



Our Director with faculty colleagues – July 2010

Director's Message

There are many changes happening in the education space. Mr. Kapil Sibal, Union Minister for HRD has been quite vocal in expressing his vision to take India forward by providing an opportunity to everyone to participate in the process of education. Then, there are also changes in the expectations and aspirations of the industry, the parents, the faculty, and the students. It appears that the IT sector no longer is able to attract as much talent as it used to. Management education is undergoing a change. There are many formats now being experimented with - the two-year, one-year, 15-month, full-time, part-time, continuing, distant learning - that offer a wide choice to aspiring students.

We at GRGSMS are keeping a constant watch over these changes and are trying to adapt ourselves suitably. We hope that we will be able to differentiate our offerings from others by providing unique value-adds. The fact that we are devoted exclusively to women is a challenge that we are aware of. This is simultaneously an opportunity and a threat. We only hope that we seize this opportunity and continue to serve our society well in the coming years.



- Prof. S. Balasubramanian

Happy reading!



Dear Readers,

The prosperity of a country depends on the extent to which it embraces the basic business principles. The rationale of a business school is hence, to transform and shape knowledge and education that will enrich the students to answer the real-world needs. GRGSMS heads with cutting-edge ideas and inspirations that offer an education for a meaningful career and an unswerving humanity. The creative thoughts in action are presented here for you as momentous impressions that stride towards excellence. Hope you enjoy the information in the newsletter and post us with suggestions for improvement.

- Dr. J. Anitha

From the Editor

Vision

We shall be a leader in education, training and consulting in management founded on a strong base of core values, holistic perspective, and recognition of human dignity.

Mission

We are committed to empowering young women become successful business leaders and entrepreneurs and enable these young women to lead their lives with professional will and personal humility coupled with knowledge, skill and competence.

Wherever you see a successful business,
someone once made a courageous decision
- Peter F. Drucker

Faculty Imprints

Mr. N. Elangovan, Senior Lecturer visited TAPMI, Manipal and participated in "Markstrat", a Marketing Simulation Game on 22nd and 23rd January 2010.

Our Director, Prof. S. Balasubramanian attended the Innovator 2009 programme conducted by CII Southern Region at Chennai on 12th February, 2010. He was the Chairman of the Jury Panel for the Business and Social streams of the programme.

Dr. B. Sripirabaa, Assistant Professor, Mrs. R. Savitha, Senior Lecturer, Mrs. Vandana Madhavkumar, Lecturer, and Mrs. R. Chitra, Lecturer attended the Management Faculty Development Workshop organized by GRGSMS, KCT Business School, PSGIM and XIME, Bangalore at Kumaraguru College of Technology from 24th to 27th February 2010.

50 students and eight faculty members attended a talk on "Management Perspectives from Coimbatore" organized at PSGIM as a part of the Coimbatore Vizha on 8th January 2010.

Our Director, Prof. S. Balasubramanian attended the CII-SR Education Sub-Committee meeting on 2nd March 2010 at Chennai.

Our Director, Prof. S. Balasubramanian and Mr. N. Elangovan, Senior Lecturer attended the 2-day CII TIDES Leadership Summit at Chennai on 12th and 13th March 2010.

Dr. P. Paramanandam, Assistant Professor has been nominated as a Member of the Board of Studies of Management Science at Park's College, Tirupur.

Mrs. R. Savitha, Senior Lecturer attended a 2-day Management Development Programme on "Application of Financial Management in Production, Manufacturing and Operations for Competitive Advantage" held at KPR School of Business on 19th and 20th March 2010.

Our Director, Prof. S. Balasubramanian attended the inauguration of Coimbatore Management Association - Erode Chapter at Erode on 19th April 2010.

Our Director, Prof. S. Balasubramanian served as a member of the selection panel of AIMA for the award of 'Accredited Management Teacher' certificate at PSGIM on 22nd April 2010.

Our Director, Prof. S. Balasubramanian conducted a session on "Understanding Mentoring" to about 40 faculty members of PSGRKCW and GRGSMS on 30th April 2010.

GRGSMS hosted a meeting of Faculty Coordinators of NEN on 3rd May 2010.

Our Director, Prof. S. Balasubramanian attended the inauguration of the Students Chapter of Coimbatore Management Association at Sri Ramakrishna Engineering College on 12th May 2010.

Dr. B. Sripirabaa, Assistant Professor has been recognized as a Guide for PhD in Management by Bharathiar University on 13th May 2010.

Ms. R. Savitha, Senior Lecturer and Dr. B. Sripirabaa, Assistant Professor participated in a one-day Faculty Development programme on "Educational Leadership" at KPR School of Business on 15th May 2010.

Our Director, Prof. S. Balasubramanian conducted a training programme titled "Understanding Personality Differences Using the Myers-Briggs Type Indicator (MBTI)" to two batches of employees of Hirotec India on May 22-23 and May 29-30, 2010.



Participants attending a programme on MBTI, from Hirotec India on May 22-23, 2010 in our campus

Mr. N. Elangovan, Senior Lecturer participated in the AICTE-sponsored National Conference on "Indian Business Research" organized by Department of Management of Sri Ramakrishna Institute of Technology and presented two papers "Consumer Acceptance of Internet Stores Across country - Comparison" and "Factors of Successful Implementation across ERP Life-cycle Stages" on 24th May 2010.

Our Director, Prof. S. Balasubramanian and Mr. R.D. Vasudevan, Assistant Professor attended the second GRG-IEDC Advisory Committee Meeting at Jenney Club Business Centre, Coimbatore on 28th May 2010.

Our Director, Prof. S. Balasubramanian and Mrs. R. Chitra, Lecturer attended the inauguration of IGNOU Regional Centre Building at Madurai on 7th June 2010.

Mrs. Vandana Madhavkumar, Lecturer was nominated for the 32nd Faculty Development Programme in Management conducted by IIM Ahmedabad from 7th June 2010 to 25th September 2010.

Our Director, Prof. S. Balasubramanian was nominated by Bharathiar University as the University Nominee

to Board of Studies for MBA of CIMAT for 2010-11 and 2011-12.

Our Director, Prof. S. Balasubramanian participated in the Family Business Conclave organized by CII (Southern Region) at Madurai on 12th June 2010.

Mr. M. Venkatesh Prabu, Lecturer and Mr. R. D. Vasudevan, Assistant Professor attended a learning session on "From Amaravathi to Ashok Chakra" organized by CII - Young Indians Coimbatore Chapter on 7th July 2010 at the Hotel Residency, Coimbatore.



Our Director, Prof. S. Balasubramanian chairing a session on 'Digital Content Delivery' during the programme on 'Use of ICT in Educational Institutions' conducted by CII Coimbatore on 7th August 2010.

Two faculty and four students attended a one-day seminar on "Discover Emerging Opportunities" organized by SIEMA at hotel The Residency on 15th July 2010.

Our Director, Prof. S. Balasubramanian attended a meeting of the Education Panel of CII TN State Council at Chennai on 23rd July 2010.

Our Director, Prof. S. Balasubramanian chaired a session on 'Digital Content Delivery' during the programme on "Use of ICT in Educational Institutions" conducted by CII Coimbatore on 7th August 2010.

Research and Publications

Mr. N. Elangovan, Senior Lecturer published an article titled "Factors Affecting B2B E-commerce Participation of Garment Exporters" in "Domain" (The Journal of Management Research), Vol. 2 Issue 1 Jul-Dec 2009, pp. 29-39.

Mr. M. Meenakshisundaram, Lecturer presented a paper titled "Best Practices and Suggestions for Improvement in Research in Higher Education" in the seminar on "Best Practices in Integrating Teaching with Research in Institutions of Higher Learning" organized by PSGR Krishnammal College for Women on 22nd Jan 2010.

Ms. R. Chitra, Lecturer published an article titled "Analysis on Credit Risk management in Lakshmi Vilas Bank" in RVS Journal of Management, Vol. 2 Issue 1, Feb 2010.

Mr. M. Meenakshisundaram, Lecturer presented a paper titled "Organizational change and stress", in International Conference organized by Institute of Management Technology, Nagpur on 12th and 13th Feb 2010.

Mr. M. Meenakshisundaram, Senior Lecturer along with Mr. P.T. Saleendran and Dr. N. Panchanatham published an article titled "Stress in Relation to Self Perception" in PRERANA, Vol. 2 Issue 1, March 2010, pp. 57-64.

The March 2010 issue of PRERANA was released on 27th March 2010.



The March 2010 issue of PRERANA was released by Mr. M. Settu, CEO of Syndicate Exports on 27th March 2010

Mr. M. Meenakshisundaram, Lecturer attended a two-day National Seminar on "Evolving Strategies for Employability of Students in Higher Education" and presented a paper on "Ensuring Employability through Higher Education" at Alagappa University on 23rd and 24th April 2010.

Mr. M. Meenakshisundaram, Lecturer published a paper titled, "A Study on Stress and its influencing factors on business school students during their academic curriculum" coauthored by Dr. P.T. Saleendran and Dr. N. Panchanatham, in the Journal of Contemporary Research in Management (PSGIM's Journal) Vol. 5 Issue 1, Jan-Mar 2010

Mr. M. Meenakshisundaram, Lecturer published a paper titled "Workplace Stress", coauthored by Dr. N. Panchanatham in Guruvayurappan Institute of Management's Journal, Vol. 5 No. 1, Jan-June 2010.

Dr. B. Sripirabaa, Assistant Professor and Ms. K. Sridevi published an article titled "An Investigation of the Training Practices in a Garment Manufacturing Unit" in JIMS8M, Vol. 15 No.1, March 2010, pp.4-14.

Mr. N. Elangovan, Senior Lecturer published an article on "Courses on Business Administration in a Higher Education Guide Book" in Vetripadaigal 2010, pp. 79-81.

Dr. B. Sripirabaa, Assistant Professor published an article titled "An Investigation of the HRD Effectiveness in a Textile Unit" in Knowledge Hub, Vol. 5 No. 2, July-Dec 2009.

Mr. M. Meenakshisundaram, Lecturer presented a paper on "Effectiveness of Distance Learning in Enhancing the Competencies of Teachers" at the National Conference organized by DDE, Alagappa University, Karaikudi on 6th and 7th July 2010.

Faculty corner

Mr. R. D. Vasudevan, Assistant Professor, Mr. N. Elangovan, Senior Lecturer, Ms. K. Deepa, Lecturer, and Ms. Veena Srihari, Lecturer have left the services of GRGSMS. Dr. J. Anitha, Assistant Professor, Ms. J. Ramya, Lecturer, Ms. S. Sathyapriya, Lecturer, and Dr. T. Linga Murugeswari, Assistant Professor have joined the faculty in June 2010.

Ms. R. Savitha, Ms. R. Chitra, Ms. Kanchana Iyer, Ms. Vandana Madhavkumar, and Mr. M. Meenakshisundaram have been redesignated as Assistant Professors with effect from 1st July 2010.

Participation of faculty outside campus

Our Director, Prof. S. Balasubramanian, delivered a talk on "Good to Great" at the Monday Musings of Coimbatore Management Association on 25th January 2010.

Mr. R. D. Vasudevan, Assistant Professor delivered a Guest Lecture on "Entrepreneurship Ventures in Present Scenario" at CIET to a group of 120 students of Student Exchange Programme on 28th April 2010.

Our Director, Prof. S. Balasubramanian delivered a talk on "Management Education and Current Business Scenario" to the students of KCT Business School on 19th May 2010.

Mr. N. Elangovan, Senior Lecturer was invited as a Resource Person for a pre-conference session on "Indian Business Research: Theoretical Model and Hypothesis Development" at Sri Ramakrishna Institute of Technology on 22nd May 2010.

Our Director, Prof. S. Balasubramanian delivered a talk on 'Motivation' to the faculty of GRG Polytechnic on 2nd July 2010.

A problem is a chance for you to do your best – *Duke Ellington*

In the arms of Nature

Students of II MBA were taken to the Salim Ali Centre for Ornithology and Natural History (SACON), Anaikatti on 23rd July 2010 as a part of our endeavor to promote environment awareness among students. Six of our faculty accompanied them.

15 students of Environment Forum, from both I and II year MBA along with two faculty members visited Masanagudi in the Nilgiris on 14th and 15th August 2010. They actively engaged themselves in trekking and conducting different interesting activities for the students of the GRG Memorial Tribal Higher Secondary School.

Students of I MBA, along with three faculty members spent a day with nature at the Nilgiris Biosphere, a nature park, Anaikatti on 14th August 2010.

Student's Expedition

Four students participated in The Economic Times "In Campus Quiz" at GRD College of Science on 28th January, 2010.

Three students participated in the intercollegiate management meet, "Imprintz 2010" conducted by SSM College of Engineering on 29th January, 2010.

50 students attended the Young Leaders Global Conclave at PSG College of Technology on 29th and 30th January 2010.

12 students from I & II MBA participated in the Intercollegiate Management Meet, "ADROIT'10" conducted by DJ Academy of Managerial Excellence on 5th February 2010.

11 students from I MBA participated in the Intercollegiate Management Meet, "Masterpiece 2K10" conducted by CMS Institute of Management Studies on 5th and 6th February 2010.

Three students of I MBA attended the CII Entrepreneurship Development Programme from 5th to 7th February 2010.

Ms. P. Kowsalya and Ms. N. Fasiha of II MBA won the first prize in Finance Game at "MISTAKES 2010" conducted by School of Management, VLB Janakiammal College of Engineering & Technology on 12th February 2010.

Ms. V. Valarmathi and Ms. R. Sujitha of II MBA participated in Business Quiz and Ms. S. Sneha of II MBA participated in Debate at the Students Management Day organized by CMA at PSGIM on 13th February, 2010.

Eight students of I MBA participated in the Intercollegiate Management meet, "Alethia 2010" conducted by CIMAT on 16th February 2010.

Nine students attended a National Level Management Meet, "Castalia" conducted by Sri Venkateswara Group of Institutions, Department of Management on 20th February 2010. Ms. K.M. Pavithra, Ms. P. Arunya, Ms. T. Moshina Banu and Ms. P. Suganthi won the "Best Management Team" prize and Ms. Sakthi Shree, Ms. Kirthika and Ms. Sujitha won the third prize in Product Launch contest.

Internal faculty seminar

Ms. Vandana Madhavkumar, Lecturer on "Effectiveness through Role" - 8th March, 2010

Dr. M.S. Vijaya, Assistant Professor and Head, GRGSACT on "Enhancing Teaching Effectiveness" (sharing of her experiences and learning from the programme she attended at IIIT Bengaluru) - 22nd March 2010

Mr. M. Venkatesh Prabu, Lecturer on "Why Most Consultancy Interventions Fail?" - 9th April 2010

Mr. N. Elangovan, Senior Lecturer on "Research Model Development" - 29th July 2010

10 students attended the Intercollegiate Management meet, "Tour de Force 2010" conducted by SNS Business School, SNS College of Technology on 23rd February 2010.

Our II MBA students - Ms. Valarmathi and Ms. Sujitha - made it to the finals of the prestigious Tata Crucible Business Quiz contest held at hotel Residency, Coimbatore on 24th February 2010.

I MBA students - Ms. Jhanvi, Ms. Pavithra, and Ms. Abinaya - won the third prize in the Annual CII-EDP Business Plan contest held on 5th March 2010.



Our students receiving the award in the Annual CII-EDP Business Plan contest from Mr. M.V. Subbiah of Murugappa Group

Ms. Geetha, I MBA student was elected as General Secretary for Youth Congress of Ward No 10, Coimbatore.

II MBA students participated in the inter-collegiate meet, "Exemplor" conducted at Hindusthan College on 11th March 2010. Ms. Bhuvanesh Devi, Ms. Sujitha and Ms. Suganya won the first prize in HR Game. Ms. Kowsalya and Ms. Fasiha won the second prize in Finance Game.

Ms. Valarmathi and Ms. Sneha of II MBA demonstrated their Business Plan on "Gourmet Diet" at PSGRKCW on 13th March 2010.

15 students of I MBA attended the International Conclave on "Marketing Strategies for Emerging Economies" held at PSG College of Arts and Science on 19th and 20th March 2010.

Ms. Angaiyarkanni of II MBA participated in a 2-day exposure visit to CDC Micro Finance Private Ltd, Theni on 19th and 20th March 2010.

II MBA Students - Ms. Ambika and Ms. Dhanya - jointly presented a paper on "Leadership and Team Building" in the National Level Conference at RV Institute of Management, Bangalore on 29th and 30th March 2010. At the same conference, II MBA Students - Ms. Krithika and Ms. Sukanya - jointly presented a paper on "Leadership and Brand Building".

A meeting of the GRGSMS Alumni Association was held on 25th March 2010.

Forum Activities

Students of the Environment Forum organised an exhibition-cum-sale on 17th February 2010.

"Feb Fiesta 2010" (a grand finale of activities for 2009-10) was organised by the students of the Arts and Aesthetics Forum on 25th February 2010. We had Food Fiesta, Fun Fiesta, Flair Fiesta, and From the Attic Fiesta. Everyone enjoyed the show and the offerings.

The valediction of the GRGSMS Students Forum - Shreyas - was conducted on 27th March 2010. Mr. M. Settu, CEO of Syndicate Exports was the Chief Guest. The March 2010 issue of our Newsletter - *Impressions* - was released on the occasion. Prizes and Awards were presented to deserving students.

Students of Environment Forum organised a screening of the film on 'Saving the Tiger' followed by a small presentation and a quiz on 14th July 2010.

Students of Arts and Aesthetics Forum organised a Collage Competition featuring innovative products/services on 21st July 2010.

Students of Knowledge Forum conducted a debate on three different topics - "Digital Divide is a Secondary Problem in the Education Needs of Developing Countries", "Advertising Creates Artificial Demands and Needs", and "Women in our Country are Underpaid, Undervalued, and Underutilised" - on 28th July 2010.

Students of Community Forum visited the Aravanaikkum Anbu Illam orphanage at Thaneerpandal on 28th July 2010.

Students of Environment Forum organized a Tableau competition on 4th August, 2010 on the current topics of saving our environment.



A part of the show of Feb Fiesta – Food Fiesta show



Students were awarded during Valediction of 'Shreyas'

Add-on pursuits

Students of I MBA underwent a Personality Development Programme conducted by Vertical Eye, Coonoor during February 2-6 and 8-12, 2010.

Mr. R. D. Vasudevan, Assistant Professor accompanied the PGDBA students on their Outbound Programme at Pegasus Institute, Puducherry from 8th to 10th February 2010.

I MBA students made a presentation on their experiences in the Personality Development Programme - mPower - on 25th March 2010.

Student Assessment

The first part of the Student Assessment System was carried out by MeritTrac for students of I MBA on 24th July, 2010.

In other news

The annual "Parent-Teacher" meeting of GRGSMS was held on 15th April 2010.

Let one therefore keep the mind pure, for what a man thinks,
that he becomes – *The Upanishads*

CXO Forum

Mr. Subroto Bagchi, Vice Chairman and Chief Gardener, MindTree Consulting, Bengaluru on "Aspirations and Expectations in Career" - 5th March 2010.

Prof. Raghavan Iyengar of the North Carolina State University, USA on "GAPP and Other Accounting Practices" - 6th January 2010.

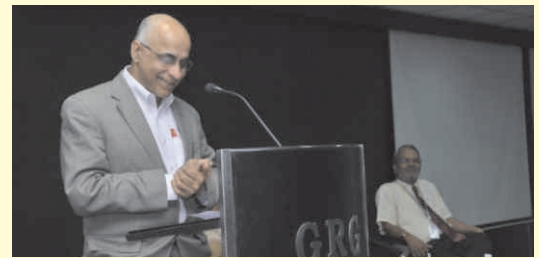


Dr. Sitharam Gurumurthi, former IAS Officer and currently a Member of TN State Planning Commission

Dr. Sitharam Gurumurthi, former IAS Officer and currently a Member of TN State Planning Commission on "Foreign Exchange and Its Impact on Trade and Commerce" - 20th February 2010.

Mr. R. Lakshminarayanan, Brand Consultant, Bengaluru on "The Virtue of Being Selfish" - 23rd March 2010.

Dr. A. Parasuraman, Professor and Chair of Marketing, School of Business Administration, University of Miami, USA on "Achieving Marketing Excellence through Superior Service" - 1st July 2010.



Mr. Subroto Bagchi, Vice Chairman and Chief Gardener, MindTree Consulting

Guest lectures

Dr. Vivek of PSGIM on "Application of SPSS in Research" for I MBA as a part of the Research Methods for Business Course on 12th and 13th April 2010.

Mr. P. Uday Shankar, consultant in banking on "Various Financial Institutions" for II MBA as a part of the Banking Services Course on 7th, 12th, 14th and 16th July 2010.

Mr. R. Subramanian, Managing Director, Emes Textiles Pvt. Ltd, and Vice President, District Industries Association, Erode and Convener, Textile Panel, CII Erode Zone on "Project Identification

and Implementation" for II MBA as a part of the Project Finance course on 12th July 2010.

Prof. V. Krishnan, management consultant from Bengaluru on "Performance Management Systems" for II MBA as a part of the Performance Management Course on 9th and 10th July 2010.

Mr. Karthikeyan Jawahar of Finerva Financial Solutions on "Economic Analysis" for II MBA as a part of the SAPM Course on 12th July 2010.

Mr. Pradeep Philipose, management consultant on "Management and Development of Sales Territory and Sales quota" for II MBA as a part of the Sales and Distribution Course on 21st July 2010.



Dr. Gail K. Naughton and Carmen Bianchi of SDSU, USA addressing the members of the FLO

International partaking

An interaction session for members of FICCI Ladies Organization (FLO) with Dr. Gail K. Naughton and Carmen Bianchi of SDSU, USA was held on 2nd April 2010.

A one-day Round Table on "Managing Entrepreneurship and Family Business: Some Lessons" was conducted in partnership with Confederation of Indian Industry (CII) Coimbatore Zone and SDSU, USA on 3rd April 2010.



Our Secretary, Smt Nandini addressing the one-day Round Table on "Managing Entrepreneurship and Family Business" on 3rd April 2010

Meetings of the governing bodies

The meeting of the Board of Studies of GRGSMS was held on 17th February 2010.

The meeting of the Academic Advisory Body of GRGSMS and GRGSACT was held on 6th March 2010.

The meeting of the Governing Council of GRGSMS and GRGSACT was held on 24th March 2010.



Meeting of the Academic Advisory Body on 6th March 2010

Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them - **Paul Hawken**

The New identity to Indian Rupee ₹

Ms. Kanchana Iyer, Assistant Professor



July 15, 2010 turned out to be a historic day, as the Indian Rupee got the much awaited symbol, just like other leading currencies of the world viz. - Dollar, Euro, Pound Sterling and the Yen. The new symbol is an amalgamation of Devanagari -'Ra' and the Roman 'R' without the stem. It is based on the tricolour, with two lines at the top and white space in between.

Rupee is the name given to the official currency that is used in several countries

including India, Bhutan, Pakistan, Sri Lanka, Nepal, Mauritius, Maldives and Indonesia. Among all the countries mentioned above, the Indian rupee is the most important with respect to value, preference and popularity. With over 3000 entries for the symbol that would reflect and capture the Indian ethos and culture, the Jury headed by the Deputy Governor, RBI selected five entries of which the Government was to take a final decision. The Union Cabinet approved the new symbol designed by IIT Bombay post-graduate Shri D. Udaya Kumar, on July 15. He will get an award of Rs. 2.5 lakh and more than that an incredible fame, as the designer of the Rupee symbol.

The Information and Broadcasting Minister Smt. Ambika Soni remarked, "the new symbol would lend a distinctive character and identity to the currency and further highlight the strength and global face of the Indian economy". The new symbol will not be printed or embossed on currency notes or coins, but it would be included in the 'Unicode Standard' to ensure that it is easily displayed and printed in the electronic and print media. The encoding of the rupee symbol in the Indian Standards is estimated to take about six months while encoding in the Unicode and ISO/IEC 10646 will take about 18 months to two years. It will also be incorporated in software packages and keyboards in use in India.

The Mayonnaise Jar and Two Cups of Coffee

Dr. J. Anitha, Assistant Professor

When things in your lives seem almost too much to handle, when 24 hours in a day are not enough, remember the mayonnaise jar and the 2 cups of coffee.

A professor stood before his philosophy class and had some items in front of him. He picked up a very large and empty mayonnaise jar and filled it with golf balls. He then asked the students if the jar was full. They agreed that it was. The professor then picked up a box of pebbles and poured them into the jar. The pebbles rolled into the open areas between the golf balls. He then asked if the jar was full. The students agreed.

The professor next picked up a box of sand and poured it into the jar. Of course, the sand filled up everything else. He asked once more if the jar was full. The students responded with a unanimous "yes." The professor then produced two cups of coffee from under the table and poured the entire contents into the jar effectively filling the empty space between the sand. The students laughed.

"Now," said the professor as the laughter subsided, "I want you to recognize that this jar represents your life. The golf balls are the

important things - your family, your children, your health, your friends and your favorite passions and if everything else was lost and only they remained, your life would still be full. The pebbles are the other things that matter like your job, your house and your car. The sand is everything else, the small stuff.

"If you put the sand into the jar first," he continued, "there is no room for the pebbles or the golf balls. The same goes for life. If you spend all your time and energy on the small stuff you will never have room for the things that are important to you.

"Pay attention to the things that are critical to your happiness. Play with your children. Take time to get medical checkups. Take your spouse out to dinner. There will always be time to clean the house and fix the disposal. Take care of the golf balls first, the things that really matter. Set your priorities. The rest is just sand."

One of the students raised her hand and inquired what the coffee represented. The professor smiled. "I'm glad you asked. It just goes to show you that no matter how full your life may seem, there's always room for a couple of cups of coffee with a friend."

Big things and little things are my job. Middle level management can be delegated

- Konosuke Matsushita

**Consumer trends
Space for Luxury Brands in India**

Ms. R. Chitra, Assistant Professor



Luxury brands are 'brands whose ratio of functional utility to price is low while that of intangible utility to price is high'. Luxury brands have begun making inroads into India over the past few years. Indian markets from low-involvement to high-involvement product categories have been experiencing sweeping changes in the past decade. Changing lifestyles, fragmented market segments and consumer preferences, and intense competition from the brands of multinational corporations (MNCs) have made branding strategies a prerequisite for marketing success. Now India has several brands like never before from the world of luxury in different segments. From watches, fashion, accessories, jewellery to automobiles, home ware and private jets, India has many things for its elite population like never before now.

And it's not just the top-end of the country's population that is going in for some of these brands. What really is attracting these luxury brands to India is its phenomenal growth in its middle class segment. The luxury brands see the future of their business in the increasing disposable income of the youth. India may be in the radars of luxury brands as one of the most promising new markets in the world. But things will have to change further in the country for it to reach anywhere close to other countries in terms of luxury retail development: duties will have to come down so that low tariffs make them spend in India and bring in revenue to our own country; and pricing has to be compatible to the global market to attract more tourists to India that will boost the economy. Meeting these changes, India can become a favorite destination for luxury brands. With rise in income among Indians, especially among young Indians, brands can get what they want in terms of sale and Indians too get what they want at their doorsteps.

You don't have to be great to start,
but you have to start to be great
- Zig Ziglar

**A visit to the Salim Ali Centre for
Ornithology and Natural History**

Ms. V.N. Sowbarnika & Ms. S. Rajeshwari, II MBA

Sálím Ali Centre for Ornithology and Natural History is a national centre for studies in ornithology named after Dr. Sálím Ali in appreciation of his lifelong services to India's bird life and conservation of natural resources. It is located near Coimbatore at Anaikatty. It is basically a research centre for nature and birds surrounded by a pleasant serene atmosphere. We, the second years visited the place on 23rd July, with 105 students and 6 faculties.

Dr. Pramod, Nature Education officer, detailed us on the research activities and some general interesting rules on treading into a forest, like, maintaining silence, moving in groups, wearing dark color dresses and not to use any perfumes.



Students and faculty heading towards the forest at the Salim Ali Centre for Ornithology and Natural History on 23rd July 2010

We went on a small trek inside the forest in batches and were also informed on birds with a presentation. Two research students, Mr.Rajan and Miss.Priya showed us interesting plants and trees like sandalwood and bio-diesel plants. We were lead to an excellent viewpoint in a small hill in the interiors and were allowed to spend some time admiring and enjoying the natural lullaby. The presentation was on a variety of birds inspiring us in bird watching and informing us on many surprising facts about birds. We were also stunned to see how the activities of mankind are leading to the extinction of different species of birds.

It was a wonderful experience where we had a great time on 'day with nature' learning the value and importance of nature. Each of us has responsibility to conserve nature. Bird watching helps to relax ourselves and enjoy pleasantness in mind.

Editorial Team

Patron : Smt. R. Nandini, Secretary, GRG Institutions
Team Leader : Prof. S. Balasubramanian, Director, GRGSMS
Editor : Dr. J. Anitha, Assistant Professor, GRGSMS

Send us Your Feedback

We welcome your feedback, suggestions and comments to improve *Impressions*.
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