



CHAIRMAN'S MESSAGE:

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

I am very glad that VIMS is completing the Ninth academic year successfully. VIMS is always known for its professionalism and it has become a hub for experiential learning on Business Administration in direct association with different industries. I congratulate the efforts taken by the CEO, Director, faculty and students of VIMS for the publication of the newsletter.

CEO's MESSAGE:

Dr.C.Guna Sekaran , CEO, VIMS.

It is appreciable that the students and faculty are working with great zeal to achieve our targets. We have immense pleasure to inform you through "VIMPRINT" that the remarkable talent and hard work of all, has resulted in achieving PERMANENT AFFILIATION with Anna University Chennai. In spite of Pandemic scenario VIMS is continuously striving in professional development of budding managers. I congratulate all the VIMSANS for their sincere effort in bringing this newsletter.



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 on professional skills and Campus placement etc., to make the management graduates more employable and Entrepreneur. Let me take the opportunity through this newsletter to thank all our faculty members, friends and support from the Industry.

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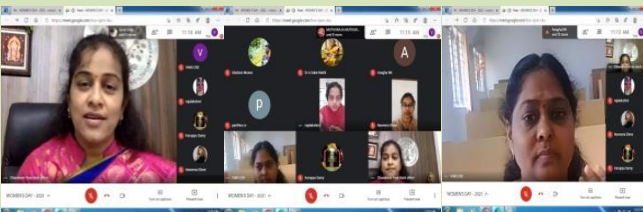
"The first one gets the oyster, the second gets the shell." – Andrew Carnegie

EVENTS AT VIMS-A GLIMPSE:

- On 21st January 2021 Dr.S.Uma Maheswari, Associate Professor has visited Decathlon Sports India Private Limited for Virtual Industrial Visit.
- On 23rd January 2021, Phase-II Project Review was conducted for II MBA Students.
- On 23rd January 2021, Anna University Semester Exam Orientation Session was conducted between 9:30 am-10:00 am by Dr.S.Uma Maheswari, Exam Cell Co-ordinator for II MBA Students.
- On 23rd January 2021, our student Mr.Kavin Moorthy (Batch 2019-2021) received the Best CRM Award in Mamuu Expo, Tirupur and well appreciated by the CEO.
- On 05th February 2021, by the sincere efforts of the Management, CEO, Director, faculty members and with the support of other stakeholders, VIMS has obtained **PERMANENT AFFILIATION** from Anna University, Chennai.
- On 12th February 2021, Presentation on Union Budget was conducted through Google meet. Mr.S.Harikrishnan, MD, Tata Gold, Tirunelveli and Jc.N.Suresh Chander, JSRS & Associates, Sivakasi were the Resource persons. All the students from I & II MBA participated in the event.



- On 15th February 2021, Interactive Session on National Educational Policy 2020 and Approval Process Handbook 2021-2022 was conducted by AICTE through Online. The CEO, Director and other senior faculty members participated.
- On 8th March 2021, International Women’s day was organized at VIMS by Women’s Empowerment Cell. Mrs.Shasikala Sathyamurthy, Chairperson & CEO, Chandrans Yuva Foundation, Coimbatore, Managing Director- Smart Interiors, Founder Trustee- Smart kids centre for Excellence, was the Chief Guest.



- On 15th March 2021, VIMS signed an MOU with 360 DigiTMG (Business (IBM) Analytical) for providing International Certificate Course on Business Analytics for the students.

- On 30th & 31st March 2021, VIMS Merit Scholarship test for the MBA Aspirants was conducted through online mode.
- On 7th April 2021 VIMS Vruksha Alumni Meet 2021 was organized at VIMS Campus. Dr.Kavidasan, Director, Roots Industries India Limited, Coimbatore & Secretary, Satchidananda JothiNiketan Int. School was the chief guest and he addressed the gathering. Dr.A.Valarmathi, Director-VIMS, appreciated alumni for their contribution in their Profession. The Alumni members shared their experience with their juniors and thanked the Management, Director and Faculty member for their support in grooming them.



- On 22nd April 2021 World Earth Day 2021 was celebrated in VIMS premises. The CEO, Director, Faculty members and students planted saplings as an extension activity as well as the responsibility of every citizen in protecting the environment.



EXPERT LECTURES:

- On 16th April 2021, online workshop on 3 D’s of MBA was conducted for the first and second year MBA students. Mr.Sakthivel Shanmugam, Business Service Manager, Canali Business Services, Dubai addressed on the Career Opportunities in Banking, Financial and Insurance services. Mrs.Anitha Anand, Senior Project Management, Starberry Pvt Ltd delivered a speech on Corporate Expectations for students.



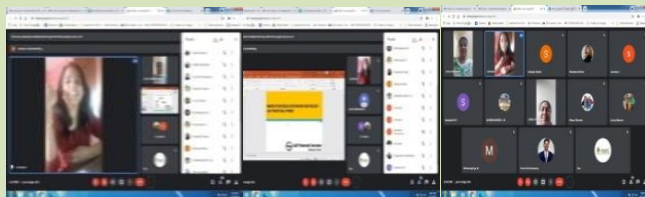
- From 26th April to 30th April 2021, Corporate Insights-Project Based Learning Phase I was conducted in the presence of Dr.A.Valarmathi, Director. All the II MBA students presented their learning experiences and knowledge gained in different sectors. All the first year students also participated and gained exposure to different sectors.



- From 3rd May to 5th May 2021, Corporate Insights- Project Based Learning-Phase II was conducted in the presence of Dr.A.Valarmathi, Director. All the II MBA students presented their learning experiences and knowledge gained in different sectors. All the first year students participated and gained exposure to different sectors.
- On 5th June 2021, Webinar on “Share Market” was organized for I year and II year MBA students. Mr.Venkata Sri Harsha-Founder of Shine project addressed the students about the operations of share market and insisted for studying its impact on the economy.
- On 24th May 2021, a panel discussion on Hybrid Workplace was organized for first and second Year MBA students. Mr.C.Navin kumar, Senior Lead, Tata Consultancy Services, Mr.Sriram Srinivasan, Financial Analyst, Sincere Syndication and Corporate Services, LLP, Mr.Prabakaran, Talent Acquisition Analyst, NTT Data, Mr.Mithun Kumar, Operations, Ani Technology Private Limited were the resource persons. The students gained Knowledge on how the organisations are working in virtual mode, what challenges are faced and how the companies are making use of this as Opportunity.



- On 14th June 2021 A webinar on Mutual Funds and Cryptocurrency was conducted for the first and second year MBA Students. Ms.Soumya Anand, Finsafe India Pvt Ltd was the Resource person. The market practices and awareness on investment behaviours were shared with the students.



- On 19th June 2021, webinar on HR practices in Kuwait was conducted for the first and second year MBA students. Mrs.Aishwarya Rajasekar, HR Associate, Gulfspic-Kuwait presented the difference between the HR practices followed in Kuwait and India. She gave insights on how one has to equip him/herself to utilise the opportunities in Kuwait for their Career.



ENTREPRENEURSHIP DEVELOPMENT CELL

- On 16th January 2021, a workshop on Business Plan Preparation was conducted by Rural Entrepreneurship Development Cell of VIMS in association with Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Human Resource Development, and Government of India. Dr.G.Rajini from MGNCRE the Resource person explained the need for Entrepreneurship and gave a detailed structure of preparing Business plan.



- On 6th February 2021, Dr.S.Uma Maheswari, Associate Professor addressed the students of G.Venkataswamy Naidu College on the topic “Design Thinking & Financial aid for startups” where all the 3rd year BBA students participated in that event through Google meet.
- On 8th March 2021, Dr.S.Uma Maheswari, Associate Professor, acted as Resource person for Entrepreneurship Awareness program and addressed the students of Shree Vidya Mandhir College, Attur on the topic “Be your Own Boss” in which 124 participants have participated.

PLACEMENT ACTIVITIES:

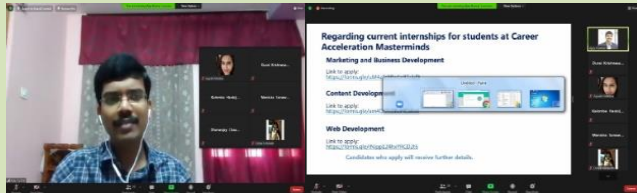
- On 6th January 2021, NEXT VEE Enterprises Private Limited off campus interview was conducted in which 11 students participated and 9 students got selected for Intern cum Placement for the position of Business Development Executive and HR.
- On 7th January 2021, TLX Tech Private Limited conducted the campus Placement Drive in which 16 students participated and 5 students got shortlisted in the final Round for Intern cum Placement in Data Management.
- On 7th January 2021, E-SMART EDUCATION conducted off campus interview in which 4 persons attended the interview and they got selected for HR and Admin position.
- On 8th January 2021, LITTERARUM- Documentation Process for Logistics and Supply Chain Industry, an expert lecture was delivered by Mr.K.Sathya Moorthy, Customer Support and Dopcumentation, Srishan Agencies Pvt Ltd.



- On 12th January 2021, Career @ BFSI, an Expert Lecture was delivered by Mr.S.Ravishankar, Former Life and Executive Coach and International Certified Trainer which was organized by Training and Placement Cell



- On 24th January 2021, Career Readiness Workshop was conducted in association with Career Acceleration Master Minds for I & II MBA Students. Mr.Ajay kumar, IIM Alumnus addressed the students.



- On 26th February 2021, Deepak Raj, II year MBA attended the interview in Que Spaces, Coimbatore.
- On 6th April 2021, our student Ms.Sony Sunny was selected as Front Office Executive at Orchid Residency, Kottayam.

FACULTY CONTRIBUTION:

- On 20th January 2021, Two project proposals were submitted by Dr.A.Valarmathi, Director, VIMS and Mr.K.Durai, Senior Assistant Professor under TANSCST - Students project Scheme 2021.
- On 12th & 13th February 2021, Mr.K.Durai presented a paper in ICCSR sponsored International Conference on Digital Supply Chain organized by Acharya B-School, Bengaluru, titled "Optimization on Reverse Logistics in E-Commerce Industry in India".
- On 19th & 22nd February 2021, Mr.K.Durai, Sr.Assistant Professor addressed the 3rd year BBA Students of ANJA College on the topic "Resilience" and the 3rd year BBA and B.Com(PA) students of GVN College on the topic "Reading skills".
- On 27th February, 5th & 6th March 2021, Dr.S.Uma Maheswari, Associate Professor addressed the 3rd year BBA and B.Com(PA) students of GVN College on the topic "Reading skills", B.Com and B.Com(PA) students of Kongu Nadu Arts and Science College on the topic "Third Eye for start-ups" III year BBA Students of Kongunadu Arts and Science College, Coimbatore on the Topic "Start Small and Go Big" and the students of St.Xavier College, Palayamkottai on the topic "Women Empowerment through Entrepreneurship"
- From 15th March to 19th March 2021, a five days personality Development Workshop was organized by department of Business Administration, Kongu Nadu Arts and Science College with the support of VIMS. Dr.S.Uma Maheswari, Associate Professor and Mr.K.Durai, Senior Assistant Professor imparted soft skills training on Effective Public Speaking, Leadership skills, I Brand Me, Group Discussion and Interview skills.
- On 17th March 2021, Dr.A.Valarmathi, Director, VIMS participated in the event-BW Education-Wisdom Enabling Education-4.0 & Opportunities ahead.

- On 20th March 2021, Dr.S.Uma Maheswari, Associate Professor acted as Resource person for Entrepreneurship Awareness Program and addressed the students of KG College for Arts and Science, Coimbatore on the topic "Innovative Business Model for Startups" in which 102 participants have participated.
- On 27th March 2021, Dr.A.Valarmathi, Director participated in Online program on Advanced Data Analysis using MS Excel organized by Navrachana University.

IMPORTANT VISITORS:

- Mr.S.Harikrishnan, MD, Tata Gold, Tirunelveli
- Mrs.Shasikala Sathyamurthy, Chairperson & CEO, Chandrans Yuva Foundation, Coimbatore, Managing Director- Smart Interiors, Founder Trustee- Smart kids centre For Excellence
- Dr.Kavidasan, Director, Roots Industries India Limited, Coimbatore & Secretary, Satchidananda JothiNiketan Int. School.
- Mr.Sakthivel Shanmugam, Business Service Manager, Canali Business Services, Dubai
- Mrs.Anitha Anand, Senior Project Management, Starberry Pvt Ltd
- Mr.Venkata Sri Harsha- Founder of Shine project
- Mr.C.Navin kumar, Senior Lead, Tata Consultancy Services,
- Mr.Sriram Srinivasan, Financial Analyst, Sincere Syndication and Corporate Services, LLP.
- Mr.Prabakaran, Talent Acquisition Analyst, NTT Data
- Mr.Mithun Kumar, Operations, Ani Technology Private Limited
- Ms.Soumya Anand, Finsafe India Pvt Ltd
- Mrs.Aishwarya Rajasekar, HR Associate, Gulfspic-Kuwait
- Dr.G.Rajini Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Human Resource Development, Government of India.
- Mr.K.Sathya Moorthy, Customer Support and Documentation, Srishan Agencies Pvt Ltd.
- Mr.S.Ravishankar, Former Life and Executive Coach and International Certified Trainer
- Mr.Ajay kumar, IIM Alumnus

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"I never dreamed about success. I worked for it." – Estée Lauder