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CHAIRMAN'S MESSAGE

I am delighted to announce that VIMS has been thirteen years of academic excellence. VIMS is widely recognized for its professionalism and has established itself as a center for hands-on learning in Business Administration through direct partnerships with various industries, Professional bodies, and institutions. I extend my heartfelt congratulations to the Director, faculty, and students of VIMS for their dedicated efforts in producing this newsletter.

“VIMS an Arena of Experiential Learning”

DIRECTOR'S MESSAGE

VIMS presents a diverse array of activities and programs. These include specialized company-focused programs, comprehensive training sessions, and value-added initiatives designed to enrich executive competencies in areas such as digital marketing, NISM series, sustainable logistics, strategic business analytics, and talent management. We commend our students for their entrepreneurial endeavors through the ED Cell, active participation in programs across various institutions, and for being recognized for their outstanding achievements. Additionally, our esteemed faculty members have orchestrated Faculty Development Programs (FDPs) and have contributed to esteemed scholarly journals with their research papers. These collective accomplishments serve as a source of motivation to advance our institute's vision and mission.



Dr. A. Valarmathi
Director
VIMS

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“Perfection is not attainable. But if we chase perfection we can catch excellence”- Vince Lombardi

EVENTS AT VIMS – A GLIMPSE

- On 4th January, the VIMS VIRUKSHA Alumni Association was registered under the Tamil Nadu Societies Registration Act.
- On 26th February, the VIMS academic audit for the odd semester 2023-2024 was conducted. Dr.P.Vikkraman, Professor, Anna University, Coimbatore audited the educational documents of that period.
- From 25th to 28th March, VIMS organized an International Industrial Visit to Malaysia for second-year MBA students (batch 2022–2024), 65 students joined the trip, and they visited ‘Royal Selangor -The Royal Selangor Group of Companies, Seleberan, Comyns’ a manufacturing and retail organization. This visit is arranged to make the students knowledgeable about managerial practices followed in manufacturing companies and organizational culture.



- On 5th April, Roots Cast India Pvt Ltd organized its Annual Business Plan Meeting at VIMS, a group of VIMS students also participated and had real experience with the Business Plan Preparation.
- On 24th April, VIMS submitted its IQA for the NAAC approval Process and was approved on 29th April for further accreditation process.
- On 16th and 17th May, VIMS organized an Industrial Visit for first-year students. The students visited ‘THE HINDU’ and gathered knowledge about that industry.



- On 5th June, in honor of World Environment Day, the VIMS the community service club planned a "Tree Plantation" event to raise awareness of global warming.
- On 26th June, VIMS filled out its Self Study Report for the NAAC Accreditation.

BEST PRACTICES

- On 23rd February, the VIMS ED cell organized ‘One Day Entrepreneur’, a skill development program for the first-year MBA (batch 2023-25) students. This event will help the students to learn about dealing with Customers, Market strategy, financial analysis & Business Strategies.



- On 22nd March, EML – Field Work was organized for the first-year MBA students. Students visited Dawn Engineering Pvt Ltd, Coimbatore; Sarmangal Synthetics Pvt Ltd, Coimbatore, Zinnov Management Consulting Pvt Ltd; and Roots Cast Pvt Ltd, Coimbatore. The faculty members who accompanied the students were Dr. A.V. Hariharan, Asso. Prof., Mr. K. Saravanan, Asst. Prof., Ms. Usha, Asst. Prof., and Mrs. R. Kasthuri, Asst. Prof., accompanied the students.
- On 3rd May, an EML – Field Work was organized for the first-year MBA students. A group of students visited Zinnov Management Consulting Pvt Ltd, Coimbatore, and another group went to Decathlon, Coimbatore, for the EML Field Study. Mr.K. Saravanan, Asst.Prof, and Mr.Tamilselvan, Asst.Prof, accompanied the students.



MOU SIGNED

- On 22nd March, VIMS signed a MoU with KG College of Arts and Science with an objective of institutional Growth.

- On 7th May, VIMS signed a MoU with EZIO Solutions (P) Ltd with the motive of student and institutional quality development support.
- On 28th May, VIMS Signed a MoU with Quantanics Techserv Pvt.Ltd for the benefit of student career enrichment and Organizational Development.



VALUE ADDED COURSES

- From 27th May to 1st June, Value Added Courses conducted for the first-year MBA students on Mutual Fund – NISM Series, Executive Skills in Digital Marketing, Sustainable Logistics, Strategic Business Analytics, and Managing Talent to promote students skill enrichment.



WORKSHOP ORGANIZED

- On 21st February, a workshop on ‘Career through Competitive Exams’ was organized. Mr. Loganathan, Corporate Trainer was the resource person who delivered the session for the first-year MBA student.
- On 27th April, a workshop on ‘Research Analysis’ was organized for the second-year MBA students. Dr. K. Durai, Asso. Prof. was the resource person who addressed and conducted a practical session for the students.

WEBINAR

Date	Webinar Titled	Resource Person
03.01.24	“The Future of Jobs”	Mr. Vasant Kamble, Assistant General Manager (AGM)—Human Resources (HR), Sumax,
07.01.24	‘Dealing with Office Politics’	Ms. Alaknanda Swaroop, Career Growth Coach, Ex. Senior. Director, HR Nektar Therapeutics (Ind) Pvt. Ltd
28.02.24	‘Common Good HRM: An Emerging Reality’	Dr. Padmalita Routray, Associate Professor and HOD, Fakir Mohan University, Balasore
21.03.24	‘How to Plan for Start-Up and Legal & Ethical Steps’,	R.Shyam Prashad, Co-Founder, and CEO of Vegroute Agri Tech Pvt. Ltd
05.04.24	‘Startup Masterclass: 9 Steps to Startup Success’	Mr. Saurabh Jain, AIMA YLC-National Events Co-Chair & Founder
	‘Enhancing Communication for Future Professionals’	Ms. Anindita Mookerjee Sinha, Senior Communication, Advocacy, & Thought Leader and mentor
26.04.24	‘Angel Investing’	Mr. Kaaran Verma, Co-Founder & Director, of Faad Network Pvt. Ltd.,
	‘Empowering the Future: Skills and Career Development’	Ms.R.M. Meenaj, Human Resource Generalist, ATOZERV India Pvt. Ltd.,
11.05.24	‘Introduction to Intellectual Property Rights (IPR).’	Mr. S. Muruganandhan, Director & Patent Attorney, Metayage, was the resource person
11.05.24	‘On-Campus Business Incubators: An Opportunity for Young Entrepreneurs’ was also conducted.	Mr. M. Vivek Kumar, Innovation Head, Sri Eshwar Engineering College
20.05.24	‘The Concept of First Principles in Business	Mr. Puneet Krishnan, a Sales & Marketing Professional in FMCG, consumer durables, hospitality, agriculture, & telecommunication

EXPERT MEET

Date	Title	Resource Person
22.02.24	'Finance: A Good Career Path?'	Mr. CA Rahul, Managing Partner, GRAD & Company
24.02.24	'Building a Career in HR'.	Mr.Pon Annadurai, Vice President – HR, CRI Pumps Pvt, Ltd
06.03.24	'Entrepreneurial Opportunities in Digital Marketing' & 'Venturing Management Consultancy Services'	Mr. Waseem Nawaz, Creative Director, ZIMSON & Mr. BG Vishnu, Talent Intelligence Expert, Zinnov Management Consulting Pvt. Ltd.
12.03.24	'Financial Market'	Mr. V. Sriharikumar, Lead, Accounting and Compliance, UST Global, Chennai
25.04.24	'Commodities Market'.	Dr.K. Prabhakaran, SEBI SMARTs Trainer, NCDEX Empaneled
30.04.24	'The Magic of Thinking Big: Career and Social Skill Development'.	Mr. Bala Senthil, Director, ZE BANCAIRO
07.05.24	'Career in Business Analytics' was organized.	Mrs. Santhoshi Sivaprakash, Business Head, Ezio Solutions & Ezio Skill Academy
28.05.24	'Industry 4.0' ,	Mr. A. Kesavan, Director & CEO, Quantanics Techserv Pvt. Ltd.,



MANAGEMENT DEVELOPMENT PROGRAM (MDP)

- On 14th February, VIMS organized a management development program on 'Professional Engagement for Business Success' for Roots Cast Private Limited, Coimbatore. Dr.A. Valarmathi, Director, Dr.S. Umamaheswari, Professor, Dr.K. Durai, Asso.Prof., Dr.P. Kowsalya, Asso.Prof., and Mrs.S. Kalaivani, Asst.Prof. VIMS, acted as resource persons and delivered the session.
- On 16th March, MDP Phase II on 'Professional Engagement for Business Success' was organized for Roots Cast Private Limited, Coimbatore. A total 30 members from different departments participated and benefited.



CLUB ACTIVITIES

Date	Name of the Club	Activity
24.02.24	Sports Club	Exhilaration in Learning through Management Games'
26.02.24	Marketing Club	Expert talk on 'Marketing is Exciting & Challenging'
29.02.24	External Relationship club	Awareness program on 'First Aid and Road Safety'.
01.03.24	Marketing Club	Indoor Games competition
01.04.24	Community Service Club	Tree Plantation
04.04.24		Food waste awareness program Skill Enhancement Program

ED CELL ACTIVITIES

- On 22nd February, VIMS ED cell organized a 'Business Tycoon' event. The students from first-year MBA have presented about Successful Business personalities. This event aimed to help students gain a better understanding of the corporate world.
- On 6th March, ED cell organized an expert talk on 'Venturing Management Consultancy Services'. Mr. B.G. Vishnu, Talent Intelligence Expert, Zinnov Management Consulting Pvt. Ltd. was the resource Person who addressed the students.

FACULTY DEVELOPMENT PROGRAM (FDP)

- From 8th to 14th April, VIMS organized a Faculty Development Program on 'Research Skills Enriched with Technology' in virtual mode. Dr. A. Valarmathi, Director, VIMS, inaugurated the FDP. Dr. P. Karthikeyan, Associate Professor, Kongu Engineering College, Erode, presented on 'Research Using AI and ChatGPT'. Dr. A. Valarmathi, Director, VIMS, Coimbatore, presented on 'Recent Trends in Research on Social Science. Dr.Thirumurugan, Associate Professor, Kalasalingam Academy of Research and Education, SVPR, presented on 'Model Identification for Research and Model Testing using AMOS. Dr. Sekkizhar, Associate Professor, PSG Institute of Management, Coimbatore, presented on 'Qualitative Research Methods'. Dr. K. Durai, Associate Professor, VIMS, Coimbatore, presented on 'Systematic Literature Review. In this FDP, totally of 80 participants participated and benefited from the different states in India.



VIMSMART

- On 15th March, an intercollegiate meet, VIMSMART'24, was conducted. Mr. B. Bala Senthil, founder and MD, of Ze Bancairo School of Banking, was the chief. A total of 400 students from 32 different colleges participated in 13 different events and won prizes. Prof.Dr.P.Kamalath, Hindustan College of Arts and Science; Prof.Mrs.M.Kiruthiga, KPR College of Arts and Science; Prof.Dr.S.Punitha Devi, Kongunadu College of Arts and Science, Mrs.Shalini, RVS Institute of Management Studies, acted as judges for the events. On the same day evening valedictory function was conducted, Mr. Naveen Manickam, founder of WBN India & NM Academy, was the chief guest who addressed the participants. Bishop Heber Arts and Science, Trichy, won the overall championship.



PLACEMENT CELL ACTIVITIES

S.No	Name of Company	No. of Students Selected
1	Roots Industries Ltd	5
2	Data Pattern	8
3	KG Invicta Services Private Limited	4
4	St.Johns Freight Systems Pvt Ltd.,	7
5	Muthoot Finance	14
6	Big Bulls	14
7	Nous System	1
8	Gati KWE Express	2
9	Aetram Group Of Companies	3
10	Hashone Careers Pvt Ltd	14
11	Zebu Trade	2
12	Microbiological Laboratory	7
13	Axis Bank	3
14	KVB	1
15	Studio Forge	6
16	PWDS Extrusions Private Limited	4
17	Accura Welrods	2
18	Goodwill wealth Management Services	1
19	Inno boon Technologies	1
20	Asian Paints	1

- On 4th January, Placement Cell organized a pre-placement talk. Mr.Ulaganathan, Head of Compliance, Zebu, was the chief guest and shared his thoughts with the second-year MBA students.
- On 21st February, VIMS Placement Cell organized an awareness program on 'Career Avenues in Management'. Dr. A. Valarmathi, Director, VIMS, was the resource person who delivered the session to first-year MBA students.
- On 18th May, the VIMS Placement Cell organized a 'Competitive Exam Coaching'. Mr. Bala Senthil, Director, ZE Bancario, was the resource person who handled the session for first-year MBA students.

CELEBRATIONS:

- On 12th January 2023, VIMS celebrated "Pongal Festival". All students and Faculty members were in the traditional dress code celebrated the pongal festival and conducted many competitions like Uriyadi, Kayir Iluthal, Pongal vaithal, Villupattu, and Dance. Dr.A.Valarmathi, Director, VIMS shared the Pongal wishes to everyone.



- On 8th March, VIMS Celebrated 'International Women's Day', Mrs.T.P.Sivasankari, Founder & Managing Director AR4 TECH PVT LTD was the resource person, and shared valuable insights on overcoming obstacles.
- On 22nd April, VIMS Celebrated 'Earth Day' with a motive to raise awareness about Environmental Issues and to protect the earth. On this occasion, students planted trees in the nearby locality. VIMS Glowma Association organized competitive events like Poster Making, Short Films, and Tree Plantation in their own house to create awareness of saving Earth from Warming.

STUDENTS EXTERNAL PARTICIPATION

- On 5th and 6th January, Mr.S.K.Deepak, Mr.M.Vinoth, Mr.M.Siva Prakash & Mr.P.V.Mohana Krishnan from first year MBA acted as volunteers in an "Award Distribution Ceremony" organized at Kongu Nadu Arts and Science College, Coimbatore taken care of overall event organization.
- From 2nd to 4th February, nine First Year MBA Students Participated in E-Summit finals organized by IIT Mumbai and achieved a top 5 ranking in all India for conducting NEC Activities.



- On 23rd February, Mr.Pramod from I – MBA presented a Paper on 'Sustainable Change Management' and won the Best Paper award - from Rathinam College of Liberal Arts and Science.
- On 9th March, Mr.Pramod, I MBA participated and won first prize in the Best Manager competition organized by the Department of Management, Karpagam Academy of Higher Education and three students participated.
- On 9th & 10 March, the Community Service Club members Ms. Vishnupriya, Ms.Anith from II MBA & Mr.Sivathanush from I MBA participated in the TQI meeting "UllasConfluence 2024" in Chennai and made a presentation about the Community Service Club activities of VIMS.
- On 13th March, nineteen students from the first year MBA participated in various events organized by the RVS IMS, Management Fest', and Ms.G.Priyanka and Ms.C.Soundarya won first prize in Business Quiz, and Mr.Rajaprabhath and Manikanda Balaji won second prize.
- On 27th March, Mr. Pramod, a first-year MBA student, participated in the Best Manager competition organized by SNS College of Engineering.
- On 21st March, Promod from I-MBA participated in "HR Gurukul Sessions on the topic: Collective Bargaining" organized by the NIPM Coimbatore chapter.
- On 21st March, first-year MBA students participated in an intercollegiate event organized by Karpagam College of Arts and Science.
- On 21st March, the first-year students participated in the cricket tournament conducted by Anna University Regional Campus, Coimbatore.
- On 22nd March Mr. Arslaan, a first-year MBA, participated and won second prize in the event 'Student Conclave for Climate Action' organized by the Kumaraguru Institutions in partnership with Siruthuli, Young Indian (YI), and Indian Green Building Council (IGBC), Coimbatore.
- On 28th March, twenty first-year MBA students participated in a quiz competition organized by PSG College of Arts and Science.
- On 3rd April, Mr.Pramod, a first-year MBA, participated in the National Conference on 'Leveraging Micro Insurance and Fostering Climate Smart Agriculture, organized by Sankara College of Science and Commerce, Coimbatore.
- On 5th April, first-year students participated in a seminar on 'Career Counseling for Abroad Jobs' organized by INFO Institute of Engineering.
- On 5th April, Mr. Pramod, a first-year MBA, participated in the Best Manager and Paper Presentation competition organized by Sardar Vallabhai Pate International School of Textile and Management.
- On 23rd April, Ms.H.Janani and Ms.J.Sreejaya participated in the event ADZAP and won first prize in the National Level Technical Symposium 'INFEST 2k24 at the INFO Institute of Engineering.
- On 10th May, the first-year MBA students attended a webinar titled HR Gurukul Session: 'Talent Mapping: Trends & Challenges' organized by the NISM Coimbatore Chapter.

- On 17th May, Mr.Muthu, a first-year MBA, Successfully Completed the 'NISM Series –XV' Research Analyst Certification Examination'.
- On 23rd June, the first-year MBA students participated in a 'Drug Awareness Camp' organized by Police officers, at Kovilpalayam Station at INFO Engineering College.

FACULTY CONTRIBUTION

- On 4th January, Dr. K. Durai, Asso. Prof., published an article titled "Culture of Educational Institutions on Psychological Empowerment of Women Employees in Higher Education Institutions" in the Journal Cultural Management: Science and Education, Volume 7, No. 2, 2023, a Scopus-indexed journal.
- On January 19, Dr. A. Valarmathi, Director, attended the NIPM Coimbatore chapter meeting and attended a session on "Transactional Analysis for Successful Professionals" organized by the NIPM Coimbatore chapter.
- On 22nd February, Dr. S. Umamaheswari, Professor, published an article titled 'A Study on Artificial Intelligence in the E-Commerce Industry' in the Journal of Mitigation Letters, Volume: 21, No. S5 (2024), pp. 983–997, a UGC-listed journal.
- On 23rd February, Dr. A. Valarmathi, Director, VIMS, participated in a CII meeting titled 'Coimbatore Zone Annual Session 2023-2024' at the Hotel Residency Towers.
- On 26th February to 2nd March, Ms.M.Usha, Asst. Prof, attended a 6-day physical mode Faculty Empowerment Programme on 'CMG-339; Creativity and Innovation in Entrepreneurship' organized and held at Anna University, Regional Campus, Coimbatore.
- On 3rd March, Dr.A.Valarmathi, Director, participated in the CII Coimbatore Zone Annual Session meeting organized by CII Coimbatore.
- On 8th March, Dr. S. Umamaheswari received 'Best Social Worker' in the Women's Day Celebration 2024, awarded by the Lions Club of Coimbatore.
- On 12th March, Dr. A.V. Hariharan, Asso.Prof, acted as a resource person for the Best Manager event organized at the RVS Institute of Management Studies.
- On 18th March, Dr. A. Valarmathi, Director, acted as a resource person and addressed the topic 'Ideathon Through Design Thinking' in a five-day FDP program organized by Dr. M.G.R. Education and Research Institute.
- On 22nd March, Dr.S. Umamaheswari, Prof, Dr.K.Durai, Asso.Prof, Dr.P.Kowsalya, Asso.Prof, and Mrs.S. Kalaivani, Asst.Prof acted as resource person for a 'Training Session on the ARC' at KG College of Arts and Science, Coimbatore.



- On 8th & 10th April, Dr. A. Valarmathi, Director, acted as a panel member in the Education Panel and Mr. K. Saravanan, Asst.Prof, acted as a panel member in the Manufacturing of the CII Coimbatore Zone for the year 2024–25, held at the CII Office, Coimbatore.

IMPORTANT VISITORS

- Mr.Pon Annadurai, Vice President – HR, CRI Pumps Pvt, Ltd
- Mrs.Sruthi Rajasekar, CFO, of Atatri Design Pvt Ltd
- Mr.M.Vengadesan, Project Officer, Alert NGO
- Mr.Vigneshwaran Velusamy, CEO, of Brandingbeez
- Mr. B. Bala Senthil, founder and MD, of Ze Bancairo School of Banking
- Mr. Naveen Manickam, founder of WBN India & NM Academy
- Mr.Ulaganathan, Head of Compliance, Zebu
- Mrs.T.P.Sivasankari, Founder & Managing Director AR4 TECH PVT LTD
- Mr.B.G.Vishnu, Talent Intelligence Expert, Zinnov Management Consulting Pvt. Ltd.
- Dr.K. Prabhakaran, SEBI SMARTs Trainer, NCDEX Empaneled
- Mrs. Santhoshi Sivaprakash, Business Head, Ezio Solutions & Ezio Skill Academy
- Mr. A. Kesavan, Director & CEO, Quantanics Techserv Pvt. Ltd.
- Mr. Waseem Nawaz, Creative Director, ZIMSON.
- Mr. CA Rahul, Managing Partner, GRAD & Company
- R.Shyam Prasad, Co-Founder, and CEO of Vegroute Agri Tech Pvt. Ltd
- Ms. Alaknanda Swaroop, Career Growth Coach, Ex. Senior. Director, HR Nektar Therapeutics (Ind) Pvt. Ltd.

EDITORIALBOARD

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"Try not to become a man of Success. Rather become a man of value" - Albert Einstein