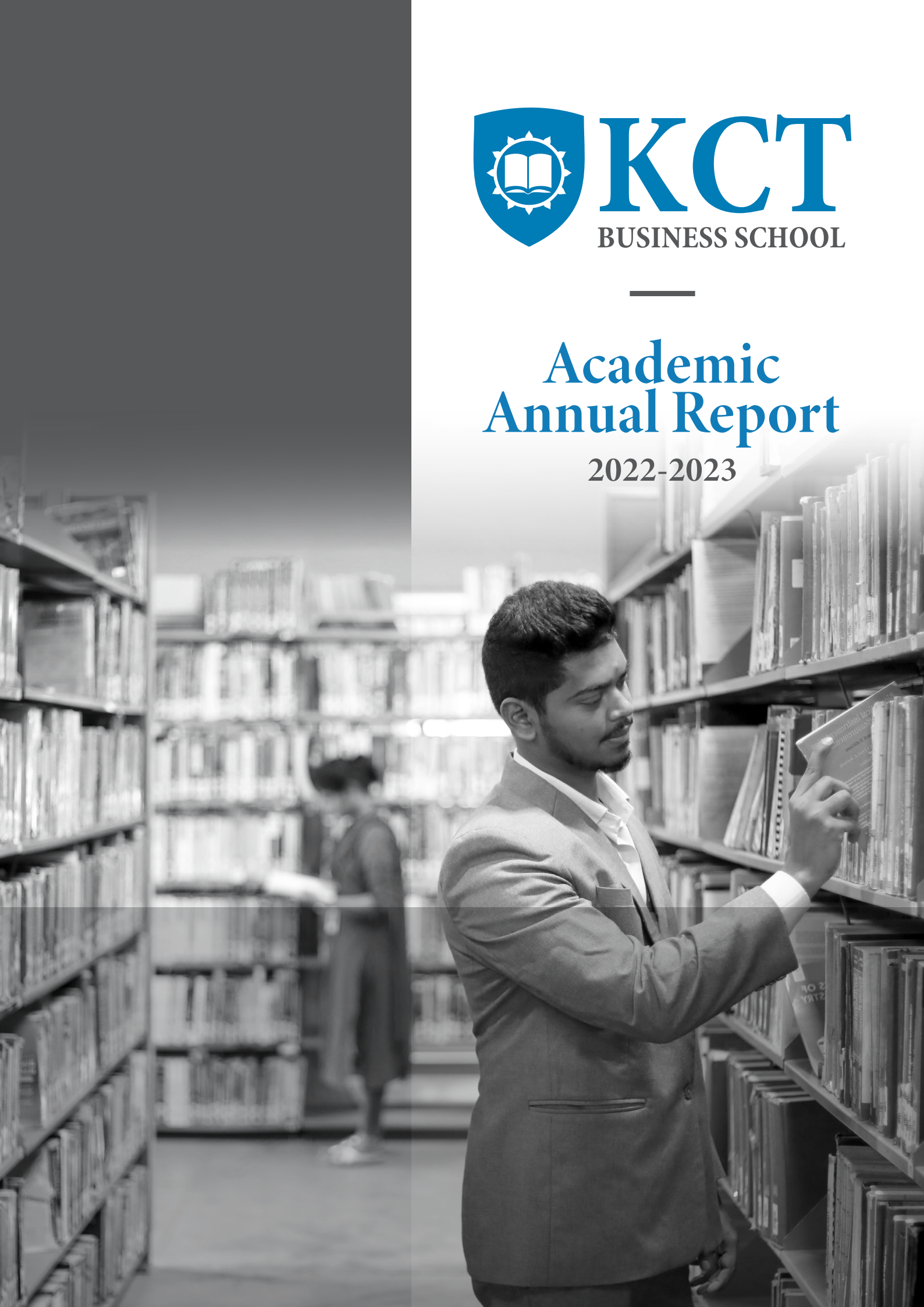




**KCT**  
BUSINESS SCHOOL

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**Academic  
Annual Report**  
2022-2023



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# The Founder

**Arutchelvar Dr. N Mahalingam**, was the Founder Chairman of Sakthi Group, one of South India's biggest industrial conglomerate operating in sugar, automobiles, finance, power and logistics. Dr. N. Mahalingam was a philanthropist, educationalist, and statesman. He established several educational institutions and is known for his support to various spiritual and cultural organizations. He was born on 21 March 1923 in an agrarian 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 College of Liberal Arts & Science, Nachimuthu Polytechnic College, Mahalingam College of Engineering and NGM College, Kumaraguru Institute of Agriculture and in his vision started Kumaraguru College of Liberal Arts and Science in 2018.

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 during 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 honours include Honorary Consul from the Government of Mauritius during 1989 to 1992 and several 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 Vallalar's way of life and his life is a pathway to lead a life of consciousness.



**Your vision.  
Our path.**



# About KUMARAGURU INSTITUTIONS

Kumaraguru Institutions Group (KIG) instituted in 1984 with Kumaraguru College of Technology (KCT), KCT Business School in 2005 (KCT BS), Kumaraguru Institute of Agriculture in 2014 (KIA) and Kumaraguru College of Liberal Arts and Science in 2018 (KCLAS) is an institution born out of a rich legacy and strong vision of Sakthi Group of Companies. Our Founder Chairman Arutchelvar Dr. N. Mahalingam envisioned to deliver education of exception and inspiration that expands intellectual horizons and builds empowered and conscientious students.

Strategically located amidst the IT corridor, KCT, KCTBS and KCLAS share a common premise in Coimbatore and draw strength from each other for cross dimensional education. With sprawling 280 acres spread across three campuses, Kumaraguru Institutions offers 25 Undergraduate programmes, 17 Postgraduate programmes and as many research programmes. With more than 800 teaching, research, administrative and support staff, and a dozen centres of excellence and industry sponsored labs, KIG currently impacts more than 7500 students every year. The institution has exceptional residential facilities to accommodate about 3000 students in 10 Residential Blocks. The 30,000+ Kumaraguru alumni are engaged in top positions of renowned companies, founders of well-established start-ups and enterprises, and hold various positions in Indian Civil Services and Indian Defence Forces thereby impacting the global communities.

Kumaraguru College of Technology (KCT), Coimbatore is a private Engineering College, an autonomous institution affiliated to the Anna University, Chennai and approved by All India Council for Technical Education (AICTE). KCT was granted Five Year Accreditation status in its first cycle of accreditation. In July 2022, following the NAAC Peer Team visit for third cycle of accreditation, KCT has been awarded A++ Grade, the highest grade awarded to institutions by NAAC. And all the eligible UG programs have also been accredited by National Board of Accreditation (NBA).

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. M.Balasubramaniam, 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.

# 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, finance, windmill, dairy and education. KCT Business School endeavors to create real time business environment for learning which focuses on students to learn, practice, and hone their existing core competencies and acquire new relevant skills to survive in the competitive business world. We provide numerous opportunities for students to network with people from different industry sectors. This helps them sustain in an ever-changing disruptive world both personally & professionally and creates a growth mindset to adapt & sustain. The faculty members 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.

**The MBA Project Management program was approved and launched in July 2022. 22 students registered for the program in the first batch**

## KCT

### Vision

The vision of the college is to become a technical university of International Standards through continuous improvement.

### Mission

Kumaraguru College of Technology (KCT) is committed to providing quality Education and Training in Engineering and Technology to prepare students for life and work equipping them to contribute to the technological, economic and social development of India. The College pursues excellence in providing training to develop a sense of professional responsibility, social and cultural awareness and set students on the path to leadership

## KCT.BS

### Vision

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

### Mission

Education focused on disciplinary knowledge, problem-solving, leadership, interpersonal skills, and well-being. Develop managers with professionalism and ethics.





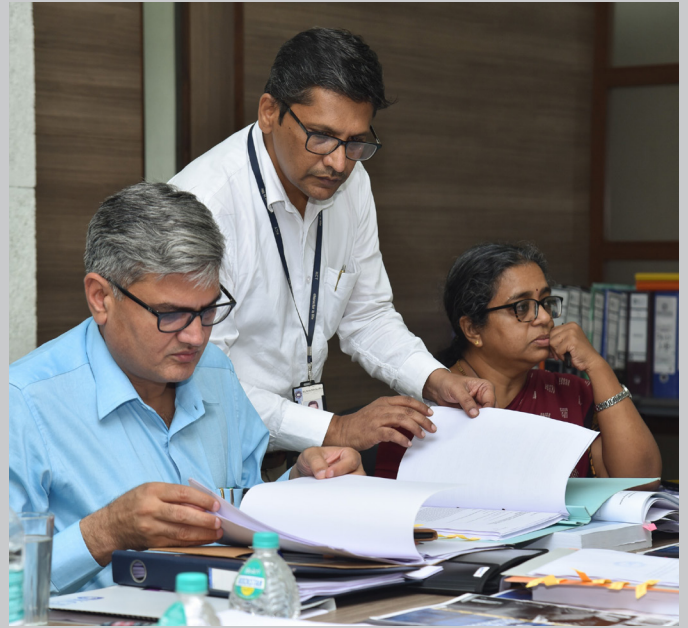
# Key Performance Indicators

No. of applications received <b>931</b>	No. of enrollment <b>180</b>	No. of Guest Lectures/Workshops/ Global Talks/Webinars <b>30</b>	No. of hours of professional skills training <b>232</b>
No. of Faculty <b>21</b>	No. of Research Papers from the Business School <b>58</b>	No. of Scopus papers published <b>22</b>	Average years of experience of faculty <b>21</b>
Percentage of faculty with Doctoral degree <b>85%</b>	No. of Books in the Library <b>1,10,523</b>	No. of Journals in the Library <b>8929</b>	Placement <b>87%</b>

## Academic

KCT Business School became a member of ACBSP in 2020 and currently is candidacy for ACBSP accreditation. In this process, Dr Douglas Gilbert, Professor, Walden University, USA visited KCT.BS during 23-26, February 2023. The purpose was to mentor and suggest improvements in the processes adopted by the business school.

ACBSP's accreditation process follows the Baldrige model. The accreditation focuses on recognizing teaching excellence, determining student learning outcomes, and a continuous improvement model. Institutions with programs accredited by ACBSP are committed to continuous improvement that ensures their business program gives students the skills employers want.



KCT.BS was NBA Accredited in 2019 for a period of 3 years. In 2021 the process for renewal of accreditation commenced. The mandatory Self-Assessment Report (SAR) was submitted in May 2022. The NBA Peer Team visited the campus on June 17 to 19, 2022. Dr. Stephen De Silva and Dr. Karampal Agarwal assessed the department from NBA Board.

The UN PRME (United Nations Principles for Responsible Management Education) awarded the Social Immersion Project (SIP) with a 2023

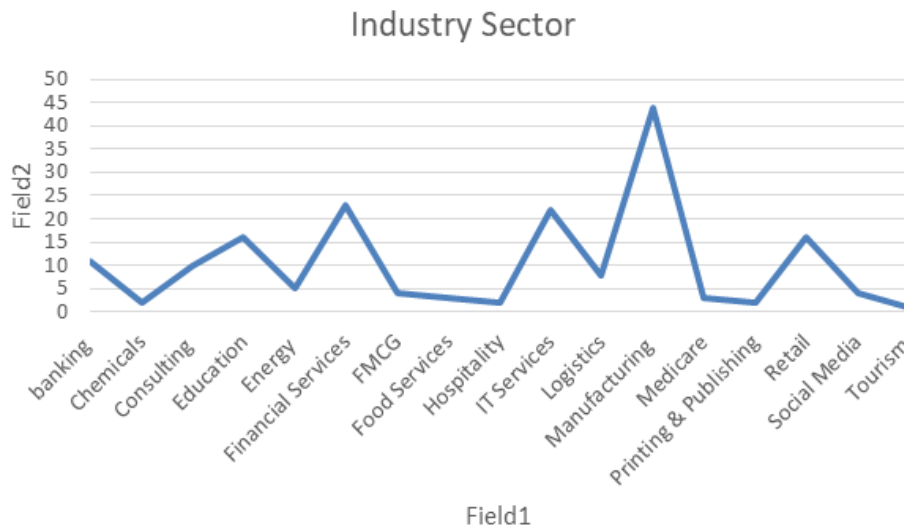
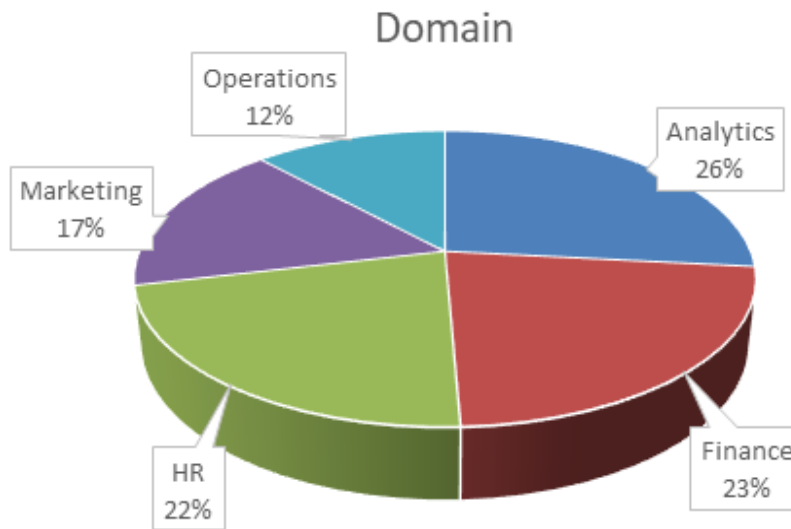
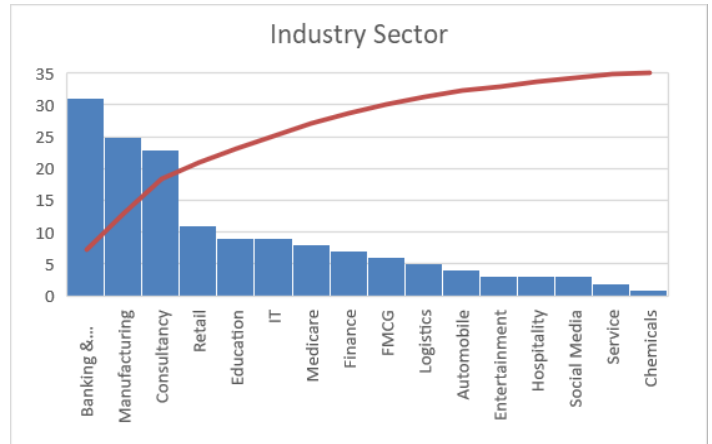
PRME award for exemplary performance advancing sustainability practices and responsible management education at KCTBS.

## MBA Curriculum

Based on KCT Business School Vision and Mission, along with MBA Program Educational Objectives and Program Learning Outcomes, the structure and curriculum were designed to align to the Choice Based Credit system (CBCS) suggested by UGC. The program structure has Semester system which was designed based on the UGC's suggestion of CBCS and the courses were determined based on distribution of credits among the various types of courses vis-à-vis total credits. The curriculum focusses on Holistic Knowledge, skill set and Behaviour level abilities that the student will acquire on the completion of master's degree in Business Administration.

# Projects Based Learning

The purpose of research is to systematically investigate and gather information on a particular topic or issue, with the aim of answering questions, solving problems, or advancing knowledge. As a part of the Research Project Course students were expected to propose a conceptual framework by conducting research study to a real problem of significance across different business application. 150 Research projects were carried out by students of Batch 2023. These projects were conducted across different industry sectors and in different functional areas as depicted below.





As depicted in the graph, 26% of the projects were carried out in the domain of Analytics, followed closely by Finance & HR.

Students of Batch 2023 completed 177 internship projects. Internship was completed in 115 companies in different domains. The internship offers students an opportunity to acquire and apply learnings from core and elective courses in a Business Management setting while working in a responsible role.

Acquiring industry knowledge, career-oriented skills and getting a practical exposure are the major objectives of summer internship. Projects were undertaken in various industry sectors which includes Automobiles, BFSI, Manufacturing, FMCG, Food & Beverages, Healthcare, Hospitality, Chemical, Consulting, IT, Logistics, Renewables & Energy, & Textiles.

As a part of value-based education students have to complete a 6-credit course -Social Immersion Project. The Social Immersion project, for the academic year 2022-23 was aligned based on the UN Sustainable Development Goals. On March 26, 2023, the Social Immersion Project launched the following seven initiatives at KallarPudur - a small Village/hamlet in Karamadai Block in Coimbatore District of Tamil Nadu State, India- in collaboration with External Partners.

Health & Wellness area (Siddha health & Wellness camp) with	Mettupalayam Government Siddha & Ayush hospital and Sakthi Siddha Medical Centre
Refresh your memories on nutrition - Eat healthy	
A day to rejuvenate & meditate - YOGA DAY	
Siddha Home gardening	
Distribution of Siddha Supplements	
Menstrual hygiene by	Bliss Pads
Educational Fellowship program	Bhumi NGO

The launch was inaugurated by Mr Thangavel G (Village Panchayat President) and Dr Mary Cherian (HOD-KCTBS). The Social Immersion Project was framed and organised by the SIP Lead Vanitha N -Assistant Professor and the projects are run by II MBA (Batch 2021-23) students with guidance from their mentors.

The team's community outreach identified children needing educational support, and aimed to promote education awareness under SDG 4- Quality Education. Future plans include continued efforts to re-enroll dropouts into Eklavya School at Coonoor and address barriers to quality education in the village.

**To ensure the sustainability and continuity of these initiatives the I MBA students (Batch 2022-24) will take over the projects from II MBA students.**

## Research

Academic Research is the best tool to create or enhance knowledge and facilitate learning. It aims to generate new knowledge that improves holistic development. It is one of the essential responsibilities of a faculty member of an institution, with an eventual aim of developing a more in-depth knowledge of the subject.

### Research Centre

KCT Business School offers full-time and part-time PhD programs in Management. KCT Business School is a recognized research Centre of Anna University, Chennai since 2008. The Research Centre in KCT. BS aims to improve collaboration, communication and funding initiatives to contribute to the institutions' development. The PhD program has 3 registered supervisors with three full-time scholars and two part-time scholars.

### Research Supervisors

**Dr. Poongodi B**  
poongodi@kctbs.ac.in

**Dr. Mary Cherian**  
marycherian@kctbs.ac.in

**Dr. Jaisankar S**  
jaisankar@kctbs.ac.in

### Research Activities

Seventeen Research papers/articles published	Ten papers presented at National & International Conferences	Four Funded research sanctioned for Rs. 12, 74, 000/
Three Research Seminars / Forums organized	One hundred and fifty research projects carried out by students	

## People

In the changing face of higher education – due to policy changes, generational shifts, technological advances and other societal trends - faculty members of KCT. BS have revised the curriculum to align it with future employers' needs, learnt to teach to a diverse population as well as manage online courses and serve as counselor to their mentees. Given the changing foci, faculty rethink, unlearn & relearn to encourage students to cultivate higher order thinking skills. KCT.BS faculty team comprises the core team and adjunct faculty from the industry.

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 = 23 Yrs.**

**Average Faculty Industry Experience = 10 Yrs.**

**Average Faculty Academic Experience = 12 Yrs.**

## Core Faculty



**Dr.M.Deepa**  
Assistant Professor  
Specialisation-Human Resource



**Dr.S.Jaisankar**  
Associate Professor  
Specialisation-Operations



**Dr.V.Kaarthikheyan**  
Associate Professor  
Specialisation-Marketing



**Dr.VKannan**  
Professor  
Specialisation-Operations



**Dr.A.Latha**  
Assistant Professor  
Specialisation-Marketing



**Dr.B.Madhumitha**  
Assistant Professor  
Specialisation-HR



**Dr.Mary Cherian**  
Professor and Head of Department  
Specialisation-Marketing



**Dr.Mohanamani P**  
Assistant Professor  
Specialisation-Finance



**Mr.Parandaman Velayudam**  
Assistant Professor  
Specialisation-Analytics



**Dr.B.Poongodi**  
Assistant Professor  
Specialisation-Marketing



**Dr.Priyatej Murthy Kotipalli**  
Associate Professor  
Specialisation-Entrepreneurship



**Ms.Vivek Raj S N**  
Assistant Professor  
Specialisation-Analytics



**Dr.S.Sangeetha**  
Assistant Professor  
Specialisation-Finance



**Mr.Sanjiv Srinivasan**  
Associate Professor  
Specialisation-Professional  
Development and Training



**Dr.Senthamarai Kannan**  
Assistant Professor(SRG)  
Specialisation-Entrepreneurship



**Dr.K R Senthivel Kumar**  
Professor  
Specialisation-Marketing



**Dr.V.Shripria**  
Professor  
Specialisation-Human Resource



**Dr.Susana D**  
Assistant Professor  
Specialisation-Finance



**Mr.Vanitha N**  
Assistant Professor  
Specialisation-HR



**Dr.R.Vinayagasundaram**  
Associate Professor  
Specialisation-Operations

# Adjunct Faculty

Adjunct faculty play a very important role and are often a perfect fit for the course or courses they teach. They are generally roped in to teach a specific course that other faculty may not have expertise in. KCT Business School engages adjunct faculty from the industry and academia to give insights into the needs of the industry and employment opportunities. **Seven adjunct faculty** handled eight full courses.

## In the Limelight

**Dr. Mary Cherian and Dr. Vanitha N** were awarded the **PRME faculty recognition award** for exemplary performance advancing sustainability practices and responsible management education at KCT. BS

**Dr B.Poongodi** was featured in the article “Translational Research to Market Success”, authored by Dr Seshadri Ramkumar, Tenured Professor, Texas Tech University, Lubbock in the Advanced Textiles Source, published by The Industrial Fabrics Association International.

## Collaboration

**Collaboration is a strategy which leads to innovation, efficient processes, increased success and improved success**

## Academic Connects

KCT. BS has ensured democratization of knowledge through inclusivity and diversity in the production & dissemination of knowledge. Our core faculty have disseminated knowledge with varied target audiences from inter & intra institutions, Professional bodies and Industrial organizations, so that this knowledge will be implemented and used to lead change. Faculty of KCT.BS shared their expertise with other academic Institutions on 15 occasions as, Member of the Board in Institutions, University Nominee, Session Chairs in Conferences, Guest Speaker and Facilitators of workshops and webinars.



Two speakers from across the globe addressed the students on specific topics related to their courses. These subject experts lent a different perspective to the subject, with their differential experiences & approach.

# Competitions Organized

## National C-Suite Contest

KCT Business School organised National C-Suite Contest for final-year students of the UG programme Pan-India on February 25, 2023. 19 students from several colleges were present to participate in this event. The first round, 'Thinkhut' was a written test on general business concepts and followed by a Quiz - 'Surf Excel' on general awareness on brands, organisations, business news and industry trends. The third round, 'Xpress' was a presentation by participants on contemporary business themes judged by Dr K.R.Senthilvelkumar and Prof. N.Vanitha.

The winners were :

G Praneet	B.E (CSE)	Sri Ramakrishna Engineering College, Coimbatore	Best CEO
Ankita Pandey	BSc (CS)	Sankara College of Science & Commerce, Coimbatore	Best CEO, Runner-Up
Jullia Wilson	B.Com	Christ College, Irinjalakuda, Kerala	Promising CEO
N Sundeep	B.Com	Sri Krishna Arts & Science College, Coimbatore	Promising CEO Runner-Up

R. Sudarshan (21MBA156) & M.Saranya (21MBA130) were the student coordinators and Dr. K.R.Senthilvelkumar & Prof. N.Vanitha were the faculty coordinators of National C-Suite Contest

## CMA Student Management Day

On CMA Student Management Day, CMA Sports meet was conducted at KCT Ground and Avinashilingam college ground on February 9, 2023. Mr. Seetharaman, the Chairman- the sports committee CMA, Dr. C. Gunasekaran, Chairperson CMA industrial visits and Mr. Sundara Narasimhan, Executive Officer of CMA, Mr.Muthukumar – Physical Education In-charge, KCT and Dr Shripria V, Professor, KCT Business School inaugurated the sports meet. This CMA sports meet 2023 had four events of which three events namely cricket (6 teams), Chess (56 participants) and carom board (32 participants) were hosted by KCTBS.

## Industry Connects

**Academia – Industry interaction is the relationship that exists between an institution and industry to promote the exchange of knowledge & technology. The most important interaction between the two are collaboration & research agreements, talks & student internships**

## Knowledge Dissemination

Twenty three senior industry professionals shared inputs & insights on specific topics from the curriculum through lectures & workshops, with students of both the batches. 432 hours of classroom lectures/ discussions were facilitated by industry professionals.

## Industry Mentors

Our 24 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 with 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.

## Consultancy

Four consultancy were carried out – three in the Handloom & Textile sector – Maya Venture, Coimbatore & Khadi Sarvodaya Sangh & one in the Packaging sector for GRNTEC Packaging & Storage Solutions. Chennai (Flexol Packaging India Ltd) by Dr. Poongodi B , Assistant Professor

## Training Programs

Three Training Programs were organized & conducted at the state & regional for varied stakeholders. Eighty two beneficiaries benefitted from these programs, which also included life skills. These training sessions were organized & conducted by Dr. Poongodi B, Assistant Professor

## Industry Initiatives

KCT Business School had an interaction with Mr B.B.Paul, Former Director, Ministry of Textiles and Mr Sankar A P, Sourcing - Taniera, Titan Company Limited on 5 January, 2023 for possible collaborations. The industry team discussed the low-weight modified Jacquard, new product development and tie-up with handloom weavers for Kora Silk and Coimbatore Cotton Sarees. The Centre for Weavers(CW), Kumaraguru Institutions has expressed its support to tie-up with the skilled handloom artisans from Pollachi cluster. The CW has expressed its willingness to collaborate on the new product development using unconventional natural fiber.

## Alumni Connects

**KCTBS-AA was formed in the year 2014. The KCTBS alumni association that is a platform to network with various stakeholders, acts as a linkage between alumni and the department and cater to the life-long learning of the alumni. Few Alumni have visited the campus and shared their work experience & expertise with the students**

- Dr. Vivek Raj SN organized an Alumni Talk on October 11, 2022, focusing on “Major Project in Business Analytics - Roadmap and Opportunities.”
- Dr. B Poongodi engaged alumni by securing sponsorship for the Social Immersion Project on March 26, 2023.
- Dr. M Deepa contributed to alumni engagement on April 1, 2023, by hosting a guest speaker session.





# Students

In education every stakeholder plays an important role. According to research students are the most important stakeholders- they are involved in brainstorming and determine the planning & implementation of curriculum, staffing needs, attaining pedagogical goals and policy change.

## MBA ADMISSION DASHBOARD

### MBA GENERAL

#### ADMISSION PATHWAY

Sanctioned seats - 180 + 9 = 189  
 Filled - 189  
 Management Quota - 111  
 Government Quota - 78



- Gender Diversity**  
Increase of 19% girls as compared to last AY
- Social Inclusivity**  
65% of the batch fall under BC Community
- Geographic Diversity**  
88% of the students are from West Tamil Nadu
- Graduate Degree**



### MBA - IEV

Sanctioned Seats -30  
 Filled - 23  
 Management Quota -16  
 Government Quota -7

There is a 39% increase in the admitted candidates as compared to last year



### MBA - PROJECT MANAGEMENT

Sanctioned Seats -30  
 Filled - 22  
 Management Quota -13  
 Government Quota -9



43 % filled through Management Quota. 40 % through Government quota were not aware of the advantages of the program

2022-2023

# PLACEMENT SUMMARY

87%

Student  
Placed

12L

Highest Salary  
Annum

5.81L

Average Salary /  
Annum

110

Recruiting  
Companies

## Annual Career Empowerment Program

KCT B-School along with CEED (Career Empowerment and Entrepreneurship Development) launched a career readiness program for II MBA students (Batch 2021-23) to help align academics with the expectations of the industry as part of K-Launcher. The Centre for Career Empowerment and Entrepreneurship Development (CEED) aims to provide a diverse learning environment for the young and budding minds of Kumaraguru, to sculpt their career path, knowing their fortes and ultimatums. CEED envisions offering career development services and resources for students to plan their careers.

## Student Centered Activities

### Swagatham

Swagatham '22 for 170 freshmen - 18th batch of MBA (General) & 1st batch of MBA – Project Management - was conducted on October 14, 2022. HOD, Dr Mary Cherian, welcomed the students and their parents and oriented them on KCT Business School. Dr Vijila Kennedy, Principal KCLAS reiterated on the institution's culture and ideals. Our beloved Chairman Dr B K Krishnaraj Vanavarayar presided over the gathering and delivered the presidential address, touching on the expectations of the parent, students and the institution.



### Ignite '22

IGNITE'22 a three day orientation cum boot camp was organized for the freshmen to bridge their transition into the MBA program from 15 to 18, October, 2022. The three-day program comprised of various activities and open houses that were aimed to familiarize the students with the curriculum and Life at KCT.BS. IGNITE'22 paved a way for the freshmen to exhibit and inculcate essential managerial skills and act as a medium for them to get connected with their student mentors.

## Graduation 2022

172 Students of Batch 2021, received their MBA degrees as part of the graduation ceremony held at the institution on October 29, 2022. The graduation ceremony started with the welcome address by Shri Shankar Vanavarayar, Joint Correspondent, Kumaraguru Institutions. The college report comprising the institution's achievements and plans for the near future was presented by Dr D Saravanan, Principal, Kumaraguru College of Technology (KCT). The degree was awarded by Mr R Velusamy, President, Automotive Technology & Product Development, Mahindra and Mahindra Limited and Dr S Christopher, Former Chairman, Defence Research and Development Organization (DRDO)



## Student Association 2022

Leadership Council is an advisory body of KCT comprising student presidents of all academic departments, heads of student clubs, sports captains, and NCC student officers. The purpose of the council is to facilitate students in curricular, co-curricular, and extracurricular activities, and resolve student issues. The council works with the management of KCT to make the student experience in the campus holistic.

The details of the student belonging to KCT Business School Student Association are as follows:



## Student Association 2022



**Ram Prabhu**  
President



**Sudarshan**  
Vice President



**Saranya M**  
Chief Event Officer



**Nancy Merlin**  
Chief Career Officer



**Suganthajothi**  
Project Manager



**Shruthi**  
Career Officer



**Tom C A**  
Career Officer



**Bakkialakshmi**  
Alumni Forum Manager



**Mohanapriya**  
Marketing Forum  
Manager



**Devi M**  
Operations Forum  
Manager



**Neelakandan Akash**  
Operations Forum  
Manager



**Soundarya K**  
HR Forum  
Manager



**Vaishnavi D**  
Research Forum  
Manager



**Abarna**  
Research Forum  
Manager



**Sneha M**  
Entrepreneurship Forum  
Manager



**Sneha**  
Analytics Forum  
Manager

## Yugam 2023 - Angadi

ANGADI is a trade fair that is ideated, planned, and executed by the Students of KCT Business School. This initiative happens as a part of the Kumaraguru Institutions' YUGAM-, South India's Mega Techno-Cultural Sports fest. The major objective of ANGADI is to provide a dynamic learning platform to students and cater an unforgettable shopping experience to its audience during Yugam.

ANGADI 2023 had around 65 stalls of which 25 were food stalls and 40 were commercial stalls, offering a versatile venue for a first-hand experience with entrepreneurship for aspiring students across Kumaraguru Institutions. Students set up food and commercial stalls bringing various products from different categories including FMCG, Textiles, Crockery, Cutlery, Artefacts, Jewellery, Cosmetics, Automobiles, and Interiors under one roof. The student stalls were assessed by panel members Dr B.Poongodi and Dr V.Kaarthikeyan.



## Special Recognition

# Mahatma Gandhi Scholarship Award

The Founder of Kumaraguru Institutions, Arutchelvar Dr N Mahalingam valued the pursuit of merit, perseverance, and achievements in students greatly, and was keen on nurturing these attributes in them. In light of this, the idea of the Mahatma Gandhi Merit Scholarship was conceived during 2006-07. This year, close to 1300 students received the Mahatma Gandhi Merit Scholarship (MGS) of Rs 1.3 Crore for excellence in academics and extracurricular activities.

It was a proud moment for student achievers of Kumaraguru Institutions to receive Mahatma Gandhi Merit Scholarship (MGS) from Mr Devarajan Chinnusamy, Managing Director of URC Constructions Private Limited – an accomplished entrepreneur and an ardent Gandhian. A total of 30 Students from Batch 2020-22 and 30 Students from Batch 2021-23 of KCT Business School received the Mahatma Gandhi Merit Scholarship on April 01, 2023.



## Achievers' Awards

Our Founder Arutchelvar Dr N.Mahalingam Ayya was always a pioneer in recognizing excellence in individuals and Kumaraguru College of Technology takes his mission forward by celebrating the shining stars among our graduating Batch of students (2020-2022 Batch & 2021–2023 batch) by bestowing them with the Achievers' Awards for demonstrating an extraordinary feat of passion, commitment, diligence and dedication in their chosen fields of interest ranging from academics to sports



S.NO	NAME OF THE AWARD	AWARDEES	BATCH
1	Special Recognition Award	Kirthika Valliappan	2020-22
2	Young Business Leader	Nisanth R	
3	Excellence in Research	Sowmya P	
4	Excellence in Placements	Sanjana Prakash	
5	Excellence in Social Impact	Nirmal L	
6	Champion of the Batch	Sruthi S	
7	Special Recognition Award	Ram Prabhu P	2021-23
8	Young Business Leader	Reshap G	
9	Excellence in Research	Ashwathy P Sathyan	
10	Excellence in Placements	Karissma B	
11	Excellence in Social Impact	Abhisekh R	
12	Excellence in Sports	Sriram Venkatesh	
13	Stellar Student	Kashini D	



## Student Achievement

- Reshap G (21MBA119) and Vinothini B (21MBA174) participated in “INSPIRA 2K22,” which was conducted at the Dhanalakshmi Srinivasan College of Engineering on November 30, 2022. They **won first place** in the business plan and the best manager category, as well as a cash prize of Rs. 3000.
- Reshap G (21MBA119) and Vinothini B(21MBA174) participated in the business team building event conducted at Nandha Engineering College on November 24, 2022, and they won second prize.
- Vinothini B(22MBA174) participated in the inter-college competition held at Karpagam College and **won second place** in the Best Manager Category.
- Divya J (22MBA037), and Gayathri S P (22MBA044) participated and **won second prize** in the URJITH Inter-college Meet held at PSGR Krishnammal College on Jan 7, 2023
- Coimbatore Management Association organized Student Management Day for all CMA Student Chapters on February 17, 2023, at DJ Academy for Managerial Excellence.
  - Vinothini B(21MBA174) won the **Best Manager Award**
  - KCT Business School Team **won Rolling trophy for Cricket**, led by Swaminathan CR (22MBA153).
  - KCTBS girls team won **Winners Trophy** in Throw ball
  - Kamalesh S, (21MBA063) won the **Best Batsman Award**
  - Guru Prashant (21MBA049) and Manoj (21MBA076) **won the Carrom Event**
  - Reshap G, (21MBA119) was the **runner up in Chess**
- Reshap G (21MBA119) and Vinothini B (21MBA174) won the first prize in Shark Tank for their product idea Lepidop and **won the ₹40000 Cash Prize**

## Student Hive Activities

Honey bees are fascinating creatures. The way they work together is so complete, in fact, that it really helps to think of a honey bee colony as a single organism. Similarly, the student body of KCT. BS works as a single unit to improve student quality of life through hive activities, to support our pursuit of excellence. The sports, talent & knowledge hive league activities enhance student self-belief, and enables students to work autonomously. Students enjoy the learning relationship with others and feel competent to achieve their personal objectives and develop social and cultural tolerance.

## T-Hive (Talent Hive)

The Pongal celebration was associated with three major events - Pongal paradise, Treasure hunt and talent show. The event started with the talent show where the registered participants enhanced their skills on the stage. It continued with the game of Pongal Paradise, which was a relay event of eating food given to the members of four in each team. At the same time, a treasure hunt was conducted with individual teams who have registered, and each team had a maximum of four members. The event was completed with a talent show and a feedback suggestion. The event is organized by Shruthi Sangamithraa T (22MBA135) & Mary Shreen S (22MBA069) of SA Members.





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