

Dr G R D INSTITUTE OF MANAGEMENT

Mandatory Disclosure – 2023- 2024

1. **Name of the Institution** : Dr G R Damodaran Institute of Management
- Address of the Institution** : Civil Aerodrome Post
Avanashi Road,
Coimbatore – 641 014
Tamilnadu, India
- City & Pin Code** : Coimbatore 641 014
- State / UT** : Tamil Nadu
- Longitude & Latitude** : 77 Degree East & 11 Degree North
- Phone Number with STD Code** : 0422 – 2591863-64
- Mobile No.** : 98422-21162
- FAX number with STD Code** : 0422-2591865
- Email** : grdcs@grd.org
- Website** : www.grd.org
2. **Name of the Organisation running the institution** : The G R D Trust
- Type of the Organisation** : Public Charitable Trust
- Address of the Organisation** : Kalaikathir Buildings
963, Avanashi Road
Coimbatore 641 037
Tamilnadu.
- Registered with** : Coimbatore District Registrar
D.No.173/1999/1.9.1999 &
D.No.1625/2004, Dt.25.10.2004
- Registration date** : 1.9.1999 & 25.10.2004 (Codicil)
- Website, Email & Mobile No. of the organization** : NIL
3. **Name of the Principal / Director** : Dr K K Ramachandran
- Exact Designation** : Director
- Phone No. with STD Code** : 0422-2591863,64
- Fax No. with STD Code** : 0422-2591865

- Email** : drkkroffice@gmail.com
- Highest Degree** : M.Com., MFT.,MBA, Ph.D(Commerce),,
Ph.D(Management),
- Field of Specialisation** : Marketing
4. **Name of the affiliating University** : Bharathiar University
- Address** : Marudhamalai Road
Coimbatore – 641 046.
- Website** : www.b-u.ac.in
- Latest affiliation Period** : Permanent Affiliation (w.e.f. 2002)
5. **Governing Council Members** :

❖ **Members of the Board and their brief background.**

Sl. No.	Name and Address of the Members	Designation	Academic Background
1	Dr D Padmanaban Managing Trustee G R D Educational Institutions Kalaikathir Buildings Avanashi Road COIMBATORE 641 037.	Managing Trustee/Chairman	Academician B.Com, MBA, Ph.D, FCMI(UK) , Mem, AMA(USA) Positions held : Asst. Professor, Principal, Director, etc.
2	Mrs Geetha Padmanaban Secretary Dr G R Damodaran College of Science, Civil Aerodrome Post Avanashi Road COIMBATORE 641 014.	Member	Joint Managing Trustee/Vice Chairman
3	Nominee of the University Grants Commission	Member	Vacant
4	Dr.K.Sankaran (Professor –Eminence) National Networking Consultant –NHHD. Anna University,Chennai – 25	Nominee of the Bharathiar University	
5	Sri Vishnu Nischal	Alumuns	
6	Dr.K.K.Ramachandran (Vice Principal) Dr.G.R.Damodaran College of Science Coimbatore 641 014.	Member (Representing the faculty)	Educationist B.Com, M.Com, MFT,M.Phil, MBA,Ph.D(Commerce), Ph.D(Management), FCMI(UK), Director, GRD Institute of Management

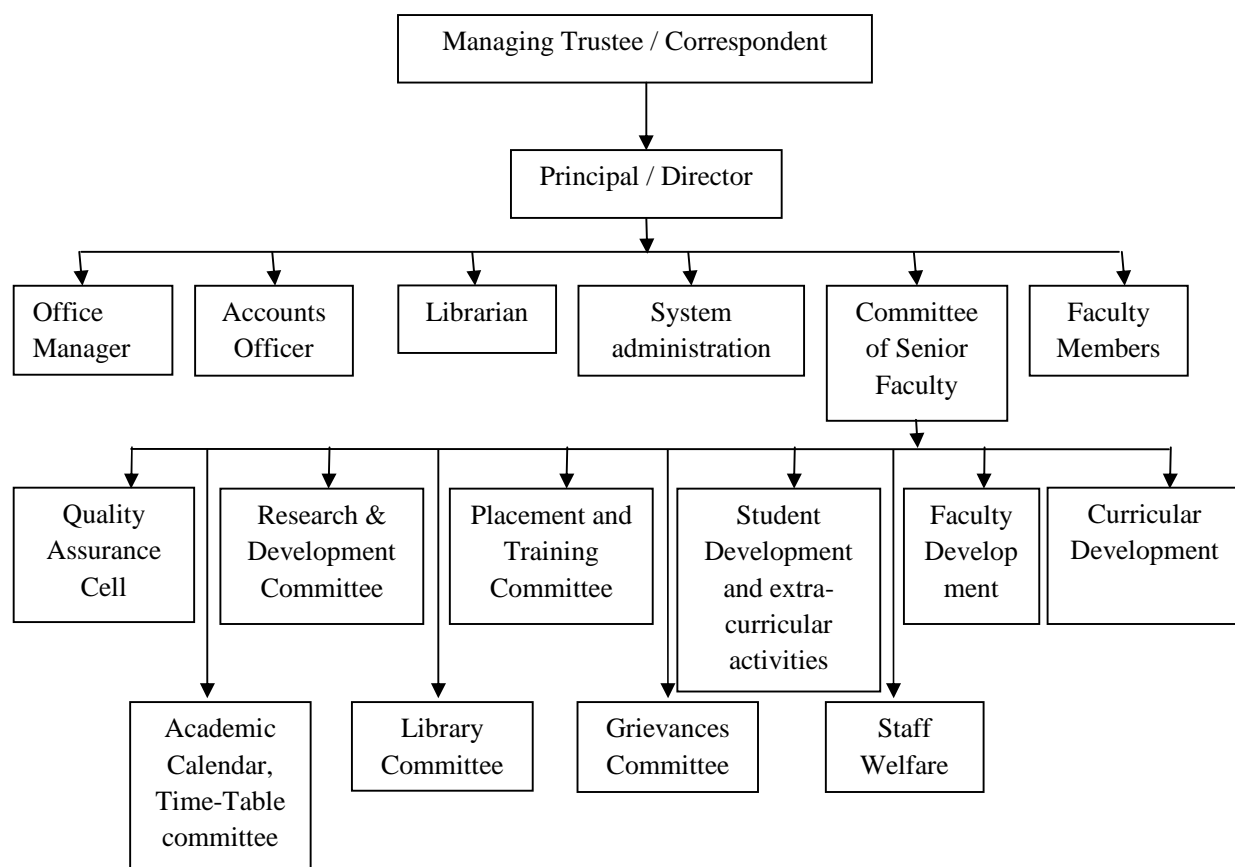
7	Dr.T.Santha Principal Dr G.R.Damodaran College of Science Civil Aerodrome Post Coimbatore 641014	Member/Convener	Educationist MSc,M.Phil,M.Phil(CS)Ph.D (CS).
8	Dr.KA.Gugaselvi (Principal) GRD Academy of Management	Member	Educationist

❖ **Members of Academic Advisory Body**

1	Dr D Padmanaban Managing Trustee The GRD Trust Coimbatore-641 037	Chairman
2	Dr.G.Bharani Associate Professor BSMED Bharathiar University Coimbatore -641 046	Educationist and Computer Technologist
3	Sri S.V.Subramanian General Manager -SCM T.Stanes Company Pvt Ltd Race Course Coimbatore -641 018.	Industry Representative
4	Mr. E Sathyanarayana AB 94, Anna Nagar Chennai -600 040.	Industry Representative
5	Dr T Santha Principal Dr G R Damodaran College of Science Coimbatore -641 014.	Member -Convener
6	Dr K K Ramachandran Director Dr G R Damodaran Institute of Management Civil Aerodrome Post, Avanashi Road Coimbatore – 641 014.	Member
7	Dr G Radhamani Director Department of Computer Science Dr G R Damodaran College of Science Coimbatore 641 014	Member

- ❖ Frequency of meetings and date last meeting: Once in a year ,
Last Meeting held: **17.10.2022**

❖ **Organizational Chart and Processes**



❖ **Nature and Extent of involvement of Faculty and students in academic affairs/improvements**

Faculty participation in planning and development is facilitated by having various faculty committees. Academic governance is totally faculty managed and is oriented to excellence, relevance and multi dimensional quality. There are a number of faculty committees (Library, Research, etc.), a number of academic bodies (Academic Council, Board of Studies, Interdisciplinary Board, Standing Council, Examination Committee) besides the Governing Council, HOD’s Council and IQAC and the ISO group, all of which meet frequently to attend to policy, decision-making and review in their respective domains.

Apart from the above, the faculty members are also involved in inviting experts from reputed institutions, Motivating faculty members to submit research proposals, Encouraging the students, scholars and faculty members to publish, Developing consultancy and extension activities.

❖ Mechanism/ Norms and Procedure for democratic/ good Governance

The Director, the Managing Trustee (Correspondent) and the Secretary provide the leadership, in an informal, participatory and consultative governance style. The goal commitment and unstinted resource support of the management has been a key element in the College's development and eminence in quality. The Correspondent (Mg. Trustee) and the Secretary (a Trustee) attend College daily and participate in the operations and are accessible at all times. Decision-making and implementation are quite fast. The Institution enjoy considerable flexibility as well as financial and management support, to develop their facilities, implement innovations and improvements and to start new activities (curricular, co curricular, research oriented etc).

The Academic Bodies of the College are not just formal approving mechanisms or authorities, but have been shaping up as instrumentalities for constructive change, innovation and progress in education. The Boards of studies meet frequently and function additionally as curriculum development centres collecting feedback, and data from other institutions and users of knowledge, about curricula elsewhere, about new developments in knowledge, occupations and technologies.

The implementation of ISO 9001:2015 quality definition and maintenance system with it's audits, evaluation and documentation has institutionalized certain aspects of institutional quality assurance. Staff recruitment is purely on merit. Faculty are supported for self-upgradation efforts, and encouraged to attend refresher, orientation and other short-term programmes. Performance assessment of teachers on various aspects of their work, achievement, contributions and self development carries weightages in the annual increments. Technology infusion in the administration, and openness in communication and access, reduce hierarchical delays and frustrations.

❖ Student Feedback on Institutional Governance/ Faculty performance

The department has the practice of each faculty obtaining the student opinion questionnaire filled up by the students at the end of the semester. The faculty themselves analyses the opinions and identify aspects for improvement. The feedback relating to actions needed and support to be given comes from the Head and the Principal.

❖ **Grievance Redressal mechanism for Faculty, staff and students**

Faculty, staff and student complaints are attended to at the incipient stage itself, thanks to the open door policy of the Head and Principal. Class Committee facilitates voicing of complaints of a general nature which are dealt with appropriately at the department level and by the Principal. Nevertheless a suggestion box / representation box has been kept to voice their complaints. These complaints or grievances raised are attended to periodically by the Principal through appropriate committees.

❖ **Establishment of Anti Ragging Committee**

S.N O	Com mitte e type	Appointmen t order Reference Number	Date of Appointm ent	Name of the Committee Member	Profession	Associated with	Mobile Number	E-mail address
1	Anti- Ragg ing Com mitte e	GRDIM/SC AR1/2012- 2013	23/6/2012	T.SANTHA	Academician	GRD INSTITUT E OF MANAGE MENT	9842256114	principals@gr d.edu.in
2	Anti- Ragg ing Com mitte e	GRDIM /SCAR1/201 2-2013	23/6/2017	DR.R.GOKILA	ASSISAT ANT PROFESS OR SCHOOL OF COMMER CE AND INTERNA TIONAL BUSINES S	GRD INSTITUT E OF MANAGE MENT	9842294799	gokila.r@grd.ed u.in
3	Anti- Ragg ing Com mitte e	GRDIM/SC AR1/2020- 2021	8/6/2020	MR. S.DHANALING AM	REVENU E DIVISION AL OFFICER,	GRD INSTITUT E OF MANAGE MENT	9445000442	dhanalingamrd @gmail.com

4	Anti-Ragging Committee	RDIM/SCAR1/2020 - 2021	8/6/2020	MR.V.JOTHI	INSPECTOR OF POLICE, E2 POLICE STATION	GRD INSTITUTE OF MANAGEMENT	9498109616	jothiv@yahoo.com
5	Anti-Ragging Committee	GRDIM/SCAR1/2020-2021	8/6/2020	MS.VISHNUPRIYA	ASSISTANT PROFESSOR, SCHOOL OF COMMUNICATION	GRD INSTITUTE OF MANAGEMENT	9003921089	vishnupriya.n@grd.edu.in
6	Anti-Ragging Committee	GRDIM/SCAR1/2021	8/6/2020	MS.B.R LAXMISREE	ASSISTANT PROFESSOR, SCHOOL OF COMMUNICATION	GRD INSTITUTE OF MANAGEMENT	9003921089	laxmisree.b.r@grd.edu.in
7	Anti-Ragging Committee	GRDIM/SCAR1/2020 - 2021	8/6/2020	THIRU.R.DAVID PRINCE	Parent 's ASSOCIATION	GRD INSTITUTE OF MANAGEMENT	9940881607	davidprince@gmail.com
8	Anti-Ragging Committee	GRDIM/SCAR1/2020-2021	8/6/2020	THIRU.SARAVANABHAVAN	PARENTS ASSOCIATION	GRD INSTITUTE OF MANAGEMENT	9443061325	saravanabhavan.n@gmail.com
9	Anti-Ragging Committee	GRDIM/SCAR1/2020-2021	8/6/2020	MR.U.D.GANASCANDHAN	PARENT'S ASSOCIATION	GRD INSTITUTE OF MANAGEMENT	9495737071	ganascandhan@gmail.com

10	Anti-Ragging Squad	GRDIM/SCAR1/2020-2021	8/6/2020	DR.R.GEETHA	ACADEMICIAN	GRD INSTITUTE OF MANAGEMENT	9487487977	geetha.r@grd.edu.in
11	Anti-Ragging Squad	GRDIM/SCAR1/2020-2021	8/6/2020	DR.T.AROCKIA SAGAYARAJ	ACADEMICIAN	GRD INSTITUTE OF MANAGEMENT	9629916201	drtasagay@gmail.com
12	Anti-Ragging Squad	GRDIM/SCAR1/2020-2021	8/6/2020	DR.M.YAMUNA	ACADEMICIAN	GRD INSTITUTE OF MANAGEMENT	9677390499	yamuna.m@grd.edu.in
13	Anti-Ragging Squad	GRDIM/SCAR1/2020-2021	8/6/2020	DR.R.MUTHUVINAYAGAM	ACADEMICIAN	GRD INSTITUTE OF MANAGEMENT	9944789278	muthuvinayagam.r@grd.edu.in
14	Anti-Ragging Committee	GRDIM/SCAR1/2019 - 2020	6/6/2019	DR.R.GAYATHIRI	ACADEMICIAN	GRD INSTITUTE OF MANAGEMENT	9894274095	gayathri.r@grd.edu.in
15	Anti-Ragging Committee	GRDIM/SCAR1/2019-2020	6/6/2019	DR.M.SUGUNA	ACADEMICIAN	GRD INSTITUTE OF MANAGEMENT	9791919098	suguna.m@grd.edu.in

❖ Establishment of Online Grievance Redressal Mechanism

The online Grievance redressal cell was constituted to probe into the representations of students grievances and suggestions. The cell attempts to address genuine problems (both academic and non academic matters) compliant if any pertaining to the students within the campus / whatever be the nature of the problem. The list of members in the Grievance Redressal Committee is displayed in the Main Notice Board along with their contact details (Mobile Number and Mail id). Students can directly get in touch with the members by call, through whatsapp, SMS etc to represent / share their complaints / suggestions. The committee then tracks the issues and attempts to address / resolve without revealing the identity of the students. The students are also encouraged to use the suggestion boxes placed at important points to express constructive suggestions / complaints.

❖ Establishment of Grievance Redressal Committee in the Institution and Appointment of
by the University

GRIEVANCE REDRESSAL COMMITTEE

Committee Members

- | | | |
|----|--|------------|
| 1. | Dr.T.Santha, Principal | - Chairman |
| 2. | Dr.P.Sumathi, School of IT and Science | - Member |
| 3. | Dr.S.Kavitha, School of Management science | - Member |
| 4. | Dr.A.MaIarvizhi, School of Communication | - Member |
| 5. | Dr.R.Subashini , Department of Biotechnology | - Member |
| 6. | Dr.K.Parimala, School of Commerce | - Member |
| 7. | Dr.S.Hema, Department of Tamil | - Member |
| 8. | Dr.A.Hazel Verbina, Department of English | - Member |
| 9. | Ms.V.Pavithra, Department of Psychology | - Member |

❖ Establishment of Internal Complaint Committee (ICC)

S.NO	Com mittee type	Appointm ent order Reference Number	Date of Appointm ent	Name of the Committee Member	Profe ssion	Associat ed with	Mobile Number	E- mail address	Designa tion	Gender
1	COM PLAI NT COM MIT TEE	GRDIM/S CAR1/202 0-2021	8/6/2020	Dr.K.K.RA MACHAND RAN	CHAI R PERS ON	GRD INSTIT UTE OF MANAG EMENT	98422450 58	drkkro fface@ gmail. com	PROFE SSOR	MALE
2	COM PLAI NT COM MIT TEE	GRDIM/S CAR1/202 0-2021	8/6/2020	Dr.S.BRIN DHA	MEM BER	GRD INSTIT UTE OF MANAG EMENT	94428805 70	brindh a.s@g rd.edu. in	ASSOCI ATE PROFE SSOR	FEMALE
3	COM PLAI NT COM MIT TEE	GRDIM/S CAR1/202 0-2021	8/6/2020	Dr.T.SUND ARESWAR A	MEM BER	GRD INSTIT UTE OF MANAG EMENT	98422935 17	sundar eswara n.t@gr d.edu.i n	ASSOCI ATE PROFE SSOR	MALE
4	COM PLAI NT COM MIT TEE	GRDIM/S CAR1/202 0-2021	8/6/2020	Dr.S.KAVI THA	MEM BER	GRD INSTIT UTE OF MANAG EMENT	98425141 95	kavith a.s@g rd.edu. in	ASSOCI ATE PROFE SSOR	FEMALE
5	COM PLAI NT COM MIT TEE	GRDIM/S CAR1/202 0-2021	8/6/2020	DR.S.ILAY SANKAR	MEM BER	GRD INSTIT UTE OF MANAG EMENT	89401277 40	ilayasa nkar.s @grd. edu.in	TEACH ING FACUL TY	MALE
6	COM PLAI NT COM MIT TEE	GRDIM/S CAR1/202 0-2021	8/6/2020	MR.K.VIN OTH KUMAR	MEM BER	GRD INSTIT UTE OF MANAG EMENT	86670326 93	vinoth kumar .k@gr d.edu.i n	NON TEACH ING FACUL TY	MALE
7	COM PLAI NT COM MIT TEE	GRDIM/S CAR1/202 0-2021	8/6/2020	MR.V.GAN ESAN	MEM BER	GRD INSTIT UTE OF MANAG EMENT	99445051 34	ganesa n.v@g rd.edu. in	NON TEACH ING FACUL TY	MALE
8	COM PLAI NT COM MIT TEE	GRDIM/S CAR1/202 0-2021	9/6/2021	Ms.Nishanth in.K	STU DEN T	GRD INSTIT UTE OF MANAG EMENT	97866033 0	Nisha nthini. k@grd .edu.in	STUDE NT	FEMALE
9	COM PLAI NT COM MIT TEE	GRDIM/S CAR1/202 0-2021	9/6/2021	Mr.Gowtha m	STU DEN T	GRD INSTIT UTE OF MANAG EMENT	80987774 43	gowth amk@ grd.ed u.in	STUDE NT	FEMALE
10	COM PLAI NT COM MIT TEE	GRDIM/S CAR1/202 0-2021	9/6/2021	Ms.Divya Dharshini	STU DEN T	GRD INSTIT UTE OF MANAG EMENT	88258099 66	divyad harshi @grd. edu.in	STUDE NT	FEMALE

	TEE									
11	COMPLAINT COMMITTEE	GRDIM/S CAR1/2020-2021	8/6/2020	Ms.DEEPIK A.M	STUDENT	GRD INSTITUTE OF MANAGEMENT	7397141598	amkdepika@gmail.com	STUDENT	MALE
12	COMPLAINT COMMITTEE	GRDIM/S CAR1/2020-2021	8/6/2020	Mr.KARTH IKEYAN.P	STUDENT	GRD INSTITUTE OF MANAGEMENT	9486032134	Karthi.kn.1706@gmail.com	STUDENT	FEMALE

❖ **Establishment of Committee for SC/ST**

S. NO	Committee type	Appointment order Reference Number	Date of Appointment	Name of the Committee Member	Profession	Associated with	Mobile Number	E-mail address	Caste	Gender
1	SC/SC COMMITTEE	GRDIM/S CAR1/2020-2021	8/6/2020	DR.K.K.RA MACHAN DRAN	ACADEMICIAN	GRD INSTITUTE OF MANAGEMENT	9842245058	drkkroffice@gmail.com	OTHER	MALE
2	SC/SC COMMITTEE	GRDIM/S CAR1/2020-2021	8/6/2020	Dr.T.SANTHA	ACADEMICIAN	GRD INSTITUTE OF MANAGEMENT	9842256114	principal.cs@grd.edu.in		Female
3	SC/SC COMMITTEE	GRDIM/S CAR1/2020-2021	8/6/2020	DR.S.SIVARAMAN	ACADEMICIAN	GRD INSTITUTE OF MANAGEMENT	9994619193	sivaraman.s@grd.edu.in	SC	MALE
4	SC/SC COMMITTEE	GRDIM/S CAR1/2020-2021	8/6/2020	Dr.C.DIVYA	ACADEMICIAN	GRD INSTITUTE OF MANAGEMENT	9994055067	divya.c@grd.edu.in		Female

❖ Internal Quality Assurance Cell

COMPOSITION OF THE IQAC

Sl. No.	Name and Address of the Members	Designation
1	Dr D Padmanaban Chairman & Correspondent Dr G R Damodaran College of Science, Civil Aerodrome Post Avanashi Road Coimbatore 641 014.	Chairperson
2	Mrs Geetha Padmanaban Secretary Dr G R Damodaran College of Science, Civil Aerodrome Post Avanashi Road Coimbatore 641 014.	Member
3	Dr.T.Santha Principal Dr G.R.Damodaran College of Science Civil Aerodrome Post Coimbatore 641014	Member
4	Dr.K.K.Ramachandran Vice principal Dr G R Damodaran College of Science, Civil Aerodrome Post Avanashi Road Coimbatore 641 014.	Member
5	Dr.S.Sujatha Associate Professor & Head of the Department.of Computer Science Dr G R Damodaran College of Science, Civil Aerodrome Post Avanashi Road Coimbatore 641 014.	Member
6	Dr.S.Sasikala Assistant Professor Dept.of Communication Dr G R Damodaran College of Science, Civil Aerodrome Post Avanashi Road Coimbatore 641 014	Member
7	Ms.Lakshmi Narayanan Managing Director' T.Stanes & Co.Ltd Race Course Coimbatore – 641018.	Member
8	Sri.M.V.Ramesh Babu President CODDISIA Huzur Road, Coimbatore – 641018.	Member

9	Sri.A.V.Varadarajan Chairman CODISSIA Trade Fair Complex Avinashi Road, Coimbatore – 641014.	
10	Sri.R.Manoharan General Manager Roots Industries Pvt Ltd, CRPF Road, Kathir Naickenpalayam, Thoppampatti ,K Vadamadurai, Coimbatore – 641017.	Member
11	Sri.O.A.Balasubaramaniam Director, Roots Industries Pvt Ltd, CRPF Road, Kathir Naickenpalayam, Thoppampatti,K Vadamadurai Coimbatore – 641017.	Member
12	Sri.Vishnu Nischal Kamala Nilayam Peelamedu Coimbatore – 641014	Alumnus
13	Ms.Nishanthini.K (II MBA) Dr.G.R.Damodaran Institute of Management' Dr G R Damodaran College of Science, Civil Aerodrome Post Avanashi Road ,Coimbatore 641 014.	Student
14	Dr.R.Subashini Assistant Professor Dept.of Commerce International Business Dr G R Damodaran College of Science, Civil Aerodrome Post Avanashi Road ,Coimbatore 641 014.	Co -ordinator

6.Programmes

Name of Programmes approved by AICTE	Name of Programmes Accredited by NBA	Status of Accreditation of the Courses	Total number of Courses	No. of Courses for which applied for Accreditation	Status of Accreditation Preliminary/ Applied for SAR and results awaited/ Applied for SAR An d visits completed/ Results of the visits awaited/ Rejected/ Approved for . . .Courses (specify the number of courses)
MBA (FT)	-	Yet to Apply			
MBA(PT)	-	Yet to Apply			

- ❖ For each Programme the following details are to be given (Preferably in Tabular form):

MBA (FT) – 2 years

	2022-2023	2021-2022	2020-2021	2021-2023
Cut off marks	89	89	86	85

	2021-2022	2020-2021	2019-2020
No. of students placed	48	45	46
Maximum Salary	9,25,000	5,50,000	5,50,000
Minimum Salary	2,40,000	2,00,000	2,00,000
Average Salary	5,82,000	3,75,000	4,00,000

7. Faculty

PERMANENT FACULTY NAME LIST

1. Dr K K Ramachandran Director
2. Dr.S.Brindha Associate Professor
3. Dr.T.Sundareswaran Associate Professor
4. Dr.S.Kavitha Associate Professor
5. Dr.T.Arockia Sagayaraj Associate Professor
6. Dr.K.Anish Assistant Professor
7. Dr.S.ilaya Sankar Assistant Professor
8. Dr.M.N.Sasirekha Assistant Professor
9. Dr.S.Aravinth Assistant Professor
10. Dr.P.Vijay Assistant Professor
11. Dr.K.Mohana Ranjani Assistant Professor
12. Mr.Rajesh Maharajan J Assistant Professor
13. Dr.T.Sathya Priya Assistant Professor
14. Mr.S.Singathurai Assistant Professor
15. Dr.K.Pavithra Assistant Professor
16. Dr.R.Saranya Assistant Professor
17. Dr.S.Deepa Assistant Professor
18. Dr. R.Subashini A Assistant Professor

Adjunct Faculty

- a. Dr Kiran Bedi, Former Lieutenant Governor of Puduchery,
- b. Mr. Alwyn Saldanha, Founder Chief Creative Officer, Brandarms, Mumbai
- c. Dr Kavitha Thangaraj, Vice President, Exterro
- d. Dr K K Karthik, Director, PMR Institute of Engineering, Chennai
- e. Dr Sabu Padmadas, Professor, University of Southampton.
- f. Mr. Amarjith Singh, CEO, Indian Business School, London, United Kingdom
- g. Dr Martin Broad, Head of Southampton Business School, University of Southampton, UK
- h. Mr. SriKandiah, Vice Chair, Non Executive Director, Hamshire, NHS Trust, UK
- i. Dr. Gibson Vedhamani, MD & CEO, Sharon Wayne – Inc., Mumbai
- j. Mr. Ramesh Jude Thomas, President and Chief Knowledge officer, The Equitor
 - i. Bangalore
- k. Dr. Shivashankar, Professor, IIM (Shilong)
- l. Mr. Pasubathy, VP – Career net solutions

Permanent Faculty: Student Ratio 1:8

Number of Faculty employed and left during the last three years

	2021-2022	2020 -2021	2019-2020
No. of faculty members employed	1	1	1
No. of faculty members left	1	1	-

8. Profile of Director

Name of the Teaching Staff : Dr K K Ramachandran
Designation : Director
Department : Management Science (MBA)
Date of Joining the Institution: 18.02.2010
Qualification with Class / Grade :



UG : B.Com Class : I
PG : M.Com, MBA, MFT Class : I
Ph.D : Ph.D (Commerce) - Highly commended
Ph.D (Management) - Highly commended

	Teaching	Industry	Research
Total Experience in years	29.6	---	23.6
	National		International
Paper Published	20		95
	Field		University
Ph.D Guide? Give Field / University :	Yes. Management & Marketing		Bharathiar University
	Ph.Ds	Projects at Masters Level	
PhDs / Projects Guided	: 25	690	

Books Published

- “A Career Expectations of Millennial’s and their Impact on Employee Engagement in Banks”, Harshwardhan Publication Pvt. Ltd - Authored (ISBN: 978-81-945173-9-9) 2020
- A Silver Chapter Coffee Table Book – Authored (ISBN: 978-93-5406-427-2) - 2020
- Store Image and Story Loyalty, Harshwardhan Publication Pvt.Ltd, (ISBN: 978-93-89003-93-2), 2019
- Mapping Coimbatore - Volume II (ISBN 978-93-5346-778-4) – 2019
- Mapping Coimbatore – Volume I (ISBN 978-93-5346-381-6) – 2018
- “A Study on the Influence of Celebrity Endorsement – A Customer Perspective”, Harshwardhan Publication Pvt. Ltd, Authored (ISBN 978-93-89003-81-9), 2018
- Organisational Behaviour and Human Resource Management (Compile) Published by - McGraw Hill Education – (ISBN 978-1-307-30121-2) - 2018
- From Campus to Corporate - Pearson India Education Service Pvt. Ltd Publishing – Authored (ISBN 978 - 93-325-5467-2) (Online & Print) - 2016
- Business Communication - Vikas Publishing House Pvt Ltd - Authored (ISBN 978-93259-8103-4) - 2014
- From Campus to Corporate - Macmillan Publishing - Authored (ISBN 023-033-190-4) - 2010
- Business Communication - Macmillan Publishing - Authored (ISBN 0230-63297-1) - 2007

Book Chapters:

CASE STUDY: Developed a case study titled “Sport in the country of a Billion: A study of the marketing possibilities resulting development of less popular sports in India”, (Published with ELSEVIER PUBLICATIONS, UK, “International cases in the business of sports”,-K K Ramachandran - ISBN 10:0-7506-8543-3, Nov 2008)

Professional Memberships	:	12
Consultancy Activities	:	02
IPR	:	01

Awards

- Award for Best Management Educator - World Management Congress (2009)
- Award for Best Professor in Marketing, Global Awards for Excellence in Education, Leadership & Teaching - World Education Congress (2012)
- Award for Achievement of Trade from the UNITED STATES DEPARTMENT OF COMMERCE in recognition of his services in expanding U.S. India Trade Partnerships (2013)
- Innovative Leader Award at the world Marketing Summit, Malaysia from Golden Star Academic & Educational Excellence Award (2013)
- Award for Teaching Excellence - Indus Foundation, Indo – American Education Summit (2016).

Grants Fetched

- EDII, Ahmedabad - Entrepreneurship Awareness Camp (EAC), DST-NIMAT Project - Nov, 2018-19
- EDII, Ahmedabad - Entrepreneurship Awareness Camp (EAC), DST-NIMAT Project – Sep, 2018-19
- AICTE Sponsored FDP on “SPSS AND ITS APPLICATIONS”, Dr G R Damodaran Institute of Management, Coimbatore – Feb, 2015
- Obtained grants from UGC under the scheme of “Career Oriented Programs” Dec, 2004
- Obtained grants under the scheme of Conference from UGC “E-Commerce and Its impact on Improved Business Productivity”, Jan 2000

Interaction with Professional Institutions: AMA, AIMA, AIB, CII, Full Bright ,University of Southampton.

9. Fee

In respect of MBA, the fee structure for the Management quota students is decided by the College. However, fee structure for the TANCET (Govt. quota) MBA students is stipulated by the State Government. Students are intimated about the status of admission, fee details and the further process through the mail. They will be given 15 – 20 days of time for payment of their fees.

Selected Students with achievements in sports and academics are given the College scholarship covering the college fees and hostel fees. There are some scholarships instituted which are given on Merit cum Means basis.

The Estimated cost of Boarding and Lodging in hostels is Rs 75,000/- p.a.

9. Admission

Number of seats sanctioned with the year of approval : 60

Number of Students admitted under various categories each year in the last three years

	2022-2023	2021-2022	2020-2021
GENERAL	Nil	5	2
OBC	58	54	56
SC/ST	2	1	2

Number of applications received during last two years for admission under Management Quota and number admitted

Year	Numberof applications Management Quota		Number of Admitted
	Online Applications	Offline Applications	
2020-2021	41	74	44
2021-2022	27	142	43
2022 - 2023	42	161	46

11.Admission Procedure

For selection under management quota, the scores in MAT / CET were considered. The number of seats in Management Quota depends on the decision of the State authorities. There is also a state quota filled up through State Government Entrance Test (TANCET). For the college Management quota the test scores in a populat common entrance test like MAT as well as the UG academic record are considered along with performance in an interview and a peer group discussion.

As per the guidelines, 30 seats are allotted for students under Management quota and remaining 30 seats for State Government quota. The unfilled seats under TANCET, will be admitted through the Management quota.

Calendar for admission against Management / vacant seats : -

-)] **Last date for request for applications.**
May 31, 2023
-)] **Last date for submission of application**
June 16, 2023
-)] **Dates for announcing final results**
August 5, 2023
* Subject to State Government list being made available in time.
-)] **Release of admission list (main list and waiting list should be announced on the same day)**
August 18, 2023
* Subject to State Government list being made available in time.
-)] **Date for acceptance by the candidate (time given should in no case be less than 15 days)**
August 22, 2023.
-)] **Last date for closing of admission.**
August 31, 2023.
-)] **Starting of the Academic session.**
September 1st Week 2023.

12. Criteria and Weightages for Admission

Admission Criteria

MAT Score weightage	: 50%
U.G., Academic Performance	: 25%
Interview	: 25%

Cut off (for the year 2022-2023 and 2020-2021, 2021-2022): Average - 690

Cut off / last candidate admitted

Exam	Name of Student	Name of Student	Name of Student
TANCET	(77) RESHMA.S	(86) ANUSHA.G	(89) DHARANI
MAT /CET	LAKSHMI PRABHA.K (61) CET	(MAT) (689) Vysali S	(CET) (49) TRISHA.S

13. List of Applicants

Management Quota seats are filled on the basis of MAT and CET conducted by Consortium of Self Financing Colleges in Tamil Nadu

No. of Applications received : 203

No. of Students Admitted : 46

14. Results of Admission

The selection team for admission under Management Quota comprises of

Dr K K Ramachandran, Director, GRDIM

Dr S Kavitha, Associate Professor, GRDIM

The students who apply through Management Quota are selected based on Academic grade points, interview performance and the score obtained in MAT/CET. The students who have been offered admission are informed through mail along with the proper guidelines of payment of fees and admission procedure.

The State government quota seats are filled through TANCET Counselling, where the students opt the Institution based on their State Entrance score. Following are the number of seats allotted under each category as per the State Government regulation.

OC	BC	BCM	MBCV	MBCDNC	MBC	SC	SCA	ST
10	8	1	3	2	1	4	1	-

The vacancies that arise in the above category are filled under Management Quota.

15. Information of Infrastructure and Other Resources Available

Room No	Room type	Carpet area (in sq.m)	Completion of Flooring	Completion of Walls and Painting	Completion of Electrification and lighting
107	Class Room- 1	120.01	Completed	Completed	Completed
108	Class Room-2	120.01	Completed	Completed	Completed
304	Class Room-3	71.86	Completed	Completed	Completed
103	Tutorial Room	37.16	Completed	Completed	Completed

111	Seminar Hall	183	Completed	Completed	Completed
309	Computer Centre	151.6	Completed	Completed	Completed
119	Library	258	Completed	Completed	Completed
102	Main Office	150	Completed	Completed	Completed
101	Director's Office	36	Completed	Completed	Completed
112	Board Room	32	Completed	Completed	Completed
207	Department office	38	Completed	Completed	Completed
209	Cabin for Head of the Dept.	20	Completed	Completed	Completed
113	Central Stores	31	Completed	Completed	Completed
114	Maintenance Office	11	Completed	Completed	Completed
121	Security Office	20	Completed	Completed	Completed
117	Housekeeping Room	12.5	Completed	Completed	Completed
120	Pantry for Staff	20.7	Completed	Completed	Completed
128	Examination Control Room	42	Completed	Completed	Completed
106	Faculty Room	58	Completed	Completed	Completed
104	Placement Office	31.58	Completed	Completed	Completed
311	Boys Toilet	76	Completed	Completed	Completed
214	Girls Toilet	76	Completed	Completed	Completed
308	Boy's Common Room	120.1	Completed	Completed	Completed
302	Girl's Common Room	76	Completed	Completed	Completed
123	Cafeteria	161	Completed	Completed	Completed
129	Stationery Store & Reprography	15	Completed	Completed	Completed
130	First Aid and Sick Room	15	Completed	Completed	Completed
122	Guest House	110	Completed	Completed	Completed
124	Sports Club & Gym	120	Completed	Completed	Completed

125	Auditorium	260	Completed	Completed	Completed
Circulation Area	Corridor and Other Common Area	603	Completed	Completed	Completed
Boys Hostel	Boys Hostel	Adequate	Completed	Completed	Completed
Girls Hostel	Girls Hostel	Adequate	Completed	Completed	Completed

LIBRARY

S.No.	Programme	MANAGEMENT	Number of Tiles	6200
1	Number of Volumes	27166	Number of Journals published in India	31
	Number of Journals published at Abroad	35	Number of eBook Volumes-UG	8100
	Number of eBook Volumes-PG	450	Number of eBook Volumes-Diploma	8010
	Number of eBook Titles-UG	858	Number of eBook Titles-PG	450
	Number of eBook Titles-Diploma	858		

E Library facilities - Systems in the departments / labs have been allocated for the library user convenience. The digital library intranet web portal has been created and eJ journals, N-List, EBSCO and J-GATE are subscribed. User account, reference materials, back volumes and library materials can also be accessed through this digital library.

National Digital Library (NDL) subscription details

Reg.No – INDNNCQ8WX3AMBN

Date.of.Reg. . – 05/04/2021

Computing Facilities

Internet Bandwidth	215 Mbps
Number and configuration of System	i3 & Workstation - 60 Systems
Total number of system connected by LAN	60 System
Total number of system connected by WAN	60 Systems
Major software packages available	Open Source
Special purpose facilities available (Conduct of online Meetings/Webinars/Workshops, etc	Google Meet & Zoom
Facilities for conduct of classes/courses in online mode (Theory & Practical) -	Available
Innovation Cell	Yes
Social Media Cell	Yes

Major software packages available are

- Operating Systems : Windows 7 Client
- DOS Applications - PC Software, Turbo C , C++, JAVA 1.3
- Windows Applications - MS Office 2007 , Microsoft Visual Studio 6.0, Microsoft Visual Studio 2003, Oracle 10G
- Accounting Software - Tally 6.3 , SPSS 17.
- Multimedia Software's - Adobe Photoshop 7.0, Macromedia Flash 5/8s
- Anti Virus Software - Kaspersky Anti-Virus (Client Server)

Special purpose facilities available (Conduct of online Meetings/Webinars/Workshops, etc.)- The students are also engaged in blended learning in which the traditional classroom teaching is combined with online learning and independent study, allowing the student to have more control over the time, pace and style of their learning. Hybrid pattern of engaging students have been a coping pedagogical method during this pandemic time. , Google classroom and Google meet platforms are highly relied upon teaching as well as for assessing the performance of students via the online medium of study. The students are encouraged to take Swayam online courses to enhance their knowledge in their field of interest.

Facilities for conduct of classes/courses in online mode (Theory & Practical) - The classrooms of the Department are equipped with Computer Systems and projectors to conduct the classes successfully with visual Aids. In addition to it, the systems are loaded with the required software to enable the faculty to demonstrate various programs in the class. Internet connectivity is also provided in all classrooms, to enable the faculty to handle both the online and the offline classes in the hybrid mode at the same time. The Audio Visual Hall and the Seminar halls are equipped to handle the Video Conferencing facility so that the

students are able to listen to the lectures in the online mode.

List of facilities available

- **Games and Sports Facilities** - The institution provides liberal facilities to promote and support interest in sports and games and to nurture those with special talent. An annual sports meet is conducted for students. Courts for Tennis and grounds for Football and Cricket (net practice) are available. All equipment (gymnastic, games equipment and kits) and supplies are available. The following are the special facilities set up

i) Kailash Indoor Stadium . 2500 capacity ii) Open Air Basket Ball Stadium 1500 capacity
Large Indoor games stadium, Basketball open-air stadium, play fields and gymnasium are available. Liberal supplies of games material are provided. The physical director, under the guidance of the Sports committee devotes special attention to talent spotting and development. Many of our sportsmen have been selected to represent the university and lot of them are representing various State and National teams

Sports Facility:

) Indoor: Chess, Table Tennis Carom Board, Badminton

) Outdoor: Cricket, Volleyball, Football

) Gym equipment: Incline Bench Press, Dumb bells, Barbells, Benches

- **Extra-Curricular Activities** - The College has an outstanding record of encouraging a large number of extra curricular and co-curricular activities for the all-round development of the students. Competitions of one kind or other are held throughout the year to bring out the varied potentials of the students. The college has platforms for diverse talents like debate, quiz, singing, dance, acting, mimicry, instrumental music, cooking, rangoli, flower arrangement, mehendi, etc. To name a few Accendo, specialization based activities, Ethnic day, Melange are some of the unique activities carried out.

- **Soft Skill Development Facilities** - Soft skills development is given special attention. In the designing curricular components, and the co-curricular and extra curricular programme and in the tutorial counseling, balanced attention is given to various aspects of the students' holistic development – intellectual, emotional, spiritual and career-wise. Community service gets due place in these activities, which also provide for excitement and fun. Master Class sessions are organised both for UG Management and MBA Students on topics like Emotional Intelligence, Design Thinking, Interview preparedness, Goal setting, Team Building, Time Management, Presentation skills, etc. E-learning module through Career Strokes (by Cricketer Srikanth) on soft skills for professional careers.

Teaching Learning Process

Curricula and syllabus for each of the Programmes as approved by the University – uploaded in the website.(MBA 2022 syllabus)

https://drive.google.com/drive/folders/1YM5cE91mq1CENNOl0q4NWwW2QiiYaFY4?usp=share_link

Academic Calendar of the University is adopted as the basic framework in planning the academic calendar of the institution.

Academic Time Table with the name of the Faculty members handling the Course

https://drive.google.com/drive/folders/1_hwFA0Xkkg4SGkSitBYdxECIxOdJ6ZbZ?usp=share_link

Teaching Load of each Faculty

<https://drive.google.com/file/d/1GONQdNhG6zlcIsoxIY7S3xm4b8E-OMxy/view?usp=sharing>

- Internal Continuous Evaluation System and place - continuous internal assessments of students are put through rigorous practical assignments, technical presentations, mini-projects, group discussion, simulation exercises, quiz, poster presentation and case studies where they get enough opportunities to display their innovative skill.

Continuous Assessment carries 50 marks and Term End Exam 50 marks out of a total 100 marks The breakup of continuous assessment marks is as follows

CONTINUOUS ASSESSMENT COMPONENTS AND SPLIT UP OF MARKS

Course	Mid Term (Marks)	Career and Life skills (Marks)	Model Test (Marks)	Attendance (Marks)	Assignment/ Seminar/Activity based assessment/ Term paper (Marks)	Total (Marks)
PG	10	10	10	10	10	50

** Components can be finalized by the departments*

- Student's assessment of Faculty, System in place - Feedback is useful in improvement of effectiveness and efficiency, providing more and better services, changing the teaching schedules, methodology and curricula, improving facilities and aiding remedial measures.

An indication of the success of the planned teaching-learning is discernible in the sessional assessment, in the student's feedback about the subject at the end of the semester and in the examination results. More indirectly and later, there are indications of its success reflected

by placement performance and progression of the students. Teachers get the satisfaction of having done a meaningful job well. This reflects in their commitment to further upgradation.

16. Enrolment and placement details of students in the last 3 years

	2020-2021	2019-2020	2018-2019
No. of students Enrolled	60	60	60
No. of students placed	52	46	50

17. List of Research Projects/ Consultancy Works – Virtual International Collaborative Research Programme - As an initiative to International Collaborative Key stone Research Programme, Students from our Institution and from the University of Southampton in association with Mijwan Welfare Society team, worked on a research tasks on real community oriented solutions addressing Rozgar Dhaba -a community information hub: a public policy solution creating job opportunities and mitigating unsafe migration, Developing an online database system for documenting migrant workers in villages under the Rozgar Dhaba programme, Developing a system for rural women entrepreneurs to sell their products online-in collaboration with Mijwan Welfare Society Kaifi Azmi embroidery center and Developing a system for emergency response in villages during pandemics and natural disasters. The entire internship was carried out on virtual mode.

- Number of Projects carried out, funding agency, Grant received – nil
- Publications (if any) out of research in last three years out of masters projects - 10

Industry Linkage

At our institution, we bring together real-world industry challenges and academic curiosity through bespoke collaboration.

We are a major driver of innovation with extensive experience in strategic research collaborations, engaging with businesses housed and SMEs.

Our Research Partnerships provide a way for businesses to develop new technologies and processes or gain critical insights into business challenges. We work closely with you to understand your specific needs and bring together our world-class research facilities and academics to create novel solutions to address those challenges.

Knowledge Transfer collaborations can also bring new, or tried and tested, methodologies to your business-critical challenges. Through a recent graduate or a secondee, we can work with you to embed technical, process, and business-model solutions.

We work heavily on curricular development and faculty development and ensure that we bridge the gaps between academia and industry.

We bring in industry practitioners and best practices from the top graded international universities

- MoUs with Industries (minimum 3)
 - Confederation Indian industries – Young Indians
 - Teknotuff Info Service Pvt Ltd
 - Sun Online Learning India Pvt Ltd (CS)
 - Global Space Technologies Pvt Ltd
 - Shanthi Gears Ltd

18. LoA and subsequent EoA till the current Academic Year

<https://drive.google.com/file/d/1FpHh4x84VecS6aZEpq1Pw2YR0vI9axNT/view?usp=sharing>
s_link

19. Accounted audited statement for the last three years

https://drive.google.com/file/d/1_atoio3u9m17wK11gQP0MVFYd871tNWF/view?usp=sharing
are_link