



Firebird Institute of Research in Management

Coimbatore

Industry Institute Partnership Cell

Content

A. About

B. Team

C. Advisory Board

D. Training - In-plant Training / Internship

E. Industrial Projects

F. Professional Mentorship Program

G. MoU

A. About

The PGDM of Firebird is fully linked with industry. Every student of the Programme would work under the mentorship of a corporate executive. The student would learn practical side of Management from the corporate mentor throughout the two years of the study. The Internship in industry effectively commences for all Firebird students from the first day of their study. While the students internalise management concepts from faculty members, they would get exposed to the practice of management through their corporate mentors.

The Industry Institute Partnership cell identifies the industry expectation and prepare the students for meeting industrial needs. The needs are fulfilled by facilitating internships, corporate mentoring program, CEO Talks, seminars, workshops etc.,. As an institute we believe providing the exposure to current industry practices will make the students industry ready prospect.

### **Objectives**

- To create a platform to link the institution and industry
- To develop the culture of adopting the corporate practices at the campus
- To bring the companies to train the students and equip them for placements
- To encourage the students for real-time internships and in-plant training
- To organize the workshops, seminars, CEO Talks with collaboration with industrial experts and organizations

**B. Team**

*Chief Coordinator* - Prof. Prema Sankaran, Director

*Deputy Chief Coordinator* - Dr. Chetan Bajaj, Dean Branding & Student Empowerment

**Coordinator** - Dr. P. Senthil Prakash, Associate Professor, Marketing Area

**Coordinator** - Mr. Duke Makthiyel Eliyasar, Assistant Professor, Placement and Training

C. Advisory Board

Patrons	Dr. S. K. Sundararaman	Managing Director	Shiva Texyarn Limited
	Sri. C.R. Swaminathan	Chairperson	
Members	Prof. Prema Sankaran	Chief Coordinator	IIPC
		Director	Firebird Institute of Research in Management
	Sri R.G. Chandramogan	Chairman & Managing Director	Hatsun Agro Product Ltd

	Sri K. Ilango	RSM	Autokast Limited
	Sri Jayakumar Ramdass	Managing Director	Mahendra Pumps Pvt. Ltd
	Dr. Kuncheria P Issac	Vice Chancellor	Kerala Technological University
	Sri M. Mahadevan	Chairman	Oriental Cuisines Private Limited
	Dr. Prafulla Agnihotri	Professor	Indian Institute of Management, Calcutta
	Dr. Raj Agrawal	Director – CME	All India Management Association
	Sri C.VR. Rajendran	Managing Director & CEO	The Catholic Syrian Bank Ltd

	Sri C.K. Ranganathan	Founder chairman	Cavinkare Pvt. Ltd
	Dr. B. Santhanam	President of Flat Glass	Saint – Gobain Glass India Limited
	Sri.Siddarth G Sankar	Partner	M/s Sankar & Associates
	Sri G. Soundararajan	Vice Chairman	C.R.I. Pumps Pvt. Ltd
	Sri A. Thothathri Raman	Chairman	SEAA Trust
	Sri G. Vyas	President	Shiva Texyarn Limited

C. Activities

List of Corporate Connects

S. No	Date	Details of the speaker	Topic
	Monday, 5 Oct 2020	Mr. SIVARAJAH RAMANATHAN  Founder & CEO – Native lead	Impact Entrepreneurship
	Friday, 21 Aug 2020	Er. DANESH KANAGARAJ  Founder - Acuity Ventures, 5 time TEDx Speaker  Curator - Youth Leadership Masterclass & Business Story telling Blueprint	4 Secrets to achieve exponential growth!
	Saturday, 8 Aug 2020	Mr. PG KISHORE  MANAGEMENT CONSULTANT/BUSINESS ADVISOR	Retail challenges posed by current pandemic

		<p>CEO-Chemannur International Jewellers (2018-2020)</p> <p>COO-Emerald Jewellery Retail Limited (2016-2017)</p> <p>COO-Dimexon Jewellery Creations Pvt limited (2011-2015)</p> <p>COO-Kirtilals Group (2008-2011)</p>	
	Saturday, 25 July 2020	<p>Ms. DIVYA PARAMESH</p> <p>Strategic HR Business Partner, US Pharmacopeia</p> <p>Washington D.C. USA</p>	Organizational development and strategy - Trends
	Saturday, 18 July 2020	<p>Mr. SANTHOSH KANAGARAJ</p> <p>Founder and Director, UNIFYD Academy of continuing education ( Earlier CSA at Sainsbury's LLC, UK)</p>	Exploring the path towards International career oppurtunities after PGDM
	Friday, 10 July 2020	<p>Mr. MARIO SCHMIDT</p> <p>Managing Director, Lingel Windows &amp; Doors Technologies Private Limited. (fensterbau-lingel, Germany)</p>	Transformational Global Leadership Skills required in the COVID era
	Friday, 3 July 2020	<p>Mr.ARUNBALAJI SELVARAJ,</p> <p>Principal Engineer, Dell EMC, Bangalore</p>	Professionalism



	Thursday, 4 June 2020	Mr. G. SHIVARAJ, university relations media.net	Breaking the myths of MBA
	Saturday, 30 May 2020	Dr. MANJULA JAYARAMAN Former peer team member and member coordinator of NAAC, Former Chairman, Board of studies( UG) in English, Bharathiar University.	The impact of language in socially challenging settings
	Friday, 29 May, 2020	Mr. B. BALA SUBRAMANIAN GM – HR, Redington India Ltd.,	Tell me a Story!

**D. Training - In-plant Training / Internship**

S.No	Student Name	Domine	Company
1	AYDA GHOUSE	FINANCE	Annamalai Capital Services
2	MAHESH S	FINANCE	Annamalai Capital Services
3	SARATHKUMAR .M	FINANCE	Annamalai Capital Services
4	SHIJU CLEATUS	FINANCE	Annamalai Capital Services
5	KAVIN K	MARKETING	Civil Doctor
6	BALAMURUGAN .V	MARKETING	Civil Doctor
7	MOHAMMED THOUFEEQ M	MARKETING	Civil Doctor
8	SAKTHI GANESH S	MARKETING	Civil Doctor
9	SURYA K	MARKETING	Civil Doctor

10	KEERTHANA.R	DIGITAL MARKETING	Shiva Taxyarn e-Comm
11	ASHWATHA.M	DIGITAL MARKETING	Shiva Taxyarn e-Comm
12	KAVITHA K	DIGITAL MARKETING	Shiva Taxyarn e-Comm
13	RAMAKRISHNAN S	OPERATIONS	Flipkart-Warehouse
14	AJAY CHRISTAN F	OPERATIONS	Flipkart-Warehouse
15	THENNARASU S	OPERATIONS	Flipkart-Warehouse
16	YUVARAJAN R	OPERATIONS	Flipkart-Warehouse
17	PRIYADHARSHINI S	ANALYTICS	KAMBAA Incorporation
18	AJAY T	DIGITAL MARKETING	Shiva Taxyarn-Factory
19	MANEESHA P	DIGITAL MARKETING	Shiva Taxyarn-Factory
20	SIVAKALAI K	DIGITAL MARKETING	Shiva Taxyarn-Factory
21	VYSHALI RAJESWARI G. V	MARKET RESEARCH	SkyzHotech Solutions
22	DAYA RAMESH K	MARKETING	Venpep Solutions
23	NIMYA P M	MARKETING	Venpep Solutions

24	NIVETHA. R	MARKETING	VilFresh Laymen Agro Ventures P.Ltd
25	SURYA SIDDHARTH .R	MARKETING	VilFresh Laymen Agro Ventures P.Ltd
26	GOWTHAM S	MARKETING	VilFresh Laymen Agro Ventures P.Ltd
27	HEMANTH .M	MARKETING	VilFresh Laymen Agro Ventures P.Ltd
28	KARTHIK KRISHNAMOORTHY.V	FINANCE	Brickwork Ratings (BWR)
29	NITHYA SRI. T	FINANCE	Brickwork Ratings (BWR)
30	GOWTHAM G R	FINANCE	Brickwork Ratings (BWR)
31	MAJITH HARUN RASHEED	HUMAN RESOURCE	HR - SURVEY
32	JEYASURYA M	HUMAN RESOURCE	HR - SURVEY
33	MOHAN RAM KUMAR R	HUMAN RESOURCE	HR - SURVEY
34	POOJALAKSHMI A	HUMAN RESOURCE	HR - SURVEY
35	RAMYA R	HUMAN RESOURCE	HR - SURVEY
36	SELVAKUMAR R	HUMAN RESOURCE	HR - SURVEY
37	NAGA PRADEEPA S	HUMAN RESOURCE	HR - SURVEY

**E. Industrial Projects**

S.No	Student Name	Domain	Alternate	Location	Start Date
1	MAJITH HARUN RASHEED	HR	CIEL HR	Coimbatore	18-May-20
2	MOHAN RAM KUMAR R	HR	CIEL HR	Coimbatore	18-May-20
3	HEMANTH M	MARKETING	CIVIL DOCTOR	Coimbatore	1-Jun-20
4	KARTHIK KRISHNAMMOORTHY .V	FINANCE	Edelwiess	Coimbatore	26-May-20
5	JEYASURYA M	HR	Flowlink	Coimbatore	1-Jun-20
6	SELVAKUMAR R	HR	Flowlink	Coimbatore	1-Jun-20
7	AJAY.T	DIGI.MARKETING	Gilead Digital	Cochin	18-May-20

8	KEERTHANA R	DIGI.MARKETING	Gilead Digital	Cochin	18-May-20
9	SAKTHI GANESH S	MARKETING	HFFC	Chennai	18-May-20
10	ASHWATHA M	MARKETING	Infinite Machines	Bangalore	1-Jun-20
11	DAYA RAMESH.K	MARKETING	Infinite Machines	Bangalore	1-Jun-20
12	NIVETHA .R	MARKETING	Infinite Machines	Bangalore	11-May-20
13	VYSHALI RAJESWARI .G.V	MARKETING	Infinite Machines	Bangalore	1-Jun-20
14	GOWTHAM G R	FINANCE	JMARATHON	Bangalore	18-May-20
15	MAHESH S	FINANCE	JMARATHON	Bangalore	18-May-20
16	NITHYA SRI. T	FINANCE	JMARATHON	Bangalore	18-May-20
17	SARTHAKUMAR M	FINANCE	JMARATHON	Bangalore	18-May-20
18	SHIJU CLEATUS	FINANCE	JMARATHON	Bangalore	18-May-20
19	AYDA GHOUSE	FINANCE	L & T, Cbe	Coimbatore	1-Jun-20
20	NAGAPRADEEPA S	HR	L & T, Cbe	Coimbatore	1-Jun-20
21	RAMYA R	HR	L & T, Cbe	Coimbatore	1-Jun-20

22	BALAMURUGAN V	MARKETING	METLIFE Health	Chennai	25-May-20
23	KAVIN K	MARKETING	METLIFE Health	Kolkatta	1-Jun-20
24	SIVAKALAI.K	MARKETING	METLIFE Health	Chennai	25-May-20
25	SURYA SIDDHARTH R	MARKETING	METLIFE Health	Chennai	25-May-20
26	MANEESHA P	DIGI.MARKETING	Reach Skyline	Chennai	18-May-20
27	NIMYA P M	DIGI.MARKETING	Reach Skyline	Chennai	18-May-20
28	MOHAMMED THOUFEEQ M	MARKETING	Renault Motors	Bangalore	1-Jun-20
29	GOWTHAM S	MARKETING	Shiksha Ki Chahat	Chennai	25-May-20
30	AJAY CHRISTAN F	OPERATIONS	Shiva Taxyarn	Coimbatore	1-Jun-20
31	RAMAKRISHNAN S	OPERATIONS	Shiva Taxyarn	Coimbatore	1-Jun-20
32	THENNARASU .S	OPERATIONS	Shiva Taxyarn	Coimbatore	1-Jun-20
33	YUVARAJAN R	OPERATIONS	Shiva Taxyarn	Coimbatore	1-Jun-20
34	SURYA K	MARKETING	SIDS Farm	Hyderabad	11-May-20
35	KAVITHA R	HR	SITEL	Chennai	18-May-20

36	POOJALAKSHMI A	HR	SITEL	Chennai	18-May-20
37	PRIYADHARSHINI S	HR	TREKONE ACADEMY	Coimbatore	1-Jun-20

**F. Professional Mentorship Program**

Student Name	Industry Mentor	Designation	Company Name
THENNARASU	Mr. K. Kumar	Deputy Manager	L G Balakrishnan and Bros Ltd,
HEMANTH.M	Mr. Karthik	Founder	Performance Marketing Director, Mouseback,
SAKTHY GANESH.S	Mr. Karthik	Founder	Performance Marketing Director, Mouseback
MANEESHA.P	Ms.Saranya	Founder	Sqenta Technologies, Coimbatore



YUVARAJAN R	Ms. Ninu Elias	Operations Process Manager	Decathlon Sport India, Bengaluru.
AJAY CHRISTAN	Sunny Thomas	Team Lead- Supply chain Analyst,	Unisys Limited

AYDA GHOUSE	Mr.Dayesh Angle	CFO	IBM, India
GOWTHAM.G.R	Mr.Dayesh Angle	CFO	IBM, India
KARTHIK KRISHANAMOORTHY	Mr.Immanuel Peter	Regional Manager	Brickworks Rating, Chennai
NITHYA SRI.T	Mr.Ganesh	CEO	Inbuilding Solutions, Mazark Pte Ltd, Bangalore
SARATHKUMAR M	Mr.Ganesh	CEO	Inbuilding Solutions, Mazark Pte Ltd, Bangalore
MAHESH.S	Mr.Kuthala Sankaran	CFO	Sundaram Industries
SHIJU CLEAUTS	Mr.Kuthala Sankaran	CFO	Sundaram Industries

MOHAMMED THOUFEEQ.M	Mr Lakshmi Narayanan	Consultant	Delloite
ASHWATHA.M	Mr Satish Rao	Asst Manager	Wipro
DAYA RAMESH K	Mr Shyam Nadig	CEO& Global head	Pontton Solutions
AJAY T	Mr. Lakshminarayanan	Consultant	Delloite
VYSHALI RAJESWARI G.V	Mr. Lakshminarayanan	Consultant	Delloite

JEYASURYA	Mr. Raj Kannan	Manager HR	Vision India Electronics Pvt.Ltd, Chennai
SELVAKUMAR R	Mr. Raj Kannan	Manager HR	Vision India Electronics Pvt.Ltd, Chennai
MAJITH HARUN RASHEED	Mr. Vasudevan	Associate Regional Manager	ICIC Prudential Ltd.,. Coimabto

KEERTHANA .R	Ms.Saranya	Founder	Sqenta Technologies, Coimbatore
NIMYA P M	Ms.Saranya	Founder	Sqenta Technologies, Coimbatore

PRIYADHARSHINI.S	Dr. Y.E.Sridhar	Head HR	Cognizant Technology Solutions, Coimbatore
POOJALAKSHMI	Dr. Y.E.Sridhar	Head HR	Cognizant Technology Solutions, Coimbatore
NIVEDHA	Mr Srinivasa Rao	Consultant	Indian Manufacturing Academy
MOHAN RAM KUMAR.R	Mr. Srinivas Rao	Consultant	Indian Manufacturing Academy
RAMAKRISHNAN S	Mr. Srinivas Rao	Consultant	Indian Manufacturing Academy
NAGA PRADEEPA S	Mr. Thilak TS	Deputy General Manager - HR	Larsen and Toubro Limited, Coimbatore

RAMYA.R	Mr. Thilak TS	Deputy General Manager - HR	Larsen and Toubro Limited, Coimbatore
REDDY KAVITHA	Mr. Venugopal	GM-HR	Coimbatore

SIVAKALAI.K	Dr. Lakshmi Subramani	Consultant	Corporate Consultant, Dubai
SURYA SIDDHARATH.R	Dr. Lakshmi Subramani	Consultant	Corporate Consultant, Dubai
BALAMURUGAN V	Mr. Sathyaselan	Branch Manager	State Bank of India
SURYA.K	Mr. Sathyaselan	Branch Manager	State Bank of India
GOWTHAM.S	Mr. Selvakumar	Cheif Leymen Officer	Leymen Agro Ventures Ltd.,
KAVIN.K	Mr. Selvakumar	Cheif Leymen Officer	Leymen Agro Ventures Ltd.,

#### **F. MoU**

1. MoU with Shiva Taxyarn Limited, Coimbatore
2. MoU with Bin Butti Holding Group LLC, Abu Dhabi

