



Academic Annual Report

2023-2024



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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.

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 and PG 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

Since its inception in 2005, KCT Business School has evolved as one of the leading Business Schools in South India. The Business School started with the MBA program offering four specializations to running four MBA Programs (MBA-5 specializations, MBA- Innovation, Entrepreneurship & Venture Development, MBA-Project Management& MBA- Logistics & Supply Chain Management) – with plans to offer 2 more MBA programs (MBA-Agri-Business Management & MBA-Sustainability Management) in the coming year!

The Business School is an integral part of KCT of Kumaraguru Institutions which is a vibrant unit of The Sakthi group making their presence in industries such as sugars, auto components, power, transport, soya, finance, windmill, dairy and education. KCT Business School endeavours' to create a roadmap for its stakeholders, for an intellectual, digital and sustainable future. We fulfil our mission by striving for academic quality and shaping careers and start-ups through research, interaction with industry and education. The teaching fraternity of KCT Business School are constantly encouraged to partner with industries and academia – both National & International – to refine and implement new ideas, aiming to increase quality standards.

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

ACBSP Accreditation	Marathon for SIP	Industrial Visit 06	Value Added Certification 10
Doctorate Faculty 11	No. of Research Papers from the Business School 41	Patents 11	Industry Connect (Consultancy/Training) 07
International Connect 03			

Academic

Kumaraguru College of Technology – Business School applied for ACBSP candidacy for the assessment year 2020-2021 and the self-study report was submitted in May 2023. A 3-member ACBSP evaluation team - Dr. Rajesh Khajuria, Chair Professor, FPT University Hoa Lac High Tech Park, Hanoi, Vietnam and two fellow team members, Dr. Sujata Mangaraj, Ravenshaw University, Odisha and Dr. Ramaswamy Nandagopal, SCMS Cochin School of Business, Kerala, - were present at the KCTBS campus on February 14-16, 2024 to assess the processes of the business school for grant of ACBSP Accreditation. KCT Business School is now internationally accredited by ACBSP for 10 years, as on April 22, 2024



MBA Curriculum

The most effective curriculums are developed collaboratively, continuously evaluated and improved, reflect the community's values, and align with state and national learning standards. KCT Business school uses a variety of teaching techniques like simulations, case studies, debates, games, and role plays, besides providing industrial visits and consultancy work for students. Regularly revisiting and evaluating our curriculum helps assess learning experiences, materials or instructional strategies for the inclusion of new learning activities and changing context in our discussions.

Projects Based Learning

Social Immersion Project (SIP) helps students better understand their own competence, leading to more self-confidence and a can-do attitude that can spread to their academic pursuits and work. As part of the Social Immersion Project, II-year General MBA Students (Batch 2022-24) visited Kallarpudur to study the social set up of the village, in alignment with the SDG topics they are working on. Mrs. Anitha, Self Help Group Leader guided the students to survey the village.

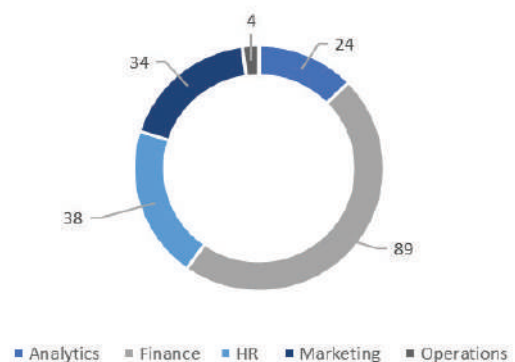
The Student Governance team along with the faculty coordinators had a brief discussion on the plan of activities for SIP with the Odanthurai Panchayat Office. KCT Business School has been working for the upliftment of the tribal people of this village since 2021 under the chief mentorship of Dr. Mary Cherian, Professor & Head, KCTBS. This is the second consecutive year that a new batch of students are continuing to work on the identified SDG topics, benefiting the Irula tribes of this village



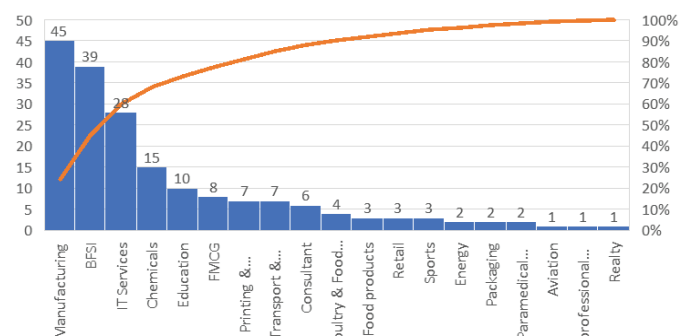
Industry Internship Project

The Industry Internship Project complements the conceptual knowledge of the students in the industry processes. The internship gives the students opportunity to learn workplace professionalism and to achieve their functional areas of management. Students of Batch 2024 completed 189 internship projects in 102 companies spanning various industries like BFSI, Manufacturing, IT Services, FMCG, Energy, Chemicals, Packaging, Printing & Publications, Transport & Logistics, Poultry & Food Processing, Food Products, Education and Paramedical Services from different areas of specialization

Projects- Domain wise



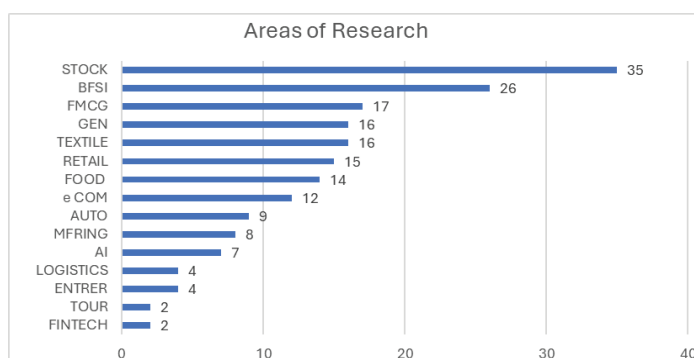
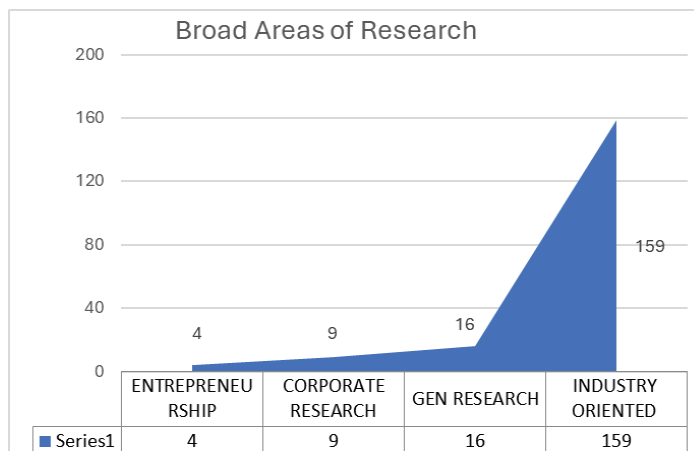
Projects- Industry Sector



Research Immersion Project

Active and systematic research helps in discovering and interpreting facts, events and theories. The 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.

The research projects were carried out in diverse areas of Consumer Behaviour, Consumer Perception, HR Policies, Education Policies, Digital Media influences, Entrepreneurship, Banking & Investment Analysis. Students of Batch 2022 completed 178 projects.



Simulation Based Learning

Simulation is a technique for practice and learning that can be applied to many different disciplines. It is a technique to replace and amplify real experiences that evoke substantial aspects of the real world in a fully interactive fashion. The Capstone Simulation aims to provide students with real-world experience in managing a business, fostering skills in decision-making, strategic planning, and teamwork in collaboration with CESIM.

The simulation games made the students gain real-time experience and helped them to learn the application of management concepts in real-time scenarios.



Experiential Learning

Angadi

The objective of the Angadi event is to open a forum for the business school students to enhance their business acumen, entrepreneurial exposure and provide them a hands-on opportunity to explore the horizons of marketing and sales. To gain practical knowledge on event management experience along with negotiation skills. Liberal learning is what underlies, that which gives purpose and direction to practical skills. Angadi is one such student-led trade expo initiated by KCT Business School students to create a platform for the students to immerse head-on in areas such as marketing and business.

ANGADI 2024, the pulse of Yugam, South India's premier Techno-Cultural-Sports-Literary fest hosted by Kumaraguru Institutions returned with its 13th edition in 2024 from March 21 to 24, 2024. An initiative by the Student Association of KCT Business School since 2012, this student-run trade fair featured over 300 stalls, a dynamic fusion of 180 commercial and 120 food stalls, creating an eclectic marketplace under one roof.



Outbound Training Programme

An outbound training programme for the first year MBA students (Gen & PM) of Batch 2023-25 was conducted by LEAP Learning Academy, Mathampalyam in 4 batches on December 2, 18, 19 and 20, 2023.

Students underwent training activities in the following:

High ropes Course:

The participants had Zig Zag Walk, Sloth Walk, Horizontal walk and Zip line for a distance 200 feet.

Dynamic Obstacles Course:

The participants in teams were put through an obstacle course of 80 feet long with different challenging structures. The participants had to cross over with limited available resources.

Numbers:

Leaders were picked up from each team and were asked to set a target to achieve. Subsequently, their team took part in the activity.

Virtual Volleyball:

Participants were asked to play volleyball with an imaginary ball to pass on to one another adhering to the rules given by the instructor.

Pipe Balancing:

Participants were made to balance a pipe as a team together, attempting to keep it parallel to the ground that required good coordination from all.



Industry Visit

Three industry visits were organized for students of two MBA programs- of MBA General and Project Management

On April 29, 2024, IMBA General Management students visited the “IKEA”, Bengaluru as part of the Consumer Insights course. The resource person Mr Fransisco from Customer Relations explained the IKEA history, strategic design structure of store and the benefits of being an IKEA family member. The students were exposed to the multinational IKEA retail store at Nagasandra, Bengaluru which retails 7500 articles in 8 different sections. Mr. Iftiqar Ahmed Shariff addressed our students with a detailed explanation of Planet & Earth - Sustainability Practices, the relevance of the story behind each article as a persuasive tool and the speciality of the Swedish restaurant at the store



21 Students of Batch 2022-24 specializing in Marketing visited Aquasub Engineering Production Unit II, Coimbatore on December 19, 2023. The Production Head and Design Engineer explained the production process, product applications, latest technology employed and customer complaints handled in the factory. The students were oriented on Pumps and Motors Industry by Mr Dilieep Kulshrestha , General Manager - Marketing, Aquasub Engineering. The visit was part of the real time, problem-based learning where the students will work on market data, apply the relevant analytic tools and submit the report with recommendations for implementation. Mr. J.Ramprasath, Service Engineer, Aqua group guided the students and staff during the visit.

As part of the Marketing Management course - teaching and learning process, (Batch 2023-2024) students and Project management students visited the Decathlon sports store located at Avinashi Road on 27th October 2023. During the visit, the students were made to learn various concepts of marketing like Philosophies of Marketing, Segmentation Targeting Positioning (STP), and Designing of Marketing Mix components related to products in Decathlon stores. The students interacted with the stores head Mr. Prakash and they were taken through the store arrangements for better understanding of retail management process.



Local Market Visit

Students of two programs of MBA (Batch 2023-25) - General and Project Management visited the local markets as part of the Managerial economics course. Students visited the local wholesale markets in Coimbatore & Tiruppur to understand the Demand supply determinants, Market structure, Level of competition, Pricing techniques, Supply chain, Warehousing, Costing and many more. A few markets visited were Banana Market, Book Market, Dry Fruits Market, Edible Oil Market, Electronics Market, Fish Market, Flower Market, Fruit Market – townhall, Fruit Market (RS Puram), Hardware Market, Scrap Market, Silk Market, Spice Market, Textile Market (Town Hall), Tiruppur Garment Market, TK Market, Vegetable Market (Saibaba Colony), Vegetables Market (Mettupalayam).

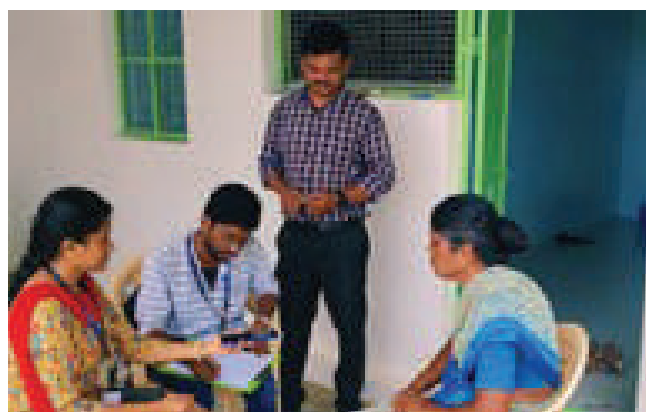


Field Visit

As part of the orientation on October 10, 2023, 7 students were taken for a live demonstration. During this session, industry mentors provided valuable insights into several critical aspects. They have educated students on proper techniques for collecting samples from auto service centers along with the essential steps for testing and transferring these samples to the testing center. The mentors also underlined the significance of accurate record-keeping during the transfer process, ensuring that the collected samples reach the testing center in optimal condition for accurate analysis



As a part of the Scientific Dairy Management project, a data collection survey was done in the village of Arakulam, Palladam on November 4, 2023, by the students of KCT Business School. The event was organized in collaboration with ABT Dairy Division and featured - Mr. Mohammed A. Bhilal: Manager of ABT Society, ABT Limited and other personnel from ABT Foods and volunteers from the village. The volunteers were already trained with the research instrument. Students then embarked with their local guides for collecting data from dairy farmers from various households and farm in and around the village. A total of 70 households were covered by the volunteers in Arakulam .



Fake Product Exhibition

Natarajan P, 23MBA097 & Gokul G V 23MBA044 of I MBA coordinated a Fake Product Exhibition as part of Consumer Rights Day 2024. The Consumer Insights Students formed sub-teams with 7-8 members and displayed the sourced fake products from different markets along with the original products on their respective tables. Attorney Ms. Suganthi Nadar, AA, BA, BL, MS, LLM, Mediator Attorney, Pennsylvania, United States was the Jury member who evaluated the exhibits and provided insights.



Value Added Certifications

Financial Courses

- Under the mentorship of Dr. S. Sangeetha, as part of the finance domain in the Commercial Banking course, Ms. Balasureka (22MBA021) and Mr. Teenuraja (22MBA155), two second-year finance students, successfully completed the Pan-India Diploma in Banking exams on their first attempt.
- 16 final-year students cleared NISM Level 5 A
- Prateekshaa (22MBA096) of II MBA to batch has cleared the prestigious CFP first-level exam (Investment Planning Specialist Exam).

MOOC Courses

- 51 Students of Batch 2023-2025 enrolled in “Programming for Business Analytics” course and completed the courses offered by Great Learning Academy
- 36 Students of Batch 2023-2025 have enrolled in “Python for Data Science” course and have completed the course offered by Great Learning Academy under the guidance of Dr Suganya Sampat - Centre of Analytics, KCT Business School.
- 77 Students of II MBA (Batch 2022-24) have completed the MOOC course in “Database Management System”, the course offered by Great Learning Academy under the mentorship of Dr. Vivek Raj S N, Faculty - Centre of Analytics, KCTBS
- 22 students have completed the MOOC course in Machine Learning, course offered by Great Learning Academy under the mentorship of Dr. Vivek Raj S N, Faculty - Centre of Analytics, KCTBS.

Project Management Certification

- Students of MBA-GM 2023-25 Batch are certified by the Project Management Institute (PMI) on the following Certifications: Generative AI Overview for Project Managers, Fundamentals of Predictive Project Management and Fundamentals of Agile Project Management.
- Students of MBA-Project Management 2022-24 Batch have completed ICCAPM01-CAPM Prep Training (40 contact hours of training covering PMI-CAPM ECO and Applicable Standards)
- Students of MBA-Project Management 2023-2025 batch have completed certification courses on MATLAB Onramp and Optimization Onramp. The course is self-paced, offered by MathWorks and completed as of 26 March 2024. It provides the students with competencies to do prescriptive analysis for engineering management projects.

Research

Academic research is the best tool universities have ,to create or enhance knowledge and facilitate learning. Academic research is a systematic process of studying a research problem or situation, where the intention is to identify facts that help solve the problem or deal with the situation. Academic research aims to generate new knowledge that improves social development.

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 had two registered supervisors with two full-time scholars.

Research Supervisors

Dr.Poongodi B

poongodi@kctbs.ac.in

Dr. Mary Cherian

marycherian@kctbs.ac.in

Research Publication



☐ 30 Faculty Research Publication

☐ 7 Scopus Publication

☐ 2 SCI Publication

☐ 2 ABDC Publication

Other Publications



☐ 2 Books Published

☐ 13 Student Publications

☐ 11 Patents Published

Research Program organized



☐ Case Conclave

☐ 5 Research Forum Meetings

Other Research Activities



☐ 10 Research Paper Presented

☐ 13 Research Papers reviewed by 4 faculty



Center for Weavers, Kumaraguru Institutions was invited by Assistant Director Handlooms Coimbatore to participate in State Level Handloom Exhibition, Government of Tamil Nadu organized at Meenakshi Mahal, Avinashi Road Coimbatore. Dr.B.Poongodi, KCT Business School, Dr.G.Ramakrishnan, Dept. of Fashion Technology, Ms.Vinothini, II MBA and Ms.Ganapriya, Research Associate represented The CW, KI stall.



FACULTY

The faculty of the institute are a melting pot where ideas and knowledge converge to ensure the business School's program outcomes are met. Our faculty team is a heterogeneous and eclectic mix of skill sets, knowledge & industry expertise. The faculty team coordinates different activities -apart from teaching- in alignment with the Business School's strategic plans and goals.

Faculty help keeps the institution running not only by teaching the students, but also by acting as policy-makers and innovators, contributing to various workloads like developing new curriculum, developing new programs, managing student grievances, and ensuring the excellent educational experience for every student. A successful curriculum is never a one-time project, and this has formed the foundation to amend the regulation to meet the demands of the changing scenario in the business world.

Core Faculty



Aman Kumar Dubey
Assistant Professor
Specialization-Entrepreneurship



Dr.M.Deepa
Assistant Professor
Specialisation-Human Resource



Dr.A.Latha
Assistant Professor
Specialisation-Marketing



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



Dr.Mohanamani P
Assistant Professor
Specialisation-Finance



Mr.Parandaman Velayudam
Professor
Specialisation-Analytics



Dr.B.Poongodi
Associate Professor
Specialisation-Marketing



Dr.S.Sangeetha
Associate Professor
Finance



Dr.Senthamarai Kannan
Assistant Professor(SRG)
Specialisation-Entrepreneuership



Dr.K R Senthilvel Kumar
Professor
Specialisation-Marketing



Dr.P.Thamaraiselvi
Associate
Specialization – Human Resource



V S Binu
Assistant Professor
Specialisation-Finance



Dr. K. Vignesh
Head- Corporate and Industry
Relations & Assistant Professor



Dr. V. Maria Tresita Paul
Assistant Professor
Specialization – Human Resource



Dr. Lakshmi Meera BL
Professor
Specialisation-Entrepreneuership



Mr. Narayanan VV
Professor of Practice
Specialization – HR



Ms. Mayuri PT
Assistant Professor
Specialisation-Entrepreneuership

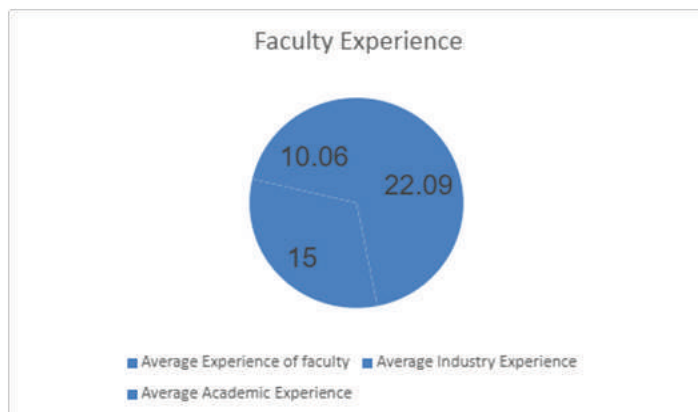


Dr. Sathish Sagadevan
Professor
Specialization-Marketing



Mr. Venkatesh Ramaswamy
Professor of Practice
Specialisation-Project Management

In an era where a plethora of information is freely accessible through the internet, the teaching methodology should result in a progressive adaptation of the teacher's role, and focus less on the transmission of knowledge, and more on how to do use that knowledge.



**11 faculty with
Doctoral Degree in
Management**



In the Limelight

Maria Tresita Paul V. was conferred her doctoral degree in Philosophy by Bharathiar University, Coimbatore on September 14, 2023, for her research work titled Family Incivility and Job-Life Satisfaction: Dual Stage Moderated Mediation Models of Burn out and Psychological Capital under the guidance of Dr.N. Uma Devi, Associate Professor-BSMED, Bharathiar University

Dr. Suraj ES was conferred the Academic Excellence Award-Notable Personalities – by BTalkz (www.businessstalkz.com)



Achievements

- Dr. Maria Tresita Paul V. has achieved a significant research impact milestone, with over 100 citations of her research articles by scholars and academicians from all around the world, signifying the high level of recognition her scholarly work has received, attesting her expertise and contribution to the field. To read her works, visit <https://scholar.google.nl/citations?user=OmmErswAAAAJ&hl=en>
- The innovators of the process patent on Reinforced non-woven composite Bio-Box consisting of Dr.Mohamed Zakriya, Associate Professor, KCG College of Technology, Chennai, Dr.B.Poongodi, Associate Professor, KCT Business School and Seshadri Mukundan, Proprietor, GRNTEC Package and Storage Solutions, Chennai were offered felicitations by Rotary Club of Hosur Rose City, Hosur on November 29, 2023.
- Dr Vivek Raj S N is certified as “All India Topper” in a recent NPTEL course, “Marketing Research and Analysis” conducted by IIT Roorkee representing Kumaraguru College of Technology. He has topped in a total of Six NPTEL courses conducted by various IITs on different analytics streams such as Data mining (I & II), Learning Analytics, Business Analytics, and Systems Engineering.
- Dr. Waqas Niazi was the Topper in NPTEL SWAYAM in the Supply Chain Analytics course conducted by Indian Institute of Technology Roorkee
- Dr. Suganya Sampat completed the Post Graduate Certificate Programme in Digital Transformation organized by Indian Institute of Management Tiruchirappalli
- Dr.Mohanamani P completed the NISM VA Certification organized by National Institute of securities market-SEBI

COLLABORATION

Kumaraguru Elevate was launched in the academic year and delved into pioneering subjects within the domains of management thought and practice, corporate governance, people management, business ethics, leadership, strategy, innovation, and more. Four Elevate programs were organized for the general public & faculty of Kumaraguru Institutions.

Industry Connect Consultancy

A consultancy on “MSMEs in Coimbatore for Developing a Defence Corridor” was offered to KCT Business School, Dr. Poongodi B & Dr. Latha A were the consultant for the project. The consultancy kick started with the Defence Industry Requirements & Analysis Survey with Mr. S. Jayaprakash, MD of Vetri Engineers, Coimbatore for supporting Industries for Prototype Development, Testing and Certification. Rear Admiral Mohandoss as Director - Defence Programs, was the driving force of this initiative by KCT with the support of TIDCO, CDIIC and DRDO.



A marketing consultancy was offered for Sri JaiSriRam Foods, Krishnagiri District. The consultancy was offered by Dr.B.Poongodi , to design and developing an e- catalogue for JSR Foods. Mr. Venkat, Proprietor of Jai Sri Ram Food Products, Krishnagiri district has approached KCT Business School to promote his firm among the prospective buyers.

A Handloom Promotion consultancy was offered to The Tamilnadu Handloom Weavers' Cooperative Society (Co-optex). Co-optex is the leading apex handloom weavers' marketing organization linked to the wellbeing of around 1.5 lakh weavers through their nationwide network. Mrs. G. Vijayaprabha, Credit Sales Manager from Co-optex, Coimbatore change to - exhibited handloom products and offered discount on select handloom products, with credit sales EMI repayment option for the buyers from KCT. The Sales Promotion cum Exhibit was organized at “Handloom Lab” in our campus by Dr.B.Poongodi, KCT Business School and Prof. Dr.G.Ramakrishnan, Dept. Fashion Technology under the banner of Centre for Weavers, KI.

Management Development Programme

A 3-day Management Development Programme on Leadership was organized by KCT Business School for 20 Customer Support Engineers from Janatics India Private Ltd, Coimbatore. The training programme had a total of 14 sessions. The 3-day residential Management Development Programme provided the Customer Support Engineers from Janatics India Private Ltd, with an understanding of 'self' and approaches to improve personal effectiveness at work. Dr. K.R.Senthilvelkumar was the program convenor



Around 20 handloom Weavers of Thoddampalayam, Erode District were trained on Cost Sheet Preparation for Small Business and Business Canvas for Handloom Firms, respectively by Dr P. Mohanamani and Dr Poongodi B from KCT Business School, in an Entrepreneurship Development Program on Jamakkalam Weaving and New Products Training organized by Natural Fibre Research Centre & Centre for Weavers.

The program was organized jointly with Department of Fashion Technology & KCT Business School, KCT. Dr.G.Ramakrishnan, Professor, Head - NFRC & CW(Operations) was the chief convenor who spear-headed the two-day training programme on January 4-5, 2024





A Management Development Programme on “Elevating Leadership in Frontline Executives from Textile and Fashion Industry” was organized. Around 15 participants from the managerial cadre from Master Linens, Rieter India, National Handloom Development Corporation, Cooptex, Tulsi Industries took part in the training that offered industrial cum management sessions.

National Handloom Day 2023 was celebrated along with the inaugural of Handloom Lab at Kumaraguru College of Technology. A Cube (Equip) Engineers, Coimbatore sponsored a major part of the lab that was established under the AICTE - IKS funded ongoing project. The Handloom Lab signifies the institution's commitment to preserve traditional crafts and develop the handloom industry. The handloom day was felicitated by industrialists, crafts council and academicians. Eleven handloom weavers and dyers from Pollachi and Bhavani clusters were appreciated for their contributions towards sustaining the handloom industry and awarded certificates.



International Connect

- Summer school at the University of Leeds offers a vibrant and enriching academic experience amidst the sunny backdrop of campus life. Two students from MBA (KCT Business School), one from MBA-IEV Goutham T (22MBA179) & Lakshmi Priya M (22MBA067) were part of this enriching learning process.
- KCT Business School organised 'Case Conclave 2023' in knowledge partnership with The Case Centre, UK. The inaugural address was delivered by Ms. Vicky Lester, CEO, The Case Centre, UK who explained the support offered by her organisation for case teaching as well as for developing new cases. 30 Research scholars participated and 18 cases were presented.
- 56 students of KCT Business School were part of the International Immersion Program at Dubai, in collaboration with Global Innovation Hub, Rochester Institute of Technology, Dubai, where students delved deep into the realms of innovation, technology, infrastructure, and sustainable development in Dubai and Sharjah



Alumni Relations

A workshop titled “SQL Fundamentals: Unleashing the Potential of Data,” was conducted by Mrs. Sangavi Loganathan, a Senior Consultant in Strategy Analytics and cognitive at Deloitte. Practical applications of SQL in various domains, particularly in banking, IRCTC, e-commerce, hospital records, and educational institutions were discussed.



Mr. Ashok Bhojan, a Credit Relationship Manager at Canara Bank, Coimbatore, and an esteemed alumnus of KCT.BS, from Batch of 2013 addressed the students on Career Planning & Management

Mr. Reshap, a versatile alumnus of KCT.BS from the batch 2021-2023, is fostering a conducive learning environment that facilitates continuous improvement and a deepening understanding of chess principles among its participants

Ms Madhushri from the batch 2020-2022 working as a Data Analyst in TCS, delivered a Guest lecture on the transformative potential of machine learning in the aviation industry for MBA II-year students on November 23, 2023.

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.

Student Profile of Batch 2023-25

ADMISSION WINDOW

Management Quota: **60%**

Government Quota: **40%**



GENDER RATIO

Female :97

male : 91

EDUCATIONAL BACKGROUND

Engineering- 26

Commerce 92

Science 32

Arts 39



WORK EXPERIENCE - 23 STUDENTS



Student Centered Activities

Swagatham

On the landmark 40th year, Kumaraguru College of Technology (KCT) recorded the highest enrolment of students. Over 220 students joined KCT Business School on Swagatham 2023, September 05, 2023. Through Swagatham, the freshers are formally inducted into the Kumaraguru ecosystem. “Feel very special that you are part of the 40th batch of the institution,” said Shri Shankar Vanavarayar, Joint Correspondent, Kumaraguru Institutions. He reiterated that the Founder of Kumaraguru Institutions, Arutchelvar Dr N Mahalingam believed that an institution like KCT would ensure the empowerment of thousands of young people. After 40 years, his vision has become true. He emphasized the students to work towards making India a world leader, Shri Shankar Vanavarayar said that KCT looks at the students as partners and not mere receivers of ideas from the institution. KCT Swagatham 2023 was presided over by Shri M Balasubramaniam, Correspondent, Kumaraguru Institutions.



Ignite '23

The freshers underwent a four day long Ignite Boot Camp designed to guide the freshers into the world of opportunities, help them understand their self, explore possibilities, and transform their lives in the campus. - Ignite was an opportunity for the students to know their personal interests, understand KCT to explore, innovate, invent and to learn and connect themselves with the opportunities provided. It enabled them to accept the change and be an active part of the Ignite's vision is to make the Freshers comfortable with KCT Campus life. Ignite being fully managed by senior students of the institution, it served as a platform for the freshers to interact with their seniors.



Student Association Investiture

The Student Association (SA) inauguration of KCT Business School marked the commencement of a dynamic year for the student office bearers. The Chief Guest of the day - Mr Sairam Natarajan, Chief Operating Officer of Mindei, delivered an inspiring address, sharing his expertise and experiences on leadership and how opportunities like the student association commits students' to a bigger purpose in life. SA members 2023 -24 were appreciated and invested with responsibilities by Mr. Sairam Natarajan and Dr. Mary Cherian.

Ms.Sasthikaa, President of the Student Association offered a glimpse into the future initiatives the Student Association have in store for the year. Ms.Shruthi Sangamithraa, Vice President of the Student Association offered the acceptance speech on behalf of SA members. The event concluded with gratitude expressed by Chief Events Officer Ms. Vinothini. The successful inauguration set a positive tone for the upcoming initiatives of the Student Association, fostering a sense of unity and enthusiasm among the students.



Recharge 2023

KCTBS organised Recharge 2023, to address the students and parents of batch 2022-24 , on the expectations of the academic year 2023-34. Dr. Mary Cherian, Head, KCTBS welcomed the parents as well as students to the programme and expressed hope that such meetings will go a long way in helping the students in earnestly getting themselves ready for their career. Dr. K.Vignesh, Head-Corporate and Industry Relations, KCTBS advised the students on how to prepare for placement drives and explained the KCTBS norms applicable for participation in campus placements. This was followed by individual meetings between the mentors and the mentees' parents.

Mahatma Gandhi Merit Scholarship

Arutchelvar valued the pursuit of merit, perseverance and achievements in students greatly and was keen on nurturing these attributes in them. It was in this light that the idea of Mahatma Gandhi Merit Scholarship was conceived during 2006-07. Since then Kumaraguru Institutions has rewarded thousands of its students with a scholarship of INR 10,000 each, based on various aspects of their performance in academics, sports and other special achievements. This year 1300+ students received Mahatma Gandhi Merit scholarship of 1.3 Crores. Sixty MBA students from Batch of 2021 –2023 and 2022 – 2024 received the scholarship .



Graduation 2023

The Graduation ceremony for the batch of 2022 on January 21, 2024 at Kumaraguru Campus, marked the culmination of years of hard work, dedication and perseverance. Alumni embraced their achievements, and faculty members joined in the celebration. 126 graduands attended the event and got their degree. Shri Shankar Vanavarayar, Joint Correspondent welcomed the chief guest and gave the presidential address. The chief guest for the graduation day was Mr. S. Swaminathan, Chief Executive Officer, GSI India, Alumni, KCT batch of 1992.



Farewell Batch 2024

The MBA students of the 2022-2024 batch were honoured with a heartfelt farewell event that encapsulated emotions, gratitude, and a celebration of achievements. Dr. Latha A welcomed the student and faculty gathering followed by Sasthikaa (22MBA123) President, and Shruthi Sangamithraa (22MBA135) Vice President of the Student Association reflected on the collective achievements and endeavours of the batch over the past two years. They highlighted how the students set new benchmarks in academics and extracurricular activities, laying a strong foundation for future classes.

Dr. Mary Cherian, HOD, delivered the felicitation address. Faculty members were invited to share their thoughts and extend felicitations to the outgoing batch. Their speeches were nostalgic and cherished, emphasizing the profound impact teachers have on shaping the careers and lives of their students. A special moment was the address by the Joint Correspondent, Shri Shankar Vanavarayar, whose words inspired the students to strive towards their goals with renewed vigour.



Achievers Award for Batch of 2022-2024

Kumaraguru Institutions' Founder, Arutchelvar Dr. N. Mahalingam Ayya was always a pioneer in recognising excellence in individuals and Kumaraguru College of Technology - Business School takes his mission forward by celebrating the shining stars among our graduating Batch of students (2022 - 2024 Batch) by bestowing them with the Achievers Awards. The awards are conferred for students who demonstrate an extraordinary feat of passion, commitment, diligence and dedication in their chosen fields of interest ranging from academics to sports.

S.no	Student Roll no.	Student Name	Award Category
1	22MBA123	Sasthikaa K T	Champion of the Batch
2	22MEV005	Hari Vignesh	Young Business Leader
3	22MBA038	Ebby J	Best Startup Award
4	22MBA172	Vikram	
5	22MBA030	Dhanapriya K	Excellence in Placements
6	22MBA155	Teenuraja R	Stellar Student of the Batch
7	22MBA174	Vinothini B	Special Recognition
8	22MBA096	Prateekshaa T	Special Recognition
9	22MPM013	Nivethitha R R	Special Recognition
10	22MBA102	Ragul G	Excellence in Social Impact
11	22MBA119	Sangam Malla B	Excellence in Sports
12	22MEV023	Trisha	Best Volunteer Award
13	22MBA135	Shruthi Sangamithraa T	Best Volunteer Award
14	23MBA024	Chithambaresh T I	Best Volunteer Award

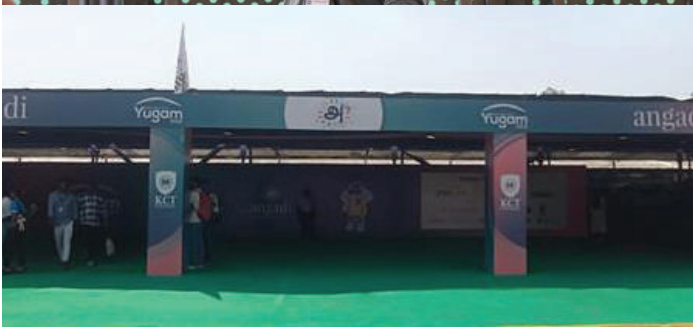
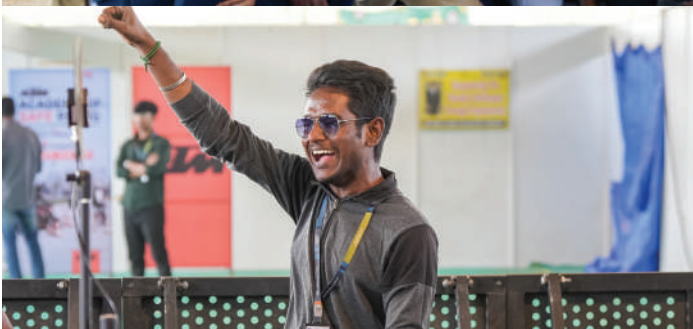


Yugam 2023 - Angadi

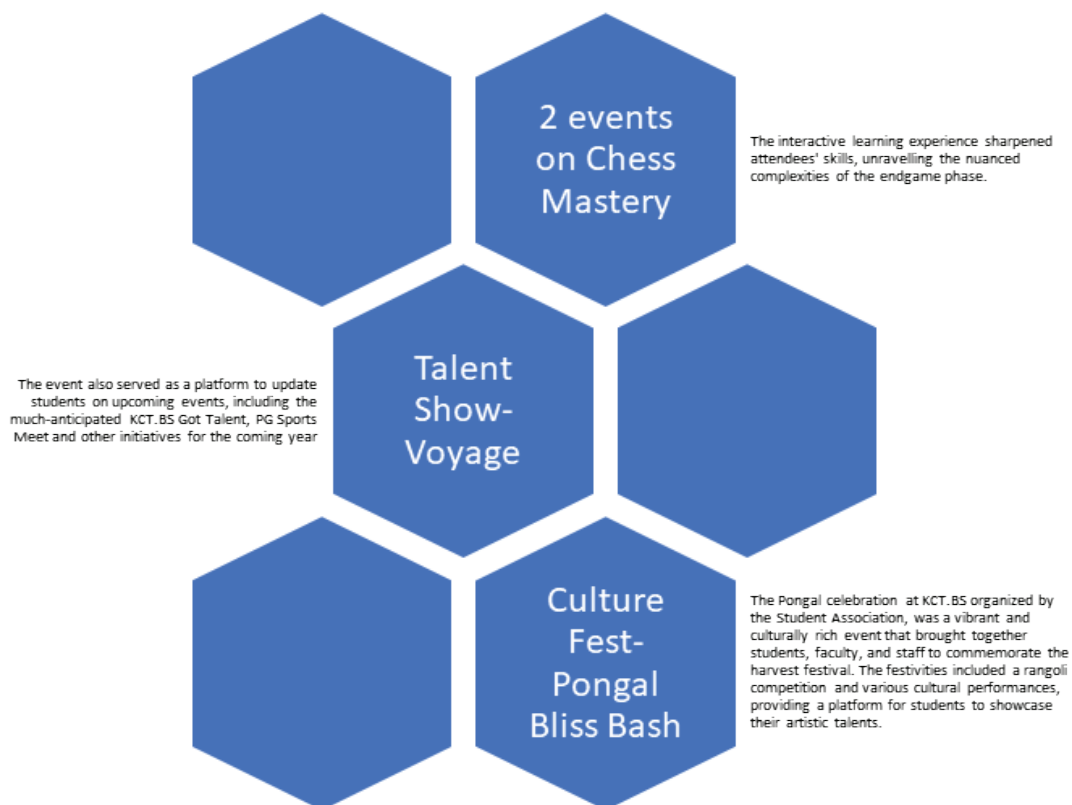
An initiative by the Student Association of KCT Business School since 2012, this student-run trade fair has featured over 300 stalls, a dynamic fusion of 180 commercial and 120 food stalls, creating an eclectic marketplace under one roof.

From FMCG to textiles, crockery to jewellery, ANGADI displayed an array of products and services curated by the entrepreneurial spirit of Kumaraguru's talented students. ANGADI '24 was inaugurated by Mr. Sathish Kumar, Director, ESSEMM Corporation and hosted 60+ stalls of students, NGOs, start-ups, and MNCs to partake in an immersive experience like before. The key highlights include stalls of social impact- Vayujal and E-Waste Collection Drive, MNCs - Fein Power Tools and Aguacalan, Alumni Stalls - Wander with Food and Bakes and Charms, Startups - Zee Taurus and Zahrunmina, Education - Shankar IAS Academy and Educo Consultancy, Automobiles - Toyota, Mahindra and TVS, Financial Institutions - Karur Vysya Bank, ICICI and Muthoot Finance, amongst others.

Beyond the stalls, ANGADI fostered a culture of innovation, encouraging aspirants to explore uncharted territories in the world of business. With a transparent auction process, students bid for their stalls, learning valuable lessons in entrepreneurship, teamwork, and fiscal responsibility.



Student Hive Activities



Academic - Professional Bodies Programs organized

18 students participated in The NHRD Coimbatore Chapter's Learning program on Campus to Corporate Transformational Skills event, held at Kumaraguru College of Technology. Mr. Muralikrishnan, HRBP at Ford and Vice President of NHRD, delivered insightful perspectives on emerging corporate trends, emphasizing the crucial role of transformational skills. The inclusion of real-time examples and interactive sessions facilitated a deeper understanding for participants. Mr. Karunakaran, Deputy Director of Employment and Training, and other NHRD members further enriched the event. Beyond the stalls, ANGADI fostered a culture of innovation, encouraging aspirants to explore uncharted territories in the world of business. With a transparent auction process, students bid for their stalls, learning valuable lessons in entrepreneurship, teamwork, and fiscal responsibility.

KCT Business School conducted a Business Analytics workshop, as a student professional development program. 51 students actively attended the program from various other institutes and embarked on their analytics journey by deep diving into the realms of R programming. The primary focus of the workshop was to provide participants with a detailed view of data analytics using R, its importance in the modern world, and the application of R programming in business analytics.



Prateeksha cleared the very difficult and prestigious CFP first-level exam (Investment Planning Specialist Exam).

16 final-year students have cleared NISM Level 5 Examination conducted by SEBI.

1. Gayathri Manoharan (22MBA043)
2. Shruthi Sangamithraa (22MBA135)
3. Shruthi Maalya (22mba134)
4. Anugraha (22MBA012)
5. Ragul Guna (22MBA102)
6. Vinothini (22MBA174)
7. Ramya (22MBA185)
8. Shruthi. J(22MBA188)
9. Varsinee. R (22MBA165)
10. Nivetha V(22MBA086)
11. Akshayakumar S P (22MBA008)
12. Piriyaatharisini G (22MBA091)
13. Shridharshan R(22MBA133)
14. Santhiya J K (22MBA120)
15. Senthamil Selvan S (22MBA124)
16. Ajay Kumar K (22MBA005)

Student Achievements

1. Student Team participated in “ VYUHA 2024 “ organised by Krishna College of Engineering and Technology - School of Management, Coimbatore and won “Overall Championship Trophy” for KCT. The Participants were from General Management (6 members) and IEV (22 members). KCT - BS bagged the below prizes:

Man of the Match (Best Manager)

- 1st Prize - Akshayaa P 23MBA010 - Cash prize (4000)
- 3rd Prize - Fahmitha Begam M 23MBA043

Finance Frency (Finance Event)

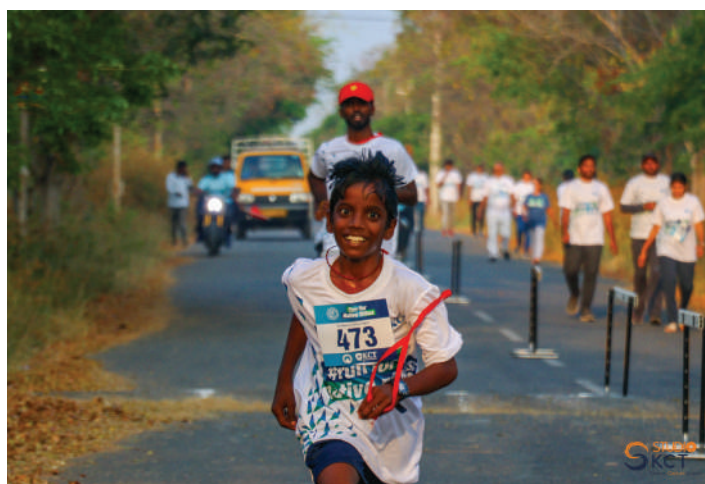
- 3rd Prize - Ajay PS 23MBA006, Babuboopathy E 23MBA022, Sivahaami V 23MBA151.
2. Vinothini B (22MBA174) and Mr. Naveeth Rishwan H (22MBA079) excelled in the KrishYukti 2024 event at Sri Krishna College of Technology on February 08, 2024, securing the top position in the Business Plan competition. Their startup concept, “LEPIDOP,” a Sanitary Napkin Vending Machine, has consistently emerged victorious in all the competitions they have participated in Innovative approach, hard work, and the high quality of their business proposal have earned them the credits constantly.
 3. Suryamani G (23MBA166) has emerged as the second runner-up in “13th CENTIES CHAMPIONSHIP 2024” – Handball tournament held at KPR College
 4. 9 students clinched impressive cash prizes at LITZEAL 2024, organized by PSG College of Arts and Science - Department of English (SF).
 - Winners in Treasure Hunt Aruna S (23MBA05), Janani (23MBA062), Rithanya (23MBA127), and Thanuja S (23MBA174)
 - Runners in Treasure Hunt Ajay.P.S (23MBA006), Arasu.R.M (23MBA013), BabuBoopathy.E (23MBA022), and Jeeva.A (23MBA065)
 - Runner in Extempore Azhagu Shanmathi M B (23MBA021 & BabuBoopathy.E (23MBA022)
 - Runner in Meme Creation BabuBoopathy.E (23MBA022)
 5. The football team of KCT, participated in the Covai Ties Football men’s tournament and won the Champions of the Tournament. MBA student of batch 2023-2025 Abinesh D 23MBA004 was part of the team.
 6. Dinesh Keshavan R 23MBA036 participated in the BSmart Case study challenge that was held at the National level and was awarded as 2nd Prize , a cash award of Rs.3,000.
 7. 2nd prize in the Business Quiz by student team - Dev Sruthan J - 23MBA027, Jeeva A - 23MBA065, Tharani - 23MPM028 at SNS College of Engineering
 8. Shruthi.J 22MBA188 has won the first position in the classical solo dance competition conducted by Team Evoke in Yugam 2024 on March 21, 2024.

9. 36 Students of KCTBS participated in CASCALL'24 organised by PSG College of Arts and Science, and won prizes
- 1st Prize in Snoopers (Cash award Rs. 3,000)
 1. Thaarani S - 23MPM028
 2. Swetha J - 23MBA169
 - 3rd Prize in Treasure Hunt (Cash award Rs. 2,000)
 1. Asvitha J - 23MBA017
 2. Thanuja S - 23MBA174
 3. Aruna S - 23MBA015
 4. Vasikara R - 23MBA180
10. The first-year students' team has won I prize in 'VIMSMART 2K24' an event organized by Vivekananda Institute of Management Studies
- "Best Management Team" with a cash award of Rs.6000.
Ajay PS 23MBA006,
Akshayaa P 23MBA010,
Asvitha J 23MBA017,
Babu Boopathy E 23MBA022,
Jeeva A 23MBA065,
Sivagami 23MBA151
Vinothini B - 22MBA174 has won the title of 'Best Manager' award with a cash prize of Rs.5000
11. Sasthikaa (22MBA123) facilitated a workshop on "Problem-Solution fit and Product-Market fit" for undergraduate students of Business Administration and Mathematics departments of Tiruppur Kumaran College for Women



Outreach

The Run for Native Tribes Marathon, was organized as a part of heightening the impact of Social Immersion Project (SIP) of KCT Business School. With over 600+ spirited participants, this event transcended mere athleticism, embodying a profound commitment to social responsibility and positive change. For three consecutive years, SIP has been a catalyst for transformative change in the Kallar Pudur tribal community. This year's marathon marked a significant milestone in SIP journey, rallying support for 13 developmental projects aligned with the UN SDGs 2030. This mega event not only raised crucial funds but also generated invaluable awareness about the challenges faced by tribal communities. The marathon witnessed an outpouring of support from various stakeholders - Platinum Sponsor - Ezon Energy Solutions, Gold Sponsor - Shankaraas Catering, Silver Sponsors - Ozotec and Janatics, Bronze Sponsor - Carex Services, and other esteemed sponsors and partners who contributed to the success of this event. 'Run for Native Tribe' marathon was conceptualized and organized by Dr. B. Poongodi and Dr. Maria Tresita Paul V., KCT Business School.



As part of the Social Immersion Project, II-year General MBA Students (Batch 2022-24) visited Kallarpudur to study the social set up of the village, in alignment with the SDG topics they are working on. Mrs. Anitha, Self Help Group Leader guided the students to survey the village. The Student Governance team along with the faculty coordinators had a brief discussion on the plan of activities for SIP with the Odanthurai Panchayat Office. KCT Business School has been working for the upliftment of the tribal people of this village since 2021 under the chief mentorship of Dr. Mary Cherian, Professor & Head, KCTBS. This is the second consecutive year that a new batch of students is continuing to work on the identified SDG topics, benefiting the Irula tribes of this village.



KCTBS and the Mahatma Gandhi Memorial Trust in Pothenur collaborated to host a social impact cleaning drive. The initiative was spearheaded by Mr. Anchana Kumar, Head of Projects (Social Services) at CSR Activities, GD Naidu Charities, Coimbatore. 92 first-year MBA students actively participated in cleaning the Madukari forest, joining forces with Madukkarai's forest range officers. Dr. M. Rani, Dr. Vignesh Karthik and Dr. Sivaguru KCT coordinated the event.



Dr. S. Sangeetha and Dr. A. Latha organized a digital marketing training session for members of the self-help groups of Madukkarai Block at Malumichampatti. The session aimed to enlighten participants about digital marketing strategies and various platforms available for effectively promoting their products. A total of 21 members from tailoring self-help groups actively participated in the informative session.



KCT Business School & Department of Fashion Technology with the support of Natural Fibre Research Centre organized a one-day training programme for the handloom weavers of Erode District. The training programme was jointly organized by Dr. B. Poongodi, ASP, KCTBS & Dr. G. Ramakrishnan, Head - NFRC on December 5, 2023. Mr. Pavendhan, A, Dean - Textile Cluster, KCT was the chief guest and Dr. Priyadharshini R, HoD - FT offered the felicitations during the inaugural session. Around 20 weavers along with Handloom Inspector from the office of Assistant Director of Handlooms, Erode were oriented on Entrepreneurship and New product Development at TIFAC - CORE & Handloom Lab Facilities, KCT.



National Skill Development Corporation, Textile Sector Skill endorsed Recognition of Prior Learning, Jacquard Weaver - Handloom training programme was organised for 38 handloom weavers of Kanjampatti, Pollachi. Ministry of Skill Development funds the training and Entrepreneurship funded this 30 hours on the job training programme for handloom weavers under the Prime Minister Kaushal Vikas Yojana scheme (PMKVY 4.0), for which an assessment was conducted on 28 May 2024 by PVR Agencies, Hyderabad. Dr. G. Ramakrishnan, Head (Operations) & Dr. B. Poongodi Head (Business), Centre for Weavers, Kumaraguru Institutions are the facilitator and SPOC for this training programme, respectively.

Centre for Weavers, Kumaraguru Institutions represented by Dr G Ramakrishnan, Professor - Fashion Technology, Head - NFRC and Dr B Poongodi, Associate Professor - KCT Business School, mobilized 480 handloom weavers, hank dyers from Tirupur, Pollachi and Palladam Blocks for the upcoming PMKVY 4.0 Recognition of Prior Learning Training Programme for 2024. Mobilisation was spread through the second fortnight of March 2024. Ms ShriGanapriya, Research Associate, Mr T Deivasigamani, Senior Handloom Weaver, Akshaya M & Pavithra M of I MBA supported the mobilisation programme.



KCT - Business School and Green Era Recyclers organized an E-Waste Collection Drive at Yugam Angadi 2024 at Kumaraguru Campus .As part of CSR initiatives and in alignment with SDG Goal 12 (Sustainable Consumption and Production) the initiative was aimed at raising awareness among consumers about efficient waste reduction, recycling, and responsible e-waste disposal methods. Madhumidha R 23MBA090, Pavithra M 23MBA109, Nivedha J 23MBA106, Padmavasan K N 23MBA108, Kunguma Sandeepan K S 23MBA082 coordinated an E-Waste Collection Drive mentored and organised by Dr. A.D.Shalini Prieya, KCT Business School. This was the first time the E-Waste Collection Drive happened in our Kumaraguru Campus.





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