



Academic Annual Report

2020-2021



About KCT Business School

Established in the year 2005, KCT Business School has evolved as one of the leading Business Schools in South India with a prominent presence in the nation. The Business School is an integral part of KCT of Kumaraguru Institutions which is a vibrant unit of the large conglomerate – The **Sakthi group** making their presence in industries such as sugars, auto components, power, transport, soya, distillery services, finance, windmill, dairy and education. KCT is an autonomous institution affiliated to Anna University, Chennai and approved by AICTE. **KCT Business School offers two Masters programs- Master of Business Administration & MBA in Innovation, Entrepreneurship & Venture Development. We also are a recognized Research Centre of Anna University offering a Doctoral Program in Management Studies.**

KCT Business School endeavors to create real time business environment for learning which focusses on students to learn, practice, and hone their existing core competencies and learn new relevant skills to survive in the competitive business world. We provide numerous opportunities for the student to network with people from different industry sectors, this helps them to sustain in an ever-changing disruptive world, - both personally & professionally- and creates a growth mindset to adapt & sustain. The Faculty of KCT Business School are constantly encouraged to upgrade their knowledge and keep abreast in the digitized environment of education to deliver impactful learning to the students

KCT Business School proposes to **launch two new programs from 2022-23 onwards: MBA Project Management & MBA Agri Business Management.** The regulation, curriculum and syllabus for the new programs was presented to the Board of Studies on August 28, 2021, and the same was presented to the Academic Council on September 8, 2021. The approval for the programs has been sent to Anna University





About KCT

Kumaraguru Institutions prides itself as an institution that is quick to adapt its learning delivery platform to rapidly evolving learning environments. Kumaraguru Institutions brings together technology, liberal arts, management, and agriculture under a single banner. This has resulted in creating a vibrant ambience on campus that engages students in a variety of ways. The cultural ethos of the institution is rooted in its philosophy:

Character is Life.

Kumaraguru College of Technology is an autonomous, self-financing engineering college, affiliated to Anna University. It was started in 1984, with the mission of providing aspiring students of technical education, a challenging learning environment. Over the last three decades, several new programmes have been introduced and the institution has emerged as a trusted destination for quality technical education and as a hub for research and innovation. The college is accredited by NAAC. In addition to a host of engineering and allied engineering courses, KCT has also gained recognition for its uniquely tailored management education programmes.

The able guidance and patronage of Arutselvar Dr. N. Mahalingam, Founder, Sakthi Group along with the efficient administration of Dr.B.K.Krishnaraj Vanavarayar, Chairman, the resourcefulness of Sri. Balasubramanian, Correspondent and the foresightedness of Sri. Shankar Vanavarayar, Joint Correspondent have equipped the college with excellent facilities such as spacious classrooms, seminar halls, well-equipped laboratories, excellent sporting amenities, dedicated high-speed internet connectivity (broadband) and well-qualified faculty. Five Academic Blocks house the different departments.

Currently the college, as an autonomous institution affiliated to the Anna University, offers 15 under-graduate (B.E., B.Tech.) and 14 post-graduate (M.E., M.Tech., MCA, MBA) programs of study. All the above courses have the approval of the All India Council for Technical Education (AICTE) and all the eligible UG programs have also been accredited by National Board of Accreditation (NBA). In addition, KCT has also been accredited by National Assessment and Accreditation Council (NAAC) of the University Grants Commission (UGC). It has been ranked 82 by NIRF. 12 academic departments have been recognized as research centers permitting research leading to Ph.D. degree by Anna University.

The value of the education and training imparted by the college is highlighted by the interest shown by leading companies for on-campus recruitments. Our alumni have done us proud by proving their worth in their chosen field of work.

Contents

About KCT Business School	05
About KCT	06
Vision, Mission	07
Key Performance Indicators	08
Academic	09
Research	14
People	16
Industry Connects	20
Students	22
Placements	23
Global Connect	32
Alumni Connect	33
Parents Connect	33
Outreach	33

Founder

Arutchelvar

Dr.N.Mahalingam

Arutchelvar Dr. N Mahalingam, was the Founder Chairman of Sakthi Group, 6,000 crore rupees industrial conglomerate operating in sugar, automobiles, finance, power and logistics. Dr. N. Mahalingam was a philanthropist, educationalist and statesman. He has established a number of educational institutions and known for his support to various spiritual and cultural organisations.

He was born on 21 March 1923 in an agriculture family at Pollachi to P Nachimuthu Gounder, who started the Sakthi Group in 1921 by diversifying his traditional business of hiring out bullock carts to starting a passenger transport services. Nachimuthu Gounder's only son Mahalingam joined the business in 1943 and helped grow the business to its current level. He was the founder of many educational institutions from schools to colleges. Some of his educational institutions are Kumaraguru College of Technology, KCT Business School, Kumaraguru Institute of Agriculture, Kumaraguru College of Liberal Arts and Science, Nachimuthu Polytechnic college, Mahalingam college of Engineering, NGM College.

He held several important positions and played major roles fostering the development of agricultural, industrial, human resource and institutional development at the State and National levels. He served as a Member of Legislative Assembly of Tamil Nadu from 1952 to 1967 and was on the Tamil Nadu State Planning Commission for two terms. His social and humanitarian considerations took his journey beyond the boundaries of industries and scholarly tenets he nurtured. He received the Padma Bhushan award from the Government of India in 2007 for his contributions to the nation in the field of Trade and Industry. His other honors include Honorary Consul from the Government of Mauritius during 1989 to 1992 and a number of other recognition and awards.

The enigmatic life merged into the light on October 2, 2014, the birth anniversary of Mahatma Gandhi. Until the last moment, Dr. NM was doing what he believed and envisioned talking about Saint Vallalar's philosophy. Throughout his life Dr. NM carried the twin torches of Gandhian values and Vellalar's way of life. It is then divine grace that he was led into eternal light on the day he celebrated both of them.



**Your vision.
Our path.**



About KUMARAGURU INSTITUTIONS

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KCT Business School

Vision

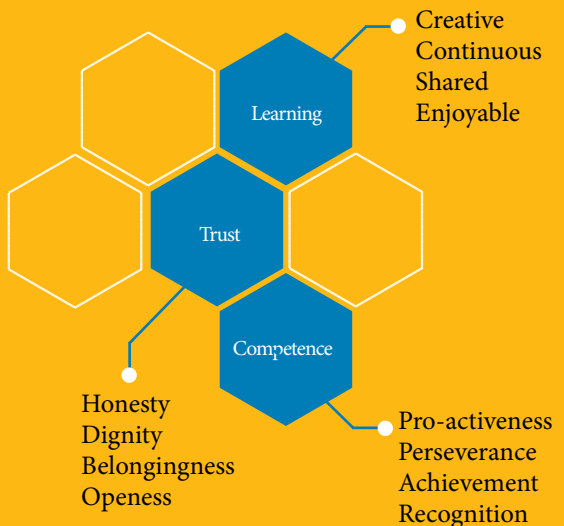
KCT.BS aspires to become the knowledge hive for managerial excellence.

Mission

KCT.BS exists to make an impact on all its stakeholders through advancement, integration and application of knowledge.

Values

The KCT.BS values Learning, Trust and Competence defines the DNA and is the compass for decisions and behaviour of the faculty, staff and students while dealing with each other and every one of the stakeholders. These non-negotiable core values defines KCT Business School



Revisioning Exercise

The changing phase of outcome-based education and its big-ticket imperatives with allied scenarios had generated a thought process to reorganize its earlier vision and mission statements. Hence the Strategic Planning Steering Committee oversaw a very inclusive process to articulate its new vision and mission statements to reiterate and imbibe the core values once again. The process was revisited during November 2020 and got completed by June 2021. The revised vision & mission statement is given below

VISION 2021 ONWARDS

To be a school of excellence creating transformative educational experience shaping future leaders

MISSION 2021 ONWARDS

Education focused on disciplinary knowledge, problem solving, leadership, interpersonal skill and wellbeing. Develop managers with professionalism and ethics

The following core values will define the foundation to achieve our vision and faculty & students are encouraged to use these values at every opportunity

Be the Solution:

Brings in new ideas and solutions that push our thinking into new territory.

Champion Change:

Identifies and implements external best practice, new ideas and plans that will prepare our organization for the future.

Agility:

Successfully lead organizations in a world that's increasingly complex and uncertain.

Trust:

Earns credibility and trust, influencing employees, members, and stakeholders to support organization



Key Performance Indicators

No. of applications received 694	No. of enrollment 180	Percentage of women students 51%	Percentage of Engineers 40%
No. of value added certifications 5	No. of Guest Lectures/Workshops/Global Talks/Webinars 48	No. of hours of professional skills training 400	No. of Faculty 19
Percentage of faculty with Doctoral degree 87%	Average years of experience of faculty 12.08	No. of hours of faculty training 1584	Placement 85%
No. of Research Papers from the Business School 24	No. of Scopus papers published 14	No. of Books in the Library 10493	No. of Journals in the Library 4933

Academic

MBA Curriculum

The KCT. BS Student's journey is split into six terms to help students discover their interest and allow for scope to improvise their strengths. The terms are intended to **initiate** the student with the nuances of management studies, help them **navigate** through the business functional areas, **strengthen** them in their core competencies, allow them to **apply** their knowledge through practice, **deepen** their knowledge and **broaden** their perspective by engaging them in business and society. The bite size modules in the curriculum is designed to align Choice Based Credit System (CBCS), integrating leadership development, practice based learning to embed behavioural adaptations, case studies and developing cases, team projects, with expertise in global business.

In the current pandemic of COVID-19 and its repercussions some elements of the curriculum were modified to accommodate e- learning – namely webinars, workshops and global talks were delivered online along with the regular online blended learning.

Learner Centered Teaching Methods

KCT's KOED - Curating a Digital

Learning System for the Future

Kumaraguru Institutions launched Project Germinate, a comprehensive integrated platform that focuses on re-designing online learning. It was a phased shift from the conventional method of teaching/learning to the new-normal online learning system. The Task Force headed by Dr. Vinohar Stephen Raphael with representations from academic fraternity and students from Leadership Council looked at multiple dimensions and collected feedback from various stakeholders to identify the best practices for blended mode of teaching-learning resulted in the curation of an impactful online ecosystem. The integrated technology-driven learning system with a futuristic perspective has successfully tapped the ethos of unique learning ecosystem of KCT to include active experiential learning, course design, assessment process and student wellness leading to ameliorated coordination between the learners, faculty members and administration.

The KOED Edge

- Consistent mentoring for learner wellness and progression
- Specific modules for outcome-based learning
- Continuous and embedded assessments
- Synchronous and Asynchronous Sessions
- Blended Marquee Online Programme Peer Learning

Learner Centered Teaching Methods

Experiential learning

Changing the “how” of teaching was the challenge in the teaching goals of the program during the

pandemic. A few students embarked on field visits in the offline mode, whereas most of them had to with online expeditions to understand the **operations of industrial operations and functions.** These visits help them to experience and connect their learnings to the real time environment

The Coimbatore Centre for Weavers, KCT organized a visit to the carpet city-Bhavani- to do a Market Survey for Bhavani Jamakkalam to study the socio-economic status of handloom weavers and business opportunities for the product “Jamakkalam”. A team consisting of student volunteers from KCT Business School (Batch 2020-22) and Department of Fashion Technology under the guidance of Dr. B. Poongodi, interviewed 17 handloom weavers of Periamolapalayam village, Bhavani Taluk using snowball sampling method.



A panel discussion on “Budget 2021” was moderated by Dr. Swaminathan S, Professor & Head Corporate Relations.

- Mr. K. Annamalai, Chairman of Annamalai Capital Services Private Ltd, Coimbatore,
- Mr. K. Ravi Chief Finance Officer, Roots Industries India Limited, Coimbatore.
- Mr. V. Krishna Kumar, Vice President (Sales & Marketing), Aqua Sub Engineering, Coimbatore
- Mr. Illamurugu K, Vice President, HDFC Bank, Coimbatore

Shared their insights on the Budget 2021



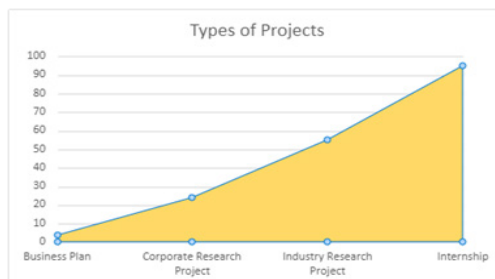
Projects Based Learning

• Active and systematic research helps in discovering and interpreting facts, events and theories. Application of the outcome of these research findings determines the progress of an individual, organization and nation. Students identify a corporate problem related to any functional area and help find solutions through objective and systematic research in the **Research Immersion Project**. **Thirty-Six Research projects** were carried out by students of Batch 2020-22 in the areas of Consumer Behaviour, Consumer Perception, HR Policies, Education Policies, Digital Media influences, Entrepreneurship, Banking & Investment Analysis

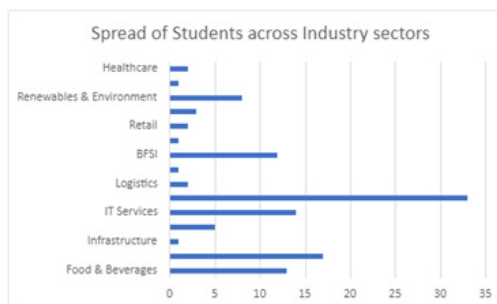
• The weeklong **Industry Immersion Project** complemented the conceptual knowledge of the students of Batch 2022. The internship gave the students an opportunity to learn workplace professionalism and to achieve their functional areas of management. Students of Batch 2022 completed one-week internship in 86 companies spanning various industries like Manufacturing, FMCG, Energy, Foundry, Chemicals, Packaging & Logistics, Automobile, Food & Beverages and Textiles.

Students of Batch 2021 completed 178 projects (Corporate Research Projects, Industry Research Projects, Internships and Business Plans) as part of their major project. The Corporate Project was carried out by students of MBA 2021 in 51 companies as well as with entrepreneurs.

The two months' Corporate project allows students to experience real time learning in their area of specialization, to integrate and apply the knowledge they have gained in the MBA Program. Projects were undertaken in various industry sectors which includes Automobiles, BFSI, Manufacturing, FMCG, Food & Beverages, Healthcare, Hospitality, Chemical, Consulting, Food & Beverages, IT, Logistics, Packaging, Renewables & Energy, Infrastructure & Textiles.



Students of II MBA (Batch 2019-21) completed their Social Immersion Project, SIP 2021 as part of their course. 178 students of 27 teams connected with 19 NGOs and 2 Government organizations and 2 Corporates and worked on nine of the seventeen UN SDG's extending support to 3841 beneficiaries in villages in India.



Value added courses

- Five certificate courses were conducted in association with external knowledge partners to add value to the basic management knowledge and give in-depth knowledge in the chosen area of specialization

1	November 2- 7, 2020	Retail Banking	Batch 2019-21	Stratadigm Education and Training Pvt Ltd, Secundrabad
2	November 2-6, 2020	Investment Management for Start Ups	Batch 2019-21	Orenda Social Enterprise
3	November 2&3, 2020.	Transactional Analysis and Neuro Linguistic Program-ming.	Batch 2019-21	Mr. Raghuraman, NLP Practitioner
4	November 2-8, 2020	Marketing Analytics	Batch 2019-21	M/s. BrainswigEdutech Pvt Ltd. Chennai.
5	November 2-6, 2020	Lean Six Sigma Green Belt	Batch 2019-21	TUV(SUD), Germany

Research

Information is critical to any organization and research is the key link in the information flow which leads to the success or failure of an organization. Management Research helps in studying an organizations' problem from various perspectives. It explains unknown facts and helps in the application of theory and find out the appropriate managerial tool to solve these problems.

Research Centre

KCT Business School offers full time and part time Ph.D. programs in Management. KCT Business School is a recognized research Centre of Anna University, Chennai since 2008. **It aims to develop the contribution to academia & business.** The Ph.D. program has **5 registered supervisors with four full time scholars and two part time scholars.**

Research Supervisors

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Research Activities

An **International Research Project Collaboration** on Indian MSMEs' responses to the Covid-19 pandemic crisis (A Research Project funded by HEFCE Global Challenge Research Fund, United Kingdom) with Faculty of Business & Social Sciences, Kingston University, London , UK was initiated and the same has neared completion .

A **seed funding** of Rs.1,95,000/- towards Project "Jamakkalam" at The Centre for Weavers, Bhavani was sanctioned by Ramanandha Adigalar Foundation. The team will focus on product diversification and improved marketability for the GI product "Bhavani Jamakkalam" that will enhance the socio-economic status of the handloom weavers of that region.

Seven Research proposals were submitted to various funding agencies to carry out related research to help cope & manage the pandemic. Fund proposals towards empowering the women through entrepreneurship was also focused.

Nine **Research forums** were organized to encourage & enhance the research activities of the Business School. Faculty publications includes 24 research paper publications of which 14 **Scopus Publications** and a book. Students were encouraged in research by doing their 36 Research project , along with 178 Corporate Research Project which resulted in 22 Student Paper Presentations and **8 Student Publications.**

People

Organization change leads to the realignment of a department to set new goals, which is needed for the organization to survive. Change in an organization, with adept disruption management leads to innovation and sustainability, leading the change - **Dr. Mary Cherian took up the mantle of the head of KCT Business School in August 2020.** Diversity in faculty in terms of – Gender, Educational background, Industry exposure, creates diverse role models and exposes the students to diverse perspectives. KCTBS faculty team comprises the core team and adjunct faculty from the industry.

Core Faculty

The Core faculty of KCT Business School comprises of full time faculty, with many of them Ph.D holders, who contribute to teaching, mentoring, research, service, and collaboration activities of the department.

Average Faculty Experience = 22 Yrs.

Average Faculty Industry Experience = 8 Yrs.

Average Faculty Academic Experience = 16 Yrs.



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Adjunct Faculty

Keeping in mind, that the students must be readied for the work force, KCT Business School engages adjunct faculty from the industry to give insights on the relevance to the needs of the industry and employment opportunities on a practical level. Four adjunct faculty from the industry taught full courses.



Awards & Accolades

Our faculty have been recognized for their command over their disciplines, teaching methodologies, mentoring and commitment to teaching -learning. These awards encourage teachers to maintain the high expectations of the students

1. Dr. Poongodi was awarded the **NRDC National Meritorious Invention Award** for the year 2019 for the DST-SEED project on Enhancing Livelihood of Handloom Weavers
2. Dr. Jaisankar S, Associate Professor received the **GRD Best Management Teacher Award**, organized by Coimbatore Management Association on February 19, 2021.
3. Vivek Raj SN was the **All-India Topper in the NPTEL** course on Business Analytics & Data Mining using R – Part II, offered by IIT -Roorkee.
4. Vivek Raj SN was awarded the **Best Project Guide – RSRI Dronacharya Award** by RSRI (REST Society for Research International) on November 13, 2020.
5. Dr. Susana D & Dr. Mohanamani P, won the **Best Paper Award** at the SCMS Social Science International Research Colloquium 2020, organized by SCMS Cochin School of Business. for presented the paper on A Study on Adoption of Digital Cashless Transactions by Consumers using Extended UTAUT-2 Model on December 10-11, 2020

Academic Connects

Our core faculty have shared learning's & knowledge with teaching fraternity of other **institutions and within the institution, Professional bodies and Industrial organizations**, thereby creating reciprocal relationship. Faculty of KCT. BS shared their expertise with other **academic Institutions on 21 occasions** in different capacities – Member of Board in Institutions, University Nominee, Session Chairs in Conferences, Guest Speakers and Facilitators of workshops and webinars. 9 Academic professionals **from International & National institutions** interacted with the students on specific topics from the curriculum



Knowledge Dissemination

1. Dr. Jaisankar S Associate Professor, Operations, coordinated a **webinar on Opportunities for Collaborative Research and Publication**. The webinar was facilitated by Dr. Ravichandran Krishnamoorthy, Professor, New York Institute of Technology.
2. Vivek Raj SN, Assistant Professor, Analytics organized **Faculty Development Webinar Series, Applications of Data Analytics in Business**. The program received humongous registrations of 1113 participants: pan India across 5 days -July 1- 5, 2020. The sessions were facilitated by
 - Jagan S –Head, Kambaa Incorporation Coimbatore
 - Aravin Rangarajan, CTO and President, MirayaTech, USA
 - Dhineshkumar.S.K Project Lead, Lantrasoft Private Limited, Coimbatore
 - George C J ,Manager - Quality & Process Engineering , Avantor, Coimbatore
 - Ganesh S Sr. Vice President, 361 Degree Minds& Founder Director Campus Levers
 - Vivek Raj S N – Assistant Professor, KCT Business School
3. Dr. Jaisankar S Associate Professor, Operations, coordinated a **webinar on Scientific Approach in Management Research**. The webinar was facilitated by Dr. Jayabal G, Professor & HoD, Dept. of Banking, Alagappa University on July 8, 2020.
4. Dr. Jaisankar S Associate Professor, Operations, coordinated a **webinar on Project Management – Syndromes & Best Practices**. The webinar was facilitated by Mr. Rajiv Aravindan R, Project Manager-Bids, Siemens Mobility Pte Ltd, Singapore on August 3, 2020. 85 participants from various academic institutions participated.

5. Dr. Mary Cherian, Professor & Head, KCT. BS, along with Dr. G. Thenmozhi, Assoc. Professor, Automobile dept and Dr. M Nirmala, Asst. Professor, EEE organized a **3 day conference on Infrastructure Development and Climate Change** as part of their ICSSR funded research project on October. 12 - 14, 2020

6. Dr. Shripria V Professor- Entrepreneurship & Dr. Mary Cherian , Professor & Head, KCT. BS, organized a **webinar on Sensitizing of Gender in our Professional & Personal lives** for students of MBA as per AICTE guidelines on February 22-25, 2021. The webinar was organized with a focus to sensitize the stake holders on gender issues and to create awareness about the gender related issues, vulnerability of women and men. The webinar was facilitated by:

- Ms Shobana Kumar Poet, Author, Founder- Small differences, Coimbatore-
- Ms Pranavi Jay, Founder HER D, Coimbatore
- Dr Uma Pugal, Founder, Unique Research Consultancy Services, Madurai
- Ms Jahnvi Contractor, Consultant in education leadership, communication and life skills training in the CSR sector, Vadodara

7. Dr. Shripria V Professor- Entrepreneurship & Dr. Susana D, Assistant Professor-Finance organized **two day workshop on Management Research – Current Trends, Tools and Techniques** on April 23-24, 2020. The Workshop was facilitated by

- Dr. V Srividya, Professor, PSG Institution of Management
- Dr Sunil Kumar, Professor and Deputy Registrar (E&E) Alliance School of Business, Bangalore
- Dr Susan Abraham, Professor and Head – MBA, SCMS School of Technology and Management, Aluva
- Dr Kaarthikheyan .V, Associate Professor-Marketing, KCT Business School
- Dr Mohanamani P, Assistant Professor – Finance, KCT Business School
- Dr Latha A, Assistant Professor - Marketing, KCT Business School
- Dr Jaisankar. S, Associate Professor- Operations, KCT Business School
- Dr Susana D, Assistant Professor – Finance- KCT Business School

8. Dr. Sangeetha S, Associate Professor-Finance, organized a **two-day research workshop on Role of Disruptive Technologies in Business Transformation** during May 21-22, 2021. The international workshop was facilitated by:

- Dr. Badri Narayanan Gopalakrishnan , Affiliate Faculty Member, School of Environmental Science & Forestry, University of Washington, USA & Co-Founder Infinite Sum Modelling LLC, Seattle, USA.
- Ms. Sumathi Chakravarthy, Partner & Director, Infinite Sum Modelling LLC, Seattle, USA
- Dr. Spencer Cohen, Senior fellow at Infinite Sum Modelling LLC, Seattle, USA
- Dr. Shoukie Nawani, Advisor, Infinite Sum Modelling LLC, New Delhi
- Ms. Sindhu Bharathi M, Sr. Research Analyst, Infinite Sum Modelling LLC, Coimbatore
- Ms. Anitha Vijaykumar, Data Analyst, Infinite Sum Modelling LLC, Pennsylvania, USA
- Ms. Sudha Varadhan Sr. Research Analyst Infinite Sum Modelling LLC, Bengaluru

Industry Connects

Change in technology & work culture requires that students are equipped with good cognitive skills, Interpersonal skills & self-directed learning. The skills are enhanced when facilitators from the industry deliver with descriptive examples, which makes a huge difference in the employable skills of the students. It included four adjunct faculty from the industry, who taught full courses, including general interest course. 36 guest faculty from the industry interacted with the students on specific topics from the curriculum through lectures & workshops .514 hours of classroom lectures/ discussions were taught by industry professionals.

Industry Mentors

Our **18 Mentors** from the industry are trusted role models from the industry who have supported KCT. BS by providing valuable industry perspectives to complement course material and providing our students career awareness. The periodic meetings with our mentors have helped overcome barriers in Industry engagement to update and upgrade the program structure of our curricula and teaching pedagogy to keep up with the standards of the industry.

Memorandum Of Understanding

KCT has signed an MoU with Flexol Packaging Private Limited, Chennai. Flexol Packaging Private Limited is a sister company of TVS Supply Chain Solutions, Chennai. The scope of the MoU includes Guest Lectures, short term Internship, training, joint conferences, seminars, competition, and research. **The MoU was signed on April 17, 2021 after which one Guest Lecture and one collaborative research was also initiated by KCTBS.**



Management Development Programs

Industry -Academia collaboration is a mutual partnership, where both parties are benefitted. KCT BS regularly offers its service to the industry fraternity by conducting Management Development Programs, which helps managers to implement strategies, control conflict and train the team to perform better, which helps in increasing the productivity of employees.

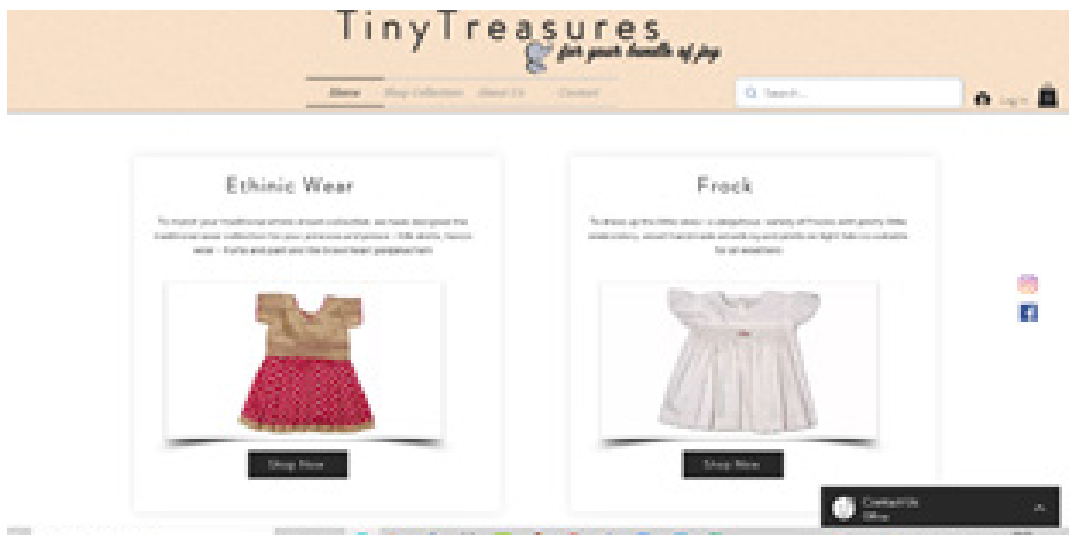
KCT Business School organized a Management Development Program titled Finance for Non-Finance Managers for **22 middle and senior level executives of Ingersoll-Rand**. Various topics pertaining to Finance and Cost were facilitated by financial experts from the industry & academia. Mr. Annamalai, MD, Annamalai Services (P) Ltd., Coimbatore handled topics pertaining to Basics of Accounting, Understanding Financial Statement- Preparation and Analysis. Mr. Narayanan, Associate member of the Institute of Chartered Accountants of India, Chennai handled topics related to Working Capital Management and Cost Analysis for Decision Making. Dr. Swaminathan, Professor-Finance. Dr. Mohanamani.P, Assistant Professor & Dr. Kannan V,

coordinated the MDP. KCT Business School jointly with Tamil Nadu Agricultural University, Directorate on Agribusiness Development - TBI-ABIS conducted a webinar series for the **Agri Entrepreneurs and TBI Incubate members during May - July 2020**. The Capacity Building Programme 2020 aimed at boosting the self-confidence of the Agripreneurs and to help them overcome the barriers of COVID pandemic. The resource persons were the faculty members of KCT Business School, who deliberated on verticals including Marketing, Finance, Entrepreneurship, Smart Technologies, and Operations. The webinar series was inaugurated by CEO, TBI-ABIS, Mr. A. V. Ganasamband. Twelve sessions were conducted and around 25 participants took part in each of the interactive session. The CBP was coordinated by Dr. Poongodi B, Assistant Professor.

Consultancy

Dr. Poongodi B completed a consultancy project on Facebook Marketing to boost Diwali Sales for Amog Foods. The consultancy work was done on Pro-Bono basis. Dr. Shripria V completed a consultancy project on creating a website for Digital Promotion for Tiny Treasure- A Baby Boutique – to display & promote their products.

The consultancy work was done on Pro-Bono basis. Dr. Vinayagasundaram R is working on a consultancy Assignment for Production Improvement in Bakgyiam Engineering Pvt. Ltd – Foundry Division, through 5'S, Total Production Maintenance (TPM) & Kanban Implementation



Global Connects

Speakers from across the globe addressed the students on various courses. These subject experts lent a different perspective to the subject, with their thought process



Dr. Tamanna Abdul Rahman Dalwai

The speaker from **Muscat College, Sultanate of Oman**, addressed 130 IMBA students (Batch 2020-21) on The International Financial Reporting Standards

Dr Poornima Wasdani

Dr Poornima Wasdani, Associate Professor, **School of Business, Royal Roads University, Canada** presented on the Science Technology and Innovation Policy, status of Research in Global countries and in India

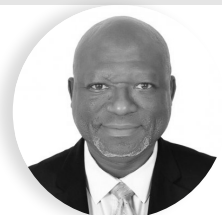


Mohit Jaggi

Regional Manager, Bajaj consumer Care Ltd, UAE facilitated an online guest session on Global Marketing Practices

Dr. Stephen Aro-Gordon

Associate Professor from **Muscat College, Sultanate of Oman** delivered a lecture on Financial Management International Perspectives for students of I MBA (Batch 2020-22)



Dr. Kavitha Haldorai

Florida State University, USA facilitated a guest lecture on Paradigm shift and Recent Developments in HRM for students of I MBA (Batch 2020-22)

Suganthi Nadar

A talk on Legal Aspects in Internet Marketing – Global Perspectives by Ms. Suganthi Nadar, Attorney, CEO of **Tamil Unlimited, USA** was organized for Marketing students.



Dr. Badri Narayanan Gopalakrishnan

A Guest Lecture on Impact of COVID and Recovery of Economies- An Economist Perspective was facilitated for students of I MBA (Batch 2020-22) by Dr. Badri Narayanan Gopalakrishnan, Affiliate Faculty Member, **School of Environmental Science & Forestry, University of Washington, USA** & Co-Founder Infinite Sum Modelling LLC, Seattle, USA.

Arjun Ramakrishnan

A guest lecture on Design Thinking was organized for IMBA (Batch 2020-22) Entrepreneurship specialization students. Mr. Arjun Ramakrishnan, **Innovation Manager, Oman** was the resource person



Alumni Connect

A supportive and engaged Alumni network brings many benefits to both the institution and the alumni. When an alumnus gives back to his alma mater, it increases the stature of the institution. Our alumni have been active during the pandemic by involving themselves by being panelist, sharing their experience, towards the betterment of the institution and its students.

Alumni Panelist



Mr. Mohan Sivaraj
(Batch 2011-13)



Mr. Dinesh
(Batch 2017-19)



Ms. Preeti Jyotsna
(Batch 2014-16)



Ms. Divya. R
(Batch 2013-15)

Alumni Talk



Mr. Sabarish Gangadharan
(Batch 2014-16)
Marketing Manager, Senior Marketing Analyst, Ameex Technologies facilitated an online guest session on Google Analytics as a part of the Digital Marketing Course.



Mr. Manikandan E
(Batch 2014-16)
Customer Development Officer, Colgate Palmolive Limited, facilitated a guest lecture on Managing Inventory in Sales Channel at Colgate Palmolive as part of the Marketing Metrics and Analytics course.



An alumni talk was organized on Shortlisting and Filtering,
Mr. Hari Prakash
(Batch 2017-2019),
IT Recruiter, CareerNet Technologies addressed the HR students of Batch 2019-21.

Mock – PI

As part of Professional Development – 3- Career Planning course, Alumni Mock PI was conducted for all 179 students of different verticals. 20 Alumni from the 6 MBA verticals were part of the Mock PI.

Alumni Talk



Webinar on Personal branding was facilitated
Mr. Sundeeep Balaji
Webinar on Personal branding was facilitated by Mr. Sundeeep Balaji- Management trainee, TCS.



A Webinar on Mendeley Research Management Software was facilitated by
Ms. Krishna Rubiga
CEO, Ampere Voltage Consulting Pvt Ltd. An Alumnus of KCT. BS (Batch 2016-18) she is also currently pursuing her Ph.D in her Alma Mater



A Guest Lecture on Credit Analysis Process, Consumer Credit Regulations and CIBIL Scores – How important it is? was facilitated by
Ms. Vaishna
(Alumnus Batch 2017-19)– Analyst, DFX Confirmation with Barclays Coimbatore.

Pre-Placement Talk



Mr. Ishanullah
(Batch 2018-20)
addressed the students of Batch 2019-21 in the pre-placement talk of MRF Tyres.



Parents Connect

Students create a culture of learning, accountability, and inclusivity. Inviting students to be strategic partners builds confidence and character. KCT.BS students are empowered to function independently by making decisions and carrying out tasks independently, though their role is primarily that of a recipient. As a result of their participation, our students gain the skills and knowledge needed to be productive and viable part of our society.

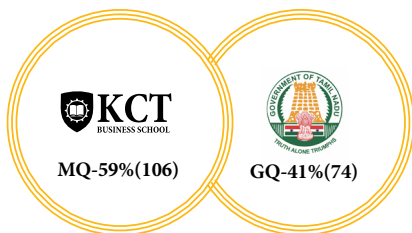
KCT.BS Recharge Program for students of Batch 2019-21 was conducted online. About 130 students along with their parents and the faculty attended the orientation on Placement & Entrepreneurship and clarified their concerns about the ensuing academic year.

Students

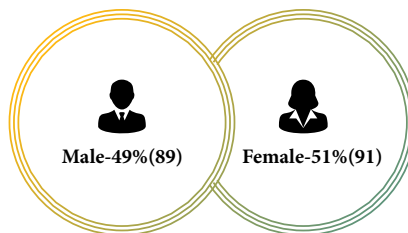
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180 students enrolled in Batch 2020-22 through the single window counselling & Management allotted seats in the challenging COVID-19 pandemic. Part of the admission process was done in the digital mode and as a first students were onboarded virtually.

The Admission window



Gender Diversity



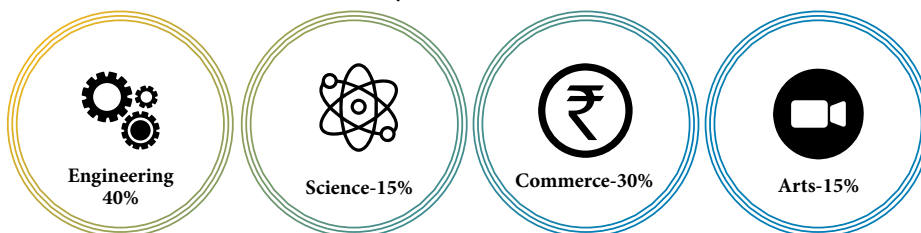
Diversity in place of Stay



Work Experience



Diversity in UG Education



Career Guidance Cell

Placements Summary (Class of 2021)

Placement season commenced from September 2020 and all the support activities were carried out by the Placement Committee. The student committee was headed by Shalini K - Chief Career Officer who coordinated the activities.

2020-2021

PLACEMENT SUMMARY

71%

Student
Placed

10.2L

Highest Salary
Annum

4.40L

Average Salary /
Annum

65

Recruiting
Companies

Training Summary (Class of 2020 and 2021)

KCTBS conducted a webinar on **The Converse - New Normal in Career Readiness** for the students of Batch 2019-2021.

The keynote speakers were Mr. Ravi Raj, Associate Vice President-Indegene Pvt Ltd, Mr. Senthil Kumar, Regional Head TN-ICICI Bank Coimbatore and Ms. Subha Lazaar, HR Manager, Vidut Motors Pvt Ltd.

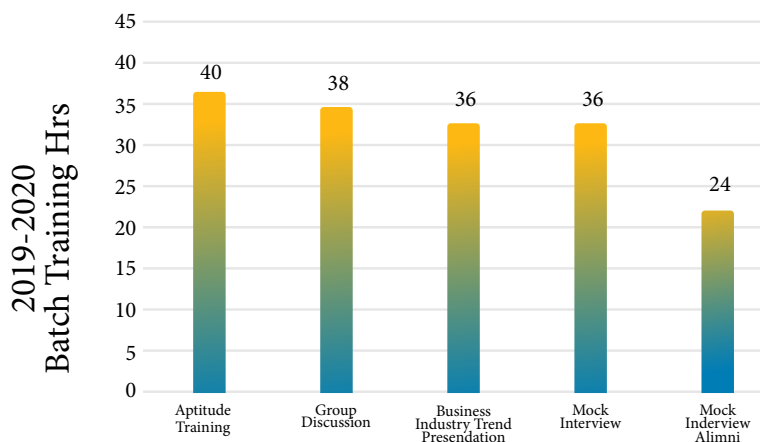
The keynote speakers shared their views on the topic and the recent changes in the industry that have occurred after the pandemic in their respective firms. The guests stated that behaviour, resilience to work, adaptation to work, the basic skill set of technology, personality fitment and self-learning was expected from a candidate.

Recharge Program for students of Batch 2019-21 was conducted

online, about 130 students along with their parents and the faculty attended the program. The Placement scenario in the pandemic was put across to the students and the need for upskilling of oneself in today's scenario was emphasized. Students were asked to focus on the need for preparedness for placement and the acceptance and acknowledgement of placement guidelines. Students were encouraged to take Entrepreneurship as a stream of study with special emphasis to women in this domain.

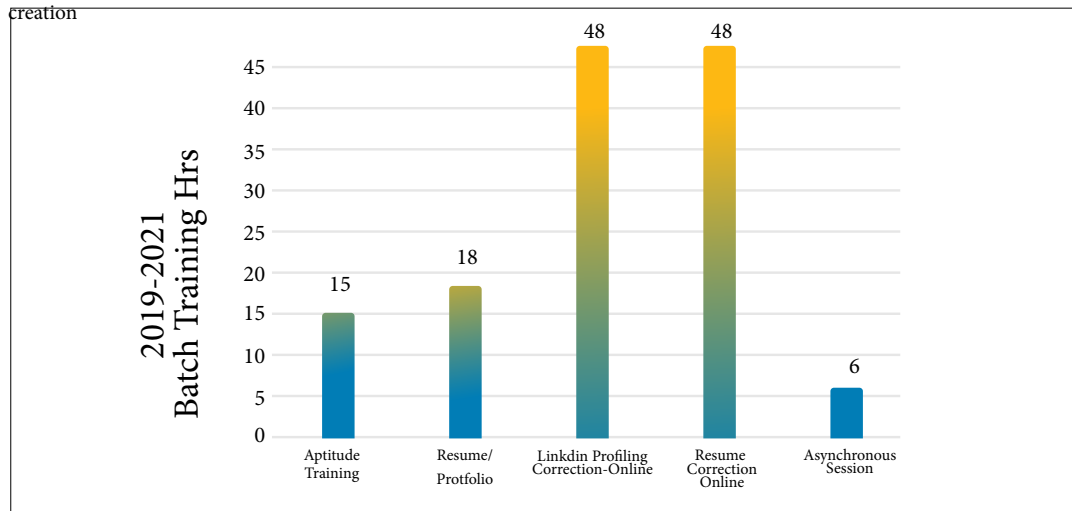
Training Sessions for Batch 2019-21 were carried out Online due to COVID- 19. Students underwent 174 hours of training in readiness for placement. Placement training included Aptitude training facilitated by Trainer

Ms. Swathika Sekar, Group Discussions, Business – Industry Trends presentations, Mock Interviews & Pre-Placement Talks.



Training Sessions for Batch 2020-22 were carried out Online due to COVID- 19.

Aptitude sessions were facilitated by Trainer Anand Kulkarni on Unacademy platform. As part of the Professional Development Course the students of Batch 2020-22, underwent 135 hours on Aptitude, Resume Building and Portfolio creation



Entrepreneurship

Make in India is a major national programme of the Government of India designed to facilitate investment, foster innovation, enhance skill development, protect intellectual property. In this regard students are encouraged to pursue their innovations & creativity bringing out the entrepreneurial spirit. KCT. BS 's Centre for Entrepreneurship organized webinars and Entalks to encourage students to pursue their passion.

- A webinar on **Secrets from the Master's on Entrepreneurship** and over 500 participants registered and participated in this webinar. Facilitators included Mr. Vijay, Tax Lawyer - Founder B Alpha Solutions, Mr. Santosh Sharma – Founder, Book My Jet & CEO Foresee Aviation, Mr. Himanshu Takkar - Co-Founder : Agama; Mr. Gowrishankar- Founder: Embark Corpserve -Reg Trademark Agent, Mr.Adhavan - Information & Technology (IPR) Patent Agent.
- Mr Hetal Sonpal a Start-Up evangelist and a motivational delivered a talk on Start-Up **Enterprise and Innovation**. Around 110 students from KCT institutions and other institutions attended the program. The resource person impressed upon the need to act on setting up an enterprise and not just contemplate, he also initiated the student community to acquire relevant knowledge and skill and most importantly to adopt perseverance as an attitude.
- A webinar on **Taking Innovation to Market** was organized as part of the Managing Innovation course. Mr. Leelakrishnan, Founder Renuka Industries spoke of identifying what the society needs, to provide better products, based on the needs of the consumers. He motivated the students to understand the concepts and basic knowledge of the subjects they are learning.
- A talk on Start-up Business Fundamentals by Mr. Husain Ahmed, Managing Director of Cheran Academy was organized. 131 students of IMBA (Batch 2020-21) participated in the talk. The resource person highlighted the approach for a young entrepreneur to become successful.
- The guest talk on **Let's talk the Math of Innovation** was organized for the MBA batch of 2020 - 2022. The resource person was Mr. Bharathi Athinarayanan, Principal Engineer at Unisys, Bangalore, an Innovator by heart who likes to transform the industry for greater good under his mentorship, by encouraging budding entrepreneurs into the bandwagon of Automation and Innovation. The ground motive for organizing this talk was to lay the foundation for the Innovators track which was introduced to the MBA batch of 2020 - 2022.

Student Centered Activities

The students of Batch 2019-21 and their parents were welcomed to KCT. BS through a virtual **Swagatham** on December 2, 2020. Dr. Mary Cherian, Professor & Head, KCT Business School welcomed the students & faculty by giving a brief overview of KCT Business School and its activities. Presidential address was given by Shri. Shankar Vanavarayar, Joint Correspondent. He reiterated the purpose of pursuing MBA and motivated the students to set their sights on a horizon which would give them a perspective to work towards. Dr. Vijila Kennedy, Principal KCLAS felicitated the audience by reiterating the salient features of KCT Institutions & KCT Business School in particular. Arunthathi, Vice President SA, administered the student pledge to the newcomers. The vote of thanks was proposed by Sanjeev Kanna, President SA.

A virtual **FLIP (Freshers Learning Immersion Program) 2020** was organized for freshers of Batch 2020-22. Students had a virtual tour of the KCT Campus to familiarize them with the campus. Virtual onboarding began with a welcome address by Sanjeev Kanna, President SA. Dr. Mary Cherian, Professor & Head KCT. BS sensitized the newcomers to BS culture and briefed them on the expectations from the faculty and the students. Arunthathi, Vice President, SA, gave an introduction about the Students Association (SA) of KCT. BS. **FLIP aims at creating a comfort zone for the freshers and breaks the ice, both at the inter & intra batch level.** The Buddy mentoring aimed, to sort FAQ's from freshers, clearing their doubts in both academics & co-curricular, and to bond with the seniors.





FLIP'20

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Sanjeev kanna G
President



Arunthathi K
Vice President



Seeni Kokila M
Chief Event Officer



Shalini K
Chief Career Officer



Raj Kumar T
Career Development Manager



Thirumoorathi Raja R
Alumni Officer



Chipichalkaravorthy
Function Malanager
(Marketing)



Pooja S
Functional Manager
(Human Resource)



Devi M
Functional Manager
(Operations)



S K Monisaa Tharani
Functional Manager
(Operations)



Sathanand M
Functional Manager
(Entrepreneurship)



Pranambika M
Functional Manager
(Finance)

Chief Career Coordinator



Divya Darshini

Career Development Manager



Vignesh C



Krithika V

Chief Events Coordinator



Anjay Renis
Lawrence



Ramya S G

Marketing Forum
Representative



Sowmiya V S

Finance Forum
Representative



Jennifer S

Operations Forum
Representative



Nirmal L

HR Forum
Representative



Gayathri Kennady

Data Analytics
Forum Representative



Chitra S

Entrepreneurship Forum Representative



Suganya G



Naveen Raj R

K-Hive Coordinator



Sylvia



Ranjani T D

Yugam 2021

Four management games were organized and conducted by KCT Business School as part of Yugam on April 2-4, 2021. The online events were organized & coordinated by Anjay Renis Lawrence PA & Ramya SG (Batch 2020-22) Events Coordinators-SA



- An Operations and HR oriented **brainstorming game - Pioneer**, consisted of three rounds. **Navina M (KCT - Information Science and Engineering)** was the winner of the event.
- The **Explore** events' quest was to identify the best ANALYST. Best visualization was evaluated. After evaluation **Mr. Sri Niketh J (PSG I-Tech)** was the winner of the event.
- **Pick 'N Pitch** Marketing based game was organized to exhibit the students' creativity in the poster and persuasion by pitching it. **Nupur Temani K (KCLAS B.Sc Economics)** won the event PICK 'N PITCH.
- The **Best Manager** event aimed at selecting the best professional. The participants were presented with normal day to day items like bobby pins and boots and find alternative uses for it. The participants were given 30 seconds to come up with as many innovative ideas as possible. The winner was **Mr. Skanda Roshan. (Shri Ramakrishna Engineering College, ECE)**
- **Guru Kaniskaa (Batch 2019-21)** won first prize for her paper presentation in the SCMS Social Science International Research Colloquium 2020 organized by SCMS Cochin School of Business

Student Participation Achievements

- **V. Vandhana Prabhu (Batch 2019-21)** won first prize for her paper presentation in the International Multidisciplinary Conference on Current Trends and Challenges in Research organized by INSPIRA, Jaipur.
- **Monisaa Tharani and Tamil Mani (Batch 2019-21)** won the Best Manager Award in the 2nd edition of RSRI Best Manager competition conducted by RSRI society (RSRI -BMC 2020) organized by RSRI



- Gokul N & Chipi Chakkaravarthy R (Batch 2019 – 2021) won the first place for Paper Presentation in URGITH 2021 - an intercollegiate event organized by GRG School of Management Studies.
- Aditya Shobika K (Batch 2020 – 2022) won first place in the photography contest - in URGITH 2021 - an intercollegiate event organized by GRG School of Management studies for the students on February 3, 2021.



- Jisha S, Hemalatha J and Dhanapriya BM (Batch 2020-22) secured first place at PRAGATI'21 a management fest conducted by Amrita School of Business
- Upasana Srinivasan, Nirmal L and Sanjana Prakash



(Batch 2020-22) secured second place at PRAGATI'21 a management fest conducted by Amrita School of Business

- DivyaDharshini M J, Dharanidharan A and Dhanapriya BM (Batch 2020-22) secured second place at PRAGATI'21 a management fest conducted by Amrita School of Business
- Deepakumar S (Batch 2020-22) secured first place at SHIKAR'21 a management fest conducted by SCMS Group of Educational Institution , Kochi

Student Participation

- 10 students from I & II MBA registered for the Online NISM – Securities Market Quiz Contest. The Quiz has three levels (College, Zonal & National).
- 88 Students of I MBA completed the IIT Bombay Spoken tutorial Courses on R, and 6 students of II MBA attended the course on Python conducted online, through Self Study mode from January 11 to February 11, 2021.



Student Hive Activities K Hive

The Knowledge Hive wing of the Student Association organized numerous activities for the student, since October 2020. 12 **Pre – Placement** talks were organized for companies which included Berger Paints, Colgate Palmolive, VRAIO, Axis Bank, RAMCO, Nexus India, ICICI, Pricol, RFPIO, TCS, SBI Insurance & Bharath Matrimony. The Pre-Placement Talk included A presentation on the company's history, vision, mission, org. structure, career progression, JD, eligibility criteria, interview process, aptitude question patterns / topics, competitors etc is shared and discussed with alumni or faculty from career guidance centre of BS. Some of the K Hive sessions were facilitated by BS Alumni.



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T-Hive

In commemoration of the 89th birthday of the 11th President of India, the "Missile Man", Dr. Avul Pakir Jainulabdeen Abdul Kalam, the Talent Hive of KCT.BS conducted a quiz & brainstorming session **The Primal Leader** - to emulate the leader by improving our leadership to achieve better lifetime goals.



A poster designing Competition **Flawless Diwali** was organized to keep the festive spirit alive during the pandemic by remembering auspicious festive moments, through poster designing. The event was an opportunity to exhibit their creative skills on the festive theme.

To commemorate the birth of the "Wright Brothers" **Jamboree** a live, interactive session with quiz and open talks about given topics was conducted. This was an inter department event where students from Aeronautical & MBA department participated.



Students' Exit Survey

Student Exit survey for 2019-21 batch was conducted.

The Overall Experience at KCT.BS was rated on a 4 point scale.

Highly Satisfied (4) | Generally Satisfied (3) | Generally dissatisfied (2) | Highly dissatisfied (1)





Outreach

KCT Business School is a signatory of Principles of Responsible Management Education (PRME) - a new collaborative initiative of the United Nations and Business Schools. PRME promotes the UN's "Agenda 2030" the 17 Sustainable Development Goals (SDGs) that address the most important economic, social, environmental and governance challenges of our time. The SDGs are relevant for business schools as they can influence students with responsible and sustainable business practices. These SDG's are linked with the Ministry of Rural Development, a wing under NITI Aayog.

Students of KCT. BS – Batch 2019-21 completed their Social Immersion Project (SIP) on the UN – SDG theme. The UN SDG'S Goal 3: Good Health and Wellbeing, Goal 4: Quality Education, Goal 5: Gender Equality, Goal 6: Clean water and sanitation, Goal 8: Decent Work and Economic Growth, Goal 9: Industry, Innovation and Infrastructure, Goal 10: Reduced inequalities, Goal 13: Climate Action & Goal 15: Life on Land were covered in the SIP



The **UN SDG'S Goal 5: Gender Equality** was also addressed by organizing a webinar on Sensitizing of Gender in our Professional & Personal lives for our students to sensitize the stake holders on gender issues and to create awareness about the gender related issues, vulnerability of women and men.

To help weavers combat poverty and assure them of livelihood, The Centre for Weavers, Bhavani – The Carpet City- was inaugurated by Kumaraguru Institution with a vision to preserve, protect and promote the handloom legacy of Bhavani- The Jamakkalam. The Centre aspires to enhance productivity and design innovation through technological intervention and increase the market scope through collaborative business model, which will ensure a livelihood for the weavers. This centre will **provide Decent work & Economic Growth, thereby eliminate Poverty**, addressing - SDG Goal 8: Decent Work and Economic Growth & SDG Goal 1 – No Poverty.



A webinar on Financial Planning for Non- Teaching and Admin Staff was organized for 41 Non-Academic and Admin Staff, which was facilitated by Mr. Gowtham Dhamadhoraswamy Founder Fincliniq and Authorized partner Zerodha. Mr. Gowtham reiterated the importance of financial freedom and explained the finer points of Insurance, Mutual Fund, Importance of Time in Saving and Rule 72.





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