

SARADHA GANGADHARAN COLLEGE

[Accredited with B++ grade by NAAC (CGPA 2.92) in Second Cycle;
Affiliated to Pondicherry University;
Recognised by UGC u/s 2f of the UGC Act 1956 as a PG Institution
An ISO 9001:2015 Certified Institution



MARCH - EDITION

2024

 DEPARTMENT OF
MANAGEMENT STUDIES

NEWS LETTER



Saradha Gangadharan College, established in 2001, is a private college affiliated to Pondicherry University. It aims to improve the quality of life for economically less privileged students by promoting discipline and ethical behavior. The college offers 9 undergraduate and 4 postgraduate programs, with a total strength of 1500. Recognized by UGC u/s 2f of the UGC Act 1956 as a PG Institution, An ISO 9001:2015 certified and accredited with B++ grade (CGPA 2.92) by NAAC. Students are encouraged to participate in extracurricular activities and have highly qualified faculty members who motivate them to excel.

PRINCIPAL'S MESSAGE



I commend Department of Management Studies of Saradha Gangadharan College for organizing BIZ FORTITUDE 2K24, showcasing students' talents and fostering holistic development. Driven by a belief in education's power for social transformation, the events like Biz-Ad, Biz-Shipwreck and more are shaping students' scholastic abilities. My best wishes for the department's continuous success in nurturing enlightened and successful careers.

With Best Wishes,

Dr. K. Uthayasuriyan, M.Com., MBA., M.Phil.,
Ph.D., NET

Principal, Saradha Gangadharan College

Department of Management Studies



The Department of Management Studies, established in 2001, along with the inception of the College aims to enhance knowledge beyond syllabi through co-curricular activities like seminars, internships, field studies, presentations and group discussions. The department has produced outstanding students and has made significant progress in establishing a niche for management students through active learning and organizing co-curricular activities in addition to classroom teaching.

Message from the HoD's Desk



Ever since the department started its journey over two decades ago, it has been simultaneously and successfully executing the multiple roles of creating new knowledge, gaining new know-hows and creating bright knowledge capital contributing in various areas of the humanity. The Department is always been on a high growth path and has qualified and dedicated faculty with strong commitment to management education who work with zeal and enthusiasm to provide a vibrant and optimum learning environment. The growth of knowledge in the department is admirable. In line with the department's vision, the overall development of the students is dedicated to giving them a habit of continuous learning and a sense of responsibility to contribute to the development of the society. The periodically updated curriculum imparts theoretical knowledge to the students and the application based environment complements the same. The undergraduates are encouraged to participate in paper presentation, workshops and seminars that are necessary to enhance expertise. Co-curricular, Sports and Extra-curricular activities take place at the College level and students participate in various intra-college, inter-college, inter-university fests/competitions. A strong positive reputation of the department pulls companies for invited talks and campus recruitment. A large number of students are eligible for pursuing higher studies too.

Thank-you for visiting us.

Mrs. S. Sharmila Devi
Head, Dept. of Management Studies

VISION



- To create management graduates, the future business leaders, entrepreneurs, socially responsible professionals who fit into the dynamic corporate world with a global outlook.

To transmit knowledge and develop skills of the students by making them not just professionals but also responsible individuals with understanding and regard for human values.



MISSION

Objectives

- Thorough knowledge of the fundamentals of business management
- Practical exposure
- Critical, analytical and interpersonal skill development
- Effective oral and written communication
- Ability to work in groups and create business plans

- To provide a holistic understanding of the business system
- To deliver knowledge on various functional areas of management
- To develop the entrepreneurial and managerial skills of the students

Programme Outcome



Faculty Achievements

- Received Best Mentor Award from Saradha Gangadharan College For 2022-23
- Sexual Harassment Prevention Cell Coordinator, SGC
- Acted As Resource Person on "Gender Culture And Entrepreneurism" organized by Institution Innovation Council, SIMAS, Chennai on 24th November, 2023
- Acted as a Coordinator for organizing One Day Training Programme in association with National Women's Commission, New Delhi on 27th April 2023
- Acted as a Coordinator for IPR Awareness Program Under NIPAM by RGNIPM on 26th October 2023
- Received Best Teacher Award from Tamil Thai Foundation in September 2023
- Received Best Coordinator Award from Kumudham Magazine In January 2023
- Received Certificate of Appreciation for getting highest score In UGC-HRDC-Refresher Course in September 2023
- Acted as a Coordinator for IPR Awareness Program under NIPAM by RGNIPM on 26th October 2023
- Emotional Intelligence and Mental Wellbeing : Need and Importance of Teachers" IIMT College of Science & Technology, Noida, May 2023
- National "Impressive Social Etiquette (Manners Matters)" Indian Institute of Management and Commerce, 4th November, 2022
- "Six Days International FDP on "Innovative Teaching and Learning Methods" PG Department of Commerce & IQAC, Patrician College of Arts and Science 11th-16th July 2022.



*Mrs. S. SHARMILA DEVI
Head, Department of
Management Studies*



Mrs. R.A. MAGESHWARI
Assistant Professor,
DMS

YRC/RRC Coordinator, SGC
Health Centre Incharge
12 weeks course of Training of Trainers with 76% (Elite Certificate), NPTEL (July to Oct 2022)
Hyphen Capacity Building Program (CBP) for Young Social Science Faculty, Department of International Business, Pondicherry University, Puducherry (Dec 2022)
Participated in National level FDP on "The Art of Writing Research Paper" conducted by IQAC and R&D cell, Sri Balaji Arts and Science College, Chennai. (May 2023)
Participated in ICSSR sponsored National Seminar on ACTION @75: Contemporary Significance and Schemes Initiated Through Swachh Bharat Mission 2.0 organized by MBA Department, IFET College Of Engineering, Puducherry (Mar 2023)
Participated in the seminar session on 'Research Basics-Citations with Oxford Academic Online' at Pondicherry University (June 2023)
8 awards, received Best Committal Service Award for the year 2022-23

- Best Teacher Award from Saradha Gangadharan College for the Academic Year.2022-23
- Placement Co-ordinator SGC
- Member of Women Empowerment Cell, SGC
- Completed 23 courses under SWAYAM NPTEL and recognized as NPTEL Motivated Learner, Discipline Star, Believer, Evangelist and Domain Scholar
- Resource Person for various National, International Conferences and FDPs
- Presented papers at various conferences
- IGP Global Change Maker Award by Institute of Global Professionals in 2023
- Life time member of Institute of Global Professionals
- Publications in national and international journals



Mrs. V. ANN
Assistant Professor,
DMS

- Obtained the Best Researcher Award from a foreign university thrice
- "Assessing the Impact of Unethical Conduct on Service Delivery (A Case Study of Malawi Police Service)", published in International Journal of Humanities Social Science and Management (IJHSSM), Vol. 3, Issue No. 2, March – April 2023, pp: 45-51, Impact Factor Value 7.52, ISO 9001: 2008 Certified Journal.
- "The Relationship between Entrepreneurship and Market Orientation among Small and Medium Entrepreneurs", published in NOLEGEIN Journal of Entrepreneurship Planning, Development, and Management, Dec (2023), ISSN: 2581-3900.



Dr. A. ANANDA KUMAR
Assistant Professor,
DMS

- Member of Fine Arts Club, SGC
- Book Chapter-"An Empirical Investigation of Digital Marketing in Consumer Perception and Preference towards Foreign branded Men's Apparel in Puducherry-theme of "Multidisciplinary Research and Practice", ISBN: 978-93-5749-9675, July 2023.
- Journals : "Permission-based Marketing Practices on Mobile Marketing Platforms: An Empirical Study in Puducherry", British Journal of Psychotherapy, ISSN: 0265-9883, Vol.39 No.4, (Sepus, 2023)
- "Dynamic of Female Millennials Buying Behavior on Apparel Products", World Academics Journal of Management, ISBN No: 2321-905X, Vol 10, and Issue.4 pp.17-21 December 2022.
- "Impact of Social Media Marketing on Buying Behaviour of Youth towards Apparel" in an international conference on AI for Sustainable Development: Challenges and Opportunities, SHANLAX Publication, ISBN: 978-93-95422-56-7, page: 144, 25th Nov 2022.



Mrs. A. DATCHAYANI
Assistant Professor,
DMS



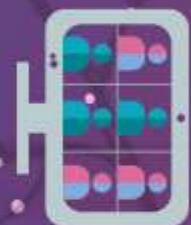
MOUs SIGNED

1. Department of Business Administration, Marudhar Kesari Jain College, Vaniyambadi and Department of Management Studies, Saradha Gangadharan College for Academic Exchange Program on 19th Oct 2023
2. Daisy Dairy, on 29th Nov 2023 for industrial visits, internships and projects for the students of DMS
3. Nikita Containers Pvt. Ltd., on 29th Nov 2023 for Industrial visits, internships and projects for the students of DMS
4. DEEPAM FOR EDUCATION EMPOWERMENT AND DEVELOPMENT (DEED), on 29th Nov 2023 for providing skill training and employment program for the students of DMS

- ICSSR Sponsored one day National Level Seminar on 'Action@75: Contemporary Significance and Schemes Initiated Through Swachh Bharat Mission 2.0' organized by the Departments of MBA and S&H, IFET College of Engineering held on 25th March 2023.
- Training in First Aid & Basic Life Support organized by the Billion Hearts Beating Foundation (APOLLO FOUNDATION) on 8th September 2023.
- Half-a-Day Technical Lecture on the Observation of National Technology Day 2023 organized by the Puducherry Council for Science and Technology at Dr. Abdul Kalam Science Centre and Planetarium on 11th May 2023.
- A national webinar on intellectual Property Rights Patents and Design Filing was conducted by the Department of Management Studies at Saradha Gangadharan College, on October 26th, 2023. The webinar was held in association with Rajiv Gandhi National Institute of Intellectual Property Management Nagpur, Government of India, IPR Training Institute under National Intellectual Property Mission. Dr. Bharat Suryawanshi, Assistant Controller of Patents and Designs at RGNIPM, Nagpur, articulated.
- The Department of Management Studies organized a webinar on "GST - An Overview" on 6th October 2023. An eminent resource person, Dr. Selvanathan, Head, Department of Commerce, VHNSN College, Virudhunagar addressed the students.
- The Department of Management Studies organized an "INVESTOR AWARENESS PROGRAM" under the BSE - (Bombay Stock Exchange) banner with the support of United Training Services India, Mangalore on 13th Oct 2023, Mr. G. Briel, Founder, Jaures Career Solutions was the guest speaker.
- A Guest Lecture on Intellectual Property Rights was organized on 19th Oct 2022. Dr. N. Sivakumar was the Guest Speaker.
- Balakumar S of II BBA has participated in COSMOCOMM EDITION organized by Pondicherry Technical University on 30.09.23 and 01.10.23.



WORKSHOPS/
SEMINARS/
WEBINARS





Events Organized

- National Entrepreneurship Day was celebrated on 21st November 2022. Business Plan Competition was organized for the students of Saradha Gangadharan College. 70 students participated in the competition. Dr. K. Uthayasuriyan, Principal, Saradha Gangadharan College inaugurated the event.
- Intercollege Business Meet – BIZ-FORTITUDE was held on 10th March 2023. Dr. Malabika Deo, Dean, School of Management Studies, Pondicherry University was the Chief Guest. 98 students from various Colleges in and around Pondicherry participated in the event.
- National Entrepreneurs' Day was celebrated on 20th, 29th, and 30th of November 2023. Intra College and Inter School competitions were held. Inter College workshop was organized. Mr. K. Premraja, MD, Providence Mall, Mrs. Mithra Ravichandran, Proprietrix, Maa Ilay, Mr. Karn Parekh, CEO & Founder, Auro Innovations, Mr. O. Manoj Kumar, Secretary, Pondicherry Restaurants Association, Mr. P. Prakash, MD, Mellow Lite Ice Cream (All guests from Pondicherry) addressed the students on their entrepreneurial journey. Around 200 students from various schools and colleges participated in the event.





Field Visits

- Nikita Containers Pvt. Ltd., Pondicherry on 24th March 2023, 14th February 2024.
- SRF Industries, Trichy on 21st April 2023.
- Eaton Power Quality Pvt. Ltd., Pondicherry on 6th Nov 2023.
- Om Muruga Cashew Processing Pvt. Ltd., Panruti on 1st Dec 2023.

Training Programme

- Students of III BBA underwent the Barclays Life Skill Training Program



1. BBA Department won the overall championship at COMM-FIESTA 2K24 organized by Idhaya College of Arts and Science for Women.
2. BBA department won the overall championship at Corporate Sphere-2023 organized by Idhaya College of Arts & Science for Women.
3. Sridevi, Hemamalini, Christ Calvins, Bala Kumar, Hemanth, and Gajavarshini of BBA sent a proposal in an ideation competition organized by CII.
4. Sridevi, Hemamalini, Vishali, Jayasuriya, Gajalakshmi, Gajavarshini, Varsha, and Saloni Thaiyaa of III, II, I BBA presented papers on various topics relating to HR in a sponsored seminar organized by MKJC, Vaniyambadi.
5. Sridevi, Gajalakshmi, Praveen, Hemanth, Jagadeesh, Jeffrey Gratias, Suthish Kannan, Christ Calvins, Dhilip Kumar, Seenivasadharan of BBA presented papers on Human Resources and Artificial Intelligence at a National Conference organized by Manakular Vinayagar Institute.
6. Hemamalini, Sridevi, Vishali, Jeffrey Gratias, Jagadeesh, Dhilip Kumar, and Arihant Jain participated in the AIMA Competition organized by Hindustan Institute of Technology and Science.
7. Sridevi, III BBA won State Level Hand Writing Competition with a cash prize of Rs.1000.
8. Sridevi, III BBA won the second prize in Elocution organized by the Red Ribbon Club, SGC
9. Hemamalini, III BBA won the second prize in Debate organized by the Central Library, SGC
10. Vishali, III BBA won the second prize in Craft Making organized by the Languages Department, SGC.
11. Manikandan, III BBA and Christ Calvins, II BBA won second prize in Photography organized by the Languages Department, SGC.
12. Christ Calvin of II BBA won the first prize in Story Telling organized by the Central Library, SGC.
13. Roshan Raja, Hemanth, Gajalakshmi, Prasanna Ben, Dhanush of I, II, III BBA won second prize in Poster Making during the Gandhi Jayanthi Celebrations, organized by Community Skill Centre, SGC.
14. Sridevi, III BBA won the first prize in "Writing a Letter to Vallabhabhai" conducted in association with the celebrations of Sardar Vallabhabhai's birthday organized by SGC
15. Hemamalini, III BBA won the second prize in the Debate conducted in association with the celebrations of Sardar Vallabhabhai's birthday organized by SGC.
16. Sridevi, III BBA won the second with a cash award of Rs.1000/- in Essay organized by the Consumer Grievance Department in SGC.
17. Prasanna Ben, II BBA won first with a cash award of Rs.2000/- in Poster-Making organized by the Consumer Grievance Department in SGC.

STUDENT'S ACHIEVEMENTS



Sports

1. Karthiraja U , Manikandan J and Shashank of III BBA won the cricket tournament in inter collegiate event organised by Pondicherry University
2. Preethi of III BBA participated in a Marathon organized by the Red Ribbon Club, Pondicherry
3. Janani of II BBA participated in Volley Ball tournament organized by Rajiv Gandhi Veterinary College, Pondicherry
4. Sanjay of III BBA participated and won State Championship conducted by Universal Karate Association Puducherry



Academic Exchange Programs



@ Marudhar Kesari Jain College,
19th Oct 2023



@ Saradha Gangadharan College,
23rd and 24th Feb 2024



Students' Internship

15 students of BBA completed the internship offered by LSE Global Academy, Pondicherry.



Forthcoming Plans

- Intercollegiate Seminar
- Management Games
- Part time Jobs
- Short Term Courses
- Collaborative Learning
- Alumni Talk Series



Memory Collage



 PUBLISHED BY
DEPARTMENT OF
MANAGEMENT
STUDIES

SARADHA GANGADHARAN COLLEGE

2024



**FACULTY
COORDINATOR**



MRS. ANN V
ASSISTANT
PROFESSOR

**EDITED &
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