



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (AUTONOMOUS)**  
**A linguistic minority institution**  
(Accredited at A Grade by NAAC)  
Affiliated to University of Madras

# DGSOM SNAPSHOTS



*Shri. Ashok Kumar Mundhra, Secretary*

### Message from The Secretary

Education is the most powerful weapon which can be used to change the society as a whole” It gives me immense pleasure to introduce the DG School of Management E Magazine ‘SNAPSHOTS’. The DG SOM aims to provide holistic approach to shape over all personality of aspiring students in the professional and moral values. The DG SOM has a modern outlook based on the strong roots of our traditional culture found by DGVC. It is matter of great contentment that DG SOM has evolved in business and management fields in the recent years.



## DG School of Management



*Capt. Dr. S. Santhosh Baboo, M.Sc., Ph.D, Principal*

### Message from The Secretary

It is a matter of great pride and satisfaction for DG SOM to bring the E Magazine ‘SNAPSHOTS’ released for the academic year 2019-2020. The DG SOM has made tremendous progress in all areas- academic, non-academics, capacity building relevant to faculty members and students. I am confident that this issue of DG SOM E Magazine ‘SNAPSHOTS’ will send a positive signal to the faculty members, students and the person who are interested in the management and business-based activities. A Newsletter is like a mirror which reflects the clear picture of all sorts of activities undertaken by a Department. I congratulate the Editorial Board of this E Magazine who have played wonderful role in accomplishing the task in record time.



*Dr. U.Amaleshwari, BE., MBA., M.Phil., Ph.D, Director & Head*

### From the Director’s Desk

I am delighted to share with you some of the latest stories of DG SOM life in these E Magazine- SNAPSHOTS 2019, the excitement and success of DG SOM related student societies, as well as the research achievements of our academic staff. From July 2019 to August 2020, most of our postgraduate activity will move to a state-of-the-art facility around the corner, as you can see in this SNAPSHOTS. Please drop in and visit us whenever you can, and join us on Facebook too, where you will get to hear what staff and students are up to over the coming year.

The DGSOM (D G School of Management) was established in the year 1995 as an Independent Professional entity by the D.G.Vaishnav College. The MBA program is affiliated to the University of Madras and is approved by AICTE. The program has an annual intake of 60 students with dual specialization. The MBA curriculum comprises of Foundation, Functional and Elective subjects. In the second year the choice of electives is open based on the interest of the students. DGSOM teaches with the combination of classroom sessions, seminars sessions, tests and assessments through ICT tools for an effective teaching-learning process. The classroom pedagogy involves lectures, case study, group discussions, live projects and role plays. Emphasis is laid on the current affairs and developments in the world of business. Students make presentations on the topics assigned thorough analysis and research. The DGSOM has a great mix of academically qualified and professionally experienced faculty who apart from teaching, are also involved in creation of intellectual capital through research, consulting and corporate training. The DGSOM also has support of eminent adjunct and visiting faculty from academia and industry.

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SOM CORNER  
*Orientation*

DG School of Management is celebrating its 25<sup>th</sup> year wherein admissions were successful. Our school of Management takes pride in having around 10 students with corporate experience in 2019 Batch. Prayoga 2019 - First year orientation (as per AICTE norms) started on 24<sup>th</sup> July 2019. It focused on enriching the students' knowledge about the MBA curricula, and ensured vivid induction on focusing on the Personality Development. Corporate Personalities, Alumni's of MBA Department, Personality development Trainers (Around 13 members) addressed the students. Awareness on Anti-Ragging was ensured.

The programme was inaugurated by the Honorary Secretary Ms.Punitha from National Human Resources Development Network (NHRDN). Mrs. Alima Zehra, a young motivational speaker and a social activist, who is currently Heading the Department of Psychology, CTTE College for Women, to talk on the topic "The catalyst".

The last session for the day was handled by The National Sales Head, Mr.Sai Krishnan from The Hindu Group. Sir had addressed the students on the 7 Key Rules they have to follow in achieving success, the importance of newspaper, digital marketing, e - paper, technology development. His speech was very much inspiring and motivated us in keeping ourselves updated.

Followed by it the second session was handled by an alumni of the institute Mr.Chirag Ashok an proficient entrepreneur who shared insights on present business environment and also encouraged students on how to expertise in entrepreneurship. To make the day more fun filled we had Ms. Kamala Kumari from Seiger Group, conducting the Inside Out Management Event for the students. On day 3 we had a eminent Story Teller and Trainer Mr.Alwin addressing and teaching the students in developing their story telling skills, making them learn how to deliver their content to the third person In the afternoon session we had Mr.Swaminathan Lakshmanan from NHRDN addressing the students on what skills the MBA students should have for sustaining in the market and how to keep themselves unique from others.



SOM CORNER  
*Symphony  
Management club  
Inauguration and  
Investiture Ceremony  
– 2019*

Symphony Management club Inauguration and Investiture Ceremony was held on 29th July 2019. SYMPOSIUM '19 was held on the theme of "LEADING BUSINESS TRANSFORMATION IN THE WORLD OF DIGITAL DISRUPTION". Mr.Umasanker Kandaswamy,COO &Jointt Director,Bruhat Insights Global, was the chief guest. There was also an panel discussion with Dr.HemaKarthick,National Joint Director,National Crime Investigation Bureau,Senior Psychologist, Advocate, Psychotherapsit, Hypnotherapist. Mr. M.Palaniappan, General Manager, Vik-Sandvik Ship Design India,Ms.Isha,KPMG, HR ,Mr. Mohammed Ibrahim,DeputY Manager, HCL Technologies who gave their views on the same topic and addressed our students.





# SYMPHONY MANAGEMENT CLUB

DGSOM has been very proactive in recognizing the global trends and shifts in the business landscape and has been pioneering several innovations to keep management education in tune with these shifts

The department inaugurated the Symphony Management club and held the investiture ceremony. The Management club aims at Organising distinctive events related to five disciplines of Management.

- Kotler’s club (Marketing)
- Dalal street club (Finance)
- 360 degree club (HR)
- Voyagers club (SCM)
- Editorial club
- "I" club
- Studopreneur Club



Guest Lecture is a way of enriching our students with the latest updates of the Industries and Technicalities. The Students are bestowed with knowledge about Industry needs, latest technical updates, Avenues for Higher studies etc. The School of Management conducted 20 lectures for the current academic year, inviting professionals from corporate. Mr. Apoorav Sharma CA had delivered lecture on the implementation of GST. Mr. Aravindan Centre Manager BSC institute Ltd addressed the students on Portfolio and security management. Mr. Kailash Giri, Senior HR Manager Murugappa groups highlighted on Recruitment and performance management system.

The School of management focused on the areas that go beyond the pages of the text books. In order to train the students, in meeting the needs of the corporate environment and to make them accustomed to the rule of corporate arena, the school of management conducts guest lectures. The following gives the details of various “Guest Lecture” that happened in DG SOM.

Name	Designation	Club
MR.VIVEK KARWA	CEO, VRIDHI MONEY MANAGERS	FINANCE CLUB
MR.M.SUNDARAM	EXECUTIVE DIRECTOR,SUPER AUTO FORGE PVT LTD	SCM CLUB
MR.M.SUNDARAM,	EXECUTIVE DIRECTOR,SUPER AUTO FORGE PVT LTD	SCM CLUB
MR.T.A.B. BHARATHI,	VICE PRESIDENT/WHEELS INDIA LIMITED	HR CLUB
MR.SAIKRISHNAN	NATIONAL SALES HEAD, THE HINDU	FINANCE CLUB
MS.PUNITHA ANTHONY	DIRECTOR HUMAN RESOURCES AT CSS CORP CHENNAI	HR CLUB
MR. RAVI VALLURI	PARTNER, M/S TRUSTED SCM SOLUTIONS	SCM CLUB
MR. SRINIVASAN	PARTNER, M/S TRUSTED SCM SOLUTIONS	SCM CLUB
MR. RUFUS RAVI KIRAN	SENIOR MANAGER BUSINESS HR/ EQUITAS SMALL FINANCE BANK	HR CLUB
MR MANIKRISHNAN	FOUNDER AND PRESIDENT OF SHASTHA FOODS	ED CELL
MR. A.K NARAYANAN	INVESTMENT COACH AND TRAINER	FINANCE CLUB
MR BHARATH SURENDRAN	DIRECTOR,TECHMATE LEADERSHIP ACADEMY	MARKETING CLUB
MR. BALAJI SADAGOPAN	CO-FOUNDER OF CHAI KINGS	ED CELL

## ACADEMIC-CORPORATE CONCURRENCE

This Academic-Corporate Concurrence acts as a ‘Catalyst’ in providing top quality continued Management Learning to the Corporate Executives that is relevant, current and world class on par with academic curriculum.

**CONFLUENCE:** Confluence is a forum for conducting National and International conferences. School of Management, D G Vaishnav College, Arumbakkam, Chennai, organized a conference on the theme "Redefining Management through Artificial Intelligence” on 14th February,2019 at our campus. Around 150+ participants participated in this conference. A captivating conversation took place about the future of artificial intelligence and what it will mean for humanity by eminent speakers.



*International Summer School at University of Nottingham, Malaysia Campus*

The School of Management, D.G.Vaishnav College takes pride in participating in the International Summer School programme 2K19 at University of Nottingham, Malaysia. The 16-days Summer School programme gave a wide range of exposure on overseas education. Second year MBA Students participated and gained an immense experience of Malaysia's varied culture and got a scope to meet students worldwide where they shared their knowledge, potential and calibre. The programme was scheduled for two weeks from July 2, 2019 to July 16, 2019 and was participated by students all over the world. The students took up modules which were run by versatile lecturers of the university. Alongside an academic programme offering options in business, politics, creative writing, Mandarin and more. Our School Management, D G Vaishnav students opted for learning 'Doing Business in Asia level-II'. Students had an incredible opportunity to immerse themselves in Malaysian life and culture. Students had an industrial visit to Maybank, Malaysia's largest financial services group and the leading banking group in South East Asia, Royal Selangor- the world's foremost name in quality pewter. In addition to this, students were also offered other skill labs like Chinese Calligraphy and other Culinary activities. The students also visited Twin Tower.





Women equality week

The School of Management, D.G. Vaishnav College celebrated International Women’s Equality Week from 26<sup>th</sup> August 2019 to 30<sup>th</sup> August 2019. The Chief guest for the inauguration ceremony was Mr. Aravind John Victor, CEO of WEDO. The 5-days program was encompassed of informative guest lectures and intercollegiate competitions based on the various aspects of Women’s equality. The second session was handled by Ms. Viji Hari, CEO and Co-Founder of KelpHR who spoke about “Gender inclusivity at workplace”. Ms. Jayanthi Kannan, Managing Director, SSS consultants gave general awareness on women safety and empowerment followed by lecture on ‘Journey towards Passion’ which was addressed by Ms. Gayathri Kalyan, Director, Narthanam school of Performing.

The third day started with Student Panel discussion on the topic “Gender equality and development” which was moderated by Ms. Ezhil Bose, Advocate, Madras High Court. It was followed by the lecture of Ms Rachana Mittal, Director of Mergad Advisory Services Pvt. Ltd on the topic ‘Equality begins at home’. In the afternoon session, students were given awareness on the infectious diseases and the ways to prevent it by Dr. S. Mini Jacob HOD - Dept of Experimental Medicine , Dr. MGR Medical University and Dr. Sivasangeetha , Associate Professor at MGR Medical University. Their session was informative and thoughtful. This was followed by the lecture of Ms. Supriya Padmanabhan, Managing Partner, My Persona on ‘Gender Parity’, which brought out diverse opinions from students on women and gender equality.

Poster Presentation competition on the theme ‘Gender Neutral management practices’ was held on the Fourth day of the celebration. The judge for the event was Ms. Arunmozhi, Director of Konqware Solutionz Pvt Ltd who also suggested the necessary ways to eradicate the deprived needs and wants of women to bring in gender equality in the nearest future. The next session was addressed by Ms. Rehana Bee, a young Indian bike racer. She depicted her journey of breaking the glass ceiling and becoming successful in the International Racing Track. On the final day, the students were addressed by Dr. K. Santhakumari, President of Tamilnadu Federation of Women Lawyers. It was a vibrant session and Dr. K. Santhakumari gave insights about the various law practices on sexual harassment, dowry, gender equality, etc., The Valedictory function was honoured by the presence of Dr. Saundarya Rajesh, Founder-Director at Avtar Career Creators





Out Bound Training Activity at Yelagiri

An Out Bound Training was conducted from 10/09/2019 to 12/09/2019 at Hill Hotel,Yelagiri. It was conducted by Sieger Training India. All the 1st year MBA students were a part of the elucidative programme. This was an exhilarating experience for us. Let us briefly see the activities we participated and learnings we acquired

DAY-1 10/09/2019

1<sup>st</sup> year students all departure from College premises at 6:00 AM and reached the premises around 11:00 AM. After our breakfast the event started with the felicitation of Raj Kumar, Outdoor Leadership coach. Activities we participated are as follows'

**Ice Breaker- Balloons Games and Mission 212 :** Balloons were to be in air and the person who drops it after the prescribed time loses.

**Learning:** Taking responsibilities in work environment and giving more than expected

**Spider-Web:**As a team we should carry one person through the ring from one side to another which is hung in air-

**Learning:** Team Coordination.



**Trust Fall/Free Fall:** As a team we should hold a person with our bare hands who is made to fall from a height. **Learning:** Trusting in Team members.

**Glass Walk:** All the students were made to walk on broken glasses in bare foot.**Learning:** Overcoming fear



DAY-2 11/09/2019

**Nature Walk:** All the Students were made to walk few miles in nature at dawn. **Learning:** Physical energy impact on our work and mood.

**Mine field:** Students were separated as team and one of them was made blind, others commanded the robot to overcome the hurdles and reach the goal. **Learning:** Non-Verbal Communication in a team.

**Coolamandu:** A ball to be placed on a pipe with just a rope and two bangles without touching the ball. **Learning:** Resource utilization.

**Team Song:** Students were separated into a team and they created their own song in the given theme **Learning:** Unleashing the creativity.

**Fire Walk:** All the students were made to walk on fire in bare foot.



DAY-3 12/09/2019

**Face Painting:** All the Students were made to paint their face and dress like tribes**Mine field:** Students were separated as team and one of them was made blind, others commanded the robot to overcome the hurdles and reach the goal. **Learning:** Non-Verbal Communication in a team. **Learning:** Empathy from a tribal community.

**Amazing Treasure Hunt:** Treasure hunt was collection of activities thrown to students to finally get the clue for treasure chest.

**Slack Line:** All the Students were made to walk in a belt which was tied between two trees.**Learning:** Overcoming fear.

**Balloon Sculpture:** Students in the team blew balloons to make fascinating sculptures.

**Bulldozer:** Students as a team was made to walk in a sheet which must be rolled in order to move forward.





TARANG 19

The DG School of Management has organised ‘Tarang 2K19’ – HR Congress on 10<sup>th</sup> October 2019, as a part of celebrating its Silver Jubilee year. In today’s competitive world, it is challenging to find and keep good employees. Tarang 2K19 on the theme “Hire, Train, Retain” has provided insights of various people from corporate on the urgent need of it.

There were totally 5 sessions with 14 speakers addressing the gathering on various topics. The keynote speakers were Mr.Sudarsan Chandrasekharan, Mr. UdayaSankar, Mr. Ganapathi Subramaian and Mr.M.H.Raja. There was a panel discussion on ‘ Reskilling and upskilling the New age workforce’ with a moderator and four panelists. Many corporates, academicians and students actively participated in this conference. The valediction was addressed by Mr.Amal Doss,Director-HR, Temple Precision Ltd. Tarang 2K19 became a place of joining forces to craft and design the people- centric organizations of tomorrow.

S. No	COMPANY NAME	No. Placed
1	HDFC	9
2	HDFC-PPO	1
3	SOCIETE GENERALE	4
4	E&Y	2
5	KOTAK LIFE	5
6	YCH LOGISTICS PVT LTD	1
7	ATOS SYNTEL	1
8	IDFC BANK	3
9	BHARATI AIRTEL LIMITED	4
10	MATKATUS	1
11	AXIS BANK-Multiple Profiles	2
12	Pinclick	5
13	Covenant Consultancy	1
14	Gainers Infotech	1
15	Risland	1

Total Placed 41

PLACEMENT BOUCHER LAUNCH

DG SOM launched the placement brochure for the 2019-20 batch students on 10<sup>th</sup> October 2019. Three versions of placement brochure were launched, like print version, Web version and Mobile Application version. The web version can be obtained at [www.dgvcmba.in](http://www.dgvcmba.in) and print version on request. This serves as a formal invite for recruiters from various organizations to visit our campus for placement drive.



EXTENSIVE ENRICHMENT PROGRAMME

MMA

MMA, an institution with 60 years of excellence in management education progress has straddled far and beyond the context of providing quality management education, training & development.

NHRD

The National HRD Network (NHRDN) is a Global Centre for Grooming Leaders and the National Apex body of professionals committed to promoting the People Development.

INDUSTRIAL

Students were taken for Industrial visits to companies like Dairy Day, Unibic, Bangalore Metro, Bajaj Auto, Manama, Malas, Photon Solar, Geometrix Automation And Robotic Pvt. Ltd. - Pune, during the month of February 2019 which enables the students to comprehend their managerial challenges faced today in the corporate world.

INTERFACE

IIMM

Indian Institute of Materials Management (IIMM), is the National Apex body representing a wide spectrum of professionals engaged in various facets of Material Management, responsible for planning, sourcing, Logistics & Supply Chain Management. Associating with IIMM helps students to demonstrate high standards and commitment to excellence in the field of Supply Chain Management and provides an opportunity to network with such professionals with access to a vibrant community and a range of benefits.



INDUSTRIAL INTERNSHIP PROGRAMME

DG SOM provides industry visit that gives an opportunity for active/interaction learning experiences in-class as well outside the classroom environment. With industry visits, students are able to better identify their prospective areas of work in the overall organizational function. Industry visits help enhance interpersonal skills and communication techniques. Students become more aware of industry practices and regulations during industry visits.





STUDENTS CORNER

Combat 2k19

Combat 2K19 is an intercollegiate event organized by the students of School of Management, DGVC every year to showcase the talents of students in organizing events. This year Combat 2K19 was held on 18<sup>TH</sup> September 2019, which included 11 events for UG & PG Students.

The events were conducted, in the following venues – Lions Edifice, Vallabhacharya, Gyan Darshan, Vidya Darshan and MBA Class Rooms.

The Guest of honours for the Valedictory ceremony were

- Snehan, Lyricist,
- Gayathri Raghuram,Choreographer
- Julie, Actress. The cash prize and the certificate for the winners and runners were distributed. The overall winner of Combat 2K19 was **Madras Christian College**

LIST OF EVENTS

1. IPL Bidding
2. Best Manager
3. Adzap
4. Stock War
5. Business Quiz
6. Mime
7. Corporate Walk
8. Clash of Titans
9. Face painting
- 10.Rhythm
- 11.Treasure Hunt
- 12.Show stopper
- 13.Cinematography
- 14.Mobile Photography





DGSOM CLOUD CONNECT

COVID:IMPACT ON FUTURE MANAGERS  
REPORT

School of Management, D G Vaishnav College organized a six day webinar series from June 1, 2020 to June 6, 2020. Due to lockdown students were not much exposed to the corporate atmosphere. In order to benefit the students and Faculty members our department organised a DGSOM Cloud Connect Webinar Series on the title “COVID: Impact on Future Managers”. The registration was open for Students, Faculty and Research Scholars throughout India. Around 350+ participants attended this Cloud Connect Series. The webinars were conducted through Google Meet Platform. Speakers from different domains such as Entrepreneurs, Sales, Technical Analysts, Business consultants and Corporate Leaders gave their views on ways Covid impacting the Future Managers. Mr. Arjun Deshpande, Founder & CEO -Generic Aadhar, Mr. K. Srinivasan, VP-Sales, Sri Sri Tattva, Mr. Dineshbabu, Corporate Trainer & Data Modeler & Analyst, Mr. M S Jagan, Business Consultant & Advisor Mr. Deepak Agarwal, Chartered Accountant Senior faculty, ISDC Mr. G.D Sharma, Founder Beeline HR Advisory Mr. Kalyan Krishnamoorthy, Data Analytics Expert were the dignitaries who enlightened the participants on the current scenario with its impact on Businesses. Followed by their Keynote addresses participants extended their queries through the Q&A session conducted. The overall session benefitted the faculties and research scholars. This webinar would help the participants to understand the current nuances and thereby equipping themselves in an effective way.

SOM ALUMNI CORNER

*Form the bottom of my heart*

Successful people individualize themselves from common people by their relentless determination and unwavering focus on their goals. DG SOM thought the I ‘Can Do’ attitude will keep driving the person to work harder in pursuit of his/ her goals and put away failures and hurdles that may cross his/ her path. A go-getter will always think differently, react differently, will always look to improve himself/ herself and more importantly, will be ready to make the sacrifices that success demands, such as, working hard, sacrificing the little comforts and so on.

By Ms. S Vijaya Meenakshi (2018-2020)

*DG SOM – Be confident*

Nothing beats confidence. A confident man will present a healthy attitude towards everything and project positivity. In a world where everyone is out to put you down, being confident in yourself, is the greatest gift you can give by hand. Confidence will come if you take pride in your being, in your work, in who you are. This will make you assert yourself and face any challenge. Your attitude is for you to shape. Imbibe the practices of successful men in your own lives, discipline your mind accordingly and begin your transformation, I experienced from DG SOM.

By Ms. M Poonam Jain (2018-2020)

E-WEEK

In order to tell the importance on National Entrepreneur week, School of Management encouraged the students to showcase their entrepreneurial skills by hosting Carnival show, were the Students invested, Marketed their Products, Prepared Financial Structure, utilized the best of Human Resource and Infra structure and got Profit. Though Managers have the ability to survive in this Competitive Environment, SoM encourages each individual to stand by on their own, which is the need of this hour for Indian Economy. SoM not only they encourage in practical learning but also had a complete line of guest lectures for a week to give them a theoretical way of learning from a collection of new budding entrepreneurs, so that they share not only their secret of success but also the fall in their business and how they managed to fight back for success which can make the students cautious and to take not only the business but also the life

RISHTEY -2020

The School of Management, D.G.Vaishnav College has hosted “Rishtey – 2020”, Alumni meet for passed out MBA students on 22nd February 2020. More than 80 alumnus graced the college. The session was inaugurated by Dr.U.Amaleshwari, Director, School of Management, who is also an alumni of the college.

Dr.U.Amaleshwari delivered a welcome speech where she briefed on the evolution of the institution over the years. There was an Audio - Visual presentation made for the Alumnus to rekindle their lives at DG SOM. Later on, there was a lighter session where the current MBA students organized fun events for them. Also, the students band made a special music performance leaving them nostalgic. The event came to an end with alumnus from different





batches sharing their memories and association with the college. This was followed by a networking lunch. It was a great moment for the students of School of management to meet and share experiences of alumnus of the college. The meet helped the students to visualize their role in the corporate world. The participation of the members were exemplary.

SELF-DEFENSE TRAINING WORKSHOP

The School of Management, D.G. Vaishnav College organized a “Self-defense Training Workshop” for female students of School of Management on 29<sup>th</sup> January 2020. The Workshop was initiated by Dr. U. Amaleshwari, Director, School Of Management. The Guest Trainer was Mr. Renshi R Paranthaman, Sub Inspector of Police, Tamil Nadu. He has got 5<sup>th</sup> Dan black belt in karate. With around 30 years. of experience in the field, Mr. Paranthaman has won bronze medal in SA Commonwealth Games 2009. The Training Workshop was a complete outbound training session with practical demonstration for two hours at the campus. The main objective of the event was to enable girls to defend against any type of physical assault and to build self-confidence. Students were given exposure on different situations that can occur and also advised on how to maintain emotional balance and respond alertly.

EMPLOYABILITY ENRICHMENT COURSE (EEC)

School of Management has signed an Memorandum of Association (MoU) with International Skill Development Corporation (ISDC) to provides Business Analytics course offered by Institute of Analytics and Pre-qualifier training course by ISDC. These two EEC are part of MBA curriculum for the strong foundation in Analytics and CIMA.

COMMUNITY CARE ACTIVITY

DG SOM Students took initiative during the pandemic situation and supplied the needful requirement like face mask, sanitizer etc. for the needy people on 16<sup>th</sup> March 2020.



The event came to a conclusion with an interactive session in which queries regarding current challenges faced by women were cleared.





# SOM FACULTY CORNER

## Faculty Achievements

**Dr. U.Amaleshwari**

A Study on The Impact Of Time Management on The Teaching Fraternity- Shanlax, 2019.

The Future of Machine Learning in Finance- International Journal of Management Technology and Engineering, 2019

A Review on Current Trends and Prediction Of Indian Financial Service- International Journal Of Emerging Technologies And Innovative Research, 2019.

Innovative Ways of Customer – Focused Organization Using Artificial Intelligence (Ai)- International Journal Of Research Culture Society, 2019.

A Study on Social Media Marketing Influence On Millennials Buying Behaviour- Scopus – Test, 2020.

**VISITED OUTSIDE INSTITUTIONS**

Institution name	Purpose of Visit	Date / Year
NOTTINGHAM UNIVERSITY, MALAYSIA	SUBJECT EXPERT	AUGUST, 2019
M.O.P.VAISHNAV COLLEGE FOR WOMEN	BOARD OF STUDIES	FEB, 2020
MADRAS SCHOOL OF SOCIAL WORK	BOARD OF STUDIES	FEB, 2020
OMEGA SCHOOL	CHIEF GUEST FOR SCHOOL DAY	MARCH, 2020
GOED TRAVELS	CHIEF GUEST FOR NEW WING	JAN, 2020

**Mr. T.K.Prasad**

A qualitative Study on work life balance of employees working in private sector of health care industry in Chennai City- Emperor International Journal of Finance and Management Research- 9<sup>th</sup> January 2019 ISSN NO:23955929- International Standard Serial Number- National conference on “Issues & Challenges in the new millennium on evolving Economy, Accounting & Business Management,

Artificial Intelligence in HRM – Is it a game changer or destroyer- International Journal of Management, Technology And Enginee- ISSN NO : 2249- 55 Page No:1427-1430- Volume IX, Issue II, FEBRUARY/2019- International journal of Research Publishers

ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE0- The journal is indexed, peer reviewed and listed in UGC Care- 22<sup>nd</sup> May 2020- ISSN 0971-2143 (18)- Purakala

**Dr. K.R.Kolammal**

Article “A study on the Psychological Impact on people of India intune with Covid – 19” – Purakala UGC Care Journal – ISSN: 0971-2143 – Vol 31, Issue 18, April 2020 – Pg 789 – 794.

A study on Work Life Stress In Digital Marketing Industry – TEST Engineering and Management – SCOPUS – March to April 2020, Vol 83, ISSN: 0193-4120 – Pg 21665 -21668.

**Ms.S.Ancy Stepheno**

A Study On Supplier Evaluation & Selection Process Of Automotive Industry- TEST-Engineering & Management(SCOPUS)ISSN: 0193-4120 Page No. 21616– 21642- March-April 2020- Impact factor 0.1

The Indian Consumption Pattern In The Current Economic Scenario- Purakala with ISSN 0971-2143 (18)- May 2020- Impact factor- 5.60.

**Ms. R.Jeevitha**

Financial Inclusion: Role of Mobile led money transfer in India- March–April 2020- Test journal- ISSN 0193-4142 Pg 19381 -19390 – International Conference, SoM DG VC

Investment decision making in shares using technical indicators and linear regression with reference to India cements May 2020- Purakala ISSN 0971-2143 Vol 31 Issue 22 May 2020- Impact factor 5.6- International Conference, SoM DG VC

Corporate Governance for wealth creation- May 2020- Anthology of Caselets- BIHAR - ISBN 978-93-5406-975-8

P2P lending – A road less travelled- May 2020- Exemplar Caselets- MGR College- ISBN 978-93-88568-17-3

**Ms. DE. Vijaya Deepika**

Consumer preferences and expectations towards supermarkets in evolving retail market - PURAKALA (UGC Care) May 2020- Impact factor 5.60

Role of Supermarkets in organized Retailing- TEST- Engineering & Management (SCOPUS)- May-June 2020- Impact factor- 0.1

Case Publication – “Role of Organized Retailing in Indian Economy” in -An Anthology of Caselets- Bharath Institute of Higher Education Research – Department of Management Studies May 2020- ISBN 978-93-5406-975-8.

Case Publication –“Covid – 19, Impact on Grocery and Food Retailers” Dr. MGR Educational Research Institute- Faculty of Management Studies- June 2020- ISBN: 978-93- 88568-17-3 310 Copyright @ Faculty of Management Studies.



# SOM EDITORIAL CORNER

The Editorial Board of the DG SOM proudly presents its unique construction of the E- Magazine 'SNAPSHOTS' every year which provides as a platform to highlight the learnt and experience segment of the DG SOM family. Besides, the Editorial Board also brings out a E Magazine - a bridge between flowing thoughts and artistic magnification.

**Dr. U.Amaleshwari, Director & Head-Editor.**

Ms. R Logeswari, Asst Prof- SNAPSHOT faculty in-charge.



SOM CELEBRATION CORNER

Onam @ SOM



Women's day @ SOM





# DG SOM @ MEIDA

**DGSOM: CLOUD CONNECT SERIES**  
**TOGETHER FOR GENDER EQUALITY – WOMEN EQUALITY WEEK**

**TOGETHER FOR GENDER EQUALITY - WOMEN EMPOWERMENT**

The Women Empowerment Cell, School of Management, D.G. Vaidhyan College organised a Three days Power Talk Series on 'Together for Gender Equality - Women Equality Week' on account of Women's Equality Day - 26th August 2020. The program witnessed eminent Women speakers representing from various sectors, who focussed on women's advancements and CEO, Gender Security Project, Aparna Ramachan, MD Director at SD Group and Dr Prayaga Prasanna, MD, Prof. Yoga and Naturopathy Physiotherapy SVYASA University. The Speakers shared their views on role played by women in society and gave insights on how to handle their passions amidst personal professional challenges. The program was held at the station. A woman

Recruitment and training for the 1st year MBA students. Dr. Saikumar V. Prof and Head of Management Studies welcomed the members and also

DG VAISHNAV SOM: CLOUD CON

DGSOM's Cloud Connect is a platform created to facilitate the industry interaction forum. Through the Cloud Connect, veterans from the industry are invited to share their views, expertise and disseminate knowledge to aspiring MBA professionals. In a Guest Lecture webinar Dr. R. Karthikeyan, Founder and Mgt Director, Gemba Management Consulting Private Limited, shared his views on 'Working for an HR Perspective'. Mr. M. Sathish Kumar, Wealth consultant and Equity Fund Manager, delivered a speech on 'Portfolio Construction and Portfolio Evaluation in Mutual Funds'. Dr. U. Amalashwari, Director, School of Management delivered the welcome address. Dr. R. Karthikeyan highlighted that the HR

principles, sentiment and serve the Mr M. S. Portfolio Evaluation securities risk to ad focused on stocks, an the session Management experts i Construction and Work

## D.G.Vaishnav - SoM: Guest Lecture

The D.G. Vaidyan School of Management organized a Guest Lecture on "Recent Trends in Supply Chain Management" for all School of Management students on 27th January 2020. The Speakers were Mr. Srinivasan and Mr. Ravi Valluri, Executive Partners, Trusted SCM Solutions. Dr. U. Amalashwari, Director, School of Management delivered the welcome address. With around 25 years of rich experience in various aspects of Supply Chain Management, both the speakers gave an insights about real time scenarios, constraints and opportunities of Supply Chain Management to the students. They added that Supply chain automation is being adopted by more and more organizations as the complexity of operating in today's market continues



- ISWARYA R & NISHA G

## D.G.VAISHNAV COLLEGE - ALUMNI MEET

**D**waraka Doss Goverdhan Doss Vaishnav College Alumni Association (DGVCAA) celebrated its Alumni day on 26th January 2020. Around 1122 Alumni across the country participated in this spectacular alumni meet. Dr. R Ganesan, Principal, welcomed the gathering and shared his experience on the growth of the institution. Alumnus Shri Ashok Kumar Mundhra, Secretary, D.G. Vaishnav College presided over the event and delivered a special address. Mr. P Parthasarathy, President, DGVCAA introduced the office bearers of the Alumni Association. Mr. T S Rajagopalan, the General Secretary briefed about the activities of the alumni association and expressed his vision for the future activities proposed by the Executive Committee Members. Alumni revisited the campus and reminisced the good old days. Many of them shared their nostalgic memories and the

## D.G.Vaishnav College - SoM: ED Cell Programme

The School of Management, D.G. Vaidya College in association with Business Standard organized a special event as a part of Entrepreneurial Development cell. Mr. Mani Krishnan, Founder and President of Shastha Foods, USA shared his experience and insights on entrepreneurship for the School of Management students. Shastha Foods is synonymous with authentic Indian food and distributes products ranging from ready to use Rice/Lentil Batters, different varieties of Rice, Fitter Coffee, Indian Sweets/Snack Papads, Pickles, Rice Mixes, Wheat flour and numerous other Pooja items in the USA. Shastha Foods saw its humble beginnings in 2003 in Bay Area, California.

Mr.Mani shared how their batter is now made

come true through the quality of his products. The inaugural ceremony concluded with the report of Chrysalis 2020 presented by Dr B Aiswarya, Associate Dean of Students and Faculty Coordinator of Chrysalis 2020.



available in 300 stores across the West Coast of the US. He mainly focused on how decision making can be done effectively and also advised on how to handle business uncertainties by quoting his personal experience of incurring losses during his previous business.

## ING FINANCE LIMITED

**Free:** No 13, Ground Floor, Meruokshi Towers,  
Harva Street, T-Nagar, Chennai - 600017  
**Website:** [www.thetrustsociety.com](http://www.thetrustsociety.com)

## SESSION NOTICE

the authorized officer of Shriram Housing Finance Corporation Limited, the provisions of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFESI Act) and the powers conferred under Section 13(1)(c) of the SARFESI Act (Enforcement) Rules, 2002 (Enforcement Rules), 2002 to the Borrowers details of which are given in the amount mentioned in the said demand note to repay the amount, which is hereby notified to the undersigned has taken into consideration the fact that the said debt is as described herein below in exercise of the powers conferred under Section 13(1)(c) of the said Act read with rule 13(1)(c) of the said Rules.

The public in general is hereby cautioned not to tamper with the property will be subject to the police L&E, for an amount as mentioned herein.

Demand Notice	Description of Property
No. 41, 18,990/- (Rupees Forty One Lakhs Sixteen Thousand Nine Hundred Eighty Only) as on 29-05-2018 under reference of Loan Account	All that piece and parcel of the land measuring 1664 Sq.M., with building thereon bearing Plot No. 141, Subbarayan Street, Suresh Nagar, Chennai - 600 030, comprised in R.S. No 245, Egmore Village, Egmore.

## DGSOM: PRAYOGA 2K20 - STUDENT INDUCTION PROGRAM

**D G Vydhyan College** offers Management Information Systems as part of Student Internship Program for the 28th Batch of MBA students Dr U. Anishkumar, Director, School Of Management delivered the welcome address. Mr Sam Basia, Founder and CEO of Brand Sansa, CEO of Start-up India Foundation, Investor & Entrepreneur, shared his thoughts on the topic "NEXEL, sharing his thoughts on the topic "NEXEL, start-ups after COVID". Various facts on the functioning of start-ups post-COVID-19 and the role of technology in the development of one's passion can be converted into a successful business venture. Ms G. Paveena, Programmer Analyst Associate, Cognizant Technology Solutions & Founder – Treasure Box.Crafts enlightened the session by expressing her thoughts and experiences focusing on the topic "Make your Dreams Happen". Through their presentations, speakers highlighted various opportunities available in the market and how they can make use of the same in a successful manner. All the sessions were informative and interactive.

Campus Reporters -  
omi and S. Mathuritha

## DGSOM: CLOUD CONNECT SERIES

The School of Management, D.G. Vaidya College organised a virtual guest lecture as a part of DGSOM CLOUD CONNECT SERIES on the topic Career opportunities post MBA: Dr U. Ananthwar, Director, SOM, delivered the welcome address. Mr. Arun Kishan K, Associate Director, KPUG India guest speaker added that the year 2020 has been rather socially, economically, physically and mentally. Various thoughts on how career opportunities post covid-19 and the impact of technology in the development of the organisations were discussed. It enabled the students to know how we can add more value to our learning thereby converting our passion to a successful career.

## INFORMATION WITH REG

**BIRLA PREI**

In compliance with General Circular no. 14/2020 dated 07<sup>th</sup> May, 2020 issued by the Ministry of Corporate Affairs, the Securities and Exchange Board of India (SEBI) has issued a circular dated 07<sup>th</sup> May, 2020 titled "SEBI Circular on the use of Video Conferencing/Other Audio-Visual Means (VOC/AVM) for the Annual General Meeting (AGM) of the Companies". The circular allows the companies to hold their AGMs through Video Conferencing/Other Audio-Visual Means (VOC/AVM) for the purpose of holding the AGMs. The circular also provides that the companies should ensure that the AGMs are held in a secure and safe manner and that the AGMs are held in a manner that is consistent with the provisions of the Companies Act, 2013 and the Securities and Exchange Board of India (Companies) Regulations, 2011. The circular also provides that the companies should ensure that the AGMs are held in a manner that is consistent with the provisions of the Companies Act, 2013 and the Securities and Exchange Board of India (Companies) Regulations, 2011.

For Physical shareholders	Please provide necessary details (1 and back), PDS (self attested scan) email to <a href="mailto:info@tejasgpc.com">info@tejasgpc.com</a>
For Demat shareholders	Please provide Demat account to holder or copy of Unencashed self attested scanned copy of Aaf

The shareholders may contact the Company's Share & IP Officer at their registered office at Karye bel, tejasgpc.com, Hyderabad - 500 012 or by email on [info@tejasgpc.com](mailto:info@tejasgpc.com)

Date: 03.12.2020  
Place: Mumbai

Power if  
Dept. Office

Notice is hereby given that if the company will be held on 1 Conference ("VC") / Other A in view of the conditions C.