

SRIHER

InSight

**A Bi-annual Newsletter from
Sri Ramachandra Faculty of Management Sciences**

Volume 2
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July 2021



SRI RAMACHANDRA
INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Category - I Deemed to be University) Porur, Chennai

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Message from the Editor

It is our immense pleasure to welcome you to the third issue of our Newsletter “InSight”. While the country is strengthening the health infrastructure to fight the deadly infection, we wish to revert to normal by not forgetting the “culture of change”, driven by the pandemic. Taking inspiration from the change, Faculty of Management Sciences organized many events to ensure that the relevance is taught and learnt. To rekindle the sense of connection with our stakeholders especially during the pandemic, Fit India Series, which SRFMS is committed to, helped everyone to keep the mind and body fresh. While this issue of newsletter was on, we were into the placement drive exploring the right jobs for our graduating batch. Nothing can make us proud than our own students get placed to join the hub of healthcare community. We wish everyone the best and let’s continue to explore our passion.

-The Editor

Message from the Director

The most recent ICMR study revealed that the overall sero-prevalence peaked at 67.6 per cent, during June –July 2021. That implies that 400 million Indians are still vulnerable to COVID-19.

Hospitals treating most patients with COVID-19 have twin financial challenges. The direct costs of caring for COVID-19 patients are obvious. Many such patients are uninsured or require care that costs more than insurance pays. However, the financial effects of postponed non-emergency care are likely to be much larger. Elective care has declined across the country.

We remain optimistic that medical care will return to normal in the coming months. It is perhaps likely that the transition to a new health care equilibrium will last well into mid-2022. Ideally, this time will encourage us to thoughtful discussion of how the intertwined forces currently affecting health care institutions, professionals and practices will lead to sustained improvement of the overall system for delivering care.

India will eventually get through the acute COVID-19 crises but not without fundamental changes to the health care system.

-The Director

COVID-19 pandemic has caused a lot of disruption in everyone's lives and every organization. HR professionals have been working and catalyzing organizational changes. They have great concern on the human resources in the organization particularly about the health and holistic wellbeing of the employees during this pandemic. HR should keep their employees motivated, productive and connected by focusing on certain complex matters on daily basis such as employee engagement, employee support system, leadership support system, maintaining a work schedule, duties and shifts, leave policies, monitoring interpersonal relationships, organizational culture with values, norms and assumptions, talent management strategies to retain top and superior performers, maintain and sustain Social Capital with goodwill, fellowship, sympathy, linkage and shared values, vaccination policies and more. (Brower, 2020b; Lewis, 2020)

The future of work depends on what the organization will do for employees? How will employees work with others and maintain the interpersonal relationship? How employees will adopt the technological changes? How the organization will update and modify its overall approaches? And how are employees going to take advantage of career opportunities? (Brower, 2020a)

Today's struggle and pain due to COVID-19 are forcing a new way of thinking, better approaches, fresh perspective on problems, reducing non-value-added systems and streamline processes to respond more quickly to stakeholders, acceptability of remote work to provide choice and flexibility to employees, enhanced cleaning techniques, leverage technology to connect with new ways and work through challenges, explore new boundaries for key tasks and new start-ups for new jobs and career development.

HR professionals offer some best practices for employers while helping employees to find new ways during this pandemic period. (Marwitz, 2020; TSNE's Human Resources Team, 2020)

1. Creating an emergency response team for providing inputs on revised policies, strategies to manage remote employees, handle the crisis, collecting feedback and maintain equity. HR professionals should meet on regular basis to discuss updates, initiatives and communication strategies.
2. The HR professionals should make deliberate communication to build trust. All communication should be thoughtful, clear, concise, accurate, consistent, transparent and to be distributed uniformly.
3. HR can modify leave policies and practices to manage paid sick leave, family leave related to COVID-19, Medical leave to address emergencies of employees and their family members.
4. Work from home is a new concept for many organizations and done it the first time with a lot of challenges. HR should work with the IT department to prepare remote access, internet and intranet connectivity, online security policies for remote work for employees using personal devices, employee technology expenses (Wi-Fi, Mobile phone usage charges etc).
5. Employee wellness and safety initiatives must be taken care of by HR when employees are back in the office after working from home. Frequent updates to be made on safety benefits plan such as wellness programs, sanitary health practices, safety and health equipment and insisting to follow WHO guidelines on COVID-19 Health and safety in the workplace. (World Health Organization, 2020)

6. HR has to review the details of salary, wages, and work load and duty considerations. HR needs to regulate the workload and duty roaster and to ensure that the employee cannot work while on leave due to health concerns or personal reasons. Performing work during the pandemic time will trigger pay so it is essential to differentiate exempt employees and non-exempt employees and the salary need to be paid based on their workload.

7. The HR should ensure to implement the COVID-19 Vaccines operational guidelines. (Ministry of Health & Family Welfare, 2020) The HR has to make necessary arrangements for the employees and their family members to receive the vaccination. If any employee seeks exemption or non-compliance from the requirements due to medical reasons or any specific reasons, they can be facilitated by the HR department without causing any undue hardship or threat to the health and safety of other employees. (Susan M. Miller et al, 2021; World Health Organization, 2021)

8. HR needs to monitor changing laws and be ready to adjust HR policies to ensure the successful functioning of the organization.

Overall, HR is one of the key influential roles to ensure the growth and success of any organization. Most importantly, HR is expected to showcase their humanity and compassion during this and beyond the pandemic. The employer and the employee need to keep their expectations realistic and develop a growth mindset. Everyone believes this current pandemic crisis will eventually pass and we are moving towards new normal. There are many reasons to believe that our future work environment will be safe and bright.

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I believe we can incentivize more affordable health care in general by better regulating insurance and creating meaningful competition for health care services.

-Amy Klobuchar

Access and affordability to health services is a basic right for everyone in a country. India has made a significant leap in improving the accessibility aspect of health; however, the affordability of health is still a long way from being fixed. The average Indian family is only as rich as the next illness as health expenditures push people below the poverty line every year. A recent news article notes that about 50-60 million Indians fall into poverty due to the high out-of-pocket health expenditure;[1] This raises questions on health inclusion across different strata of the society.

Microfinance plays a crucial role in financially empowering people who are deprived of access to financial services. Micro Financing Institutions (MFIs) target people who come from the unemployed or poorly employed segment. 85% of the beneficiaries of MFIs are the women who use the money to run their daily life and plan small financial backups for various expenses. Despite the struggles that MFIs went through in the COVID period, they can support deprived and low-income people who do not have access to financial services. For instance, in a recent study, Naikade (2021) [2] found that 70% of the women (in his study sample) who have access to microfinance use it for medical expenses. He notes that microfinance will play a crucial role in the post-pandemic period.

MFIs have the scale and opportunity to offer various allied health products like health insurance covers to improve financial inclusion for health. These offerings can combine the power of microfinance and health to reduce poverty-driven healthcare costs. [3] Despite these facts, the uptake for MFI based insurance schemes is low. Banarjee, Duflo, and Hornbeck (2014) [4] noted a need to create demand for MFI led health insurance before closing this on a case of adverse selection. One way is it segments the “topping up” that microfinance offers to the out- pocket expenditure for health. Understanding what is share or which components of health expenditure are supported by funds acquired through microfinance funds is critical to improving health affordability during this post-pandemic recovery period.

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Coping up with COVID

Rochana BKN & Nobin Karthik R

Final Year MBA

At the start of the Covid - 19 pandemic, most of us were clueless on how it would turn our lives upside down. Pandemic scenarios like lockdown, work from home, financial stress, and unemployment haunt us. The emotional duress and anxiety the pandemic caused are immense.

More than 31 million confirmed cases of COVID-19 in India and over 400 deaths attributed to the disease. The vaccination processes to reduce the severity of the disease and vaccination camps are set up across India to speed up the process.

We still are clueless about how long this will last and how bad things might end up, but it is essential to understand and manage your anxiety and stress. SRMC Covid affected students open up." I was in shock at first and went numb, But I stayed strong and acted as a support to my family, and never allowed any negative thoughts at first. We slowly recovered back to our strong selves." said a 24-year-old student, whose family was affected by Covid.

Also, "Initial days of the infection his not vulnerable, once the affected individual prolongs with 7-8th day, the severity increases, tiredness, severe cough, breathing difficulty, headaches are all seen to occur at once which makes us suffer a lot." said another student.

Though it is entirely natural to feel anxious and stressed during these painful times, there are healthy ways to cope. WHO and Doctors suggest taking care of mental health is necessary for this pandemic.

Some of the ways to cope up with anxiety are:

1. Take breaks to relax and unwind through yoga, music, gardening, or new hobbies.
2. Find new ways to safely connect with family and friends, get support, and share feelings.
3. Treat yourself to healthy foods and get enough sleep.
4. Take care of your body and get moving to lessen fatigue, anxiety, or sadness.
5. Exercise regularly and make your mind calm and keep away from negative thoughts.

Also, we like to add things not to be do during this pandemic,

1. Eating fast foods / Sweets.
2. Use of alcohol / smoking
3. Skipping regular time of sleep

If you are in crisis, get professional help from a trained counselor. Counseling helps affected people who are at the risk of suicidal thoughts.

Covid-19 became an unprecedented disruption to all areas of the healthcare industry in 2020, in a very short period of time. Fortunately, the world is now repairing the damage. One of the most common types of artificial intelligence in healthcare is machine learning.

Precision medicine is the most common application of traditional machine learning in healthcare. Many healthcare organizations will benefit greatly from being able to predict which treatment procedures are likely to be successful with patients based on their make-up and the treatment framework. The majority of AI in healthcare that employs machine learning and precision medicine applications necessitates data for training, the outcome of which is known. This is referred to as supervised learning.

Although the adoption of digital tools in the healthcare industry has been slow in the past, innovation is now critical. We cannot deny the role of digitalization in keeping the world united, even when we were all trapped inside our homes during the pandemic.

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EDUFUTURE AWARD

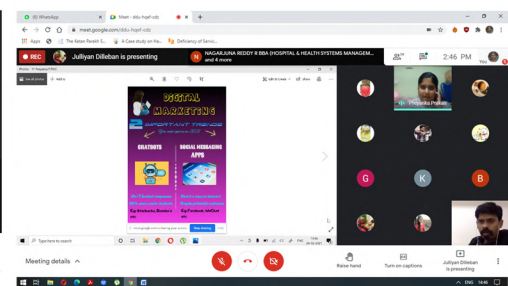
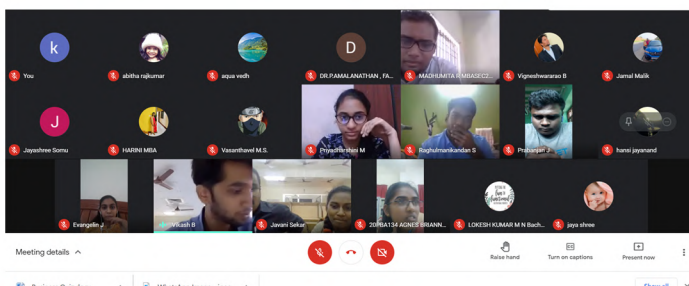
Sri Ramachandra Faculty of Management Sciences was awarded “The Edufuture Excellence Awards” under the category of “Emerging Public Relations Management College” by Zee Business News Channel.



ETHOZ 2021 – A MANAGEMENT FEST OF SRFMS

ETHOZ is an annual flagship event organized by the students of SRFMS since 2013. ETHOZ 2021 was organized on the virtual platform on February 26th 2021. It aims to showcase the talents of individuals with events like Best Manager, Photography and Business Quiz, etc. To focus on group ability and cohesiveness, events like Adzap and Lights Camera Action were organized. ETHOZ 2021 is on the theme “Battle in the New Normal’. Around 300+ participants from 20+ colleges participated in the event.

The event was inaugurated by Mr. A. D. Padmasingh Issac, Chairman & Managing Director of Aachi Group of Companies, explained about the success of Aachi group of companies which yielded 38% of profit during Covid and he quoted about “Battle in new normal” during the pandemic period. Events like Best Manager, Business quiz, Connexions, JAM, Photography, Poster Presentation and Adapt tune were conducted by panel of eminent judges. The sign-off message during valediction was given by the chief guest Mr. Sathish Raj, CEO, E-Crusaders. The overall winner for ETHOZ 21 was won by SSN School of Management and the overall runner for ETHOZ 21 was won by Xavier Institute of Business Administration.



ICAI THEMATIC PANEL DISCUSSION

A Critical Review on Health & Wealth of Human Capital in Marching Towards Aspirational India

Sri Ramachandra Faculty of Management Sciences, in Collaboration with Institute of Cost Accountants of India (ICAI) organized a thematic panel discussion on the topic “A Critical Review on Health & Wealth of human capital in marching towards Aspirational India” on 8th February 2021. Dr Selvam Jesiah, Vice-Principal, Sri Ramachandra Faculty of Management Sciences (SRFMS), welcomed the gathering. Dr P. V. Vijayaraghavan, the Vice-Chancellor Sri Ramachandra Institute of Higher Education and Research, delivered the Inaugural address where as Dr KC John, Director, SRFMS delivered the special address. CMA P. Raju Iyer, Vice President, ICAI [Chairman – IAASB & Agricultural Task Force] delivered the presidential address and initiated the panel discussion with the opening remarks on “Health and well-being”. CMA K Ch a V N S Murthy, Central Council Member, Chairman – Journal & Publications Committee, Chairman – Regional Council & Chapter Co-ordination Committee, spoke on “Financial capital & Infrastructure for Health Care & Allied Sectors. CMA Chittaranjan Chattopadhyay, Central Council Member, Chairman – Banking Financial Services Insurance Committee, Chairman – Indirect Taxation Committee, spoke on “Inclusive Growth & SDG’s - Future for Healthcare & Other Sectors”. Shri. Raghavendra Prasad, Management Expert & Consultant, Founder & Managing Director – CEO, Wifin Technologies, Astraquick Digi Solutions Private Limited, Chennai, spoke on Technology & AI’s Driven path for Healthcare & Allied Sectors”. CMA Rakesh Shankar Ravisankar, Member – IAASB & GST Expert was the moderator of the panel discussion. Dr. Poornima A.S proposed vote of thanks.

Women’s Day Celebration

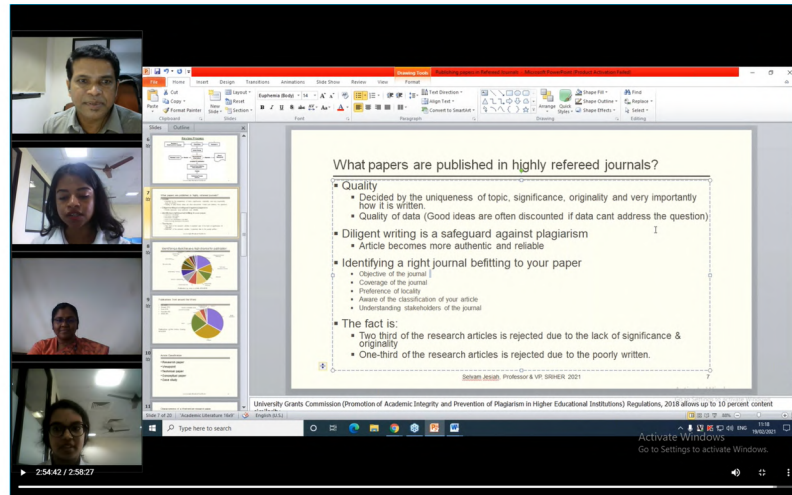
As a part of Womens’ day celebration on 8th March, 2021 Mrs Kadambari Umapathy, Founder of Women Entrepreneur Development Organisation (WEDO) delivered a lecture to MBA students.



WEBINAR SERIES

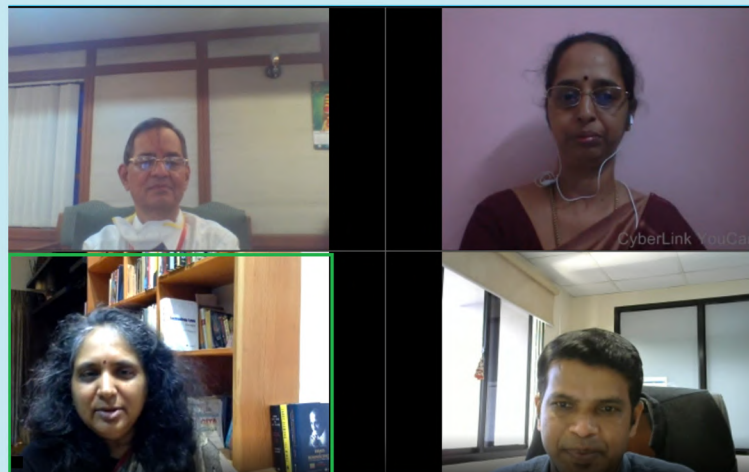
Research in Healthcare Using Secondary Data

Faculty of Management Sciences organized a webinar on “Research in Healthcare using Secondary Data” on 19th February, 2021. Dr. Valarmathi, Research Officer, The Tamilnadu Dr. M.G.R Medical University and Dr. Ilavenil, Reader and Head of Department of Anatomy, Ramakrishna Dental College and Hospital, Coimbatore were the resource persons. 371 participants participated and benefited from all over India.



Sensitive Personal Data and Health Responsibilities and Liabilities

SRFMS organized a webinar on “Sensitive Personal Data and Health - Responsibilities and Liabilities” by Ms. N. S. Nappinnai, Advocate, Supreme Court on 28th May, 2021. She is a Supreme Court Advocate and founder of Cyber Saathi™ (www.cybersaathi.org), a senior and renowned lawyer (since 1991) focusing on litigation and policy work, apart from her social responsibility engagements for training judges, police, armed forces, students and industry. Her session focused on three different aspects actual cyber law cases, a policy maker perspective, and as a Cyber Saathi to spread the cyber law and the impact to the public. She walked the participants through the law what it is to health, what is that one can expect possibly as a law that is evolving in future in terms of data protection, what is the impact of cyber security and cybercrime in the context of health data and privacy, and finally in terms of the role those emerging technologies play in health data as an enabler, the risks and concerns that come with it.



Corporate Relations Webinar

The Corporate Relations Club of Sri Ramachandra Faculty of Management Sciences in association with the Institute of cost accountants of India organized a career guidance talk on 22nd April 2021. The session was based on placement opportunities for students specializing in Health Care Finance.

The speakers of the event were Health Care costing expert and General Manager, costing of Apollo Hospitals, CMA S. Bhargava and Md and Ceo of Astra Quark Digi Solutions Pvt Ltd And Wifin Technologies (India) Pvt Ltd, Sri Raghavendra Prasad.

Dr. K. C. John, Director, Sri Ramachandra Faculty of Management Sciences, SRIHER (DU) commemorated the event with a welcome address. Corporate Relations Club incharge Dr. Poornima, Assistant Professor – Sri Ramachandra Faculty of Management Sciences and Coordinator Dr. Zahra S conducted the event. The students of the department, Shania Susan Philip, Dr. A.Julliyam Dilleban , Dhanushya Venkat, and Madhumita took part in the session by hosting the event.

CMA S Bhargava started the session with an elaborate talk on job opportunities in healthcare. He talked about how finance in healthcare differs from other work profiles. He also explained to the students on the required key skills and what hospitals specifically look for in nurturing MBA finance students. S Bhargava talked about three aspects in finance- Core financial Accounting, Cost Accounting, Business finance. He prepared the students about the importance of decision-making in an organization.

Guest Lecture

Mr. Yelchur Dwarakanath delivered a guest lecture on ISO 9000 and 14000 and Overview on industry 4.0 on 20th of March, 2021. Yelchur Dwarakanath is a Management Consultant and Business Strategist with 33 years of experience in management consulting. He is skilled in Management Systems & Strategies, Concurrent Engineering, Lean Management, and Business Process Re-engineering.



MOUS SIGNED

MoU with Institute of Cost Accountants of India

Sri Ramachandra Faculty of Management Sciences (SRFMS), SRIHER (DU) signed a Memorandum of Understanding (MoU) with the Institute of Cost Accountants of India on 10th February 2021.

The pact is aimed at achieving the excellence in academics and research by both the partner institutes. The MoU was signed by Dr P. V Vijayaraghavan, Vice-Chancellor, SRIHER (DU) and CMA. Biswarup Basu, President, Institute of Cost Accountants of India. Other dignitaries included CMA P Raju Iyer, Vice President, The Institute of Cost Accountants of India, Dr KC John, Director Sri Ramachandra Faculty of Management Sciences, Dr Selvam Jesiah, Vice Principal, Sri Ramachandra Faculty of Management Sciences, CMA Chittaranjan Chattopadhyay, Chairman, Banking, Financial Services and Insurance Committee and Chairman Indirect taxation committee, and CMA Ashwin kumar G Dalwadi, Central council member and CMA Rakesh Shankar Ravishankar, member IAASB.

The prime areas of importance in the MoU were the development programmes and exchange of academic knowledge along with other matters of mutual interests of SRFMS. SRIHER believes that it is important for aspiring business students to gain exposure to the best minds of the field. To facilitate this, SRFMS, SRIHER has been making successful attempts of extending academic and Industrial collaborations with various esteemed institutions.



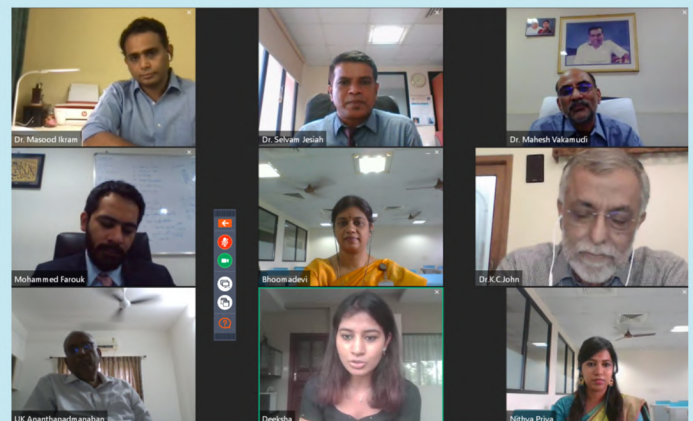
MoU with Mellon. Ai Private Limited

Faculty of Management Sciences signed an MoU with Mellon. Ai Pvt. Ltd a leading expert in Artificial Intelligence and Machine Learning headquartered at Chennai on 18th June, 2021. Dr. Masood Ikram, Director, Mellon.Ai and Our Honourable Vice-Chancellor Dr. P. V. Vijayaraghavan exchanged the MoU. Dr. Selvam Jesiah, Principal, Faculty of Management Sciences was also present.



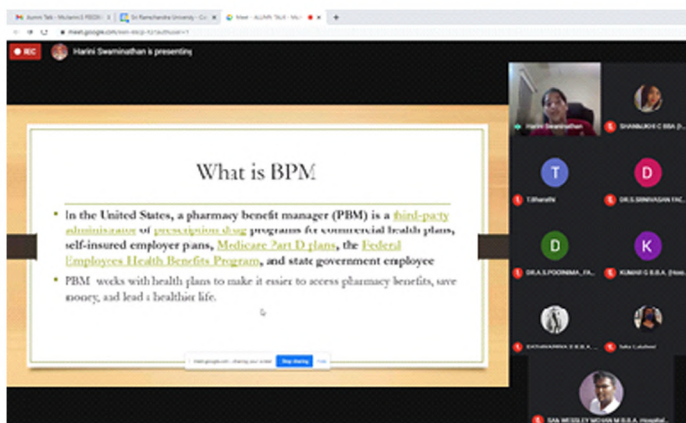
Healthcare Technology Summit 2021

Sri Ramachandra Faculty of Management Sciences, SRIHER (DU) organized a Healthcare Technology Summit on 14th June, 2021. The eminent speakers from Tenx health technology Pvt Ltd, Mellon.ai, Accenture, zMed healthcare technologies Pvt Ltd and Dr. Rela Institute & Medical Centre care were the speakers of the summit. The topics covered were emergence of intelligence in healthcare, new norms need automation, Digital journey, P4 medicine and future trends in EMR, Smart digital ICU, Clinical intelligence - patient journey & patient engagement through personalization.

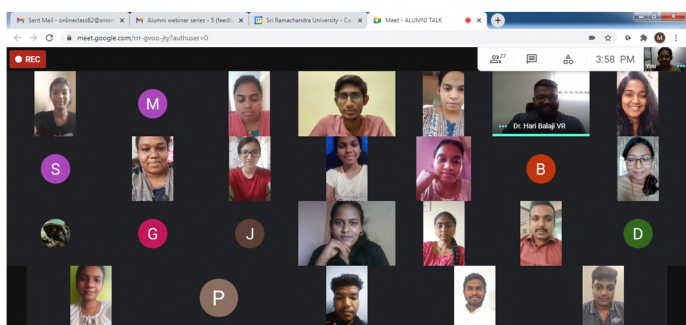


ALUMNI WEBINAR SERIES AND ALUMNI CONTRIBUTION

Ms. Harini Swaminathan delivered a talk on “Opportunities in Pharmacy Benefit Management (PBM)” on 1st March, 2021. She pursued her MBA in SRIHER (Batch 2002-2004) is now a “Client initiative QA tech analyst” in MEDIMPACT HEALTHCARE SYSTEMS located in the United States. 200 students including faculty and alumni members participated in the session and benefited. She discussed the opportunities in Pharmacy Benefit Management for nursing, pharmacy, and healthcare professionals.



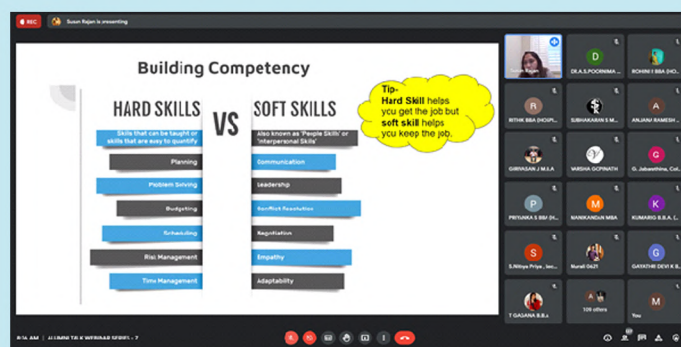
Faculty of Management Sciences – SRIHER organized a webinar on 17th April 2021 on the topic “Solid Waste – A Resource”. All the management students were a part of the alumni talk. The resource person was Dr. Hari Balaji, Alumnus (Batch 2010 -2012) Head of Information, Education and Communication department, Urbaser Sumeet. The Corporate Relations Club of Faculty of Management Sciences in association with the Institute of Cost Accountants of India organized a career guidance talk on 22nd April 2021. The session presented “Placement opportunities for students specializing in Health Care Finance” for which more than 100 students from Sri Ramachandra Faculty of Management Sciences participated.



A webinar on “Role of Accreditation in Hospitals & Challenges Faced during Accreditation Process” was organized on 1st June 2021. The resource person was Ms. Preethi Dharnesh (MBA Alumna 2010-2012 Batch), Quality Manager of Adhiparashakthi Hospital, Melmaruvathur. About 170 attendees were part of the forum.



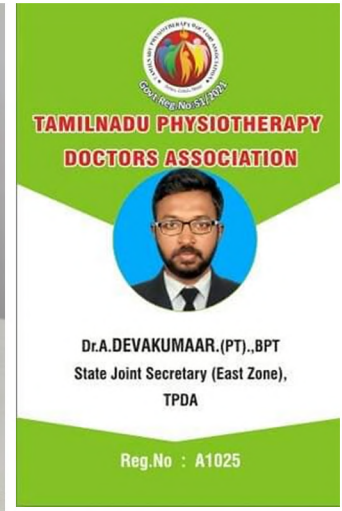
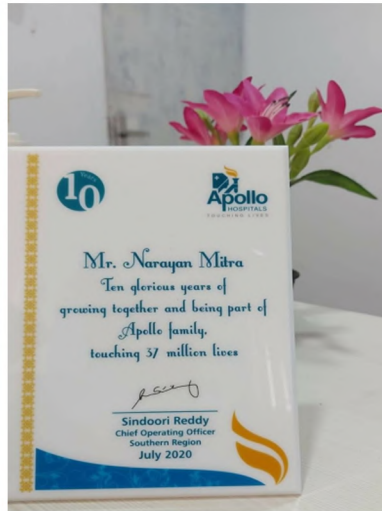
Faculty of Management Sciences organized Alumni Webinar Series on 10th June, 2021 on the topic “Transitioning from the classroom to the corporate”. Ms. Susan Rajan (MBA Batch 2002 -2004) addressed students on the topic. The objective of the session was to introduce the students to learn the skills to face the corporate world. Around 165 students participated in the webinar.



AWARDS AND ACCOLADES OF SRFMS ALUMNI

An alumna of 2002-2004 batch contributed INR 45000 towards the purchase of Oxygen Concentrator for Sri Ramachandra Hospital to help the needy.

Name of the Alumni	Batch	Awards
Ms.Vidhyamani	2006-2008	Selected as CAHO Governing Committee Quality Professional Zonal Representative (Administrative Category)
Mr.Narayan Mitra	2008-2010	Awarded for ten years of service with Apollo family
Ms.Mythili	2009-2011	“COVID WARRIOR 2020” presented by NOBLE HOSPITAL
Dr.A.Devakumar	2009-2011	Selected as State Joint Secretary (East Zone), Tamilnadu Physiotherapy Doctors Association
Ms.Asha	2015-2017	Appreciation for developing website for marketing automation in Apollo Proton Center



CONSORTIUM OF ACCREDITED HEALTHCARE ORGANIZATIONS

22nd April, 2021

GOVERNING COMMITTEE (2021-2022)

Dear All,
Greetings!

I am pleased to inform you that following have been selected for the Governing Committee positions under – CAHO Central, CAHO Healthcare Institutions, CAHO Diagnostic Division and CAHO Quality Professionals Wing.

Congratulations!!

These positions are being filled due to constitutional amendments and the tenure of these posts will be for a period of one year till the next regular election that will be announced in March 2022. You can reapply at that time.

We welcome you in the Governing Committee and hope that you will continue to play a significant role in facilitating CAHO's three divisions to achieve its objectives.

Best Wishes!


Dr. Girdhar J Gyani
CAHO Patron
Election Commissioner

CONSORTIUM OF ACCREDITED HEALTHCARE ORGANIZATIONS

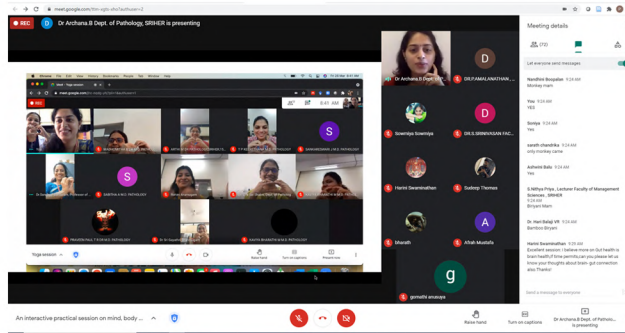
CAHO QUALITY PROFESSIONALS	
Name	Designation
Dr. Anuradha Pichumani	Chairman
Dr. Suvin Shetty	Vice Chairman
Dr. Anna George	Secretary
ZONAL REPRESENTATIVES	
Mr. Awastik Bose	North
Ms. Sudeshna Ganguly	East
Dr. Shashank Devapur	South
Ms. Devasri Chatterjee	West
Dr. Mayank Agarwal	Central
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Dr. Najju Ajumudeen	
Dr. Babu Narayanan	
Dr. Ashok Kumar Khandelwal	
REPRESENTATIVES - Nurses	
Mr. Rakesh Kumar Pathak	
Ms. Pushpalatha M	
REPRESENTATIVES - Paramedics	
Mr. R Manickavasagam	
Dr. Dishant Gandhi	
Ms. Sweta Saket Bandal	
REPRESENTATIVES - Administrators	
Dr. Geeta Fulari	
Dr. Rajesh D Pai	
Ms. Vidya Mani	
Dr. Nidhi Sareen	



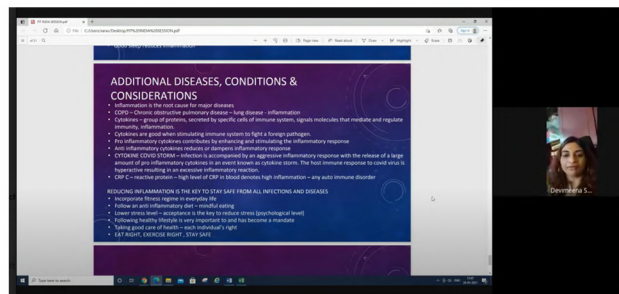
FIT INDIA MOVEMENT SERIES

An interactive practical session on Mind and Body Management in the wake of COVID-19

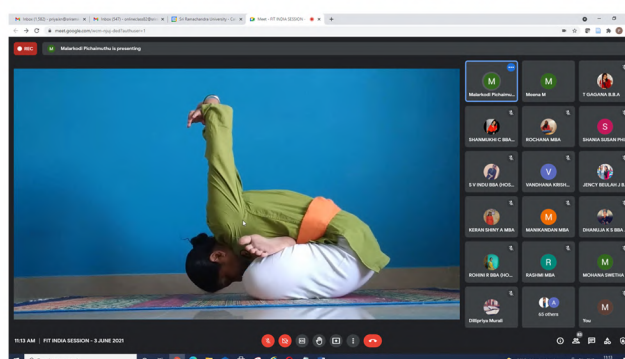
Dr. B. Archana, Guest Speaker addressed our students through an Interactive Practical Session on Mind and body management on 20th April, 2021 where she made the participants to understand how stress affects people during this pandemic. She had a detailed discussion with the students about how mind works when we are stressed. Glimpses on how to improve immunity during pandemic was covered during the session. She also taught the students the importance of physical activity to keep them active during this pandemic and how mind, breath, lifestyle and food habits influence human health, mind and body.



Faculty of Management sciences organized a guest talk on 26th May, 2021 by Ms. Devimeena Sundaram, Strength and Conditioning Coach & Celebrity Fitness Specialist. She addressed our students on “Beating the grody days” explaining the health condition of individuals during Pre and Post COVID-19, somatic health, chronic stress, nutrition for health and well-being, power of physical exercises and importance of sleep. She shared exercises with our students that can be followed on daily basis. More than 100 participants were benefited out of this FIT INDIA initiative of SRFMS.



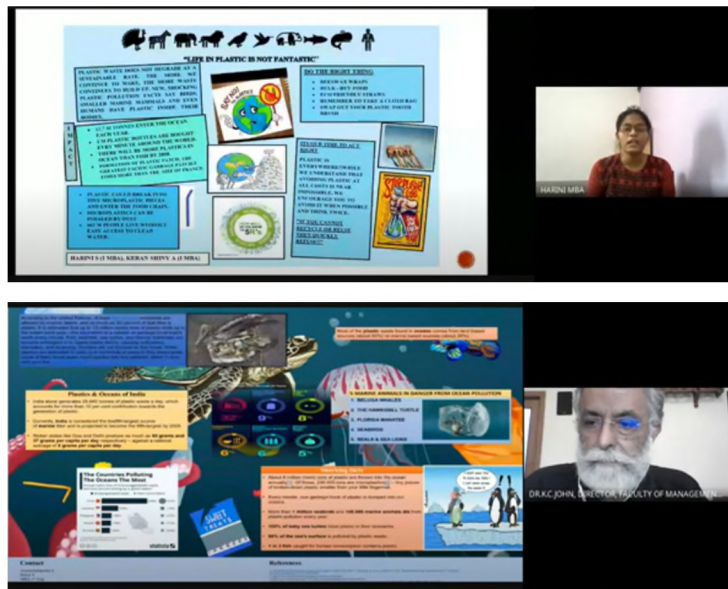
Faculty of Management Sciences organized a webinar on “Yoga during Pandemics: Self-Management of excessive tension and enhancing immunity through yoga” on 28th June, 2021. M. Muthumeena, Gyana Asiriyar, Bangalore centre, Gyanodhayam was invited and she explained the yoga asanas and yoga mudras through demo videos. The session was handled well and was useful for the students. The inputs shared during the session helped the students to keep their mind and body healthy. The students demonstrated interest and enthusiasm throughout the programme. The session was concluded with an interactive session where the speaker responded to the queries of the participants.



STUDENT ACTIVITIES

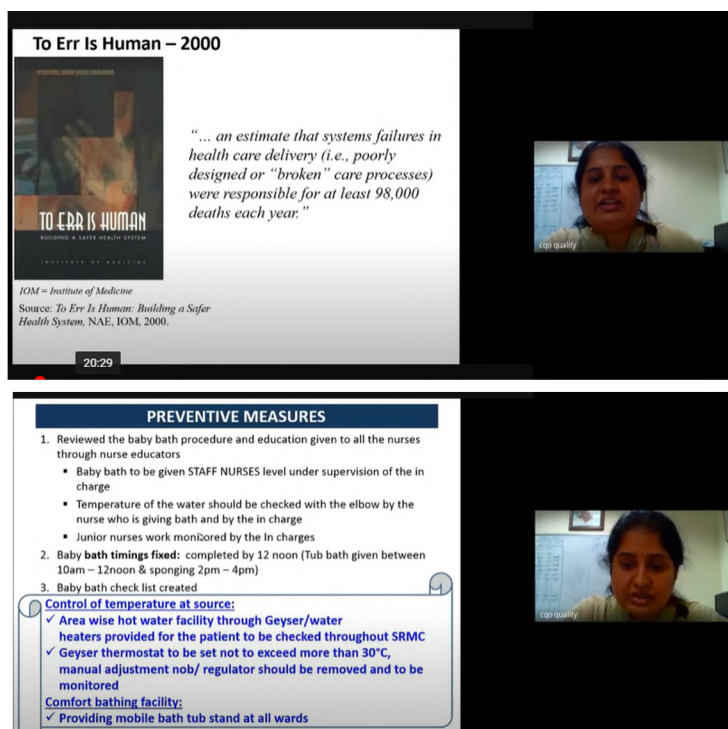
WORLD ENVIRONMENT DAY 2021

Faculty of Management Sciences organized the student development activity on the occasion of “World Environment Day” on 5th June, 2021 on the theme “Ecosystem Restoration”. MBA students presented posters and Dr. M. Tamil Elakkiya, Managing Director, Centre for Excellence in Geospatial technologies (CEG Techs) was invited as the judge for poster presentation. The winners of the event were ED. Gnana Sangeeth Raj and A. Girish and runners were E. Swathi and Dr. A. Aishwarya and Dr. A. Julliyar Dilleban and BKN. Rochana of MBA I year.



ROLE PLAY ACTIVITIES ON CQI

Faculty of Management Sciences organized the student development activity on “Role Play on CQI” on 11th of June, 2021. Ms. G. BhagyaLakshmi, Chief Quality Officer, SRMC was invited to judge the students’ performance. She discussed critical thinking, culture of safety and incident reporting analysis using 3 scenarios.



STUDENT PLACEMENT DRIVE

On behalf of Faculty of Management Sciences, we feel proud to congratulate our management students who got placed in various healthcare forums. The excellence of our hub is visually seen and we wish our graduating MBA participants to be safe and excel in their corporate life. Also we look forward to embrace their fellow graduates and juniors.

Ms.Preethi, Mr.Kiran Kumar, Ms.Janani, Ms.Madhupreetha were given job offers.



Ms.Anu.C.M, Ms.Soundarya Nagarajan, Ms.T.Lavanyaa, Ms.Malini.R, Mr.Syed Inzimamullah, Ms.Krithika.E., Mr. Nivesh Kanna



Ms.Alice Mercydha.S got selected in the interview conducted by Learning app BYJU'S



Mr.Yeshwanth, Ms.Soundarya Nagarajan, Ms.Alice Mercydha.S, Ms.Dharshanya, Ms.Sangeetha.



Ms.Monica.V, Mr. Syed Shameer and Ms.Nila Mathari



Ms.Martina Maicy, Ms.Anjitha Sam, Ms.V.Shalini, Mr.Ganesh.K



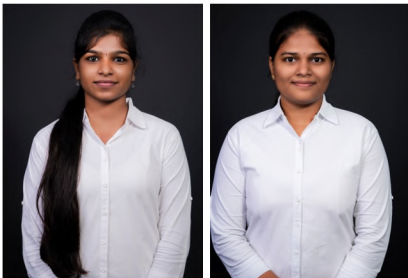
Mr.Mogana Rengan Raja and Mr.Yeshwanth.



Mr.Prabhu Mohan and Ms.Janani Srinivasan



Ms.Sangeetha and Ms.Nandhini Boopalan



IMs.Geethika and Ms.Anjitha Sam



STUDENTS' ACHIEVEMENTS

Ms. P. Hinduja, II BBA won 3rd place in the individual Kata in Salem Open 2021, a National Level Karate Championship organized by Salem District Karate Association and Shyshokai Karate Academy, held at Hotel Shevaroy's Yercaud, Salem, Tamilnadu on 27th and 28th February, 2021.

P. Hinduja of BBA II year won first place in Online Karate tournament conducted in Brazil on 26th June, 2021.

Ms. Theja Shree B of BBA II year won 6th rank in Women on Board organised by IICHe – VIT on 8th March, 2021



CHAPTERS IN EDITED VOLUME

- 1) Dr. S. P.Thyagarajan & Dr. Selvam Jesiah, “Reinventing work culture & career management in response to change in Business in the COVID 19 era and beyond Indian Perspectives”, Bloom's bury publishing India 2021.
- 2) Dr. A. Bhoomadevi, “Communication skills, listening skills and reading skills in Soft skills-Tune up yourself”, Lap Lambert Academic Publishing, Chapter 7, 2021, 978-620-3-20193-2, pp. 117-127.

FACULTY PAPER PRESENTATION

- 1) Dr. A. Bhooma Devi, presented a paper on “Application of Equipment Utilization monitoring system for ICU Equipment using IOT” in International Conference on Machine Vision and Augmented intelligence (MAI 2021) by PDPM IITDM Jabalpur, India on 11th February - 14th February, 2021.
- 2) Dr. G. Jabarethina along with Ms. M. Pavithraa, presented a paper on “Indian Investors' mindset during and post COVID-19” in the Two-day International Virtual Conference on Stand, Start, Strive & Stabilize-Changing Business Scenario in the backdrop of COVID'19 organized by Loyola College, Chennai, India, on 19th and 20th April, 2021.
- 3) Mrs. K. N. Priya, presented a paper on “A study on the application of technology in Healthcare with special reference to Coimbatore city” in the virtual National Conference on Emerging trends in Digital revolution organized by Sankara College of Science and Commerce on 5th March, 2021.
- 4) Ms. S. Nithya Priya, presented a paper on “Process Enhancement in Emergency Department – A Lean Approach” at the Virtual international conference on Artificial Intelligence & its Impact on Transforming business Processes organized by Department of Management, Rathinam college of Arts and Science on 21st and 22nd May, 2021.

RESEARCH ARTICLES PUBLISHED

- 1) Mr. Puneeth Kumar, Dr. P. Amalanathan and Dr. Anil Kumar, “Risk Optimization Analytics: A Case Study on Brown Research Associates India”, International Journal of Social Ecology and Sustainable Development, (Scopus Indexed Journal), Volume 12; Issue 2; April-June 2021, ISSN 19478410 & 19478402; Impact Factor 1.08; Scopus Indexed Journal, US, pp 48-62.
- 2) Dr. P. Amalanathan and Dr. Naseer Mohamed Jaffer , “Retreat of State and Expansion of Corporates in Healthcare Sector even during Pandemic Times- A Study on Kerala”, PENSEE Journal (UGC Care Journal) Volume 51, Issue 2, May, 2021; ISSN: 0031-4773; Impact Factor 0.01, pp 1067-1076.
- 3) Dr. Naseer Mohamed Jaffer, Dr. P. Amalanathan, Mr. Parul Sharma, “Implementation of project management practices in Aerospace manufacturing industry - challenges in pandemic times”, IUJ Journal of Management, June 2021.
- 4) Ananya CV, Dr. A. Bhooma Devi, S. Nithya Priya, “Knowledge, awareness and perception of health insurance among insured in a tertiary care hospital”, International Journal of Management (Scopus Indexed), Volume 12, Issue 1, January 2021.
- 5) M.Mohana Preethi, A. Bhoomadevi, “Electronic Medical Records over manual documentation of in-patient records: a scientific insight”, Turkish Journal of Computer and Mathematics Education (Scopus Indexed), May 2021, Vol.12 No. 11 (2021), pp 3274- 3285.

6) Dr. G. Jabarethina and Dr. A.S. Saranya, “Organizational Citizenship Behaviour and its effect On Organizational Performance at Select Corporate Multispeciality Hospital”, Solid State Technology, Volume: 64, Issue: 2, April 2021, (Scopus), ISSN 0038-111X, pp.5163-5173

7) Dr. S. Srinivasan, R. Sugirtha, M. Babu, J. Gayathri and G. Indhumathi, “Futures Market Hedging in Indian Commodities Market- A Comparative Study on Spot and Futures Price”, Academy of Strategic Management Journal, Vol. No: 20, Issue Number: 2, April 2021.



AWARDS AND ACCOLADES OF FACULTY MEMBERS

Dr. A. Bhoomadevi, Associate Professor received the Global Faculty Award 2020 in the Global Faculty Conclave (online), held on 11th April, 2021.

FACULTY MEMBERS INVITED AS GUEST SPEAKERS

1) Dr. Selvam Jesiah, an invited speaker for “A Five Day National Level Online FDP” on the topic “Redesigning Business Education Gen Z” organized by Xavier Institute of Business Administration (XIBA) on 14th June, 2021.

2) Dr.G. Jabarethina, an invited speaker on the topic “Basics of Entrepreneurship” was organized by M.Kumarasamy College of Engineering, Karur, Tamilnadu on 10th May, 2021.

3) Dr. A. Subashree was invited as resource person for a webinar organized by Bharath Institute of Higher Education and Research on the topic "Protecting Businesses with Cyber Security" on 12th April, 2021. She was also invited as resource person for a webinar organized by Nehru Centre for Women Excellence and Youth Red Cross of Nehru Arts and Science College on the topic "Protection of Women and Youth against Cybercrimes" on 23rd June, 2021.

4) Ms. K. N. Priya, Assistant Professor, Faculty of Management Sciences, an invited speaker for a webinar on the topic “Fueling Entrepreneurship Journey” organized by Dr. N.G.P. Arts and Science College on 8th June, 2021.

MEMBERSHIP IN PROFESIONAL BODIES

1) Ms. K. N. Priya associates with Academy of Hospital Administration as a Life Member from 13th June, 2021.

FDPs AND MDPs PARTICIPATION

1) Dr. G. Jabarethina, Assistant Professor completed AICTE Training and Learning (ATAL) Academy online FDP on “Research Methodology and Scientific Writing for Engineering and Management” at Atal Bihari Vajpayee – Indian Institute of Information Technology and Management (ABV-IIITM) from 16th February to 20th February, 2021.

2) Dr. G. Jabarethina, Assistant Professor participated in Faculty Development Programme on “A Five Day National Level Programme” in “Redesigning Business Education – Gen Z” organized Xavier Institute of Business Administration (XIBA) from 14th June to 18th June, 2021.

- 3) Dr. S. Srinivasan, Assistant Professor completed AICTE Training and Learning (ATAL) Academy online FDP on “Research Methodology and Scientific Writing for Engineering and Management” at Atal Bihari Vajpayee – Indian Institute of Information Technology and Management (ABV–IITM) from 16th February to 20th February, 2021.
- 4) Dr. S. Srinivasan, Assistant Professor completed AICTE Training and Learning (ATAL) Academy online FDP on “Demystifying Financial risk Management” at New Delhi Institute of Management from 07th June to 11th June, 2021.
- 5) Ms. K. Rohini, Assistant Professor has participated in Faculty Development Programme (Virtual) organized by LIBA on “Thesis writing” held on 21st April 2021.
- 6) Ms. K. Rohini, Assistant Professor participated in Faculty Development Programme on “A Five Day National Level Programme” in “Redesigning Business Education – Gen Z” organized Xavier Institute of Business Administration (XIBA) from 14th June to 18th June, 2021.
- 7) Ms. K. N. Priya, Assistant Professor participated in Faculty Development Programme (Virtual) organized by LIBA on “Thesis writing” held on 21st April 2021.
- 8) Ms. K N Priya, Assistant Professor participated & completed successfully AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Structural equation modelling" from 17th May to 21st May, 2021 organized by Manipal Institute of Management.
- 9) Ms. K N Priya, Assistant Professor participated & successfully completed AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Research Methodology & How to Excel in Publishing Research Papers" from 21st June to 25th June, 2021 organized by Xavier Institute of Management and Entrepreneurship.
- 10) Ms. K. N. Priya, Assistant Professor participated in Faculty Development Programme on “A Five Day National Level Programme” in “Redesigning Business Education – Gen Z” organized Xavier Institute of Business Administration (XIBA) from 14th to 18th June, 2021.
- 11) Ms. K. N. Priya, Assistant Professor participated in Online Management Development Programme on Healthcare Operations Management – Techniques and Applications organized by IIHMR Jaipur, held on 24th June to 27th June, 2021.
- 12) Ms. Bharathi Thiyagarajan, Assistant Professor participated in Faculty Development Programme (Virtual) organized by LIBA on “Research and Publication Ethics” held on 13th February 2021.
- 13) Ms. Bharathi Thiyagarajan, Assistant Professor participated in Faculty Development Programme (Virtual) organized by LIBA on “Thesis writing” held on 21st April 2021.
- 14) Ms. Bharathi Thiyagarajan, Assistant Professor participated in Faculty Development Programme on “A Five Day National Level Programme” in “Redesigning Business Education – Gen Z” organized Xavier Institute of Business Administration (XIBA) from 14th June to 18th June, 2021.
- 15) Ms.S. Nithya Priya completed Faculty Development Programme (Virtual) on “Research and Publication Ethics” held on 13th February 2021 at LIBA.
- 16) Ms.S. Nithya Priya completed Faculty Development Programme (Virtual) on “Quality Research” held on 26th and 27th April 2021 at LIBA.

ABOUT SRFMS

Sri Ramachandra Faculty of Management Sciences (SRFMS) is a unit in Sri Ramachandra Institute of Higher Education and Research (SRIHER), a Deemed to be University (formerly known as Sri Ramachandra University), ranked among the top health sciences universities in India. SRIHER has been accredited (cycle-3) by National Assessment and Accreditation Council (NAAC) with A++ Grade and placed in category-I Universities in India by the UGC and ranked 28 among Universities in NIRF-2020. SRFMS, established in the year 2001, is one of the leading management hubs in India offering very unique programs in the field of Hospital & Health Systems Management.

SRFMS offers a Two-year Full Time MBA (Hospital and Health Systems Management) programme approved by AICTE, New Delhi in December, 2001 and a three-year B.B.A. programme in Hospital and Health Systems Management, under Choice Based Credit System, with a wide range of electives to suit industry requirement. It also offers full time and part-time Ph.D programmes. Teaching and learning process is characterized by strong practical exposure thanks to summer internship, hands-on posting and project work. Two hospitals, SRMC & University Hospital within the campus are a great advantage providing hands-on training to students. Visiting faculty members from IIMs and IITs add a great value to the academic standing of SRFMS.

SRFMS has been rated as one of the best management schools in the State by Business Standard B-School Survey, 2018-2020. It has continuously been placed under “Platinum Category” by AICTE-CII Industry-Institute Survey since 2019. It forges partnership with outstanding academic institutions and healthcare organizations like ICAI, XLRI, Qur Health, Mellon Ai to learn and acquire knowledge and practices for the benefit of students and fosters collaborative research and training for mutual benefit. The Faculty has now stepped into the executive education introducing a One-year Executive Diploma in Healthcare Management for working healthcare professionals.

Vision:

To make the Sri Ramachandra Faculty of Management Sciences, a potential, global centre of excellence in education, healthcare and research.

Mission:

To educate and develop individuals to be professionally ethical and socially responsible

To provide a culture of care and empathy committed to innovation and adoption of new and cost-effective technology.

To undertake quality research, consultancy and training programs

To collaborate with stakeholders for support and participation in its program in education, service, outreach and research.

To strive for the promotion of health and wholeness in individuals and the community at large, with special concern for the differently-abled and underprivileged

PEOs and POs of MBA

Programme Educational Objectives (PEOs)	Programme Outcomes (POs)
<p>MBAPEO 1: Graduates will be exemplary leaders and problem solvers continuing to excel in the career of hospital management.</p> <p>MBAPEO 2: Graduates will have key management competencies required to act with creative, innovative, and entrepreneurial potentials.</p> <p>MBAPEO 3: Graduates will accomplish practical acquaintance to conceptual and practical knowledge in hospital management while upholding ethical practices.</p> <p>MBAPEO 4: Graduates will excel in a competitive environment through extraordinary communication and teamwork.</p> <p>MBAPEO 5: Graduates will have a leading role in corporates and life-long learning to contribute to the society.</p>	<p>PO1: Apply knowledge of management theories and practices to solve business problems.</p> <p>PO2: Foster Analytical and critical thinking abilities for data-based decision making.</p> <p>PO3: Develop Value based Leadership.</p> <p>PO4: Understand, analyze and communicate global, economic, legal, societal, environmental and ethical aspects of business.</p> <p>PO5: Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.</p> <p>PO6: Communicate effectively and use information and knowledge effectively.</p> <p>PO7: Inculcate entrepreneurship ability.</p> <p>PO8: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning.</p>

PEOs and POs of BBA

Programme Educational Objectives (PEOs)	Programme Outcomes (POs)
<p>BBAPEO 1: Graduates will possess the competent skills required for applying the concepts of management principles, financial aspects, quality standards, statistical implications, human resource management, marketing management and healthcare laws to hospital and health systems management.</p> <p>BBAPEO 2: Graduates will demonstrate strong analytical acumen that can aid in the design and development of interdisciplinary and innovative practices.</p> <p>BBAPEO 3: Graduate will exhibit effective communication skills, analytical and critical thinking abilities, leadership qualities, entrepreneurial skills for a successful career in any industry.</p>	<p>PO1: Enhancing the competencies required to adopt the principles and practices of management in business.</p> <p>PO2: Develop the ability to apply analytical and critical thinking abilities for problem solving and information based decision making.</p> <p>PO3: Enhancing leadership skills to lead themselves and others in achievement of project and organizational goals.</p> <p>PO4: Inculcate the knowledge on the need to conform business affairs with respect to economic, societal, environmental, legal and ethical issues.</p> <p>PO5: Acquire effective team communication.</p> <p>PO6: Recognition of the need to engage in independent entrepreneurial and life-long learning.</p>



SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Category - I Deemed to be University) Porur, Chennai

Sri Ramachandra Faculty of Management Sciences

EXECUTIVE DIPLOMA IN HEALTHCARE MANAGEMENT

In Association with



SRI RAMACHANDRA MEDICAL CENTRE

&



ASSOCIATION OF
HEALTHCARE
PROVIDERS
INDIA

Educating & Advocating for
Well Being of Common Man



Eligibility Criteria

Any Healthcare Professional with Graduate or Post-Graduate Degree from a recognized university in any discipline and having Minimum experience of 1 year in a Healthcare organization.

Selection Process

- Candidates should apply online at <https://admissions.sriramachandra.edu.in>
- Application Fee: Rs.1000/- (including GST)

Admission Requirements

Candidates, who are provisionally selected, based on the interview must produce the following at the time of paying the fees:

- Degree certificate in Original/Provisional along with an attested Copy
- Mark Sheet in Original along with an Attested Copy
- Two Passport-Sized Colour Photographs
- Candidates awaiting results should produce the Degree Certificate (final / provisional) once they receive from the University. Failure to do so will result in the removal of the candidate's name from the rolls of the Institute and forfeiture of fees paid.

Fee

- Rs. 1, 50,000 (inclusive of GST); to be paid in two instalments
- Last instalment should be paid before the end semester exam of Semester I



SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Category - I Deemed to be University) Porur, Chennai

FACULTY OF MANAGEMENT SCIENCES ADMISSIONS OPEN 2021-22

CAREER OPPORTUNITIES

- Hospital administrators
- Healthcare consultants (NABH, Quality Consultants, Digital Marketing)
- Business analyst in IT / healthcare
- Health insurance executives
- Pharma company executive

Eligibility

MBA (2-year Full Time AICTE Approved)

- Any Degree with minimum 50% marks (45% for SC/ST) from a recognized University / Institution
- Good score in MAT / CMAT / XAT / CAT or any other nationally recognized management admission tests
- Note : SRIHERMAT will be conducted at a later date

Hospital and Health Systems Management (HHSM)

Elective Streams:

- Healthcare Quality
- Healthcare Finance
- Healthcare HR

BBA (3-year Full Time)

- Candidates should have secured at least 50% in the HSC / CBSE / ISC or equivalent examination



Hospital and Health Systems Management (HHSM)

For further details, please contact:
The Deputy Registrar (Admissions)

Sri Ramachandra Institute of Higher Education and Research (SRIHER) (Deemed to be University)
Porur, Chennai – 600 116

Tel: +91-44-2476 5512 Extn: 293 / 208 / 192

Email: dracademic@sriramachandra.edu.in / admissionsfom@gmail.com

If undelivered, please return to:

Sri Ramachandra Faculty of Management Sciences,
Sri Ramachandra Institute of Higher Education and Research, Porur,
Chennai – 600 116



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Mail your comments and feedback to: insightsriher@sriramachandra.edu.in