simulation game organized by All India Management association (AIMA) at CMS Institute of Management Studies, Coimbatore on 20th & 21st, October 2010. Anand, Jaseem, Jasmine & Gowry represented the college; they stood **FIFTH** among the 26 teams contested with them.

- "Inter-Collegiate SYMPOSIUM" organized by PSG College of Arts and Science on "GATEWAY TO EXPORTS" on 06.10.2010.

Ajeeb.R, Krishna Kumar.M, Rubahan.J, Ahammed Kabeer.K, Karthick.G represented team SNGIMS.

- "International Seminar" - organized by Nehru Group of Institutions on 08.10.2010.

Sangamithra and Gowry represented SNGIMS and presented papers on "Green Marketing Initiatives".

- Team SNGIMS represented various management meets organised by colleges namely Sree Ramakrishna Engineering College, PSGR Krishnammal College for Women, Guruvayurappan Institute of Management Studies, and many more.

## CSR Activities

Corporate shows great emphasis on social welfare for a sustainable growth and development. We at SNGIMS have been supporting various programmes for the benefit of the society. We have associated ourselves with Assisi Snehalaya, a NGO which provides food, shelter, education and more importantly medical facility for more than 30 children affected by AIDS. Faculties and students contribute to celebrate each child's birthday at Assisi Snehalaya to bring back joy and happiness into their lives. We have also supported other NGOs like 'Saranalaya' by providing food and counseling facilities.



## Industrial Visits

Industrial visit is a part of our MBA Programme, during which students visit companies and get insight into the internal working environment of the company. The industrial visit provides useful information related to the practical aspects of the course which cannot be visualized in lectures. Our 1st MBA students were taken to Sakthi Sugars Ltd, Sathyamangalam and students returned with a thorough knowledge of all the processes involved in the sugar industry.



## Orientation Program for Students of I MBA

SNGIMS organized an outbound orientation program for their students of I MBA on 17<sup>th</sup> & 18<sup>th</sup> of



September 2010 at Challenger One Adventure Club, Athirapally, Kerala. The program was conducted by LEEP Solutions, an Experiential Learning Academy of Coimbatore. The program was an icebreaker aimed at building team spirit among the students so that they progress as one in the forthcoming two years. All the faculty members along with the Principal accompanied the students to the camp site.

## Guest Lectures - Quenching the Knowledge Thirst...

The guest lectures form an arena for the students to have an exposure to the ideas of prominent personalities of the corporate world. SNGIMS organizes guest lectures regularly, with an aim of enabling the students to clear their doubts and track themselves towards the zenith. The following is the list of guest lectures organised during the academic year.

It was an activity based learning program, where the students were divided in to various groups and activities such as Virtual Volley Ball, Latent Talents, Fall in to Grove, Out of the Box, Strategy Simulations, Model Building, Down to Earth, Imbibing the Spirit of SNGIMS etc. were conducted. Each activity had specific objectives such as creativity, team building, confidence building, lateral thinking, motivation etc. ,

LEEP Academy conducted the program in a very professional way and the students participated with great enthusiasm. The students returned to the college well oriented and highly motivated.



Date	Name of the Resource Person	Professional Profile of the Resource Person	Topic Handled
07.08.2010	Mr. Pradeep Philipose	Management Consultant & Former Country Head (Sales & Marketing), Sharadha Terry Products Ltd., Coimbatore	Systematic Approach in Solving Case Study
12.08.2010	Mr. B. Shiva Kumar	MD, Shrisai Online Trading Academy, Chennai	Stock Market Analysis
14.09.2010	Mr. Pradeep D Nagaraj	Country Head (India), MAC, Singapore	Workshop on Advertisement
18.09.2010	Prof. V. Anto	Regional Consultant, American University of India, Chennai	Attitude Management in Marketing
26.10.2010	Mr. R. Arutchevan	Consultant, Saudi Arabia	SWOT Analysis & Goal setting
29.10.2010	Dr. R. Chandrasekhar	Faculty, S P Jain Center for Management, Dubai/Singapore	MBA can not be taught but to be learned
16.11.2010	Mr. K K Sathya Dheep	Supply Chain Executive, African+Eastern, Dubai	Global Financial Meltdown
25.11.2010	Mr. W. Joky	Area Business Manager, MaFoi Management Consultant Ltd., Coimbatore	Corporate Etiquette
04.12.2010	Mr. Periasamy	Deputy Manager, Bombay Stock Exchange, Chennai	Financial Derivatives
02.03.2011	Mr. Kumaragurubaran	Consultant, Placut Consulting Inc, Coimbatore	Mind Mastering Technique
06.04.2011	Mr. Jaishankar	Associate Professor, Sri Krishna College of Engineering & Technology, Coimbatore	Intricacies in Simplex Method



## Seeking the blessings of Almighty...

SNGIMS always believes in seeking the blessings of Almighty for the growth and prosperity of the students, staff and institution, ultimately leading to the



overall development of the entire mankind in general and our beloved nation in particular. In this connection, the students and staff enthusiastically participated in the 'Ganapathy Homam' performed in SNGIMS premises on 07.10.2010.

## MANOGAT ' 10

SNGIMS organized MANOGAT, a students' seminar on 'Contemporary Management Thoughts', on 8th & 9th of October 2010 to create a platform to unleash the potentials of the students of SNGIMS.

All the students of SNGIMS, both I MBA & II MBA, were divided into 20 groups of six each and were required to make presentations on contemporary topics. Each group had an equal distribution of students belonging to Bright, Average and Poor categories; each group had 3 students of I MBA and 3 students of II MBA. The Chosen topics were outside the purview of syllabi and Text books. The students were instructed to go through the newspapers, journals etc., and also to browse the net to



gather materials for presentations. Each group had a faculty facilitator. The topics as under were given to the students a week before the MANOGAT.

- ✿ Green initiatives
- ✿ Crowd Sourcing
- ✿ Co-Branding, Re-Branding and Sensory Branding
- ✿ Attrition Management

- ✿ Social Network Marketing
- ✿ Financial Inclusions
- ✿ Currency Trading
- ✿ Creativity and Change
- ✿ Succession Management
- ✿ Cross Cultural Skill Management
- ✿ Sub-Prime Markets
- ✿ Career Success and Mentoring
- ✿ Work Life balance
- ✿ Emotional Intelligence at Workplace
- ✿ Cross Border Investments in Emerging Markets
- ✿ Changing Scenario of Retail Management in India
- ✿ Global Waste Management
- ✿ Global Trends in Management Education
- ✿ Unbranded Marketing
- ✿ Human Dignity and HR

The students took up the exercise very seriously and made wonderful PPT presentations with video & audio clippings, skits etc., Each group had 20 minutes for presentation and 5 minutes for Question and Answer session. The presentations were judged on various parameters such as content, presentation skills, aids used, group participation, effective handling of the Q & A session etc.,

We had 3 external chair persons for assessing the performance of the students groups.

- ✿ **Dr. J. P. Kumar**, Professor, Gem Business Academy,



Gobichettipalayam

- ✿ **Dr. R. Rajesh**, Asst. Professor, Hindustan Institute of Technology, Coimbatore
- ✿ **Ms. L. Shanthi**, Asst. Professor, Sree Narayana Guru College, Coimbatore.

The chair persons highly appreciated the sincere efforts taken by the students to learn and make meaningful presentations. They also congratulated SNGIMS for adopting innovative ideas aimed at overall development of the students. The two best performing groups were awarded with cash prizes.

The coordinators of the seminar were Mr.T.K. Ashvin, Mr. K. S. Dinesh and Mr. S. Balachandran, Lecturers, SNGIMS.

## Gurupragati 2011

Sree Narayana Guru Institute of Management Studies organized GURUPRAGATI '10, a Faculty Development Program (FDP) on 'Out of the Box Pedagogies for Signature Teaching' at CAG Pride, Gandhipuram, Coimbatore on 23rd October 2010.



There was an overwhelming response to our call and 65 faculty members from various parts of the State viz., Chennai, Madurai, Erode, Salem, Tiruchengode, Namakkal and Coimbatore attended the program with great enthusiasm.

**Dr. M. Saravanakumar**, Dean-Academic Campus, Anna University of Technology, Coimbatore, who was the chief guest for the inaugural session, appreciated the efforts taken by SNGIMS in the line of Academics within a short span of 2 years of its existence. The morning session of the FDP on 'New Paradigm in Management Teaching' was handled by **Dr. R. Chandrasekar**, Visiting Faculty, S. P. Jain Center for Management, Singapore. He highlighted the importance of filling the gap between theory and practice and adopting different teaching methodologies such as Case study method of teaching, Storytelling, Newspaper reading, Current scenario debates etc.



The second session on 'Classroom Management and Role Efficacy of a Teacher' was handled by **Dr. S. Manovaraja**, Director, Fragnhen Academy, Tirunelveli. His session was lively with many activities and games. The third session on 'Do things differently and be a role model' was handled by **Dr. S. Sankarrajan**, a professor and a renowned corporate trainer.

**Dr. S. Sandhya Menon**, Principal, CMS Institute of Management Studies was the chief guest for the

valedictory session. In her valedictory address, she appreciated the relevance of the topic and also the network of SNGIMS that attracted more than 60 faculty members to the FDP, which is very rare. The feedback from all the stake holders viz., the organizers, guests, resource persons and the participants were very good and quiet encouraging.

Ms. P. Ponmeenakshi and Ms. Sangeethanair were the coordinators for the program.

## Parents Teachers Meet...

Parents - Teachers Meet was organized by SNGIMS on 10.10.2010 with an objective of creating a constructive parents teachers environment aimed at overall development of the students/ institution. Around 50 parents attended the meet.

Dr. Rajeswari Krishnan, Principal, in her presidential address highlighted the importance of



patronage between the parents and teachers for molding the students in to responsible citizens. Ms. Devi Premnath & Mr. T.K. Ashvin, Lecturers made a presentation on the various activities undertaken at SNGIMS and initiatives taken to develop and transform the students into effective managers. Mr. P. M. Vasu, Treasurer, SNGET offered felicitations and assured cooperation from the management side for all the developmental activities of SNGIMS. There was a healthy discussion between the parents and Teachers.

Mr. K.S. Dinesh and Ms. Sangeethanair, Lecturers were the coordinators of the program.





## Karikaparampara

SNGIMS organized KARIKAPARAMPARA, national conference on 'Indian Heritage - A Pathway to World Class Management' on February 1, 2011. More than 100 participants from various parts of the country such as Coimbatore, Chennai, Kanchipuram, Bodinayakanur, Trichy, Gobichettypalayam, Madurai, Namakkal, Salem, Kalady, Bangalore, Megalaya, Nashik, etc., participated in the conference with great enthusiasm and presented papers on various topics related to heritage and management.

The conference was inaugurated by the Chief



Guest **Dr. M. L. Raja**, Director, AVINASH (Academy on Vibrant National Arts & Scientific Heritage) & Sree Krishna Hospital, Erode. He, in his inaugural speech, highlighted the rich heritage of India. SNGIMS published a book 'KARIKAPARAMPARA 2011' with selected quality papers presented during the conference and the book was released by the Chief Guest.

The technical sessions, vibrant with presentations and discussions, dealing with the topics on General Management, Finance, Marketing and Human Resource Management were chaired by **Dr. N. Rajagopal**, Associate Professor, Karunya School of Management & **Dr. J. P. Kumar**, Professor, GEM Business Academy.

**Dr. Thomas T. Thomas**, Principal,



Guruvayurappan Institute of Management Studies, in his valedictory speech appreciated the relevance of the topic and also the efforts of SNGIMS in organizing the conference.

The best papers in each track were awarded with cash prizes. Lt Col(Retd) AE Charles, Professor, Sri Venkateswara Group of Institutions and Dr. S. Jaya Bharathi, Professor & Ms. Martina of CIET bagged the awards for the tracks General Management & Finance and Marketing & HR respectively.

The program was co-ordinated by Mr. P. Radhakrishnan, Assistant Professor and Ms. Devi Premnath, Lecturer.

## Services Beyond the Horizon...

We look beyond the horizons to extend our resources and expertise in management to the students of other institutions. Programs like Product Development, Counseling, Quiz and Personality Development helps the young minds to explore the inherent skills.

As a beginning, we have delivered a program "Product Development" to the students of Sree Narayana Guru College on 4th January, 19th January & 10th February 2011. There was a overwhelming participation from the students.

## Consultancy - Our services sought by Corporates too...

- SNGIMS undertook market research for two companies during October 2010
  - AC Apparels, Kochi - to understand the customer perception and preference towards women's lingerie.
  - Golden Sintch Apparels, Coimbatore - to understand the customer perception and preference towards kids wear.

The services of the students were utilized for data collection, analysis and report preparation. Mr. T. K. Ashvin & Ms. Devi Premnath, Lecturers monitored the entire activity and submitted reports to the companies. They acknowledged the earnest efforts taken by the college and issued certificates of appreciation to the students, staff and the college.

- Sakthi Finance approached us for consultancy work related to their product awareness campaign; 16 students were selected by them for data collection in Tamil Nadu & Kerala. The students were accompanied by company employees for data collection on 7th & 8th of January 2011 and collected data. The company paid a remuneration of Rs. 1000/- per student for the commendable work done by them.



## Gurus of SNGIMS enriching their skills...

Faculty members of SNGIMS constantly upgrade and update their knowledge and skills by attending Faculty Development Programs (FDPs) organized by the academic community.

- Ms. Devi Premnath & Ms. P. Pon Meenakshi attended an FDP on 'Applications of Research Methods in Management' organized by Sri Venkateswara Group of Institutions, Coimbatore on 17.07.2010.
- Ms. P. Pon Meenakshi attended an FDP on 'Effective Pedagogy to prepare MBA students industry ready' organized by CIET, Coimbatore on 06.09.2010.
- Mr. K. S. Dinesh attended an FDP on 'Indian Ethos & Values' organized by Sri Ramakrishna Institute of Technology, Coimbatore on 24.09.2010.
- Ms. Devi Premnath & Mr. T. K. Ashvin attended an FDP on 'Creativity in Management' organized by THE HINDU & GRD Institute of Management, Coimbatore on 25.09.2010.
- Mr. P. Radhakrishnan & Mr. S. Balachandran attended an FDP on 'Financial Derivatives' organized by SNT Global Academy & Management Studies, Coimbatore on 9<sup>th</sup> & 10<sup>th</sup>, December 2010.
- Mr. P Radhakrishnan & Ms. P. Pon Meenakhi attended an FDP on " The Power of Personal Branding" organized by Happy Valley Business School, Coimbatore on 05.02.2011.

## SNGIMS Resources Shining Outside...

SNGIMS has a very dedicated and erudite team of faculty members having vast industry and educational experience. Their skills are well recognized by the industry and academic community.

- Mr. K S Dinesh, Lecturer was a resource person for a Soft Skills Training Program organized by Government Arts College, Coimbatore on 11.08.2010.
- Mr. T K Ashvin, Lecturer was a resource person for a seminar on 'Learning & Teaching Technique' organized by Sree Narayana Guru College, Coimbatore on 08.09.2010.
- Dr. Rajeswari Krishnan, Principal was the Chief Guest for 'Inauguration of MBA/MCA Programs 2010-11 Batch' at Vivekananda Institute of Information & Management Studies, College of Engineering for Women, Tiruchengode on 12.09.2010.
- Dr. Rajeswari Krishnan, Principal was the resource person for a training program organized by TNEB, Coimbatore for their Women employees and handled the topic on 'Balancing Role & Time Management' on 16.11.2010 & 30.11.2010.

- Dr. Rajeswari Krishnan, Principal was the external judge for 'Best Faculty Award' announced by Nehru Group of Institutions, Coimbatore on 06.12.2010.
- Mr. S. Balachandran, Lecturer was one of the judges for intercollegiate management meet organized by PPG Business School, Coimbatore on 15.12.2010.
- Dr. Rajeswari Krishnan, Principal was one of the judges for intercollegiate management meet organized by RVS Faculty of Management, Coimbatore on 16.12.2010.
- Mr. K S Dinesh, Lecturer was a resource person for a UGC sponsored training program at Government Arts College, Coimbatore and handled the topic on 'Presentation Skills' on 22.01.2011.
- Ms. Devi Premnath, Lecturer gave a Guest Lecture on 'Reflections in Management' to the students of Department of International Business, Sree Narayana Guru College, Coimbatore on 15.02.2011.
- Ms. Devi Premnath, Lecturer gave a Guest Lecture on 'Strategic Management in Marketing - a complete knowhow' to the students of Department of Commerce, PSGR Krishnammal College for Women, Coimbatore on 01.03.2011.
- Mr. T K Ashvin & Ms. Devi Premnath, Lecturers were the judges for Mr. Credise & Ms. Credise in the intercollegiate program organized by Sree Narayana Guru College, Coimbatore on 25<sup>th</sup> & 26<sup>th</sup> of February 2011.
- Mr. P. Radhakrishnan, Assistant Professor, Mr. T. K. Ashvin & Mr. S. Balachandran conducted 'Pre-placement Training Program' for the final year students of Government Arts College, Ooty on 28.03.2011
- Ms. P. Pon Meenakshi, Lecturer gave a guest lecture on 'Hypothesis Testing' to the students of RVS Institute of Management Studies on 02.04.2011

## Faculty Forum...

Faculties of SNGIMS are the members of 'Faculty Forum' of SNGIMS. The forum is convened every Friday. Lively discussions on several contemporary topics of common interest facilitate knowledge sharing, knowledge updation, clarity on cynical issues etc., among the members. The essence of the forum discussions are effectively carried forward to the class rooms for the benefits of the student community.



## SNGIMS campus vibrant with celebrations...

### Independence Day

SNGIMS celebrated 64th Independence Day on 15th August 2010 at the college premises in a simple but professional way. Independence Day speeches in Tamil, Malayalam and English, highlighted the sacrifices made by the freedom fighters and recalled the achievements of the great personalities of this wonderful nation. Sweets were distributed to the gathering. The students displayed photographs of freedom fighters, write-ups on important events and achievements in the history of pre-independent era, and facts highlighting the greatness of India. They played a patriotic skit depicting secularism of our country. A very inspiring PPT presentation highlighting the richness of our country and its contribution to the world in terms of human resources, science, technology, culture and values was also displayed.

### Onam



SNGIMS celebrated Onam, the harvest festival of Kerala on 20th August 2010 in the college premises. The entire campus was bubbling with enthusiasm, with staff and students wearing the traditional dresses. Onam sadya, pattu and kalli were the main attraction of this year's onam celebrations. SNGIMS campus bloomed and the fragrance of flowers lingered in the air, thumping the hearts with the feeling of joy and prosperity.

### Christmas

Christmas cakes and pasteries melted in the mouths on the eve of Christmas. The Santa Claus and carols mesmerized the campus. The divinity of Christmas shone high on SNGIMS.

### Deepavali

Deepavali glorified and enlightened the minds of SNGIMSites on 03.11.2010. The crackers burst and students danced to the drum beats as the whole campus erupted with joy. Sweets were shared and everyone



immersed themselves in the joy of lights.

### Pongal

The campus floor became colourful with beautiful kolams spreading out the ethnic flavor and essence of pongal on 13.01.2011. Hot steaming pongal and fried sundals were served. Traditional games were played. The harvest festival sowed new seeds of energy and life into the young minds.



### Fare Well Party

A dashing farewell party was organised by the 1st MBA students. The party was marked by its grandeur. The 1st year students managed the event with much perfection and professionalism. All memories were cherished. The second year students bid adieu and left for new promising tomorrow.





## Mentoring

A constructive mentor mentee relationship exists in SNGIMS with an ultimate aim of creating a promising human asset. Every zero hour is dedicated for mentoring. The students are divided into different groups & each group is allotted a faculty. The faculty acts as a mentor. Newspaper reading, discussion on contemporary topics, and counseling are the activities which take place in mentoring session.

## Training & Development

Organizations are becoming more and more dependent on the contributions of empowered individuals. It becomes a mandate for educational institutes to create a better-trained workforce who in turn will enhance productivity. Our training objective is to ensure that the students are equipped with appropriate skills and knowledge. The T&D Programme facilitates students in easing the process of placements in the industry. Our training Programme encompasses spectrum of programs such as Soft Skill Training, Seminars, Aptitude Building, Conferences, Group Discussion & Mock Interview.

### Soft Skills Training Programme

Communication is the most important weapon that a student needs to equip himself with, to face the unknown corporate world. To provide training in the required skills, SNGIMS has established a MOU with **Fragrhen Academy of English Excellence. Dr. S. Manova Raja**, a certified soft skills trainer has been training our students in Linguistic skills. Students go through 60 hrs of rigorous training sessions in various aspects of linguistic skills such as verbal & written communication. On completion of the training programme, the students are certified 'Ready' by the academy.

### Pre-Placement & Placement Ready Programme

Regular training programs are conducted by the T & D team at SNGIMS which is headed by Dr. Rajeswari Krishnan and strongly supported by Mr. T. K. Ashvin, Placement Officer. An hour each day has been allotted in the timetable to provide T&D in areas such as Seminars, Presentations, Aptitude Building, Group Discussions and Interviews.

### Training by External Experts

Apart from the In-house Training Programme, SNGIMS has entrusted **Protos School of Individuation** for conducting the Placement Ready Programme for our final year students. They bring HR executive from various corporates and conduct Mock interviews & Group

Discussions. This program helps the students to understand the interview process & know the expectations of the corporate.

### Out Bound Program - Corporate Readiness

*Two roads diverged in a wood, and  
I took the one less traveled by,  
And that has made all the difference....*



These are the famous line by Robert Frost. What makes a successful man differ from others is the confidence and the attitude that he possesses. To build the right attitude and confidence, SNGIMS had organized an out bound learning program for our II MBA students from 17th to 19th March, 2011. They were taken to Challenger One Adventure Club, Athirapalli, Kerala. The program was conducted by Leep Solutions, Coimbatore, experts in experiential learning methods. They organized programs like Bricks, Egg drop, Sculpture, Triple barrel,



Spider web, Helium stick & Tyre maze. All these activities were programmed with a set objective of changing the students' mentality in approaching a problem. The program was well appreciated by the students and they returned with a positive mind set.

### Award Winners (2009-11 Batch)

Academic  
Excellence



Ms. R. Gowry

Best Outgoing  
Student



Mr. Abhilash Bhaskaran

Best  
Co-ordinator



Mr. M. Asok Kumar

## Placements @ SNGIMS

Sree Narayana Guru Institute of Management Studies has always believed in creation of human assets. In today's scenario, global businesses seek talents with plethora of skills. Our program differentiates itself in two different counts, first we equip the aspirants with new knowledge and skills and second we embody them with fresh outlook, awareness interest and approaches.

Our placement objective of fulfilling the requirements of the corporate and aspirations of the students was successfully achieved by Mr. T.K. Ashvin, Placement Officer. The on campus placement of SNGIMS was the major highlight. We are proud to inform that we have placed all the aspiring job seekers.

**We thank the following companies who have supported our placement activity.**

Unisys Global Services India		Ascent Consulting Services Pvt. Ltd.	
HDFC Sales Pvt. Ltd.		Sutherland Global Services	
Kotak Securities Ltd.		Cryobanks International India Ltd	
Getit Infomedia Ltd.	GETIT InfoMedia	Thyrocare Technologies Ltd.	
ICICI Securities		Indiamart	
Woodland		Meridian IT Solutions Inc.	
HCL Infosystems Ltd.		Deloitte	
Rohini Textile Industry Pvt. Ltd		MetLife Insurance	
Softmax Solutions		HDFC Standard Life	
Ceasefire		ICICI Prudential	
Sindhu Cargo Services Ltd.		India Infoline	
Capgemini India		Reliance Money	
Manappuram Finance		Siemens India	
Bajaj Capital		TTK Healthcare TPA Pvt Ltd	