



V-IMPRINT

*The Bi-Annual Newsletter of
Vivekananda Institute of Management Studies, Coimbatore*



About VIMS

Vivekananda Institute of Management Studies (VIMS), an Autonomous Institution promoted by a group of professionals in association with the parent organization M/s. Zawawi Powertech Engineering LLC. VIMS is run by Coimbatore Education Foundation, a highly reputed standalone B-School approved by AICTE, New Delhi, and permanently affiliated to Anna University, Chennai and accredited by NAAC with 'A' Grade.

VIMS Credentials

VIMS is Ranked by BUSINESS WORLD as

- TOP ONE Best B-School for 'Learning Experience' in Coimbatore
- TOP 2 Best B-School in Coimbatore
- TOP 5 Best B-School in Tamilnadu

VIMS is Ranked by BUSINESS TODAY as

- TOP 27 Best B-School in South India
- TOP 65 Best B-School in India

EVENTS AT VIMS - A GLIMPSE

- Academic Enrichment Initiatives
- Empirical Micro Learning
- Cambista Inauguration
- VIMS Ranking
- Expert Meet And Webinar
- MoUs Signed
- FDP & MDP
- Club Activities
- Entrepreneurship Development Cell
- Placement Cell
- Students Activities
- Celebration
- VIMS Immersion Programme
- Faculty Contribution
- Awards and Achievements
- Important Visitors

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Phone: 7708363333

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Chairman's Message

I am delighted to present the January–June 2026 edition of V-Imprint, the Bi-annual newsletter of Vivekananda Institute of Management Studies (VIMS). This edition reflects our institution's continued journey towards excellence in management education and our unwavering commitment to developing responsible, competent, and socially conscious leaders. At VIMS, we believe that education is a transformative process that empowers individuals to think critically, lead ethically, and contribute meaningfully to society. Guided by our core values of integrity, innovation, and continuous improvement, we strive to create an environment that encourages academic excellence, professional growth, and lifelong learning. The steady progress of the institution is a result of the collective dedication of our faculty, students, alumni, industry partners, and well-wishers, who continue to strengthen the VIMS legacy. I extend my heartfelt congratulations to the Principal, Faculty, and Students for their commendable achievements during this period. Their dedication and pursuit of excellence have strengthened our institution. I also thank everyone associated with VIMS for their support and contributions, and I wish them continued success as we work together to inspire excellence and shape future leaders.



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

Principal's Message

I am honoured to present the January–June 2026 edition of V-Imprint, showcasing the academic, research, industry, and student development initiatives undertaken at Vivekananda Institute of Management Studies during the first half of the year. This edition reflects our efforts through orientation programmes, micro learning visits, value-added programmes, expert sessions, workshops, webinars, faculty development initiatives, and entrepreneurship activities that have helped students connect classroom learning with industry expectations. Our students have excelled in competitions, certification programmes, placement drives, outreach activities, and cultural events, while our faculty members have strengthened VIMS as a centre for research and innovation through publications, IEEE-indexed papers, patents, conferences, and industry collaborations. This achievement reflects the collective efforts of our management, faculty, students, alumni, recruiters, and academic partners. VIMS remains committed to fostering innovation, ethical leadership, experiential learning, research excellence, and entrepreneurial thinking. I thank everyone who has contributed to our growth and wish our students continued success in their academic and professional journey.

Dr.A.Valarmathi
Principal/CEO



Dr.A.Valarmathi
Principal/CEO
VIMS

**VIMS -
Campus to
Corporate
Connect**

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EVENTS AT VIMS – A GLIMPSE

- On 13th February, VIMS organized South India's intercollegiate fest, VIMSMART 2k26. Mr. Nila Arumugam served as the Chief Guest for the inaugural function, while Mr. Balaji Easwaramurthy, Managing Director of TORQON Power Drives, and Mr. Navaneeth M, Managing Director of Gishnu Gears, were the Guests of Honour for the valedictory session. Over 400 participants from around 20 colleges took part, and Kamaraj College in Thoothukudi won the overall trophy.



- On 6th March, Women Empowerment Cell organized an International Women's Day; Ms. S. Kanagavalli, Certified Emotional Intelligence Coach, was the Chief Guest. As part of its social commitment, the institution honoured Brindha Chakrapani S., Special Educator at PSBB Millennium School, with the "Special Educator Award" for her contributions to inclusive education for children with special needs. Mrs. Prema Subramaniam, a Social Activist, received the "Best Social Activist Award" for her dedicated service to society through her NGO.
- On 10th March, 30 students from MBA Batch 2025-27 participated in a one-day academic program titled "Power BI for Managers: Analytics for Strategic Leadership" conducted at Christ University, Bangalore.

- On 14th March, the Placement Cell, in association with Young Indians (Yi) and YUVA – Yi Learning Beyond Education, organized Job Fair 2026. More than 500 students from various academic backgrounds, including Arts, Science, Engineering, Management, Polytechnic, and Diploma programs, participated in the job fair. 31 companies from different industrial sectors participated, and around 350 candidates got shortlisted.
- On 9th April, the Institution Innovation Council (IIC) Meeting was conducted. Mr. R. Pragadeeswaran, Manager – HRD & Admin, Sri Ramkarthic Polymers Pvt. Ltd., Er. A. Kesavan, Director & CEO, Quantanics Techserv Pvt. Ltd, CA Sasikanth, Partner, Anbarasu & Jalapathi, Dr. R. Arun Kumar Certified Patent Agent (IN/PA-4439), Ramco Institute of Technology, Mr. Vivek Kumar M, Assistant Professor (ECE), Sri Eshwar College of Engineering, Co-Founder & COO, Propel Foundry were the external members present for the meeting.
- On 7th May, the Board of Studies Meeting and on 12th May, the Academic Council meeting were conducted under the Autonomous System.



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ACADEMIC ENRICHMENT INITIATIVES

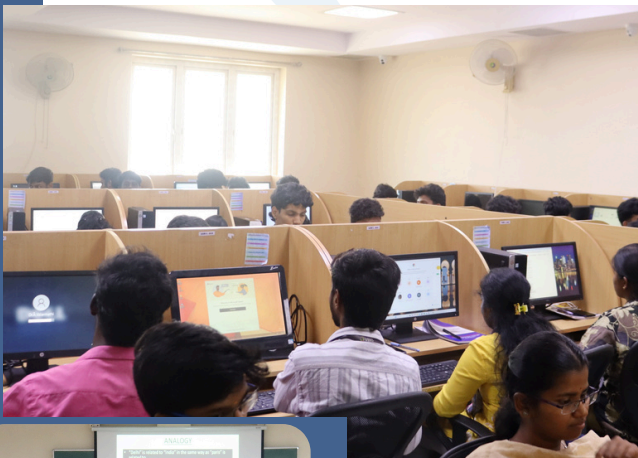
BATCH 2025-2027 - II SEMESTER

“

*Unleashing Potential,
Transforming Futures*

SKILL DEVELOPMENT

- On 29th and 30th January, the Skill Development and Public Speaking Club organized a two-day workshop on Guidance for Competitive Exams. The Resource Persons were Mr. Loganathan, Corporate Trainer, and Mr. K. Satheesh, Founder, Explore Academy
- On 18th March, Public Speaking and Skill Development Club organised a workshop on Data- Driven Insights Dr. K. Durai, Dr. P. Kowsalya, Associate Professors, were the resource persons.



Aptitude Training

From 24th to 26th April, organized an online Government Exam Coaching. Mr. N. Loganathan, Corporate Trainer, was the Resource Person.

10+ Articles

WORKSHOPS & PUBLICATIONS

On 5th February, the Internal Quality Assurance Cell, and Centre for Research, Consultancy and Publication organized workshop on “Blueprint to Breakthrough”. The resource persons were Dr.K.Durai, Associate Professor and Ms.Usha, Assistant Professor, VIMS. Students published their research work in reputed journals

ACADEMIC ORIENTATION

On 19th January, Academic Orientation for the MBA batch 2025-27 was conducted. Dr.A.Valarmathi, Principal/CEO, was the Resource Person. She emphasized the importance of SWOT analysis to help students identify strengths, improve weaknesses, and plan for future challenges. The session highlighted the need for active participation in workshops, seminars, conferences, certification programmes, industrial visits, competitions, presentations, and internships.



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EMPIRICAL MICRO LEARNING



- On 23rd January, Placement Cell organized an Empirical Micro Learning for the MBA batch 2025-27. The students visited JJ Pumps, Decathlon, and Anaamalais Toyota.
- On 7th February, Placement Cell organized an Empirical Micro Learning for the MBA batch 2025-27. The students visited Britannia Industries Ltd, and Texvalley.
- On 7th March, the Placement Cell organized an Empirical Micro Learning for the MBA batch 2025-27. The students visited The Hindu Group, Nila Soap, and Enrich Money.
- On 11th April, the Placement Cell organized an Empirical Micro Learning for the MBA batch 2025-27. The students visited Multitek Control System Pvt Ltd, Enrich Money, TTK Prestige, and Anaamalais Toyota.

CAMBISTA VALEDICTION



On 17th June, the CAMBISTA Association organized the Valedictory Function. Ms. Manju Riya Palanisamy, Founder & CEO, Studio Forge, was the Resource Person

VIMS RANKING



- Ranked AAA by Career 360 Website for the Best Management College

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EXPERT MEET & WEBINAR

27 Jan '26

"Role of AI & Analytics in Modern Management" by Mr. Stanley Moses S, Founder, Data Pattern & Co-Founder, CDO- Imperative

04 Feb'26

"Designing A Career: An HR Perspective" by Mr. Somasundaram.A.S, Senior HR & EHS, Aquasub Engineering.

12 Mar'26

"Startup Essentials: Plan, Launch and Grow" by Mr. Manoj Gurusamy, Managing Director, Venster School of Excellence India Pvt Ltd and Mr. Shiva Palaniyappan, Managing Director of Venster Advisory Services.

18 Mar'26

"Financial Literacy: Shaping the Future of Finance, Fintech & AI" by Mr. Anbarasan Venkatachalam, Founder & CEO, Midfin Wealth Pvt. Ltd.

15 Apr'26

"Protecting Ideas and Powering Start Up" by Dr. Manjari Anandan, Co-Founder & Blockchain Consultant, Zhagaram Consulting Insights Pvt Ltd



FDP

- From 4th to 8th May, IQAC Cell organized a Five-Day Faculty Development Program on "E-filing of IT Returns" in association with ICT Academy of Tamil Nadu. Ms. Meenakshi Muralitharan, BFSI Trainer, ICT Academy of Tamil Nadu, was the Resource Person.



CELEBRATIONS

- On 22nd January, the Pongal Festival was celebrated.
- On 17th June, a Farewell was organized for the outgoing Batch (2024-2026) by the I MBA students.



VALUE ADDED PROGRAMS



The Value Added Programs delivered by Industry Experts

- From 23rd to 28th March 2026, a Value Added Program on Mutual Fund Intermediary Development was conducted in Finance Domain for I MBA 2025-27 students. The resource persons were Mr. D. Gowtham and Mr. R. Sattanathan. 27 students participated in the program.
- From 23rd to 28th March 2026, a Value Added Program on Digital Growth Accelerator was conducted in Marketing Domain I MBA 2025-27 students. The resource persons were Ms. Divya Raj, Mr. Dinesh, and Mr. Jibin Jacob. 16 students participated in the program.
- From 23rd to 28th March 2026, a Value Added Program on Integrated Logistics Leadership was conducted in Logistics and Supply Chain Management Domain for I MBA 2025-27 students. The resource persons were Mr. P. Krishnan and Team. 37 students participated in the program.
- From 23rd to 28th March 2026, a Value Added Program on Prompt to Dashboard was conducted in Business Analytics Domain for I MBA 2025-27 students. The resource person was Mr. T. Balakrishnan. 19 students participated in the program.
- From 23rd to 28th March 2026, a Value Added Program on HR Competency Builder was conducted in Human Resource Management Domain for I MBA 2025-27 students. The resource persons were Mr. Vikas K and Team. 19 students participated in the program.

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CLUB ACTIVITES



- On 24th January, Language Club organized an workshop on "Learn Japanese from Zero to Conversation". Mr. Sathish Kumar M, VIMS - Alumni (2022 -24), Associate HR Consultant at CareerNet Technologies, Coimbatore, was the Resource Person.
- On 20th February, the Finance Club organized an event titled "Decoding Budget 2026: Insights & Implications." CA. Raghu Chandramohan, Managing Partner of GRAD & Company Chartered Accountants, served as a panel member and evaluated the budget review presentation delivered by the MBA Batch of 2025-26 students.
- On 30th March, Skill Development and Public Speaking Club organised "The Articulate Alliance" for the I MBA 'A' section.
- On 30th March, Marketing Club organised Brand Synergy Mixer for the I MBA 'B' section.
- On 9th April, the Finance club, in association with NISM, organised a National Financial Literacy Quiz 2026- College Round.

ED Cell

- On 27th January, ED cell organized an Orientation Session on Start-up Ecosystem. The Resource Person was Mr. T. Karthikeyan, Sales and Marketing Head, Data Pattern.
- On 10th April, the ED Cell and IIC organized a business idea discussion session titled "Startup Sparks: Ignite Your Ideas." Mr. Shiva Palaniappan, Managing Director of Venstor Advisory Services India Pvt Ltd, served as the mentor. Around 20 students discussed their Business ideas.



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PLACEMENT CELL

The list of Recruitment Drives organized by VIMS

DATE	COMPANY
05 JAN	5K Car Care
05 JAN	Volofin Corp
06 JAN	Berger Paints India Limited
13 JAN	Saint Gobain India Pvt. Ltd
24 JAN	MidFin Wealth Management Pvt. Ltd
27 JAN	Data Pattern
16 MAR	Anand Rathi Investment Services
30 MAR	LGB
06 APR	St. John's Freight Systems
08 APR	City Union Bank
21 APR	Birla Opus Paints Pvt Ltd.
09 JUN	Karur Vysya Bank



MoUs SIGNED

- On 27th January, VIMS signed an Memorandum of Understanding with Data Pattern. Dr.A.Valarmathi, Principal/CEO and Mr.Stanley Moses S, Founder, Data Pattern & Co-Founder, CDO- Imperative, signed and exchanged the MoU.
- On 20th February, VIMS signed Memorandum of Understandings with the PG and Research Department of Commerce and ED Cell, Holy Cross College, Thoothukudi.
- On 12th March, VIMS signed an Memorandum of Understanding with the Venster School of Excellence India Pvt Ltd. for setting up the Incubation Centre.



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EXTENSION ACTIVITY FOR COMMUNITY

- On 23rd January, Community Service Club Students participated in the Inauguration of Accura Adar Vanam – the Tree Plantation Drive, with the Plantation Target of 5500 Trees.
- On 6th February, the Community Service Club, in collaboration with Vee Yes Dental, Lotus Eye Hospital, Rao Hospital, and the Government Primary Health Center in Kovilpalayam, organized a Free Medical Camp. The event included blood donation, as well as eye, dental, and women's health check-ups. Approximately 50 blood donors participated, and around 150 individuals benefited from the health check-up services.
- On 8th February, the Sports and Cultural club organized a Drug Awareness Program through Flash Mob at the Race Course.



VIMS IMMERSION PROGRAMME



- The knowledge sharing session was organised for the I MBA batch 2025 – 27 and the students shared success story of selected companies:
- 23 Feb – R. Bala Ganesh – McDonald's
- 24 Feb – A. Sibi Prasad Sedhupathy – NVIDIA
- 25 Feb – A. Barveen Sulthan – boAt
- 26 Feb – D. Harish Pradeeve – Infosys
- 27 Feb – M. Jayabharathi – Yamaha
- 28 Feb – M. Mahalakshmi – Mamaearth
- 02 Mar – K. Dinesh Kumar – Crocs
- 03 Mar – R. Prasanth – FIS
- 04 Mar – A. Yuvasri – Cadbury
- 05 Mar – K. Kabeera Naureen – 7-Eleven
- 07 Mar – V. Mutheeswary – Dazler
- 10 Mar – G. Sam Jeffery John – HDFC Bank
- 11 Mar – M. Prasanth – Nestle
- 12 Mar – A. Ananth – Royal Enfield
- 13 Mar – M. Kavya – redBus
- 14 Mar – M. Abirami – Cookd
- 16 Mar – M. Navinkumar – Kodak
- 17 Mar – R. Abinash Kanna – Anthropic
- 18 Mar – R. Deepan – Rapido

VIMS IMMERSION PROGRAMME

The Personal Growth for Professional Growth – Management Tool-kit Series was organised for the I MBA batch 2025 – 27, and details are given below:

- 24 Mar – Mr. M. Madhan Prakash – IKIGAI
- 25 Mar – Mr. D. Harish Pradeeve – Decision Tree
- 26 Mar – Mr. A. Sibi Prasad Sedhuthpathy – Human Nature and Effect
- 27 Mar – Mr. A. Barveen Sulthana – Stop working for Money, make money work for you
- 28 Mar Mr. R. Deepan – Personal Finance
- 30 Mar Ms. M. Mahalakshmi – Eisenhower Matrix (Time Management)
- 01 Apr – Mr. A. Ananth – Smart Goal
- 02 Apr – Mr. R. Prasanth – Atomic Habits
- 06 Apr Ms. M. Jeyabharathi – Kintsugi
- 07 Apr Ms. M. Abirami – Self Reflection
- 08 Apr Mr. T. K. Deepakkumar – Work Less and Achieve More
- 09 Apr Ms. V. Mutheeswary – The Power of Now – Live in Present
- 10 Apr Ms. K. Kabeera Naureen – Decision Making Under Pressure
- 13 Apr Mr. Amirdhan – Dopamine Detox
- 15 Apr Mr. M. Prasanth – High – Leverage Daily Habits
- 16 Apr Mr. R. Bala Ganesh – Kaizen
- 16 Apr Mr. M. Navin Kumar – Your Comfort Zone is Wasting your 20s



STUDENTS PARTICIPATION

- On 10th March, 30 students from MBA Batch 2025–27 participated in one-day academic program titled “Power BI for Managers: Analytics for Strategic Leadership” conducted at Christ University, Bangalore.
- On 9th April, the Finance club, in association with NISM, organised a National Financial Literacy Quiz 2026- College Round.
- On 10th February 2026, students from I MBA Batch 2025–27 participated in intercollegiate events at RVS Institute of Management Studies
- On 10th February 2026, students from I MBA Batch 2025–27 participated in intercollegiate events at St. Mary’s College
- On 20th February 2026, students from I MBA Batch 2025–27 participated in intercollegiate events at Info Institute of Engineering
- On 20th & 21st February 2026, students from I MBA Batch 2025–27 participated in intercollegiate events at Kamaraj College, Thoothukudi
- On 27th February 2026, students from I MBA Batch 2025–27 participated in intercollegiate events at PSG College of Arts and Science
- On 13th March 2026, student from I MBA Batch 2025–27 participated in intercollegiate events at Sri Venkateswara Group of Institutions

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FACULTY CONTRIBUTION

- Article Publication
 - Dr. A. Valarmathi, Principal, Transformer-Based Intelligent Tutoring System for Communication Skill Development IEEE Xplore
 - Dr. S. Umamaheswari, Professor, published three research papers in IEEE/IEEE Xplore on XGBoost-based predictive analytics for employee retention, deep learning-based sentiment analysis for venture capital allocation, and cloud computing-optimized economic simulation for infrastructure investment.
 - Dr. A. V. Hariharan, Associate Professor, Reinforcement Learning-Based Text Simplification Framework IEEE Xplore.
 - Mr. K. Saravanan, Assistant Professor, Circular Economy Practices and Its Role Towards Sustainable Development in the Textile Industry Journal of The Institution of Engineers (India).
 - Ms. M. Usha, Assistant Professor, From Leaf to Livelihood: The Role of Welfare in Shaping Job Satisfaction in Tea Plantations in IJRSL.
 - Mr. V. Renga Boss, Assistant Professor, Beyond Boundaries: Rethinking the Globalisation Story in ICIRISH 26 Conference Proceedings.
 - Mr. V. Renga Boss, Assistant Professor, A Study on Mobile Phone Addiction Among College Students in JAAFR (ISSN: 2984-889X)
 - Dr. K. Durai, Associate Professor, Dr. A. V. Hariharan, Associate Professor & Mr. K. Saravanan, Assistant Professor A Predictive Analysis on Forecasting Non-Performing Assets in Indian Banking Sector Journal of Advance and Future Research
 - Dr. K. Durai, Associate Professor, Mr. K. Saravanan & Mr. A. Kumaraguru, Assistant Professor, Impact of Supply Chain Disruptions on Logistics Service Performance in Journal of International Research for Engineering and Management
 - Dr. K. Durai, Associate Professor, & Mrs. S. Kalaivani, Assistant Professor, Workplace Diversity and its influence on employee engagement in manufacturing organizations in IRJMETS
 - Mrs. S. Kalaivani, Assistant Professor Measuring Perceived Equity and Its Influence on Sustainable Organizational Culture in Journal of International Research for Engineering and Management
- Patent Publication
 - Dr. S. Umamaheswari, Professor, & Dr. P. Kowsalya, Associate Professor, Patent: Evaluation of Income Source of Investment System Among Women
 - Dr. A. Valarmathi, Principal, Patent: Adoption of AI in Indian MSMEs: Benefits, Challenges, and Future Prospects
- All Faculty members presented papers in National and International conferences and attended FDPs at various reputed Institutions.
- Dr.S.Umaheswari, Dr.K.Durai, Dr.P.Kowsalya, Mrs.S.Kalaivani, Mr.R.Tamilselvan, Mr.S.Soundhar acted as Resource Person for Outreach Activities.

AWARDS AND ACHIEVEMENTS

- Body Building – 1st Prize Sriman G. N.
 - Corporate Walk – 2nd Prize Aarushi Arvindakshan Nambiar, Anshika Arvindakshan Nambiar, Atul Krishna S., Chandru A. R., Raghul Sundar, Nandhan M., Saravana Kumar R.
 - Stock Battle – 2nd Prize Harish Pradeeve D., Ashwath Sivanesan, Suresh Rajan K., Abinesh Kanna R.
 - Treasure Hunt – 1st Prize Saravana Prakash V., Raja Murugan K., Deepan B., Daniel Devakumar B.
 - IPL Auction – 3rd Prize Arun Akash M., Gopinath M., Praveen Kumar K., Krishnaprasath L., Akilesh U.
 - Photography – 1st Prize Suresh M.
 - Crash the Code – 1st Prize Sri Sabarish N.
 - Best Manager – 3rd Prize Priyanka R.
 - Fun Quiz – 1st Prize Rahul J., Priyanka R.
 - Treasure Hunt – 2nd Prize Suresh M., Muthuparamasivam S.
 - Bench Press – 1st Prize Sriman G. N.
 - Murder Mystery – 2nd Prize Sivaranjani G., Keerthika V., Rajagiri K.
 - Web Design – 1st Prize Sri Sabarish N.
- NISM/NPTEL
- Municipal Financing in India – Dr.S.Umaheswari, Dr.P.Kowsalya
 - Human Resources in Digital Age – Reliance Foundation Skilling Academy – Ms. M. Usha

IMPORTANT VISITORS

Mr. R. Pragadeeswaran, Manager – HRD & Admin, Sri Ramkarthic Polymers Pvt. Ltd.
 Mr. N. Loganathan, Corporate Trainer, Explore Academy
 Mr. Stanley Moses S., Founder & Co-Founder, CDO, Data Pattern & Imperative
 Mr. Somasundaram A. S., Senior HR & EHS, Aquasub Engineering, Coimbatore
 Mr. Manoj Gurusamy, Managing Director, Venster School of Excellence India Pvt. Ltd.
 Mr. Shiva Palaniyappan, Managing Director, Venster Advisory Services
 Mr. Anbarasan Venkatachalam, Founder & CEO, Midfin Wealth Pvt. Ltd.
 Dr. Manjari Ananda, Co-Founder, Zhagaram Consulting Insights Pvt. Ltd.
 Mr. P. Krishnan, Director, Galaxy Exports Zone
 Mr. R. S. Subramaniam, AGM (Retd.) – Cargo, Coimbatore International Airport
 Mr. R. Karthikeyan, Senior Director, Capgemini Engineering
 Ms. Sowmiya, Executive Sales Coordinator, St. John Freight Systems Ltd.
 Mr. R. Gurudevsnivas, Payroll Manager, Kantar GDC India Pvt. Ltd.
 Mr. Rajkumar, HR Consultant, Independent HR Consultant
 Mr. Gowtham Dhamotharasamy, Founder, Fincliniq
 Ms. Archishmati Kanakarasu, AI & Analytics Expert, Industry Resource Person
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 Ms. Manju Riya Palanisamy, Founder & CEO, Studio Forge,
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 Nominee PSG Institute of Management, Coimbatore
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 Dr. P. Adalarasu Professor, Nehru Institute of Information Technology and Management, Coimbatore
 Mr. Srinivasan, HR Professional, Velan Valves
 Mr. Puneeth Krishnan, Retired SBU Telecommunication Head & Consultant, Former Head – HR LRT 9P0 Ltd.
 Dr. S. Murugavel, Professor & Head, Department of Physics, Thanthai Periyar Government Institute of Technology
 Dr. M. Senthil, Professor, Department of Management Studies, Coimbatore Institute of Technology
 Dr. D. Kavitha, Professor, Department of Management Studies, PSG Institute of Management

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