

Research & Consultancy

In an era where knowledge creation and research is being acknowledge as the primary basis for the development & growth of society. SNGIMS is also moving in the same direction

SNGIMS undertook market research for following companies & regularly conduct market research for them

- 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.
- Sakthi Finance approached us for consultancy work related to their product awareness campaign. The survey was conducted in Kerala & Tamil Nadu

SNGIMS always takes effort to induce research awareness in the minds of the students by assigning exercises of data collection and analysis, as a routine activity. This year's research activities include the following:

A special exercise 'Samvikshana', a marketing research activity, was given to the students making them undertake the study in association with prominent retail marketing outlets of Coimbatore such as Big bazaar, Fun Republic Mall and Kannan Departmental Stores.

Students were given a special assignment by APM United Group of Companies, Coimbatore, which involve undertaking a survey on employee satisfaction and to devise and recommend an acceptable appraisal system to the organization.



SNGIMS has been regularly conducting training to the corporate sectors. Some of the companies where the training has been conducted are

- United India Insurance Co, Coimbatore
- CITI Bank
- TNEB, Coimbatore
- APM Group

Memorandum of Understanding (MoU)

SNGIMS is proud to declare that we have entered in to a Memorandum of Understanding with apm United Group, Coimbatore. The MoU opens new doors for expanding the wings of the organization into the areas of entrepreneurship and on the job training. SNGIMS is to disseminate and advance knowledge by providing instructional, extension facilities and market research assistance to company. In this process, the Training & Development wing of SNGIMS had an informal discussion with the employees of the apm United Group to ascertain their training needs. Training on motivation, confidence building, leadership, attitude building, decision making and technical skills on Excel Usage will be conducted shortly. The company will extend their expertise in bridging the gap between the employability skills of the students and industry expectations. They have also promised to develop and widen network of corporate associations and referrals. The MoU has been by Dr. Rajeswari Krishnan, Principal SNGIMS and Mr. Sunil Haridas, Managing Director of apm United Group.