



**CHAIRMAN’S MESSAGE:**

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

I feel happy that VIMS is completing the Ninth academic year successfully and the Eighth 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.

**CEO’s MESSAGE:**

**Dr.C.Guna Sekaran , CEO, VIMS.**

I feel proud to note that VIMS is releasing the Bi-Annual news letter “VIMPRINT”. I am sure that VIMPRINT is portraying the accomplishments of all the achievements by the students and faculty. I strongly believe that after reading VIMPRINT the students fraternity as well as the faculty shall definitely be motivated to exhibit their performance in future and would bring more laurels to themselves in addition to the Institute. I sincerely congratulate all the stakeholders for their efficient contribution in successfully bringing out this Bi-Annual newsletter. Best wishes and keep up the good work.



**DIRECTOR’S MESSAGE:**

**Dr.A.Valarmathi, Director**



I am happy that the current bi-annual newsletter VIMPRINT is being released. It carries record of some of the activities and programs conducted at VIMS.VIMS is providing highly corporate oriented programs and trainings such as Industry In-sights, Empirical micro learning, International virtual learning, International Certification Course on Business Analytics, task based teaching and learning, training and professional skills and Campus placement etc., to make the management graduate more employable. Let me take the opportunity through this newsletter to thank all our faculty members, friends and support from the Industry.

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**EVENTS AT VIMS-A GLIMPSE:**

- On 13 August 2020 a Webinar on “ Agribusiness: The Vehicle for Inclusive and Sustainable Development of Humanity was organized and Conducted by VIMS in which Dr.G.Veerakumaran Professor & HOD, Department of Cooperative Management, Kerala Agricultural University addressed the gathering. All the second MBA Students of VIMS Participated and E-Certificates were distributed for the participants.



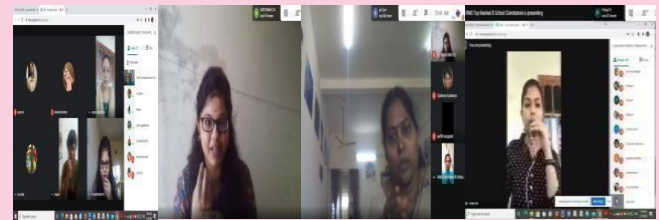
- On 15<sup>th</sup> August 2020, the Independence Day was celebrated by hoisting the National Flag at VIMS Campus. The Director, All the Teaching faculty and Staff members were present during the flag hoisting.
- On 01 September 2020, A Tribute to the South India’s Legendary Retail Chain Businessman “Mr.H.Vasanthakumar: The Businessman Who Became a Brand Himself” was organized by VIMS-Student Alumni Association through Google meet. All the students and Faculty members participated in the event.
- On 20<sup>th</sup> November 2020, Project work Orientation session was held through the Google meet. Dr.S.Uma Maheswari, Associate Professor and Mr.K.Durai, Senior Assistant Professor who were part of the event as a Resource Persons.
- On 14<sup>th</sup> December, 2020, Inaugural function for I MBA was conducted through Google meet. Mr. Nithyanandham Devaraj, Executive Director, CEO & Business Head-CRI Group was the Chief Guest.



- On November 26, 2020 Faculty members and students attended National Webinar on National Education Policy (NEP) 2020,VIKASANA NEP-2020. It is about Vision to Action.
- From 6 Dec 2020 to 8 Dec 2020, I & II year MBA students attended ‘Startup Payanam-Entrepreneurial Journey and Business’ seminar conducted by Bharathiar University.

**EXPERT LECTURES:**

- On 21st July 2020 Campus to Corporate: A virtual seminar on “Corporate Insights: Employer Branding” was organized and conducted at VIMS in which Ms. Madhumathi KE Executive, Anahat Oranganization Development Consultancy Pvt Ltd., Chennai was the speaker and facilitator of the program . All the second MBA Students of VIMS Participated and E- Certificates were distributed for the participants.



- On 22nd July 2020 Campus to Corporate: A virtual seminar on “Corporate Insights: Employer Branding” was organized and conducted at VIMS in which Ms.Krishnendu.O, Research Associate, HRM was the speaker and facilitator of the program besides Ms.Diana.C,Ms.Swedha Das.C, Mr.Sivaprasad.T and Ms.Akshaya Anand.A the Students of II MBA (Batch:2019-2021) delivered the corporate insights in Health care and Retailing & E- retailing Sectors. All the second MBA Students of VIMS Participated and E-Certificates were distributed for the participants.



- On 22nd August 2020 Campus to Corporate: A webinar on “Financial Markets fundamentals and practices” was organized and conducted at VIMS in which Mr.Sreejith.S,

Associate Analyst, EYGBS (India) LLP, Ernst & Young Global Limited was the Resource Person of the program. All the second MBA Students of VIMS Participated and E-Certificates were distributed for the participants.

#### FACULTY CONTRIBUTION:

- Dr.A.Valarmathi, Director has participated in a seven days Online Faculty Development Programme on “Research Methodology: Data Analysis, Reporting and Publication perspectives” Organized by Bharathiyar School of management. Bharathiyar University during 20<sup>th</sup> July to 26<sup>th</sup> July 2020.
- Mr.K.Durai has published a Review Article titled “A literature Review on Measurement of Talent Management Practices across different sectors in Global Scenario” in International Journal of Management, November issue (a SCOPUS Indexed Journal).
- Mr.K.Durai has published a Research Article titled “Effective Work Environment: The Foremost trait to persuade Job Satisfaction using NIPM-WE model” in International Journal of Management, December issue (a SCOPUS Indexed Journal).

#### ENTREPRENEURSHIP DEVELOPMENT CELL ACTIVITIES:

- On 2<sup>nd</sup> July 2020 a Webinar on “Opportunities and Challenges for Start-ups in India” was organized and conducted by VIMS-Entrepreneurship development Cell, in which Mr.Gopalan Kannan CEO, G.K Plastics, Coimbatore, Ms.Anu Durairajan,CEO and Ms.Sarvina Balasundaram Managing Director-New Born Baby and Kinds Photographers were the Guest Speakers. All the second MBA Students of VIMS Participated and E-Certificates were distributed for the participants.
- On 08th August 2020 a Webinar on “Green Friendly Living” was organized and conducted by VIMS-GLOWMA (Global Warming Mitigation Advocacy) in association with the OSAI Environmental Organization, Coimbatore in which Mr.OSAI Kalidasan President of OSAI Environmental Organization, Coimbatore was the Resource person. All the second MBA Students of VIMS Participated and E-Certificates were distributed for the participants.

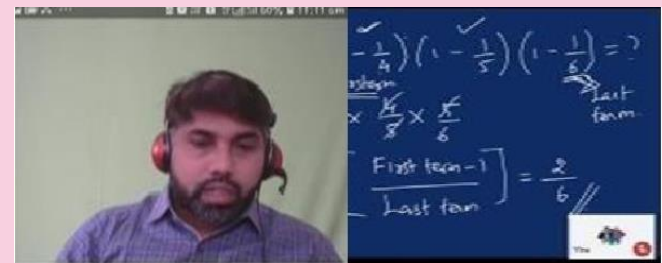
#### TECHNO MANAGEMENT ACTIVITIES:

- On 18th July 2020 a Webinar on “Brand Your Business through Technology” was organized and conducted by VIMS-Centre of Techno-Management in association with the PPTS India Pvt Ltd, in which Mrs. A. Swarnambigai Lead-Digital Marketing, PPTS India Pvt Ltd, Coimbatore was the Guest Speaker. All the second MBA Students of VIMS Participated and E-Certificates were distributed for the participants.

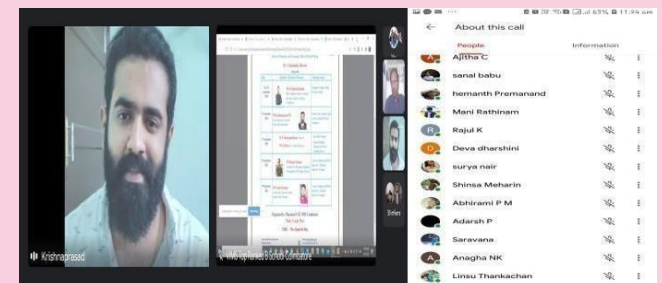


#### PLACEMENT ACTIVITIES:

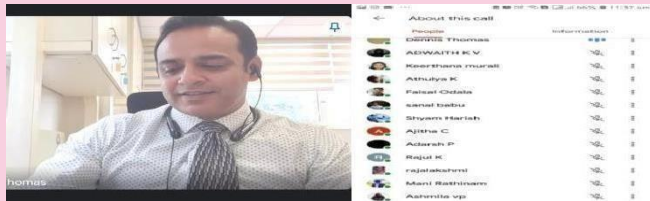
- On 14<sup>th</sup> and 15<sup>th</sup> September 2020, (Placement training) Aptitude training/Bank Exam Coaching was conducted to the II MBA Students (BATCH 2019-2021). Mr.K.Satheesh kumar, MD & Aptitude Trainer & Content Developer, Explore Academy, Coimbatore was the resource person Dr.A.Valarmathi, Director presided the program.



- On 16<sup>th</sup> September 2020, Placement training on “Know Your Customer and Learn to Handle Adverse Situation” was conducted to the II MBA Students(BATCH 2019-2021). Mr. Krishnaprasad NP, Senior Business Executive Micro Labs, Hyderabad was the Resource person. Dr.A.Valarmathi, Director chaired the program.



- On 17<sup>th</sup> September 2020, Soft skill Training on Resume building and registering in Standard Job Portals” was imparted to the II MBA Student (BATCH 2019-2021). by Dr.N.Sundarapandiyam, Professor & HOD/VIMS and Mr.K.Durai, Sr. Assistant professor /VIMS. Dr.A.Valarmathi, Director/VIMS presided the program.
- On 18<sup>th</sup> September 2020, “Service Industry and Employability Readiness” Placement training was conducted to the II MBA Students(BATCH 2019-2021). by Mr. Dennis Thomas, Assistant Vice President Learning & Development, ESAF Bank, Thrissur. Dr.A.Valarmathi, Director/VIMS presided the program.



- On 19<sup>th</sup> September 2020, Career Guidance and Mock Interview/Personal Interview Training was conducted to the II MBA Students (BATCH 2019-2021). by Mr.Yogees Kumar,Team Lead ,Larsen &Toubro Infotech Ltd,Chennai. Dr.A.Valarmathi, Director/VIMS presided the program.



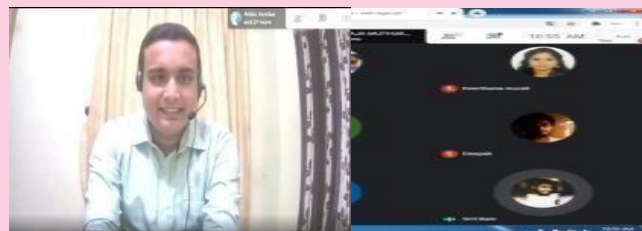
- On 17.10.2020 Mamuu Expo, Tiruppur Placement Drive was conducted in the campus. Mr.Krishore Kumar, HR Manager conducted the selection process. 18 students participated in the interview. 11 students got selected for different Administration roles namely Secretary and Team Leaders for the initial Salary of Rs. 15000 per month with other allowances.
- On 17.10.2020 Amirthaa Diary Private Limited, Erode off campus drive was conducted for the position of Marketing Executives. Four students got selected for the same.
- On 22.10.2020 Jaro Education Placement Drive was conducted through online for the position of Business Development Executive. Twenty Six students have participated in the drive.
- On 22.10.2020 White hat Education placement drive was conducted for the position of Manager- Sales. More than 22 students have attended the pre-placement talk through on line.
- On 27.10.2020 Training program on Employability Skills was conducted by Training and Placement Cell. Group Discussion Techniques were presented to the students in the forenoon session for the II MBA students (BATCH 2019-2021). Then students were split into teams. Two rounds of Group Discussion were conducted and every student was assessed on Communication Skills, Team Skills, Leadership and content and was given with feedback. The program was conducted through online in the presence of our Director Dr.A.Valarmathi.

Dr.S.Umamaheswari, Associate Professor and Mr.K.Durai, Placement Officer were the resource persons.

- On 7<sup>th</sup> November, Resume Building Session was conducted for the IInd year MBA Students by Mr. K. Durai, Placement Co-coordinator
- On 21<sup>st</sup> November 2020, The Campus to Corporate program was organized by the Training and Placement cell. Mr. R.Vinoth Kumar, HR Manager, McWane India Private Limited addressed the event.
- On 20<sup>th</sup> December 2020, M.Arun was selected in TLX Tech Logistics for the role of Data Management.



- On 17<sup>th</sup> December,2020, Chrysalis-Gateway to Career Training was organized by the placement cell through the Google Meet. Mr. Prasad Prasad, Chief Trainer, Paxis Knowledge Solution, Cochin addressed the event.



#### INTERNSHIP WITH REMUNERATION:

Our students have joined for Internship with remuneration for various positions in HR, Data Management, Business Development & Other positions in

- TLX Tech Solutions Private Limited
- Mamuu Expo
- Keerthilal Jewellery
- E Smart Education and Technologies Development.
- Focus Edumatics

#### EDITORIAL BOARD

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