

**Institutional Distinctiveness**  
**2015- 2016**  
**Corporate Live Assignments**

One of the main objectives of the institute is to help students evolve into competent and socially responsible business managers. As the management education cannot be confined to class rooms, it is decided to extend the frontiers into actual markets. In this regard, the institute came up with the idea of *corporate Live Assignments*. Corporate relations officer takes initiative in exploring the needs of the companies in the areas such as market study, product promotion, customer survey etc. Then the assignment will be done through the students of the institutes. Some of the assignments are paid ventures and students are rewarded for achieving their targets. Every Wednesday was earmarked for this assignment. They form a group and work under the directions of the corporate manager and cover the designated areas. Each and every team is required to report to the command at the end of the day by sending appropriate report. Following are some of the corporate live assignments carried out by our students during the current academic year.

- **MSwipe** is the first POS solution launched in India. They have devices for all types of payment acceptance - cards, wallets, mobile payment apps and bank apps, contactless and QR payments etc. The assignment is to create awareness about their product called “Wisepad” which can be used by small local stores (kirana stores) for accepting digital payment. Creating Product awareness, lead generation and sales was the goal of the assignment. This was a paid assignment.
- Coimbatore based **Ampere Vehicles Private Limited** was the early believers in electric vehicles who designs and manufactures a wide range of reliable, cost-effective and quality Electric Vehicles (EV) for providing economical, comfortable, stylish and well performing electric mobility solutions. Their requirement is to promote the idea of EV, lead generation among the populace of Coimbatore. This was carried out by our students.
- A pilot study for an aggregator model in agriculture sector, carried out for a promising Coimbatore based startup called **Laymen Agro Ventures, Coimbatore**. Vilfresh-Laymen Agro is a social enterprise that has an environmentally-friendly product and there is an increased need in the market for such products. Though there are traditional milkman delivering milk to homes directly, Laymen does the same in an organized and professional manner. A demand supply analysis was carried out among farmers, bakeries and other institutions.
- A market study among the MSME Coimbatore was conducted by I MBA students for **BlackBuck**, a Bangalore based Logistics startup which works as an online marketplace that helps corporates and other businesses move full truck loads between cities. The objective is to approach all the MSMEs in Coimbatore who require third party logistics service to transport product anywhere in India. Students as a team cover all the areas of Coimbatore to meet the decision makers and make them download the Blackbuck app in their mobile phone. Students are rewarded depending on their ability to convince the customers in downloading the app.

All these corporate live assignments drive students to the field where they get the real feel of the market, exposure to customer interaction, hone their selling ability; reporting to their team leaders, survive in the competitive environment etc. and thus making them truly employable.

