

## Secretary's Message:

The current newsletter of VIMS bears testimony to the continuous student development initiatives through a variety of programmes. Any human development activity should speak louder through the outcome rather than the activity *per se*. Honing the skills and shaping the personality happens every day in a subtle way. The genuine involvement of faculty and the sincere engagement of students make all the difference and that is where VIMS stands apart. The week-end serial training organized at the software company, namely PPTS is an innovative programme, through which the students learnt Business Analytics in a corporate environment. Let such innovative practices continue further and enhance our relevance to student community.



**Dr.V.Kulandaiswamy, Secretary, VIMS.**

## Director's Message

“Take risks in your life. If you win, you can lead, if you lose, you can guide.” -Swami Vivekananda

Industry hires people with good attitude and trains them on their expected skills. VIMS students are bridging the industry-academic skill gaps through developing Documentaries, Corporate Empirical Micro Learning tasks, Internships, participating and attending National and International Conferences, Skill development programmes and getting awards and rewards from Industry and Institutions. VIMS regularly organizes the programmes related to academic and industry to develop interpersonal and management skills, knowledge, and self-discipline among students.

Let me take the opportunity through this newsletter, to thank all our faculty members, Friends and support from the industry. I look forward to your comments and future contributions to make this newsletter purposeful.

**Dr.A.Valarmathi, Director, VIMS**

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Karuvalur Road, Kovilpalayam,  
Coimbatore – 641107  
Phone : 0422 3195511, 3195544

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## EVENTS AT VIMS-A GLIMPSE:

### REPUBLIC DAY

On 26<sup>th</sup> January 2019, VIMS celebrated 72<sup>nd</sup> Republic Day at its campus. Dr.V.Kulandaiswamy, Secretary, Dr A Valaramathi, Director, Mr K Vijayalan, CEO, faculty team and students joined the flag hoisting.

### VIMSMART'19



On 15<sup>th</sup> February 2019, a One day Intercollegiate meet VIMSMART 19 (Management and Cultural events) was organized at VIMS. The programme was inaugurated by Mrs. Rachel Premnath, Chief Operations Officer, Point Perfect Technology Solutions India Pvt Ltd.

### HRM DOCUMENTARY

During February and March 2019, I MBA students were given assignments to interview the HR'S of different organization and created a set of video documentary short films. The documentations are published in the YouTube channel for views of Management Students.

### CENTRE FOR RESEARCH CONSULTANCY & PUBLICATIONS

CRCP of VIMS released its Bi-Annual Journal, Vichaara an International Journal of Management, Volume 5 and Number 2 during April 2019.

### ED CELL EVENT

On 19<sup>th</sup> & 20<sup>th</sup> January 2019 I Year MBA Students (Diana C, Kaviarchana C, Sanafa H & Muhammed Siyad V P) participated in the final round of NEC at IIT Bombay under the guidance of Dr.S.Umamaheswari Associate Professor and they got seventh rank in the leader board of NEC.

### PLACEMENT ACTIVITIES

On 9<sup>th</sup> March 219, Personality Enrichment Workshop on Self Management was organized by VIMS Alumni, Mr.V.Shriharikumar and the Guest Speaker was Mr Karuna Kesava Das Former Team Lead, Infosys, Coordinator, ISKCON, Bangalore & Coimbatore.

On 23 March 2019, Placement Training Series for the I MBA commenced, facilitated by Mr V Shrikarikumar, an Alumnus of VIMS and Senior Analyst working for a Multinational Company.

On 8 May 2019, I MBA Student Ms.Jasna got her Internship Placement at **Lenovo Asia Pacific** at Bangalore as Talent Researcher and Talent Acquisition Specialist.

## INTERNATIONAL INTERNSHIP / PROJECT / PLACEMENTS

On 10 April 2019, International Internship/Project Work / Placements MOU is signed with Hy-Flier Corporate Services to place students in **Qatar, UAE and KSA for Core Team Global, Polytech Industries, Turkey Group, AI-Shirawi Group and Leminar Group of Companies.**

On 2 May 2019, International Internship/Project Work / Placements agreements were made with **De' ALIF Chain of Restaurants & Retailers and M & M Farms Malaysia** to place students in their respective organizations.

On 6 May 2019, International Internship/Project Work / Placements agreements were made with **Nutrihealths Marketing Pte. Ltd, Singapore, Nutihealths Asia Sdn. Bhd Malaysia and Axon Consultancy Sdn. Bhd Malaysia,** to place students in their respective organizations.

## VIMS TECHNO MANAGEMENT

On 19<sup>th</sup> February 2019, Corporate Seminar on Business Analytics was organized by Center for Techno Management. Mr Arun Kumar J, Senior Business Analyst, Point Perfect Technology Solutions India Pvt Ltd was the Chief guest.

## NATIONAL CONFERENCE ON TECHNO MANAGEMENT



A One Day National Conference on Techno Management was conducted on 22<sup>nd</sup> February 2019, under the auspices of VIMS Techno-Management Centre with the support of IVY, IAMAI and AIHR. Mr N Vaidyanathan, Regional General Manager, The Hindu at Kasturi & Sons, Ltd, Mumbai inaugurated the function. The Key Resource Person for this conference is Dr Srin. R Srinivasan Associate Professor, JBIMS, Mumbai. Mr Gaurav Chopra, Vice President, IAMAI, Mumbai, Mr Lawrence G Fernandes, Director, Retail Association of India (RAI), Mumbai, Mr Prassana Lohar, Head innovations, DCB Bank, Mr Jyothi Ganesan PV, Deputy GM, Customer Quality and Six Sigma ZF Wind Power Coimbatore Pvt Ltd. Faculties, Research Scholars and students from various institutions participated and presented their research papers. Conference proceedings was released by the chief guest on the same occasion.



**CAMBISTA VALEDICTORY FUNCTION**

On 9<sup>th</sup> April 2018, Valedictory Function of the Students Association CAMBISTA was held in the seminar hall of VIMS. Haritha Purushothaman, I MBA Student welcomed the guests, Dr.A.Valarmathi, Director, presided & Dr.V.Kulandaiswamy, Secretary delivered felicitation address. The guests of Honour Mr V.Balasubramanian Consultant, Aqua Sub Engineering and Mr.V Udaya Kumar, Assistant HR Manager, LGB Forge Ltd, delivered the Valedictory address. Swedha Das C, I MBA, Secretary of Cambista Association read the Annual Report. Sivaprasad T, I MBA, Vice President of Cambista proposed vote of thanks.

**WORKSHOP ON ERP**



On 1<sup>st</sup> and 2<sup>nd</sup> February 2019, VIMS organized A Two Day Workshop on ERP Best Practices in the Global Business Environment. The key resource persons were Mr Johny Joseph, General Manager - SAP Training at EMS, Cochin, Dr N.Sundarapandiyan, Professor & Mr V Shriharikumar, Corporate Trainer.

**WEBINARS**

On 9<sup>th</sup> March 2019, VIMS Executive Club organized webinar on ‘Financial Markets’ and it was facilitated by Dr.Ravi Singh (Research Head) and Mr. Syed Hasan Jafar (Research Analyst), Karvy Stock Community.

On 7<sup>th</sup> February 2019, VIMS Global Resource Center organized the HR Webinar on “Getting a Head start in your Career” sponsored by TCSIOn, and the Resource Person was Krishnan CA, A Business Unit Head, Tata Consultancy Services.

**WOMEN’S DAY CELEBRATION:** On 8<sup>th</sup> March, Women’s Day Celebration was Organized at VIMS organized by Women’s Empowerment Cell and Mrs.Sudha Purushotaman President Women Business Enterprises Development Association (WOBEDA) was the Chief Guest.

**UNION BUDGET 2019 (INTERIM BUDGET)**

On 12<sup>th</sup> February 2019, Executive Business club of VIMS organized Union Budget 2019 (Interim Budget) Analysis and Presentation. The chief guest was Mr S.Aurn Kumar, Deputy General Manager, M/S. Genius Nature Herbs Pvt Ltd HEAD Studies Managing Partner, M/s. Mahadev Financial Solutions, Coimbatore and the special guest for the programme was Dr N Eswaran, Akshaya Institute of Management Coimbatore

**PONGAL CELEBRATION @ VIMS**



On 29<sup>th</sup> January 2019, VIMS Student Association organized Pongal Celebration in Campus. On the occasion various cultural events was held to promote the regional culture.

On 6<sup>th</sup> February 2019 B-Plan Review for I MBA students was conducted at Prozone Mall- Coimbatore. The business plans were reviewed by all the faculty members in the presence of Dr. N.Sundarapandiyan.

**OFF CAMPUS INTER COLLEGIATE EVENTS**



<b>Annual Inter B-School Meet Urjith On 31<sup>st</sup> January 2019</b>	
<b>Name Of The Student (S)</b>	<b>Event</b>
Ghanasyam P T, Jasna, Prasanth N and Haritha Purushothaman	The Best Management Team (First Prize)
<b>Intercollegiate Event: HIMAC EVENT on 9<sup>th</sup> February 2019 at Coimbatore</b>	
<b>Name of the student (s)</b>	<b>Event</b>
Sakthivel P	B Plan Development (First Prize)
Achu Sona Issac Akshay A K and Keerthana K	The HR Great Divide (Second Prize)
Ajin John, Lalkrishna P Muhammed Sarfad V and Bannasha N K	Finance Puzzle (Second Prize)
<b>Inter Collegiate Competition on 13<sup>th</sup> February 2019 at Coimbatore</b>	
<b>Name of the student (s)</b>	<b>Event</b>
Sakthivel P & Prasanth N	B Plan Development (First Prize)

**WEEK-END BUSINESS ANALYTICS TRAINING PROGRAMME**



On 8<sup>th</sup> March 2019, Week-End Business Analytics Training program was inaugurated at PPTS for the I MBA students at Seizel Park, Coimbatore organized by Center for Techno Management, VIMS. Mrs Indhu, Training Head, PPTS presided the function. Dr.A.Valarmathi, Director felicitated the gathering and Dr.N.Sundarapandiyan HOD addressed the students. Dr.M.Parimalam Assistant Professor accompanied the students during the month of February, March and April 2019.

**CORPORATE HI-TEA EVENT**



Esprit De Corps, a Corporate Hi-Tea event was conducted at Jenny’s Residency on 21<sup>st</sup> March 2019 at 4.30 p.m. The Corporate Mentors Mr.Jyothi Ganesan P.V. Deputy General Manager, ZF Wind Power Pvt Limited and Mr.Balakrishnan, HR, J.J.Coatings addressed the gathering about the corporate practices. Dr.Rupa Gunaselan Director i/c, RSMED, Bharathiar University, Coimbatore was the Chief Guest.



**HR Hangouts Program** was held on 4<sup>th</sup> April 2019 and **Marketing Miscellany (Concept Quiz)** held on 5<sup>th</sup> of April 2019@ VIMS Campus, provided opportunity to students to share their corporate experiences.

**FACULTY CONTRIBUTION**

- On 17 January 2019, Dr V Kulandaiswamy, Secretary of VIMS and Dr N Sundarapandiyan, Professor visited PPTS Coimbatore. Interviewed the COO, Ms Rachel Premnath on her entrepreneurial success in the technology business.
- On 21 January 2019, Dr N Sundarapandiyan attended PSG STEP Entrepreneurship Faculty Development Programme.
- On 5<sup>th</sup> February 2019, Mr.K.Durai Adjunt Faculty acted as a resource Person for the Guest Lecture on the Topic " Employability Skills " - at CMS Institute of Management Studies, Coimbatore
- Dr N Sundarapandiyan participated in 'The Future of Higher Education: Leadership Conclave on 13 February 2019 at Residency Hotel organized by KCT in partnership with AICTE New Delhi.
- On 18<sup>th</sup> February 2019, Mrs.P.Kowsalya Assistant Professor completed her First Doctoral Committee Meeting.
- Mrs.P.Kowsalya participated in the National workshop on Research Methodology at Indian Institute of Information Technology Design and Manufacturing (IIITDM), Kancheepuram on 15<sup>th</sup> and 16<sup>th</sup> March 2019.
- Dr.A.Valarmathi, Director of VIMS published a Research on ‘Effects of Mass Media Advertisement on Jewel Purchase Decision: Special Reference to Women Purchase Decision’ in International Journal of Scientific Research, Vol.08, Iss No.4, April 2019.
- On 14<sup>th</sup> May 2019, Dr N Sundarapandiyan, Professor & HOD participated in a HR Conference “The Next Way of Business Excellence and Role of HR” organized by ICFAI Business School in association with National Institute of Personnel Management (NIPM, Pune) and presented a paper titled “Talent Management: Factor Analysis in ICT Organizations, Practices and Employees Perception”.

**IMPORTANT VISITORS**

- Mr N Vaidyanathan, Regional General Manager, The Hindu at Kasturi & Sons, Ltd, Mumbai
- Mr Lawrence G Fernandes, Director, RAI, Mumbai,
- Mr Prassana Lohar, Head innovations, DCB Bank, Mumbai
- Mr Gaurav Chopra, Vice President, IAMAI, Mumbai

EDITORIAL BOARD	
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Editor	: Dr.M.Parimalam, Assistant Professor

“Innovation distinguishes between a leader and a follower.” – Steve Jobs