



**Chairman’s Message:**

I feel happy that VIMS is completing the sixth academic year successfully and the fifth batch is leaving the college. The range and depth of activities are increasing. I wish that the faculty and students of VIMS will continue to work so that VIMS gains a respectable place in the society.

S. Periasamy, Managing Director,  
Zawawi Powertech LLC.Muscat, Sultanate of OMAN.

**Secretary’s Message:**

Worship through work is called *Karma Yoga*. All dedicated work will bring result. “According to *Karma Yoga* the action one has done cannot be destroyed until it has borne fruit; no power in the nature can stop it from yielding its results”-Swami Vivekananda.

Great Work requires

- Great and persistent effort for long
- Purity of purpose without selfish motive
- Paying attention to means as to the end
- Single minded devotion and dedication.

I wish the faculty and students of VIMS nurture *Karma Yoga*.

Dr.V.Kulandaiswamy, Secretary, VIMS.



Dr.A.Valarmathi, Director of VIMS has attended a Faculty Development Programme at IIM Indore from 16<sup>th</sup> April to 23<sup>rd</sup> May 2018.

She has also attended a Conference on Excellence in Research and Education on 03 May 2018 at IIM Indore.

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**Homage to a Humanist**

Dr.M.Settu, a friend, philosopher and guide and one of the Governing Body members of VIMS since 2012 is not with us now. His sad and premature death is an irony of fate.

He is a humanist, spiritualist and nationalist, an amalgam of such rare qualities in one human soul. “Humanity lives because of the existence of such men who strive not for themselves but for the fellow human beings”(Purnaanooru). Swami Vivekananda said: “They alone live who live for others, the rest in more dead than alive”.

In that way Dr.M.Settu always lives in the memory of his friends and well wishers. May his soul rest in peace.

**EVENTS AT VIMS-A GLIMPSE:**

**INDUSTRY VISIT AND OUTBOUND TRAINING:**

- On 20<sup>th</sup> and 21<sup>st</sup> February 2018, I MBA Students were taken for an Industrial Visit to PENTAGON Switchgear Private Limited, Coimbatore.
- On 14<sup>th</sup> March 2018, I MBA Students were taken for an Industrial Visit to ROOTS INDUSTRIES INDIA LIMITED, Coimbatore.
- On 02<sup>nd</sup> and 03<sup>rd</sup> May 2018, an Outbound Training for I MBA students [2017-2019] was organized at Turning Point Venture (P) Limited, in which 70 students from I MBA participated in various Management and leadership activities and gained experiential learning exposure. Mr. R. Lakshmikanth and Mrs. P. Kowsalya, faculty members accompanied the students.



**PROJECT AND ARTIFACTS**

- From Jan to March 2018, II MBA students ventured out for Live industry Projects from different industries namely Karvy Stock

Broking Ltd., Micro Laboratory, Pricol Logistics, Atlas Logistics, Maersk Line, Lucas TVS, Roots Industries India Ltd., Procter & Gamble, Kerala Automotive Limited., Apollo Tyres, ITC, Annamalai Capitals, Sakthi Automotive Components., and the students have completed their projects and artifacts.

**OFF CAMPUS INTER COLLEGIATE EVENTS**

Startup1.0 Mela at Trichy on 25th Jan 2018	
Name of the student (s)	Event
P.Karthik, N.Chandiramouleeswaran, S.Manikandan	Business Plan
IDEATORS'18 : 7th Feb 2018 at Coimbatore	
Name of the student (s)	Event
P.Jothimani, P.Chitra, N.Kowshika, V.Velmurugan, S.Uthaya Kumar, S.Subash	Business Plan
Tejomayaa'18 on 15th Feb 2018 at Coimbatore	
Name of the student (s)	Event
B.Tamilselvan, M.Vijay,S.Subash, S.Manikandan, K.Venkatraman, S.Mohammed Arafath, S.Uthaya Kumar, T.Thanveer Basha	Business Quiz
P.Jothimani, P.Chitra, N.Kowshika, V.Velmurugan	Business Plan
Himac'18 on 2nd March 2018 at Coimbatore	
Name of the student (s)	Event
P.Jothimani, P.Chitra	Business Plan (First Prize)
Udhayam on 9th March 2018 at Coimbatore	
P.Jothimani, P.Chitra, N.Kowshika, V.Velmurugan	Business Plan (Second Prize)
P.Jothimani, N.Kowshika,	Paper Presentation (Second Prize)

**CRCP: CONFERENCE PRESENTATION BY THE STUDENTS:**

National conference on “Business in the New Millennium: the ever-Changing Landscape” on 15 February 2018 in Coimbatore		
S.No	Presented Student(s) Name	Presented Topic
1	S.K.Arthistanley and K.Monisha	Emerging HR Practices
2	K.Sathya and M.Pavithra	Competitive Dynamics
3	N.Kowshika amd E.Divya	Social Media Marketing (Awarded Best Paper)
National Conference on Innovations I Engineering and Management – NCIEM 2018 on 17th March 2018 in Coimbatore		
S.No	Presented Student(s) Name	Presented Topic
1	M.Mahendran	Logistics-Best Practices
2	M.Pavithra and S.Prithivirajan	HRD – Practices

**WEBINARS**

- On 18<sup>th</sup> April 2018, an International Webinar on “Purposeful Leadership: What does it mean for your organization” was facilitated by Chartered Institute of Professional Development, UK & Asia.

- On 23<sup>rd</sup> May 2018, an International Webinar on “What Does It Mean to have Voice in the Modern Workplace” was facilitated by Chartered Institute of Professional Development, UK & Asia.

#### INTERCOLLEGIATE MEET

- On 9<sup>th</sup> February 2018, VIMS organized an Inter-College Management and cultural fest “VIMSMART’18” inaugurated by Mrs.Anitha Anand, Senior Project Manager, Starberry Ltd., (UK). About 350 Students from various colleges in the region participated.



#### CAMBISTA: CLUB ACTIVITIES

- On 3<sup>rd</sup> February 2018, VIMS Yoga club was inaugurated by Dr.S.Alagesan, Prof and Head, Department of Physical Education, Ramakrishna Mission, Vivekananda University.
- On 24<sup>th</sup> February 2018, Executive Club of VIMS organized “Corporate HI-Tea Party” under the theme “The Corporate Culture and Leadership: Industry Insights” and the chief guest was Mr.Alosius Edward J, Manager HR, Micro Biological Laboratories.



- On 8<sup>th</sup> March 2018, VIMS Women Empowerment cell organized Women’s Day Celebration and the chief guest was Dr.K.Chitra, Principal, Sri Ramakrishna College and arts and science for women.
- On 9<sup>th</sup> March 2018, a seminar on “Effective Communication (English)” was organized by VIMS Language club and the guest speaker was Dr.Frank Rathnakumar, Research and Educational Consultant.
- On 10<sup>th</sup> March 2018, Executive Business club of VIMS organized Union Budget 2018 Analysis and Presentation and the chief guest

Mr.K.Thangaraj, Management partner, Aasirvath Financial Services.

- On 17<sup>th</sup> March 2018, VIMS ED Cell organized VIMS B-Plan Contest 2018. Totally 15 teams presented the plan and scope of different business namely : Infoseva, Food Style, MGSMS, Elixir Health Care Services, Te-Amo, Eveniment, Ignite Event Makers, Dream Dine, Buy High, MOSCA Herbal, Fabrico Garments, Achievers (Bio-Diesel), HADKARDA, GLOBESAIVOURS and BrandIT.
- HRM Documentary: During February and March 2018, I MBA students were given assignments to interview the HR’S of different organization and created a set of video documentary short films. The documentation are published in *youtube* for views of Management Students.
- On 19<sup>th</sup> April 2018, Valedictory Function of the Students Association “CAMBISTA was held in the seminar hall of VIMS and Ms.Salini, I MBA, Joint Secretary CAMBISTA welcomed the guests and Dr.V.Kulandaiswamy, Secretary and Correspondent of VIMS gave the presidential address. The Chief Guest Mr.R.Balakrishnan, Manager –HR, JJ coatings, delivered the Valedictory address. Ms.M.Madhumathi, President and Ms.O.Krishendu, Vice President, CAMBISTA Presented the Annual Report.



#### COMMUNICATION AND COUNSELING CELL

- During January - May 2018, counseling was provided to the I MBA students to make them realize their strengths and weaknesses. It indeed helps them to chart their career action plans.
- On 26<sup>th</sup> and 27<sup>th</sup> May 2018, a two day Experience MBA Insights Programme was conducted for the MBA Aspirants.

#### THUS THEY SPAKE

- On 6<sup>th</sup> December 2017, Experiential Learning Activity for II MBA Students (Batch 2016-18) was organized at IIM Kozhikode, Dr.Umamaheswari Associate Professor, and Mr.Lakshmikanth,

Mrs.P.Kowsalya, Ms.G.Kayalvizhi, Mrs.S.Bhuvana and Mr.W.Prasanth, Assistant Professors accompanied the students.

- On 15<sup>th</sup> December 2017 a Seminar on “Monetary Policy” was organized and Professor R.Padmanabhan, Dean - Academic Affairs, Sree Saraswathi Thyagaraja College, Pollachi was the resource person.
- On 23<sup>rd</sup> January 2017 students of I and II MBA celebrated Pongal Festival, Dr.V.Kulandaiswamy, Secretary and Correspondent, Dr.A.Valarmathi, Director and all the faculty members were present
- On 29<sup>th</sup> and 30<sup>th</sup> January 2018, VIMS organized A Two Day Workshop On ‘ERP Best Practices in the Global Business Environment’. Mr.Amal Franco, Director of The Master’s Key, Prof. N.Sundarapandiyam, Associate Professor, VIMS and Ms.R.Nithya Rubini, Trainer, VIMS were the Resource Persons.



- On 22<sup>nd</sup> April 2018, Earth day was celebrated and on that day the Centre GLOWMA (Global Warming Mitigation Advocacy) was inaugurated. The chief guest Mrs.Jayapriya Maheswaran, Board member, The Power Foundation, Srilanka felicitated the gathering.



#### FACULTY CONTRIBUTIONS

- Dr.A.Valarmathi, Director, published a book titled Information Management, Himalaya Publications in March 2018
- Dr.A.Valarmathi, Director, published a Research on Commercial Customers Preferences and Behavior of Milk

(Brands) in Coimbatore in Asian Journal of Research in Social Sciences and Humanities Vol. 8, No. 4, April 2018, pp. 28-38. ISSN 2249-7315, UGC APPROVED JOURNAL SJIF IMPACT FACTOR :5.997(2017).

- On 14<sup>th</sup> February 2018, Programme review meeting of the OBTL compliance for the faculties was conducted. Mr.Sundarapandiyam Natarajan, Associate Professor, VIMS coordinated the event, Dr. Rupa Gunaseelan, BSMED, Bharathiar University, Coimbatore was the external expert on the academic committee. The review was held in the presence of Dr.V.Kulandaiswamy, Secretary and Dr.A.Valarmathi, Director, VIMS.
- Vichaara An International Journal of Management Volume 4(1) issue was released during April 2018.
- Five Success Live Industry cases are developed by Dr.V.Kulandaiswamy, Secretary, VIMS and Mr.N.Sundarapandiyam, Associate Professor, VIMS during the academic year 2017-2018 and documented.
- Ammarun Visvanathan: An Entrepreneur With Creative Contentment : A Success Story of Mr N.Visvanathan, Managing Partner, Ammarun Foundries (2017)
- Mr.Mohanasundaram-The Dairyman with Dynamism and Drive - An Entrepreneurial Success Story (2018)
- Viking Eswaran-The Wizard of Garment Making - An Entrepreneurial Success Story (2018)
- The Pioneer In Clinical Diagnosis: A Success story of Mr Mariappan Mani, Chairman, Micro Laboratories, Coimbatore, Tamil Nadu (2018)
- Outstanding Agripreneur A.K.Ratnam (2018) : : A Success Story of Mr.AK Ratnam, Founder and Managing Partne, Imayam Brands

#### PLACEMENT ACTIVITIES

VIMS Placement cell organized the following Placement drives during 2017-18: Karvy Stock Broking, Hyderabad, Micro Laboratories, Coimbatore, ITC, Patanjali, Texila Education services, Roots Industries, Versa Drives, Pricol Logistics, TVS Logistics, Atlas Logistics

#### IMPORTANT VISITORS

- Ms.P.Uma Maheswari, Counsellor, The Confederation Of Indian Industry (CII), Institute of Logistics, Chennai
- Mr.R.Balakrishnan, Manager –HR, JJ coatings: Electric and Powder Coating.
- Mrs.Jayapriya Maheswaran, Board Member, The Power Foundation, Srilanka.
- Mr.P.V.Jyothi Ganesh, Deputy General Manager, ZF Wind Power Coimbatore Pvt Ltd.

#### EDITORIAL BOARD

Patron : Dr.V.Kulandaiswamy, Secretary & Correspondent  
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 Executive Editor : Mr.N.Sundarapandiyam, Associate Professor  
 Editor : Mrs.P.Kowsalya, Assistant Professor