



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

(Approved by Government of Tamilnadu & Accredited by NAAC with A++ Grade(3rd Cycle-3.64 CGPA)

Dr. N.G.P. - Kalapatti Road, Coimbatore - 641 048. Tamilnadu, India.

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NGP ECHOES

Newsletter

June 2023 to May 2024



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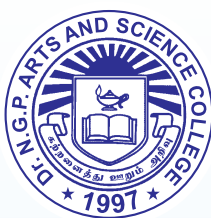
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FACULTY OF BASIC AND APPLIED SCIENCES

DEPARTMENT OF PHYSICS

GUEST LECTURE



Dr. R. Ramesh Babu delivered a presentation on **"Organic Thin Film Solar Cell Devices: Fabrication and Performance Study"** on 29.01.2023



Dr. V. Rajapandian, Assistant Professor at Sri Ramakrishna Mission Vidyalaya College of Arts and Science, gave a lecture on **"Silicon Molecular Modelling"** on 03.01.2024.

CHANDRAYAN LIVE STREAMING



Dr. Gopal Ram, Assistant Professor at PSG College of Technology, Coimbatore, presented a guest lecture on **"Innovation: A Small Step, A Giant Leap"** on 08.07.2023



A live streaming event of the **Chandrayaan III landing on the Moon** was held on campus at 23.08.2023.

GUEST LECTURE



Dr. T. Elangovan, Assistant Professor in the Department of Energy Science at Periyar University, Salem, gave a presentation on **"Spectral Analysis and Data Interpretation"** on 06.03.2024

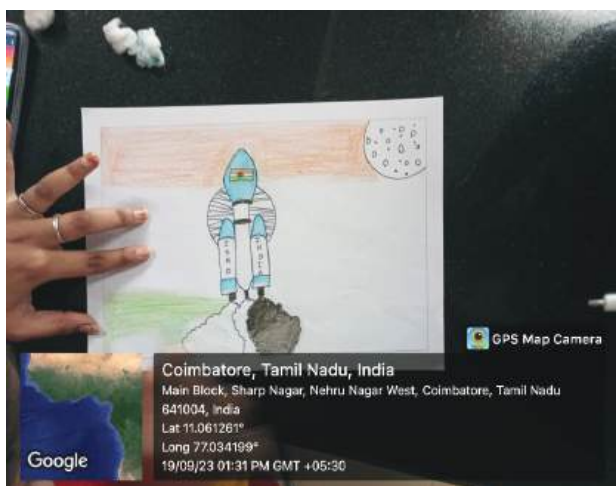
HANDS ON TRAINING



Dr. M.R. Venkataraman, Assistant Professor in the Department of Physics at Dr. NGP ASC, conducted a session on **"Soap Making"** on 25.07.2023



Dr. Priyadarshini N, Associate Professor in Physics at PSGR Krishnammal College for Women gave a talk on **"Intellectual Property Rights"**, 01.09.2023



The "CHANDRAYAN-UYSAV: Short Film & Sketches Competition" was held on 19.09.2023.

SPECTRA 2024

The Department of Physics, in collaboration with the Association of Physics **"PANORAMA,"** is conducted an Intercollegiate Meet titled **"Spectra'24"** on 20.02.2024



Dr. J. Martin Sam Ganaraj explaining the need for higher education and various opportunities in academic, research field on 29.09.2023



M. R. Venkataraman explaining the need for higher education and various opportunities in academic, research field on 29.09.2023



Shri. S.R. Ramanan, Retd. Director of the Cyclone Warning Centre, IMD, Chennai, delivered a talk on **"Climate Change: Financial Risks and Opportunities"** on 24.01.2024.

WORKSHOP



Mr. Bharathkumar Velusamy, Director of R&D at Open Space Foundation, Namakkal and **Mr. A. Sricharan**, alumni from the Batch 2021-23 gave a presentation on **"Handling astronomical telescopes"** on 04.09.2023

EXTENSION ACTIVITY



Extension activity on energy-saving awareness at Sarkar Samakulam Village, Coimbatore on 20.01.2024

STAFF PUBLICATIONS

- Semi-transparent dye-sensitized solar cells (DSSC) for energy-efficient windows with microwave-prepared TiO₂ nanoparticles as photoanodes, M R Ananthan, Materials Letters, 2024, 360-135953.
- Micro-Raman spectroscopy of laser induced changes in polycrystalline CuInTe₂, M R Ananthan, Results in Optics, 2023, 13 -100577
- Development of promising Flower-like Ag/SrFeO₃ Nanosheets electrode materials: An Efficient and Selective Electrocatalyst Detection of Caffeic Acid in Coffee and Green Tea, Dr K Girija, ACS Omega 2024, 2470-1343

STAFF PARTICIPATION

- Dr. K. Girija, National Workshop on "Beneficial Applications of Radiation Technology and Indian Nuclear Programme, Department of Medical Physics in association with KMCH Institute of Allied Health Sciences, Coimbatore, 31.9.2023
- Dr. K. Girija, Faculty Development Programme on Empowering Education for innovation – A NEP perspective, 30.6.2023 to 04.7.2023
- Mrs. Revathi, Short term Course on "Nanomaterials for Clean and Sustainable environment" PG & Research department of Chemistry, PSGR Krishnammal college of women, Coimbatore. 17.07.2023 to 22.07.2023
- Mrs.S.Punitha, Short term Course on "Nanomaterials for Clean and Sustainable environment", PG & Research department of Chemistry, PSGR Krishnammal college of women, Coimbatore. 17.07.2023 to 22.07.2023
- Dr. R. Dilip, International Conference on Recent Advancements in Computational Nanoscience and Energy Storage Technology (ICCNES-23), NGM College, Pollachi. 13-07-2023 to 14-07-2023
- Dr. J. Martin Sam Gnanaraj, International Conference on Recent Advancements in Computational Nanoscience and Energy Storage Technology (ICCNES-23), NGM College, Pollachi. 13-07-2023 to 14-07-2023

Staff Presentation

- Ms. R.Revathi, presented at International Conference on Role of detergent on the surface tension of water and effect in cleaning activity SNR College of arts and science college, 15.09.2023
- Ms. R.Revathi, presented at LASER 2023, Studies on physical properties on PS/ZnO Nanocomposites, Periyar University, 14 - 16.09.2023
- Dr. K. Girija, presented at National Conference on Advanced Biocompatible materials and devices/ systems for Biomedical Applications, Floral network Nanostructured Ag/SrFeO₃ for electrochemical behaviour of Biomolecule detection, Sri Ramakrishna Engineering College, Coimbatore, 10.8.2023
- Mrs. R. Revathi, presented at Virtual Global Congress on Sustainable, Growth & Development 2023, Photodegradation of Polystyrene/ZnO Nano Composite Films Under UV Irradiation, Malaysia. 15.12.2023

STAFF BOOK/ CHAPTER PUBLICATIONS

- Mrs.R.Revathi, Studies in Physical Properties of PS/ ZnO Nanocomposites International conference on Light applications in Science and Engineering Research, Periyar University, 2023, 978-81-1982-108-2
- Dr. K. Girija, Fundamentals and Applications of Nanostructure Perovskite Oxides, Scholars World, New Delhi, 2023, 9789354617102

STAFF AWARDS AND PRIZES

- Dr. K. Girija received International Travel Support from SERB for the period from 26.06.2023 to 30.06.2023
- Dr. J. Martin Sam Gnanaraj won the First Prize in the Poster Presentation at ICCNEST-23, held on 13.07.2023
- Mrs. R. Revathi was honored with the Best Oral Presentation Award at GCSGD2023-HLS, on 15.09.2023
- Dr. R. Dilip was recognized as the Best Fund Mobilizer at the Sri Nalla Gounder Research and Innovation Awards, held on 20.03.2024

STUDENTS PARTICIPATION

- Pavin Kumar K, 7th International Conference on "Recent Innovations in Modern Science and Technology" (ICRIMST - 2024). KPR Institute of Engineering and Technology, Coimbatore. 09.01.2024
- Soorya Sree N P Conference on "Recent Innovations in Modern Science and Technology" (ICRIMST - 2024) KPR Institute of Engineering and Technology, Coimbatore.09.01.2024
- Terry Thomson G Conference on "Recent Innovations in Modern Science and Technology" (ICRIMST –2024) KPR Institute of Engineering and Technology, Coimbatore. 09.01.2024
- Dineshkumar M One Day Workshop on "Electron Microscopy" (High Resolution Transmission Electron Microscopy and Scanning Electron Microscopy). PSG Institute of Advanced Studies, Coimbatore, 05.01.2024

STUDENTS' PRESENTATION

- Dineshkumar M, 7th International Conference on "Recent Innovations in Modern Science and Technology" (ICRIMST-2024), Synthesis of iron oxide nanoparticles for

supercapacitor application, KPR Institute of Engineering and Technology, Coimbatore. 01-09-2024

- Abirami M, 7th International Conference on Recent Innovations in "Modern Science and Technology" (ICRIMST - 2024), Studies on spray coated sb2s3 for large area solar cell application, KPR Institute of Engineering and Technology, Coimbatore. 01-09-2024
- Devasri J, 7th International Conference on "Recent Innovations in Modern Science and Technology" (ICRIMST - 2024) "Light driven photocatalysis of reduced graphene oxide synthesized from dead leaves of azadirachta indica for agricultural application", KPR Institute of Engineering and Technology, Coimbatore. 01-09-2024
- Subashini R, 7th International Conference on Recent Innovations in Modern Science and Technology (ICRIMST - 2024), "Application of barium ferrite nanoparticle in water purification", KPR Institute of Engineering and Technology, Coimbatore. 01-09-2024
- Varthini S M, 7th International Conference on Recent Innovations in Modern Science and Technology (ICRIMST - 2024) "Synthesis of biomass derived activated carbon assisted magnesium ferrite anode material for supercapacitor application" KPR Institute of Engineering and Technology, Coimbatore. 01-09-2024
- Bhuvaneshwari S 7th International Conference on Recent Innovations in Modern Science and Technology (ICRIMST - 2024), "Synthesis of li2tio3 nanoparticles by simple chemical method for solar cells application" KPR Institute of Engineering and Technology, Coimbatore. 01-09-2024
- Sharulatha K R 7th International Conference on Recent Innovations in Modern Science and Technology (ICRIMST - 2024) "Biomass derived from jackfruit seed for Supercapacitor application", KPR Institute of Engineering and Technology, Coimbatore. 01-09-2024
- Gowtham B International Conference on Recent Advances in Physical Sciences (ICRAPs - 2024), "Utilizing pongamia pinnata dead leaves for cost-effective synthesis of reduced graphene oxide a sustainable approach for photocatalytic dye degradation agricultural reuse", School of Physical Sciences, Holy Cross College (Autonomous), Tiruchirappalli 19-01-2024

DEPARTMENT OF MEDICAL PHYSICS

GUEST LECTURES

Mr. P. Manimaran, Senior Medical Physicist cum RSO, PSG Institute of Medical Sciences & Research, Coimbatore delivered a lecture on the topic **"Surface Guided Radiation Therapy (SGRT) & HyperARC"** on 21.09.2023.



Mr. E. Rajadurai, Senior Medical Physicist, Bangalore Baptist Hospital, Bangalore, delivered a lecture through google meet on the topic **"Career Counselling: Preparation for RSO Examination"** on 30.01.2024.



Mr. C.N. Venkiteswaran, Ex. Scientist, Department of Atomic energy, Kalpakkam delivered a lecture on **"Nuclear Reactor fuels- Perspectives from Physics Aspects and Safe Handling of Radionuclides"** on 31.01.2024.

Dr. HOMI J BHABHA ENDOWMENT LECTURE



Dr. K. Thayalan, Honorary Professor, Department of Medical Physics, Anna University, Chennai. delivered a lecture on the topic **"PET-CT Imaging and its Clinical Applications"** on 01.03.2024.

INTERNATIONAL CONFERENCE



The Department of Medical Physics jointly organized a One-Day International Conference on **"Translational Research Towards Attaining Good Health and Well Being for Sustainable Development"** at Dr. N.G.P. Arts and Science College on 09.03.2024.



The Department of Medical Physics jointly organized a One-Day National Seminar on **"Novel Materials for Sustainable Energy Development and Radiation Measurements"** at Dr. N.G.P. Arts and Science College on 29.02.2024

WORKSHOPS



The KMCH Institute of Allied Health Sciences and IARP jointly organized, a one Day funded National Workshop on **“Radiation Safety in Radiation Technologies”** in association with Department of Medical Physics, Dr. N.G.P. Arts and Science College, Coimbatore and Dr. S. Murali, Secretary IARP, Ex-Scientist, BARC, Mumbai acted as the resource person on 01.09.2023.



The Department of Medical Physics and IARP jointly organized a One-Day funded National Workshop on **“Beneficial Applications of Radiation Technology and Indian Nuclear Energy Programme”** in association with KMCH College of Allied Health Sciences, on 31.08.2023. Dr. S. Murali, Secretary IARP, Ex-Scientist, BARC and Dr. S. Anand, Scientific officer G, Associate professor, Homi Bhabha National Institute, BARC, Mumbai acted as the resource persons.



The Department of Medical Physics organized a One-Day skill building Workshop on **“Biomedical Instrument Development and it's Trouble Shooting”** on 26.09.2023. Dr. K. Vijayakumar, Head and Dr. J. Revathi, Assistant Professor Department of Biomedical Engineering, Dr. N.G.P. Institute of Technology, Coimbatore acted as the resource person.



The Department of Medical Physics jointly organized a One-Day Workshop on **“Telescope Making, Assembly, Handling and Focusing Celestial objects in the Sky”** on 27.09.2023. Mr. Bharathkumar Velusamy, Director - R&D and Mr. Mukilan, Scientific Assistant, Open Space Foundation, Namakkal acted as the resource person.

FACULTY DEVELOPMENT PROGRAMME



The Department of Medical Physics organized a Three-Day Faculty Development Programme (FDP) on the topic **“Advances**

of Radiation Physics in Medicine” at Comprehensive Cancer Centre, Kovai Medical Centre and Hospital, Coimbatore on 30.06.2023 03.07.2023 and 04.07.2023.

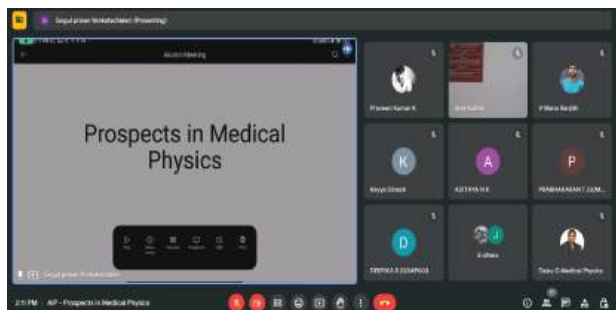
ALUMNI INTERACTION



Alumni **Ms. K. Vidyalakshmi**, Assistant Professor, Department of Radiology, KG College of Allied Health Sciences, Coimbatore interacted with students on the topic “**Career Opportunities in Medical Physics**” on 26.07.2023.



Ms. Bhuvaneshwari, Medical Physicist, Saudi German Hospital, Dubai, delivered a lecture through google meet on the topic “**Opportunities of Medical Physics in Abroad**” on 11.08.2023.



Alumni **Mr. V. Gogul Priean**, Medical Physicist, Banaras Hindu University Varanasi, Uttar Pradesh interacted with students on the topic “**Prospects in Medical Physics**” on 12.01.2024.



Alumni **Mr. Nandhabalan**, Medical Physicist, HCG Curie Abdur Ansari Cancer Institute, Ranchi, Jharkhand interacted with students on the topic “**Priming to Build Networking and Collaboration in Medical Physics**” on 20.02.2024.

FACULTY PROFESSIONAL DEVELOPMENT PROGRAMME



Mr. D. Sivakumar, Assistant Professor & Head, Department of Medical Physics delivered a lecture on the topic “**Discovering Anti-cancer drugs via computational models**” on 28.12.2023.



Mrs. G. Daisy, Assistant Professor, Department of Medical Physics delivered a lecture on the topic “**Overview of Peptide Receptor Radionuclide Therapy (PRRT) in Neuroendocrine tumors**” on 26.02.2024.



Mrs. K. Indhumathi, Assistant Professor, Department of Medical Physics delivered a lecture on the topic **“Advances in Cancer Treatment Combining Nanotechnology with Photo and Radiotherapy”** on 12.01.2024

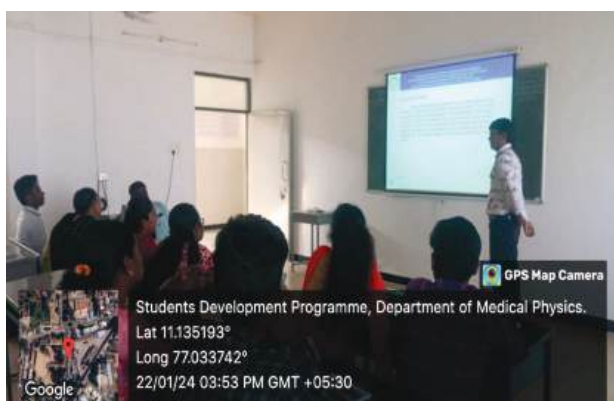


Ms. T. Jayanithi, II M.Sc. Medical Physics student delivered a lecture on the topic **“Sensitivity Analysis of Detectors for MLC Positioning Errors”** on 23.02.2024

STUDENT DEVELOPMENT PROGRAMME



Mr. V. Manoranjith, I M.Sc. Medical Physics student delivered a lecture on the topic **“Advances in Radiation Dosimetry: An Overview”** on 27.12.2023



Mr. T. Prabhakaran, I M.Sc. Medical Physics student delivered a lecture on the topic **“Radiation Detectors and Types”** on 22.01.2024

EXTENSION ACTIVITIES



Joint Outreach Programme on **“Awareness on Energy Saving”** to create awareness on the energy saving among the people of Sarkar Samakulam Village in Coimbatore district on 20.09.2023



Joint Outreach Programme on **“Awareness on Renewable Energy”** to spread knowledge about the benefits of renewable energy sources among the people of Sarkar Samakulam Village in Coimbatore district on 20.01.2024

HOSPITAL VISIT



I and II M.Sc. Medical Physics students went for a hospital visit to the **Department of Radiation Oncology, PSG Institute of Medical Sciences and Research**, Coimbatore on 22.07.2023

SUMMER TRAINING



I M.Sc. Medical Physics Students underwent a **one-month summer programme** at various renowned cancer hospitals in India

CLINICAL POSTINGS



II M.Sc. Medical Physics students posted in the **Department of Radiation Oncology, Nuclear Medicine and Radiology**, Kovai Medical Centre and Hospital, Coimbatore

ACADEMIC PROJECT



II M.Sc. Medical Physics Students explored reputed **radiotherapy facilities and a dosimetry company in India** for a 45-day academic project

ANNUAL CONFERENCE



M.Sc. Medical Physics Students participated in **25th International conference on Medical Physics - 2023 (ICMP 2023)**, held at DAE Convention Centre, Anushaktinagar, Mumbai, India from 06.12.2023 to 09.12.2023

STAFF PARTICIPATION

- Mr. D. Sivakumar participated in Annual Symposium of Association of Radiation Therapy Technologists in Tamilnadu (ARTT TN 2024) organized by Valavadi Narayanaswamy Cancer Centre in GKNM Hospital, Coimbatore on 19.05.2024
- Mr. D. Sivakumar participated in the One Day International Workshop on "Surface Guided Radiation Therapy" organized by PSG Institute of Oncology on 20.04.2024
- Mrs. G. Daisy participated in the One Day International Workshop on "Surface Guided Radiation Therapy" organized by PSG Institute of Oncology on 20.04.2024
- Mrs. K. Indhumathi participated in the One Day International Workshop on "Surface Guided Radiation Therapy" organized by PSG Institute of Oncology on 20.04.2024
- Mr. D. Sivakumar participated in the One Day Workshop on Outcome Based Education (OBE) organized by Dr. N.G.P Arts and Science College, Coimbatore in association with IPSR solutions limited on 04.03.2023

- Mrs. G. Daisy participated in the One Day Workshop on Outcome Based Education (OBE) organized by Dr. N.G.P Arts and Science College, Coimbatore in association with IPSR solutions limited on 04.03.2023
- Mrs. K. Indhumathi participated in the One Day Workshop on Outcome Based Education (OBE) organized by Dr. N.G.P Arts and Science College, Coimbatore in association with IPSR solutions limited on 04.03.2023
- Mrs. G. Daisy participated in AFOMP Monthly Webinar on "Radiomics and deep learning applications for lung cancer diagnosis and radiation therapy" organized by Asian Oceania Federation of Organizations for Medical Physics on 14.03.2024
- Mrs. G. Daisy participated in Seven Days National FDP on "Exploring Cultures: Diversity in Travel Writing" organized by PPG College of Arts and Science, Coimbatore from 20.02.2024 to 27.02.2024
- Mrs. K. Indhumathi participated in Five Days National FDP on "Development of Materials Characterization Techniques and Their Future Prospects" organized by Sri G.V.G Visalakshi College for Women, Udumalaipettai from 18.12.2023 to 22.12.2023
- Mr. D. Sivakumar participated in International Conference on Medical Physics (ICMP-2023), held at DAE Convention Centre, Anushaktinagar, Mumbai, India from 06.12.2023 to 09.12.2023
- Mrs. K. Indhumathi participated in International Conference on Medical Physics (ICMP-2023), held at DAE Convention Centre, Anushaktinagar, Mumbai, India from 06.12.2023 to 09.12.2023
- Mrs. K. Indhumathi participated in One Day National Seminar on "Advanced Materials & its Applications in Science and Technology" organized by B. K. Birla College, Mumbai on 30.09.2023
- Mrs. G. Daisy participated in Four Days International Workshop on "Clinical Research and Protocol Development" organized by Federation of Asian Radiation Oncology Research Network (FERN-2023) from 11.08.2023 to 12.08.2023 and 18.08.2023 to 19.05.2023
- Mrs. G. Daisy participated in Two Days National level FDP on "Innovative Teaching methods and ICT tools and Resources organized by IOT Academy from 20.07.2023 to 21.07.2023
- Mr. D. Sivakumar participated in Five Days FDP on "Empowering Education for innovation- A NEP Perspective" organized by Dr. N.G.P. Arts and Science College from 30.06.2023 to 04.07.2023.

STAFF PRESENTATION

- Mrs. G. Daisy presented in International Conference on "Translational Research Towards Attaining Good Health and Well Being for Sustainable Development" on the topic "A Comparative Analysis of ^{90}Y -DOTATOC and ^{177}Lu -DOTATATE for Peptide Receptor Radionuclide Therapy (PRRT) in Neuroendocrine Tumors: A Systematic Review" at Dr. N.G.P. Arts and Science College, Coimbatore on 09.03.2024
- Mrs. K. Indhumathi presented in International Conference on "Translational Research Towards Attaining Good Health and well Being for Sustainable Development" on the topic "In Vitro Studies on Zinc Oxide Nanoparticles' Cytotoxicity Paved the Path for Immunological Innovation" at Dr. N.G.P. Arts and Science College, Coimbatore on 09.03.2024
- Mr. D. Sivakumar presented in International Conference on "Recent Innovations in Modern Science and Technology" (ICRIMST-2024) on the topic "Review on Artificial Intelligence and Cancer Diagnosis" at KPR Institute of Engineering and Technology, Coimbatore from 09.01.2024 to 11.01.2024

STUDENTS PARTICIPATION

- Students of I and II M.Sc. Medical Physics participated in International Conference on "Translational Research Towards attaining Good Health and well Being for Sustainable Development" at Dr. N.G.P. Arts and Science College, Coimbatore on 09.03.2024.
- Students of I and II M.Sc. Medical Physics participated in One-Day National Seminar on "Novel Materials for Sustainable Energy Development and Radiation Measurements" at Dr. N.G.P. Arts and Science College on 29.02.2024.
- Students of I and II M.Sc. Medical Physics participated in One-Day National Workshop on "Radiation Safety in Radiation Technologies" organized by KMCH Institute of Allied Health Sciences" in association with Department of Medical Physics, Dr. N.G.P. Arts and Science College, Coimbatore on 01.09.2023.
- Students of I and II M.Sc. Medical Physics participated in IARP sponsored One-Day National Workshop on "Beneficial Applications of Radiation Technology and Indian Nuclear Energy Programme" at Dr. N.G.P. Arts and Science College on 31.08.2023.
- Students of I and II M.Sc. Medical Physics participated in 25th International conference on Medical Physics - 2023 (ICMP 2023), held at DAE Convention Centre, Anushaktinagar, Mumbai, India from 06.12.2023 to 09.12.2023

DEPARTMENT OF CHEMISTRY

GUEST LECTURE/INVITED LECTURE ORGANIZED



Dr. A. Thangamani, from Karpagam Academy of Higher Education, Coimbatore, offered a detailed exploration of '**Natural Products Chemistry**' organized with the Avogadro Association and DBT Star College Scheme on 23.08.2023



Dr. M. Makeswari from Sree Saraswathi Thyagaraja College, Pollachi, presented a comprehensive lecture on '**Chemistry of S and P Block**' elements on 30.01.2024

FACULTY PROFESSIONAL DEVELOPMENT PROGRAM



Dr. M. Suganthi from Dr. N.G.P. Arts and Science delivered lecture on "**Introduction to Computational Chemistry**" on 30.06.2024



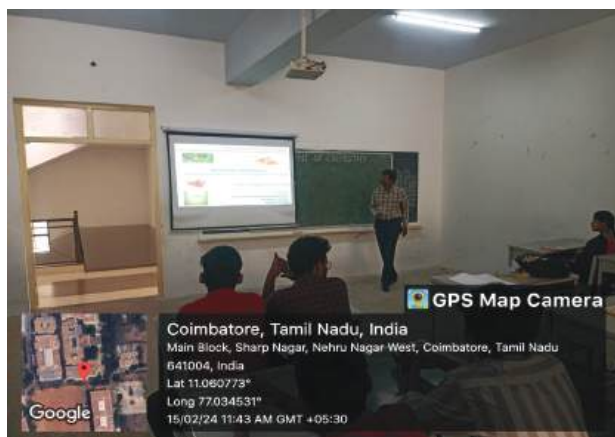
Dr. M. R. Ezhilarasi, and **Dr. R. Ravikumar** from Dr. N.G.P. Arts and Science delivered speeches on '**Introduction to Computational Chemistry**' on 03.07.2024, and 04.07.2024



Dr. R. Ravikumar from the Department of Physics & Chemistry conducted an informative workshop on '**Extraction of Plant Materials Using Soxhlet Apparatus**' supported by the DBT Star College Scheme on 27.07.2023



Dr. S. Leelavathi of Tamil Nadu Agricultural University, Coimbatore, conducted a detailed workshop on '**Separation of Organic Mixtures Using Thin Layer Chromatography**' on 24.01.2024



Dr. T. Suresh, Assistant Professor at Bharathiar University, Coimbatore, led an informative workshop on '**Phytochemical Isolation**' on 24.02.2024

HANDS ON TRAINING



Dr. M. R. Ezhilarasi from the Department of Chemistry provided practical insights into **Chromatographic Technique - Paper Chromatography** during a hands-on training session on 08.07.2023



Dr. P. Srimalakshmi, Associate Professor from the School of Electrical Engineering at VIT University, served as the resource person for a lecture on '**Hands-On Training on Batteries and Fuel Cells**' on 23.02.2024



Dr. M. Suganthi, Associate Professor and Head of the Department of Chemistry, conducted a hands-on training on '**House Utility Products**' on 02.03.2024

OZONE DAY AWARENESS COMPETITIONS



The Department of Chemistry, with the support of DBT Star College Scheme, conducted **Ozone Day awareness competitions** on 16.09.2023

SEMINAR



Dr. D. Dhanasekaran, Professor from the Department of Microbiology at Bharathidasan University, Tiruchirappalli, was the resource person for a seminar on '**Nano Silver Characterization and Biomedical Applications**' on 22.09.2023

AWARENESS COMPETITION



The Department of Chemistry at Sri Ramakrishna Matriculation Higher Secondary School, Avarampalayam, Coimbatore, hosted the **Global Hand Wash Day competitions**, with the theme '**Clean Hands Are Within Reach**' on 12.10.2023



The **winners of the Oratorical, Drawing, and Essay competitions** of Global Hand Wash Day, 'Clean Hands Are Within Reach,' were honored with certificates and prizes by the Madam Secretary of Dr. NGPASC on 12.10.2023

SKILL DEVELOPMENT PROGRAMME



Dr. Dineshkumar, Assistant Professor of Chemistry at Dr. NGP Arts and Science College, conducted a Skill Development Programme on '**Personality Development**' for school students at Government Higher Secondary School, Kalapatti on 18.01.2024



Mr. B. Muthuraj of Muthu Auto Spares and Scrap Yard, Velliampalayam, Avinashi, was the guest speaker at the Alumni Interaction on '**Entrepreneurship Development**' on 20.01.2024



Mr. S. Tamilarasu from Erythro Pharma Private Limited, Hyderabad, Telangana, shared his insights on '**Career Opportunities in Research and Development**' during the Alumni Interaction on 20.01.2024

SKILL DEVELOPMENT PROGRAMME



Dr. P. Manivel from Bharathiar Cancer Theragnostic Centre was the resource person for a Skill Development program on '**Instrument Calibration, First Aid, and Lab Safety**' on 01.02.2024



Dr. Dineshkumar and Dr. M. Mohan Raj from the Department of Chemistry, conducted a Skill Development Programme on 'Laboratory Skills for School Students' on 08.02.2024 and 09.02.2024



Dr. R. Ravikumar from the Department of Chemistry, conducted a Skill Development Programme on 'Laboratory Skills for School Students' on 09.02.2024

INTER DEPARTMENT MEET'24



The Department of Physics and Chemistry, along with Panorama and the Avogadro Association, organized the Inter-Departmental Meet'24 and Prize Distribution on 13.02.2024

INTERNSHIP TRAINING



Mr. G. Suganth, Ms. S. Divya Prabha, and Mr. S. Mugilan, I M.Sc. Chemistry students from Dr. N.G.P. Arts and Science College, presented a lecture on 'The knowledge outcomes of Internship Training' on 23.02.2024

INTERNSHIP TRAINING



Mr. S. Bharath, I M.Sc. Chemistry from Dr. N.G.P. Arts and Science College, delivered an insightful lecture on 'Internship Training' on 24.03.2024

CHEM FIESTA-2024 Intercollegiate Event



The Department of Chemistry hosted the intercollegiate meet 'CHEM FIESTA -24' on 27.02.2024

OUTREACH ACTIVITY ON “SCIENCE DAY CELEBRATION”



Dr. M. Dineshkumar and Dr. S. Shyamsivappan, Assistant Professors of Chemistry at Dr. NGPASC, coordinated the Science Day celebration at Government High School, Rasipalayam, featuring **Drawing, Quiz, and Speech competitions** on 01.03.2024

FACULTY INDUCTION PROGRAMME



Dr. R. Ravikumar, Associate Professor at Dr. N.G.P. Arts and Science College, delivered a lecture on ‘**Chromatography**’ organized by the Department of Chemistry on 24.02.2024



Dr. S. Shyamsivappan, Assistant Professor at Dr. N.G.P. Arts and Science College, provided valuable insights into ‘**Polymer Based Material for Photothermal Therapy**’ during a lecture on 28.03.2024

DEPARTMENT OF MATHEMATICS

GUEST LECTURES



Dr. K. Mathiyalagan, Assistant Professor in Mathematics, Bharathiar University, Coimbatore delivered a Guest lecture on the topic "Application of Differential Equations" on 21.07.2023



Dr. N. Barani Balan, Assistant Professor in Mathematics, Central University of Tamil Nadu, Thiruvavur, delivered a Guest lecture on the topic "Bio-Mathematics" on 28.08.2023



Dr. P. Duraisamy, Associate Professor in Mathematics, Gobi Arts and Science College, Gobi, delivered a Guest lecture on the topic "Mathematics: Present and Future impact on the world" on 16.02.2024



Mr. K. Satheesh, Managing Director, Explore Academy, Coimbatore, delivered a lecture on the topic "Mathematics – Opportunities in Career and Entrepreneurship" on 13.02.2024

VIKRAM SARABHAI ENDOWMENT LECTURE



Dr. S. Marshal Anthoni, Associate Professor and Head, Department of Mathematics, Anna University, Coimbatore, delivered a lecture on the topic "Applications of the non-linear partial Differential Equations" on 18.03.2024

HANDS ON TRAINING



Dr. A. Nirmala, Professor and Head of the Department of Computer Science and Cognitive System, delivered a lecture on the topic "Mathematical Analysis using Python" on 27.09.2023

INTER DEPARTMENTAL MEET - MATHFEST 2023



The Department of Mathematics organized a Inter Departmental Competition for give priceless knowledge and bringing out the Mathematics ingenuity among the students on 21.02.2024

NATIONAL CONFERENCE



The Department of Mathematics organized a One-Day National Conference on "Recent Advancements in Pure and Applied Mathematics" on 20.03.2024

WORKSHOPS



Dr. S. Sangeethamani, Assistant Professor in Mathematics, Coimbatore Institute of Technology, Coimbatore, delivered a hands-on training on the topic "Statistical Analysis using SPSS" on 22.02.2024

FACULTY DEVELOPMENT PROGRAMME



Mr. K. Buvaneeswaran, Sr. Manager, New Product Development & Technical, Dharani Motors & Pumps, Coimbatore, organized a Two days Faculty Professional Development on the topic "Application of Minitab in Research the program on 30.06.2023 and 4.07.2023

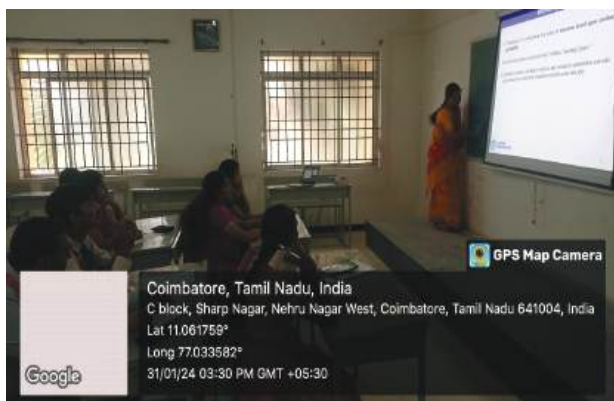
FACULTY PROFESSIONAL DEVELOPMENT PROGRAMME



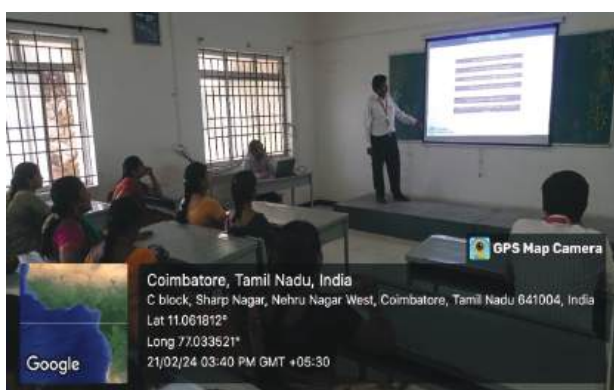
Mr. D. Sundar, Assistant Professor, Department of Mathematics delivered a lecture on the topic Test of significance (Chi-Square test)" on 28.07.2023



Mrs. M. Lavanya, Assistant Professor, Department of Mathematics delivered a lecture on the topic "Darcy-Forchheimer 3D Rotating Flow of Carbon Nanotube on a Stretching Surface" on 27.12.2023



Dr. P. Umamaheshwari, Assistant Professor, Department of Mathematics delivered a lecture on the topic “An Introduction to Stochastic Processes” on 31.01.2024



Mr. M. Santhoshkumar, Assistant Professor, Department of Mathematics delivered a lecture on the topic “Graph Theory and its Applications” on 21.02.2024

ALUMNI INTERACTION



Mrs. Nalini. P, Acupuncturists – Nalini Acupuncture Centre, Coimbatore interacted with students on the topic “The Mathematical Model based on the battle of Ukraine and Russia” on 22.07.2023



Ms. Ramani. N, LLB Student, Government Law College, Coimbatore interacted with students on the topic “Challenges and Opportunities in Today’s World” on 15.09.2023



Mr. Santhoshraj Kanniraj, Ar Contingency, RND Softtech, Coimbatore interacted with students on the topic “Survival of the fittest- The world of work” on 29.03.2024



Mr. Ragavendra Vignesh K, Student, M.Sc. Mathematics-Hindusthan CAS, Director-Infinity Tuition Classes, Coimbatore interacted with students on the topic “Application of Mathematics in Real life” on 8.3.2024

STUDENT DEVELOPMENT PROGRAMME



Ms.S. Madhumidha's, II M.Sc. Mathematics student delivered a lecture on the topic "Secrets of Healthy Life" on 16.12.2023

EXTENSION ACTIVITIES



A Joint Opport Programme focused on "Hygiene Awareness" took place in Paduvampalli village, Coimbatore district, on 09.09.2023 and 01.04.2024

STAFF PARTICIPATION

1. Dr. P. Umamaheswari, Ms. A. Thamilpriya, Ms. M. Vinitha, Dr. S. Kannaki, Dr. M. Sangeetha, Ms. S. Gokilamani, Dr. K. Kavitha, Ms. M. Lavanya, participated in 5 Day FDP on Outcome Based Education organized by Dr. N.G.P. Arts and Science College, Coimbatore from 17.06.2023 to 21.06.2023.
2. Ms. M. Lavanya participated in 5 Day FDP on Data Science Specialization using Python organized by Dr SNS Rajalakshmi College of Arts and Science, Coimbatore from 19.06.2023 to 23.06.2023.
3. Dr. P. Umamaheswari, Ms. A. Thamilpriya, Ms. S. Gokilamani, Dr. M. Sangeetha, Ms. M. Vinitha, Ms. M. Lavanya, Ms. R. Anandhi, Dr. K. Kavitha, Dr. R. Sowrirajan, Dr. S. Kannaki participated in 5 Day FDP on Empowering

Education for Innovation- A NEP Perspective organized by Dr. N.G.P. Arts and Science College, Coimbatore from 30.06.2023 to 04.07.2023.

4. Dr. M. Sangeetha participated in International Workshop on Advanced in Trends Computational Mathematics organized by Koneru Lakshmaiah Education Foundation, Andhra Pradesh from 04.08.2023 to 05.08.2023.
5. Dr. P. Umamaheswari, Ms. A. Thamilpriya, Ms. M. Vinitha, Dr. P. Umadevi, Dr. S. Kannaki, Ms. M. Lavanya, Ms. S. Gokilamani, Dr. R. Sowrirajan participated in Seven Day International Virtual FDP on Research Insights for Academic Excellence organized by KPR College of Arts and Science and Research, Coimbatore from 03.08.2023 to 09.08.2023.
6. Ms. M. Vinitha, Ms. S. Gokilamani, Ms. M. Lavanya participated in Five Day Online FDP on Recent Trends in Mathematics and Technology organized by OP Jindal University, Chhattisgarh from 09.10.2023 to 13.10.2023
7. Dr. R. Sowrirajan participated in International Conference and Symposium on AI Advancements in Hyperbolic and Parabolic PDEs organized by University of Calicut and Republic of Korea from 20.10.2023 to 22.10.2023.
8. Dr. K. Kavitha participated in 4 Day International Conference on Energy Transition: Challenges and opportunities organized by Heritage Institute of Technology, Kolkata from 27.12.2023 to 30.12.2023.
9. Dr. R. Sowrirajan participated in 14 Day Workshop on Advanced Topics in Partial Differential Equations and Applications organized by Central University of Tamilnadu, Thiruvavur from 29.12.2023 to 11.01.2024.
10. Ms. A. Thamilpriya participated in 1 Day Workshop on Theory of Automata organized by Government Arts College & NGM College, Coimbatore on 30.01.2024.
11. Dr. S. Kannaki, Ms. M. Vinitha participated in Two Days National E-seminar on E-Tools on Academia & Scientific Research Methodology organized by CSSR & SRRM Degree & PG College, A.P from 03.02.2024 to 04.02.2024.
12. Dr. S. Kannaki participated in Six days online FDP on Recent Advancement in Mathematics and Statistics organized by Coimbatore Institute of Technology from 12.02.2024 to 17.02.2024.
13. Ms. S. Gokilamani participated in 5 Day Online FDP on "E-Content Development" organized by Sri G.V.G. Visalakshi College for Women from 12.02.2024 to 16.02.2024.

14. Ms. M. Vinitha, Dr. S. Kannaki, Dr. S. Manimekalai participated in Five-day Virtual International Faculty Development Program on "Exploration of Mathematics in Emerging Fields" organized by PPG College of Arts and Science, Coimbatore from 21.02.2024 to 25.02.2024.
15. Dr. S. Manimekalai participated in 1 Day State level Workshop on "Advanced LATEX Techniques" organized by Kaamadhenu Arts and Science College, Erode on 28.02.2024.
16. Ms. A. Thamilpriya participated in 1 Day Workshop on Theory of Automata organized by Government Arts College & NGM College, Coimbatore on 30.01.2024.
17. Dr. P. Umamaheshwari participated in Applications of Scalar Hyperbolic Conservation Laws (ASHCL-2024) organized by Indian Institute of Petroleum and Energy, Visakhapatnam from 01.03.2024 to 05.03.2024.
6. Dr. P. Umamaheshwari presented in International Conference on Emerging Frontiers in Nonlinear Complex Systems, Computational Intelligence and their Applications on the topic "Solvability of Stochastic Fractional Differential Equations with deviating Arguments" at Vellor Institute of Technology, Chennai from 07.02.2024 to 09.02.2024.
7. Ms. S. Gokilamani presented in International Conference on Theoretical and Computational Graph Theory on the topic "Balanced Rank Distribution Labelling of Cartesian Product of Paths and Cycles" at Vellalar college for Women and VET Institute of Arts and Science, Erode from 10.01.2024 to 12.01.2024.
8. Dr. S. Kannaki presented in International Conference on Emerging Trends in Computational Mathematics and Data Science on the topic "Data Envelopment Analysis-A Triangular Pythagorean Fuzzy Approach" at Sri Krishna Arts and Science College, Coimbatore from 10.01.2024 to 11.01.2024.

STAFF PRESENTATION

1. Dr. S. Mathankumar presented in International Seminar on AI in Mathematical Modelling on the topic "Detection and Evaluation of Industrial Distraction Using Adaptive Neuro Fuzzy Inference System" at Bharathiar University, Coimbatore on 25.08.2023.
2. Mrs. A. Thamilpriya presented in International Conference on Research Trends in Mathematics and Data Science on the topic "A Review on Topological Data Analysis in Machine learning" at Patrician College of Arts and Science, Chennai & Sacred Heart College, Tirupattur from 01.03.2024 to 02.03.2024.
3. Dr. S. Kannaki presented in International Conference on Emerging trends in Mathematics and Statistics on the topic "A parametric model with truncated exponential distribution" at Sri Ramakrishna College of Arts and Science, Coimbatore on 23.02.2024.
4. Ms. M. Vinitha presented in International Conference on Emerging trends in Mathematics and Statistics on the topic "Existence of Mild Solutions for Fractional Integro Delay Differential Equations with Nonlocal Boundary Conditions via resolvent Operator" at Sri Ramakrishna College of Arts and Science, Coimbatore on 23.02.2024.
5. Dr. P. Umadevi presented in The Sixth International Conference on Advancements in Materials and Manufacturing on the topic "Bio Convective Sutterby Nanofluid Flow Past a riga plate with Nonlinear radiation and Swimming of Gyrotactic Microorganisms" at Marri Laxman Reddy Group of Institutions Dundigal, Hyderabad, India from 16.02.2024 to 17.02.2024.

STAFF PUBLICATION

1. Dr. P. Umadevi published a paper entitled as "Numerical Analysis of Magnetic Field Effect on Ferro Particle Suspended Nanofluid Filled Square Enclosure Consist of Heat Generating Body" on the Journal of Nanofluids.
2. Dr. S. Eswaramoorthi published a paper entitled as "Bioconvective gyrotactic microorganisms in third-grade nanofluid flow over a Riga surface with stratification: An approach to entropy minimization" on the Journal of Open Physics.
3. Dr. S. Mathankumar published a paper entitled as "An Algorithmic Approach for Coupled System of Fuzzy Differential Equations" on the Journal of Dynamics of Continuous, Discrete and Impulsive Systems Series A: Mathematical Analysis.
4. Dr. S. Manimekalai published a paper entitled as "Descriptors of lattices for nano particles using Python program" on the Journal of AIP (Conference Proceedings).
5. Dr. P. Umadevi published a paper entitled as "Bio connective flow of Maxwell nanofluid with swimming of gyrotactic microorganisms with triple stratification" on the Journal of Materials Today (Proceedings).
6. Dr. M. Sangeetha published a paper entitled as "Optimization techniques applied to Agricultural Field: Enhancing Zero suffix method for Effective solid Assignment problem solving" on the Journal of Tuijin Jishu/ Journal of Propulsion Technology.

STAFF AWARDS

7. Dr. S. Manimekalai received "Certificate of Excellence in Reviewing" awarded by Asian Research Journal of Mathematics on 13.02.2024.
8. Ms. S. Gokilamani received "Best paper Award worth Rs.2000" at International Conference on Theoretical and Computational Graph Theory, jointly organized by Vellalar college for Women and VET Institute of Arts and Science held from 10.01.2024 to 12.01.2024.
9. Ms. S. Gokilamani received "Co-Chair Person award" at 2nd International Conference on Emerging Trends in Science and Social Science held at V.H.N. Senthikumara Nadar College and institute for Integrated Regenerative Medicine Malaysia held from 06.11.2023 to 08.11.2023.
10. Dr. S. Manimekalai received "Organizing Committee member award" at 2nd International Conference on Emerging Trends in Science and Social Science held at V.H.N. Senthikumara Nadar College and institute for Integrated Regenerative Medicine Malaysia held from 06.11.2023 to 08.11.2023.
11. Dr. S. Manimekalai received "Co-Chair Person award" at 2nd International Conference on Emerging Trends in Science and Social Science held at V.H.N. Senthikumara Nadar College and institute for Integrated Regenerative Medicine Malaysia held from 06.11.2023 to 08.11.2023.

STUDENTS ACHIEVEMENTS

1. U. Mathupreethivkaran won 1st Prize in Tamil speech organized by Rotaract club of Kovai Knights on 08.06.2023.
2. K. Archana won 1st Prize in Limit Breaker organized by PSG College of Arts and Science on 14.03.2024.
3. N. Sathiyapriya won 1st Prize in Limit Breaker organized by PSG College of Arts and Science on 14.03.2024.
4. U. Mathupratheevkaran won IIIrd Prize in Tamil Debleats organized by VLB Janaki Ammal College of Arts and Science, Coimbatore on 09.03.2024.
5. V. A. Aswini won IIIrd Prize in Problem Solving - Ramanujan's Day Celebration organized by Nirmala College for women, Coimbatore on 14.12.2023.

DEPARTMENT OF CATERING SCIENCE AND HOTEL MANAGEMENT

GUEST LECTURE



Mr. Shreyas S. Reddy, Training Manager at Hotel Le Meridien, Coimbatore, was a guest speaker at the “**Hospitality Sector Trends Workshop**” on 4.08.2023



Ms. R. Ramya, Founder of Slice of Heaven in Coimbatore, shared valuable insights on **Empowering women entrepreneurs**” on 27.09.2023

WEBINAR



Mr. V. Venkat Raj Leads Webinar on **Function Catering Operations** on 15.2.2024

WORKSHOP



Mr. S. Vijayakumar Leads a Workshop on **Flower Arrangement** on 2.08.2023



Ms. Manisha Khemka conducted a workshop on “**Bakery products**” on 4.10.2023



Mr. S. Jonathan Anand Kumar, Freelance Soft Skill Trainer and Member of Toastmasters International Coimbatore Speakers Forum, led a workshop on **Soft Skill and Career Development** on 21.02.2024



Mr. G. Sathishkumar from Citrus Events, Coimbatore, hosted a dynamic workshop on Bartending on 8.03.2024

ALUMINI INTERACTION



Chef Ajay G. of P&O Cruises, USA, provided a comprehensive overview of 'Opportunities in Cruiselines' during the Alumni Interaction Program on 11.10.2023



Chef R. Sreenath of Beyond Burg Inc Restaurant in Calicut, Kerala, shared valuable insights on 'Current Trends in Culinary.' on 29.01.2024

EXTENSION ACTIVITY



An Awareness Program on creating natural fertilizers from vegetable waste, in collaboration with Rotary Club (East) Coimbatore, was held at Paduvampalli Village on 9.09.2023

INDUSTRIAL VISIT



The industrial visit to Hotel Le Meridien, Coimbatore, offered insights into the operations of a premier hospitality establishment on 20.03.2024

CO-CURRICULAR ACTIVITIES



The innovative Millet Expo competition, in collaboration with the Department of Costume Design and Fashion, was held on 23.09.2023



Students refined their cooking skills during the **STEP Cookery Training Program** held on 10.01.2024

STUDENT DEVELOPMENT PROGRAM



The Student Development Program featured a detailed overview of **Industrial Exposure Training** enhancing students industry readiness on 29.12.2023

FACULTY PROFESSIONAL DEVELOPMENT PROGRAM



The **'Easy Snacks Preparation'** demonstration program with Mr. M. Venkateswaran, Assistant Professor, Department of CS & HM, took place on 29.12.2023

STAFF RECOGNITIONS

- Mr.S.Vijayakumar acted as a resource person for the Skill Training program on "Handling of Gas Cylinders" for the Disaster Management Committee of Dr.NGP Arts and Science College on 24.01.2024
- Mr.R.Prasanth acted as a judge for Cookery Competition of Food without Flame at PSG Institutions, Coimbatore on 20.01.2024

STAFF PARTICIPATION

- Mr. S.Vijayakumar participated in a One day workshop on "Research Methodology for Tourism & Hospitality Research", at PSG College of Arts & Science, Coimbatore on 5.10.2023
- Mr. R.Prasanth participated in a one day Webinar on "Time Management and Productivity", at KV Institute of Management on 28.01.2024

STUDENT PARTICIPATION

- Mr. Pranav. V.V won third place in the 34th State level Don Bosco Volleyball Tournament – Volleyball Men event at Sacred Heart College, Tirupattur from 1.08.2023 to 3.08.2023
- Mr. Pranav. V.V won fourth place in the State level Invitation Volleyball Tournament– Volleyball Men at Thoothukudi from 11.08.2023 to 13.08.2023.
- Mr. Pranav. V.V won the Bharathiar University Intercollegiate Volleyball - A zone Tournament at Kongunadu Arts and Science College from 9.10.2023 to 10.10.2023
- Mr. B. Guhan won Second Place in Plat De Millet – Cookery Competition at Kovai Vizha – Sri Ramakrishna College of Arts and Science, Coimbatore on 6.01.2024

DEPARTMENT OF COSTUME DESIGN AND FASHION

PRODUCT SALE



The Department of Costume Design and Fashion sewed and showcased **Water bottle bags** on 28.06.2023

ENTREPRENEURIAL DEVELOPMENT



Dr. B. Dhiyanesh, Associate Professor of CSE at Dr. N.G.P. Institute of Technology, Coimbatore, led a Faculty Development Program on **"Entrepreneurial Development,"** hosted by the Department of Costume Design and Fashion and Catering Science and Hotel Management on 30.06.2023



Mr. Rajesh Kumar Palanisamy, Training Coordinator at CBE Zonal MSME Technology Development Centre (CFTI), Chennai, delivered an insightful lecture on **"Entrepreneurial Development"** during the Faculty Development Program

conducted by the Department of Costume Design and Fashion and Catering Science and Hotel Management on 3.07.2023

ENTREPRENEURIAL DEVELOPMENT



Mr. P. Karuppasamy, Senior Manager at Indian Bank Kalapatti Branch, delivered a valuable lecture on **"Entrepreneurial Development"** during the Faculty Development Program conducted by the Department of Costume Design and Fashion and Catering Science and Hotel Management on 4.07.2023

PRODUCT SALE



The Department of Costume Design and Fashion organized the **"Earn While Learn Program"** on 12.07.2023

WORKSHOP



Ms. N. Akalya, Fashion Designer and Founder of Yellow Spring, conducted an engaging workshop on **“Waist Belt Making”** organized on 18.07.2023



Mr. S. Sathiyaraj, Technical Trainer and Business Development Manager at C-Cube Technologies, conducted informative workshop on **“CAD Designing”** on 21.07.2023, and 25.07.2023

PRODUCT SALE



The Department of Costume Design and Fashion organized the **“Earn While Learn Program”** on 27.07.2023

HANDLOOM FASHION SHOW



The Department of Costume Design and Fashion hosted a **“Handloom Fashion Show”** on 28.07.2023.

PRODUCT SALE



On the **‘Earn While Learn Program,’** the Department of Costume Design and Fashion helped students gain experience and earn money, held on 3.08.23.

HANDLOOM AWARENESS PROGRAM



The Department of Costume Design and Fashion organized a **‘Handloom Awareness’** program on 07.08.2023

INDUSTRIAL VISIT



The III B.Sc students visited the **Central Silk Board** in Bangalore to gain insights into silk production and industry practices on 25.08.2023

PRODUCT DEVELOPMENT AND SALES



The Department of Costume Design and Fashion organized a 'Product Development and Sales' event on 05.09.2023 to enhance students' skills in creating and marketing their designs.

ACTIVITIES ON TEACHER'S DAY



The Department of Costume Design and Fashion celebrated **Teacher's Day** with engaging activities, including a selfie board and an autograph manuscript, to honor the teachers on 05.09.2023.

ZUMBA FITNESS CLASS



Mr. D. Ranjith Kirubaharan, a choreographer and Zumba instructor, led a vibrant 'Zumba Fitness Class' organized by the Department of Costume Design and Fashion on 08.09.2023



EXTENSION ACTIVITY

The Department of Mathematics, Catering & Hotel Management, and Costume Design and Fashion, in collaboration with the Rotary Club of Coimbatore, organized an extension activity focused on **Health & Hygiene - Natural Fertilizer** at Paduvampalli, Coimbatore, on 09.09.2023

INDUSTRIAL VISIT



The Department of Costume Design and Fashion visited **NIFT-TEA College of Knitwear**, exploring advancements and opportunities in knitwear design and technology on 13.09.2023

STAFF PRESENTATION



Mrs. S. Vijayalakshmi, Assistant Professor in the Department of Costume Design and Fashion, conducted a presentation on '**Career Guidance in Textile and Fashion**' for III B.Sc CDF students on 13.09.2023.

WORKSHOP



Mr. Akilan, Entrepreneur/Dressmaker and Founder of Newmen & Ilakya Designers, Tirupur, conducted a **“Hands-on Training on Women’s Casual Wear”** for III year B.Sc. CDF students on 14.09.2023

POSTER PRESENTATION



A poster presentation competition on **“Technical Textiles”** was conducted for final year B.Sc. CDF students on 15.09.2023



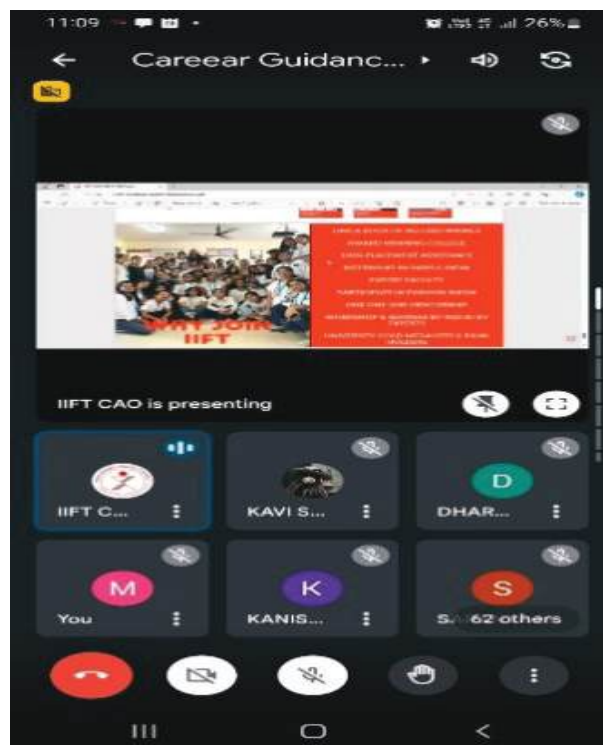
Mr. Divakar Meher from J&D Handcrafts Makers, Coimbatore, conducted a workshop on the **“Art of Decoupage”** for I B.Sc. CDF students on 21.09.2023

HEALTHY MILLET PRODUCT EXPO



The Department of Costume Design and Fashion and the Department of Catering Science and Hotel Management jointly conducted a **“Healthy Millet Product Expo”** on 23.09.2023

ONLINE CAREER GUIDANCE SEMINAR



Ms. Manjula Harish, CAO Krupa, Assistant Professor, and **Ms. Sneha**, Marketing Manager at the Indian Institute of Fashion Technology, Bangalore, conducted an online career guidance seminar titled **“The Career Opportunities in the Fashion Industry”** for I and II year B.Sc. CDF students on 28.12.2023

CELESTIAL 2023



The Department of Costume Design and Fashion conducted **“Celestial 2023”** for III year B.Sc. CDF students during the NGP Fest at Paavai Arangan on 20.12.2023

HANDS -ON TRAINING PROGRAMME(STEP)



The Department of Costume Design and Fashion organized “A Hands-on training programme (step)” for I B.Sc. CDF students, to design and stitch phone pouches on 10.01.2024

CAREER COUNSELING



Lion Dr. Radha Bellan, Founder of the “All Business Women’s Association,” conducted a career counseling session on “Entrepreneurial Development” for B.Sc. CDF students on 12.01.2024.

FACULTY INDUCTION PROGRAM



Dr. V. Kavitha, Head and Associate Professor of the Department of Costume Design and Fashion, conducted a Faculty Induction Program on “A Comprehensive Guide to Design Thinking” for B.Sc. CDF faculties on 23.01.2024

FACULTY PROFESSIONAL DEVELOPMENT PROGRAM



Dr. G. Malarvizhi, Associate Professor of the Department of Costume Design and Fashion, conducted a Faculty Professional Development Program on “Augmented Reality and Virtual Reality” for B.Sc. CDF faculty on 15.02.2024

STUDENT DEVELOPMENT PROGRAM



Ms. S. S. Navanathana and Ms. S. Allish delivered a lecture to students on “Sustainable Development in the Textile Industry” on 13.02.2024.

AWARDS SECURED

- Ms. A. Ilakya of III B.Sc secured 1st place in the “Fashion Designer Contest” conducted by Vivekanandha College of Arts and Science for Women on 04.01.2024 and 05.01.2024
- III B.Sc students secured 3rd place in the attire show at EVANZA’24, an intercollegiate fest organized by PSGR Krishnammal College for Women on 02.02.2024
- Dr. V. Kavitha, Associate Professor & Head, and Ms. Kavishree, III B.Sc student, were awarded the Best Product Award by Dr. N.G.P. Arts and Science College on 16.03.2024

- Dr. G. Malarvizhi, Associate Professor, and Ms.V. Savitha of the Department of Costume Design and Fashion at Dr. N.G.P. Arts and Science College are the winners of the Project Presentation at the National Level Technical Symposium organized by the Department of Textile Technology, Bannari Amman Institute of Technology, on 19.02.2024 and 20.02.2024.
- Dr. T.R. Indumathi, Assistant Professor, and Ms. Nithika won the Best Paper Award by Dr. N.G.P. Arts and Science College at College Day on 16.03.2024.
- Mrs. S. Vijayalakshmi, Assistant Professor, and Ms. Sree Varsha of III B.Sc CDF won second place in a Paper Presentation organized by the Department of Microbiology, Dr. N.G.P. Arts and Science College, on 22.02.2024 and 23.02.2024.

PLACEMENTS

The Students of the Department of Costume Design and fashion have been placed as CAD Designers at **Heinrich Cycling and Sportswear PVT LTD**



The Students of the Department of Costume Design and Fashion have been placed as **Fashion Consultant** at **Ocean Sapphire KTM Jewellery**, Coimbatore on 19.02.2024

MoU

- The Department of Costume Design and Fashion signed a MoU with Velijo Training and Embroidery Center on 06.10.2024.
- The Department of Costume Design and Fashion also signed a MoU with C-CUBE Technologies on 26.02.2024

PAPER PUBLICATION-STAFFS

- Mrs. S. Vijayalakshmi, Aishwarya R, Development of Disposable Maternity pads using Bamboo fibre with Herbal Extract, International Journal of Research and Analytical Reviews, Vol 11, Issue 1, February 2024, 2349 - 5138

- Dr. V. Kavitha, Alish S, Development of Laptop Mat Using Areca Nut Fiber (Areca Catechu) And Bamboo Fiber (Bambusoideae), Journal of Emerging Technologies and Innovative Research, Vol 11, Issue 4, April 2024, 2349 - 5162
- Dr. G. Malarvizhi, Bhuvaneshwari S, Therapeutic Efficacy of spirulina against Candida in Intimacy wear., International Journal Of Advanced Scientific Research And Management, Vol 9, Issue 3, March 2024, 2455 - 6378
- Mrs. S. Vijayalakshmi, Jaya Janani E, Development of Pigmentation reducing neck pack with Natural fibre., International Journal Of Creative Research Thoughts, Vol 12, Issue 3, March 2024, 2320 - 2882
- Dr. V. Kavitha, Kavi Shree M, Development and application of Non woven cotton wound dressing using Justicia tranqueburiensis extract, International Journal Of Advanced Scientific Research And Management, Vol 9, Issue 3, March 2024, 2455 - 6378
- Dr. V. Kavitha, Kavya M, Development of wet tissue for Hyperpigment with Mayana Extraction., International Journal of Research and Analytical Reviews, Vol 11, Issue 1, March 2024, 2349 - 5138
- Dr. G. Malarvizhi, Keerthana M, To create cognizance to the community about unaware Feminine warrior and their struggles through machine embroidery., International Journal of Research and Analytical Reviews, Vol 11, Issue 1, February 2024, 2349 - 5138
- Dr. G. Malarvizhi, Madhuj C, Widening of Musa acuminata fibre and Macrocytic pyrifera extract finish in shoe insole, International Journal of Research and Analytical Reviews, Vol 11, Issue 2, April 2024, 2348- 5138
- Dr. T. R. Indumathi, Manjupriya M, Development of Biofilm using natural plant sources augmented with punica granatum peel extrect, International Journal Of Advanced Scientific Research and Management, Vol 9, Issue 3, March 2024, 2455 - 6378
- Dr. T. R. Indumathi, Matheshwaran S, Extraction of Natural Dye from fruit peels permeate in cotton embroidery threads , Journal of Emerging Technologies and Innovative Research, Vol 11, Issue 3, March 2024, 2349 - 5162
- Mrs. S. Vijayalakshmi, Mohana Prasath M, The Art of Natural Dyeing using Terra Rosa in Knitted Cotton T-

- Shirt, International Journal of Innovative Research in Technology, Vol 10, Issue 10, March 2024, 2349 - 6002
- Dr. T. R. Indumathi, Nithika P, Development of Eco-friendly ear mask from chondritis disease. , International Journal of All Research Education & Scientific Methods, Vol 12, Issue 3, March 2024, 2455 - 6211
 - Dr. G. Malarvizhi, Poornima valliammai lakshmi L, To create social consciousness towards Food waste through Digital Designing and Fusion Printing Method, International Journal of Advanced Scientific Research And Management, Vol 9, Issue 3, March 2024, 2455 - 6378
 - Ms. S. Ragavi, Preya darsine S, Study on natural dyeing in denim fabric by using Brassica Oleracea , International Journal of Scientific Development and Research, Vol 9, Issue 4, April 2024, 2455 - 2631
 - Ms. S. Ragavi, Priyanka R, Development of Eco-friendly Nursery pot using Hibiscus Cannabinus and areca catechu., IOT Academy Publishers - Design Tomorrow , Chap - 3, Page no: 15-22, February 202: 15-22, February 2024 , ISBN : 978-93-93622-41-9
 - Dr. T. R. Indumathi, Radhika S, Development of Reusable Panty liners Finished with Moringa oleifera and lavandulus Angustifolia, International Journal of Research and Analytical Reviews, Vol 11, Issue 2, April 2024, 2349 - 5138
 - Dr. T. R. Indumathi, Sakthi S, Development of Eco-friendly herbal eye mask., International Journal Of Advanced Scientific Research And Management, ,
 - Mrs. S. Vijayalakshmi, Sanmathi L, Exploring the application of Muca acuminata dye and Musa cavendish printing in natural fabric., International Journal Of Advanced Scientific Research And Management, Vol 9, Issue 3, March 2024, 2455 - 6378
 - Dr. V. Kavitha, Saranya B, Antimicrobial mosquito net for babies , Journal of Emerging Technologies and Innovative Research, Vol 11, Issue 3, March 2024, 2349 - 5162
 - Ms. S. Ragavi, Shanthini G, Natural Dyed Bio-Degradable bag is Developed using Cesalpinia Pulcherrima, International Journal of Research and Analytical Reviews, Vol 11, Issue 2, April 2024, 2349 - 5138
 - Dr. T. R. Indumathi, Shudharsana N, UV protection effects of Green tea extract infused in linen fabric , International Journal of Research and Analytical Reviews, Vol 11, Issue 1, February 2024, 2349 - 5138
 - Mrs. S. Vijayalakshmi, Sona M, Exploring Eco-friendly finish indoor mat using Cow pat , Journal of Emerging Technologies and Innovative Research, Vol 11, Issue 4, April 2024, 2349 - 5162
 - Mrs. S. Vijayalakshmi, Sree Varsha V, Development of Disposable Underarm pads Using Kapok fibre with Herbal Extracts., International Journal of Research and Analytical Reviews, Vol 11, Issue 1, February 2024, 2349 - 5138
 - Dr. V. Kavitha, Srimathi M, Extraction and application of Fern herbal for mosquito curtain., Journal of Emerging Technologies and Innovative Research, Vol 11, Issue 4, April 2024, 2349 - 5162
 - Dr. G. Malarvizhi, Sujaya V, Armamentarium of wart control by using Allium Sativum, Malus and Pumila mill., World Journal of Biology Pharmacy and Health Sciences, Vol 18, Issue 01, April 2024, 2582 - 5542
 - Ms. S. Ragavi, Sujitha S, Development of Headwrap using betel leaf and eucalyptus, International Journal of Research and Analytical Reviews, Vol 11, Issue 1, February 2024, 2349 - 5138
 - Dr. T. R. Indumathi, Surdiksha S, Development of Herbal Oil Wipes for Xerosis, International Journal Of Creative Research Thoughts, Vol 12, Issue 3, March 2024, 2320 - 2882
 - Dr. T. R. Indumathi, Swathi V, Design and development of Sustainable Travel neck pillow with Detachable Medicated patch for cervical Pain, International Journal of Research and Analytical Reviews, Vol 11, Issue 1, January 2024, 2349 - 5138
 - Mrs. S. Vijayalakshmi, Tanushya P.J, Development of Biodegradable Product using natural fibre., International Journal Of Creative Research Thoughts, Vol 12, Issue 3, March 2024, 2320 - 2882
 - Dr. V. Kavitha, Tharni A, Extraction and application of Nyctanthes Arbor-trists for curtains, International Advanced Research Journal In Science, Engineering And Technology, Vol 11, Issue 1, January 2024, 2393-8021
 - Dr. V. Kavitha, Thenmalar S, Formulating eye mask using Tabernaemontana divaricata Extract and sesbania sesban

- extract., International Journal Of Creative Research Thoughts, Vol 12, Issue 3, March 2024, 2320 - 2882
- Mrs. S. Vijayalakshmi, Vidhya Bharathi S, Enhancement of the Foot pad using natural fabrics with herbal extracts., International Journal Of Advanced Scientific Research And Management
 - Dr. V. Kavitha, Vishhalini B, Exploring the benefits of Calendula officinalis and chrysopogon zizanioides in baby towel development., International Journal of Research and Analytical Reviews, Vol 11, Issue 2, April 2024, 2349 - 5138
 - Dr. T. R. Indumathi, Sanjay V, Development of Sustainable natural dyed knitted garment enriched with Tie & dye Technique , International Journal Of Advanced Scientific Research And Management, Vol 9, Issue 3, March 2024, 2455 - 6378
 - Dr. T. R. Indumathi, Naveen kumar B, Development of ackbone bamboo spine curve herbal patch attached with posture belt., International Journal of Scientific Development and Research, Vol 9, Issue 4, April 2024, 2455 - 2631

FACULTY OF BIOSCIENCES

DEPARTMENT OF BIOCHEMISTRY

Department of Biochemistry adopts an integrated approach embracing the view that tomorrow's breakthrough is likely to occur at the interface of traditional biological sub-divisions. The Department was instituted in 1997 with the goal of educating and equipping the students in biological science and offers UG, PG and Ph. D programmes in the very realm, ensuring expertise and involvement. The Department is recognized by DST-FIST in 2014 for the establishment of research facility as well as by DBT STAR in 2018 for enhanced undergraduate teaching. The Department holds good academic record with distinguished university ranks, notable number of publications at National/International journals. Owing to its perpetual efforts, the Department has received many major and minor projects support from various funding agencies such as DBT-CTEP, UGC, DST, DBT, ICMR and TNSCST.

Officer Elies Biotech Pvt Ltd, Erode delivered the Felicitation address in **State level seminar on Emerging Trends in Bioentrepreneurship (ETB- 2023)** on 26.09.2023

WORKSHOPS



Workshop on **Developing Fingerprints by Iodine Crystals** on 24.06.2023



Workshop on **Separation of Plant pigments By TLC and Column Chromatography** on 26.07.2023

INTERNATIONAL CONFERENCE



Prof. Dr. Sakthivel Sadayappan, Professor of Internal Medicine, University of Cincinnati College of Medicine released e-Proceedings in **International Conference on Translational Research Towards Attaining Good Health and Wellbeing for Sustainable Development** on 09.03.2024

SEMINAR



Mrs. C. Gayathri, Project Lead, Startup TN, Coimbatore, **Dr. Aravindh Selvaraj**, Executive Director & Chief Scientific



Workshop on **Soil Analysis** on 20.09.2023



Workshop on **Zebra Fish Handling and its Haematological Analysis** on 28.12.2023



Hands on Training on **Water Quality Analysis** on 29.01.2024



International Workshop on **Spectral Analysis and Data Interpretation** on 06.03.2024



Workshop on **Molecular Biology Techniques** from 22.01.2024 to 24.01.2024

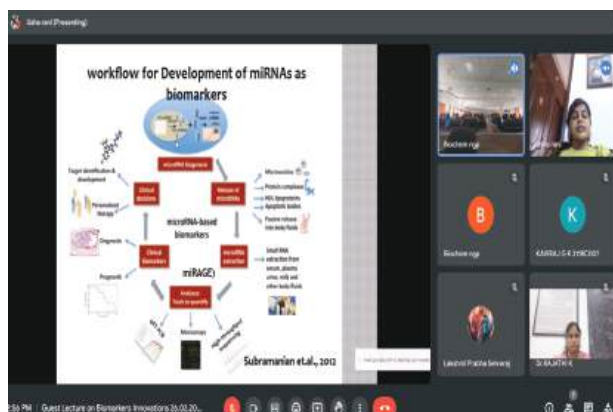


Women Entrepreneurship Program on **Spirulina Production and Its Marketing Strategies** on 27.09.2023



Two days National Level Workshop on **Basic Techniques in Molecular Biology, Chromatography, Bioinformatics and Animal Model Usage** from 13.03.2024 to 14.03.2024

INVITED LECTURE



Dr. B. Usharani, Assistant Professor, Department of Genetics, University of Madras, Chennai gave invited Lecture on **Biomarkers Innovations** on 26.02.2024

ALUMNI INTERACTION



Mr. R. Suman, Medical Representative, Systonic laboratories Pvt Ltd, Bangalore shared his views in an Alumni Interaction on **Opportunities in Biochemistry** on 22.07.2023



Mr. Prakasam Venkatachalam, Quality and Regulatory officer, Genetics Meditech Private Limited, Coimbatore gave Alumni lecture on **Career Guidance for Quality Analyst** on 03.08.2023



Alumni Interaction on **Entrepreneurial Skills** on 04.09.2023

STUDENT KNOWLEDGE EXCHANGE PROGRAMME



Student Knowledge Exchange Program on **Pamphlet, Blog creation and MS Excel** on 25.09.2023

INTERCOLLEGIATE COMPETITIONS



Intercollegiate competition on **World Nature Conservation Day -Iyaluzhagu 2023** on 22.06.2023



Swachhta Pakhwada, a fortnight-long **cleanliness and hygiene campaign** on 15.09.2023



Industrial visit to the **Indian Cardamom Research Institute (ICRI)** in Mayiladumpara, Idukki on 30.01.2024

STEM FEST- INTERSCHOOL MEET- STEM FEST 2023



STEM –Innovation contest 2023 in association with **Bhumi**, Non-Governmental Organization (NGO) on 31.10.2023



One-day **Field Visit to Futuristic Bioscience**, Erampalayam, Gobi on 06.01.2024



STEM FEST - 2024 in association with **BHUMI**, **Ignite Schools**, Chennai, **OTIS** and **Coimbatore Corporation** on 12.03.2024

MILLET EXPO-2023



Millet Expo - 2023 on 8.09.2024 and 9.09.2023



EXTENSION ACTIVITIES

Saplings Plantation Event at Corporation Higher Secondary School, North Coimbatore on 08.12.2023



Extension activity in **Panchayat Union Primary School (PUPS)**, Nellithurai on 11.10.2023



Medicinal Herbs Plantation Event at Corporation Higher Secondary School in Okkiliar, Ukkadam, Coimbatore on 07.12.2023



STEM-SEP PROGRAMME at Corporation Girls Higher Secondary School, Ranganathapuram, Coimbatore on 19.01.2023



DIY session for deeper understanding in the core scientific concept at Corporation Higher Secondary School, Anuparalayam, Coimbatore on 22.01.2024



DIY session for deeper understanding in the core scientific concept at Corporation Girls Higher Secondary School, R.S. Puram, Coimbatore on 11.01.2024

STAFF-PARTICIPATION AND PRESENTATION

- Dr. S. Gowri and Mrs. S. Divyapriya participated in One week National e-workshop on Innovation and Intellectual property rights organized by CSIR Institute of Minerals and Materials Technology, Bhubaneswar during 12.06.2023 – 17.06.2023
- Dr. N. Kannikaparameswari, Dr. T. Indhumathi, Dr. K. Rajathi and Dr. D. Pradeepa participated in Virtual Faculty Development Program on Entrepreneurship conducted by Bharathidasan College of Arts and Science, Erode held from 20.06.2023 to 15.06.2023
- Mrs. S. Divapriya participated in e-Faculty Development Programme on “Pharmaceutical Innovations & Protection Strategies” Organized by Seven Hills College of Pharmacy (Autonomous), Tirupati – 517561, A.P., India & CSIR –Institute of Minerals & Materials Technology, Bhubaneswar, India during 18.07.2023-22.07.2023.
- Mrs. S. Divapriya participated in International Workshop on “Recent Advances and Developments in Transdisciplinary Research” Conducted by Sri Venkateswara University

- and Seven Hills College of Pharmacy, Tirupati during 26.07.2023- 27.07.2023
- Dr. S. Gowri participated in Cloud Based Hands on Workshop on “Training on Computer Aided Drug Designing Techniques: Case studies with Epigenetic Targets” Organized by BITS-Pilani and Schrodinger (Under DBT Builder Program) held on 03.08.2023 & 04.08.2023
 - Mrs. G. Lalitha participated in SPSR webinar on Solid shall be alternate source to replace harmful organic solvent in future, held by Society of Pharmaceutical Science and research on 06.08.2023
 - Mrs. G. Lalitha participated in FDP program on “Applicability of Mathematical Sciences in Emerging World” Conducted by Department of Mathematics, School of Science and Humanities, Sathyabama Institute of Science and Technology, Chennai during 07.08.2023-12.08.2023
 - Mrs. G. Lalitha participated in International webinar titled “National Education Policy- 2020” organized by Department of Botany, DPG Degree College, Gurugram, Haryana in association with A2Z EduLearning Hub LLP on 09.08.2023
 - Mrs. K. Swathi participated in International level Virtual FDP on “Research Toolbox Reloaded - Amplify your Scholarly Endeavours” by Hindustan College of Arts and Science, Coimbatore during 21.08.2023-25.08.2023
 - Mrs. K. Swathi participated in Online Workshop on NEP 2020- Roadmap for changing Indian Education with a concentration on STEM & skills development organized by Nehru Institute of Technology, Coimbatore held on 08.09.2023 & 09.09.2023
 - Mrs. K. Swathi participated in National level virtual FDP program on Best practices benchmarking in HEIs for quality enhancement by Guru Shree Shantivijai Jain College for Women from 26.10.2023 to 31.10.2023
 - Dr. K. Rajathi participated in Seven Days International Level FDP on Exploring Technological Advancements: A Voyage into Emerging Horizons by Department of Computer Science, Sri S.Ramasamy Naidu Memorial College during 20.11.2023-27.11.2023. Dr. K. Rajathi participated in One day Programme on Promoting Innovation and entrepreneurship in HEIs conducted by Association of Self-Financing Arts, Science & Management college of Tamilnadu on 30.11.2023
 - Dr. T. Indhumathi participated in National Level FDP Programme on Research Methodology using Chat GPT & AI Tools and funding Opportunities for Research organized by Marine College, Kuttaikanam during 23.11.2023 – 01.12.2023
 - Dr. S. Gowri participated in FDP on green Biotechnology and Bioenergy Organized by Department of biotechnology, Arunai Engineering College during 18.12.2023- 24.12.2023
 - Dr. D. Pradeepa participated in “DBT-BIRAC and PSG-STEP: BioNEST Sensitization Workshop on “Bio-Entrepreneurship and Intellectual Property Challenges in the field of Biosciences –Biotech, Medical Devices and Diagnostics” in PSG institute of Technology, Coimbatore on 12.03.2024

STUDENTS-PARTICIPATION AND PRESENTATIONS

- **Mr. P. Vimal, Ms. Niveditha Vinod and Ms. P. Hasika** of I B.Sc Biochemistry participated in AGRI-HACKATHON organized by Gobi Arts and Science College, Erode on 05.01.2024
- **Mr. C. Vimal, Ms. R. G. Vedhajanani, Ms. M. Punitha Princy, Ms. A. Madumitha A and Ms. P. H. Harini** of I B.Sc. Biochemistry, and **Mr. G. Sanjay, Ms. M. Madhumitha, Ms. S. Yashmitha, Ms. S. Shirley Sreena, Ms. G. Janani G, Ms. K. Deepika, Mr. M. Jayachandran, Mr. M. Palpandi, Ms. M. S. Nisha, Ms. Soumithra, Ms. Muneespriya, Ms. J. Srinaya, Ms. G. Nivetha, and Ms. M. Savithadevi M** of II B.Sc. Biochemistry presented papers in Two day National Conference on “Lifestyle Diseases and Management (NCLDM-2024)” organized by Department of Biochemistry, Karpagam Academy of Higher Education, Coimbatore held on 19.02.2024 and 20.02.2024
- **Mr. P. Vimal and Ms. S. Renugadevi** of I B.Sc Biochemistry and **Ms. R. Yashmitha** of II B.Sc Biochemistry presented paper in Two-day International Conference on Biorevolution-Pioneering innovations in life sciences (BIO-PILS - 2024) organized by PSGR Krishnammal College for Women, Coimbatore held on 21.03.2024 and 22.03.2024

AWARDS - STUDENTS AND STAFF

- **Mr. G. K. Kaviraj** of III B.Sc. Biochemistry received “Best Paper Award” in Indo-South Korea-Thailand 3rd International conference on Nanoscience and Nanotechnology for Energy, Environment and Biomedical Applications (iNEEBa-2023) organized by Vinayaka

Mission's Kirupananda Variyar Arts and Science College, Salem

- **Dr. K. Rajathi**, Professor in Dept of Biochemistry has received International Vagai Award 2023 from Vagai Tamil Sangam, Namakkal, Tamil Nadu on 09.10.2023

PATENT / COPYRIGHT

- **Dr. S. Gowri** filed patent on the title "Polyherbal hand cleanser and preparation method" TEMP/E-1/2949/2024-CHE in January 2024.
- **Dr. N. Kannikaparameswari** filed a patent entitled on "Development and evaluation of Novel film wound dressing loaded with the herbal extract of illicium verum" in January 2024.
- **Dr. K. Rajathi** filed a patent entitled on "Development of herbal based Gloves coated in cotton fabric with Valeriana officinalis extract with enhanced UPF and antifungal activity" in January 2024.

STAFF-PUBLICATIONS

- **Dr. T. Indhumathi**., GC-MS/HPTLC Analysis, Antioxidant, Anti-inflammatory and Antimicrobial Efficacy of Garcinia cambogia. Free Radicals and Antioxidants., Jun-23,1.7,13(1), 10-20 2231-2536.
- **Dr. T. Indhumathi**, Synthesis of Functional Silver Nanoparticles and Microparticles with Modifiers and Evaluation of their Anti-cancer Activity on MDA-MB-453 Breast Cancer Cell Line. Free Radicals and Antioxidants., Jun-23 1.7 13(1), 21-28 2231-2536
- **Dr. N. Kannikaparameswari**.,Chromatographic Isolation and Estimation of Bioactive Compounds Extracted from Chromolaena Odarata(L), and Anticancer Activity Against

Hela Cell Lines European Journal of Pharmaceutical and Medical Research., Jul-23SJIF - 6.22 10(8), 382-390 2394-3211.

- **Dr. T. Indhumathi**., Isolation of Alkaline protease from fruit waste and its Application as Detergent *Bioscience Biotechnology Research Communications*, Sep-23 5.9 3, 16, pp 1- 72321-4007.
- **Dr. T. Indhumathi**., Insilico Identification of Bioactive Compounds from Indian Medicinal plants for the treatment of Breast Cancer. *Indian Journal of natural Sciences*., Dec-23 2.45 81, 14, pp 65601- 65612 0976-0997.
- **Dr. K. Rajathi**., Insilico Docking Studies in Identification of phytocompounds from selected medicinal plants as potent inhibitors of alpha synnuclein aggregation in treatment of Parkinson's disease. *Journal of Emerging Technologies and Innovative Research*.,March 2024, 7.95, Volume 11, Issue 3, ISSN-2349-5162
- **Dr. S. Gowri**., Isolation and Characterisation of Nanocellulose from Banana Pseudostem using Eco-Friendly Mild Oxidative Hydrolysis. *Indian Journal of Natural Sciences*., Dec-23,2.45214,81, 64655-64665

STAFF-BOOKS PUBLICATIONS

- **Dr. T. Indhumathi**., **Dr.K.Rajathi**., and **Dr.N.Kannikaparameswari**, Diabetes Mellitus ISBN No: 9786206770374, Published by Scholars Press during Dec-2023
- **Dr.K.Rajathi**., **Dr.T.Indhumathi** and **Dr.N.Kannikaparameswari**, Biopolymers and Biopolymeric Nanocomposites in Therapeutic Applications, Sri Bharani Publications, ISBN Number:9788197184451

DEPARTMENT OF CLINICAL LABORATORY TECHNOLOGY

Department of Clinical Laboratory Technology, established in the year 2005 offers a unique three-year undergraduate programme with a vision to provide high quality education to the students with hands on experience in the state-of-the-art laboratories. The programme was meticulously designed to offer specialization in science stream encompassing a strong knowledge in clinical laboratory techniques and an exposure to social disciplines. The curriculum facilitates the students to acquire diverse knowledge in the field of Biochemistry, Microbiology, Pathology, Immunology, and Molecular biology. The department successfully produced 18 batches of students since inception.

INTERNATIONAL CONFERENCE



International Conference on **Translational Research Towards Attaining Good Health and Wellbeing for Sustainable Development** on 09.03.2024

NATIONAL SEMINAR



One-Day National Seminar on **Novel Materials for Sustainable Energy Development and Radiation Measurements** on 29.02.2024

ENDOWMENT LECTURE



Dr.P.Sundaresan, Senior Scientist, Department of Genetics, Aravind Medical Research Foundation, Aravind Eye Hospital, Madurai delivered the Har Gobind Khorana Endowment lecture on **Clinical Ophthalmic Genetics and Genomics** on 09.03.2024

GUEST LECTURE



Mr. C. Bharathan, Clinical Analyst, Navya Health Care Private Limited, Bangalore, addressing the students about **Cancer Informatics** on 28.08.2023



Dr.P.Senthil Kumar, Professor, Faculty of Pharmacy, Karpagam Academy of Higher Education, Coimbatore delivered a lecture on **IPR in Biological Sciences** on 08.08.2023



Dr. P. Vinayaga Moorthi, Assistant Professor, Department of Human Genetics and Molecular Biology, Bharathiar University, Coimbatore gave a lecture on **Molecular Studies on Alzheimer's and other Neurological Disorders** on 27.07.2023



Dr. N. Chandrakala, Associate Professor, Department of International Business, Dr. N.G.P Arts and Science College, Coimbatore took part in Women Entrepreneurship Programme on **Women Empowerment through Entrepreneurship** on 21.09.2023



Mr. Syed Samiullah, Head Operations, Professional Infotech, Coimbatore, acted as a resource person for Career Counseling programme and discussed about **Healthcare and its opportunities** on 11.09.2023

WORKSHOP



Dr. S. Mohanraj, Research Scientist, KMCH Research Foundation, KMCH, Coimbatore acted as a resource person for the workshop on **Biochemical Analysis of Fatty Liver** on 16.02.2024



Dr. S. Mohanraj, Research Scientist, KMCH Research Foundation, KMCH, Coimbatore acted as a resource person for the workshop on **RT-PCR** from 26.02.2024 to 29.02.2024 .



Dr. C. Hemalatha, Assistant Professor, Department of CLT, Dr. N. G. P. Arts and Science College, Coimbatore acted as a resource person for the workshop on **Histopathological Techniques** on 22.01.2024



Dr. Anbalagan, Assistant Professor, Department of Clinical laboratory Technology, Dr. N.G.P. Arts and Science College, Coimbatore interacted with the faculty on the topic **Laboratory Automation** on 15.03.2024



Dr. V. Uma, Professor and Head, Department of Hospital Administration, Dr. N.G.P. Arts and Science College, Coimbatore acted as a resource person entitled **Medical Records Management** on 29.12.2023

ALUMNI INTERACTIONS



Dr. M. Thiruselvi, Professor, Department of CLT, Dr. N.G.P Arts and Science College, Coimbatore shared her views on **Cancer Immunotherapy** on 12.02.2024



Ms. J Dharshini shared her experiences in Alumni Interaction Program on **Career Prospects in Health Care Industry** on 21.08.2023



Dr. S. Kokila, Assistant Professor & Head, Department of CLT, Dr. N. G. P. Arts and Science College, Coimbatore delivered a lecture on **Mutagenicity and Genotoxicity Studies** on 30.01.2024



Ms. Shobana Ramasamy, Grade B officer, Reserve Bank of India, interacted with students on **Career Prospects in Banking Sector** on 20.03.2024

INTRA-DEPARTMENT COMPETITIONS



Intra-Department competition on **Science for Sustainable Development** on 28.02.2024



Poster Presentation on **Swachhata Pakhwada** on 15.09.2023



Intra-Departmental Poster Competition on **Artificial Intelligence in Health Care** on 26.10.2023



Exhibition on **Millets and its Products for Human Health** (in accordance to G20 submit, Govt. of India) on 20.09.2023

OUTREACH PROGRAMME



Outreach activity on **"Health Camp"** at Velliangadu Village on 24.02.2024

STAFF ACHIVEMENTS

PARTICIPATION/PRESENTATION

- Dr.S.Kokila, Dr.S.Sasikala, Dr.M.Thiruselvi, Dr.C.Hemalatha and Dr . K Anbalagan participated in a FDP on Empowering Education for Innovation – A NEP Perspective organized by Centre for faculty development programme, Dr. N.G.P. Arts and Science, Coimbatore from 30.06.2023 to 04.07.2023
- Dr.S.Kokila, Dr.S.Sasikala, Dr.M.Thiruselvi, Dr.C.Hemalatha and Dr . K Anbalagan participated in a Workshop on Digital creativity skills- Adobe academic essentials organized by Adobe Express on 20.07.2023
- Dr.S.Kokila, Dr.S.Sasikala, Dr.M.Thiruselvi, Dr.C.Hemalatha and Dr . K Anbalagan participated in a Workshop on Beneficial Applications of Radiation technology and Indian nuclear energy programme organized by Dr. N.G.P. Arts and Science, Coimbatore, on 31.08.2023
- Dr. Anbalagan K, presented a paper entitled "Noncommunicable Diseases" in international conference on Indian Rural Public health and non-communicable disease at KMCH, Coimbatore from 23.06.2023 to 24.06.2023

STAFF PUBLICATIONS

- S. Sasikala, J. Dharshini. S, A. Mohammed Risal, S. Bagyalakshmi and M. Vinitha, Formulation and Evaluation of Herbal Ointment Containing Euphorbia heterophylla, Nyctanthes arbor-tristis and Tridax procumbens leaves extract, Journal of Xidian University, July-2023, Vol.17, pp.1066-1076
- S. Sasikala, N. Gowri, S. Mohamed Arshad, S. Sandhiya and J. Shobanaa Sri, Formulation and Evaluation of The

Herbal Shampoo, Journal of Xidian University, Vol.17, No. 7, 2023, pp.1287-1295

STUDENT PARTICIPATION

- Govarthanaraj V and Nithyasree. N presented a paper entitled Preparation of herbal shampoo using plant extract in symposium organized by Dr.N.G.P. Arts and Science, Coimbatore on 23.02.2024
- Dhivya prabha .M and Jeyasri M presented a paper entitled Molecular diagnostics in mycobacterial identification in symposium organized by Dr.N.G.P. Arts and Science, Coimbatore on 23.02.2024
- Mohamed Althaf A presented a paper entitled Waste water management in biological ways in Naya Event organized by Sankara College, Coimbatore on 23.02.2024
- Gurudharshini S and Swetha A won Second prize in Mehandhi competition held at Sankara College of Science and Commerce, Coimbatore on 22.2.2024
- Gurudharshini S and Swetha A won first prize in math's fest organized by Department of Mathematics, Dr.N.G.P. Arts and Science, Coimbatore on 13.12.2023
- Gurudharshini S and Swetha A won first prize in Quiz fest organized by Department of Biotechnology, Dr.N.G.P. Arts and Science, Coimbatore on 12.12.2023
- Avilfred Wilson.K, Reegan.S and Nishi Oshean.E participated a quiz competition held at Sankara College of Science and Commerce, Coimbatore on 22.2.2024

DEPARTMENT OF BIOTECHNOLOGY

Department was established in 2002 with the goal of rendering innovative education to the learning aspirants. Biotechnology is a fast-growing arena of research and innovation. The department offers UG, PG, M. Phil and Ph.D. programmes. The Department has proven to be a good platform for the budding biotechnologists with excellent infrastructure and instrumentation facilities. At present, the department is functioning effectively with 10 staff members and one visiting faculty and 245 students.

GUEST LECTURES/ INVITED TALKS



Dr.B.Vidhya, Assistant Professor, Department of Applied Physics, Karunya Institute of Technology and Sciences, Coimbatore Awareness on **IPR and Technology Transfer** on 25.07.2023



Dr.C.Appunu, Senior Scientist, ICAR-SBI, Coimbatore delivered a lecture on **Advances in Genetic Improvement in Plants** on 28.8.2023

SEMINAR/ CONFERENCE



Marina '23-International Conference on **Expedition of Bio prospecting and its Emerging Trends (ICEBET - 2023)** on September 30, 2023

HANDS ON TRAINING / WORKSHOP



Dr.K.Kalimuthu, Dean R & D, gave Hands on Training for **Innovation in Plant Tissue Culture** on 30.06.2023, 03.07.2023-04.07.2023



Mr J.Samuel, Service Engineer, Sam Technologies, Coimbatore extended his Hands on training on **Instrument handling and Calibration to Non-teaching faculty** on 23.09.2023



Dr.P.T. Prathima, senior scientist, Department of Biotechnology, ICAR- Sugarcane breeding institute, Coimbatore shared his perspectives on **RNA Isolation** on 14.02.2024



Dr. P. Ravikumar, Founder, Senior Scientist and Head, Iyarvi Research Centre for Bioinformatics gave Hands on training on **Drug design and Development** from 21.02.2024 to 23.02.2024

ALUMNI INTERACTIONS



Dr. Anu P. Abhimannue, Assistant Professor & HoD, Department of Biology St. Mary's College, Thrissur, Kerala, shared her views on **Bioactive Components From Medicinal Plants Targeting Pro- Inflammatory Markers** on 02.01.2024

INTER/ INTRADEPARTMENTAL COMPETITIONS



Awareness campaign on **World Hepatitis Day** on 28.07.2023



Awareness Programme on **World Nature Conservation Day-2023** on 28.07.2023



Awareness programme on **Hygiene and sanitation and Curbing Single Use Plastic** on 12.09.2023



Exhibition on **Magical millets and Ancient Grains** on 16.09.2023



Bioidea-2023 on 23.09.2023

Exhibition on **Energy Conservation and Kisan Diwas** on 21.12.2023Poster Presentation on **Biodiversity** on 29.12.2023

Bio Quiz '23 & Bio Quiz '24 on 12.12.2023 and 28.02.2024

Exhibition on **Diagnosis and Treatment of Disease by Molecular Methods** on 11.01.2024Exhibition on **Medicinal Plants and its Products** on 24.01.2024

CONSULTANCY

A sum of Rs.6000 (Rupees Ten Thousand and Four Hundred Only) was collected towards antibacterial and antioxidant assay from students of various colleges, Coimbatore.

INDUSTRIAL VISITS



I B.Sc. Biotechnology students visited IARI- Wheat Research Institute, R.S. Wellington on 16.02.2024



Both UG and PG Biotechnology students visited ICAR-Indian Institute of Soil and Water Conservation (ICAR-IISWC) and Pasteur Institute of India on 16.02.2024

EXTENSION ACTIVITIES



Extension activities were conducted in Velliangadu Village on **Food Choice and hygienic Practices** on 20.01.2024

STUDENTS ACHIEVEMENTS

- Ms. Aswiga. P, II B.Sc., received fellowship of Rs. 24,000 from Indian Academy of Sciences for internship in ICMR- National Institute for Research in Reproductive and Child Health, Mumbai, Maharashtra
- Ms. Harinathasri.P, II B.Sc., received fellowship of Rs. 24,000 from Indian Academy of Sciences for internship in IIT Kharagpur, West Bengal
- Ms. Ms. Sowmiya K, I M.Sc., received fellowship of Rs. 24,000 from Indian Academy of Sciences for internship in RCB, FARIDABAD
- Mr. Kavinraj G, I M.Sc., received fellowship of Rs. 24,000 from Indian Academy of Sciences for internship in NEHU, Shillong
- Ms. Kalimathy.S.L, I M.Sc., received fellowship of Rs. 24,000 from Indian Academy of Sciences for internship in Sookshma Jeevi Microbiological Services, Secunderabad

- Ms. Kushboo Kumari R, I M.Sc., received fellowship of Rs. 24,000 from Indian Academy of Sciences for internship in IMTECH, Chandigarh
- Ms. Ganeeshkaa K, I M.Sc., received fellowship of Rs. 24,000 from Indian Academy of Sciences for internship in NIT, Rourkela

STAFF-AWARDS/ RECOGNITIONS

- Dr. Arun P acted as resource person in National Seminar on "Recent Advances in Frontier Areas of Biotechnology (NSRAFB'23) organized by Department of Biotechnology, Dr. R.V. Arts and Science College, Karamadai, Coimbatore on 10.10.2023
- Dr. Arun.P received Certificate of Excellence in peer-reviewing from Uttar Pradesh Journal of Zoology on 21.12.2023.
- Dr. M.N. Kathiravan received a certificate of Review-Elsevier from Elsevier - Knowledge Based Systems on 19.02.2024.
- Dr. S. Saranya acted as resource person in RV Arts and Science College, Coimbatore on 23.02.2024.
- Dr. M. Shanmugavadivu acted as resource person in KMCH College of Nursing, Coimbatore on 01.03.2024 & 26.04.2024, Theivanai Ammal College for Women, Villupuram on 16.03.2024.

STAFF- PARTICIPATION/ PRESENTATIONS

- Dr. M. Shanmugavadivu participated in One week national e-workshop, on "Innovation & Intellectual Property Rights" organized by Innovative Technology Enabling Centre (InTEC), CSIR-IMMT, Bhubaneswar during 12.06.2023 - 17.06. 2023; 5 days faculty development programme on "Outcome Based Education" organized by Center for Professional Development, Dr. N.G.P. Arts and Science College, Coimbatore from 17.06.2023 to 21.06. 2023; 5 days faculty development programme on "Empowering Education for innovation - ANEP Perspective" organized by Center for Professional Development, Dr. N.G.P. Arts and Science College, Coimbatore from 30.06.2023 to 04.06. 2023; Online Training on "Development of eContent: Audio Resources" organized by Central Institute of Educational Technology, NCERT from 26th - 30th June 2023; One week Faculty Development Program on "Avenues of Biotechnology - 2023" organized by the Department of Biotechnology, College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram Campus, Chennai from 03.07.2023 - 09.07. 2023; 5 days virtual Faculty Development Program on Advancements

- and Innovations in Cellular Communication and Signal Transduction” held from 17.07.2023 to 21.07.2023, organized by Department of Biotechnology, Jaypee Institute of Information Technology, Noida; International short term training Programme -10 on “Environment Pollution: A threat to life in the Air” organized by Raj Rishi Govt. Autonomous College from 15.08.2023 – 21.08.2023; Two days State Level Technical workshop on “Intellectual Property Rights” organized by G.Venkataswamy Naidu College(Autonomous), Kovilpatti in Association with TNSCST and Technology Information, Forecasting and Assessment Council during 21.07.2023 - 22.07.2023; Two day CIPAM's Workshop on “Intellectual Property Rights (IPR)-2023” organized by IPR cell and IQAC, RVS College of Arts and Science, Sulur, Coimbatore during 04.09.2023 & 05.09.2023; Four weeks International online Certificate Course on “ Microbiology Laboratory Techniques (Phase I)” organized by the Department of Microbiology, Sacred Heart College (Autonomous), Tirupattur from 04th September 2023 - 03rd October 2023; One day Programme on “ Promoting Innovation & Entrepreneurship in HEIs” organized by Association of Self - Financing Arts, Science & Management Colleges of Tamilnadu, at PSGR Krishnammal College for Women, Coimbatore, 30.11.2023
- Dr. P. Chidambara Rajan presented “Efficient Method for Tomato Leaf Disease Detection and Classification based on Hybrid Model of CNN and Extreme Learning Machine”, in 4th International Conference on Electronics and Sustainable Communication Systems (ICESC-2023), organized by Hindusthan Institute of Technology, Coimbatore during 6-8 July 2023
 - Dr.M.Shanmugavadivu presented: “A study on growth regulators on *Bacopa monnira* callus induction, auxillary budding & shoot proliferation”, at the International Conference on “Recent Innovations in Health & Biological Sciences (ICRIHBS 2023)” organized by PSG College of Arts and Science, Coimbatore in association with Indian Immunologicals Limited, Hyderabad on 14.07.2023 & 15.07. 2023; “Implementation Strategies, Roadmap and Key Challenges of Multidisciplinary Education and Flexibility in Curriculum Design as per NEP 2020”, at ICSSR, New Delhi sponsored One day National seminar on “Impact of New Education Policy among future Generation” organized by Post Graduate Department of Commerce with Computer Applications, NGM College, Pollachi on 10.08. 2023
 - Dr. P. Chidambara Rajan presented “Implementation of Multidisciplinary Education and Flexibility in Curriculum Design as per NEP 2020”, in Impact of New Education Policy Among Future Generation, organized by Post Graduate Department of Commerce with Computer Applications, Nallamuthu Gounder Mahalingam College, Pollachi on August 10, 2023
 - Dr.S.Saranya and Mrs.C.R.Aarthi participated in the Workshop on Public Financial Management Systems (PFMS) organized by Dr.N.G.P. Arts and Science College and Dr.N.G.P Institute of Technology from 20.11.2023 to 21.11.2023
 - .Dr.M.Shanmugavadivu and Dr.M.Poongothai participated in 6 days workshop on Entrepreneurship Essentials Indian Patent drafting, Filing procedure & Copyright filing for IP Management at PSG College of Arts and Science, Coimbatore in the respective days 07.12.2024 to 09.12.2023, 15.12.2023 to 16.12.2023, 22.01.2024
 - Mrs.C.R.Aarthi participated in National level workshop cum training (online) on Molecular docking procedure organized by ACT Academy, FDP Division, Tamil nadu from 15.12.2023 to 16.12.2023
 - Dr.Radha Palaniswamy participated in National conference on NEP2020: Challenges and Opportunities in HEI in India organized by Dr. NGP Arts and Science College, Coimbatore on 27.12.2023
 - Dr.Arun Gandhi presented in the topic “Employment of microbes in Industrial applications” at National seminar in Meenakshi Ramasamy Arts and Science college, Thathanur, Ariyalur on 03.01.2024
 - Dr. RadhaPalaniswamy presented in the topic “Cyber Security Embarking on Safety of IOT in Real Life Dimensions”at National Seminar on Cyber security in Real life sponsored by ICSSR organized by Dr. NGP Arts and Science College, Coimbatore on 05.01.2024
 - Dr.Arun.P participated in Online FDP On “Art Of Effective Teaching” organized by Hindusthan College of Arts and Science, Coimbatore from 04.01.2024 to 11.01.2024; Online FDP On “Recent Trends In Bioprocess Technology ” organized by Singhad College of Engineering,Pune from 15.01.2024 to 19.01.2024; Online FDP On “NEP 2020 Orientation & Sensitization Programme” organized by UGC-Malaviya Mission Teacher Training Centre (UGC-MMTTC), Gandhigram Rural Institute - DTBU, Gandhigram, Dindigul, Tamil Nadu from 01.02.2024 to 10.02.2024
 - Dr.S.Saranya and Mrs.C.R.Arthi participated in a two days workshop on Equipment handling (HPLA & NPTA) organized by PSGR Krishnammal college for women from 06.02.2024 to 07.02.2024

- Dr.Arun.P, Dr.M.N. Kathiravan and Dr.M.Shanmugavadivu participated in 5 days Faculty Development Program Intellectual Property Rights for Sustainable and Technology Development (IPRSTD-2024) organized by Galgotias University, Greater Noida, UP from 06.02.2024 to 12.02.2024
- Dr.Arun.P participated in Short Term Course On NAAC Documentation - A Key Insight organized by WHITE CODE, IQAC CLUSTER INDIA, Navale Icon, Mumbai Bangalore Highway, Narhe, Pune from 06.02.2024, 13.02.2024, 20.02.2024, 27.02.2024 respectively
- Dr.Arun.P and Dr.M.Poongothai participated in e-Faculty Development program entitled "A Captivating Exploration Of Artificial Intelligence Influence On Shaping The Contemporary Landscape In The Healthcare And Essence Of Pharmacy" organized by School of Pharmaceutical Sciences, Vels Institute of Science Technology and Advanced Studies (VISTAS), India from 19.02.2024 to 23.02.2024
- Dr.Arun.P participated in Upskilling Faculty Development Programme organized by Cluster Department Of Life Sciences, Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi from 21.02.2024 to 27.02.2024
- Dr.P. Chidambararajan participated in XVI Louis Pasteur National Seminar on "Novel Diagnostic and Drug Development Strategies for Infectious Diseases (NDID - 2024) organized by Department of Microbiology, Dr. N.G.P. Arts and Science College, Coimbatore on 22.02.2024
- Dr.Arun.P presented in the topic "Production and nutraceutical analysis of Spinaciaoleracea" at XVI Louis Pasteur National Seminar on Novel diagnostic and drug development strategies for infectious disease NDID 2024 organized by Dr.NGP Arts and Science College, Coimbatore on 22.02.2024 to 23.02.2024.
- Dr.P. Chidambararajan participated in National Seminar on "Tacking Antibiotics Resistance by Bacteriophage Therapy" organized by PSGR Krishnammal College for Women, Coimbatore on 01.03.2024
- Modelling, Simulation & Optimization" organized by SASTRA deemed to be University, Thanjavur from 26.12.2023 to 30.12.2023
- Ms. Parvathy.K and Ms. Jyotsna Joy participated in National Conference BioME 24 organized by Sri Krishna Arts and Science College Coimbatore on 31.01.2023
- Ms. Tousika.S and Jaisurya R presented a paper in the topic "Nutrition based enriched dark chocolate with Natural extract of Jamun, Pomegranate and Paneer Rose" at National Conference BioME BiOME organized by Sri Krishna Arts and Science College Coimbatore on 31.01.2023
- Mr. Jeevanandham.S presented a paper in the topic "Inoculation of bacteria into Bioconcrete" at National Conference BioME organized by Sri Krishna Arts and Science College Coimbatore on 31.01.2023
- Ms. Mathangi.S presented a paper in the topic "Iron Jelly" at National Conference BioME BiOME organized by Sri Krishna Arts and Science College Coimbatore on 31.01.2023
- Ms. Priyadharshini.B.R and Ramya.G presented a paper in the topic "Advancements in gene therapy" at MEDICINIK – 2024 organized by Karpagam academy of higher education on 09.02.2024
- Ms. Kalaimathy S. L and Ms.Kaviyashri.M presented a paper in the topic "Artificial Photosynthesis system combined with bacteria and nanowire to synthesize Targeted chemical products" at 9th International Conference on Recent advances in biosciences organized by KSG college of arts and Science, Coimbatore on 15.02.2024
- Ms. Antony Berlin.A presented a paper on the topic "Reduction of airborne pathogenic infection by using nanoparticles spray" at 9th International Conference on Recent advances in biosciences organized by KSG college of arts and Science, Coimbatore on 15.02.2024
- Mr. Harish.V.J presented a paper in the topic "Degradation of effluents from textile dye industry by isolating potential bacteria" at International Conference on Transdisciplinary Research in Life Sciences: Perspectives and Prospects – 2024 organized by KristuJayanti College, Autonomous College in Bengaluru, Karnataka from 22.02.2024 to 23.02.2024
- Mr. Danush.P presented a paper in the topic "Preparation of Activated Carbon from Gulmohar Seed Pods" at International Conference on Transdisciplinary Research

STUDENTS-PARTICIPATION/ PRESENTATION

- Ms. Samyuktha A participated in Refresher and preparative Winter School (RPWS) in Biology organized by IISER Thiruvananthapuram from 03.12.2023 to 20.12.2023
- Ms. Vaisnavi A K and Ms. Abinayasri.R participated in "Bioprocessing Strategies for Biofuels - Production,

in Life Sciences: Perspectives and Prospects – 2024 organized by KristuJayanti College, Autonomous College in Bengaluru, Karnataka from 22.02.2024 to 23.02.2024

- Ms. Harini .P, Ms. R. Aswathy and Ms. Sanjana .C participated in “Innovative advances in biotechnology and nanotechnology” organized by Karpagam academy of higher education on 10.02.2024
- Ms. Jyotsna Joy, Ms.Monika.P, Ms. Dwaarka.M.R and Ms.Dhapaswine M S and Mr.Harshavardhni.S participated in Two Day International Conclave on Antimicrobial Resistance at “PSGR Krishnammal College for Women” from 04.03.2024 to 05.03.2024
- Ms. Kowsalya.P participated in National Workshop on Advanced Characterization Technique at Amrita school of physical sciences, Amrita Vishwavidyapeetham, Coimbatore on 07.03.2024

STAFF-PUBLICATIONS

- Deepa, Krishna vignesh.L, Mahalakshmi Priya. A, Poongothai.M,” Impact of Seminal components on seminal quality”. **European Chemical Bulletin**, 2023, 1, 12 & 1552-1560
- Dr.P.Chidambara Rajan. Synthesis and Characterization of Polyvinyl Alcohol Film Incorporated with **Tridax Procumbens** Leaf Extract. **Journal of Polymer & Composites**. 2023, Vol 11; Issue (2). 40-51
- P.Chidambara Rajan. Green Synthesis and Characterization of **Amaranthus spinous** and to Analyse it's Antimicrobial Activity. **Indian Journal of Natural Sciences**. 2023, Vol 14. Issue 49.58504-58511p
- Chidambara Rajan P, Megala R and Sudhakar P. Assessment of Antioxidant activity and Anticancer Activity of Plant Leaves of **Amaranthus spinosus**. **Advances in Bioresearch**. 2023. Vol.12 No.4 pp.106-114
- Abhay Chaturvedi, Sirivella Yagnasree, Gunjan Chhabra, Chidambara Rajan P, Amit Chauhan and Ramya Maranan. Efficient Method for Tomato Leaf Disease Detection and Classification based on Hybrid Model of CNN and Extreme Learning Machine. VI. International Conference on Electronics and Sustainable Communication System (ICESC-2023). 1179-1184. (Scopus)
- Thilagavathi Kumaran, Aarthi Chinnaswamy Ravi, Shanmugavadivu Muthusamy, Mathur Nadarajan Kathiravan, “Extraction, Identification, Evaluation of Antioxidant and Antibiotic activity of Pomegranate peel Pigment”, The Research of Young Minds-Biotechnology Effective Approach in Science and Technology -Vol II (BEAST- II)
- Sreelakshmi, Rose Mary Sunny, M. Shanmugavadivu. Pharmaceutical Applications of **Moringa oleifera** Lam. **International Journal of Pharmaceutical Sciences**.2024. 2(5): 1354-1359
- Rose Mary Sunny, P. Sreelakshmi, M. Shanmugavadivu. Industrial Applications of Lactic Acid Bacteria – A Review. **International Journal of Pharmaceutical Sciences**. 2024. 2(5): 1104-1108
- Dhanalakshmi Karuppasamy, Niveda Kannappan, Shanmugavadivu Muthusamy. **Leucas aspera** and its Economic Importance: A Review. **International Journal of Pharmaceutical Sciences**. 2024. 2(4): 1218-1222.
- Niveda Kannappan, Dhanalakshmi Karuppasamy, Shanmugavadivu Muthusamy. Sources and Applications of Chitin: A Review. **International Journal of Pharmaceutical Sciences**.2024. 2(4): 1152-1161
- Neya varshini Radhakrishnan, Keerthiga Sivasamy, Shanmugavadivu. M. Therapeutic Applications of Seed Oil- A Review. **International Journal of Creative Research Thoughts (IJCRT)**. 2023.11(7):907-912
- Keerthiga, Neya varshini R, M.Shanmugavadivu. Formulation and Evaluation of Herbal Toothpaste. **Journal of Emerging Technologies and Innovative Research (JETIR)**.2023. 7(10):264-269
- Kiruba M, Anandhi K, Shanmugavadivu M.Purification and Characterization of Keratin from Chicken Feather. **International Journal of Creative Research Thoughts (IJCRT)**. 2023. 7(11): 679-687
- Anandhi K, Kiruba M, Shanmugavadivu M. Formulation and Evaluation of Anti-Acne Cream using **Euphorbia hirta** leaf Extract. **International Journal of All Research Education and Scientific Methods (IJARESM)**. 2023. 6(11):2078-2088
- Dr. M.N. Kathiravan, Dr.K. Arungandhi, Dr.P.Arun, Dr.M. Shanmugavadivu and Ms. K. Thilagavathi. (2023). **Green Engineering and Environmental Sustainability**. Cosmas Scientific Publications, Chennai. ISBN: 978-81-19359-15-8
- Shanmugavadivu Muthusamy, Dharaneesh K. Extraction of Natural Dye from Terminalia catappa Fruits and Evaluating the Antibacterial Activity of Natural DyeCoated Textile Against Skin Pathogen, The Research of Young Minds (Biotechnological Effective Approach in Science

and Technology- BEAST-II), I I P Iterative International Publishers. 2023,160-165.

- Dr. Radha Palaniswamy. Stimulation of Plant growth using bacterial strains – Review. International Journal of Research And Analytical Reviews. 2024, vol 11, issue 1, pg 58-67.
- Dr. Radha Palaniswamy. Sustainable Bioplastic production: A comprehensive review of PHB synthesis from Sugarcane bagasse using **Bacillus cerus**. International Journal of Research and Analytical Reviews. 2024, vol 11, issue 1, pg 207-216.
- Dr.M.Poongothai. Optimization of Temperature for Extraction of Protease from Coconut Shells. Journal of University of Shanghai for Science and Technology. 2024, 26, 1 & 50-62.

DEPARTMENT OF MICROBIOLOGY

Department of Microbiology was established in 2003, initially offering a postgraduate program, with an undergraduate program added in 2004. The research component of the department includes M.Phil and Ph.D. programs, introduced in 2005 and 2007, respectively. Funded by the DBT Star Status Scheme, New Delhi, the department benefits from substantial support and resources. It maintains strong collaborative ties with the Kovai Medical Center and Hospital, as well as other institutions within the trust, enhancing its research endeavors. The department prides itself on its well-qualified, dedicated, and experienced faculty, who are committed to advancing both student and faculty academic growth through active research initiatives.

CONFERENCES



XV Louis Pasteur National Symposium on **“Microbial prospecting and entrepreneurship”** (MPE- 2023) on 22.09.2023



DST-SERB sponsored XVI Louis Pasteur Memorial National Seminar on **Novel Diagnostic and Drug Development Strategies for Infectious Diseases (NDID-2024)** on 22.02.2024 and 23.02.2024

GUEST LECTURES



Ms. R. Menaka, Founder, Blessed Basket Products - Agrimatly, Tiruppur delivered a talk on **“E Commerce - Reap Big”** on 05.07.2023



Dr. N.G.P Arts & Science College
Invited Lecture Department Microbiology
27.07.2023 14:55
11.06199, 77.03414
Altitude: 339m
C block, Sharp Nagar, Nehru Nagar West, Coimbatore, Tamil Nadu
641004

Assistant Professor, Department of Bioinformatics, School of Life Sciences, Bharathiar University delivered a talk on **“A Microbe's View on Bioinformatics”** on 27.07.2023



Dr. A. Balamurugan, Group Leader, Solara Active Pharma Sciences Ltd, Cuddalore delivered a lecture on **Pharmaceutical Microbiology and Quality Assurance** on 22.08.2023 and 23.09.2023



Dr. Joseph Selvin, Professor & Head, Department of Microbiology, Pondicherry University, Puducherry delivered a talk on **“Genomic and Metagenomic Approaches to develop anti-infective molecules”** on 23.02.2024



Ms.Kasthuri Umashankar, 3LO Handmade Products, Erode delivered a talk on **Orientation on Digital Marketing and Licensing** on 21.09.2023



Dr. Geethadevi Chandrasekaran, Assistant Quality assurance Manager, Toxiven Biotech Pvt Ltd, Coimbatore delivered a talk on **Upstream and Downstream Processes of Antibody Production** on 24.02.2024



Dr.M.N.Kathiravan, Professor, Department of Biotechnology, Dr.N.G.P. Arts and Science College delivered a talk on **“Threats to Biodiversity and Diversity Loss Impacts”** on 29.12.2023



Mr.M.Madavan, Founder and CEO, Theomics International Pvt Ltd delivered a talk on **Bioinformatics** on 26.02.2024



Dr.S.Murugan, Associate Professor, Department of Biotechnology, Karunya Institute of Technology and Sciences, Coimbatore delivered a talk on **“Phages from Food Combating Bacterial Jeopardy from farm to fork”** on 02.03.2024



Prof.Dr.S.Senthil Prabhu and Dr.R.Mahenthiran, Assistant Professors, Department of Microbiology conducted workshop on **Screening and Evaluation of Antimicrobial Efficacy** on 06.01.2024

WORKSHOPS



Dr.S.Senthilprabhu and Dr.R.Mahenthiran conducted Hands on Training on **Basic and Advanced Microscopic Techniques and Microbial Cultivation Methods** for Higher Secondary Biology students of R.J. Matriculation Hr. Sec. School, Vilankurichi, Coimbatore on 17.07.2023



Dr. J. Devakumar conducted workshop on **Chromatography Techniques** on 12.01.2024



Dr.C.Sasikala, Ms.M.Nivethitha, Dr.J.Rengaramanujam conducted workshop on **Isolation methods in Molecular Biology** from 12.02.2024 to 13.02.2024



Dr. J. Devakumar and Dr. A.M. Ramachandran conducted Skill oriented training on **Microbiology** at KMCH Nursing College, Coimbatore on 04.01.2024



Dr.R.Mahenthiran, Dr.C.Sasikala, Dr. Pratheeba conducted workshop on **Microbial Characterization and Molecular Techniques** from 16.02.2024 to 17.02.2024



Dr.G.Velmurugan, Scientist, Chemomicrobiomics Laboratory, Department of Biochemistry and Microbiology, KMCH Research Foundation conducted workshop on **Recombination Techniques in Microbiology** from 07.03.2024 to 09.03.2024

INDUSTRIAL VISITS



II M.Sc., Microbiology students visited Nila foods, Tuticorin on 15.09.2023



III B.Sc., Microbiology students visited Milco Dairy, Kerala and Institute of Advanced Virology, Thiruvananthapuram on 26.02.2024



I M.Sc., Microbiology students visited ICAR-Central Marine Fisheries and Research Institute, Cochin on 11.03.2024



II B.Sc., Microbiology students visited UPASI on 08.03.2024

FACULTY PROFESSIONAL DEVELOPMENT PROGRAMME



Dr. A. M. Ramachandran, Associate Professor, Department of Microbiology, Dr. N.G.P. Arts and Science College, Coimbatore handled a session on **"Training on Instruments Safety and Calibration"** for Faculty of Biosciences on 06.01.2024

ALUMNI STUDENT INTERACTION PROGRAMME



Ms. S. Reshmika, Intern, Ph.D Scholar at biochemistry, Zentrum Heidelberg University, Germany delivered an online session on **Opportunities in CCMB** on 08.07.2023



Ms. S.Swathi, Assistant QC, Carenow Medical Pvt, Ltd., interacted with the students on **Quality Control in Medical Product Manufacturing** on 22.07.2023



Mr.A.Anieth Noel, M.Sc., Bioinformatics, Garden City University, Bangalore interacted with the students on **Application and Future Aspect of Bioinformatics** on 06.07.2023



Ms.Sonali Pathak, M.Sc. Food Quality and Innovation, University of Leeds, England UK interacted with the students on **Higher Education on Abroad** on 15.02.2024

EXTENSION ACTIVITIES



Extension activity on **“Health and Hygiene to Pregnant women and lactating Mother”** to general public of Velliyangadu village on 07.08.2023

CO-CURRICULAR ACTIVITIES





Exhibition on **Millets and its Products for Human Health** (in accordance to G20 submit, Govt. of India) at Dr.N.G.P. Arts and Science College, Coimbatore on 20.09.2023



Interdepartmental competition on the observation of **World Hepatitis Day 2023** on 28.07.2023



Ms. Kasthuri Umashankar, 3LO Handmade Products, Erode delivered an Orientation on **Digital Marketing and Licensing** on 21.09.2023



"Awareness on Vector borne disease" to celebrate World Mosquito Day 2023 on 31.08.2023

SPECIAL DAYS OBSERVED



Dr. N. Vidhya, Professor, Department of Microbiology delivered a session on **"Sickle Cell Anemia and its impacts"** on observation of World Sickle Cell Anemia day 2023 on 19.06.2023



Interdepartmental Drawing competition on **Explore Microbes-Invisible Goodness** on observation of World Microorganism Day 2023 on 16.09.2023.



Dr. M. Poongothai, Associate Professor delivered a special talk on **Beat the Plastics on observation of World Environmental Health Day-2023** on 26.09.2023



Interdepartmental poster competition on **Leprosy and its Impact** on observation of World Leprosy Day 2024 on 30.01.2024

FUNDS RECEIVED

- Dr.S.Senthil Prabhu, Professor received research fund of Rs. 1,05,360 under seed money scheme (2023-24).
- Dr.A.M.Ramachandran, Professor received research fund of Rs. 1,02,000 under seed money scheme (2023-24).

PATENTS

- Dr. S. Senthil Prabhu & Dr. J. Rengaramanujam, Red Cabbage Extract as Natural Redox Indicator in Methyl Red, Carbohydrate Fermentation and Citrate Utilization Test for Identification of Enteric Bacteria, **Patent No.** 202341054822.
- Dr. C. Sasikala & Mr. Kavin Kumar, Development of Paper Using Bio-waste of Water Hyacinth (*Eichhornia crassipes*), **Patent No.** 202441002666.

RESEARCH PUBLICATIONS

- C.Sasikala, T.Sangavi, S.Nishasree, C.Parthasarathi, R.Praveena, L.Vijaykumar, R.Abineshwar, Profiling of Microbes from Curd, Journal of University of Shanghai for

Science and Technology, 1007-6735, April 2023, Vol.25 & Issue 4

- A.M. Ramachandran, R. Devadharshini, G. Karpagam, K. Pavithra, S. Kowsalya, P. Mohana Priya, Green Synthesis of Silver Nanoparticles, Microbiology Research Journal International, 2231-0886, 05/07/2023, 33(5)
- M.Nivethitha, M.kavidharshini, M.Nivethitha, SP Nadhin, C Meena, S Sowmiya, RV Jansirani, P Sowbagiya, Formulation of Fermented Probiotic Punica granatum juice and its activity against GIT infection causing organisms, Journal of University of Shanghai for Science and Technology, 1007-6735, June 2023, Vol.25 & Issue 6
- C.Sasikala, Hemapriya R, Tobias Noel A, Deebini G, Thirisha Y, Exploring Anti-microbials of Actinomycetes isolated from rhizosphere soil, International Journal of Scientific Development and Research (IJS DR), 2455-2631, Sep 2023, Vol.8 & Issue 9
- S. Karthik Sundaram, E. Mohanachitra, R. Menaka, S, Enhancing the shelf life of raw unprocessed milk by bacterial biosurfactants extracted from indigenous microbes present in cow's milk, Indian Journal of Natural Product Radiance, Vol. 14(2), June 2023, pp. 324-331
- S. Karthik Sundaram, K. Bharanipriya, P. Keerthana, R. Narashimman, K. Subash, A. Sathish, Biodegradation of Plastic Waste using Combinatorial Approaches, Indian Journal of Natural Sciences, Vol.14, Issue 80, pp. 60572-60581
- S. Karthik Sundaram, S. Nivetha, Biodegradation of Plastic Waste using Combinatorial Approaches, Indian Journal of Natural Sciences, Vol.14, Issue 80, pp. 61282-61294
- N.Vidhya, Isolation and Identification of PHB Producing Microorganisms from different Soil Samples, International Journal of Scientific Development and Research (IJS DR), 12/8/90-96, 2455-2631
- D.Geetharamani, Green Synthesis of silver Nanoparticles using Klebsormidium sp. And its Antibacterial activity on pathogens isolated from burn wound infection, Indian Journal of natural sciences, 14/81/66979-66986, 0976 – 0997
- J.Devakumar, Isolation and Invitro Characterization of Human Hair Dandruff causing Microorganisms, International Journal of Novel Research and Development, 2456-4184, Volume 9, Issue 4, page number: 991-996
- Sindhuja Baskaran, Rengaramanujam Jayaraman, Synthesis and Characterization of silver nanoparticles

from Pergulariadaemia leaf extract and its effect on oral microbiome, GIS Science Journal, 11(2), 2024

BOOKS AND BOOK CHAPTERS PUBLISHED

- Proceedings of XVI Louis Pasteur Memorial National Seminar on "Novel Diagnostic and Drug Development Strategies for Infectious Diseases" Feb 2024, Dr. N.G.P. Arts and Science College, ISBN:978-81-969836-7-3
- Deepa S, Dr.C.Sasikala and Dr.R.Mahenthiran were published book chapter on Formulations of Fortified Bread with Flaxseed as Nutraceutical for Preventing Artherosclerosis at PSG College of Arts and Science on 12.03.2024

STAFF-AWARDS & ACHIEVEMENTS

- Dr. J. Rengaramanujam, Professor and Head acted as resource person and judge in Regional Science Exhibition at SSVN World School, Coimbatore on 04.12.23 and 05.12.2023
- Dr. J. Rengaramanujam, Professor and Head acted as Resource person for Invited lecture at Acharya Arts and Science College, Puducherry on 13.02.2024
- Dr. S. Senthil Prabhu, Professor acted as Resource person for Invited lecture at Acharya Arts and Science College, Puducherry on 13.02.2024
- Dr.S.Karthik Sundaram, Dr.N.Vidhya, Dr.R.Mahenthiran were acted as resource person in Faculty Development Programme on "Advancing Clinical Research: Strategies for Rigorous and Ethical Conduct" at Sathyabama Deemed University on 22.01.2024
- Dr. S. Karthik Sundaram acted as Resource Person in Seminar on Intellectual Property Rights at Tiruppur Kumaran College for Women on 26.04.2024

FACULTY RECOGNITION

- Dr. S. Senthil Prabhu appointed as DBT STAR Department coordinator of Dr. NGP Arts and Science College
- Dr. J. Rengaramanujam, Dr. N. Vidhya, Dr. A.M. Ramachandran, Dr. C. Sasikala, Dr. S. Karthik Sundaram, Dr. R. Mahenthiran, Dr. J. Devakumar and Ms. M. Nivethitha were recognized as DBT STAR Department members of Dr. NGP Arts and Science College
- Dr. J. Rengaramanujam, Dr. N. Vidhya, Dr. A.M. Ramachandran, Dr. C. Sasikala, Dr. S. Karthik Sundaram, Dr. R. Mahenthiran, Dr. J. Devakumar were life members in Indian Association of Applied Microbiologists

- Dr.N.Vidhya acted as BoS member (University Nominee) at CMS College of Science and Commerce, Coimbatore on 14.12.2023
- Dr. J. Rengaramanujam acted as BoS Member (University Nominee) at RVS College, Coimbatore on 12.12.2023
- Dr. J. Rengaramanujam served as Subject Expert in Institutional Animal Ethical Committee Meeting at KMCH College of Pharmacy on 13.12.2023
- Dr. J. Rengaramanujam acted as DC member in Karunya Institute of Technology and Sciences, Coimbatore on 22.01.2024
- Dr.R.Mahenthiran became active life member in Microbiologists Society India
- Dr.R.Mahenthiran became active life member in Institute of Researchers, Kerala

FACULTY PARTICIPATION

- Dr. N. Vidhya participated in Integrated recirculating Aquaponics-Hydroponics:A profitable and sustainable business at PSGR Krishnammal College for Women on 24.07.2023



- Dr. J. Rengaramanujam, Dr. S. Senthil Prabhu, Dr. AM. Ramachandran, Dr. S. Karthik Sundaram, Dr. R. Mahenthiran, Dr. J. Devakumar participated in SERB - SRG Sponsored National level workshop cum Training Programme on Polymerase Chain Reaction (PCR) at National Institute of Food Technology, Entrepreneurship and Management, Thanjavur (NIFTEM-T) on 04.08.2023
- Dr. J. Rengaramanujam participated in an International conference on Indian Rural Public Health and Non-communicable disease at KMCH Institute of Health Science and Research on 23.06.2023
- Dr. S. Karthik Sundaram participated in A Two Day National Virtual Seminar on Holistic and Multidisciplinary Approach Towards National Higher Education Quality Framework at Cauvery College for Women (Autonomous), Trichy on 05.07.2023

- Dr. J. Devakumar, Assistant Professor participated in International Microorganisms Day at Excel College for women and Science, Komarapalayam, Namakkal on 17.09.2023
- Dr. N. Vidhya, Dr. AM. Ramachandran, Dr. J. Devakumar were participated in Two days International conclave on Anti-Microbial Resistance, PSGR Krishnammal College for Women on 04.03.2024
- Dr. J. Devakumar participated in Two days' workshop on Marine macroalgae Laboratory Cultivation and Downstream Processing at Central University of Kerala on 22.03.2024

FACULTY DEVELOPMENT PROGRAMMES

- All staff members participated in Professional Development programme on "Digital Creativity Skill" organized by Dr. N.G.P. Arts and Science College (with AICTE) on 29.05.2023
- Dr.C.Sasikala, Dr.J. Devakumar, Dr.S. Karthik Sundram, Ms. M. Nivethitha attended FDP on "Entrepreneurship" organized by Amrita Centre for Entrepreneurship from 17.06.2023 to 29.06.2023
- Dr. J. Devakumar participated in FDP on "Be a branded Teacher in the Digital Era" organized by Shree Venkateshwara Arts and Science College, Gobi from 15.12.2023 to 21.12.2023
- Dr.J.Rengaramanujam, Dr.S.Senthil Prabhu, Dr. R. Mahenthiran, Dr. A.M.Ramachandran, Dr. S. Karthik Sundaram and Dr. J. Devakumar attended online FDP on "Classroom management in this digital era" at Hindusthan College of Arts and Science from 01.12.2023 to 09.12.2023
- Dr.J.Rengaramanujam and Dr.S.Senthil Prabhu attended DBT sponsored workshop on Recent advances in Biotechnology and Molecular Biology at Rubber Research Institute of India, Kottayam from 06.03.2024 to 19.03.2024

NPTEL/SWAYAM

- Dr. J. Rengaramanujam, Dr. N. Vidhya, Dr. A.M. Ramachandran, Dr. C. Sasikala, Dr. S. Karthik Sundaram, Dr. R. Mahenthiran, Dr. J. Devakumar and Ms. M. Nivethitha Completed certificate course on HACCP-Level 3 conducted by AVT Academy, Thiruttani on 25.09.2023.
- Dr. AM. Ramachandran completed a course on "Molecular Docking Procedure" at ACT Academy, Biology under Mind Luster, ISO 9001 Quality Management System under Mind Luster.

- Dr. J. Devakumar completed NPTEL course on Applied Environmental Microbiology
- Dr. N. Vidhya completed NPTEL course on Genetic Engineering Theory and Applications
- Dr.C.Sasikala completed NPTEL course on Genetic Engineering Theory and Applications weeks).
- Dr.J.Rengaramanujam completed NPTEL course on Educational Leadership
- Dr. S. Senthil Prabhu completed NPTEL course on Educational Leadership
- Dr. S. Karthik Sundaram completed Infosys spring board course on Human Reproduction

STUDENT PARTICIPATION

- Raghava Priya R participated in International Conference on Algae: Food, Feed, Fuels and Fine Chemicals at Bharathidasan University on 08.09.2023.
- Soundarya M participated in International Conference on Recent Innovations in Health & Biological Sciences at PSG College of Arts and Science on 14.07.2023.
- Anusree.J.M participated in International Conference on Rural Public Health and Non-Communicable Diseases at KMCH Institute of Health and Science on 23.06.2023.
- S.Sreeja, S.Jaya Surya, Mohanapriya S.V and Raghava priya R were participated in International Conference on Algae: Food, Feed, Fuels and Fine Chemicals at Bharathidasan University on 08.09.2023.
- Sudhiksha P S and K. Oviya participated in chart making during the Advisory Committee Review Visit of DBT Star College Scheme at Dr. N.G.P Arts and Science College on 06.07.2023.

STUDENT PRESENTATION

- S.K.Sunithadevi Participated on Oral presentation in International Conference on Algae: Food, Feed, Fuels and Fine Chemicals at Bharathidasan University on 08.09.2023
- P. Kiruthika, Ramya.A.L, J.Jeyamala participated in poster presentation in International Conference on Algae: Food, Feed, Fuels and Fine Chemicals at Bharathidasan University on 08.09.2023
- Sudhiksha PS participated in poster presentation of World Hepatitis Day 2024 at Shree Venkateshwara arts and science college on 13.09.2023
- Nithya Kiruba M participated in Startup competition conducted by IICs at Dr.N.G.P. Arts and Science College on 23.01.2024

DEPARTMENT OF FOOD SCIENCE AND NUTRITION

Department of Food Science and Nutrition was started in the year 2003 offering the course B. Sc. in Food Science and Nutrition with well - equipped laboratories. Post Graduate course in Food and Nutrition was started in the year 2004. The department also extends the activities of research by offering Master of Philosophy in Food and Nutrition from the year 2005 and Doctorate of Philosophy from the year 2016 onwards.

GUEST LECTURE



Ms.Manimegalai, Dietitian, KMCH Hospital delivered a lecture on **ICU Feeding Formula Calculation for various Disease Conditions** on 27.07.2023

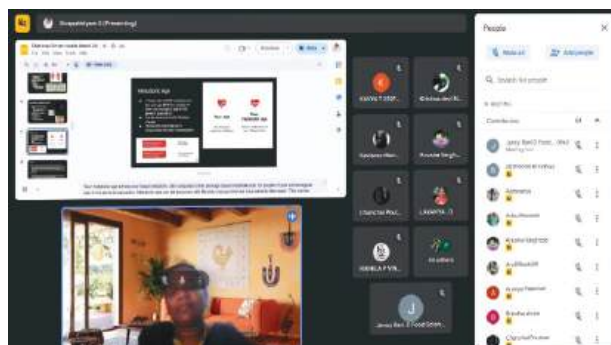


Guest Lecture on "Food Safety and Audit Systems in Food" by **Mrs.A.Meena** Food Safety Head – Western Region, Parikshan FSS. Pvt, Ltd., Coimbatore on 22.02.2024



Prof. Mariammal Pappu, Retired Professor, KMCH Nursing College delivered a lecture on **Let's make breastfeeding and work** on 07.08.2023

WEBINAR



Ms. Vidhya, Child Development Project Officer, Tamil Nadu acted a resource person for a Webinar and discussed a topic on **How to prepare for TNPSC – Child Development Project Officer and Assistant Director** on 12.01.2024



Ms. Sivapakkiam.S, Zonal Head of Nutrition Talwalkars Better Value Fitness Ltd, acted a resource person for a Webinar on **Diet Counselling Strategies** on 27.02.2024

WORKSHOP



Ms.P.Shamlabalu, Ph.D Scholar -Food and Nutrition, Rathnavel Subramaniam College of Arts and Science acted a resource person for a Workshop on **Food Adulteration** on 10.08.2023



Ms.Manisha Khemka, Proprietor, The Bayleaf Indian acted a resource person for a Workshop on **Instant Premixes** on 09.01.2024 and 10.01.2024



Interdepartmental Competition on **“Development of Coconut Based value added products”** on 11.09.2023

ENDOWMENT LECTURE



Mr.R.Ramkutti, Managing Director, Niswin Foods Private Limited, Sri.G.C.P. Rangarao Memorial Lecture on **Overview of food processing industries and commercial aspects of food packaging** on 22.08.2023

INTER-DEPARTMENTAL COMPETITION



Dr. SubbaRao. M Gavaravarapu, Scientist “F” and Sr. Deputy Director & Head Nutrition Information, Communication & Health Education(NICHE) Division ICMR -NIN, Hyderabad delivered lecture on **“Mindful Messaging for Healthful Eating”** on 29.02.2024

EXCHANGE PROGRAM



Knowledge Exchange Program on **“Food Adulteration”** on 22.01.2024



Knowledge Exchange Program on “**Proximate Analysis**” on 23.01.2024



Awareness program on “**Pros and Cons of Breast Feeding**” at Vellaingadu, Coimbatore on 07.08.2023



Mr. Murshid, Nutritionist, Rehabilitation Center, Govt. Community Center, Agali, Palakkad, Kerala shared his views on “**Assessment of Malnourishment among Infants**” on 30.01.2024



Prof Kalaivanan, Tamilnadu Puppetry Art Academy, Chennai created “**Awareness of Iron deficiency among Adolescence**”

MILLET EXPO



Two days Millet Expo - Millet Year celebration 2023 (G20)

STUDENT ACHIEVEMENTS

- Asvika.K.P (2021 batch) of III –B.Sc.,(FS&N) received the Merit cum Means Scholarship (₹20,000) by Protein Foods & Nutrition Development Association of India
- Mary Nisha. P.A & Leoffa Mario.E (2021 batch) of III B.Sc., FS&N received offer letter for higher education in foreign universities with scholarship
- Abinaya.k & Monika.C (2021& 2022 batch) of B.Sc.,(FS&N), got their articles selected and published in PFNDAl Magazine
- Nikhila P Vinod (II.M.Sc F&N) received best paper presentation award at Nehru Arts & Science College
- Induja.E (II.M.Sc F&N) received best paper presentation award at Bishop Herber College
- Mary Nisha. P.A & Leoffa Mario.E (2021 batch) of III B.Sc., FS&N won First prize in Dance Competition at SNS College, Coimbatore

STAFF ACHIEVEMENTS

- Ms.U.Rasikha completed UGC - Sponsored Short Term Course on Education Technology(UGC - Malaviya Mission Teacher Training Centre, Bharathiar University).
- Dr.D.Jancy Rani attended workshop on Today's Food: Convenience, Safety & Health organized by PFNDAl
- Ms.Anjali.M attended five days workshop on IPR, PSG College of Arts and Science
- Dr.D.Sridevi acted as Resource person on the topic "FDP on Women Pathmaker of Change" at Hindustan College of Arts and Science on 01.02.2024
- Ms.M.Rakeshwari acted as Resource person on the topic "Importance of Healthy and Nutritious food habits for the children -World Hearing Day" at Ramakrishna

Mission Vivekananda Educational and Research Institute (RKMVERI) on 05.03.2024

- Mrs.Abhirami.P.P & Mrs.S.Madumitha received Oral presentation awards from Amity Institute of Food Technology

DEPARTMENT ACHIEVEMENTS

- Food Safety and Standards Authority of India Registration Certificate under FSS Act, 2006 - **NGP FOODS**, Registration Number: 22424557000113
- Five (Copyrights granted), Two (Patent Filed) & Nine (Patent Received) by staff members of department of Food Science & Nutrition
- Twenty Paper Presentation done by the students of department of Food Science & Nutrition
- Four Best Paper Awards received by the students of department of Food Science & Nutrition
- Seven paper presentation by the staff members of Food Science and Nutrition
- Two staff members received Oral presentation awards from Amity Institute of Food Technology
- One Book & Five Book Chapters published by the staff members of department of Food Science & Nutrition
- Twenty Three papers published in UGC care list, Scopus and peer reviewed journals by staffs
- Sixty Eight research articles papers published in Conferences proceedings by the students and staff members
- Twenty Eight Projects were completed under DBT Fund received
- One article of students got published in PFNDAl magazine

FACULTY OF COMPUTER SCIENCE

NATIONAL CONFERENCE



Faculty of Computer Science organized an International Conference on “**Computational Intelligence and Communication Technologies ICCICT 2K24**” in association with ICT Academy and Analytics Society of India on 04.01.2024

PRE-CONFERENCE WORKSHOP



Dr. Richard Min, Department of Computer Science, The Erik Jonsson School of Engineering and Computer Science University of Texas, Dallas delivered a hands-on session on “**Machine Learning Classifiers**” on 03.01.2024



Dr. Jey Veerasamy, Director of the Centre for Computer Science Education & Outreach, Professor of Instruction, CS Department, University of Texas at Dallas, demonstrated on “**Creative Coding**” on 03.01.2024

SYMPOSIUM



The Faculty of Computer Science organized a **Symposium - Inter-Departmental Event (Spark Tech 2024)** on 13.03.2024. The events are Brain Teaser, Code2Duo, Snip Snaps, Datathon, Visual Vertex, Inquisitive Investigator and Knowledge Knockout

FACULTY PROFESSIONAL DEVELOPMENT PROGRAMME



Dr. M. Rathi, Professor and Head, Department of Computer Technology delivered a lecture on “**Python Web Framework Using Django**” on 21.08.2023



Dr.C.Kumuthini, Professor, Department of Computer Applications, delivered a lecture “**Exploring IOT in Cisco Packet Tracer**” on 27.02.2024



Dr. V. Shobana, Associate Professor and Head, Department of Computer Science with Cyber Security delivered a lecture on **"Top Technology Trends 2023"** on 11.09.2023



Dr. K. Santhi, Professor, Department of Information Technology delivered a lecture on **"Open AI Tools For Research Writing"** on 28.03.2024



Dr. G. Angeline Prasanna, Professor, Department of Computer Science delivered a lecture on **"Li-Fi Technology"** on 18.12.2023



Dr. S. Saranya, Assistant Professor & Head, Department of Artificial Intelligence & Machine Learning, delivered a lecture on **"Machine Learning with Tensor Flow"** on 29.01.2024

FACULTY DEVELOPMENT PROGRAMME



Dr. R. Dinesh Babu, Managing Director, Brainswig Edutech Pvt Ltd, Chennai discussed on **"Machine Learning"** on 12.03.2024



Mr. Padmanabhan Srinivasan, Managing Director, Easy Design Systems Private Limited Coimbatore, demonstrated on **"Internet of Things"** on 14.03.2024

DEPARTMENT OF COMPUTER SCIENCE

Department of Computer Science was initiated in the year 1997 with the objective of providing quality education and liable citizen to the nation. The department equip the students with Industry standard proficiency courses (Theory & Practical) for enriching and empowering their innovative skills in emerging trends and technologies in the domain of Computer Science. The students are encouraged to do Academic / Lab-on Projects with design and development of using advanced tools and techniques. It also provides various pathways to actively engage the students in various academic and non-academic related activities to explore their own interest in achieving targeted goals. With a zeal and motto of expert guidance and education, it also assists the students to attain excellent placement in reputed Multinational Companies.



GUEST LECTURE

Ms. R. Indumathi, Senior System Engineer, Infosys, Chennai delivered a talk on **“Google Cloud Platform”** on 22.07.2023



Mr. Abutahir, Co-Founder and CEO, Bellcorp Studio, Bangalore delivered a lecture on **“Entrepreneurial opportunities in IT Sector”** on 02.02.2024

ALUMNI INTERACTION



Mr. R.Veerappan, Developer, Lucid Imaging Pvt Ltd, Coimbatore interacted on **“Job Readiness Key for Successful Placement”** on 02.03.2024

OUTREACH PROGRAMME



Awareness programme on “Digital India” to the Government Higher Secondary School, Vilankurichi on 23.02.2023

WORKSHOP



Ms. S. Bhuvaneshwari, Senior Consultant, Maho Jase IT, Chennai demonstrated on **“Power BI”** on 23.08.2023 and 24.08.2023



Mr. Ajith Menon, Senior Project Engineer, C-DAC, Hyderabad, demonstrated on **“Mastering Cyber Security - A Boot Camp on Vulnerability Assessment and Penetration Testing”** on 15.2.2024 and 16.2.2024.

STUDENT DEVELOPMENT PROGRAMMES



Ms. S. Vismita of III B.Sc. Computer Science presented a seminar on **“Artificial Intelligence in Healthcare”** on 27.06.2023



Mr. N. Gopalakrishnan of II M.Sc. Computer Science presented a seminar on **“ChatGPT-An Overview”** on 09.08.2023



Ms. A.S. Mayuka Deivam of III B.Sc. Computer Science presented a seminar on **“Phishing Attacks”** on 09.09.2023



Ms. S. A. Sowmiya of II M.Sc. Computer Science presented a seminar on **“Collaborative Technology”** on 28.12.2023

INTER-DISCIPLINARY TALK



Dr. D. Sridevi, Professor & Head, Department of Food Science and Nutrition, Dr. N.G.P. Arts and Science College, Coimbatore, delivered a talk on **“Healthy Lifestyle”** on 31.8.2023



Dr. T. Indhumathi, Professor, Department of Biochemistry, Dr. N. G. P. Arts and Science College Coimbatore delivered a talk on **“Prediction of Diabetes using Machine Learning”** on 25.9.2023

VISITING FACULTY LECTURE



Mr. Meyappan Srinivasan, Group Manager, Bosch Global Software Technologies, Coimbatore delivered a lecture on **“Data Structures”** on 17.2.2024 and 24.2.2024

NATIONAL AND INTERNATIONAL DAYS



International Programmers Day was celebrated on 13.09.2023



Swachhata Pakhwada Clean India was celebrated on 13.09.2023

PUBLICATION - STAFF

- Dr. B. Rosiline Jeetha published a paper on “Detecting Intrusions using ML Algorithms: A Review” in the Journal of Samdarshi in September 2023, Volume 16, Issue 4, ISSN 2581-3986, September 2023
- Dr. B. Rosiline Jeetha published a paper on “Comparative Analysis for Detecting Malicious Packets in LAN Network using Bagging and Boosting Techniques” in the Journal of Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
- Dr. B. Rosiline Jeetha published a paper on “A Review on Biometric Verification using OpenCV” in the Journal of Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
- Dr. B. Rosiline Jeetha published a paper on “Data Leakage System” in the Journal of Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
- Dr. S. Uma published a paper on “Honey-pot for Securing Networking Devices” in the Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
- Dr. S. Uma published a paper on “Voice-based emotion detection using Convolutional Neural Network” in the Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
- Dr. Angeline Prasanna Gopalan, published a paper on “Personalized Traditional Ayurvedic Herbs Combination

- Prediction in India using Random Forest Predictive Algorithm,” in the Indian Journal of Natural Sciences, Volume 14, Issue 80, ISSN 0976-0997, October 2023
- Dr. Angeline Prasanna Gopalan published a paper on “Approaches to Preserve Privacy in Data Analytics for HealthCare Sectors” in the Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
 - Dr. Angeline Prasanna Gopalan published a paper on “Detection on Glaucoma using NeuroEvolution of Augmenting Topology with Conventional Neural Network” in the Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
 - Dr. M. Sangeetha published a paper on “Developing Algorithms for Personalized Recommendations based on User Behaviour,” in Inventive Research in Computing Applications (ICIRCA 2023), February 2024
 - Dr. M. Sangeetha published a paper on “A Survey of the Computational Intelligence Techniques for Big Data” in the Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
 - Dr. M. Sangeetha published a paper on “Analysis and Examination of the Mobile Apps in Technology Development “ in the Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
 - Dr. M. Sangeetha published a paper on “Augmented reality unveiled: bridging the physical and digital realms” in the Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
 - Dr. B. Sivaranjani published a paper on “Metaverse as the Next Step in Social Media Evolution” in the International Journal of Innovative Research in Technology, Volume 10, Issue 4, with ISSN 2349-6002, September 2023
 - Dr. B. Sivaranjani published a paper on “Shell Scripting with Shell Programming in Unix System Software and Graphical User Interfaces,” in the Journal of Advances in Shell Programming, Volume 10, Issue 2, ISSN 2395-6690, December 2023
 - Dr. Sivaranjani published a paper on “Artificial Intelligence in Climate Change Mitigation and Adaptation,” in the International Journal of Environmental Chemistry, Volume 9, Issue 2, ISSN 2456-5245, December 2023
 - Dr. Sivaranjani published a paper on “To Explore the Future of Robotics in Intelligent Systems,” in the Journal of Propulsion Technology, Volume 44, Issue 6, ISSN 1001-4055, March 2024
 - Dr. Sivaranjani published a paper on “A Review on Challenges Faced by Users in Cyber Security,” in the Journal of Propulsion Technology, Volume 44, Issue 6, ISSN 1001-4055, March 2024
 - Mr. V. S. Jagadeeswaran published a paper on “A Review on Explainable AI (Xai)” in the Journal of Propulsion Technology, Volume 44, Issue 6, ISSN 1001-4055, March 2024
 - Dr. R. Kalaivani published a paper on “Investigating The Effectiveness Of Artificial Intelligence-Powered Systems In Software Development And Risk Management In Cloud Computing Environments “ in the Journal of High Technology Letters, Volume: 30, Issue : 2, ISSN: 1006:6748, February 2024
 - Ms. V. Bakyalakshmi published a paper on “A Review on Learning through Game Based Tools” in the Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
 - Ms. V. Bakyalakshmi published a paper on “Enhanced Identification of Driver Fatigue System Using Deep Learning” in the Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024
 - Dr. R. Kavitha published a paper on “An Enhanced Lung Cancer Detection Using Conventional Neural Network “ in the Journal of Propulsion Technology, Volume 44, No. 6, ISSN 1001-4055, March 2024

PARTICIPATION -STAFF

- Dr. S. Uma participated in One-week Internship Programme on Python Programming with Django Framework organized by Marcello Tech, Trichy from 03.01.2024 to 09.01.2024
- Dr. S. Uma participated in Two-Days Hands-on training on e-Tools for Research organized by K S R Institute for Engineering and Technology, Tiruchengode from 12.03.2024 to 13.03.2024
- Dr. S. Uma participated in Five-Days National Level Workshop on Creation of Research ID organized by Bala's VV Academy from 21.01.2024 to 25.01.2024
- Six faculty members participated in a week Workshop on Virtual Lab-A learner Perspective organized by Hindusthan College of Arts and Science, Coimbatore from 13.03.2024 to 17.03.2024
- Three faculty members participated in a week Internship Programme on Exploring the power of NODEMCU: IOT Development” organized by Marcello Tech, Trichy from 03.01.2024 to 09.01.2024

- Four faculty members participated in One-week Internship Programme on Python Programming with Django Framework, organized by Marcello Tech, Trichy from 03.01.2024 to 09.01.2024
- Dr. B. Sivaranjani participated in One week Internship Programme on Data Analysis & Visualization Using Python organized by Marcello Tech, Trichy from 29.01.2024 to 04.02.2024
- Dr. B. Sivaranjani participated in One-week Internship Programme on Python Demystified: Unraveling the Language organized by Marcello Tech, Trichy from 26.02.2024 to 03.03.2024
- Mr. V. S. Jagadeeswaran participated in Workshop on Creating Documentaries as tools for Teaching in Higher Education organized by Bangalore Central Campus, CHRIST (Deemed to be University) from 30.10.2023 and 31.10.2023
- Dr. R. Kavitha participated in One week Internship Programme on "Exploring the power of NODEMCU: IOT Development" organized by Marcello Tech, Trichy from 03.01.2024 to 09.01.2024
- Ms. V. Revathi participated in One day National Workshop on Golden Opportunities in Higher Education, organized by Vishwaniketan's Institute of Management Entrepreneurship & Engineering Technology, Maharashtra on 19.04.2024
- Dr. G. Angeline Prasanna participated in Indian Council of Social Science Research (ICSSR), New Delhi sponsored Two Days National Seminar on Enhancing National Security Through Effective Intelligence Practices, organized by Sri Krishna Arts and Science College from 20.12.2023 to 21.12.2023
- Mr. V. S. Jagadeeswaran participated in Seminar on Building the Future of Entertainment: Careers in Game Development, Keywords Studios Conclave 2023, co-organized by ICT Academy held at hotel Le Meridien, Coimbatore on 06.11.2023
- Mr. N. Kumar participated in National Conference on Ultimatum of AI in Higher Education: An Indian Perspective, organized by National Education Policy 2020: Challenges and Opportunities For Higher Education Institutions in India on 27.12.2023
- Mr. N. Kumar participated in the Indian Council of Social Science Research (ICSSR), New Delhi sponsored National Seminar on Cyber Security Embarking on Safety of IOT in Real Life Dimensions, organized by Dr. N. G. P. Arts and Science College on 05.01.2024

- Mr. N. Kumar participated in National Seminar on Integrated Community Resilience of Covid -19 organized by Sri Krishna Arts and Science College on 26.04.2024
- Ms. V. Bagyalakshmi participated in the Indian Council of Social Science Research (ICSSR), New Delhi sponsored Two Days National Seminar on Enhancing National Security Through Effective Intelligence Practices organized by Sri Krishna Arts and Science College on 20.12.2023 to 21.12.2023

RECOGNITION - STAFF

- Dr. B. Rosiline Jeetha acted as a Resource Person at A.V.P College of Arts and Science, Tirupur on "AI for Social Good" on 22.01.2024
- Dr. S. Uma acted as a Resource Person at Pioneer College of Arts and Science, Coimbatore on "Demystifying Data Science" on 03.04.2024
- Dr. R. Kavitha acted as a Resource Person at Pioneer College of Arts and Science, Coimbatore on "Mobile Adhoc Network" on 08.03.2024

BOOK PUBLICATION - STAFF

- Dr. S. Uma published a book on Design Thinking on December 2023
- Dr. M. Sangeetha, Published a book on Digital Image Processing for Industry 4.0 on December 2023

CONSULTANCY

- Dr. B. Rosiline Jeetha received Rs. 50,000/- from IT-Soft Solution, 19, STV Nagar, Peelamedu, Coimbatore through consultancy work from 15.02.2024 to 15.03.2024

PATENT

- Dr. S. Uma published a patent on "Blockchain-Based Secure Voting System: Design and Implementation", 202421035082 on 24.05.2024
- Dr. M. Sangeetha published a patent on "Intelligent Shopping Cart for Tracking Product", 6339732 on 11.03.2024
- Mrs. V. Bakyalakshmi published a patent on "AI-Based Humanoid Robot for Surveillance and Security", 6349593 on 09.05.2024

ACHIEVEMENTS - STAFF

- Dr. S. Uma received Distinguished Faculty Award by Scientific Publishing House on 16.12.2023

- Dr. R. Kavitha received Best Ph. D Thesis Award from Sri Nalla Gounder Research & Innovation Awards organized by Dr. N.G. P. Arts and Science College on 19.03.2024

PRESENTATION - STUDENT

- A. S. Mayukha Deivam, S.P. Sri Bavaharini presented a paper on "Machine Learning Algorithms And Techniques" at the International Conference on Intelligent Computing and Technology, conducted by Sri Ramakrishna College of Arts and Science on 13.03.2024
 - V. Swathi, A Kowsalya presented a paper on "Virtual Reality in Healthcare" at the National Conference on Data Science and Analytics (NCDA'24), conducted by Sri Ramakrishna College of Arts and Science on 05.03.2024
 - S. Priyadharshini, T. Preethika presented a paper on "AI in Healthcare" at the National Conference on Data Science and Analytics (NCDA'24), conducted by Sri Ramakrishna College of Arts and Science on 05.03.2024
 - N. Swetha, R. Harshavarthini presented a paper on "AI in Life Science" at the National Conference on Data Science and Analytics (NCDA'24), conducted by Sri Ramakrishna College of Arts and Science on 05.03.2024
- Ramakrishna College of Arts & Science and won 2nd place on 12.02.2024
 - M.R.Gnanadeepika participated in Two Days National Level Workshop on "Building Large Language Models(LLM) for Generative AI", conducted by PSG College of Technology from 07.03.2024 and 08.03.2024
 - Arthi. A, Kavya. N, Harshini. S.R participated in National Level Inter Collegiate Meet conducted by Dr. SNS Rajalakshmi College of Arts & Science, Coimbatore on 05.03.2024
 - Pooja S, Madhumitha participated in National level Techno Fest "ERSMERONZ'24" conducted by Bannari Amman Institute of Technology, Sathyamangalam on 02.03.2024
 - R.Maheshwari, A.Abirami, V.Sowmiya, R.Poornima Srinidhi participated in Technical conclave-2024 conducted by KPR College of Arts Science and Research on 24.02.2024

PLACEMENT

- One Hundred and Nine UG Students and Twenty Five PG students got placed in various national and international companies

PARTICIPATION - STUDENT

- Suthicksan S.S, Jagan participated in State Level Inter-Collegiate Meet - IPL Auction, conducted by Sri

DEPARTMENT OF COMPUTER APPLICATIONS

Department of Computer Applications was established during the year 2007-2008 after the bifurcation from the Department of Computer Science. The Department provides blooming trends in cyberspace opportunities to the student and to meet the challenges in the world. It offers a sound academic base from which an advanced career in computer application can be developed. The department provides quality education in the field of computer applications and inculcates entrepreneurship skills in our students enabling them to create employment opportunities for themselves as well as for others. It also provides good placement opportunities. To add credit, our department students have consecutively participated in the Republic Day parade in Delhi and Chennai.

GUEST LECTURE



Mr. Yogeshwaran M.G, Senior Data Analyst, TCS, Chennai delivered a lecture titled “**Fundamentals of Data Warehousing**” on 08.07.2023



Mr. Pradeep S, Robotics Engineer, CADD Technologies School of Design Pvt. Ltd, Coimbatore, delivered a lecture entitled “**Robotics Process Automation**” on 02.08.2023

VISITING FACULTY LECTURE



Mr. Gobinath Sekar, Technology Lead, INFOSYS Limited, Coimbatore delivered a lecture on the topic “**Web Applications using PHP**” on 23.02.2024 and 24.02.2024

WORKSHOP

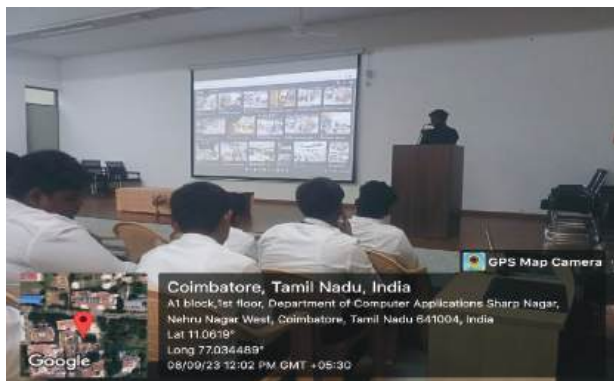


Mr. Vishnu Vardhan, Senior Software Engineer, Cresc Datasoft Pvt Ltd, Coimbatore conducted hands-on Training on “**Managing Database Connection in PHP**” on 17.02.2024

ALUMNI INTERACTION



Our Alumni, **Mr. Praveen Vijaykumar**, SAP Analyst Deloitte, Bengaluru, discussed about “**Interview Skills**” on 27.07.2023



Our Alumni, **Mr. Arun Kumar**, System Engineer, ATMECS, Hyderabad presented a lecture “**Cloud Technologies**” on 08.09.2023



Mr. S. Dharshan and **Ms. T. Swathi** of III BCA ‘A’ delivered a talk on “**Essential DevOps Tools**” on 28.12.2023

EXTENSION ACTIVITY

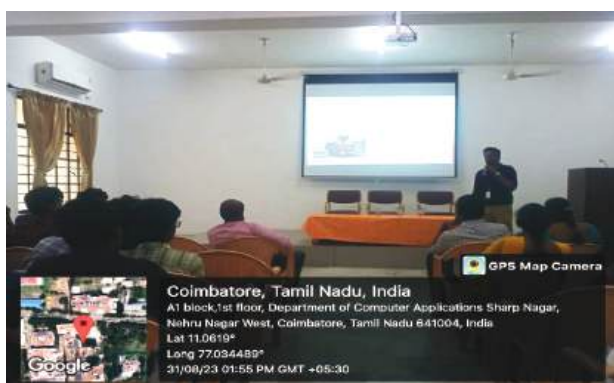


Mr. Kishore Devaraj, Certified Trainer, Machine Learning / Robotics discussed about “**Machine Learning Concepts**” on 21.02.2024



Outreach Activity on “**Waste Management**” at Velliangadu Village on 08.01.2024

STUDENT DEVELOPMENT PROGRAMME



Mr. S. Ganesh and **Mr. V. MithunKumar** of III BCA ‘B’ discussed on the topic “**Robotics**” on 31.08.2023



Outreach Activity on “**Hygiene**” at Paduvampalli Village on 10.02.2024

STAFF CONSULTANCY

- **Mr. V. Yuvaraj** has taken up consultancy work on “**Social Media Marketing**” at Vinayaka Tex, Tirupur from 01.03.2024 to 31.03.2024 for an amount worth Rs.10,000
- **Dr. C. Kumuthini** has taken up consultancy work on “**Online Advertisement**” at AP Silks, Salem from 01.03.2024 to 31.03.2024 for an amount worth Rs.10,000

- Dr. B. Ramya has taken up consultancy work "Web Development" at Spider I Tech, Coimbatore from 27.02.2024 to 27.03.2024 for an amount worth Rs.10,000

PATENT-STAFF

- Mr. V. Yuvaraj published a Patent "A Smart Solid Waste Management in Smart Cities" on 16.06.2023 (Application No. 202341035258 A)
- Mr. V. Yuvaraj published a Patent "Clarification of Fetal Health in Womb Using Cardiototogram Data and Machine Learning Approach" on 23.06.2023 (Application No.202321035280 A)
- Dr. C. Kumuthini and Dr. K. Kavitha published a Patent "IOT Based Monitoring System for Inland Vessels Using Sensor Networks" on 07.07.2023 (Application No. 202341042373 A)
- Mr. V. Yuvaraj published a Design Patent "Wireless Breast Cancer Detection Device" on 24.07.2023 (Patent Design No. 385386-001)

BOOK PUBLICATION - STAFF

- Mr. V. Yuvaraj published a Book titled "AI and Internet of Things" CIIT Publication, ISBN : 9789361261404

BOOK CHAPTER PUBLICATION - STAFF

- Dr. R. Kousalya published a Book Chapter on "Advances in Multi-disciplinary & Current Research", RK Publishers, ISBN 978-93-5813-019-5, September 2023
- Dr. B. Ramya published a Book Chapter on "Recent development in cyber security", Innovation Online Training Academy (IOTA) Publishers, ISBN 978-93-93622-97-6, September 2023
- Dr. C. Kumuthini and Dr. K. Kavitha published a Book Chapter on "Cloud Based Data analytics for Health care 5.0", IGI Publisher, ISBN 978369326398, February 2024
- Dr. B. Ramya and Mr. V. Yuvaraj published a Book Chapter "Intergration of BlockChain for the IoT Security: Smart Water Irrigation", Bright Sky Publications, ISBN 978-93-6233-886-0, April 2024

PUBLICATION - STAFF

- Mr. V. Yuvaraj, Mr. P. Dinesh Kumar published a paper on "Performance Analysis of Border Gateway Protocol (Bgp) in Multi-Autonomous System Network with Opnet Simulator: A Case Study" International Journal of Creative Research Thoughts (IJCRT), ISSN 2320-2882, September 2023

- Dr. C. Kumuthini published a paper on "Ant with Artificial Bee Colony Techniques in Vehicular Ad-hoc" International Journal of Data Informatics and Intelligent Computing (IJDIIC), ISSN 2583-6250, September 2023
- Dr. C. Kumuthini published a paper titled "Detecting Ocular Tb With Modified Co-occurrence Matrix" Tuijin Jishu/Journal of Propulsion Technology, ISSN 1001-4055, September 2023
- Mr. V. Yuvaraj published a paper on "Lung cancer classification based on enhanced deep learning using gene expression data" Measurement: Sensors, ISSN 2665-9174, October 2023
- Dr. C. Kumuthini and Dr. K. Kavitha published a paper on "Cloud Based Data Analytics for Healthcare 5.0" IGI Publications, ISBN 9798369326398, February 2024.
- Dr. B. Ramya and Mr. V. Yuvaraj published a paper titled "Integration of BlockChain for the IoT Security: Smart Water Irrigation" Bright Sky Publications, ISBN 978-93-6233-886-0, April 2024.

PRESENTATION - STAFF

- R. Kousalya presented a paper "A Clustering based Intelligent Energy and Mobility – Aware Routing Protocol for FANET" at the International Conference on Current Trends in Multi Disciplinary Research at Sri Krishna Arts and Science College, Coimbatore on 22.09.2023 and 23.09.2023
- Mr. V. Yuvaraj, presented a paper "Performance Analysis Of Border Gateway Protocol (Bgp) In Multi- Autonomous System Network With Opnet Simulator: A Case Study" at the International Conference on Cyber Security in Engineering Technology and Management by Insight Tech Research Foundation and AN Publications on 23.09.2023
- Dr. K. Kavitha presented a paper "Artificial Intelligence in Security" at the International Conference on Computational Intelligence and Biological Sciences by Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 05.10.2023
- Dr. R. Kousalya presented a paper "IIOT Fault Detection using Multi Deep Convolution Neural Networks" at the International Conference on Computer Vision and Internet of Things, at Karunya Institute of Technology and Sciences on 07.12.2023 and 08.12.2023
- Ms. D. Priyadarshini presented a paper "A Novel Hybrid (Po-Thk) Method For Ids and Privacy- Preserving in Distributed Data Environment" in the two-day National

Paper Presentation contest on Emerging Trends in Commerce and Management by Sethu Ram Bahadur Singh Gujarathi College, Kochi on 14.12.2023 and 15.12.2023

- Dr. R. Kousalya presented a paper “EGS-WSN : Enhancing Network Wide Coordination with Gradient Based Time Synchronization in WSNs” at the International Conference on Computational Intelligence and Communication Technologies (ICCICT-2K24), Dr. N.G.P. Arts and Science College, Coimbatore on 04.01.2024
- Mr. V. Yuvaraj and Dr. B. Ramya presented a paper “Cluster Based Routing Algorithm for MANET-IoT-WSN Systems” at the International Conference on Computational Intelligence and Communication Technologies (ICCICT-2K24), Dr. N.G.P. Arts and Science College, Coimbatore on 04.01.2024
- Dr. C. Kumuthini presented a paper “A study on Green Cloud Computing Strategies” at the International Conference on Computational Intelligence and Communication Technologies (ICCICT-2K24), Dr. N.G.P. Arts and Science College, Coimbatore on 04.01.2024
- Mrs. K. Gomathy presented a paper “Security Issues for Internet of Things in Cloud Environment” in the National Seminar on IOT Cyber Security Challenges and Solutions for Social and Real Life Applications, Dr. N.G.P. Arts and Science College, Coimbatore on 05.01.2024
- Dr. C. Kumuthini presented a paper “Secure Smart Bin IOT-Enabled Monitoring System” in the National Seminar on IOT Cyber Security Challenges and Solutions for Social and Real Life Applications, Dr. N.G.P. Arts and Science College, Coimbatore on 05.01.2024
- Mrs. K. Gomathy presented a paper “A Comprehensive Study on Generative AI” at the Second International Conference on Recent Trends in Computer Science and Data Analytics (ICRTCSDA'24) at KPR College of Arts, Science and Research, Coimbatore on 02.02.2024
- DR. P.S. Vijiyalakshmi, presented a paper “Fog Computing” at the Second International Conference on Recent Trends in Computer Science and Data Analytics (ICRTCSDA'24) at KPR College of Arts, Science and Research, Coimbatore on 02.02.2024
- Dr. C. Kumuthini presented a paper “A Survey of Block Chain Technology in Health Care” at the Second International Conference on Recent Trends in Computer Science and Data Analytics (ICRTCSDA'24) at KPR College of Arts, Science and Research, Coimbatore on 02.02.2024
- Mr. P. Dineshkumar presented a paper “Clustering Techniques in Identifying Stock Market Trends” at the Second International Conference on Recent Trends in Computer Science and Data Analytics (ICRTCSDA'24) at KPR College of Arts, Science and Research, Coimbatore on 02.02.2024
- Dr. C. Kumuthini presented a paper “Smart Sensing for Precision Agriculture through IOT” at the Second International Conference on Recent Trends in Computer Science and Data Analytics (ICRTCSDA'24) at KPR College of Arts, Science and Research, Coimbatore on 02.02.2024
- Dr. K. Kavitha presented a paper “IoT Applications in Radiation” at the Second International Conference on Recent Trends in Computer Science and Data Analytics (ICRTCSDA'24) at KPR College of Arts, Science and Research, Coimbatore on 02.02.2024
- Mr. P. DineshKumar, presented a paper on “Clustering Techniques in Identifying Stock Market Trends” at the Second International Conference on Recent Trends in Computer Science and Data Analytics (ICRTCSDA'24) at KPR College of Arts, Science and Research, Coimbatore on 02.02.2024

PARTICIPATION- STUDENTS

- Thrisha S, III BCA has won II place in the Swimming competition in the Intercollegiate Meet conducted by Bharathiar University on 17.10.2023
- V. Vathun Sri of II BCA 'A' has won III place in “இளங்கோ வடிகள் தமிழ் மன்றம் தமிழ்த் துறை - Dr.APJ அப்துல் கலாம் நினைவு கவிதை போட்டி” conducted by Dr. N.G.P. Arts and Science College, Coimbatore on 27.07.2023
- Joel Titus V and Soundharyan R of II BCA 'A' won II place in the Fun in Run Event of Gateway '24 National Level Technical Symposium organized by PSG College of Arts and Science on 07.03.2024
- V. Vathun Sri and Mahalakshmi S of II BCA 'A' won III place in Visual Vertex Event under DBT Star Scheme conducted by the Department of Computer Science, Dr.N.G.P Arts and Science College on 13.03.2024
- Joel Titus V and Tharanidharan M of II BCA 'A' won III place in Snip Snaps Event under DBT Star Scheme conducted by the Department of Computer Science, Dr. N. G. P Arts and Science College on 13.03.2024

PRESENTATION - STUDENTS

- B Sruthi & Divya S of I BCA 'A' presented a paper on "Artificial Intelligence in Security" at the International Conference on Computational Intelligence and Biological Sciences by Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 05.10.2023
- S.Deepsika & H. Girisree of I BCA 'A' presented a paper on "The Impact of Artificial Intelligence on Human Society" at the International Conference on Computational Intelligence and Biological Sciences by Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 05.10.2023
- Prabhaa & Anitha of I BCA 'A' presented a paper on "Cyber Security-Challenges and its Emerging Latest Technologies" at the International Conference on Computational Intelligence and Biological Sciences by Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 05.10.2023
- Renuga and Subasree of I BCA 'A' presented a paper "Cloud Computing challenges and its Characteristics" at the International Conference on Computational Intelligence and Biological Sciences by Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 05.10.2023
- Ajith Kumar M and Naveen A of II BCA 'A' presented a paper "Cyber Security" in the National Seminar on Cyber

Security in Digital Banking at PSG College of Arts and Science, Coimbatore on 14.12.2023

- Latika E of II BCA 'A' presented a paper "Smart Sensing for Precision Agriculture through IOT" in the Second International Conference on Recent Trends in Computer Science and Data Analytics (ICRTCSDA'24) at KPR College of Arts, Science and Research, Coimbatore on 02.02.2024

NPTEL COURSE - STUDENTS

- Satya Pramodh R of II BCA 'A' has completed the course titled "The Joy of Computing Using Python", Jul-Oct 2023
- Satya Pramodh R, Inpanesan, K Ashwin and Mohan Raj S of II BCA 'A' completed the course titled "Cloud Computing", Elite Certification, Jul-Oct 2023
- Dharunika of II BCA 'A' has completed the course titled "Introduction to Internet of Things", Elite Certification, Jul-Oct 2023

NPTEL COURSE - STAFF

- Dr. P. S Vijiyalakshmi and Mrs. K. Gomathy completed the course titled "Cloud Computing", Elite Certification, Jul-Oct 2023

PLACEMENT

- One hundred and thirty four of our students obtained offers including sixty two individual offers from various National and International companies

DEPARTMENT OF INFORMATION TECHNOLOGY

Department of Information Technology was established in the year 2007-2008. B.Sc IT programme is designed to meet the growing requirement of IT industries and provide an in-depth knowledge to analyze and solve the problems practically. The department facilitates students to develop new skills for advanced career opportunities through MOOC, NPTEL, Value added and Certificate courses. Students will have assured internship and placement in the major IT and ITES Companies include the reputed companies like Wipro, Infosys, CTS, TCS, Deloitte, Zoho and Top MNC in Product Based and Service Based Companies.

GUEST LECTURE



Mr. S. Jerry Wilson, Founder-Luminous Rose, Senior VFX Faculty-Image creative Education, Coimbatore, delivered a lecture on **"Fundamental of Metaverse"** on 04.08.2023



Mr. D. Selvakumar, Founder 123coimbatore.com, Coimbatore delivered a lecture on **"Opportunities and Prospects for Digital Marketing"** on 31.01.2024

VISITING FACULTY LECTURE



Mr. Manoj Manikandan, Assistant Consultant & Technical Lead, TATA Consultancy Service, Bengaluru, delivered a lecture on Polymorphism and Exception Handling from 23.02.2024 to 24.02.2024

WORKSHOP



Mr. R. J. Senthil Kumar, Director, Sprout Knowledge Solution, Coimbatore, demonstrated on **"Mobile App Development Using MIT INVENTOR"** on 11.07.2023

ALUMNI INTERACTION



Mr. Abishek Eswaramoorthy, Associate E-Learning Developer, PWC AC Kolkata, interacted with students on **"Best Practices in E-Learning"** on 08.07.2023



Mr. Prasanna Balaji, Full Stack Developer & Certified Penetration Tester, Nobel Software, Coimbatore, interacted with students on **“Developing Inside Scoop”** on 09.09.2023



Mr. P. Christopher, Advance Security Analyst, Novo Nordisk Pvt Ltd., Bangalore created Awareness on **“Information Security”** on 16.12.2023

ENTREPRENEURIAL ACTIVITY



Ms. Yashini Shunmugam Alias Param Kanchi, Co-Founder, Ticket 9 Event Tech Pvt Ltd, Coimbatore, created awareness on **“How to Plan the Startup-Legal and Ethical Steps”** on 08.03.2024

STUDENT DEVELOPMENT PROGRAMME



Ms. S.Pradeepa & Ms. T.M. Nisha, III B.Sc. IT shared their knowledge on **“Recent Trends in AI”** on 30.08.2023



Ms. T. Arthi & Mr. S. Suriya Prasath, II.B.Sc.IT shared their views on **“AI chat version 4.0”** on 23.09.2023



Ms. M.Vidharshana & Ms. R.Haripriya, III B.Sc. IT ‘A’ discussed about **“Applications of Virtual Reality”** on 22.12.2023



Mr. M. Naveen & Mr. M. Mugeshe, II B.Sc. IT, discussed about “Ethical consideration in Technology” on 20.01.2024



Mr. M. Sedhuvigneshh, III B.Sc IT 'B', demonstrated on “Online Designing Tool” on 16.03.2024

EXTENSION ACTIVITY



Created awareness on “Carbon Footprint” at Panchayat Office, Pannimadai on 25.09.2023



Extension activity on “Carbon Footprint” at Thippanur village on 17.02.2024

SWACHHATA PAKHWADA DAY CELEBRATION



Techboot Association of Department of Information Technology organized the Swachhata Pakhwada celebration titled “Hygiene and Sanitation” on 11.09.2023

PUBLICATION - STAFF

- Dr. K. Santhi published a paper titled “Data Management and the Era of 5G Technology,” in the Journal of Emerging Technologies and Innovative Research on 01.08.2023, volume 10, issue 8, ISSN 2349-5162
- Dr. K. Santhi published a paper titled “Impact of Cyber Security in our Society” to the International Journal of Innovative Research in Technology (IJIRT) on 23.07.2023, volume 10, issue 2, ISSN 2349-6002
- Dr. K. Santhi published a paper titled “IoT Based Intelligent Greenhouse Monitoring System,” published in the International Journal of Engineering Inventions on 01.06.2023, volume 12, issue 6, ISSN 2278-7461
- Dr. K. Santhi published a paper titled “Real-Time Classification and Detection of Apple Leaf Diseases at Early Stage by Employing Enhanced Paddy Field Pattern Search Method (EPF-PSM) with 2LC,” in the Indian Journal of Science and Technology on 23.06.2023, volume 16, issue 22, ISSN 0974-5645
- Dr. J. Savitha published a paper titled “Smart Farming and its Application,” in the International Journal of Innovative Research in Technology (IJIRT) on 01.08.2023, volume 10, issue 3, ISSN 2349-6002
- Dr.J. Savitha published a paper titled “Utilizing Machine Learning to find Plant Leaf Disease”, in the International Journal of Innovative Research in Technology (IJIRT), volume 10, issue 3, ISSN 2349-6002 on 01.08.2023
- Dr.J. Savitha published a paper titled “History of Machine Learning with its Advantage and its Applications,” in the International Journal of Innovative Research in Technology (IJIRT), volume 10, issue 3, ISSN 2349-6002 on 01.08.2023

- Dr. J. Savitha published a paper titled "AI Based Computing Application: Future Communications with WEB 3.0," in the Journal of Emerging Technologies and Innovative Research on 01.07.2023, volume 10, issue 7, ISSN 2349-5162
- Dr. J. Savitha published a paper titled "Precise Agriculture - The Future of Indian Agriculture", in the Journal of Emerging Technologies and Innovative Research on 01.07.2023, volume 10, issue 7, ISSN 2349-5162
- Dr. J. Savitha published a paper titled "Plant Disease Deduction Using Deep Learning", in the Journal of Emerging Technologies and Innovative Research on 01.07.2023, volume 10, issue 7, ISSN 2349-5162
- Dr. K. Thenmozhi published a paper titled "A Deep Learning Algorithm Application for Automatic Detection of Unpredictable Accidents" in the Journal of Emerging Technologies and Innovative Research on 01.08.2023, volume 10, issue 8, ISSN 2349-5162
- Dr. K. Thenmozhi published a paper titled "Cloud Computing and Its Applications", in the International Journal of Innovative Technology and Creative Engineering on 09.09.2023, Volume 13, ISSN: 2045-8711
- Dr. K. Thenmozhi published a paper titled "Image Processing: An Overview", in the International Journal of Innovative Technology and Creative Engineering on 09.09.2023, Volume 13, ISSN: 2045-8711
- Dr. K. Thenmozhi published a paper titled "Mobile Computing and Its Applications", in the International Journal of Innovative Technology and Creative Engineering on 09.09.2023, Volume 13, ISSN: 2045-8711
- Dr. K. Thenmozhi published a paper titled "Artificial Intelligence and Its Applications", in the International Journal of Innovative Technology and Creative Engineering on 09.09.2023, Volume 13, ISSN: 2045-8711
- Dr. K. Santhi published a paper titled "Hand Gesture Recognition on Indian Sign Language Using Neural Network" in the Journal of Emerging Technologies and Innovative Research on 01.09.2023, volume 10, issue 9, ISSN 2349-5162
- Dr. B. Sivaranjani published a paper titled "Metaverse as the Next Step in Social Media Evolution" in the International Journal of Innovative Research in Technology (IJIRT) on 01.09.2023, volume 10, issue 4, ISSN 2349-6002
- Dr. A. Adhiselvam published a paper titled "Secured File Sharing on the Cloud Using Hadoop Cluster," in the Journal of Emerging Technologies and Innovative Research on 01.09.2023, volume 10, issue 9, ISSN 2349-5162
- Dr. R. Praba published a paper titled "Landmine Detection Through Drones in Underwater," in the Journal of Emerging Technologies and Innovative Research on 01.07.2023, Volume 10, Issue 7, ISSN 2349-5162.
- Dr. R. Praba published a paper titled "Impact of Artificial Intelligence Tools in Social Media," in the Journal of Emerging Technologies and Innovative Research on 01.07.2023, Volume 10, Issue 7, ISSN 2349-5162.
- Dr. R. Praba published a paper titled "Cyber Crime and Media Awareness in India," published in the International Journal of Innovative Research in Technology on 01.09.2023, Volume 10, Issue 4, ISSN 2349-5162
- Dr. B.M. Rajesh published a paper titled "The Future of Cloud Computing and its Potential Impact on Business" in Recent Trends in Parallel Computing (Volume 10, Issue 3, 2023), Impact Factor of 6.102, ISSN: 2393-8749.
- Dr. B.M. Rajesh published a paper titled "Objectives of Chandrayaan 1, Chandrayaan 2 and Successful Landing of Chandrayaan 3 on Lunar Surface" in Research & Reviews: Journal of Space Science & Technology (Volume 12, Issue 2, 2023), Impact Factor of 6.543, ISSN: 2321-2837
- Dr. B.M. Rajesh published a paper titled "Shell Scripting with Shell Programming in Unix System Software and Graphical User Interfaces" in the Journal of Advances in Shell Programming (Volume 10, Issue 2, 2023), Impact Factor of 6.128, ISSN: 2395-6690
- Dr. B.M. Rajesh published a paper titled "Overview of Database Management Systems: Components, Abstraction, and Applications" in the Journal of Advanced Database Management & Systems (Volume 10, Issue 3, 2023), Impact Factor of 5.844, ISSN: 2393-8730
- Dr. A. Adhiselvam published a paper titled "Ardubot Path Finder: Road Obstacles Finder through Auto Navigation Using Artificial Intelligence and Internet of Things (IoT)" in the Journal of Propulsion Technology (December, 2023, issue 6, Volume 44, Pages 6448-6459) with reference 1001:4055
- Dr. A. Adhiselvam published a paper titled "A Study on Virtual Reality Based Instruction in Teaching to Improve the Performance of Students" in the Journal of Propulsion Technology (December, 2023, issue 6, Volume 44, Pages 6214-6218) with reference 1001:4055

- Dr. B.M. Rajesh published a paper titled "User Engagement in Mobile Applications: Modeling and Predicting" in the Journal of Mobile Computing, Communications & Mobile Networks (Volume 10, Issue 3, 2023), Impact Factor of 6.092, ISSN: 2349-901
- Dr. B.M. Rajesh published a paper titled "Safeguarding Data and Networks from Cyberattacks with Advanced Technology and User Awareness" in the Journal of Network Security (Volume 11, Issue 3, 2023), Impact Factor of 6.16, ISSN: 2395-6739
- Ms.A.Sathiya Priya published a paper titled "Machine Learning Based Cyber Attack Detection on Internet Traffic" in the International Journal of Science and Research Archive, Volume 11, Issue 2, March 2024, Impact factor of 8.2 eISSN: 2582-8185, published by World Journal Publication.
- Ms.A.Sathiya Priya published a paper titled "CNN and RNN Using Deepfake Detection" in the International Journal of Science and Research Archive, Volume 11, Issue 2, March 2024, impact factor of 8.2, eISSN: 2582-8185, published by World Journal Publication.
- Ms.A.Sathiya Priya published a paper titled "Security Challenges and Solutions in Cloud Computing Environments" in the International Advanced Research Journal in Science, Engineering and Technology, Volume 11, Issue 3, March 2024, impact factor of 8.066 ISSN (O) 2393-8021, ISSN (P) 2394-1588, published by Tejjass Publishers.
- Dr. K. Santhi published a paper titled "Improved Nature Inspired Intelligence Techniques for Shortest Path Routing in Network Problems" in the Journal of Propulsion Technology, Volume 44, No. 6, in 2023, Impact factor of 0.32, ISSN: 1001-4055.

BOOK PUBLICATIONS - STAFF

- Dr. N. Vanitha, "Analysis of Drone Applications in Precision Agriculture," published by IGI Global with ISBN- 978-1-6684-7879-0, July 2023
- Dr. J. Savitha, "2000 MCQs in Computer Science," published by Lap Lambert Publication with ISBN- 978-620-6-68573-9, July 2023
- Dr. K. Santhi, "Recent Trends in The Field of Computer Science and Information Technology", Charulatha Publications, ISBN- 978-93-5577-685-3, December 2023
- Ms. P. Menaka, "Introduction to Data Structure", Scientific International Publishing House, ISBN- 978-93-5757-984-1, January 2024

BOOK CHAPTER PUBLICATIONS – STAFF

- Dr. K. Santhi, "Flower Pollination Algorithm, Invasive Weed Optimization Algorithm and Paddy Field Algorithm In Prediction Of Leaf Disease", Charulatha Publications, ISBN- 978-93-5577-685-3, December 2023
- Dr. K. Santhi, "An Advanced Survey Focusing on Cloud Computing", Charulatha Publications, ISBN- 978-93-5577-685-3, December 2023
- Dr. A. Adhiselvam, "Advances in Multidisciplinary & Current Research," published by RK Publishers with ISBN- 978-93-5813-019-5, September 2023

PRESENTATIONS - STAFF

- Ms. P. Menaka presented a paper on "Artificial Intelligence in Education" at the International Conference on Technological Advancements in Science, Engineering and Management (ICTASEM 23) at JCT College of Engineering and Technology on 02.06.2023
- Dr. K. Thenmozhi presented a paper on "Artificial Intelligence & Its Application" at the International Conference on Computational Sciences and Applied Mathematics at VET Institute of Arts and Science College on 21.07.2023
- Dr. R. Praba presented a paper on "Wireless Body Area Networks (WBAN) in Deep Learning" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts and Science, Coimbatore on 05.10.2023
- Dr. R. Praba presented a paper on "Intelligent Internet of Things Based on Smart Farming System" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts and Science, Coimbatore on 05.10.2023
- Dr. K. Santhi presented a paper on "Quantum Computing" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 05.10.2023
- Dr. A. Adhiselvam & Dr. K. Thenmozhi presented a paper on "Bolstering Cybersecurity with Blockchain: A National Imperative" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 05.10.2023
- Dr. Rajesh B M presented a paper on "Artificial Intelligence using Fundamentals of Healthcare 5.0" at the International

Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 05.10.2023

- Dr. B. Sivaranjani presented a paper on "Remote Healthcare Data Sharing over Blockchain" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 05.10.2023
- J. Savitha presented a paper on "Cyber Security Challenges and its Emerging Trends on Latest Technology" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 05.10.2023
- Dr. K. Thenmozhi presented a paper on "Development of Artificial Intelligence (AI)" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 05.10.2023.
- Ms. P. Menaka presented a paper on "A Comprehensive Study of Recent Cyber Attacks on Internet of Things (IoT) Devices", ICSSR sponsored National Seminar on IOT Cyber Security: Challenges and Solutions for Social and Real-Life Applications at Dr.N.G.P Arts and Science College, Coimbatore on 05.01.2024
- Dr.A.Adhiselvam presented a paper on "A Comprehensive Study of Recent Cyber Attacks on Internet of Things(IoT) Devices", ICSSR sponsored National Seminar on IOT Cyber Security: Challenges and Solutions for Social and Real-Life Applications at Dr.N.G.P Arts and Science College, Coimbatore on 05.01.2024
- Dr. Praba.R presented a paper on "Effect of Virtual Reality Based Training to Improve the Performance of students", at the National Conference on Emerging Trends in Artificial Intelligence, Sengamala Thayaar Educational Trust Women's College, Mannargudi
- Dr. A. Adhiselvam & Dr. K. Thenmozhi attended in two-day International Conference on Emerging Trends in Higher Education (ICETHE-2024) and presented on "The Role of Generative Artificial Intelligence in Higher Education" at Alagappa University College of Education, Alagappa University, Karaikudi from 14.03.2024 to 15.03.2024
- Eight staff members presented their papers at the International Conference on Computational Intelligence and Communication Technologies (ICCICT – 2K24) at Dr. N. G. P Arts and Science College, Coimbatore on 04.01.2024

PARTICIPATIONS - STAFF

- Dr. K. Santhi participated in a FDP on Research Tools and Methodologies at Sri Krishna Adithya College of Arts and Science from 07.06.2023 to 13.06.2023
- Nine staff members participated in a FDP on Outcome based Education at Dr. N.G.P Arts and Science College, Coimbatore from 17.06.2023 to 21.06.2023
- Four staff members participated in FDP Data Science Specialization using Python at Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore from 19.06.2023 to 23.06.2023.
- Dr. J. Savitha participated in FDP Machine Learning for Data Science at Sri GVG Visalakshi College for Women, Udumalpet from 17.07.2023 to 21.07.2023
- Dr. K. Santhi participated in the National Level Workshop on Devops at SRM Institute of Science and Technology, Chennai from 16.06.2023 to 24.06.2023
- Dr. K. Santhi participated in NAAC collaborated National Virtual Seminar on Holistic and Multidisciplinary Approach Towards National Higher Education Quality Framework at Cauvery College for Women, Annamalai Nagar, Trichy from 05.07.2023 to 06.07.2023
- Ms. P. Menaka participated in Chat GPT & AI Tools for Educators at PPG College of Arts and Science, Coimbatore on 30.06.2023
- Dr. R. Praba participated in Cyber Security-2023 at Dwaraka Doss Goverdhan Doss Vaishnav College from 07.08.2023 to 22.08.2023.
- Dr. K. Thenmozhi participated in International Virtual FDP on Innovative Research Opportunities and Applications of Data Science in the Industry 5.0 Paradigm at SRM Institute of Science and Technology, Ramapuram Campus from 18.08.2023 to 31.08.2023
- Nine staff members participated in a workshop Empowering Education for Innovation- A NEP Perspective at Dr. N.G.P Arts and Science College, Coimbatore from 30.06.2023 to 04.07.2023
- Dr. K. Thenmozhi participated in a Workshop on Virtual Lab at Amrita Virtual Lab, Amrita Vishwa Vidyapeetham, Kollam on 22.08.2023
- Dr. K. Santhi participated in a FDP on Developing Human Potentials in Emerging Technologies in Computer Science at Kongunadu Arts and Science College, Coimbatore from 04.09.2023 to 16.09.2023

- Dr. K. Santhi participated in a Workshop on Blockchain Technology at Novitech R&D PVT Ltd, Coimbatore on 26.09.2023
- Dr. K. Santhi participated in a Workshop on Cyber Security at Novitech R&D PVT Ltd, Coimbatore on 27.09.2023
- Dr. K. Santhi participated in a Workshop on Internet of Things at Novitech R&D PVT Ltd, Coimbatore on 29.09.2023
- Four staff members participated in a FDP on IoT at Enthi Technology Solutions India Pvt Ltd from 15.11.2023 to 16.11.2023
- Dr. B. Sivaranjani participated in a Workshop on Internet of Things at Novitech R&D PVT Ltd, Coimbatore on 29.09.2023
- Dr. B. Sivaranjani participated in a Workshop on Artificial Intelligence at Novitech R&D PVT Ltd, Coimbatore on 25.09.2023
- Dr. A. Adhiselvam participated in a FDP on Cyber Security and Privacy at NPTEL- AICTE from Jul, 2023 to Oct, 2023
- Dr. A. Adhiselvam participated in a FDP on Cyber Security and Artificial Intelligence at Periyar Maniammai Institute of Science and Technology, Vallam, Thanjavur from 24.11.2023 to 30.11.2023
- Dr. K. Santhi participated in a FDP on Emerging Recent Trends in Computer Science at the Department of Computer Science, KG College of Arts and Science, from 08.01.2024 to 12.01.2024
- Ms. N. Vaishnavi, Mrs. A. Sathiyapriya participated FDP on Latest Trends and Techniques in Software Engineering: An Industry Perspective, at the Department of Computer Science, Christ University, from 20.01.2024 to 27.01.2024
- Four staff members attended an online FDP on Python Programming with DJANGO Framework for building Web Applications, organized by SAK Informatics, Hyderabad, at CMR Engineering College, Hyderabad, from 12.02.2024 to 16.02.2024
- Dr. K. Thenmozhi attended FDP on Virtual Lab: A Learner Perspective Programme, organized by VLB Janakiammal College of Arts and Science, Coimbatore on 16.02.2024
- Dr. K. Thenmozhi attended a Short-Term Course on NAAC Documentation - A Key Insight organized by IQAC Cluster India, at White Code from 06.02.2024 to 27.02.2024
- Ms. N. Vaishnavi attended the National Intellectual Property Awareness Mission (NIPAM) training program at the Intellectual Property Office, India, on 11.02.2024
- Dr. A. Adhiselvam attended FDP on AI for Educators at Periyar Maniammai University, Vallam, Thanjavur, from 18.03.2024 to 23.03.2024
- Dr. K. Santhi, Mrs. A. Sathiyapriya participated in the FDP on Next Generation AI FDP at Vishwakarma Institute of Information Technology, Pune, from 11.02.2024 to 16.02.2024
- Dr. K. Thenmozhi participated in a workshop on Blockchain Decentralized Workshop at Amrita Centre for Cybersecurity Systems & Networks, Amrita University, from 04.02.2024 to 07.02.2024
- Five staff members participated in a National Level FDP on Python organized by the Star International Foundation for Research and Education, Namakal, from 19.02.2024 to 25.02.2024

PRESENTATIONS - STUDENTS

- Ms. Aasha, III B.Sc IT 'B' presented a paper on "Cloud Computing and its Applications" at the International Conference on Computational Science and Applied Mathematics at VET Institute of Arts and Science on 21.07.2023.
- Mr. Thanajeyan, III B.Sc IT 'A' presented a paper on "Cloud Computing and its Applications" at the International Conference on Computational Science and Applied Mathematics at VET Institute of Arts and Science on 21.07.2023.
- Mr. Gokul Raj, III B.Sc IT 'A' presented a paper on "Cloud Computing and its Applications" at the International Conference on Computational Science and Applied Mathematics at VET Institute of Arts and Science on 21.07.2023
- Ms. Keerthana Priya, III B.Sc IT 'B' presented a paper on "Artificial Intelligence and its Applications" at the International Conference on Computational Science and Applied Mathematics at VET Institute of Arts and Science on 21.07.2023
- Mr. M. Sri Gnana Baskar, M.S. Keerthana, D. Iswariya III B.Sc IT 'B' presented a paper on "Threads and Trends in Modern HealthCare Cyber Security" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023

- Ms. Yazhini S, III B.Sc IT 'B' presented a paper on "Wireless Body Area Networks (WBAN) in Deep Learning" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023
- Ms. Dharshini P, III B.Sc IT 'B' presented a paper on "Wireless Body Area Networks (WBAN) in Deep Learning" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023
- Mr. Hariharan S, III B.Sc IT 'B' presented a paper on "Wireless Body Area Networks (WBAN) in Deep Learning" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023
- Ms. Reshmika R, Princy S, Janani P III B.Sc IT 'B' presented a paper on "Wireless Networks-Based Air Pollution Monitoring System-Simulation" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023
- Ms. Vidharshana M, Sangami M R, Sri Varma T III B.Sc IT 'B' presented a paper on "Artificial Intelligence using Fundamentals of Healthcare 5.0" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023
- Mr. Kabilish B, Sri Arashi M, Andal Priyadharshini N III B.Sc IT 'B' presented a paper on "Remote Healthcare Data Sharing over Blockchain" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023
- Ms. Rubhashini M, Krishnaveni N, Mowlisha S, III B.Sc IT 'B' presented a paper on "Quantum Computing" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023
- Ms. Shelina Angelin S, Karthika M, Dharsinipriya D, III B.Sc IT 'B' presented a paper on "Development of Artificial Intelligence (AI)" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023
- Ms. R. Aasha, S. Sangeetha, R. Haripriya III B.Sc IT 'B' presented a paper on "Cyber Security Challenges and its Emerging Trends on Latest Technology" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023
- Ms. S. Anushri, A. P Shobana, S Saraswathi III B.Sc IT 'A' presented a paper on "IoT Based on Smart Farming" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023
- Ms. V. Karthika, M. Dharani, S. Indhumathi, III B.Sc IT 'A' presented a paper on "Image Processing an Overview" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023
- Ms. Akshaya M, Suroopiga. R. K, Sowmiya R, III B.Sc IT 'B' presented a paper on "Bolstering Cybersecurity with Blockchain: A National Imperative" at the International Conference on Computational Intelligence and Biological Sciences at Sri Ramakrishna College of Arts & Science for Women, Coimbatore on 05.10.2023

Patent

- Dr. K. Santhi filed a patent titled "AI Based Humanoid Robot for Surveillance and Security", 6349593, 28.02.2024
- Dr. K. Thenmozhi published a patent titled "Automatic Water Dispenser Using Sound Sensor", Date of Filing: 07.03.2024, Published on 29.03.2024, Application No: 202421016106

RECOGNITION - STAFF

- Dr. R. Praba served as a Seminar Resource Person and presented on the topic "Blockchain Technology" at Kongu Arts and Science College, Erode on 25.08.2023
- Dr. K. Santhi acted as the Chair for the International Conference on Computational Intelligence and Biological Science held at Sri Ramakrishna College of Arts and Science for Women, Coimbatore, on 05.10.2023
- Dr. K. Santhi contributed as a Reviewer for the International Conference on Computational Intelligence and Biological Science held at Sri Ramakrishna College of Arts and Science for Women, Coimbatore, on 05.10.2023
- Dr. K. Thenmozhi acted as a Resource Person for the BOT Induction Program, focusing on Online Courses,

held at KMCH Occupational Therapy College on 26.10.2023

- Dr. K. Thenmozhi acted as a Reviewer for the International Conference at Christ University, Lava Campus, Pune on 25.11.2023
- Dr. A. Adhiselvam was honoured as one of the Top 20 Expert Faculty in Arts and Science Colleges for 2022, recognized by Ulektz on 30.11.2023
- Dr. K. Thenmozhi conducted a session on Advanced Excel at RMC Limited Services, contributing to goodwill and knowledge dissemination on 14.10.2023
- Dr. K. Thenmozhi was honoured by Spoken Tutorial, IIT Bombay for her outstanding contribution on 10.10.2023
- Dr. K. Santhi, Acted as a reviewer for the journal Advances in Science, Technology and Engineering Systems Journal (ASTESJ) on 10.12.2023
- Dr. K. Thenmozhi awarded as Nodal Centre Coordinator by Amrita Vishwa Vidyapeetham on 06.01.2024
- Ms. P. Menaka acted as a Reviewer, BP International, Certificate of Excellence in Peer Reviewing, Certificate No: BPI/PR/Cert/_8477E/PME, 22.03.2024
- Ms. P. Menaka acted as a Reviewer, Asian Journal of Education and Social Studies-2024, Certificate No: SDI/HQ/PR/Cert/112107/PME
- Ms. A. Sathiya Priya served as a reviewer at the International Conference on Sustainable Advanced Computing (ICSAC -2024) at Christ University from 22.02.2024 to 23.02.2024

AWARDS AND RECOGNITIONS - STUDENT

- Rakshum Selva. S. K, II B.Sc IT 'A' participated in Math Fest ' 2023 - Math Quiz, organized by Dr. N. G. P Arts and Science College, Coimbatore and won II prize on 13.12.2023
- Suganth.S, II B.Sc IT 'A' participated in Math Fest ' 2023 - Math Quiz, organized by Dr .N. G. P Arts and Science College, Coimbatore and won II prize on 13.12.2023

- Rakshum Selva. S. K, Tanushree. T. R, Varun. S, II B.Sc IT 'A' participated in A State Level Technical Symposium IGORIONZ'24 – Marketing, organized by Nandha Arts and Science College, Erode and won I prize on 24.01.2024
- Suriya Prasath S participated in CONFLUENZE 2024 - ADZAP at Nehru Institute of Information Technology and Management, Coimbatore on 01.03.2024, and won III Prize
- Rakshun Selvaa S.K, Tanushree T.R, Varun S participated in CONFLUENZE 2024 - ADZAP at Nehru Institute of Information Technology and Management, Coimbatore on 01.03.2024 and won III Prize
- Arthi M, Tanushree T. R, II B.Sc IT 'A' participated in Inspire Inclusion - Connection Event at Dr. N.G.P. Arts and Science College, Coimbatore on 08.03.2024 and won II Prize

NPTEL - STAFF

- Dr. A. Adhiselvam, completed a 12 weeks course on Cyber Security and Privacy during July-October 2023

NPTEL– STUDENTS

- Five students from II B.Sc IT completed Eight week course on Database Management System during Jul-Sep 2023
- Sanjai. S, II B. Sc IT 'B' completed Eight week course on Computer Networks and Internet Protocol during Jan-Apr 2024
- Bhavadharni. K, Jamunadevi K, II B. Sc. IT 'A' completed Eight week course on Cloud Computing during Jan-Apr 2024
- Tanushree T R, II B. Sc IT 'A' completed Eight week course on Programming in Java during Jan-Apr 2024

PLACEMENT

- One Hundred and thirteen of our students obtained offers including sixty three individual offers from various National and International companies

DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

Department of Artificial Intelligence and Machine Learning was established in the year 2021-2022. Artificial Intelligence in the modern era has become the driving force in almost all the domains. The Department is committed to impart rigorous training to students, kindling the minds to efficiently generate knowledge through the state-of-the-art concepts and technologies in the realm of Artificial Intelligence and Machine Learning, and to transform the Department as a Centre-of-Excellence in imparting education and research in the same. The curriculum is designed as a convenient learning path for any novice learner to attain expertise in the domain. The Department guides the students to unleash their potential towards endless opportunities in industry and research globally.

GUEST LECTURE



Mr. S. Parthasarathi, Data Scientist, ZF Friedrichshafen AG, Coimbatore delivered a lecture on **“Machine Learning Applications”** on 22.07.2023



Mr. S. Hashmin Zamer, Programmer Analyst Trainee, Cognizant Technology Solutions, Bengaluru shared insights with the students about **“Low Code App Development on the Pega Platform”** on 09.09.2023



Mr. Bharathy V Prakash, Director, TechnomaX, Coimbatore and **Mr. Siva Murugavel**, Microsoft Practice Lead, Coimbatore jointly delivered a speech on **“AI & Automation”** on 09.01.2024.

STUDENT DEVELOPMENT PROGRAMME



Mr. S. Harish Mrithyunjayan of III B.Sc. Artificial Intelligence & Machine Learning presented a seminar on **“No-Code AI Application Tools”** on 14.07.2023



II and III B.Sc. Artificial Intelligence and Machine Learning students organized an Intra-Departmental **Swachhata Pakhwada Quiz Competition** on the topic **“Hygiene and Sanitation”** on 12.09.2023



II B.Sc. Artificial Intelligence & Machine Learning students organized a Programmers Day emphasizing “**Digital Content Writing**” on 13.09.2023



Ms. B. M. Shindhyasree of II B.Sc. Artificial Intelligence & Machine Learning, Dr. N.G.P. Arts and Science College, Coimbatore delivered a seminar on “**Overview of Google’s AI - Bard**” on 21.12.2023



Mr. S. Jey Prabu of III B.Sc. Artificial Intelligence and Machine Learning, Dr. N.G.P. Arts and Science College, Coimbatore presented a seminar on “**Project Preparation using ChatGPT**” on 18.01.2024



Ms. K. Harini of III B.Sc. Artificial Intelligence and Machine Learning, Dr. N.G.P. Arts and Science College, Coimbatore shared her knowledge on “**Career Booster - Resume Preparation and LinkedIn Profile Creation**” on 17.02.2024

WORKSHOP



Ms. K. Ramya, Mentor, Web development, Ezio Skill Academy, Coimbatore demonstrated on “**Mastering the Basics – HTML, CSS, JavaScript Fundamentals**” on 08.09.2023

EXTENSION ACTIVITY



Created **Awareness on “Carbon Footprint”** at Panchayat Office, Pannimadai on 25.09.2023 and 17.02.2024

ACHIEVEMENTS - STUDENTS

- Mr. S. Kirubasagar and Mr. S. V. Vishnu Dev, I B.Sc. Artificial Intelligence and Machine Learning, participated and won First Prize in Valorant Tournament held at Adithya College of Arts and Science, Coimbatore on 30.08.2023
- Mr. S. Kirubasagar and Ms. C. Renugadevi, I B.Sc. Artificial Intelligence and Machine Learning, participated and won the First Prize in Poster Making, organized by Hindusthan College of Arts and Science, Coimbatore on 10.01.2024
- Mr. A. Sarankumar and Ms. S. R. Sangeeth, I B.Sc. Artificial Intelligence and Machine Learning, participated and secured the First Prize in Poster Making organized by Hindusthan College of Arts and Science, Coimbatore on 21.02.2024
- Ms. K. Sowparnika, Mr. J. Hrutig Pirem and Ms. R. K. Nandika, II B.Sc. Artificial Intelligence and Machine Learning, participated and secured the First Prize in Group Dance at KPR College of Arts and Science, Coimbatore on 21.02.2024
- Ms. K. Jeevika and Mr. S. Kirubasagar, I B.Sc. Artificial Intelligence and Machine Learning, participated and won the First Prize in Group Dance at Hindusthan College of Arts and Science, Coimbatore on 21.02.2024
- Mr. S. V. Vishnu Dev, I B.Sc. Artificial Intelligence and Machine Learning participated and won First Prize in Logo Making at Rathinam College of Arts and Science, Coimbatore on 16.02.2024
- Ms. B. M. Shindhyasree and Ms. R. Srinithi, II B.Sc. Artificial Intelligence and Machine Learning, participated and secured the Second Prize in Paper Presentation at KPR College of Arts and Science, Coimbatore on 21.02.2024
- Mr. P. Rithanya and Mr. B. Meianbu, II B.Sc. Artificial Intelligence and Machine Learning, participated and were awarded the Second Prize in Datathon at Dr. N. G. P. Arts and Science College, Coimbatore on 13.03.2024
- Mr. B. Guhan and Mr. R. Daraneesh, II B.Sc. Artificial Intelligence and Machine Learning, participated and won Third Prize in Datathon at Dr. N.G.P. Arts and Science College, Coimbatore on 13.03.2024
- Mr. K. Shailesh and Mr. A. Manibharathi, I B.Sc. Artificial Intelligence and Machine Learning, participated and secured the Third Prize in Code 2 Duo at Dr. N. G. P. Arts and Science College, Coimbatore on 13.03.2024

- Mr. S. Gokul Prasanth, II B.Sc. Artificial Intelligence and Machine Learning, participated and won Second Prize in Paper Presentation at Bannari Amman Institute of Technology, Sathyamanagalam on 06.04.2024

PARTICIPATION - STAFF

- Dr. N. Sathya attended a national workshop on "Outcome Based Education", held at Dr. N.G. P. Arts and Science College, Coimbatore from 17.06.2023 to 21.06.2023
- Two Faculty participated in the national workshop on "Data Science Specialization using Python" at Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore from 19.06.2023 to 23.06.2023
- Dr. N. Sathya attended a One-week national workshop on "Cloud Infrastructure (AWS)", organized by VELS Institute of Science, Technology and Advanced Studies, in collaboration with Brainovision Sol Pvt Ltd and AICTE from 21.08.2023 to 25.08.2023
- Mrs. P. Shanthi attended a One-week national workshop on "Cloud Infrastructure (AWS)", organized by KG College of Arts and Science in collaboration with Brainovision Sol Pvt Ltd and AICTE from 21.08.2023 to 25.08.2023
- Mrs. P. Shanthi attended a national event on "Developing Human Potentials in Emerging Technologies in Computer Science", held at Kongunadu Arts and Science College, Coimbatore from 04.09.2023 to 16.09.2023
- Dr. N. Kumaresh participated in the national event "Bridge 2023-Coimbatore: A High Impact Industry-Institute Interaction Event of India" organized by ICT Academy on 07.09.2023
- Ms. P. Shanthi attended an Eight-week course "Programming, Data Structures and Algorithms using Python", organized by NPTEL-AICTE, from January to March 2024
- Dr. S. Saranya attended an international workshop on "Latest Trend and Techniques in Software Engineering: An Industry Perspective", organized by CHRIST (Deemed to be University) from 20.01.2024 to 27.01.2024
- Dr. S. Saranya attended One Day Faculty Development Workshop on Gen AI & Data Analytics for HEIs, Association of Self-financing Arts, Science & Management Colleges of Tamil Nadu, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore on 05.01.2024
- Two Faculty attended a national seminar "NEP 2020: Opportunities and Challenges of HEIs in achieving Gross Enrolment Ratio in Creating Human Resources to the

Paradigm Industry Requirements” held at Dr. N. G. P. Arts and Science College, sponsored by ICSSR, New Delhi on 16.02.2024

PRESENTATION - STAFF

- Ms. P. Shanthi presented a paper “ A Survey of Computational Intelligence Techniques for Big Data” at the International Conference on Computational Intelligence and Communication Technologies organized by Dr. N. G. P. Arts and Science College, Coimbatore on 04.01.2024
- Dr. S. Saranya presented a paper “Generative AI in Virtual Reality” at the National Conference on Emerging Trends in Artificial Intelligence organized by Sengamala Thayar Educational Trust Women’s College on 19.02.2024
- Dr. N. Sathya presented a paper “ Artificial General Intelligence: Autonomous System Reaching Human-Level Intelligence “ at the National Conference on Emerging Trends in Artificial Intelligence organized by Sengamala Thayar Educational Trust Women’s College on 19.02.2024
- Ms. P. Shanthi presented a paper “Deep Learning for Ocean Oil Spill Detection “at the National Conference Emerging Trends in Artificial Intelligence organized by Sengamala Thayar Educational Trust Women’s College on 19.02.2024
- Ms. J. Vinitha presented a paper “Machine Learning Techniques in Emerging Cloud Computing Integrated Paradigms” at the National Conference on Emerging Trends in Artificial Intelligence organized by Sengamala Thayar Educational Trust Women’s College on 19.02.2024
- Mrs. T. Hashni presented a paper “Sustainable Agriculture: Resource Management with AI and IOT Advancements” at the National Conference on Emerging Trends in Artificial Intelligence, organized by Sengamala Thayar Educational Trust Women’s College on 19.02.2024
- Dr. S. Saranya presented a paper “Unveiling the AI Epoch: Origins to the Next Frontier”, International Multidisciplinary Conference on Information Science, Management Research and Social Sciences, AJK College of Arts and Science, Coimbatore from 13.03.2024 to 14.03.2024
- Dr. S. Saranya presented a paper “Data-Driven Decisions, Green Outcomes: Utilizing Artificial Intelligence in

Urban Planning to Create Eco-Friendly Smart Cities”, International Conference on Sustainable Advanced Computing, Christ University, Bangalore, from 22.03.2024 to 23.03.2024

PUBLICATION - STAFF

- Dr. S. Saranya, published a paper “A Comprehensive Study on Exploring the Diverse Applications of Artificial Intelligence”, Journal of Propulsion Technology, Vol. 44 Issue 6 PP.5975-5981, ISSN: 1001-4055, December 2023
- Dr. S. Saranya, published a paper “Prediction of Chronic Kidney Disease for Diabetes Patients using Ensemble based Machine Learning Algorithms”, Journal of Propulsion Technology, Volume 44, No 6 PP.6110-6117, December 2023
- Dr. N. Sathya, published a paper “Improved Nature Inspired Intelligence Techniques for Shortest Path Routing in Network Problems”, Journal of Propulsion Technology, Vol. 44 Issue 6 PP. 5982-5992, ISSN: 1001-4055, December 2023
- Mrs. P. Shanthi, published a paper “A Survey of Computational Intelligence Techniques for Big Data” Journal of Propulsion Technology, Vol. 44 Issue 6 PP. 6098-6109, ISSN: 1001-4055, December 2023

BOOK CHAPTER - STAFF

- Ms. P. Shanthi published a book chapter “AI in Agriculture,” in Charulatha Publications, ISBN 978-93-5577-685-3, December 2023
- Dr. N. Sathya published a book chapter “Certain Investigation on Artificial Intelligence in Cloud Computing Services” in Charulatha Publications, ISBN 978-93-5577-685-3, December 2023

BOOK PUBLICATION - STUDENT

- Mr. S. Jey Prabu published a book titled “Python Programming”, Amazon Kindle Direct Publishing, June 2023

PLACEMENT

- Nineteen of our students obtained offers from various National and International companies

DEPARTMENT OF COMPUTER SCIENCE WITH DATA ANALYTICS

The tidal wave of data and the intelligence that emerges from it, is creating a global demand for professionals with skills in Data Analytics. The department of Computer Science with Data Analytics was established in the year 2019 to meet this industry needs. The department offers both B.Sc and M. Sc Computer Science with Data Analytics. The mission of the department is to provide strong theoretical foundations along with practical training while facilitating industry- institute collaborations for knowledge sharing.

GUEST LECTURE



Mr. Periyasamy Nanjappan, Chief Technology Officer, SBNA Software Solutions, Coimbatore delivered a lecture on “**Innovating Insights: Cloud Driven Big Data Analytics Transforming Industries**” on 10.02.2024



Mr. S. Santhosh Kumar, Associate Data Engineer, Cloud Destinations, Coimbatore interacted on “**Cloud Mastery: Serverless Data Engineering Unleashed**” on 2.9.2023



Mr. Hariharan Manikandan, Data Engineer, Avasoft Technologies, Chennai, interacted on “**Data Warehousing and Data Engineering Techniques**” on 17.02.2024

STUDENT DEVELOPMENT PROGRAMME



Mr. Rajavenkataramanan, II M.Sc. CSDA and **Mr. Sudhir**, III B.Sc. CSDA discussed about “**Big Data Analytics in HealthCare**” on 8.07.2023



Ms. S Keerthika, II M.Sc. CSDA and **Ms. Tharani**, I M.Sc. CSDA discussed about “**Applications of Large Language Models**” on 15.09.2023



Ms.T. Jeevitha, I M.Sc. CSDA and **Mr.S.Sanjai**, I M.Sc. CSDA interacted on **"Impact of Generative AI"** on 24.02.2024

VISITING FACULTY LECTURE



Ms. Mallika Jagadeesh, Software Technical Lead, VVDN Technologies, Chennai delivered a lecture on **"Software Testing Tools"** on 23.02.2024 and 24.02.2024



Ms. Ramalakshmi Vaidyanathan, Technical Trainer, Morgan Stanley, Bangalore demonstrated on **"Python for Data Science"** on 09.09.2023

BOOK/ BOOK CHAPTER PUBLICATION - STAFF

- Ms. Karpagam published a book on "Fundamentals of Data Science, Data Mining, Machine Learning, Deep Learning and IOTs", 978-81-968567-6-2, Leilani Katie Publications & Press, December 2023
- Ms.S. Govardhini published a book titled "Artificial Intelligence", 978-93-5757-353-5, Scientific International Publishing house, August 2023
- Ms. R. Ranjani published a book on "Compiler Design", 978-93-5762-185-4, Alpha International Publication, March 2024
- Dr. R. Suganthi contributed a book chapter titled "Evolution of NLP in Smart Healthcare: a Comprehensive Overview and NLP Pipeline Analysis" for the book Futuristic Trends in Information Technology, IIP Series, 978-93-6252-516-1, May 2024

PATENT - STAFF

- Ms. R. Ranjani, filed a patent on "Medicine Expiry Detector", application number 6341997 on 25.01.2024
- Ms. S. Govardhini, filed a patent on "Medical and Laboratory Equipment", application number 6322416 on 27.10.2023
- Dr. R. Suganthi, filed a patent on "Improving employer branding strategies using Machine Learning" application number 52357 on 21.3.2024
- Dr. R. Suganthi, filed a patent on "IOT based Biogas leakage detecting device", application number 399711-001 on 10.11.2023

MEMBERSHIP IN ACADEMIC BODIES

- Dr. F. Mary Magdalene Jane, served as the University Nominee for the Board of Studies of Department of Computer Science at Kongunadu College of Arts and Science, Coimbatore for the academic year 2023-24

PLACEMENT

- Sixty six of our students obtained offers from various National and International companies

DEPARTMENT OF COMPUTER TECHNOLOGY

Computer Technology is the study of the theoretical foundations of information and computation and their implementation and application in computer systems. Computer technology has many sub-fields; some emphasize the computation of specific results such as computer graphics, while others relate to properties of computational problems such as computational complexity theory. Still others focus on the challenges in implementing computation. A further sub-field, human computer interaction focuses on the challenges in making computers and computations useful, usable and universally accessible to people. The Department of Computer Technology envisions producing candidates for the sector of technology, striving forward to develop the nation with their strength and potential along with the knowledge and experience they gain in the application areas and through their advanced study and research.

GUEST LECTURE



Ms. K. Sangavi, Android Team Lead, Finalatix Technologies, Chennai delivered a lecture on **“Android Application Development”** on 22.7.2023



Mr. S. Shameer, (Founder)-IT Projects Media, Coimbatore delivered a lecture on **“How to design and build your start-up”** on 12.03.2024



Mr. B. Vigneshwaran, Software Engineer, Cisco, Hyderabad delivered a lecture on **“Securing the network: challenges and solutions in Cyber security”** on 31.07.2024



Ms. Madhushree. S, **Mirudhubashini. P**, **Dhanushiya. A. S**, **Tharasri. S** of III B.Sc. CT discussed about the topic **“Tips For Placement Preparation”** on 12.07.2023



Mr. Deepak Dharsan. M interacted on the topic **“Codeathon: Tips and Tricks”** on 09.08.2023



Mr. Mohan Prasath. A, Ms. Viveka S of II B.Sc. CT discussed about **“BlockChain and IoT”** on 15.12.2023



Mr. Shenbagakumar, of II B.Sc. CT discussed about **“Neuromorphic Computing”** on 26.02.2023

EXTENSION ACTIVITY



Created awareness on **“Energy Saving”** at Oraikalpalayam Village on 17.02.2024



Created awareness on **“Hygiene”** at Sarkar Samakulam Village on 23.02.2024



Ms. J. Poornima interacted with the students on **“Preparation for competitive exams”** on 15.09.2023



Ms. Arthi K, Test Engineer, Wipro, Chennai interacted with students on **“Career Opportunities in IT Industry”** on 22.01.2024

PARTICIPATION - STAFF

- Dr. V. Manimekalai participated in the National Level Workshop on DEVOPS conducted by SRM Institute of Science & Technology, Ramapuram, Chennai on 16.06.2023
- Dr. M. Rathi, Dr. M. Aruna, Dr. R. S. Padma Priya participated in the National Level Workshop on DEVOPS conducted by SRM Institute of Science and Technology, Ramapuram, Chennai on 16.06.2023
- Dr. T.R. Anand participated in the National Level Workshop on DEVOPS conducted by SRM Institute of Science & Technology, Ramapuram, Chennai on 16.06.2023
- Dr. T. R. Anand, Dr. R. S. Padma Priya participated in the Faculty Development Program on Data Science Specialization using Python conducted by Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore on 19.06.2023
- Six faculty members participated in Empowering Education for innovation - A NEP Perspective conducted by Dr. NGP Arts and Science college on 30.06.2023
- Dr. M. Aruna participated in The Power of Positivity approach in Teaching and Learning System of Cultural Transformation conducted by Hindusthan College of Arts and Science, Coimbatore on 19.09.2023
- Dr. B. Leelavathi participated in Exploring Technological Advancements: A Voyage into Emerging Horizons, organized by Sri S. Ramasamy Naidu Memorial College on 20.11.2023
- Dr. M. Aruna participated in Faculty Development Programme on Internet of Things organized by Dr. NGP Arts and Science College on 15.11.2023
- Mrs. Ajitha.I participated in Deep Learning Case Studies conducted by Christ (Deemed to be University) on 25.10.2023
- Mrs. Ajitha.I participated in Emerging Research Trends in Computer Science conducted by KG College of Arts and Science, Coimbatore on 08.01.2024
- Mr. R. Vijay Anand participated in Microsoft Azure AI Engineer Associate conducted by Hindusthan Institute of Technology, Coimbatore on 19.02.2024
- Mrs. Ajitha. I participated in a FDP on Recent Advances in Smart Materials and Sensor Technology conducted by Paavai Engineering College on 12.02.2023

- Dr. M. Aruna and Dr. T.R. Anand participated in a FDP on "Teaching Strategies- A Pedagogy" conducted by SRM Institute of Science & Technology, Ramapuram, Chennai on 16.02.2023
- R. Vijay Anand participated in Faculty Development Program on Microsoft Azure AI Engineer Associate conducted by Hindusthan Institute of Technology, Coimbatore on 19.02.2023
- Dr. T.R. Anand participated in a FDP on AI for Educators conducted by Periyar Maniammai Institute of Science and Technology, Vallam on 18.03.2023
- Dr. M. Rathi participated in NEP 2020: Opportunities and challenges of HEIs in achieving Gross Enrolment Ratio in creating human resources to the paradigm industry requirements conducted by Dr. N.G.P. Arts and Science College, Coimbatore on 16.02.2024

PRESENTATION-STAFF

- Dr. M. Rathi and Dr. T.R. Anand presented a paper on "A study on voice assistant mobile application for campus navigation" in the International Conference on Computational Intelligence and Communication Technologies conducted by Dr. N.G.P Arts & Science College, Coimbatore on 4.1.2024
- Dr. V. Manimekalai presented a paper on "IoT Based Domestic Waste Management using Smart Bins" at the International Conference on Computational Intelligence and Communication Technologies conducted by Dr.N.G.P Arts & Science College, Coimbatore on 4.1.2024
- Dr. T.R. Anand presented a paper "A Study on Empowering Women and Children Safety through IoT Techniques" in the ICSSR Sponsored National Seminar on IOT Cyber Security: Challenges and Solutions for Social and Real-life Applications conducted by Dr. N. G. P Arts & Science College, Coimbatore on 5.1.2024
- Dr. M. Aruna presented a paper on "Prediction of Student Mark Performance Using Random Regressor" at the International Conference on Computational Intelligence and Communication Technologies conducted by Dr. N.G.P Arts & Science College, Coimbatore on 4.1.2024
- Dr. M. Aruna, Mrs. I. Ajitha presented a paper on "A Clinical Supporting System Using Hierarchical Approach to Improve Heart Disease Prediction" in the International Conference on Computational Intelligence and Communication Technologies conducted by Dr. N.G.P Arts & Science College, Coimbatore on 4.1.2024

- Dr. B. Leelavathi presented a paper on "A comprehensive survey on malware threats in social media: Trends challenges and mitigation strategy" in the ICSSR Sponsored National Seminar conducted by Dr. N.G.P Arts & Science College, Coimbatore on 5.1.2024
- Dr. T.R. Anand presented a paper on "Protecting against online threats and attacks" at the Second International Conference on Recent Trends in Computer Science and Data Analytics conducted by KPR College of Arts Science and Research, Coimbatore on 02.02.2024
- Dr. T.R. Anand presented a paper on "Comparison of MySQL and NoSQL and their Recent Trends" at the Second International Conference on Recent Trends in Computer Science and Data Analytics conducted by KPR College of Arts Science and Research, Coimbatore on 02.02.2024
- Dr. T.R. Anand presented a paper on "Load Balancing Securities" at the Second International Conference on Recent Trends in Computer Science and Data Analytics conducted by KPR College of Arts Science and Research, Coimbatore on 02.02.2024
- Mrs. Ajitha. I presented a paper on "Web Design Trends" at the Second International Conference on Recent Trends in Computer Science and Data Analytics – 2024(ICRTCSDA-24) conducted by KPR College of Arts Science and Research, Coimbatore on 02.02.2024
- Dr. B. Leelavathi presented a paper on "Automatic Time Table Generator Design, Implementation and Evaluation" at the Second International Conference on Recent Trends in Computer Science and Data Analytics – 2024(ICRTCSDA-24) conducted by KPR College of Arts Science and Research, Coimbatore on 02.02.2024
- Dr. V. Manimekalai presented a paper on "IoT Security Challenges: Attacks, Intrusions, Threat Landscape and vulnerabilities" at the Second International Conference on Recent Trends in Computer Science and Data Analytics – 2024(ICRTCSDA-24) conducted by KPR College of Arts Science and Research, Coimbatore on 02.02.2024
- Mr. R. Vijay Anand presented a paper on "IoT in Agriculture - A Survey" at the Second International Conference on Recent Trends in Computer Science and Data Analytics – 2024 (ICRTCSDA-24) conducted by KPR College of Arts Science and Research, Coimbatore on 02.02.2024
- Dr. R. S. Padma Priya presented a paper on "Impact of Big Data Analytics in Business Decision Making" at the Second International Conference on Recent Trends in Computer Science and Data Analytics – 2024(ICRTCSDA-24) conducted by KPR College of Arts Science and Research, Coimbatore on 02.02.2024
- Dr. R. S. Padma Priya presented a paper on "Enhancing Remote Learning through the Metaverse: Opportunities and Challenges" at the Second International Conference on Recent Trends in Computer Science and Data Analytics – 2024(ICRTCSDA-24) conducted by KPR College of Arts Science and Research, Coimbatore on 02.02.2024
- Dr. R. S. Padma Priya presented a paper on "Load balancing in Cloud Computing" at the Second International Conference on Recent Trends in Computer Science and Data Analytics – 2024(ICRTCSDA-24) conducted by KPR College of Arts Science and Research, Coimbatore on 02.02.2024
- Dr. T.R. Anand presented a paper on "Business Intelligence" at the National Conference on Exploring the Technological Advancements in Business – The Future Perspective conducted by Sri Ramakrishna College of Arts and Science, Coimbatore on 13.09.2023

PUBLICATION- STAFF

- Dr. M. Rathi, Moocs Dropout Prediction To Enhance Learning Experience, Shodha Prabha, Vol. 48, No.01,0974-8946, July 2023
- Dr. M. Rathi, MOBAA-OBCM: Multiobjective Biometric Authentication Approach and Optimized Beta Chaotic Map, Journal of Propulsion Technology, Vol.45, No.01,1001-4055, February 2024
- Dr. V. Manimekalai, Enhanced Accuracy in Thyroid Disease Classification: A Comparative Analysis of Random Forest and Decision Tree Methods, Journal of Propulsion Technology, Vol. 44, No.6,1001-4055, December 2023
- Dr. B. Leelavathi, Building AI-driven Models for Personalized Cancer Prediction, Journal of Propulsion Technology, Vol. 44 No. 6 (2023), ISSN: 1001-4055, December 2023

ACHIEVEMENTS- STUDENT

- Deekshitha V, II B.Sc. CT 'A' selected for Senior State Tamil Nadu Throwball Championship 2023 awarded by Nilgiris District Throwball, Tamil Nadu on 23.9.2023
- Dharun I B.Sc. CT 'B' secured third place in paper presentation in the MathFest-23 conducted by Dr. N.G.P Arts and Science College, Coimbatore on 13.12.2023

- Sree Harihara Suthan K A and Shenbagakumar M II B.Sc. CT B received the best paper award for the topic Neuromorphic Computing conducted by Sri Krishna Adithya College of Arts & Science, Coimbatore on 2.2.2024
- Jonath Leonard and team II B.Sc. CT 'A' secured third place in group dance conducted by Sri Krishna Adithya College of Arts & Science, Coimbatore on 2.2.2024
- Mohamed Harish, II B.Sc. CT 'B' and the team secured first place in group dance conducted by Dr. N.G.P Arts and Science College, Coimbatore on 20.12.2023
- Monisha II B.Sc. CT and the team secured first place in group dance conducted by PSGR Krishnammal College for women on 10.02.2024
- Hemnath, II B.Sc. CT 'A' and the team secured second place in group dance conducted by Nehru College of Management on 09.02.2024
- Ajay J and Agilesh N V of I CT B has secured third place in a Quiz conducted by the Department of Physics and Chemistry at Dr. N.G.P ASC on 13.02.24.
- Sobhika and Pratibaa S of II CT B has secured the Guinness World Record in Valli Kummi conducted by Kongunadu Kalai Culoo on 04.02.24.
- Imranullah L, I B.Sc. CT 'B' and the team secured first prize in group dance conducted by Hindusthan College of Arts and Science, Coimbatore on 14.02.2024
- Mithun M, II B.Sc. CT 'B' and team secured first place in group dance conducted by Sree Narayana Guru College of Arts and Science on 15.02.2024
- Sree Mathi S, I B.Sc. CT 'A' and team secured first place in group dance conducted by Karpagam Academy of Higher Education, Coimbatore on 23.02.2024
- Dharun and Karthika, I B.Sc. CT 'B' have secured second place in the Ideathon conducted by SNS Rajalakshmi College of Arts and Science, Coimbatore on 05.03.2024

NPTEL – STUDENTS

- Ten students of II B.Sc. CT completed an 8 weeks course on “Joy of learning Python” during Jul-Dec 2023

PLACEMENT

- One Hundred of our students obtained offers including 60 individual offers from various National and International companies

DEPARTMENT OF COMPUTER SCIENCE WITH COGNITIVE SYSTEMS

Department of Computer Science with Cognitive Systems was initiated in the year 2020 with the objective of understanding how technological advancements impact society and the social, legal, ethical and cultural ramifications of computer technology and their usage. The course is pioneering in nature and it was started by having a Memorandum of Understanding (MOU) with Tata Consultancy Services (TCS). The curriculum of this collaborative degree program aims to ensure that the students graduating from the program not only know the core topics of Computer Science but also develop a positive reception of Mathematics and Cognitive Thinking. The students are also exposed to advanced topics such as Big Data Analytics, Machine/Deep Learning, Cloud Computing, Internet of Things, Robotic Process Automation, Software Testing, DevOps etc. to make them industry ready at the end of three years of study.

NATIONAL SEMINAR



Dr. M. Balakrishnan, Principal Scientist, ICAR-NAARM, Hyderabad, delivered an Inaugural address on **“AI Solutions for Farmer Safety and Security in India”**, sponsored by DST-SERB, New Delhi on 21.07.2023



Dr. Manju Khari, Professor, School of Computer and System Science, Jawaharlal Nehru University, New Delhi, delivered an Inaugural address on **“IoT Cyber Security: Challenges and**

Solutions for Social and Real-life Applications”, sponsored by ICSSR, New Delhi on 05.01.2024

GUEST LECTURE



Mr. Mohammed Ali, Twirl Tact Technology Solutions Pvt. Ltd, Coimbatore delivered a lecture on **“Recent Trends in IoT”** on 04.08.2023



Mr. Dinesh Paranthagan, CEO & Founder, Hackup Technology, Coimbatore delivered lecture on **“Cyber Security”** on 16.02.2024

VISITING FACULTY LECTURE



Mr. Barath Kumar Murugan, Senior UI/UX Designer, PalC Networks Pvt Ltd, Bangalore delivered a lecture on **“Cloud and Virtualization”** from 23.02.2024 to 24.02.2024

WORKSHOP



Mr.G. Ramanathan, Business Head, Macnus Solutions Coimbatore, demonstrated “Web Designing using PHP and MYSQL” on 08.09.2024

ALUMNI INTERACTION



Ms. P. Keshika, Package App Development Associate, Accenture, Coimbatore interacted with students on “Career Opportunities” on 16.12.2023



Mr. J. Sudhan, Team Leader, BGSW, Coimbatore interacted with students on “Career Opportunities in Software Testing” on 17.02.2024

STUDENT DEVELOPMENT PROGRAMME



Mr. G. Venkatesan, **Mr.M. Tamilselvan**, II.B.Sc. CSCS discussed about the “UI/UX Design and Prototyping” on 21.09.2023



Ms.S.Vinodhini, II.B.Sc. CSCS discussed about “Advanced Computing Technologies” on 22.02.2024

EXTENSION ACTIVITY



Created awareness on “Energy Saving” at Panchayat Office, Sarkarsamakulam on 17.02.2024



Extension activity on “Hygiene” at Sarkarsamakulam on 23.02.2024

PUBLICATION - STAFF

- Dr. R. Senthil Kumar published a paper on “Instance segmentation based precise object detection in UAV Images using Mask R-CNN,” in the Journal of Systematic Innovation, volume 07, issue 06, ISSN 2077-7973 on 09.09.2023
- Dr. R. Senthil Kumar published a paper on “ Quantum Computing – A Tech Story,” in the International Research Journal of Engineering and Technology (IRJET), volume 10, issue 11, ISSN 2395-0072 on 21.11.2023
- Dr. A. Nirmala published a paper on “Role of Cyber Security in Mitigating Challenges, Threats and to Enhance Prevention Methods in The Modern Digital Era,” in the Journal of Tuijin Jishu/Journal of Propulsion Technology, volume 44, issue 6, ISSN 1001-4055 on 20.12.2023
- Dr. A. Nirmala published a paper “Survey on Blockchain - Applications, Features and Challenges,” in the Journal of IJREAM, volume 09, issue 10, ISSN 0454-9150 on 05.01.2024
- Dr. R. Senthil Kumar published a paper “Advancing Black Gram (Vigna Mungo L.) Disease Diagnosis Through Deep Learning Techniques,” in the Global Journal of Computer Science & Technology, volume 21, issue 01, ISSN 0975-4172 on 24.04.2024

BOOK AND BOOK CHAPTER PUBLICATIONS-STAFF

- Dr. A. Nirmala authored a publication titled “Recent Trends in the Field of Computer Science and Information Technology,” published by Charulatha Publications, ISBN- 978-93-5577-685-3, December 2023

- Dr. P. Sakthi Murugan authored a publication titled “Artificial Intelligence (AI)-Powered Agriculture Transformation,” published by IoT Academy with ISBN- 978-93-9362-268-2, March 2024
- Dr. A. Nirmala authored a publication titled “AI Within the Cloud: Changing Commerce and Development,” published by IoT Academy, ISBN- 978-93-93622-68-2, March 2024
- Ms. M. Sowndharya authored a publication titled “Working Principle of AI and Cloud Computing,” published by IoT Academy, ISBN- 978-93-93622-68-2, March 2024

PRESENTATION - STAFF

- Dr. R. Senthil Kumar presented a paper “A Review on Internet of Things (IoT): Parkinson’s Disease Monitoring Device “at the International Conference on Internet of Everything and Quantum Information Processing (IEQIP-2023) at Koneru Lakshmaiah Education Foundation from 24.11.2023 to 25.11.2023
- Dr. A. Nirmala presented a paper “An Implementation of MATLAB based System for Groundnut Leaf Disease and Detection of Crop and Prediction Using Hybrid Machine Learning Algorithm “ at the International Conference on Computing Intelligence and Communication Technology (ICCICT 2024) at Dr. N.G.P. Arts and Science College, Coimbatore on 04.01.2024
- Dr. R. Senthil Kumar presented a paper “A Review on Cybercrime in IoT” at the International Conference on International Conference on Computing Intelligence and Communication Technology (ICCICT 2024) at Dr. N.G.P. Arts and Science College, Coimbatore on 04.01.2024
- Dr. A. Nirmala presented a paper “Recent Trends in Computer Science and Data Analytics” at the International Conference on Recent Trends in Computer Science and Data Analytics at K.P.R College of Science and Research, Coimbatore on 02.02.2024
- Dr. P. Sakthi Murugan presented a paper “6G Future Networks in Robotics Automation” at the International Conference on Recent Trends in Interdisciplinary Bridging Computer Science and Life Science at Rathinam College of Arts and Science, Coimbatore from 27.03.2024 to 28.03.2024

PARTICIPATION - STAFF

- Dr. P. Sakthi Murugan participated in 5 days of International Level Virtual FDP on Modern Research Convergence in Next Generation Computing at Sri Krishna College of Engineering and Technology, Coimbatore from 18.12.2023 to 22.12.2023

- Dr. A. Nirmala participated in one day seminar on Modern IoT Cyber Security: Challenges and Solutions for Social and Real-Life Applications at Dr. N.G.P. Arts and Science College, Coimbatore on 05.01.2024
- Dr. A. Nirmala participated in 2 days National Cyber Security Summit on National Cyber Security Summit '24 at Sri Manakula Vinayagar Engineering College from 01.03.2024 to 03.03.2024
- Dr. P. Sakthi Murugan participated in 6 days FDP on Deep Learning Techniques for Social Media Analytics at Kongu Engineering College, Erode from 15.04.2024 to 20.04.2024
- Dr. P. Sakthi Murugan participated in one day workshop on Golden Opportunities in Higher Education at Vishwaniketan's Institute of Management Entrepreneurship & Engineering Technology on 19.04.2024

Presentation- Student

- Ms. J. Lokeshwari presented a paper "A Review on Internet of Things (IoT): Parkinson's Disease Monitoring Device" at the International Conference on Internet of Everything and Quantum Information Processing (IEQIP-2023) at Koneru Lakshmaiah Education Foundation from 24.11.2023 to 25.11.2023
- Mr. M. Alagar Raja presented a paper "Recent Trends in Computer Science and Data Analytics" at the International Conference on Recent Trends in Computer Science and Data Analytics at K.P.R College of Science and Research, Coimbatore on 02.02.2024
- Ms. C. Monika, N. Geetha published a paper presented a paper "Artificial Intelligence and Machine Learning" at the International Conference on Recent Trends in Inter-Disciplinary Bridging Computer Science and Life Science at Rathinam College of Arts and Science, Coimbatore from 27.03.2024 to 28.03.2024

- Ms. A. Nathiya, K. Jaisreeharini, K.P Soundaryalakshmi presented a paper "6G Future Networks in Robotics Automation" at the International Conference on Recent Trends in Inter-Disciplinary Bridging Computer Science and Life Science at Rathinam College of Arts and Science, Coimbatore from 27.03.2024 to 28.03.2024

RECOGNITION - STAFF

- Dr. P. Sakthi Murugan served as a chief guest for Association inaugural function at Gobi Arts and Science College, Gobi on 04.07.2023
- Dr. R. Senthil Kumar served as a Seminar Resource Person on the topic of IoT and its Applications at Vivekanandha College of Engineering for Women, Tiruchengode on 31.08.2023
- Dr. P. Sakthi Murugan served as a Seminar Resource Person on the topic of career Guidance at Gobi Arts and Science College, Gobi on 22.02.2024
- Dr. P. Sakthi Murugan served as a Seminar Resource Person on the topic of Cloud Computing and Virtualization at Gobi Arts and Science College, Gobi on 04.04.2024

AWARDS AND RECOGNITIONS - STUDENT

- Mr. Akash B and Raja Guru E.U, participated in QUTRIX'2023 – Software Contest, organized by Gobi Arts Science College, Gobi and won second prize on 14.09.2023

NPTEL – STUDENTS

- Ms. Ramya. of I B. Sc. CSCS completed a 8 week course on "Introduction to Programming in C" during Jan-Mar 2024
- Ms. J. Lokeshwari of I B. Sc. CSCS completed a 8 week course on "Introduction to Programming in C" during Jan-Mar 2024

DEPARTMENT OF COMPUTER SCIENCE WITH CYBER SECURITY

Department of Computer Science with Cyber Security was established in the year 2023. Computer Science with Cyber security is a specialized field that combines the principles and practices of computer science with a focus on protecting digital systems, networks and data from unauthorized access, attacks, and threats. This interdisciplinary field addresses the increasing need for cyber security professionals who can develop secure systems, analyze and respond to security incidents, and implement measures to safeguard information. Computer Science with Cyber security would typically provide a comprehensive curriculum that covers both computer science fundamentals and specialized cyber security topics. Students would gain a strong foundation in programming, algorithms, data structures, computer networks, operating systems, and databases, which are essential for understanding the core principles of computer science. The mission of our department is to focus on developing practical skills that are essential for addressing real world cyber security challenges.

GUEST LECTURE



Mr. P. Bhagavathy, Senior Engineer, Bosch Global Software Solutions, Coimbatore delivered a lecture titled **“Art of Programming: An Introduction”** on 12.08.2023



Ms. Shanthi Rajendran, Senior Product Coordinator, Oracle India Private Limited, Bangalore delivered a lecture on **“Problem Solving Skills”** on 09.09.2023



STUDENT DEVELOPMENT PROGRAMME

Mr. Adwaith and his team of I B.Sc., CSCY presented the case study on **“Salary Sheet Calculation in C++”** on 16.03.2024

EXTENSION ACTIVITY



Extension activity was conducted by creating awareness to the residents and school children at Nellithurai Village on **“Plastic Pollution”** on 21.09.2023



The Department of Computer Science with Data Analytics and the Department of Computer Science with Cyber Security along with Lions Club Sirakukul, Kalapatti, Coimbatore organized an **Outreach Activity** on **“Energy Saving”** at Nellithurai Village on 17.02.2024

WORKSHOP



Mr. Prashanth Subramani, Application Developer, Avasoft, Chennai demonstrated on “**Coding Essentials and Logic Building Skills with C**” on 24.02.2024

PROGRAMMERS DAY CELEBRATION



Department of Artificial Intelligence and Machine Learning in collaboration with the Department of Cyber Security conducted “**Digital Content Writing**” on 13.09.2023

SWACHHATA PAKHWADA CELEBRATION



Mr. T. Lokesraj of I B.Sc. CSCY presented a digital poster on “**Hygiene and Sanitation**” in Swachhata Pakhwada Competition on 12.09.2023

PUBLICATIONS - STAFF

- Ms. A. Vinitha published a paper on “Comparative Analysis for Detecting Malicious Packets in LAN Network using Bagging and Boosting Techniques”, in Tuijin Jishu /Journal of Propulsion Technology, ISSN: 1001 – 4044, Vol.44 No .3, 2023
- Ms A. Vinitha published a paper titled “Detecting Intrusions using ML Algorithms: A Review”, in Samdarshi ISSN: 2581 – 3986, Vol 16, Issue 4, September 2023
- Dr. V. Shobana published a paper “Role of Cyber Security in Mitigating Challenges, Threats and to Enhance Prevention Methods in the Modern Digital Era”, in Tuijin Jishu Journal of Propulsion Technology, ISSN: 1001 – 4055, Vol. 44, No. 6, 2023
- Dr. V. Shobana published a paper “Emerging Cyber Security Threats and Trends in Electrical and Electronics Systems: An Empirical Analysis”, in the International Journal of Scientific Research in Engineering and Management (IJSREM), ISSN: 2582: 3930, Volume 08 Issue: 05 May 2024, DOI: 10.55041/IJSREM35090

BOOK AND BOOK CHAPTER PUBLICATIONS - STAFF

- Ms. A. Vinitha Published a book chapter entitled “Techniques in AI for Performing the Smart Agriculture and Issues in Deploying the Model”, in Advances in Future Trends and Technology ISBN: - 978 – 81 – 963688, 03.08.2024
- Ms. A. Vinitha, published the book on “Unleashing power of Machine Learning through Python”, in Book Fly Publications, ISBN No: 9 788196 368876, 10.04.2024

PRESENTATIONS - STAFF

- Dr. V. Shobana presented a paper on “Role of Cyber Security in Mitigating Challenges, threats and to Enhance Prevention Methods in the Modern Digital Era” in ICCICT – 2K24 organized by Dr. N. G. P. Arts and Science College, Coimbatore on 04.01.2024
- Ms. A. Vinitha presented a paper titled “Performing NIDS using Convolutional Neural Network with LSTM model enhanced with SALP Swarm Optimization” in ICCICT – 2K24 organized by Dr. N. G. P. Arts and Science College, Coimbatore on 04.01.2024

PARTICIPATION - STAFF

Dr. V. Shobana and Ms. A. Vinitha attended FDP on Empowering Education for Innovation A NEP Perspective from 30.06.2023 to

04.07.2023 organized by Dr. N. G. P. Arts and Science College, Coimbatore

- Dr. V. Shobana and Ms. A. Vinitha attended FDP on Recent Trends on Research Methodologies, Tools and Techniques from 10.07.2023 to 15.07.2023 organized by KG College of Arts and Science College, Coimbatore
- Ms. A. Vinitha attended FDP on Fundamentals of Research from 3.08.2023 to 04.08.2023 organized by IOT Academy
- Dr. V. Shobana attended FDP on Cyber Security Challenges in the Era of Open Networks and IOT from 2.10.2023 to 09.10.2023 organized by A.C.T. Academy
- Ms. A. Vinitha attended FDP on Cloud Infrastructure (AWS) from 21.08.2023 to 25/08/2023 organized by Thiruthangal Nadar College
- Dr. V. Shobana participated in Youth Leadership Summit 2023 on 12.10.2023 organized by ICT Academy
- Dr. V. Shobana and Ms. A. Vinitha attended FDP on Recent Research Trends and Challenges in Computer Science from 11.09.2023 to 14.09.2023 & 19.09.2023 organized by KG College of Arts and Science, Coimbatore
- Dr. V. Shobana and Mrs. A. Vinitha has attended FDP on Outcome Based Education from 17.06.2023 to 21.06.2023 organized by Dr. N.G.P. Arts and Science College
- Dr. V. Shobana and Ms. A. Vinitha has attended FDP on IOT from 15.11.2023 to 16.11.2023 organized by Dr. N.G.P. Arts and Science College, Coimbatore
- Dr. V. Shobana attended FDP on Idea Generation Methods from 17.10.2023 to 21.10.2023 organized by ICT Academy
- Ms. A. Vinitha attended FDP on Recent Advances in Smart Materials and Sensor Technology from 12.02.2024 to 17.02.2024 organized by Paavai Engineering College
- Dr. V. Shobana attended FDP on Cyber Security and Privacy from 01.07.2023 to 01/10/2023 organized by NPTEL – AICTE.
- Mrs. A. Vinitha attended FDP on Teaching Strategies – A Pedagogy from 16.02.2024 to 22/02/2024 organized by SRM Institute of Science and Technology
- Dr. V. Shobana participated in National Cyber Security Summit 24 from 01.03.2024 to 02/03/2024 organized by Sri Manakula Vinayagar Engineering

- Ms. V. Abinayaa attended FDP on Android Basics with Compose from 15.04.2024 to 20/04/2024 organized by ICT Academy
- Ms. A. Vinitha attended Workshop on DevOps from 16.06.2023 to 24.06.2023 organized by SRM Institute of Science and Technology
- Dr. V. Shobana and Mrs. A. Vinitha attended the Workshop on NEP – 2020 : Opportunities and Challenges of HEIs in achieving Gross Enrolment Ratio (GER) in creating Human Resources to the Paradigm Industry Requirements on 16.02.2024 organized by Dr. N. G. P. Arts and Science College, Coimbatore

RECOGNITION - STAFF

- Ms. A. Vinitha served as the Reviewer for reviewing paper submissions at the International Conference on Artificial Intelligence, Communication, IOT, Data Engineering and Security (IACIDS 2023) organized by CHRIST (Deemed to be University), Bangalore
- Dr. V. Shobana served as the Reviewer for reviewing paper submissions at the International Conference on Artificial Intelligence, Communication, IOT, Data Engineering and Security (IACIDS 2023) organized by CHRIST (Deemed to be University), Bangalore
- Dr. V. Shobana served as the Technical Reviewer for reviewing paper submissions at the First International Conference on Advances in Electrical, Electronics and Computational Intelligence (ICAEECI 2023) organized by K.S.R. College of Engineering, Tiruchengode.
- Dr. V. Shobana acted as Resource Person on the topic “Cyber Security Awareness” on 21.02.2024 organized by Dr. N.G.P. Arts and Science College, Coimbatore

AWARDS AND RECOGNITIONS - STUDENTS

- Mr. Adwaith R of I B.Sc. CSCY participated and secured third place in MATH Quiz organized by Dr. N.G.P. Arts and Science College, Coimbatore on 13.02.2023
- Ms. Thangavelu Mirulashini of I B.Sc. CSCY participated and secured third place in MATH Quiz organized by Dr. N.G.P. Arts and Science College, Coimbatore on 13.02.2023
- Ms. Naveenya P.M, Ms. Sudha S of I B.Sc. CSCY participated and secured second place in Flameless Cooking organized by Sri Ramakrishna College of Arts and science, Coimbatore on 29.02.2023

NPTEL COURSE – STAFF

- Dr. V. Shobana completed the NPTEL Course on Cyber Security and Privacy during July- October 2023

NPTEL/MOOC COURSE – STUDENTS

- Ms. Thangavelu Mirulashini, M Yamuna completed NPTEL Course on Problem Solving through Programming in C from Jan – April 2024
- 52 students of I B.Sc. CSCY Completed MOOC Course on Introduction to Cyber Security from Cisco Networking Academy, July 2023

- 59 students of I B.Sc. CSCY Completed MOOC Course on Computer Hardware Basics from Cisco Networking Academy, December 2023
- 41 students of I B.Sc. CSCY Completed MOOC Course on TCS ion Career Edge Young Professional, September 2023

FACULTY OF COMMERCE

DEPARTMENT OF COMMERCE

Department of Commerce was established in 1997 with 13 students and 1 staff. In a span of 27 years, the strength of the department has increased to 421 students and 15 members of staff. It offers Undergraduate, Postgraduate and Research programmes with adequate infrastructure. Utmost attention is given to hone the skills and talents of the stakeholders. This newsletter depicts the activities, achievements and laurels won by the students and the staff.

NATIONAL SYMPOSIUM



Mr. A. V. Gnanasambandham, CEO, Agribusiness Incubator Society, TamilNadu Agricultural University shared his expertise on **"Mindful Marketing for Startups"** in the Symposium on 30.01.2024

GUEST LECTURES



Session on **"Advanced Financial Management"** by **Mr. D. Hariraj Manoj**, Domain Consultant – BFSI, TATA Consultancy Services – Business Process Lead, Chennai from 13.02.2024 to 15.02.2024



Mr. R. Jegankumar, Founder of Techkeymonk addressed the students in the Elite Talk titled **"Digital Marketing"** on 10.01.2024

- **Mr. R. Poongodirajan**, Blockchain and Cryptocurrency Consultant, Data analyst addressed the students in the session titled **"Blockchain and Cryptocurrency"** on 19.07.2023
- **Mr. Nitheesh Kumar**, Co-Founder @ Burn discussed with the students about **"Crafting a Better Future with Entrepreneurship"** on 14.12.2023
- **Mr. R. Raja**, Entrepreneur and Managing Director delivered a lecture on **"MSME Schemes"** on 30.08.2023

ALUMNI INTERACTION PROGRAM

Mr. Nishanth, Accounts Assistant, Deloitte, Hyderabad addressed the students during the Alumni Interaction titled **"Top Five Accounting Firms"** on 09.09.2023

SKILL DEVELOPMENT PROGRAM

Mr. R. Raja, Entrepreneur and Managing Director, Radha Industries delivered his talk on **"National Small Industry Day: Waste to Business"** in the session held on 30.08.2023

FACULTY PROFESSIONAL DEVELOPMENT PROGRAMME (FPDP)

- **Dr. S. Renugadevi**, Professor addressed the members of faculty in the session titled **"How to Publish in Scopus Journals"** on 24.08.2023
- **Mrs. M. Banurekha**, Assistant Professor gave away **"Tips to Write a Good Research Paper"** on 27.07.2023

- **Dr. Sharon Sophia, Associate Professor**, Vellore Institute of Technology Business School (VITBS) shared her expertise on **"Risk and Return on Portfolio Management"** in the Online Faculty Development Program from 11.12.2023 to 15.12.2023
- **Dr. Vennila Gopal**, Associate Professor detailed on **"Econometrics and Economic Research"** in the FDP on 13.09.2023

STUDENT DEVELOPMENT PROGRAMME (SDP)

- **P Akshara, S Yazhini, G Dharshini Priya and M Sai Mugunth** from Department of Commerce with Business Analytics addressed B.Com. students on the topic **"Artificial Intelligence, Python, Start-up's, Power BI and Tableau"** on 08.08.2023



Mr. Dharun S and Ms. Rachana Priya K of III B.Com. B addressed the students on **"Guiding Principles for Industrial Training"** in the SDP on 22.12.2023



Ms. Sivasri S of II B.Com. A spoke about **"Experience and Tips to Clear CA Foundation"** on 31.01.2024

- **S Sabarish** of II M.Com. delivered a note on **"GST Filing and Procedure"** on 22.07.2023
- **Yamuna S** of I M.Com. discussed about **"Cheat Sheet in Chat GPT"** on 30.09.2023

EXTENSION ACTIVITY

- Awareness on **"Ayushman Bharath Scheme"** at Thiippanur Village by Final year UG and PG students on 24.02.2024
- Awareness was created through **"Blood Donation - Poster Presentation and Slogan Writing"** in the Inter Departmental competition organised in association with Red Ribbon Club on 22.02.2024
- Intra Departmental competition entitled **"Create an Awareness on Disposing Sanitary Napkin"** organised on 15.09.2023
- Swachhta Pakhwada on **"Hygiene and Sanitation, and Curbing Single-Use Plastics"** was celebrated on 14.09.2023

STAFF HORIZON

AWARDS and ACCOLADES

- **Dr. P. B. Banudevi** Professor and Dean-Commerce was the Resource Person for the session on **"Ethics and Social Responsibility"** in the national seminar at Salem Sowdeswari College on 23.02.2024
- **Dr. D. Parasakthi** Professor and Head received **"National Outstanding Teacher Award"** from MSME on 24.01.2024 and **"Teaching Excellence Award"** from MSME on 24.01.2024.
- She was the Resource Person at K.G. College of Arts and Science on 21.08.2023 and Resource Person at Bishop Ambrose College on 24.08.2023
- **Dr. S. Renugadevi** Professor received **"Deshathin Olisudar Virdu"** from Pasumai Vasal Foundation on 05.09.2023 and was bestowed with **"Nalam Valar Nalachriyar"** by TamilNadu Arakatalai on 05.09.2023.
- **"Kalvi Sirpi Virdu"** was bestowed upon her by Cheranmadevi Arakatalai on 16.08.2023 and was awarded **"Maiganapoomalai Virdu"** by Aram Anbin Adalayam Arakatalai on 03.07.2023
- She was invited as Question Paper Board Chairman at Madurai Kamaraj University on 28.08.2023
- **Dr. Vennila Gopal** Associate Professor is the Board of Studies Member for UG and PG Economics at Nirmala College for Women
- She acted as Resource Person for the guest lecture on **"Gender Budget – A Glance"** at Government Arts College on 29.01.2024 and also shared her expertise on **"Cost and**

- Revenue Concepts" at P.S.G.R. Krishnammal College for Women on 05.02.2024
- Dr. S. Dharchana Associate Professor was awarded "Excellent Social Acumen" by Coimbatore-Yuva Vertical on 06.12.2023
- She was the Resource Person for the session titled "Dissolution of Partnership" at P.S.G.R. Krishnammal College for Women on 23.01.2024
- Mr. M. A. Prasad Assistant Professor acted as Chief Guest for a "Career Guidance" session for XI and XII students at P.S.G.R. Krishnammal Higher Secondary School on 26.08.2023
- He also acted as a Resource Person for the seminar entitled "Accelerate Your Ideas: Opportunities for Early-Stage Entrepreneurs" at A.V.P. College of Arts and Science on 07.08.2024
- Dr. M. P. Kumaran Assistant Professor was the Resource Person for the session titled "Emerging Trends on Partnership Structures" at Sri Ramakrishna College of Arts and Science on 02.02.2024
- Dr. P. Vimalkumar Assistant Professor was the Resource Person for the webinar on "Budget 2024 - An Overview" at AVP College of Arts and Science on 06.02.2024
- She also participated in the FDP on "Research Methodology using Chat GPT and AI Tools and Funding Opportunities in Research" by Marian College, Kuttikkanam on 12.01.2024.
- In addition, she has also attended a FDP on "Teacher and Teaching in HEI's" by IOT Academy on 22.09.2023 and attended Workshop titled "AI Tools" by International Institute of Organized Research on 13.08.2023
- Dr. S. Renugadevi attended FDP on "Influence of AI in Teaching and Research" by Hindusthan College of Arts and Science from 04.09.2023 to 09.09.2023
- She has also attended a Workshop titled "Role of Financial Institution and Service for Entrepreneurial Development" by Sri Ramakrishna College of Arts and Science on 08.08.2023
- Dr. Vennila Gopal attended a FDP on "SPSS" by Government Arts College, Coimbatore from 18.03.2024 to 22.03.2024
- And has participated in the "IP Awareness / Training Programme" under National Intellectual Property Awareness Mission by Government of India, Ministry of Commerce and Industry on 18.01.2024
- She has also attended a Webinar titled "Future of Technology Entrepreneurship in India by Dr. Ajay Chowdhry, Co-founder – HCL" felicitated by Turnip Innovations on 12.08.2023
- Dr. M. P. Kumaran participated in the National Workshop titled "Investor Awareness Program" by Dr.N.G.P. Arts and Science College on 13.10.2023
- Ms. M. Banurekha Assistant Professor attended a workshop on "Research Methodology" by SRM Institute of Science and Technology on 14.10.2023
- She has also attended a Workshop on "ChatGPT for Academics" by St. Joseph's College on 05.07.2023 and a FDP on "Upskill Your Resources" by Ayya Nadar Janaki Ammal College on 13.07.2023
- Dr. P. B. Banudevi and Dr. Vennila Gopal completed Faculty Induction / Orientation Programme for "Faculty in Universities/Colleges/Institutes of Higher Education" by Teaching Learning Centre, Ramanujan College, University of Delhi, under the Ministry of Education, Pandit Madan Mohan Malaiya National Mission on Teachers and Teaching from 22.11.2023 to 21.12.2023
- Dr. M. P. Kumaran and Mrs. M. Banurekha attended online FDP conducted by KLS-IMER, Belagavi, Karnataka from 16.01.2024 to 20.01.2024

FUNDING FOR RESEARCH

- Dr. S. Renugadevi Professor, received a fund of Rs.400000/- from ICSSR for her short-term project proposal titled "Attitude towards Atal Pension Yojana Scheme among Unorganised Sectors in Coimbatore District" on 15.09.2023

STAFF PARTICIPATIONS

- Dr. P. B. Banudevi attended a FDP titled "NEP 2020- A Roadmap for Future" by St. Mary's College, Hyderabad on 07.10.2023 and took part in capacity building program on "Emerging Transdisciplinary Research in Social Sciences and G-20 Challenges" by ICSSR, New Delhi on 03.10.2023
- She had also participated in the MDP titled "Constructivist Leadership for Academic Leaders" by Christ University, Bangalore from 05.03.2024 to 07.03.2024
- Dr. D. Parasakthi attended Virtual Faculty Development Programme by UP Educators from 29.01.2024 to 05.02.2024, webinar by Christ University on 25.01.2024 and attended a workshop titled "Skill Nation" from 20.01.2024 to 21.01.2024

- All members of faculty attended Virtual FDP conducted by Hindusthan College of Arts and Science from 08.01.2024 to 12.01.2024
- Dr. M. P. Kumaran, Mrs. M. Banurekha and Ms. P. Maheswari attended an FDP titled "The Power of Positive Approach in Teaching and Learning System of Cultural Transformation" by Hindusthan College of Arts and Science on 26.09.2023
- Around 8 members of faculty attended an FDP on "Art of Effective Teaching" by Suguna College of Arts and Science on 04.08.2023
- Almost 9 members of faculty attended a Workshop titled "Selection of the Right Journal for Manuscript" by Nuhianwali Education Society on 31.08.2023.
- All members of faculty attended a FDP on "Empowering Education for Innovation - A NEP Perspective" by Dr.N.G.P. Arts and Science College on 04.07.2023
- About 8 members of faculty attended Management Development Programme titled "Technology Transformation - Its Impact on Business" at Sri Ramakrishna College of Arts and Science on 26.07.2023
- Around 9 members attended a FDP on "Upskill Research and its Applications" at Sri Kanyaka Parameswari Arts and Science College for Women on 27.07.2023
- Dr. S. Dharchana and Mrs. M. Banurekha attended a FDP on "Step-by-Step Guide to Write a Good Research Paper" by Research Foundation of India and RFI-Care on 09.06.2023
- All members of faculty attended a Workshop titled "New IPR 2023 Innovation" by Technology Enabling Centre and CSIR-IIMT on 12.06.2023
- Dr. S. Gandhimathi and Mrs. M. Banurekha attended an FDP titled "US Individual Taxation" by ICT Academy on 03.11.2023
- Dr. S. Gandhimathi, Dr. M. P. Kumaran, Mrs. M. Banurekha and Mr. N. Chandru attended FDP titled "Emerging Trends and Challenges in Commerce and Management Education" by Hindusthan College of Arts and Science on 26.09.2023
- Future" at Sri Ramakrishna College of Arts and Science on 24.08.2023
- Ms. M. Banurekha, presented a paper on "GIG Economy Integration: Opportunities and Challenges" in the Conference titled Leading Digital Transformation: Past, Present and the Future at St. Joseph's Institute of management, Bangalore from 16.12.2024 to 17.02.2024
- Dr. D. Shanmugavadivel presented a paper on "Central Bank Digital Currencies" in the ICSSR sponsored International Conference on Fintech: Digital Transformation of Financial Services at Bharathiar University on 16.09.2023
- Dr. D. Parasakthi, Dr. M. P. Kumaran, Dr. P. Vimalkumar and Mr. K. Ponnumani, presented a paper on "Challenges and Opportunities of Higher Education Institutions" and participated in the ICSSR sponsored National Conference on NEP 2020: Challenges and Opportunities for Higher Education Institutions in India at Dr.N.G.P. Arts and Science on 27.1.2023
- Dr. D. Parasakthi and Dr. M. R. Chandrasekar, presented a paper on "Human Development Aspects in Emerging India", and Dr. S. Dharchana, presented a paper on "A Hunger-free Nation with Food Security" at the ICSSR sponsored seminar titled Structural and Institutional Dimensions of Sustainable Development Goals in India: A Narrative at P.S.G. College of Arts and Science on 04.08.2023
- Dr. D. Parasakthi, presented a paper on "Artificial Intelligence in Manufacturing Industry" and Dr. S. Renugadevi on the topic "A Study on User Perception towards Social Media During Covid-19 Pandemic with Special Reference to Coimbatore City" in the international conference on Data Driven Sustainable Business Practices during Turbulent Times at Mount Carmel College, Bengaluru on 04.08.2023
- Dr. Vennila Gopal and Mrs. M. Banurekha, presented a paper on "Q Commerce" in the international conference on Data Driven Sustainable Business Practices during Turbulent Times at Mount Carmel College, Bengaluru on 04.08.2023
- Dr. M. P. Kumaran presented paper on "An Analysis of the Effects of Technology Overload at the Workplace", Dr. M. R. Chandrasekar and Dr. D. Shanmugavadivel, on "The Impact and Importance of New Technologies in Business Development in Context of Economic Development" in the international conference on Data Driven Sustainable Business Practices during Turbulent Times at Mount Carmel College, Bengaluru on 04.08.2023

STAFF PRESENTATIONS

- Dr. S. Renugadevi, presented a paper on "Role of Cost and Management Accountant in Digital Future" in the CMA sponsored seminar titled "Tomorrow Accountant: Role of Cost and Management Accountant in Digital

- Mr. N. Chandru presented a paper on "The Impact of Artificial Intelligence and Machine Learning for Digital Marketing" in the international conference on Data Driven Sustainable Business Practices during Turbulent Times at Mount Carmel College, Bengaluru on 04.08.2023

CONSULTANCY

- Dr. S. Saravanan Professor and Vice-Principal was the Consultant Expert for Achariya Arts and Science College from 12.02.2024 to 13.02.2024. Revenue received: Rs.15000/-.

PATENTS RECEIVED

- Dr. S. Gandhimathi received a patent from IPR India for "The Impact of Entrepreneurial Skills on the Development of Product" on 26.09.2023
- Dr. M. P. Kumaran received a patent from IPR India for "An Analysis of Fraud and Scams in the Indian Financial System through an Investigation" on 01.09.2023
- Mrs. M. Banurekha received a patent from IPR India for "The Role of Conceptions of Design Thinking in Management Discussions" on 02.02.2024 and for "The Impact of Corporate Social Responsibility Disclose on Firm Value and Financial Performance" on 25.08.2023
- Dr. D. Shanmugavadivel received a patent from IPR India for "The Implementation of an Artificial Intelligence Based Algorithm in the Product Information Security System for International Trade" on 09.02.2024

MEMBERSHIP IN PROFESSIONAL BODIES

- Dr. S. Saravanan - Life Member of Indian Society of Agricultural Marketing, Indian Society of Agricultural Economics and Indian Academic Researchers Association, Indian Commerce Association
- Dr. P. B. Banudevi - Life Member of Indian Commerce Association
- Dr. D. Parasakthi - Bar Council and Life Member of National Institute for Technical Training and Skill Development
- Dr. S. Renugadevi - Life Member of International Institute of Organized Research, Yavarum Kelir, Thiran Valar Sangam, National Institute for Technical Training and Skill Development, SEMS Welfare Foundation, Academic and Research Conclave and Indian Academic Researchers Association
- Dr. Vennila Gopal - Life Member of Association of Economists of TamilNadu and Indian Academic Researchers Association, is the Editorial Board Member

in Mediterranean Journal of Social Sciences, Italy and Global Journal of Human Social Science, USA

- She is also the Review Board Member in Journal of Human Resource Management and Development, India, Research on Humanities and Social Sciences, USA, International Journal of Business and Management Science, Australia and American Journal of Social Issues and Humanities, Texas, USA
- Mrs. M. Banurekha Reviewer of the International Journal of Novel Research and Development (IJNRD) and International Research Journal (TIJER)
- Ms. P. Maheswari - Member of National Institute for technical Training and Skill Development
- Dr. S. Gandhimathi and Mrs. M. Banurekha are life members of Commerce and Management Association of India (CMAOI)
- Dr. M. P. Kumaran and Mrs. M. Banurekha are life members of International Institute of Organised Research (I2OR)
- Dr. Vennila Gopal, Dr. S. Gandhimathi, Dr. S. Dharchana, Dr. M. P. Kumaran and Mrs. M. Banurekha are reviewers in Spectrum Journals
- All members of staff - Life Members of Indian Accounting Association from 2016 onwards

Ph.D. AWARDED UNDER THE STAFF GUIDANCE AND SUPERVISION

- Dr. S. Saravanan, Candidate: Mrs. G Ilakkia on 07.08.2023
Mrs. Jayanthi M on 21.08.2023

PAPER PUBLICATION IN JOURNALS and BOOK CHAPTERS

Dr. P. B. Banudevi

- "Consumer Perception and Attitude towards the Practice of Online Shopping", International Advanced Research Journal in Science, Engineering and Technology - Peer Reviewed, August 2023, ISSN: 2394-1588
- "Strategies Marketing or a Hidden Inflation towards Consumers: An Explanatory Study on the Shrinkflation", European Chemical Bulletin – Scopus 0.5, 2023, ISSN: 1633 -1640

Dr. D. Parasakthi

- "Awareness and Perception of Households on Personal Financial Planning a Study in Coimbatore District", International Journal for Science and Advanced Research in Technology - Peer-Reviewed Journal, Impact factor 7.883, September 2023, ISSN: 2395-1052

- “Artificial Intelligence in Education and Skill Training and Development”, Artificial Intelligence Emerging Challenges and Opportunities in Industry 4.0 Era, Bharani Publishers, July 2023, ISBN 978-81-960301-4-8
- “Integrated Ethical Leadership and Corporate Social Responsibility in Crisis Management; Navigating the Path of Integrity”, Taylor and Francis – Scopus, August 2023 and “Digital Transformation in Financial Sectors, Digitalization of the Indian Financial Sector”, Shanlax Publishers, July 2023, ISBN 978-81-19337-00-2
- Dr. D. Parasakthi and Dr. S. Gandhimathi, “A Study on Analysis of Financial Performance in HDFC Bank”, Journal of Emerging Technologies and Innovative Research - UGC Approved – Impact factor 7.95, November 2023, ISSN: 2349-5162

Dr. S. S. Murugandham

- “Customer Preference and Satisfaction towards Canara Bank Services”, International Journal of Science and Advance Research in Technology - Peer-Reviewed Journal, Impact factor 7.883, September 2023, ISSN: 2395-1052

Dr. S. Renugadevi

- “A Study on the Influence of Reference Groups Affecting the Decision of Choosing Educational Institution in Coimbatore City”, International Journal of Science and Advance Research in Technology - Peer-Reviewed Journal, Impact factor 7.883, September 2023, ISSN: 2395-1052
- “A Study on Problems Faced by Women Employees in the Garment Industry with Special Reference to Coimbatore City”, EPRA International Journal of Research and Development - Peer-Reviewed Journal, Impact factor 8.224, September 2023, ISSN: 2455-3662
- “Problems Encountered by the Customers in Retail Banking Service - An Empirical Study in Madurai District”, Corrosion and Protection – Scopus 0.2, July 2023, ISSN: 1005-7486
- “A Study on Job Stress among Private Security Guards in Coimbatore City”, Journal of the Oriental Institute - UGC care, Impact factor 0.22, July 2023, ISSN: 0030-5324
- “A Study on Consumers Preference towards Mobile Apps for Shopping in Coimbatore City”, Shodha Prabha - UGC Care, Impact factor 4.257, July 2023, ISSN: 0974-8946
- “Reasons to Hold Bank Account by the Retail Customers in Madurai District”, Journal of the Asiatic society of

Mumbai - UGC care, Impact factor 0.28, July 2023, ISSN: 0972-0766

- “A Study on Customers Satisfaction towards Cosmetic Brands Nykaa and Purple”, Sustainable Consumption worldwide Scale, VIKAS publications, July 2023, ISBN 978-93-5813-507-1
- Dr. S. Renugadevi and Mr. K. Ponnumani, “A Study on Customer Preference towards Tupperware at Coimbatore City”, Sustainable Consumption worldwide Scale, VIKAS publications, July 2023, ISBN 978-93-5813-507-1

Dr. Vennila Gopal

- “Awareness and Preferences for Tourism among People in Coimbatore”, EPRA International Journal of Research and Development - Peer-Reviewed Journal, Impact factor 8.224, September 2023, ISSN: 2455-3662
- “Assessing Millets Consumption Pattern among Individuals in Avinashi, Tiruppur”, International Journal of Research and Analytical Review - UGC Approved, Impact factor 7.17, September 2023, ISSN: 2348-1269
- “Agricultural Marketing and Insurance among Farmers in Coimbatore District”, International Journal of Creative research thoughts - UGC Care, Impact factor 7.97, August 2023, ISSN: 2320-2882
- “Competency Skill Analysis of Students Pursuing Higher Education in Coimbatore City”, International Journal of Multidisciplinary Educational Research – Scopus, Impact factor 8.017, November 2023, ISSN: 2277-7881

Dr. S. Gandhimathi

- “Customer Preference and Satisfaction Level towards Croma” International Journal of Management - UGC Approved, October 2023, ISSN: 0976-6510
- “A Study on Production and Marketing of Paddy in Erode District”, International Journal of Science and Advance Research in Technology - Peer-Reviewed Journal, Impact factor 7.883, September 2023, ISSN: 2395-1052
- “Comparative Analysis of Banking Products and Services of SBI and HDFC” and “Impact of Advertisement and Sales Promotion Strategies Adopted by D Mart”, EPRA International Journal of Research and Development - UGC, Impact factor 8.574, July 2023, ISSN: 2455-7838
- “A Study on the Financial Performance of Foreign Banks Operating in India” and “Study on Consumer Awareness of Food Adulteration in Dairy Products, Coimbatore”, International Research journal of Modernization in Engineering Technology and Science - Peer-Reviewed

Journal, Impact factor 7.868, September 2023, ISSN: 2582-5208

- "A Study on Problems and Prospectus of Coconut Product Production in and Around Coimbatore City" and "A Study on Consumer Predilection towards Mc Donald's in Coimbatore City", International Journal of Creative research thoughts - UGC care, Impact factor 7.97, July 2023, ISSN: 2320-2882

Dr. S. Dharchana

- "A Study on Awareness of Nutritional Labelling of Parents Alpha Generation Kids with Special Reference to Coimbatore City", International Journal of Research and Analytical review - Peer-Reviewed Journal, September 2023, ISSN: 2348-1269
- "Consumer Awareness and Satisfaction towards Organic Food Products in Coimbatore City", EPRA international journal of multidisciplinary research - Peer-Reviewed Journal, Impact factor 8.224, September 2023, ISSN: 2455-3662
- "The Beauty Industry's Influence on Women in Society", "Comparative Financial Analysis between Dabur India and Godrej LTD" and "Gen Alphas Buying Behaviour towards Junk Foods with Special Reference to Coimbatore", International Journal of Creative research thoughts - UGC Care, Impact factor 7.97, August 2023, ISSN: 2320-2882
- "Digital Transformation in Financial Sectors", Digitalization of the Indian Financial Sector, Shanlax Publishers, July 2023, ISBN 978-81-19337-00-3

Mr. M. A. Prasad

- "Application of IOT and AI in Education", Applications of IOT and AI, IOTA Publishers, 2024, ISBN 978-93-93622-83-9
- "Digital Transformation in Management: Leveraging AI and Big Data for Decision Making", Recent Trends in Management and Commerce, IOT Academy Publishers, 2024, ISBN: 978-93-93622-80-8

Dr. M. P. Kumaran

- "A Study on Consumer Awareness and Risk of Online Gambling Platform Among Students with Special Reference to Coimbatore", International Journal of all research Education and Scientific Methods - Peer-Reviewed Journal, September 2023, ISSN: 2455-6211
- "Consumer Satisfaction Towards Royal Enfield Bikes", International Journal of Research in Engineering, Science and Management - Peer-Reviewed Journal, Impact factor 5.719, August 2023, ISSN: 2581-5792

- "A Study on Shoppers Choice Towards Hindusthan Unilever Limited Personal Care Products" and "A Study on Customer Satisfaction Towards Garnier Hair Dye", Journal of Emerging Technologies and innovative Research - UGC Approved, Impact factor 7.95, September 2023, ISSN: 2349-5162
- "A Study on Customer Satisfaction Towards Electric Car, Coimbatore" and "A Study on Customer Preference Towards Purchase of Smart Watches in Coimbatore City", Journal of Emerging Technologies and innovative Research - UGC Approved, Impact factor 7.95, September 2023, ISSN: 2349-5162
- "Effectiveness of Advertisement in Food Delivery Companies with Special Reference to Coimbatore City", International Journal of Creative research thoughts - UGC Care, Impact factor 7.97, August 2023, ISSN: 2320-2882
- "Consumer Awareness and Perception Towards Edible Oils", EPRA International Journal of Research and Development - UGC Approved, Impact factor 8.574, July 2023, ISSN: 2455-7838
- "An Emerging Trend in Commerce and Management", "Digital Marketing with Mobile", Latest Development in Commerce and Management, IOTA Publishers, 2024, ISBN 978-93-93622-37-2
- Dr. M. P. Kumaran and Dr. S. Renugadevi, "Role of Education in Women's Development and Empowerment", "Women Empowerment in Modern Perspective", VIKAS publications, August 2023, ISBN 978-93-5813-508-2

Mrs. M. Banurekha

- "A Study on Awareness Among Ayushman Bharat (PMJAY) Beneficiaries in Coimbatore District", Goya Journal - Scopus and UGC Care-II, Impact factor 6.3, December 2023, ISSN: 0017-2715
- "A Corporate Study on Cash Flow Statement of Private and Public Sector Banks", EPRA International Journal of Research and Development - UGC Approved, Impact factor 8.574, August 2023, ISSN: 2455-7838
- "A Study on Customer Satisfaction Towards Digital Payments Service in Coimbatore City", Journal of Emerging Technologies and innovative Research - UGC Approved, September 2023, Impact factor 7.95, ISSN: 2349-5162
- "Impact of Dividend Policy on Share Price Volatility in Indian Stock Market on Specific Firms" and "A Study on Employee Retention in Select Private Foundries, Coimbatore", International Journal of Creative Research

Thoughts - UGC Care, Impact factor 7.97, October 2023, ISSN: 2320-2882

- "A Study on Financial Performance and Analysis of Avani FeltzInc", "A Study on Women Entrepreneurs in Unorganised Retail Sector" and "A Study on Customer Satisfaction on Khadhi Fabrics in Tirupur City", International Journal of Creative Research Thoughts - UGC Care, Impact factor 7.97, October 2023, ISSN: 2320-2882
- "Blockchain in Supply Chain Management: Challenges, and Opportunities", "Latest Development in Commerce and Management", IOTA Publishers, 2024, ISBN 978-93-93622-37-2
- "Artificial Intelligence's Effect on the Banking Sector", "Applications of IOT and AI", Springer Press, 2024, ISBN 978-93-93622-83-9
- "Technology Trends in Financial Sector", "Digitalization of the Indian Financial Sector", Shanlax Publishers, July 2023, ISBN 978-81-19337-00-2

Dr. M. R. Chandrasekar

- "Impact of Home Bakeries on Social Media Users" and "Technology Adoption and its Role in Enhancing Customer Satisfaction in Banking Sector", EPRA International Journal of Research and Development - UGC Approved, Impact factor 8.574, August 2023, ISSN: 2455-7838
- "A Study on Profitability of Primary Agricultural Producers on Cooperative Marketing Societies at Coimbatore District", International Journal of Research Publications and Reviews - Peer-Reviewed Journal, Impact factor 5.536, September 2023, ISSN: 2582-7421
- "Perception and Problems Faced by Visitors of Three Star Hotels in Coimbatore City" and "A Critical Study of Effectiveness and Customer Perception Towards Selected Healthcare Insurance Policies in Coimbatore City", International Journal of Advanced Multidisciplinary Research and Studies - UGC Care, Impact factor 1.545, August 2023, ISSN: 2583-0496
- "Connecting the Internet of Things and Artificial Intelligence for E-commerce", Latest Development in Commerce & Management, IOTA Publishers, 2024, ISBN 978-93-93622-37-2
- "A Study on Changing Preference Towards Organized Retailing from Unorganized Retailing with Special Reference to Reliance Retail in Coimbatore City", International Journal of Advanced Multidisciplinary

Research and Studies - UGC Care, Impact factor 1.545, August 2023, ISSN: 2583-0496

- "A Study on Customer Satisfaction towards HDFC Banks in Coimbatore City", International Journal of Advanced Multidisciplinary Research and Studies - UGC Care, Impact factor 1.545, August 2023, ISSN: 2583-0496
- "Future of Finance: The Impact of Crypto currency", "Digitalization of the Indian Financial Sector", Shanlax Publishers, July 2023, ISBN 978-81-19337-00-2

Dr. P. Vimalkumar

- "A Study on the Effect of Online Advertising on Consumer Buying Behaviour" and "A Study on Passenger Perception Towards Transportation with Reference to Private Bus in Coimbatore - Tirupur", EPRA International Journal of Research and Development - Peer-Reviewed Journal, Impact factor 8.574, September 2023, ISSN: 2455-7838
- "Customer Preference of Housing Loans in Private Sector and Public Sector Banks with Special Reference to Coimbatore City", International Journal of Creative research thoughts -UGC Care, Impact factor 7.97, September 2023, ISSN: 2320-2882
- "A Study on Awareness of Green Marketing in Coimbatore City" and "A Comparative Financial Analysis between TATA and Mahindra Automobiles", International Research journal of Modernization in Engineering Technology and Science - Peer-Reviewed Journal, Impact factor 7.86, August 2023, ISSN: 2582-5208

Dr. D. Shanmugavadivel

- "A Study on Consumer Satisfaction Towards Rapido Services in Coimbatore City" and "A Study on Satisfaction Level of Customer in One Plus Mobile with Special Reference to Tirupur City", Journal of Emerging Technologies and innovative Research - UGC Approved, Impact factor 7.95, September 2023, ISSN: 2349-5162
- "A Study on Satisfaction Level of Google Pay Users with Special Reference to Coimbatore City", Journal of Emerging Technologies and innovative Research - UGC Approved, Impact factor 7.95, September 2023, ISSN: 2349-5162
- "A Comparative Study on Customers Satisfaction Towards SBI and ICICI Bank" and "A Comparative Study on Consumer Usage of Petrol and Diesel Vehicle", Journal of Emerging Technologies and innovative Research - UGC Approved, Impact factor 7.95, September 2023, ISSN: 2349-5162

- "A Study on Investor Preference Towards ICICI Lombard General Insurance Company", Journal of Emerging Technologies and innovative Research - UGC Approved, Impact factor 7.95, September 2023, ISSN: 2349-5162
- "Future Role of Internet of Things and Artificial Intelligence in Insurance Sectors", "Applications of IOT and AI", IOTA Publishers, 2024, ISBN 978-93-93622-83-9

Mr. K. Ponnumani

- "A Study on Consumer Behaviour Towards Used Cars with Special Reference to Coimbatore City, International Journal of Research Publication and Reviews - UGC Approved, Impact factor 5.536, October 2023
- "A Comparative Study on Performance Evaluation and Non-Performing Assets of Public and Private Sector Banks in India", International Research journal of Modernization in Engineering Technology and Science - Peer-Reviewed Journal, August 2023, Impact factor 7.86, ISSN: 2582-5208

Ms. P. Maheswari

- "A Study on Impact of Entrepreneurial Development Programmes on the Entrepreneurs in Coimbatore City", International Journal of Research Publications and Reviews - Peer-Reviewed Journal, Impact factor 5.536, September 2023, ISSN: 2582-7421
- "A Study on the Fund Selection Behaviour of Mutual Fund Investors in Coimbatore City", Journal of Interdisciplinary Cycle Research - UGC Care, September 2023, ISSN: 0022-1945
- "A Study on the Knowledge and Awareness Level of Pradhan Mantri Mudra Yojana in Coimbatore City" and "A Study on Poultry Broiler Farming in Namakkal District", International Journal of Creative research thoughts - UGC Care, Impact factor 7.97, September 2023, ISSN: 2320-2882
- "A Study on Poultry Broiler Farming in Namakkal District" and "An Analysis of Customer Preference Towards Online Travel Portal-Make My Trip", International Journal of Creative research thoughts - UGC Care, Impact factor 7.97, September 2023, ISSN: 2320-2882
- "Employees Perception Towards E-HRM Practices in Private Sector Bank with Special Reference to HDFC Bank, Coimbatore City", International Journal of Creative research thoughts - UGC Care, Impact factor 7.97, September 2023, ISSN: 2320-2882

Mr. N. Chandru

- "A Study on Financial Performance of JSW Steel Limited

India", "A Study on Farmers Perception on Cultivation and Marketing of Turmeric in Erode District" and "Financial Analysis of TCS", International Journal of Research Publications and Reviews - Peer-Reviewed Journal, Impact factor 5.536, September 2023, ISSN: 2582-7421

- "A Study on Consumer Perception and Preference Towards the Sales Promotion of Washing Soaps and Detergents with Reference to Coimbatore City", International Journal of Creative research thoughts - UGC care, Impact factor 7.97, July 2023, ISSN: 2320-2882
- "Impact of Emotional Intelligence and Knowledge Management on Employee Performance in IT Sector in Coimbatore City" and "Brand Loyalty and Customer Trust on Nestle Products in Coimbatore City", Journal of Emerging Technologies and innovative Research - UGC Approved, Impact factor 7.95, September 2023, ISSN: 2349-5162
- "Investment Initiative and Savings Behaviour of Working Individuals in Coimbatore City Towards their Retirement Life", International Research journal of Modernization in Engineering Technology and Science - Peer-Reviewed Journal, Impact factor 7.868, September 2023, ISSN: 2582-5208

STUDENT HORIZON

PAPER PUBLICATION IN JOURNALS

Final year UG and PG students published about 77 research papers in various international and national journals (peer reviewed/UGC Care/Scopus) by co-authoring with Commerce faculty.

PUBLICATION IN CONFERENCE PROCEEDINGS AND BOOK CHAPTERS

Around 11 UG and PG students published 11 articles in conference proceedings and book chapters by co-authoring with the members of Commerce faculty.

STUDENTS PRESENTATION

- About 19 Students from I M.Com. and Siva Sri S from II B. Com, presented papers in the ICSSR Sponsored National Seminar on "Work Life Balance of Women Micro Entrepreneurs in India After Covid 19 Pandemic", at Bishop Ambrose College on 29.02.2024
- Akash B, Pratheebha M and Harini T of I B.Com., presented a paper on "Sustainable Business" and Aswin, John Arnold H and Muthu Ram of I B.Com., on "Social Impact on Sustainable Business" National Conference on Sustainable Business Moving Towards a Circular

Economy, P.S.G.R. Krishnammal College for Women, Coimbatore on 15.09.2023

- Dharnesh M S and Hasvika M of I B.Com., on "HR Management", National Conference on Sustainable Business Moving Towards a Circular Economy, P.S.G.R. Krishnammal College for Women, Coimbatore on 15.09.2023
- Dharaneedharan B, Harish D and Pradeep S of I M.Com., presented a paper on "M-commerce and Mobile Apps: Opportunities for MSMEs", ICSSR sponsored National Seminar on Sustainable Developments through MSME's: A Pathway to Self-Reliant India, N.G.M. College, Pollachi on 06.10.2023.
- Hindu Priyanga S and Vishnu Priya R of I M.Com., presented a paper on "Export Competitiveness of India: the Role of MSMEs to Play", ICSSR sponsored National Seminar on Sustainable Developments through MSME's: A Pathway to Self-Reliant India, N.G.M. College, Pollachi on 06.10.2023.
- Indhu S and Shakthi R of I M.Com., on "Financial inclusion for MSMEs", Narmadha S and Yamuna S of I M.Com., on "Role of MSME in Poverty Alleviation and Rural Development", ICSSR sponsored National Seminar on Sustainable Developments through MSME's: A Pathway to Self-Reliant India, N.G.M. College, Pollachi on 06.10.2023.
- Dharnesh M S and John Arnold H of I B.Com., presented a paper on "Digital Draft in Marketing and Finance", International Conference on Digital Drift in MFM 3.0 – Optimizing the Business Sphere, Puratchi Thalaivi Amma Government Arts and Science College, Palladam, Tirupur on 30.08.2023
- Dharnesh M S and John Arnold H of I B.Com., presented a paper on "New Age Leadership", National Conference on E-commerce, Management and Social Innovation-Embracing, Changes, Transformation 2023, S.R.M. College of Science and Humanities, Ramapuram Campus, Chennai on 25.08.2023.
- E Mughilan, S Sruthi of II B.Com. and H John Arnold, M S Dharnesh, R Aswin, R Durga of I B.Com., presented a paper on "Hunger Free Nation and Food Security", ICSSR sponsored National Seminar on Sustainable Developments through MSME's: A Pathway to Self-Reliant India, N.G.M. College, Pollachi on 06.10.2023.
- M Prateebha, T N Vishnu Arvinth and V Muthuram of I B.Com., on "Physical and Mental Health and Well-being", ICSSR Sponsored National Seminar on Structural

and Institutional Dimensions of Sustainable Development Goals in India: A Narrative, P.S.G. College of Arts and Science, Coimbatore on 04.08.2023.

- Priyadharshini K and Vasanth C of II B.Com., presented a paper on "Central Bank Digital Currencies", ICSSR Sponsored International Conference on Fintech: Digital Transformation of Financial Services – ICF2023, Bharathiar University, Coimbatore from 14.09.2023 to 16.09.2023
- Sowbarnika G and Sukritha PM of II B.Com., on "Insuretech and Digital Insurance", ICSSR Sponsored International Conference on Fintech: Digital Transformation of Financial Services – ICF2023, Bharathiar University, Coimbatore from 14.09.2023 to 16.09.2023

MERITORIOUS ACHIEVEMENTS

Aaruthra Sree K S of I B.Com. A

- Bagged Gold medal in Silambam-Single stick 'Under 19' in 3rd Salem District Level Sports Championship - 2023 by District level Sanyukta Bhartiya Khel Foundation, TamilNadu, Salem in association with Harshan Groups, Tech Info Sports Club on 03.12.2023
- Won 1st place in 'Otraikambu Veechu - under 17' category in 1st Open State Level Silambam Championship-2023 in the State Level Department of Physical Education, Nehru Institute of Technology, Coimbatore in association with Mullai Martial Arts and Sports Academy on 23.07.2023.
- Won Gold Medal in the District Level Silambam-Surul Vaal Veechu under 19 Age Group in 3rd Salem District Level Sports Championship-2023 conducted by Sanyukta Bhartiya Khel Foundation, TamilNadu, Salem in Association with Harshan Groups, Tech Info Sports Club on 03.12.2023
- Won 1st prize in Otraikambu Veechu under 17-18 age group Kalai Sambar 2023 Season 2, Indian Traditional Silambam Artistic Event in the National Silambam and Sports Academy and NK Silambam and Sports Trust affiliated by Modern Pythian Games on 15.10.2023.
- Also won 2nd prize in South India National Yoga Championship under 16-20 age group (South India Yoga Championship 2023-24), Yogan Yoga Academy and Ozone Yoga Trust on 05.11.2023

Dharneesh M S of I B.Com. A

- Won Best Paper Award for the paper on "Digital Drift in Marketing and Finance" at Purathi Thalaivi Amma Government Arts and Science College on 30.08.2023

- Best Paper Award in the seminar on Rural Women Empowerment Through Skill Development at Nalla Muthu Gounder Mahalingam, Pollachi on 02.08.2023.
- Won Gold medal in the Open State Championship-Interstate Silambam and Bagged 1st prize in inter-departmental quiz Competition by Department of Commerce Banking and Insurance in the college on 19.07.2023
- Ajai Nandha K of I M.Com. won a Bronze medal in TamilNadu Senior State Kabaddi at Chennai in May 2024. Akash B and John Arnold H of I B.Com. won 3rd prize in Ad-zap, and Nithish S, Sharon C I of II B.Com. won 2nd prize in Ad-zap at Festocom 23 at Hindusthan College of Arts and Science, Coimbatore on 14.09.2023



Arjun L P
II B.Com. B
Cleared CMA Foundation
during August 2023



Siva Sri S
II B.Com. A
Cleared CA Foundation
during June 2023



Parithi T. T.
II B.Com. B
Cleared CMA Foundation
during December 2023



Balasubramanian R
I B.Com. B
Cleared CMA Foundation
during December 2023



Shubhashri A S
I B.Com. B
Cleared CMA Foundation
during December 2023



Saran S
I B.Com. A
Cleared CMA Foundation
during December 2023



Lokeshwaran V
III B.Com. A
Cleared CMA Inter
during February 2024



Prateebha M
I B.Com B
Cleared CSEET
during November 2023



Varshan C M R
III B.Com. A
Cleared CMA Inter
during February 2024



Ajai Nandha K
I M.Com.
Bronze medal in National Yuva Kabbadi Series by Amateur Kabaddi Federation of India (AKFI) at Mysore on June 2023 & **Gold Medal** in National Yuva Kabbadi Series by AKFI at Pondicherry on January 2024



Abishek P L
III B.Com. A
Outstanding Leadership Award
by
Icons of Asia, New Delhi,
India on
22.12.2023



Aaruthra Sree K S
I B.Com. A
Bronze Medal in **Silambam-Single Stick 'Under 19 Category'** at New Delhi by National Youth Games Federations of India on 02.02.2024

- Aswin R and Jenifer N of I B.Com. B won 2nd place in Colourful Contours (Face Painting) with a cash award of Rs.1000/-, Mahaswetha K M, Sri Sabarivasan M of I B.Com. A won 2nd place in Marvel Minds with a cash award of Rs.1000/- at PSGR Krishnammal College for Women, Coimbatore on 09.09.2023
- Mughilan E and Sruthi S of II B.Com. A won 1st place in Marvel Minds (Quiz) with a cash award of Rs.1500/- at

PSGR Krishnammal College for Women, Coimbatore on 09.09.2023

- Dharneesh M S, Pranav Krishna D, Saran S, Pradeep K of I B.Com. A won 3rd prize in IPL Auction and JJ Gagan S, Manoj R, Pranav Krishna D, Sri Akilan L of I B.Com. won 2nd prize in Treasure Hunt event in COSIP CROESO'2.0, Inter-collegiate meet by PSG College of Arts and Science on 21.02.2024

- Dharnesh M S and Hasvika M of I B.Com. won 3rd prize in the International Case Study Analysis Competition 2023 conducted by the Department of Commerce with International Business in association with Young Indians – CII on 31.08.2023
- Harshithaah S and Dharnesh M S of I B.Com. A won 1st place in poster making, Jonathan Ezhil Bharathi S of I B.Com. A won 3rd place in Poster Making, at Rathinam Grand Fest – a National level Techno cultural, Management and Sports Fest 2024 by Rathinam Group of Institutions on 13.03.2024
- Harshithaah S, Jonathan Ezhil Bharathi S and M S Dharnesh of I B.Com. A won 2nd prize in treasure hunt at Rathinam Grand Fest – a National level Techno cultural, Management and Sports Fest 2024 by Rathinam Group of Institutions on 13.03.2024
- JJ Gugan S of I B.Com. B won 3rd prize in Start-up in Start-up Pitching Intra Institutional Innovation Idea Competition in the college on 23.02.2024
- Monika G of II B.Com. A, Nithish S, Rohith Manoharan Maheswari of II B.Com. B won 2nd prize in Project management at Sri Krishna Arts and Science College on 12.03.2024. and the students won Overall championship trophy in this inter-collegiate meet
- Nivetha S of II B.Com. A won 2nd prize in Solo Dance in SWORD: Inter-college national Fest at Sri Krishna Arts and Science College on 12.03.2024. and the students won Overall championship trophy in this inter-collegiate meet
- Yuva Ganesh V and Prabhu K of I B.Com. B won 2nd place in Anti ragging awareness reels making competition in the inter-department meet by Department of Business Administration, Dr.N.G.P. Arts and Science College on 16.08.2023.
- Sharveshwaran and Thejal S of II B.Com. A won 1st prize in Connections at National Intercollege meet 'Siruvani Saral 2023' by P.P.G. Business school, Coimbatore on 18.10.2023.

- They also won 1st prize in Connections at National level intercollegiate meet by Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore on 05.03.2024

CERTIFICATE COURSES

About 418 students have completed various online certificate courses offered by SWAYAM, Coursera, Infosys Springboard, Mind Luster, tcsiQN, TAREEQA and Upskill Campus.

NPTEL Completed Students:

- Shruthi S of II B.Com. A - course on 'Business to Business' through NPTEL with 65%
- Abdul Bhasith, Bala R and Kabilesh Kabilesh of II B.Com. B - course on 'Introduction to Marketing Essentials' through NPTEL with 64%

STUDENT START-UPS

- Prabu K of I B.Com. B: Being Bablu (Youtube), Palani Foods and Marketing and Being_Bub_blue (Instagram).
- Rathish S of I B.Com. B: Rathish photography (Studio) and Fun Time Holidays (Travels).
- Sandhya K of II B.Com. A: Sandhyasri Ladies Tailor and Sandys Henna (Mehndi).
- Nithish S of II B.Com. B: Insta and Youtube channel. Darshana B of II M.Com.: Quora-Finance insights with Darsh

PLACEMENTS

- Harshini K and Ilamathi P of II M.Com. got placed in USI-Tax Consultant - Deloitte Tax Services India Private Limited with the highest annual salary package of Rs.7.8 LPA in the department
- Harshini K of II B.Com. got the highest number of offers in the department with 2 offers from Deloitte and Accenture
- Students from III B.Com. and II M.Com. got placement with 30 offers from various companies such as HRH, GICE, Sutherl, KGISL, TCS, GKM, Deloitte, Accenture and Teachnook

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

The Department of Commerce with Computer Applications offers UG and PG programmes to meet the increasing demand for Accounting Professionals with computer application by providing comprehensive training with an accounting and computer applications. The programs enrich the students' knowledge and skills that pertain to both business and information technology sectors, providing adaptability and flexibility regarding their carrier choice. This program educates students to design and build e-commerce and e-business systems and develops their understanding of current trends of the rapidly evolving new technology. It also intensely aids the students to explore the other related fields such as law, economics and management.

NATIONAL CONFERENCE



“Emerging Technologies and Innovations in Service Sectors” held on 14.09.2023

SYMPOSIUM



“AI Fueled Finance Evolution: Transformative Impact of AI in the Finance Industry” held on 27.02.2024

SEMINAR



Dr.N.Ponsabariraj, Research Strategies, Shree Nagulan Research Training and Consultancy, Pollachi, delivered a lecture entitled **“Research Instrument Development and Protocol Standardization”** on 30.09.2023

GUEST LECTURES



Mr.Ilango Mohan, Mentor-Digital Marketing, EZIO Skill Academy, Coimbatore delivered a lecture on **“Navigating the Dynamic Landscape of Digital Marketing ”** on 01.09.2023



Mr.Palanisamy, CEO, Navishnaa Teknoserv, Coimbatore delivered a guest lecture on **“Development of Business Marketing”** on 27.12.2023

INTERDEPARTMENTAL COMPETITION



“World photography Day”, was conducted by Comrade Association on 12.08.2023



“Interdepartmental competition on poster presentation” was organised by Comrade Association on 15.09.2023

EXTENSION ACTIVITY



Conducted awareness programme on “Nikshay Poshan Yojana” at Padhuvampalli on 23.09.2023

ALUMNI LECTURE SERIES



Alumni Interaction with Ms.R.Shivani, Articleship Training at K.S Palanisamy & Co, entitled “Carrier Guidance Program” on 23.09.2023



Mr. Abijith, System Analyst, Accenture, Pune, was part of Alumni Interaction on “Career Management -Life Skill for Career Success” on 21.02.2024

WORKSHOP



Mr.G.Ashok, Director, PWC, Bangalore, acted as the resource person for the workshop entitled “Recent Trends in Job Analysis” on 30.08.23



Mr.Sriram Bharani, Founder of Bhogan Medisoft, Coimbatore, acted as the resource person for workshop entitled **“Creative Software- EDITOPIA 2024”** on 29.01.24 & 30.01.2024

STUDENT DEVELOPMENT PROGRAM



UG second year students participated in **“Young Entrepreneurs Product Pitch Competition”**, conducted by Commerce CA department on 10.01.24



PG Final year students participated in **“Campfire-Outbound Activities”** conducted by Commerce CA Department on 22.07.23

FACULTY PROFESSIONAL DEVELOPMENT



Dr.K.Prabhakaran, SEBI Empanelled Resource Person, conducted an interactive session on the topic **“Socially Responsible Investing (SRI)”** on 05.10.2023

STAFF PUBLICATION

Dr. P.Suganya, Associate Professor & Head

- “A Study on Application of Educational Games to Enhance Students in Coimbatore City”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, Apr. 2024
- “A Comprehensive Study on Pedagogical Innovation for School Students in The Context of New Education Policy with Special Reference to Coimbatore City” Volume 4, Issue 2, pp: 1218-1224
- “A study on impact of environmental accounting report on management decision making in selected companies” published in IJCRT (www.ijcrt.org) & 7.97 Impact Factor by Google Scholar Volume 12 Issue, Date of Publication: 10-April-2024 UGC Approved Journal No: 49023 (18), Apr. 2024
- “The impact of building digital culture on employees’ engagement in ICT Sector” Published in Volume 9 Issue 4, Apr. 2024
- “Evaluating the financial mindset: An in-depth examination of college student’s investment behaviour in the stock market with special reference to Coimbatore city” Published in Volume 9 Issue 4, IJRTI2404066, Apr. 2024
- “A study on applications of educational games to enhance students in Coimbatore city” 2024 IJCRT | Volume 12, Issue | ISSN: 2320-2882, Apr. 2024
- “A Study on Performance of Initial Public Offering, An Empirical Evidence from Indian Market” Published in IJCRT (www.ijcrt.org) & 7.97 Impact Factor by Google Scholar Volume 12 Issue 4, Date of Publication: 11-April-2024 UGC Approved Journal No: 49023 (18) Apr. 2024

- "A Study on Integrated Technology in Multiple Fitness Regimes in Selected health Clubs with Coimbatore", International Journal of Creative Research Thoughts, Vol. No-12, Issue.No-4, ISSN: 2320-2882, Apr. 2024
- "A Study on Fair prices on Sustainable Agriculture product and Farmers Awareness on SCM with Reference to Suler Taluk," International Journal of Humanities Social Science and Management, Vol.No-4, Issue.No-2, Mar to Apr-2024
- "A Study on Financial Planning for Salaried Employees and Strategies for tax savings with Reference of Selected IT Companies in Tidal Park- Coimbatore City", International Journal of Creative Research Thoughts, Vol. No-12, Issue.No-1, ISSN: 2320-2882, Jan. 2024
- "A Study on Performance Appraisal System of Employees with Special Reference to Selected Commercial Banks in Coimbatore City" International Journal of Humanities Social Science and Management (IJHSSM) Volume 4, Issue 2, pp: 1304-1310, Mar to Apr. 2024

Dr.M. Prakash, Professor

- "A Study on Small-Scale Industrial Employees' Perception Towards Employees State Insurance- with Special Reference to Coimbatore District", Journal of the Oriental Institute, Vol.No-72, Issue.No-3, ISSN: 0030-5324, July to September 2023
- "A Study on Impact of Swachh Bharat Abhiyan among the Public in the Coimbatore City", International journal of All Research Education and Scientific Methods, Vol.No-11, Issue.No-12, ISSN:2455-6211, December 2023
- "A Study on Impact of Digital India Program among College Students with Special Reference to Coimbatore city", International Journal of Creative Research thoughts, Vol.No-11, Issue.No-12, ISSN: 2320-2882, December 2023
- "Factors and Challenges of Green buying Behaviour among Rural Area people with Special Reference to Suler Taluk", International Journal of Scientific Development and Research, Vol.No-9, Issue.No-4, ISSN:2455-2631, April 2024
- "A Study on Beneficiaries of Artificial Intelligence (AI) Tools used in Educational Sector among Students with special Reference to Coimbatore City", International Journal of Creative Research thoughts, Vol.No-12, Issue. No-4, ISSN: 2320-2882, April 2024
- "A Study on Awareness and Perception NPTEL Portal Academic Special References to Coimbatore City", International Journal of Research and Analytical

Reviews, Vol.No-11, Issue.No-2, E-ISSN: 2348-1269, P-ISSN:2349-5138, April 2024

- "A Study on Awareness and Satisfaction of Chief Minister Health Insurance Scheme Provided by the Reference to Rural and Urban Areas in Suler Taluk", International Journal for Research Trends and Innovation", Vol.No-9, Issue.No-4, ISSN: 2456-3315, April 2024
- "Impact of Innovative Marketing Strategy on Small Firms Performance in Coimbatore City", International Journal of All Research Education and Scientific Methods, Vol.No-12, Issue.No-4, ISSN:2455-6211, April 2024
- "A Study on Understanding Perception and Factors Influencing Perception in the Start-Up Ecosystem with Special Reference to Coimbatore City", International Journal of All Research Education and Scientific Methods, Vol.No-12, Issue.No-4, ISSN: 2455-6211. April 2024
- "A Study on Government Scheme Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana in Rural Areas with Special Reference to Annur Taluk", International Journal of Engineering Technology Research & Management, Vol.No-8, Issue-No-4, ISSN:2456-9348, April 2024
- "The Role of Nutrition Labels and Advertising Claims in Alerting Consumer's Evolutions and Choice Towards Coimbatore City", International Journal of Novel Research and Development, Vol.No-9, Issue.No-4, ISSN: 2456-4184, April 2024
- "Enhancing Women Entrepreneur Awareness: A Study on Credit Linked Capital Subsidy Scheme Through MISME with Special Reference to Coimbatore", International Journal of Research and Analytical Reviews, Vol.No-11, Issue.No-2, E-ISSN: 2348-1269, P-ISSN: 2349-5138. April 2024

Dr.P.Jayasubramanian, Professor

- "An Analysis of State of Power loom Industry Specifically Pertaining to Suler Taluk", International Journal of Humanities Social Science and Management, Vol.No-4, Issue.No-2, PP: 883-888, March to April 2024
- "An Empirical Study of Socio- Economic Impacts of Sukanya Samridhi Yojana with Special Reference to Erode District", International Journal of All research Education and Scientific Methods, Vol.No-12, Issue.No-4, ISSN:2455-6211, April 2024
- "A Study on Effect of start-up India Scheme Towards Youth Entrepreneur in Coimbatore", International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, April 2024

- "A Study on Awareness of Deen Dayal Upadhyaya Grameen Kaushalya Yojana Schemes for the Sustainable Development of Rural India with Reference to Coimbatore District", International Journal of Research Trends and Innovation, Vol.No-9, Issue.No-4, ISSN: 2456-3315
- "A Study on Awareness and Impact of Government Schemes for Farmers in Coimbatore District (Sulur Taluk)", International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, April 2024
- "Impact on Kisan Credit Card Scheme on Farmers in Coimbatore District", International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, April 2024
- "A Study on the Impact of Mahatma Gandhi National Rural Employment Guarantee Scheme in Tamil Nadu Special Reference with Tirupur District", International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, Apr. 2024
- "A Study on Awareness of Credit Guarantee Fund Trust for Micro and Small Enterprises with references to Coimbatore City", International Journal of Research Trends and Innovation, Vol.No-9, Issue.No-4, ISSN: 2456-3315]
- "A Study of Emerging Trends in Agriculture Marketing from Conventional to Electronic Marketing System in Coimbatore", International Journal of Humanities Social Science and Management, Vol.No-4, Issue.No-2, PP: 889-896.Mar to April 2024
- "A Study on Emerging Trends of Tourism Entrepreneurship in Tamil Nadu with Special Reference to Kodaikanal", International Journal of Scientific Development and Research, Vol.No-9, Issue.No-4, ISSN:2455-2631, April 2024
- "A Study on Opportunities and Challenges faced by MSMEs with Special reference to Tirupur District", International Journal of Humanities Social Science and Management, Vol.No-4, Issue.No-2, PP: 1054-1061, Mar to April 2024
- "A Study on problem faced by women entrepreneurs (Small Scale) with special reference to Coimbatore City", International Journal of Creative Research Thoughts, Vol. No-12, Issue.No-4, ISSN: 2320-2882, April 2024
- "A Study on Public Awareness towards Pradhan Mantri Bharatiya Janaushadhi Pariyojana with Special Reference to Tirupur District", International Journal of

Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, April 2024

- "Impact the Environmental Education Among the Higher Education Students in Coimbatore City", International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, April 2024
- "Awareness on Atal Pension Yojana Towards Employees in Unorganized sector of Palladam Taluk in Tirupur District", International Journal of Humanities Social Science and Management, Vol.No-4, Issue.No-2, PP: 1030-1035, March to April 2024

Dr.C.Eahambaram, Associate Professor

- "A Study on Customer Awareness Towards OLA E-Vehicle with Special Reference to Coimbatore City", International Journal of Creative Research Thoughts, Vol.No-11, Issue. NO-12, ISSN: 2320-2882, December 2023
- "A Study on Awareness towards Financial Inclusion Among the Tribal in Rural Areas with Special Reference to Coimbatore", International Journal of Humanities Social Science and Management, Vol.No-4, Issue.No-2, PP: 968-973, March to April 2024
- "A Study on Beneficiaries towards Pradhan Mantri Rozgar Yojana Scheme with Special Reference to Avinashi Taluk", International Journal for Research Trends and Innovation, Vol.No-9, Issue.No-4, ISSN: 2456-3315, April 2024
- "A Study on Usage of Library among the Arts and Science college students with Special references to Coimbatore City", International Journal for Research Trends and Innovation, Vol.No-9, Issue.No-4, ISSN: 2456-3315, April 2024

Mrs.N.Revathi, Assistant Professor

- "Women Entrepreneurs Awareness on Credit Linked Capital Subsidy Scheme through MSME with Special Reference to Coimbatore", International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-1, ISSN:2320-2882, January 2024
- "Automatic Timetable Generator System", International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN:2320-2882, April 2024
- "Loan Management System", International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN:2320-2882. April 2024
- "Creating Web Application for Conducting Online Quiz for B Com CA Department", International Journal of Creative

Research Thoughts, Vol.No-12, Issue.No-4, ISSN:2320-2882, Apr. 2024

- “Orphanage Management System MN Trust and Orphanage”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN:2320-2882, April 2024

Mrs.V. Jayashree, Assistant Professor

- “Automatic Timetable Generator System”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN:2320-2882, Apr. 2024
- “Creating APP for BKS Garments”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN:2320-2882, April 2024
- “Food Ordering Mobile Application”, International Journal of Scientific Research in Engineering and Management, Vol.No-8, Issue.No-4, ISSN: 2582-3930, April 2024
- “Orphanage Management System MN Trust and Orphanage”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN:2320-2882, April 2024
- “Placement Application for Department of Commerce with Computer Application”, International journal of Innovation Science and Research Technology, Vol.No-9, Issue.No-4, April 2024
- “Smart Garbage Management System”, International journal of creative Research thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, April 2024
- “Website Creation for Farmers online selling portal”, International journal of creative Research thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, April 2024
- “Website Creation for Supra Exim”, International journal of creative Research thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, April 2024

Mr.M.Gunasekaran, Assistant Professor

- “A Study on the Awareness of Pudhumai Penn Government Scheme among School Students with Special Reference to Tirupur City,” International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, April 2024
- “A Study on Students Satisfaction Towards Hiring Process in IT Companies Among Placement Registered Students with Special Reference to Coimbatore District”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-1, ISSN: 2320-2882, April 2024

- “A Study on Adapting to E-Learning Courses Coping Strategies Among placement processes among final year college students in Coimbatore city”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-1, April- 2024, ISSN: 2320-2882
- “A Study on Farmers Perception and Usage towards Modern Agricultural Equipment with Reference to Palladam Taluk”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN:2320-2882, April 2024

Dr.T.Sumathi, Assistant professor

- “A Study on Satisfaction Level of Swiggy Delivery Staffs with Special reference to Coimbatore”, International journal of Research and Analytical Reviews, Vol.No-11, Issue.No-1, E-ISSN:2348-1269, P-ISSN:2349-5138, January 2024
- “A Study on Work life Balance and Job Satisfaction Level of Swiggy delivery staffs with special reference to Coimbatore City”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN:2320-2882, April 2024
- “A Study on Student’s Utilization of government Portals among School and College Students”, International Journal of Current Science, Vol.No-14, Issue.No-1, ISSN: 2250-1770, March 2024
- “A Study on Pradhan Mantri Kisan Samman Nidhi Scheme in Role Transforming Agriculture Dynamics and Farmer Well Being in Coimbatore of Rural Areas”, international Journal of Humanities Social Science and Management, Vol.NO-4, Issue.No-2, March to April 2024
- “A Study on Domestic Solar Water Heater Services towards Various Brands in Coimbatore City”, International journal of All Research Education and Scientific Methods, Vol.No-11, Issue.No-9, ISSN: 2455-6211, September 2023

Ms.T.Sreegeetha, Assistant Professor

- “Impact of FDI on Service Sector Growth: A Comprehensive Analysis”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN:2320-2882, April 2024
- “A Study on Financial Sustainability and Impact Assessment of MGNREGA with a Special reference to Coimbatore District”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN:2320-2882, April 2024

Ms.L.Priya , Assistant Professor

- “A Study on Financial Performance Analysis of National Mineral Development Corporation Limited”, International Journal for Research Trends and Innovation, Vol.No-9, Issue.No-4, ISSN:2456-3315
- “A Study on Impact of Online Games Towards Students Academic Performance with Special Reference to Coimbatore City”, International Journal of Humanities Social and Management, Vol.No-4, Issue.No-2 March to April 2024
- “A Study on Public Awareness and Responses to Cybersecurity threats in Coimbatore City”, International Journal for Research Trends and Innovation, Vol.No-9, Issue.No-4, ISSN:2456-3315
- “A Study on Financial Performance Analysis of Selected Automobile Companies in India”, International Journal of Humanities Social and Management, Vol.No-4, Issue.No-2, March to April 2024

Mrs.C. Mercy Praba , Assistant Professor

- “Creating a Website for Fair Market using HTML and CSS”, Journal of Emerging Technologies and Innovative Research, Vol.No-11, Issue.No-2, ISSN:2349-5162. February 2024
- “Blood bank Management System”, International Journal of scientific Research in Engineering and Management”, Vol.No-8, Issue.No-4, ISSN:2582-3930, April 2024
- “College Event Management System”, International Journal of Engineering Technology Research & Management, Vol.No-8, Issue.No-4, ISSN:2456-9348. April 2024
- “Online Appointment Booking for Patient”, International Journal of Scientific Research in Engineering and Management, Vol.No-8, Issue.No-4, ISSN: 2582-3930, April 2024
- “Creating Application for Auto hub Car Management System”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882. April 2024

Dr.V.M.Tharakarani, Assistant Professor

- “A Study on Awareness and Beneficiary satisfaction towards chief minister comprehensive health insurance Scheme in Coimbatore”, International Journal of Creative Research Thoughts, Vol.No-12, Issue-4, ISSN:2320-2882
- “A Study on Customer Perception Toward Digital Locker with Special Reference to Coimbatore City”, International

Journal of Research and Analytical reviews, Vol.No-11, Issue.No-2, e-ISSN:2348-1269, P-ISSN:2349-5138, Apr. 2024

- “A Study on Awareness on Pradhan Mantri Mudra Yojna among Public in Coimbatore City”, International Journal of Creative Research thoughts, Vol.No-12, Issue.No-4, ISSN: 2320-2882, Apr. 2024
- “A Study on Problems Faced by Pradhan Mantri Jeevan Jyoti Bima Yojana Participants in Coimbatore City”, International Journal of Humanities Social Science and Management, Vol.No-4, Issue.No-2, March to April 2024
- “A Study on Job Attrition Among Employees in IT Companies with the Reference to Coimbatore City”, International Journal for Research Trends and Innovation, Vol.No-9, Issue.No-4, ISSN: 2456-3315
- “A Study on Impact of Hyperlocal Strategy on Retailers with Special Reference to Coimbatore City”, International Journal of Scientific Development and Research, Vol.No-9, Issue.No-4, ISSN: 2455-2631, April 2024
- “An Investigation into Student preference for Pursuing Higher Education in Foreign University in Selected colleges at Coimbatore City”, International Journal of Creative Research Thoughts, Vol.No-12, Issue.No-3, ISSN: 2320-2882, March 2024

STAFF PARTICIPATION**Dr. P.Suganya, Associate Professor & Head**

- Served as a Rapporteur in the International Conferences entitled as” Navigating the Fintech Frontiers: Enriching Customer Experience” at Sri Ramakrishna College of Arts and Science for Women, Coimbatore held on 07.10.2023
- Presented a paper entitled as “Structural and institutional Dimension of Sustainable Development Goals in India: A Narrative”, at National Seminar at PSG College of Arts and Science, Coimbatore “Held on 04.08.2023
- Presented a paper entitled as “Insure tech as a Tool for Increasing Insurance Penetration”, at National Seminar at Sri Ramakrishna College of Arts and Science, Coimbatore “Held on 26.08.2023
- Presented a paper entitled as “National Education Policy 2020: Challenges and Opportunities for Higher Education Institution in India”, at National Conference at Dr.N.G.P Arts and Science, Coimbatore “Held on 27.07.2023

Dr.P.Jayasubramanian, Professor

- Presented a paper entitled as “Digital Drift in MFM 3.0- Optimizing the Business Sphere”, at International

Conference at Puratchi Thalaivi Amma Government Arts and Science College, Palladam, Tirupur, held on 30.08.2023

- Presented a paper entitled as "Impact of Digital Marketing in Indian Service Sectors", at International Conference at RD National College of Arts & Science, Erode, held on 22.09.2023
- Presented a paper entitled as "Artificial Intelligence in Education Sector", at National Seminar at Nallamuthu Gounder Mahalingam College, Pollachi, held on 24.01.2024

Dr.M.Prakash, Professor

- Presented a paper entitled as "Digital Drift in MFM 3.0- Optimizing the Business Sphere", at International Conference at Puratchi Thalaivi Amma Government Arts and Science College, Palladam, Tirupur, held on 30.08.2023

Dr.C.Eahambaram, Associate Professor

- Presented a paper entitled as "Structural and institutional Dimension of Sustainable Development Goals in India: A Narrative", at National Seminar at PSG College of Arts and Science, Coimbatore held on 04.08.2023

Mrs.L.Priya , Assistant Professor

- Presented a paper entitled, "Digital Drift In MFM 3.0- Optimizing the Business Sphere", at International Conference at Puratchi Thalaivi Amma Government Arts and Science College, Palladam, Tirupur on 30.08.2023
- Presented a paper entitled, "Structural and institutional Dimension of Sustainable Development Goals in India: A Narrative", at National Seminar at PSG College of Arts and Science, Coimbatore on 04.08.2023
- Presented a paper entitled, "Role of Virtual Economics in E-Commerce and E-Business", Two Day International Conference at KPR College of Arts and Science and Research, Coimbatore on 30.01.2024 & 31.01.2024

Mr. M. Gunasekaran, Assistant Professor

- Presented a paper entitled as "Structural and institutional Dimension of Sustainable Development Goals in India: A Narrative", at National Seminar at PSG College of Arts and Science, Coimbatore on 04.08.2023

CERTIFICATE COURSE

- Dr.P.Suganya, Completed a SWAYAM Certificate Course titled "Leadership Effectiveness", and Scored 74 marks on March to April 2024

- Dr.P.Suganya, Completed a SWAYAM Certificate Course titled "Soft Skills", and Scored 71 marks on July to October 2023
- Dr.P.Jayasubramanian, Completed a SWAYAM Certificate Course titled National Education Policy-2020: Professional Development Programme" and Scored 63 marks on 31.08.2023
- Dr.P.Jayasubramanian, Completed an NPTEL Certificate Course titled Management Accounting and secured 60 marks on Jul to Oct 2023
- Dr.P.Jayasubramanian, Completed an Infosys Springboard Certificate Course titled Cost Accounting: o4- Decision Making Using Marginal Costing, on October 2023

FACULTY DEVELOPMENT PROGRAMME ATTENDED BY STAFF

- All the Department Staff Members Participated in Five days Faculty Development Programme on "Outcome Based Education" organized by the Centre for Professional Development, Dr. N.G.P Arts & Science College, Coimbatore from 17.06.2023 to 21.06.2023
- All the Department Staff Members Participated in Five days Faculty Development Programme on "Empowering Education for Innovation- A NEP Perspective" organized by the Centre for Professional Development, Dr. N.G.P Arts & Science College, Coimbatore from 30.06.2023 to 04.07.2023
- Dr.P.Suganya Participated in Five days Faculty Development Programme on "US Individual Taxation" organized by the ICT Academy, Dr. N.G.P Arts & Science College, Coimbatore from 30.10.2023 to 03.11.2023
- Dr.M.Prakash Participated in Five days National level Faculty Development Programme on "Influence of AI in Teaching & Research" organized by the Department of Commerce with Computer Applications, Hindusthan College of Arts & Science, Coimbatore from 04.09.2023 to 09.09.2023
- Ms.L.Priya Participated in Five days International Faculty Development Programme on "Teaching Pedagogy and Life Skill Management" organized by the Department of Commerce, Hindusthan College of Arts and Science , Coimbatore from 27.03.2023 to 31.03.2023
- Ms.L.Priya Participated in Five days National level Faculty Development Programme on "Influence of AI in Teaching & Research" organized Department of Commerce with Computer Applications, Hindusthan College of Arts & Science, Coimbatore from 04.09.2023 to 09.09.2023

- Dr.T.Sumathi Participated in Five days National level Faculty Development Programme on “Influence of AI in Teaching & Research” organized by the Department of Commerce with Computer Applications, Hindusthan College of Arts & Science, Coimbatore from 04.09.2023 to 09.09.2023
- Ms.T. Sreegeetha Participated in Two Weeks Faculty Development Programme on “Capacity Building Programme for Faculty Members in Social Science” organized by the Centre for Research in Rural and Industrial Development, Chandigarh from 20.11.2024 to 02.12.2024
- Ms.C.Mercy Praba Participated in Five days Virtual Faculty Development Programme on “Emerging Research Trends in Computer Science” organized by the Department of Computer Science , KG College of Arts and Science, Coimbatore from 08.01.2024 to 12.01.2024
- SuhashKumar.R, III B. Com CA, presented a paper titled “Renewable energy for Sustainability” at PSG College of Arts and Science on 04.08.2023
- Sethurathinam.S, Sekar P.S III B. Com CA presented a paper titled “Industrialization vs Environment” at PSG College of Arts and Science on 04.08.2023
- Ranjithkumar.V, Lingesh.G, II B. Com CA presented a paper titled “Structural and Institutional Dimension of Sustainable Development Goals in India: A Narrative” at PSG College of Arts and Science on 04.08.2023
- NandhaKumar.M, Divya Prakash. A.N, II B. Com CA presented a paper titled “Universal Health Care” at PSG College of Arts and Science on 04.08.2023
- Hariharan.G, III B. Com CA presented a paper titled “Rural Entrepreneurship and Growth of Rural India” at PSG College of Arts and Science on 04.08.2023

Dr.P.Jayasubramanian, Professor

- Participated in Five days Faculty Development Programme on “Unleashing the Potential: Transforming Research using Modern Tech-Tools” organized by the Internal Quality Assurance (IQAC), ST Pauls College, Bengaluru from 19.06.2023 to 23.06.2023
- Participated in Five days National Level Virtual Faculty Development Programme, organized by the Department of Management Studies, KG College of Arts and Science, Coimbatore from 03.07.03 to 07.07.2023
- Participated Ten days Virtual Faculty Development Programme on “Recent Trends in Multidisciplinary Research” organized by the Department of Business Administration, SRM Institute of Science and Technology, Chennai from 07.07.2023 to 18-07.2023
- Participated in Seven days National Level Faculty Development Programme on “Emerging Trends & Challenges in Commerce & Management Education” organized by the Department of Commerce with International Business, Hindusthan College of Arts & Science, Coimbatore from 19.09.2023 to 26.09.2023
- Participated in Five days Faculty Development Programme on “US Individual Taxation” organized by the ICT Academy, Dr. N.G.P Arts & Science College, Coimbatore from 30.10.23 to 03.11. 2023
- Shalini.M, II M. Com CA presented a paper titled “Nominations in Insurance ” at Sri Ramakrishna College of Arts & Science on 26.08.2023
- Pranesh.K, II M. Com CA presented a paper titled “Rise of Self Servicing for Policy Holders” at Sri Ramakrishna College of Arts & Science on 26.08.2023
- Dhanush.M, III B. Com CA presented a paper titled “Impact of Insurance on Industry” at Sri Ramakrishna College of Arts & Science on 26.08.2023
- Kousik Mithran.P, Keerthana. A. R, II M. Com CA presented a paper titled “Nominations in Insurance” at Sri Ramakrishna College of Arts & Science on 26.08.2023
- Santhosh.N.S, Sandhiya.M, II M. Com CA presented a paper titled “Exploring the Evolution of 5G Marketing: Strategies Challenges and Impact on Consumer Engagement” at Puratchi Thalaivi Amma Government arts and Science College on 30.08.2023
- Ruban.J, Karthick.M, IIM.Com CA presented a paper titled “Electronic Payment System” at Puratchi Thalaivi Amma Government arts and Science College on 30.08.2023
- Kowsalya.M, Dharani Priya.S, IIM. Com CA presented a paper titled “5G Marketing & Technology” at Puratchi Thalaivi Amma Government arts and Science College on 30.08.2023
- Madhan.V, Savitha.M, II B. Com presented a paper titled “Block Chain Technology, block Chain Contract and Legalities” at PSG College of Arts and Science on 14.12.2023

STUDENTS PAPER PRESENTATIONS

- Veera Raghul.J, III B. Com CA, presented a paper titled “Equal Opportunities, Unequal Outcomes: A Study of Gender Disparities in Pay” at PSG College of Arts and Science on 04.08.2023

- Priyanka. Y, Ranjithkumar.V, II B. Com presented a paper titled "Cyber Security in Digital Banking and Financial Services" at PSG College of Arts and Science on 14.12.2023
- Dharani.M, Mariyammal.A, Nivetha.G.K, and Priyanka.Y, I M.Com CA, presented a paper titled "Supply Chain Risk Management" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024
- Dinesh.B, Mari Selvam.E, II B. Com CA, presented a paper titled "Technological Innovation and Transformation towards Sustainable Growth" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024
- Abinaya.K, III B. Com CA, presented a paper titled "Supply chain & Inventory Management" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024
- Logapriya.M, Pavithra.M, Naveen.N, III B. Com CA, presented a paper titled "Production & Material Flow" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024
- Abirami, Sri Prasanna.K, Mohanapriya.S, and Visalini.A.L, IM.Com CA, presented a paper titled "Supply Chain Planning & Inventory Management" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024
- Mahasakthi.R, II B. Com CA, presented a paper titled "Strategic Management & Economic Optimization" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024
- Poorachandra.M, I M.Com CA, presented a paper titled "Technological Invention towards sustainable growth for bank sector" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024
- Priyadharshini.R and Vinothini.A, I M.Com CA, presented a paper titled "Strategic Management and Economic Optimization" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024.
- Rajesh.B, Ranjith Kumar.V, Samedwin.S , Sanjai.V, Srinithi.A, Tharun.G, Vignesh.B, IIB. Com CA, presented a paper titled "Supply Chain Management Technology" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024
- Sandhya.M, IIB. Com CA, presented a paper titled "Warehousing and Distribution" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024
- Sri Vishnu.Y, IIB. Com CA presented a paper titled "Technological Innovation" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024
- Srikumar.V.S, IIB. Com CA, presented a paper titled "Virtual Economy Development in Gaming and gamer Worlds" at KPR College of Arts Science and Research on 30.01.2024 & 31.01.2024
- KirubaSri.S, Mohana Priya.D, Kowselya.K, Mahalakshmi.P, II B. Com CA, presented a paper titled "Fintech's Role in Corporate Sustainability" at Sri Ramakrishna College of Arts & Science on 31.01.2024
- AbhiyaBabu.R, I M. Com CA, presented a paper titled "Human Resource and Management" at Hindusthan College of Arts & Science on 07.02.2024
- Dharaneesh.S ,Surya.K.S, II B. Com CA, presented a paper titled "Risk Management" at Hindusthan College of Arts & Science on 07.02.2024
- Manokari.B, Srimathi.P, IM. Com CA, presented a paper titled "AI-Powered Finance" at Hindusthan College of Arts & Science on 07.02.2024
- Priyanka.Y, Ranjith kumar.V, IIB. Com CA, presented a paper titled "The Power of IOT in Smart Retail Solutions" at Hindusthan College of Arts & Science on 07.02.2024
- Sanjai.V, Srinithi.A, Vignesh.B, IIB. Com CA, presented a paper titled "Voice Commerce " at Hindusthan College of Arts & Science on 07.02.2024
- Bismi K Joshy, Niraimathi.E, Subasri.A, II B. Com CA, presented a paper titled "Commerce Nexus 2024"-Connecting Business, Technology and Society" at Sri Krishna Arts and Science College on 15.02.2024 & 16.02.2024

STUDENTS INTER COLLEGIATE COMPETITION

- Abinan, Dhanaraj, Nithyaa.A, Tharun Rangasamy, Varsha.A, Vinisha.N, II B. Com CA- participated in National level inter collegiate event COSIP CROESO'2. At PSG College of Arts & Science on 21.02.2024
- Dinesh Kumar.M, Monisha.P, II B. Com CA, participated in Inter collegiate Technical Symposium (AI in E-Commerce) at Sri Krishna Adithya College of Arts & Science on 02.02.2024
- Elizabeth Angelin.N, Sivasankari.S, II B. Com CA, participated in Inter collegiate Technical Symposium (Boot Strapping or Funding) at Sri Krishna Adithya College of Arts & Science on 02.02.2024
- Pooja.N, Preethi.R, II B. Com CA, participated in Inter collegiate Technical Symposium (Consumer Perception towards Internet Market) at Sri Krishna Adithya College of Arts & Science on 02.02.2024

- Surya K.S, II B. Com CA, participated in Inter collegiate Technical Symposium (Web Analysis) at Sri Krishna Adithya College of Arts & Science on 02.02.2024
- Pooja Nandhini.P, Pooja.N, Preethi.R, Sivashankari.S, II B. Com CA, participated inter collegiate Competition at PSG College of Arts & Science on 20.02.2024

WORKSHOP ATTENDED BY STUDENTS

- Ranjeeth.S, Vetrivel S. B, Tharun.G, Sunitha Devi.S.K, Rithika.S, Mahamithraa.G -III B. Com CA, Visalini.A.L, Vigneshkumar.V, Mariyammal.A, I M.Com CA, Sandhiya.M -II M.Com CA students participated in an International workshop at Sri Ramakrishna College of Arts & Science on 08.08.2023
- Nithyaa.A, Madhumithaa.R, Niraimathi.E, II B. Com CA, Gowri.M, Hariharan.S, Nirmal.M, Pranav.P.R, Srigananashanmugam. K III B. Com CA, Sandhiya.M -II- M. Com CA students participated a National workshop at Sri Ramakrishna College of Arts & Science on 06.07.2023
- Vinisha.N, Hari Priya, Sri Deva. A, Manoj Prabhakaran, II B. Com CA, Sunitha Devi S.K, III B.Com CA students

participated in International Business Analytics Conclave at KPR College of Arts Science and Research on 17.07.2023

STUDENTS CERTIFICATE COURSE

S.No.	Name of the Course	Number of Students
1.	Management Accounting	7
2.	Soft Skills	17

PLACEMENTS

- Abijith , III B.Com CA got selected as a System Analyst in Accenture, Pune with highest salary of Rs.7.2 Lakhs
- Sneha from III B.Com CA received the highest number of offers from Preludesys, KGISL, QBSS and Sutherland
- III B. Com CA 2021-2024 batch 70 Students received offers from 22 companies including Pronoia, QBSS, Sutherland, TCS, HRH Next, IPO, Accenture, ILM, 24X, Fincover, ICICI, Technook, Edvedha, Prologiq, Sureti IMF, Omega Health Care, etc

DEPARTMENT OF COMMERCE WITH CORPORATE SECRETARYSHIP (CA)

With a view to training and enhancing students' professional skills which suit the expectation of Corporate Sectors to the present scenario, the department was established in 1999. The Department offers Undergraduate, Post Graduate and Research Programmes. In each programme, the courses provide a greater exposure in the areas such as Corporate Governance, Capital Market Regulations, Mutual Funds, Institution-Industry Interaction, CEO Meets, Mock Board Meetings, Industrial visits and Off-Campus Training etc., which bridges the gap between classroom learning and Job Market.

NATIONAL CONFERENCE



A National Conference was organised on the topic **“Digital Transformation in Business: Opportunities and Challenges** on 05.09.2023

GUEST LECTURES



Ms. **Dr.C.Sindhu** CEO, Sushruta Herbals, Coimbatore delivered a lecture on **“Empty Pocket taught a life lesson”** on 20.07.2023



Mr. Vivekanandan R, Mr. Sathyamoorthi V, Co-Founders of Master's Academy, Educators, Un-Academy, Coimbatore delivered a lecture on **“Government Exams – Essential Rules to Achieve Your”** on 01.08.2023



Mr.CS.S.Vijay Mahindran Chairman & **CA.C.Sakunthala**, secretary of ICSI-Coimbatore delivered a lecture on **“Career Awareness Program of Company Secretaryship”** on 30.08.2023



Ms. B. Preethi, MBA, M.A., PGD.IPR, B.Com., B.L, Advocate & Trademark Attorney delivered a lecture on **“Protecting Innovation through IPR”** IPR Awareness Programme on 19.02.2024



Mr. P. Karuppasamy, Senior Manager, Indian Bank-Kalapatti Branch, **Mr. G. Balaji**, Assistant Superintendent of Post Office, Coimbatore North Sub Division, delivered a lecture on **Awareness Workshop on Atal Pension Yojana Scheme** among Unorganised Sector Workers on 20.02.2024

INTER DEPARTMENT COMPETITION



Dr.S.Mohan, Professor and Head, Management Studies, **Dr.N.G.P. Arts and Science College** delivered a lecture on **"The Power of Compassion: Fostering Kindness in Today's World"** for National Thoughtful Day Celebration on 28.08.2023

INTRA DEPARTMENT COMPETITION



"Moot Court", an Intra Departmental Competition was conducted by Corpianz Association 27.12.2023

FACULTY PROFESSIONAL DEVELOPMENT PROGRAMME



Dr.A.R.Kanagaraj, Professor, conducted an interactive session on the topic **"Navigating Change: Exploring the latest Amendments in Company Law"** on 21.09.2023



Dr.S.Jagatheeswari, Assistant Professor, conducted an interactive session on the topic **"Pedagogical Excellence"** on 28.08.2023

STUDENT DEVELOPMENT PROGRAMME



Ms.A.Nivethitha, **Ms.I.Dharshini**, II M.com CS, delivered a session on **"Basic Research for Publication of Journal"** on 11.07.2023



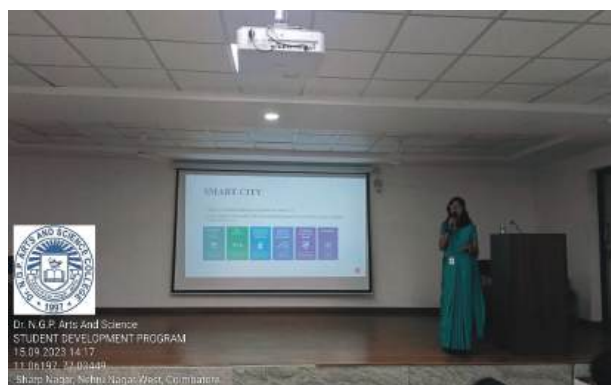
Mr.Sakthi Balan.K, III B. Com CS CA, delivered a session on "Business Icon for planning and idea Generation" on 08.09.2023



Vaishnavi.K, II B. Com CSCA, delivered a session on "Unleashing Potential - Empowering Graduates through Govt. Schemes" on 15.09.2023



Mr. Rohit Dharshan. R, III B. Com CS CA, delivered a session on "Business Icon for planning and idea Generation" on 08.09.2023



Ms. Sharon Joshne Kiran.J, II B. Com CSCA, delivered a session on "Unleashing Potential - Empowering Graduates through Govt. Schemes." on 15.09.2023



Mr. Kishore S.K, III B. Com CS CA, delivered a session on "Business Icon for planning and idea Generation" on 08.09.2023



Ms. Rabiya Tasneema, II B. Com CSCA, delivered a session on "Unleashing Potential - Empowering Graduates through Govt. Schemes" on 15.09.2023



Ms.S.Sakthi Nisha, I M. Com CS, delivered a session on **"Building Positive Attitude - A Snapshot"** on 16.12.2023



Mr.S.Narendran, I M. Com CS, delivered a session on **"Building Positive Attitude - A Snapshot"** on 16.12.2023



Ms.V.Nisha, I M. Com CS, delivered a session on **"Building Positive Attitude - A Snapshot."** on 16.12.2023

EXTENSION ACTIVITY



Extension activity on **Awareness on Ayushman Bharath Schemes** at Thippanur (Pannimadai) on 24.02.2024

STAFF ACHIEVEMENTS, RECOGNITION AND MEMBERSHIP IN ACADEMIC BODIES

Dr. A.R. Kanagaraj, Professor

- Member of Board of Studies in Corporate Secretaryship, Kongu Arts and Science College, Erode, 2023-2024
- Editorial team member in "International Journal of Research and Review" (IJRR) ISSN: 2349-9788 (online), ISSN: 2454-2237 (print) since 2018
- Reviewer board member in "Journal of Emerging Technologies and Innovative Research" (JETIR) ISSN: 2349-5162, since 2018
- Fellow Membership (FIARA) Indian Academic Researchers Association, since 2018
- Lifetime Member in Indian Accounting Association, since 2018

RESOURCES PERSON

- Dr. S. Kowsalya, Associate Professor & Head, delivered a lecture on "Company Law – An Overview" at Pioneer College of Arts and Science on 26.02.2024
- Dr. A.R. Kanagaraj, Professor, delivered a lecture on "An Overview of Income Tax" at Pioneer College of Arts and Science on 26.07.2023
- Dr. S. Renugadevi, Professor, delivered a lecture on "Provision of Various Allowances" at KG College of Arts and Science on 07.02.2024
- Dr. D. Senthilnathan, Assistant Professor, delivered a lecture on "Modern Banking" at Pioneer College of Arts and Science on 13.09.2023

- Dr.K.Mahendran, Assistant Professor, delivered a lecture on "Life Skills and Motivation" at Sengunthar College of Arts and Science on 13.02.2024

STAFF ONLINE COURSES

- Dr.A.R.Kanagaraj, Professor completed NPTEL Certification Course titled "E-BUSINESS" in 2023
- Dr. S. Renugadevi, Assistant Professor completed NPTEL Certification Course titled "INTRODUCTION TO MARKETING ESSENTIAL" in 2023
- Ms.B.Sooriapriya completed NPTEL Certification Course titled "PUBLIC SPEAKING" in 2023
- Ms.V.Preethika completed NPTEL Certification Course titled "PUBLIC SPEAKING" in 2023

STAFF PUBLICATIONS

- Dr. S. Renugadevi, Professor published a paper entitled "A Study on Users Perception Towards Social Media after Covid19 Pandemic with Special Reference to Coimbatore City", Journal of Research Administration, Nov. 2023
- Dr. S. Jagatheeswari, Assistant Professor published a paper entitled "The Impact of Leadership Practices on Organizational Culture in the IT Industry with Special Reference to Chennai City", International Journal of Management, Technology and Engineering, Feb. 2024
- Mrs. S. Archana, Assistant Professor published a paper entitled "Academic Writing Skills and Plagiarism Empowering Doctoral Students for Ethical Research – An Outlook", Education and Society - ISSN 2278-6864 with IF=6.718 Vol. 46, Issue 03, No. 26, April – June 2023
- Mrs. R. Swarnalakshmi, Assistant Professor published a paper entitled "Customer Awareness and Perception Towards Online Shopping at Coimbatore City", International Journal of Creative Research Thoughts ISSN: 2320 – 2882, Sep. 2023
- Mrs T.J Krithika Assistant Professor published a paper entitled "Analysis of Energy Efficiency Routing Protocols for Wireless Sensor Network", International Journal of Research Applied Science and Engineering Technology, Volume 11, Issue 12, December 2023

Dr.S. Kowsalya, Associate Professor & Head

- "A Customer Awareness about Credit Card Hidden Charges", International Journal of Scientific and Engineering Development Research; ISSN: 2455 2651; Volume 8 Issue 9, Sep. 2023

- "The Unique Curing Method of The Schedule Tribes", Sri Ramakrishna Arts and Science College, ISBN 978-93-89105-97-1, Oct.2023
- "Study on Policy Holders Awareness and Satisfaction Towards Insurance Company and Its Policies", International Journal of Creative Research Thoughts, Oct. 2023
- "A Study on Role of Eustress Management and Work Life Balance among Private College Teachers in Coimbatore District", International Journal of Research and Analytical Reviews (IJRAR) ISSN2348-1269, Apr. 2024
- "Impact of Online Gaming Addiction among College Students with Special Reference to Coimbatore District", Journal of Composition Theory, Apr. 2024

Dr. A.R. Kanagaraj, Professor

- "Academic Writing Skills and Plagiarism Empowering Doctor and Students for Ethical Research – An Outlook", ISSN 2278-6864 (UGC Care Journal) Vol-64, Issue-3, No.26, June 2023
- "Changing Scenario in Banking Service Through Digitalisation a select Study Humanities and Social Science Studies", Humanity and Social Science Studies, July 2023
- "A Study on Awareness and Perception Towards the Banking Ombudsman Scheme", Dr.N.G.P. Arts and Science College, Sep. 2023
- "A Study on Job Satisfaction Among IT Employees", International Journal of Creative Research Thoughts ISSN NO: 2320-2882, Oct. 2023
- "A Study on Financial Performance of Indian Tobacco Limited", Communication and Management Journal ISSN No: 2269-7195, Apr. 2024
- "A Study on Customer Perception Towards LIC Customer Portal with Special Reference to Coimbatore City", Communication and Management Journal ISSN No: 2269-7195, Apr. 2024
- "A Study on Financial Performance of Indian Bank using Camel Model", Journal of International Research and Analytical Reviews

Dr. R. Senthilkumar, Assistant Professor

- "A Study on Users Perception Towards Social Media after Covid19 Pandemic with Special Reference to Coimbatore City", Journal of Research Administration, Nov. 2023

- "The Impact of Savings and Investment Behaviour of Working Individuals", Industrial Engineering Journal: ISSN 0970-2555, Jan. 2024
- "Effectiveness Through Rendering Service Conditions, Working", Juni Khyat, ISSN: 2278-4632, UGC ,Vol-14, Issue-1, Jan. 2024
- "Exploring Work-Life Balance Initiatives: Incentives & Rewards as Key Factors for Retaining Employees in the IT Sector: A Descriptive Approach at Coimbatore City", Journal of Non-linear Analysis and Optimisation Theory & Applications, Feb. 2024
- "The Factors Influencing Employee Retention and Level of Satisfaction in the IT Sector at Coimbatore City - An Empirical Examination", South India Journal of Social Sciences, Mar. 2024

Dr.D.Senthilnathan, Assistant Professor

- "A Study on Customer Satisfaction and Preference on Jio Mart", Journal of Technology, Vol-12, Issue -4, Apr. 2024
- "A Study on Investment Behaviour and Pattern with Special Reference to College Teachers in Coimbatore", Adalya Journal, Vol-13, Issue -3, Mar. 2024

Dr. G.Ilakkia, Assistant Professor

- "A Study on Liquidity Position of Selected Large -Cap Steel Companies in India", Journal of Technology, Volume 12, Issue 4, Apr. 2024
- "A Comparative Study on Service Quality Between Public and Private Sector Bonus with Reference to Coimbatore City", International Journal of Multi-Disciplinary Research, Volume 6, Issue 2, Apr. 2024

Ms.B.Sooripriya, Assistant Professor

- "A Study on Quality Work Life Balance of Employees in Private Banks", International Journal of Research and Analytical Reviews ISSN NO: 1248-1269, Sep. 2023
- "A Study on Exploring Customer Perceptions and Experiences with Ayurvedic Medicines", Journal of Technology Issn No: 1012-3407, May. 2024
- "A Study on Impact of Remote Work on Employee Productivity and Job Satisfaction of GEBBS Health Care Solution", Journal of Composition Theory ISSN No: 0731-6755, Apr. 2024
- "A Study on Customer Satisfaction Towards OPPO Mobile Phone with Special Reference to Coimbatore City", Journal of Technology ISSN No: 1012-3407, Apr. 2024

Ms. V. Preethika, Assistant Professor

- "A Study on Customer Satisfaction Towards Tata Motors with Reference to Tirupur City", Journal of Technology (Issn No: 1012-3407), Apr. 2024
- "A Study on Employee Opinion Towards Human Resources Policies and Practices in Private Hospital in Coimbatore City", International Journal of Research and Analytical Reviews (Issn No: 1248-1269), Sep. 2023
- "A Study on Customer Satisfaction Towards Lulu Hypermarket in Coimbatore City", Journal of Technology (Issn No: 1012-3407), Apr. 2024

STAFF PARTICIPATION

- Mrs. R. Swarnalakshmi, Assistant Professor participated in Seminar on "Rural Entrepreneurship and Growth of Rural India", at PSG College of Arts and Science College on 04.08.2023
- Ms.B.Sooripriya, Assistant Professor participated in Seminar on "Human Development Index", at Department of Economics (SF) PSG College of Arts & Science Coimbatore on 04.08.2023
- Ms. V. Preethika, Assistant Professor participated in Seminar on "Human Development Aspect in Emerging India", At Department of Economics (SF) at PSG College of Arts & Science, Coimbatore on 04.08.2023

FACULTY DEVELOPMENT PROGRAM

- Dr. A. R. Kanagaraj, Professor, participated in "Influence of AI in Teaching & Research", by Department of Commerce CA, Hindusthan College of Arts and Science, Coimbatore from 04.09.2023 to 09.09.2023
- Mr R. Suresh, Assistant Professor, participated in "Python Programming with Django Framework", by Marcello Tech Trichy One Week Internship from 03.01.2024 to 09.01.2024
- Dr.D.Senthilnathan, Assistant Professor, participated in "Influence of AI in Teaching & Research", by Department of Commerce CA, Hindusthan College of Arts and Science, Coimbatore from 04.09.2023 to 09.09.2023
- Ms.B.Sooripriya, Assistant Professor, participated in "Sustainable Teaching Practices for Quality Education", by AVP College of Arts and Science, Tirupur from 27.05.2024 to 31.05.2024
- Ms. V. Preethika, Assistant Professor, participated in "Sustainable Teaching Practices for Quality Education", at AVP College of Arts and Science, Tirupur from 27.05.2024 to 31.05.2024

BOOK & CHAPTER PUBLICATIONS

- Dr.D.Senthilnathan, Assistant Professor, Published a book chapter on "Digitalization in the Global and Indian Economy Growth and Development", in the book Digitalization of the economic growth and development by First book Publishers
- Dr. G.Iakkia, Assistant Professor, "Social Commerce", chapter in the book, Recent Trends in Commerce and Management

Dr. A. R. Kanagaraj, Professor

- "Introduction to Indian Evidendence Act -1872", chapter 2,7 in the book, "Renovating Trends in Business Sustainable Growth" by Narain Publishers, ISBN NO 97894-75368-274
- "Digitalization in the Global and Indian Economy Growth and Development", chapter 9, in the book, "Digitalization of the economic growth and development" by first book publishers
- "Futuristic Trends in Management", published by Interative International Publishers, volume 3, book 11, ISBN :978-93-5747-980

Dr. S. Renugadevi, Professor

- "Futuristic Trends in Information Technology", published by Interative International Publishers, ISSN: 978-93-6252-516-1
- "A Study on viewers attitude towards selected Tamil Channels in Coimbatore City", Volume 3, Chapter 26, in the book Futuristic Trends in Social Science by Interative International Publishers
- "A study on Socio Economic impact of covid 19 Pandemics among Migrnat workers in Coimbatore City", Volume 3, Chapter 1, in the book Futuristic Trends in Information Technology by Interative International Publishers
- "A Study on Problems faced by Construction workers in Coimbatore City", Volume 3, Chapter 50 in the book, Futuristic Trends in Social Science by Interative International Publishers

Ms.B.Sooriapriya, Assistant Professor

- "Company Law", published by Bhavatarini Publication Bangalore, ISBN: 978-93-85264-35-6
- "Principles of Management", published by Interative International Publishers, ISBN:978-93-5747-406-1

STUDENTS ACHIVEMENTS

ONLINE COURSE

NPTEL	INFOSYS SPRING BOARD	OTHERS
55 Certificates	1180 Certificates	207 Certificates

STUDENT PUBLICATIONS

- Dinesh S, Sakthi Balan K, III B.Com. CS CA 'B', "Role of Technology in Skill Development", International Journal of Innovative Research in Technology, ISSN No: 2349-6002, June 2023
- Sakthi Balan K, Pranav Kumar P, III B.Com. CS CA 'B', "Virtual Warehousing", International Journal of Innovative Research in Technology, ISSN No: 2349-6002, July 2023
- Kishore S K, Kavin Selvakumar G, III B.Com. CS CA 'B', "Industry, Innovation and Infrastructure", International Journal of Innovative Research in Technology, ISSN No: 2349-6002, July 2023
- S Sharikasini, D Megha, M Subhashri, R Anusha, III B.Com. CS CA 'B', "Impact of the New Policy on Future Generation", International Journal of Innovative Research in Technology, ISSN No: 2395-1052, Sep. 2023
- D Sara Rexylin, K Meena, III B.Com. CS CA 'B', "Digitalisation in the Insurance and Baking Sectors", International Journal of Innovative Research in Technology, ISSN No: 2395-1052, Sep. 2023
- C B Aparna, S I Haritha, III B.Com. CS CA 'B', "Case Study on Comparative Analysis of Airtel vs Jio", International Journal of Innovative Research in Technology, ISSN No: 2395-1052, Sep. 2023
- Dinesh S, III B.Com. CS CA 'B', "A Study on Customer Satisfaction Towards Lulu Hypermarket in Coimbatore", Journal of Technology, ISSN No: 1012-3407, Volume 12, Issue 4, Apr. 2024
- Pranav Kumar P, III B.Com. CS CA 'B', "A Study on Exploring Customer Perceptions and Experiences with Ayurvedic Medicines: A Holistic Approach in Enhancing User Satisfaction", Journal of Technology, ISSN No: 1012-3407, Volume 12, Issue 5, Apr. 2024
- Aparna C B, III B.Com. CS CA 'B', "A Study on Customer Satisfaction and Preference on Jio Mart in Coimbatore", Journal of Technology, ISSN No: 1012-3407, Volume 12, Issue 4, Apr. 2024
- Deva Dharshini E, III B.Com. CS CA 'B', "A Study on Role of Eustress Management and Work Life Balance

among Private College Teachers in Coimbatore District", International Journal of Research and Analytical Reviews, ISSN No: 2348-1269, Volume 11, Issue 2, Apr. 2024

- Logameithra V M, III B.Com. CS CA 'B', "A Study on Customer Satisfaction Towards TATA Motors with Reference to Tirupur City", Journal of Technology, ISSN No: 1012-3407, Volume 12, Issue 4, Apr. 2024
- Nithya Sri S, III B.Com. CS CA 'B', "A Study on Customer Satisfaction Towards Online Shopping with Amazon with Special Reference to Coimbatore City", International Journal of Advance Research and Innovative Ideas in Education, ISSN No: 2395-4396, Volume 10, Issue 3, Apr. 2024
- Samyuktha R S, III B.Com. CS CA 'B', "A Study on Consumer Perception Towards Oppo Mobile Phone with Special Reference to Coimbatore City", Journal of Technology, ISSN No: 1012-3407, Volume 12, Issue 4, Apr. 2024
- Suroopika D, III B.Com. CS CA 'B', "A Study on Brand Reputation and Marketing Strategies of Health Care Services in Mankind Pharma", Journal of Technology, ISSN No: 1012-3407, Volume 12, Issue 4, Apr. 2024
- Nivithasree S, III B.Com. CS CA 'B', "A Study on Impact of Remote Work on Employee Productivity and Job Satisfaction of Gebbs Health Care Solution", Journal of Composition, ISSN No: 0731-6755, Volume 15, Issue 4, Apr. 2024

STUDENT PRESENTATIONS

- Koushika T, I M.Com. CS, presented a Paper on "Bankruptcy Predication", at Sri Krishna College of Arts and Science and won the "Best Paper Award" on 11.01.2024
- Koushika T, I M.Com. CS, presented a Paper on "Sales Inventory Management", at Sri Krishna College of Arts and Science on 11.01.2024
- Shobika S, I M.Com. CS, presented a Paper on "Sales Inventory Management", at Sri Krishna College of Arts and Science on 11.01.2024
- Monisha E, II B.Com. CS CA 'B', presented a Paper on "Digital Transformation in Banking", at Sankara College of Science and Commerce on 23.02.2024
- Dheena Dayalan, II B.Com. CS CA 'B', presented a Paper on "Modernizing Traditional Agriculture: A Pathway to Sustainable Development", at Sankara College of Science and Commerce on 23.02.2024

STUDENTS WORKSHOP

- S Indhumathi, K Deepa Malini, S Sri Abirami, A Nivethitha, Eunice Christina, II M.Com CS, attended a workshop on "Registration and Returns Under GST", at SNR College of Arts and Science on 06.07.2023
- Thirty Six Students of III B.Com CS CA 'A', attended a workshop on "Role of Financial Institutions and Services for Entrepreneurial Development", at SNR College of Arts and Science on 08.08.2023
- Seven Students of III B.Com CS CA 'B', attended a workshop on "Role of Financial Institutions And Services For Entrepreneurial Development", at SNR College of Arts and Science on 08.08.2023
- Nine Students of III B.Com CS CA 'B', attended a workshop on "Free Human Resource Skills Workshop", organised by Tareeqa Global Solution Pvt Ltd on 10.08.2023
- Dharani Tharan S, Sanjai S M, Hari Haran M, I B.Com. CS CA 'B', attended a workshop on "2 Days International Conference", conducted by KPR College College of Arts Science and Research on 29.01.2024 and 30.01.2024
- Neha K B, Swathi P, Thirshna S, Rithanya S of I B.Com. CS CA 'B', attended a workshop on "1 Day International Conference", conducted by Sankara College of Science and Commerce on 29.02.2024
- Mugesh Kumar D of II B.Com. CS CA 'B', attended a workshop on "1 Day International Conference", conducted by KPR College College of Arts Science and Research on 27.03.2024
- Six Students of II B.Com. CS CA attended a workshop on "Entrepreneurship and Innovation Through Startup India Initiative", conducted by the ICSSR at Shri Nehru Maha Vidyalaya College of Arts and Science College on 28.02.2024
- Sri Vikash T of II B.Com. CS CA 'B' attended a workshop on "Auditor's Conclave 2024", at KPR College of Arts Science and Research on 28.02.2024
- Priyadharshini S B and Sneha Unni U of I B.Com. CS CA 'B' attended a workshop on "Auditor's Conclave 2024", at KPR College of Arts Science and Research on 28.02.2024
- Ten Students of II B.Com. CS CA 'A' attended a workshop on "National Conclave", at Kumaraguru College of Liberal Arts and Science on 15.03.2024
- Nine students of III B.Com. CS CA 'B' attended a workshop on "National Conclave", at Kumaraguru College of Liberal Arts and Science on 15.03.2024

INTER COLLEGIATE COMPETITION

- Ten Students of III B.Com. CS CA 'B' won I prize in "Short Film Competition", conducted by Dr. NGP IT on 26-08-2024
- Pooja Srinithi. B. S, III B.Com. CS CA 'B' won I prize in "NGP Fest", conducted by Dr.N.G.P. Arts and Science College on 20.12.2024
- Sadhanaa. B, Tharakeswari. M. M, Mahalakshmi. S and Janani. S of II B.Com. CS CA 'A' won I prize in "Fireless Cooking", conducted by Dr.N.G.P. Arts and Science College on 20.12.2024
- Gokul N, Naresh S, III B.Com. CS CA 'B' won I prize in "Short Film Competition", conducted by SNS College of Engineering on 12-09-2023
- Dharshan J, Kishore S K, Pranav Kumar P, Vaitheeswari S of III B.Com. CS CA 'B' won III Prize in "AD Mad", conducted by Sri Ramakrishna College of Arts and Science on 18-08-2023
- Chandrakanth A, Sathish Kumar V M, Naveneeth L, Krishna Prasath S of III B.Com. CS CA 'B' won II Prize in "Corporate Comrades", conducted by Sri Ramakrishna College of Arts and Science on 18-08-2023
- Ramya J and Priyanka of I B.Com. CS CA 'B' won I Prize in "Meandi", conducted by Hindustan College of Arts and Science on 14-08-2023
- Nivetha Sree S, Rithanya S, Ashiq A and Neha K B of I B.Com. CS CA 'B' won III Prize for "Group Dance", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20-12-2023
- Dharisha B, Aarthi T, Abinash G and Siachin M of I B.Com. CS CA 'A' won III Prize for "Group Dance", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20-12-2023
- Kiran A and Arjun K M of II B.Com. CS CA 'A' won III Prize for "Group Dance", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20-12-2023
- Pooja Srinithi B S of III B.Com. CS CA 'B' won II Prize for "Tamil Poetry", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20-12-2023
- Ashwaitha K and Sangeethanani N of I B.Com. CS CA 'A' won I Prize in "Business Quiz", conducted by Dr. N.G.P Arts and Science College on 21-12-2023
- Ramya J and Kavya Sri M S of I B.Com. CS CA 'B' won I Prize in "Poster Presentation", conducted by Dr. N.G.P Arts and Science College on 22-12-2023
- Megala and Maheshwari of I B.Com. CS CA 'A' won I Prize in "Poster Presentation", conducted by Dr. N.G.P Arts and Science College on 05-12-2023
- Priyanka S and Saran Vikash S of I B.Com. CS CA 'B' won II Prize in "Poster Presentation", conducted by Dr. N.G.P Arts and Science College on 05-12-2023
- Ramya J and Kavya Sri M S of I B.Com. CS CA 'B' won III Prize in "Poster Presentation", conducted by Dr. N.G.P Arts and Science College on 05-12-2023
- Gokul Sankar A and Deena Dayalan S of II B.Com. CS CA 'B' won I Prize in "Business Strategies", conducted by Dr. N.G.P Arts and Science College on 05-12-2023
- Ten Students of III B.Com. CS CA 'A' won I Prize in "Moot Court", conducted by Dr. N.G.P Arts and Science College on 27-12-2023
- Eleven Students of, II B.Com. CS CA 'A' won II Prize in "Moot Court", conducted by Dr. N.G.P Arts and Science College on 27-12-2023
- Ten Students of II B.Com. CS CA 'B' won III Prize in "Moot Court", conducted by Dr. N.G.P Arts and Science College on 27-12-2023
- Aswin Kumar G, Gokul N, Naresh S and Rohitt Dharsan R of III B.Com. CS CA 'B' won 1st Prize in "Short Film", conducted by Nehru College of Management on 09-02-2024
- Bhuvaneshwari M, III B.Com. CS CA 'A' won 1 Prize in "Short Film", conducted by Nehru College of Management on 09-02-2024
- Six Students of III B.Com. CS CA 'B' won 1 Prize in "Short Film", conducted by Sankara College of Science and Commerce 23-02-2024
- Bhuvaneshwari M, III B.Com. CS CA 'A' won 1 Prize in "Short Film", conducted by Sankara College of Science and Commerce 23-02-2024
- Jayanthi R and Priyanka S, I B.Com. CS CA 'B' won I Prize in "Meandi", conducted by Dr. N.G.P Arts and Science College 21-02-2024

INTER COLLEGIATE COMPETITION

- Ten Students of I B.Com. CS CA 'B' participated in "Group Dance", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20.12.2023
- Pooja Sree V, Gopika S and Rekha M of II B.Com. CS CA 'B' participated in "Tamil Poetry", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20.12.2023.

- Monisha E, Meena S and Rabiya Tasneema S A of II B.Com. CS CA 'B' participated in "English Poetry", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20.12.2023
- Fifteen Students of II B.Com. CS CA 'B' participated in "FireLess Cooking", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20.12.2023
- Five Students of II B.Com. CS CA 'B' participated in "Rangoli", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20.12.2023
- Gopika K, Priyadarshini S B, Ridhanya B and Mounisha K of I B.Com. CS CA 'B' participated in "FireLess Cooking", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20.12.2023
- Five Students of I B.Com. CS CA 'B' participated in "Rangoli", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20.12.2023
- Visahalacthi S, Yamuna N, Priya Dharshini M and Dhanyashree G of III B.Com. CS CA 'A' participated in "FireLess Cooking", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20.12.2023
- Gokila R, Sri Vaishnavi C S, Pugal Jothi R and Harshini P of III B.Com. CS CA 'A' participated in "FireLess Cooking", in "NGP Fest", conducted by Dr. N.G.P Arts and Science College on 20.12.2023
- Vipin Das, Aswin, Sharan and Sathish Kumar V M of III B.Com. CS CA 'A' participated in "Treasure Hunt", conducted by Sri Krishna Adithya College of Arts and Science on 20.12.2023
- Abinesh G of I B.Com. CS CA 'A' participated in "Solo Singing", conducted by Sri Krishna Adithya College of Arts and Science on 02.02.2024
- Abinesh G of I B.Com. CS CA 'A' participated in "Glass Painting", conducted by Sri Krishna Adithya College of Arts and Science on 02.02.2024
- Vasanth P N and Madheshwaran K of II B.Com. CS CA 'B' participated in "Freeze the Moment" conducted by Sri Krishna Adithya College of Arts and Science on 02.02.2024
- Nine Students of III B.Com. CS CA 'B' participated in "Mask Your Thoughts", conducted by Sri Krishna Adithya College of Arts and Science on 02.02.2024
- Pruthbiraj Barik J of I B.Com. CS CA 'B' participated in "Idea to Excel", conducted by Sri Krishna Adithya College of Arts and Science on 02.02.2024
- Rabiya Tasneema S A, Vaishnavi K, Pooja Shree V and Sharmika S of II B.Com. CS CA 'B' participated in "Quiz Pro", conducted by Sri Krishna Adithya College of Arts and Science on 02.02.2024
- Ajay Jeyaprakash S, Srivikash T, Vasanth P N and Madheshwaran K of II B.Com. CS CA 'B' participated in "Treasure Hunt", conducted by Sri Krishna Adithya College of Arts and Science on 02.02.2024
- Ajay Jeyaprakash S and Srivikash T of II B.Com. CS CA 'B' participated in "Treasure Hunt", conducted by Sri Krishna Adithya College of Arts and Science on 02.02.2024
- Sabri B and Srivikash T of II B.Com. CS CA 'B' participated in "Photography", conducted by CMA Institute Cochin Chapter on 14.02.2024
- Six Students of II B.Com. CS CA 'A' participated in "AD-A-THON", conducted by PSG College of Arts and Science on 21.02.2024
- Vibushana K, Shobika T, Dharshini S and Shrinidhi E of II B.Com. CS CA 'A' participated in "Treasure Hunt", conducted by PSG College of Arts and Science on 21.02.2024
- Ajay Jeyaprakash S, Vasanth P N, Srivikash T and Madheshwaran K of II B.Com. CS CA 'B' participated in "Bidding War", conducted by PSG College of Arts and Science on 21.02.2024
- Adith K, Marimuthu Kumaran A, Naveen Kumar K S S and Nitheesh N of II B.Com. CS CA 'A' participated in "Treasure Hunt", conducted by Sankara College of Arts and Science on 23.02.2024
- Five Students of III B.Com. CS CA 'B' participated in "Short Film", conducted by Sankara College of Arts and Science on 23.02.2024
- Bhuvaneshwari M of III B.Com. CS CA 'A' participated in "Short Film", conducted by Sankara College of Arts and Science on 23.02.2024
- Ten Students of I B.Com. CS CA 'B' participated in "Professional Fesita", conducted by PSGR Krishnammal College for Women on 21.02.2024
- Ajay Jeyaprakash S and Madheshwaran K of II B.Com. CS CA 'B' participated in "Professional Fesita", conducted by PSGR Krishnammal College for Women on 21.02.2024

SPORTS ACHIEVEMENTS

- Bharani Tharan T of II B.Com. CS CA 'A' won Gold Medal in "Discus Throw", organised by 21st Erode District Junior Athletic Championship on 02.09.2023

- Bharani Tharan T of II B.Com. CS CA 'A' won Gold Medal in "Shot Put", organised by 21st Erode District Junior Athletic Championship on 03.09.2023
- Bharani Tharan T of II B.Com. CS CA 'A' won Silver Medal in "Discus Throw", organised by 5th Tamilnadu State Youth Athletic Championship May 2024



Arul. G, II B.Com. CS CA 'B', Achieved "World Record" in "Silambam", held at Santhanam Vidyalaya Senior Secondary School on 24.12.2023



Ganeshraja K I B.Com. CS CA 'A', won I PRIZE in "Volleyball", held at The American College, Madurai on 21.02.2024 and 22.02.2024

- Sanjay S of I B.Com CS CA 'A' won II Prize in "1500 Mts", organised by the Tamilnadu Athletic Association on 14.09.2023
- Nirmal John of I M.Com CS won III Prize in "Volley Tournament", organised by Sacred Heart College on 12.09.2023

PROFESSIONAL COURSE CLEARED-FOUNDATION

The following students from the Department of Commerce with Corporate Secretaryship CA cleared the CSEET-foundation conducted by The Institute of Company Secretaries of India in June 2023, Nov 2023 and May 2024

• Monisha E – II B.COM. CS CA B	• Abirami S – I B.COM. CS CA A
• Pooja shree V – II B.COM.CS CA B	• Ridumigha A.M – I B.COM.CS CA A
• Senthamarai Kannan P. A – II B.COM.CS CA B	• Anushuyaa M – I B.COM.CS CA B
• Sharmika S – II B.COM. CS CA B	• Hema P – I B.COM.CS CA B
• Sudharsan G – II B.COM.CS CA B	• Jayanthi R – I B.COM. CS CA B
• Vaishnavi K – II B.COM. CS CA B	• Neha K.B – I B.COM. CS CA B
• Vasanth P.N – II B.COM.CS CA B	• Nirmal kumar G – I B.COM.CS CA B

PLACEMENTS

- Nivethitha A of II M.Com. CS got placement in Deloittee with highest annual salary package of RS. 7.50 LPA
- Sakthi Balan K from III B.Com. CS CA has the highest offers in the department of 7 offers in HRH, TCS, Sutherland, Pronoia Insurance, ED Vedha, Goan Institution, Concentrix
- Students from III B.Com. CS CA and II M.Com. CC got placement with 190 offers in various companies like Accenture, HCL, Infosys, TCS etc

DEPARTMENT OF COMMERCE WITH INFORMATION TECHNOLOGY

Bachelor of Commerce with Information Technology (B.Com. IT) is a unique course in Commerce, blending information management with business. The students take courses in applied computer networks, systems design and principles. B.Com Information Technology is a three year under graduate programme, introduced in the year 2011 with the sanctioned strength of 50 intake. The sanctioned strength was increased to 60 in the year 2014. From the year 2021 the sanctioned strength has been increased to 360. The department has received funds from UGC, ICSSR and DST-EDI.

NATIONAL CONFERENCE



A National Conference entitled **“Emerging Technologies and Innovations in Service Sectors”** on 14.09.2023

GUEST LECTURES



Mr. L.Levale, Senior Developer, LITZ Tech India Pvt Ltd, Coimbatore delivered a lecture entitled **“Career Guidance in IT Sector”** on 15.12.2023



Mr.M.S.Murugesh, Finance controller, RMPCCG, Global service center SEZ chilpark, Coimbatore, delivered a lecture entitled **“Career Dynamics in Accounting Sector”** on 25.08.2023



Ms.V. Santhana Lakshmi, Senior Data Scientist, delivered a lecture entitled **“Application of Machine Learning in Business”** on 22.07.2023

WORKSHOP



Mr.Suhas Sivadasan, Architect, Delopt Pvt Ltd, Coimbatore, conducted a workshop entitled **“PC hardware”** on 22.09.2023

INTER DEPARTMENTAL EVENT



An Expo on "**E-Commerce**" on 19.01.2024

ALUMNI INTERACTION



Mr P.Jeevandham, Senior Lease Admin Associate Abstraction, Chennai, delivered a lecture entitled "**Business Intelligence**" on 22.12.2023



Ms.M.Poovizhi, ARAnalyst, QBSS Solutions, Nava India, Coimbatore, delivered a lecture entitled "**Impact of Artificial intelligence on software development**" on 12.08.2023



Ms.Mohanapriya ,Online Tutor UIUX Designer, Focus Edumatics, Coimbatore and **Ms.Ramya**,Process Associate, Wave online Infoway Ltd, Coimbatore delivered a lecture entitled "**Application of Recent Technologies in Education Sector**" on 11.07.2023

EXTENSION ACTIVITY



Extension Activity on "**Ayushman Bharath Scheme**" at Thippanur on 24.02.2024

STAFF PUBLICATIONS

- Dr.G. Rajeshwari, Assistant Professor published a paper entitled "Impact of Covid on Indian Economy" in Communication and Management Journal, Vol 9, Issue 3, ISSN:2269-7195, Mar. 2024
- Dr.G. Rajeshwari, Assistant Professor published a paper entitled "Exploring the Evolution of Home Automation Technologies" in Communication and Management Journal, Vol 9, Issue 3, ISSN:2269-7195, Mar. 2024
- Mrs.R. Anitha, Assistant Professor published a paper entitled "Evolution of Cyber Physical System" in Journal of Emerging Technologies and Innovative Research, Vol 11, Issue 3, ISSN:2349-5162, Mar. 2024
- Mrs.R. Anitha, Assistant Professor published a paper entitled "Robotic Process Automation in Artificial Intelligence" in International Journal of Innovative

Science and Research, Vol 9, Issue 3, ISSN:2456-2165, Mar. 2024

Dr.S. Kamalaveni, Professor& Head

- “Navigating the Cloud: A Comprehension Study on Information Security in Cloud Computing,” International Journal of Innovative Science and Research Technology, Vol 9, Issue 3, ISSN: 2456-2165, Mar. 2024
- “Digital classroom: Exploring the landscape of online education”, International Journal of Applied Research, Vol.10, Issue 5, Page No.29 – 33, ISSN Online: 2394-5869 (Google Scholar)
- “Green Banking Initiatives for Sustainable Economic Growth”, International Journal of Innovative Research in Technology, Volume 10, Issue 12 | ISSN: 2349-6002, P. No 56-59 (UGC approved)
- “Comparative Study on the Financial Performance of Tata Consultancy Services Ltd. And WIPRO Ltd”, International Journal of Humanities Social Sciences and Management (IJHSSM), Vol. 3, Issue 3, Apr. 2024

Dr.P. Kannan,Associate Professor

- “Application of Block Chain Technology in Industries”, International Journal of Innovative Science and Research Technology, Vol 11, Issue 3, ISSN:2349-5162, Mar. 2024
- “Cyber Security and Ethical Hacking”, International Journal of Innovative Science and Research Technology, Vol 11, Issue 3, ISSN:2349-5162, Mar. 2024
- “Translation Acoustic RF Communication”, International Journal of Innovative Science and Research Technology, Vol 11, Issue 3, ISSN:2349-5162, Mar. 2024
- “A Study on The Investor’s Awareness Towards Crypto Currency in Kerala With Special Reference to Malappuram District”, International Advanced Research Journal in Science, Engineering and Technology, Vol 10, Issue 7, ISSN:2394-1588, Jul. 2023

Dr.J.Lilly, Profssor

- “Consumers Embrace towards Electric Two-wheeler”, AEGAEUM Journal, Volume 12, Issue 5, pp 76 – 83, May 2024
- “Exploring the Subscription Economy: An Investigation into user preferences and challenges”, Journal of Emerging Technologies and Innovative Research, Volume 11, Issue 5, i77 to i81, May 2024

- “Global Warming- Need of the Hour”, Journal of Emerging Technologies and Innovative Research, Volume 11, Issue 3, c595 to c600
- “Solid Waste Management- A Way to Environment Sustainability”, Communication and Management Journal, Volume 9, Issue 3, pp 362-368, Mar. 2024
- “Unleashing Website’s Potential with Search Engine Optimization Strategies”, International Journal of Scientific Research in Engineering and Management, Volume 8, Issue 3, Mar. 2024
- “A Study on Celebrity Endorsement and Consumer Behaviour of Soft drinks among college students with reference to Coimbatore city”, International Journal of Creative Research Thoughts, Volume 11, Issue 8, Aug. 2023
- “Consumer buying attitude towards bio-degradable napkins”, IJSART, Volume 9, Issue 9, Sep. 2023

Dr.N.Deepa, Assistant Professor

- “Social Media Marketing in Modern Technologies” International Journal of Innovative Science and Research, Vol 9, Issue 3, ISSN:2456-2165, Mar. 2024
- “Impact of artificial intelligence in Human Psychology” International journal of research in applied science & engineering technology, Vol 12, Issue 3, ISSN: 2321-9653, Mar. 2024
- “Analysis of Energy Efficiency Routing Protocols for Wireless Sensor Network” International journal for research in applied science and engineering technology, Vol 11, Issue XII, ISSN: 2321-9653, Dec. 2023
- “A Review Paper on Recent Trends in Wireless Network” Journal of Emerging Technologies and Innovative Research, Vol 11, Issue 02, ISSN-2349-5162, Feb. 2024

Mrs.D.Malarvizhi, Assistant Professor

- “The Evaluation of Animation and Graphics” International Journal of Innovative Science and Research, Vol 9, Issue 3, ISSN:2456-2165, Mar. 2024
- “An Extensive Analysis of Feature Selection in Machine Learning” International journal for research in applied science and engineering technology, Vol 11, Issue XII, ISSN: 2321-9654, Dec. 2023
- “Pipelined Ensemble Architecture for Mortality Prediction on MIMIC III” Journal of Advanced Zoology, Vol44, Issue 04, ISSN:0253-7214, Dec. 2023

- “An Overview of Big Data Analytics, Concepts, and Techniques: Possibilities, Problems, and Challenges” International Journal of Research and Analytical Review, Vol 11, Issue 01, E-ISSN 2348-1269, P- ISSN 2349-5138, Feb. 2024

Mr S.Muruganantham, Assistant Professor

- Green Banking Initiatives for sustainable Economic Growth, International Journal of Innovative Research in Technology, vol. 10, issue. 12, ISSN: 2349-6002, Impact Factor: 7.37, Feb. 24
- “A Study on Customer Perspectives Towards Digitized Payment Systems of Retail Stores in Coimbatore City, Humanities and Social Science Studies, Vol. 12, Issue 2, No. 14, ISSN: 2319-829X, July – Dec. 2023
- “Awareness and knowledge on artificial intelligence among accountancy students” EPRA International Journals of Multidisciplinary Research, Vol 10, Issue 02, ISSN - Online 24553662, Feb. 2024
- “Consumer Protection Act, 1986: The role of Consumer Dispute Redressal Agencies with the Values of Effective Complaint Handling” Journal of Emerging Technologies and Innovative Research, Vol 10, Issue 07, ISSN - 2349-5162, Jul. 2023
- “A study on Employee Motivational Technique at SKM EGG Product Export (INDIA) LTD., Erode” International Journal of Research and Analytical Reviews, Vol 10, Issue 03, ISSN - 2348-1269, Jul. 2023

BOOK CHAPTER PUBLICATIONS

- Dr. S. Kamalaveni, Professor and Head “Green Banking Initiatives for Sustainable Economic Growth”, ICSSR sponsored Two days National Conference on Inducing Green Practice Strategies for Sustainable Future held at PSG College of Arts and Science, Coimbatore on 18-Mar-2024 & 19-Mar-2024, P366-370, ISBN No.978-81-971077-3-3, Multi Spectrum Publications, Tamil Nadu
- Mrs.D. Malarvizhi, Assistant Professor, Chapter published “Recent trends in the field of Computer Science and Information Technology”, ISBN No.978-93-5577-685-3, Dec. 2023
- Mrs.R.Anitha, Assistant Professor, Chapter published “Recent trends in the field of Computer Science and Information Technology”, ISBN No.978-93-5577-685-3, Dec. 2023

FACULTY DEVELOPMENT PROGRAM

- Dr.S.Kamalaveni, Professor and Head attended one week International Virtual FDP on “Paradigms of Scientific Research” from 06.05.2024 to 10.05.2024 held at VLB Janakiammal College of Arts and Science, Coimbatore
- Dr.J.Lilly, Assistant Professor, attended a FDP entitled “Emerging Trends and Challenges in Commerce and Management Education” from 19.09.2023 to 26.09.2023
- Dr. D. Suresh Kumar, Associate Professor attended a FDP entitled “Role of Financial Institutions and Service's for Entrepreneurial Development” on 08-08-2023
- Mrs.D.Malarvizhi, Assistant Professor, attended a FDP entitled “Recent Trends in Multidisciplinary research” at SRM Institute of Science and Technology from 07.07.2023 to 18.07.2023

STAFF PRESENTATIONS

- Dr.N.Deepa, Assistant Professor presented a paper entitled “Energy Efficient Routing Protocols for WSN” at Sri Krishna College of Arts and Science between 20.12.2023 and 21.12.2023
- Mrs.D.Malarvizhi, Assistant Professor presented a paper entitled “Machine Learning: Review of Learning Types” at KPR College of Arts Science and Research on 02.02.2024
- Mrs.R.Anitha, Assistant Professor, presented a paper entitled “Review of Data Mining and Machine Learning Tools” at KPR College of Arts Science and Research on 02.02.2024
- Dr.N.Deepa, Assistant Professor presented a paper entitled “Trend of big data and its applications” at KPR College of Arts Science and Research between 25.09.2023 and 26.09.2023
- Mrs.D.Malarvizhi, Assistant Professor presented a paper entitled “Tomorrow's accountant: Role of cost and management account in digital future” at Sri Ramakrishna college of Arts and Science on 24.08.2023
- Mrs.R.Anitha, Assistant Professor presented a paper entitled “Tomorrow's accountant: Role of cost and management account in digital future” at Sri Ramakrishna college of arts and science on 24.08.2023
- Dr.P.Kannan, Associate Professor presented a paper entitled “Rural women empowerment through skill development” at Nalla Muthu Gounder Mahalingam college on 10.08.2023

- Dr. J.Lilly, Assistant Professor presented a paper entitled "Sqnoras knowledge on government schemes for school children with special reference to girls" at Nalla Muthu Gounder Mahalingam college on 10.08.2023

FUNCTIONAL FACULTY DEVELOPMENT PROGRAMME

- Dr.N.Deepa, Assistant Professor delivered a lecture "Current trends in E-Commerce" at Dr.N.G.P. Arts and Science College on 23.01.2024

CONSULTANCY

- Dr.S.Kamalaveni, Professor and Head, consultant for Sri Murugan Industries, Madathukulam undertaken Pay roll management and received Rs.16000

SKILL BASED COURSE(VACC)

- Conducted VACC entitled "Ethical Hacking and Cyber Security" at Dr. N.G.P. Arts and Science College on Oct-2023.
- Conducted VACC entitled "Digital Marketing" at Dr.N.G.P. Arts and Science College on Oct-2023.

RESOURCE PERSON

- D.Malarvizhi, Assistant Professor, delivered a Lecture at Hindusthan College of Arts and Science on 11.01.2024
- Dr.N. Deepa, Assistant Professor, delivered a Lecture at PSGR Krishnammal College for Women on 11.01.2024

STUDENTS ACHIEVEMENTS

ONLINE COURSES

The following are the number of students completed MOOC Courses

S.No	Name of the Course	Number of Students
1	Coursera	3
2	Google digital unlocked	15
3	Great learning	25
4	Infosys Springboard	50
5	NPTEL	10
6	Solo learn	120

STUDENTS PRESENTATION

- Ms Kaviya presented a paper on "Machine Learning: A Review of Learning Types" in an International conference at K.P.R. College of Arts Science and Research on 02.02.2024

- Ms S Arthika presented a paper on "Machine Learning: A Review on Data Mining and Machine Learning Tools" in an International conference at K.P.R. College of Arts Science and Research on 02.02.2024

- Ms Abinaya and Ms Sivaranjani presented a paper on "Trends of Big Data and its Applications" in a two-day National conference Role of entrepreneurship in the changing economic environment at K.P.R. College of Arts Science and Research on 22.09.2023

- Mr R. Arun, S. Mohammed, T. Naveen and R Nithisha presented a paper titled "Self-Reliant India for utilization of Resources" at N.G.M college on 12.10.2023

STUDENT AWARDS

- R.Rohinth and S.Vinithkumar won prize in Start-up Ideas organized by Dr.N.G.P. Arts and Science College on 10.01.2024
- R.Rohinth won prize in Kalailakiayapoti organized by Hindusthan college of arts and science on 15.07.2023
- R.Rohinth and S.Vinithkumar won prize in IYALUZHAGU organized by Dr.N.G.P. Arts and Science College on 28.07.2023
- Mr Udhaya participated in TCL Race and secured highest points and won gold medal with 2 lakhs voucher on 22.10.2023

INTERCOLLEGIATE COMPETITIONS

- Vinithkumar S, Muruganantham S, Surikanth, Rohinth R,Rajeev R,Sibinathan, Kaleeshwaran M,Aathithyan R, Kevin Dev D, and Logesh Kumar R of B.COM IT participated in Technical Meet conducted by KPR College of Arts and Science on 21.02.2024
- Mohanraj R, Naveen K, Arjun, and Aathithyan of II B.COM IT participated in Auditors Conclave 2024 conducted by KPR College of Arts and Science on 21.02.2024

PLACEMENTS

- Students got selected in State Street HCL Services with highest salary
- Chinmaya Ashok and Harsha Vardhan R from III B.Com. IT have received the highest number of offers in the department, securing offers from Accenture, Preludesys, KGISL, QBSS, Sutherland
- Students received offers from 42 different companies including HCL, Accenture, QBSS etc

DEPARTMENT OF COMMERCE WITH PROFESSIONAL ACCOUNTING

The Department of Commerce with Professional Accounting was established in the year 2012, with 2 faculty members and 41 students. At present, it has expanded to 9 faculty members and 351 Students. The department is eternally and eventually directed towards creating the new categories of Skilled Professionals, Entrepreneurs, Finance experts, Accounts managers and Management experts by dint of its exceptional pragmatic teaching learning systems.

GUEST LECTURES



CA.N.V.Palanisamy, Chairman-ICAI Coimbatore Chapter, NVP & Co, Chartered Accountant, Coimbatore delivered a lecture entitled **“Orientation on Professional Courses”** on 19.07.2023



Dr.R.Senthil Kumar, Professor, Department of Computer Science with Cognitive Systems, Dr.N.G.P Arts and Science College, Coimbatore, delivered a lecture entitled **“IOT and Commerce”** on 23.08.2023



Ms. Praveena Prakash, Founder , Pratvi natural Products, CEO Ayu Tree India Ltd. Liability Partnership Firm , MD, Village Virunthu, Coimbatore delivered a lecture entitled **“Pioneering Entrepreneurship in Digital era”** on 15.12.2023



“Auditors’ Conclave on “Auditing in new age” (ACANA-2023) was organized by Department of Commerce with Professional Accounting in association with ICAI on 21.09.2023

ICSSR SPONSORED NATIONAL CONFERENCE



A National Conference on **“National Education Policy 2020: Challenges and opportunities for higher education institutions in India”** was organized on 27.12.2023

ICSSR SPONSORED WORKSHOP



An awareness workshop on **“Recognition and Practice of Pradhan Mantri Fasal Bima Yojana among the Farmers”** sponsored by the ICSSR, New Delhi was organized on 19.02.2024

ALUMNI INTERACTION



Mr.R.Logahari (2013-16 Batch), Accounts Officer, Larsen and Toubro limited, Chennai, interacted with the students on the topic **“Career planning: College to Corporate”** on 22.07.2023



Ms.M.Rohini (2013-16 Batch), Digital Marketing and Vlogger, Influencer, Coimbatore interacted with the students on the topic **“Career Development based on AI”** on 30.01.2024

EXTENSION ACTIVITY



An Awareness Program on **Nikshay Poshan Yojana (Nutritional Support to TB Patients)** in association with Reach NGO-Coimbatore at Padhuvampalli on 23.09.2023

INTRA DEPARTMENTAL COMPETITION



Swachhata Pakhwada Celebration Competition (Digital Poster Presentation) on the theme **Curbing Single use Plastic** was conducted on 15.09.2023

STUDENT DEVELOPMENT PROGRAMME



A Student Development Program on **“AI in Today's World (Commerce Perspective)”** was conducted by **Ms.S.Banusree** and **Mr.A.Dhanabal**, III.B.Com. (PA)-B on 10.01.2024

PROFESSIONAL HUNT 2023



PROFESSIONAL HUNT was organized by the third year students of the department on 21.12.2023. Various competitions such as **Best Auditor, Business Quiz, Market your Product, Poster presentation** were conducted

VISITING FACULTY LECTURE



CA.NAVANEETHAN.K, Navaneethan & Associates delivered a lecture on the topic **GST** on (01.02.24, 02.02.24, 12.02.24, 14.02.24 and 16.02.24)

GRANTS RECEIVED

Name	Event Title	Agency	Amount	Date
Dr.M.Kalimuthu	Short Term Empirical Research Project on "NEP-2020: Opportunities and Challenges of HEIs in Achieving Gross Enrolment Ratio (GER) in Creating Human Resources to the Paradigm Industry Requirements: A study of selected HEIs of Karnataka and Madhya Pradesh"	ICSSR New Delhi (6 Months)	Rs.10,00,000	29.08.2023
Dr.S.Suguna Dr.K.Vanaja Mr.A.David	Short Term Empirical Research Project on 'Recognition and Practice of Pradhan Mandri Fasal Bima Yojana among the farmers in Western Zone of Tamilnadu"	ICSSR New Delhi (5 Months)	3,90,000	27.09.2023
Dr.M.Kalimuthu	National Conference on "National Education Policy-2020: Challenges and Opportunities of Higher Education Institutions in India	ICSSR New Delhi	Rs.1,00,000	15.11.2023

BOS MEMBER

- Dr.M.Kalimuthu, Professor acted as a Member of Board of Studies at A.J.K College of Arts and Science on 19.07.2023
- Dr.S.Suguna, Associate Professor, acted as a Member of Board of Studies at K.S.R College of Arts and Science on 16.05.2024

STAFF PUBLICATIONS

Dr.K.Vanaja, Professor and Head

- "A Study on Consumer Preference of Online Pharmacy APPS with special reference to Coimbatore City" in International Research Journal of Modernization in Engineering Technology and Science, Volume 07 Issue 07, ISSN No: 2482-3930, July 2023

- "A Study on Awareness of Government Schemes among Women Entrepreneurs in Coimbatore." in International Research Journal of Modernization in Engineering Technology and Science, Volume 07 Issue 07, ISSN No: 2482-3930, July 2023
- A Study on Customer Satisfaction towards Marketing strategy of PAYTM APP with special reference to Coimbatore City." in International Research Journal of Modernization in Engineering Technology and Science, Volume 07 Issue 07, ISSN No:2482-3930, July 2023

Dr.M.Kalimuthu, Professor

- "Analysis of Crop Insurance Scheme with Special Reference to Coimbatore City", EPRA International Journal of Environmental Economics, Commerce and Educational Management, Vol. 10, Issue 6, ISSN No: 2348 – 814X, SJIF Impact Factor (2023):8.153, June 2023
- "Consumer Satisfaction towards Packaged Drinking Water with Special Reference to Coimbatore City", International Journal of Scientific Research in Engineering and Management (IJSREM), Vol.7, Issue 7, ISSN: 2582-3930, SJIF 2023 – 8.176, July 2023
- "Impact of Celebrity Endorsement on Reliance Trends with Reference to Coimbatore District", International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal), Vol.5, Issue 7, e-ISSN: 2582-5208, Impact Factor 7.868, July 2023
- "Preference of E-Resources Accessed by the Students in Dr.N.G.P Arts and Science College Library, Coimbatore", International Research Journal of Modernization in Engineering Technology and Science(Peer-Reviewed, Open Access, Fully Refereed International Journal), Vol.5, Issue 7, Impact Factor 7.868,July 2023

Dr.S.Suguna, Associate Professor

- "Consumer protection Act, 1986: The role of consumer dispute redressal agencies with the values of effective complaint handling" Journal of Emerging Technologies and Innovative Research UGC Listed Journal Approval No: 63975, ISSN 2349-5162 Issue No.7, Vol.10 July 2023
- "A study on employee motivational technique at SKM egg product export (India) Ltd., Erode" International Journal of Research and Analytical Reviews, UGC Listed Journal Approval No: 43602, ISSN 2349-5138, Issue No.3, Vol.10, July 2023

- "A study on consumer behaviour towards fast moving consumer goods with special reference to Coimbatore district" International Journal of Innovative Research in Technology, UGC Listed Journal Approval No: 47859, ISSN 2349-6002, Issue No.2. Vol.10, July 2023

Dr.N.Ramya, Associate Professor

- "A study on public awareness on post office saving schemes with special reference to Coimbatore city", International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal), with e-ISSN: 2582-5208, Impact Factor- 7.868, Volume:05, Issue:08, Aug. 2023
- "A study on challenges of mom-and-pop store with special reference with Coimbatore city", International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal), with e-ISSN: 2582-5208, Impact Factor 7.868, Volume:05, Issue:07, July 2023
- "A study on consumer perception towards UPI applications with special reference to Coimbatore city", International Journal of Scientific Research in Engineering and Management (An Open Access Scholarly Journal, Index in major Databases & Metadata), with ISSN: 2582-3930, Impact Factor 8.176, Volume:07, Issue:07, July 2023
- "A Systematic review on online and offline classes during covid-19 pandemic", The International journal of analytical and experimental modal analysis (UGC CARE Approved, Peer Reviewed & Referred Journal), with ISSN: 0886-9367, Impact Factor 6.3, Volume-XV, Issue-VI, June 2023
- "A comparative study on students' perception about online and offline classes during covid-19 pandemic among the students of Dr. N.G.P. Arts and Science College, Coimbatore", Journal for Basic Sciences (A UGC Care Group-II Approved Journal & Indexed by Scopus), with ISSN: 1006-8341, Volume-23, Issue-06, June 2023

Dr.P.Dhanya, Associate Professor

- "A study on consumer behavior towards fast moving consumer goods with special reference to Coimbatore district" in International Journal of Innovative Research in Technology, Volume 10, Issue 2, ISSN No:2349-6002, July 2023
- "A study on Entrepreneurial attitude among selected college students in Coimbatore city" in International Journal of Scientific Research in Engineering and Management, Volume 7, Issue 7, ISSN No:2582-3930, Impact Factor 8.176, July 2023

- "A study on Financial performance of Tata Motors Limited" in International Journal of Scientific Research in Engineering and Management, Volume 7, Issue 7, ISSN No:2582-3930, Impact Factor- 8.176, July 2023
- "A study on Problems faced by employees in Geena Garments in Tirupur city" in International Journal of Scientific Research in Engineering and Management Volume 7, Issue 7, ISSN No:2582-3930, Impact Factor 8.176, July 2023
- "A study on Women Empowerment challenges through women entrepreneurship in rural areas with special reference to Coimbatore city" in International Journal of Scientific Research in Engineering and Management, Volume 7, Issue 7, ISSN No:2582-3930, Impact Factor 8.176, July 2023
- "Marketing Analytics of Advanced Technologies in Business" in proceedings of National Conference on Exploring the Technological Advancements in Business-The Future Perspective organized by Department of Commerce with Information Technology, Sri Ramakrishna College of Arts and Science on 13th Sep 2023

Dr.D.Sivasakthi, Associate Professor

- "A study on customers' awareness towards star health insurance with special reference Coimbatore city", International Journal of Scientific Research in Engineering and Management, with ISSN: 2582-3930, Impact Factor- 8.176, Volume-07, Issue-07, July 2023
- "A study on e-payment adoption during the covid -19 pandemic with special reference to Coimbatore city", International Journal of Scientific Research in Engineering and Management with ISSN: 2582-3930, Impact Factor- 8.176, Volume-07, Issue-07, July 2023
- "A study on farmers satisfaction level of using Kisan credit card scheme in HDFC bank with special reference to Coimbatore city", International Journal of Scientific Research in Engineering and Management with ISSN: 2582-3930, Impact Factor- 8.176, Volume-07, Issue-07, July 2023
- "A study on motivational factors towards women entrepreneur with special reference to Coimbatore city", International Journal of Scientific Research in Engineering and Management with ISSN: 2582-3930, Impact Factor- 8.176, Volume-07, Issue-07, July 2023
- "A study on consumers' satisfaction of organic food product with special references to Coimbatore city", International Journal of Scientific Research in Engineering

and Management with ISSN: 2582-3930, Impact Factor- 8.176, Volume-07, Issue-07, July 2023

- "A study on job satisfaction level of food delivery employees in Swiggy with special reference to Coimbatore city", International Journal of Scientific Research in Engineering and Management with ISSN: 2582-3930, Impact Factor- 8.176, Volume-07, Issue-07, July 2023
- "A study on working capital management of State Bank of India", International Journal of Scientific Research in Engineering and Management with ISSN: 2582-3930, Impact Factor- 8.176, Volume-07, Issue-07, July 2023
- "A systematic review on online and offline classes during covid-19 pandemic", The International journal of analytical and experimental modal analysis UGC CARE Approved, Peer Reviewed & Referred Journal), with ISSN: 0886-9367, Impact Factor- 6.3, Volume-XV, Issue-VI, June 2023
- "A comparative study on students' perception about online and offline classes during covid-19 pandemic among the students of Dr.N.G.P. Arts and Science College, Coimbatore, Journal for Basic Sciences (A UGC Care Group-II Approved Journal & Indexed By Scopus), with ISSN: 1006-8341, Volume-23, Issue-06, June 2023

Dr.R.Mayilsamy, Associate Professor

- "A Study on financial performance of Blue Dart Express Limited" International Journal of Scientific Research in Modern Science and Technology, (Peer Reviewed, Open Access, Fully Refereed International Journal), Vol. 2, Issue. 7, July 23
- "A Study on consumers' behaviour towards online shopping with special reference to Coimbatore city", EPRA International Journal of Research and Development, Vol. 8, Issue. 7, July 23
- "A Study on finance performance of Bajaj Finserv Limited", EPRA International Journal of Research and Development, Vol. 8, Issue. 7, July 23
- "A Study on impact of the promotional activities on consumer behaviour towards shopping mall with special reference to Coimbatore", International Journal of Scientific Research in Engineering and Management, (Open Access scholarly journal), Vol. 7, Issue. 7, July 23
- "A survey on consumers' awareness and preference towards online grocery delivery services with special reference to Coimbatore city", International Research Journal of Modernization in Engineering Technology and

Science, (Peer-Reviewed, Open Access, Fully Refereed International Journal), Vo. 6, Issue.4, Apr. 24

- "Patients awareness about the online pharmacy services with special reference to Coimbatore city", International Research Journal of Modernization in Engineering Technology and Science, (Peer-Reviewed, Open Access, Fully Refereed International Journal), Vo. 6, Issue.4, Apr. 24

Mr.A.David, Assistant Professor

- "The Impact of digital marketing strategies in reshaping the buying behaviour among youth towards e-gadgets: an Emperical study", Journal of Foundational Research, ISSN: 2395-5635, Volume XXXI, No. 2 (A), UGC CARE Indexed, Peer Reviewed and Referred Journal, July – December: 2023

Ms.P.Maheswari, Assistant Professor

- "A Study on Poultry Broiler Farming in Namakkal District", International Journal of Creative Research Thoughts, Volume: 11, Issue :8 on Aug. 2023
- "An analysis of Customers Preference towards Online Travel Portal Make my trip", International Journal of Creative Research Thoughts, Volume: 11, Issue:8 on Aug. 2023
- "A Study on the fund selection behavior of Mutual Fund Investors in Coimbatore City", Journal of Interdisciplinary Cycle Research, volume :15, Issue :9, Sep. 2023
- "A Study on the impact of Entrepreneurial Development Programmes on the Entrepreneurs in Coimbatore City", International Journal of Research Publication and Reviews, Vol.No:4, issue:9
- "A Study on the Knowledge and Awareness Level of Pradhan Mantra Mudra Yojana in Coimbatore City", International Journal of Creative Research Thoughts Volume: 11, Issue: 9 on Sep. 2023
- "Employee's Perception towards E -HRM Practices in Private Sector Bank with special reference to HDFC Bank, Coimbatore"

FACULTY DEVELOPMENT PROGRAM

- All the faculty members of the department had attended the following FDP:
- "Outcome Based Education" organized by Centre for Professional Development, Dr. N.G.P. Arts and Science college, Coimbatore from 17.6.23 to 21.6.23

- "Empowering Education for Innovation – An NEP perspective" organized by Centre for Professional Development, Dr. N.G.P. Arts and Science college, Coimbatore from 30.6.23 to 4.7.23

Dr.N.Ramya, Associate Professor

- International Management Development Programme (MDP) on "Technology & digital transformation - its impact on business" organized by the Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore from 24.07.23 to 26.07.23
- Five Days National Level Faculty Development Programme on "Influence of AI teaching & research" organized by Department of Commerce with Computer Application, Hindusthan College of Arts & Science, Coimbatore from 4.09.23 to 9.09.23
- National Level Virtual Faculty Development Program on the topic "NAAC Accreditation Framework" organized by Guru Shree Shantivijai Jain College for Women, Chennai from 9.09.23 to 16.09.23
- Five Days International Virtual "Professional Development Programme" on the topic "Developing your professional edge: strategies for career growth and financial success" organized by Department of Commerce with Information Technology & IQAC of PPG College of Arts and Science, Coimbatore, Tamilnadu from 8.01.2024 to 12.01.24
- 7 Days Online Webinar - FDP on the topic "Strategic management practices for NAAC Accreditation" organized by Department of Corporate Secretaryship in association with Internal Quality Assurance Cell, DhanrajBaid Jain College, Chennai from 12.02.24 to 21.02.24
- Malaviya Mission Teacher Training Programme of University Grants Commission on the topic "NEP 2020 Orientation & sensitization programme" organized by UGC-Malaviya Mission Teacher Training Centre, Gandhigram Rural Institute - DTBU, Gandhigram, Dindigul, Tamil Nadu from 15th to 24th Feb 2024

Dr.P.Dhanya, Associate Professor

- US Individual Taxation" conducted by ICT Academy at Dr.N.G.P Arts and Science College (Autonomous), Coimbatore from 30.10.23 to 3.11.23

Dr.D.Sivasakthi, Associate Professor

- Personality grooming -handling stress and emotional intelligence organized by IQAC and Department of commerce with information technology, PPG college of arts and science, Coimbatore from 02nd to 06th Jan 2023

- Fintech organized by Imarticus learning private limited during 17th and 18th Mar 2023
- "Skills reengineering in business management" organized by department of master of business administration, Andhra Loyola institute of engineering and technology, Vijayawada during 23rd to 27th May 2023
- "Technology & digital transformation - its impact on business" organized by the department of MBA, Sri Ramakrishna college of arts and science, Coimbatore during 24th to 26th July 2023
- "Strategic management practices for NAAC Accreditation" organized by department of corporate secretaryship in association with IQAC, Dhanrajbaid jain college, Chennai during 12th to 21st Feb 2024

Dr.R.Mayilsamy, Associate Professor

- Thirteen days Faculty Development Programme on "Entrepreneurship", Amrita Vishwa Vidyapeetham, Coimbatore, from 17.7.23 to 29.7.23
- Five days International Faculty Development Programme on "AI Applications and Its impact on Business Practices", Sri Ramakrishna College of Arts and Science, Coimbatore, from 18.02.23 to 22.02.23
- Five days International Faculty Development Programme on "Teaching Pedagogy and Life Skill Management", Hindustan College of Arts and Science, Coimbatore, from 27.03.23 to 31.03.23

Ms.P.Maheswari, Assistant Professor

- Five days International Virtual PDP on "Up skilling Research and it's Applications", Sri Kanyaka Parameshwari Arts and Science College for women, Chennai, from 24.07.2023 to 28.07.2023
- International Management Development Programme on Technology & Digital Transformation Its Impact on Buisness, Sri Ramakrishna College of Arts and Science from 24.07 2023 to 26.07.2023
- Five days faculty development Programme on "empowering Education for Innovation - ANEP Perspective", Dr NGP Arts and Science College, from 30.06.2023 to 04.07.2023
- Five days National Virtual Faculty Development Programme on "AI in Education & Business", Hindusthan College of Arts and Science, Coimbatore, from 08.01.2024 to 12.01.2024

- Nine days professional development Programme, Partician college of arts and Science from 21.02.2024 to 29.02.2024

STAFF AWARDS

- Dr.M.Kalimuthu, Professor received achiever award from Dr.N.G.P Arts and Science College for the grants received for Short term empirical research project from ICSSR New Delhi
- Dr.S.Suguna, Associate Professor, Dr.K.Vanaja, Professor, and Mr.A.David, Assistant Professor, received achiever award from Dr.N.G.P Arts and Science College for the grants received for Short term empirical research project from ICSSR New Delhi

ONLINE COURSE

- 16 students completed NPTEL certificate course
- 30 students completed Infosys Springboard certificate course

STUDENTS PLACEMENT DETAILS

- 111 students were placed in reputed companies namely State Street HCL services, KGISL, Accenture, NCR Corporation India Pvt Ltd, Savy info tech, joy technologies, QBSS, Infosys BPM, Focus Edumatics, TCS BPS, Morgan Stanley capital,etc

STUDENTS ACHIEVEMENTS



Shobika Kumaravel
II B.Com. PA A
cleared CA Foundation- Nov. 2023



Soumiyaa Senthil Kumaran
I B.Com. PA A
cleared CA and CMA Foundation- Nov. 2023

DEPARTMENT OF COMMERCE FINANCE

ABOUT THE DEPARTMENT

A Bachelor of Commerce (B.Com) in Finance is an undergraduate degree that focuses on financial management, investment, banking, accounting, and related areas. The course typically spans three years and equips students with foundational knowledge and practical skills required in the finance sector. B.Com (Finance) three year under graduate programme was introduced in the Academic year 2013-2014 with the sanctioned strength of 50 and 25 intake. The strength was augmented to 97 in the year 2020-21. Course provides a robust foundation for a career in the finance industry, blending theoretical knowledge with practical skills. It opens up diverse career paths and opportunities for further specialization through advanced degrees and professional certifications. This newsletter exhibits the activities of both the faculty members and the students of Finer's Association.

NATIONAL CONFERENCE



A National Conference on **"Emerge Nation: Empowering Tomorrow's Entrepreneurs"** on 26.09.2023

FINANCE EXPO- 2K24



A Finance Expo on National Financial Literacy Programme with Various Financial Institutions on 05.01.2024

INVESTOR WEEK CELEBRATION



A celebration on **"World Investor Week Celebration on Taking Control of Your Financial Future"** through Online Mode on 13.10.2023

GUEST LECTURES



Mr.S.R.Ramanan, Retired Director, Cyclone Warning Centre Chennai, delivered a Lecture on **"Climate Change : Financial Risk and Opportunities"** on 08.07.2023



Mr.K.Annamalai, Promoter, Annamalai Capital Services Pvt Ltd Coimbatore, delivered Lecture on **"Job Market for Commerce Graduates"** on 08.07.2023

TRAINING PROGRAM



Inaugural Session of two-day **Financial Education Training program** sponsored BY NISM and Geojit Foundation on 19 & 20.01.2024



Students' interaction during the session on **Financial Literacy**

- Training on "NISM & Geojit Foundation Program on Financial Literacy" was organized by Department along with NISM & Geojit Foundation for Second Year Commerce Students during the month of January 2024. In this training 40 students were benefited
- Workshop on "Workshop on Advance Excel" by Mr.Alagupandi, Technical Head Training on 08-07-2023.

ALUMNI INTERACTION



Ms.Ahila Durai, Chief Operating Officer, Aroma Clothing, Tiruppur, shared her views on **Entrepreneurship to Final year Commerce Finance students** on 22.07.2023



Mr.Rathinaprabhu G, Relationship Manager, ICICI Bank, Tiruppur, addressed on the topic "**Banking and Financial Laws**" on 23.09.2023

EXTENSION ACTIVITY



Awareness Program on "**NIKSHAY POSHAN YOJANA (Nutritional Support to TB Patients)**" in association with REACH-NGO at Padhuvampalli village people on 23.09.2023

STAFF PUBLICATION

Dr. S. Arunpriya , Professor & Head

- "Impact and Satisfaction on Per Drop More Crop Scheme in Pmksy [Pradhan Manthiri Krishi Sinchayee Yojana] a Study with Reference to Rural Areas in Sulur Taluk", International Journal of Creative Research Thoughts (IJCRT), ISSN: 2320-2882, Volume 12, Issue 4, Apr. 2024

Dr.C.Kandhasamy , Associate Professor

- "An Empirical Study on Awareness of Pudhumai Penn Scheme among College Students in Coimbatore city", International Journal of Creative Research Thoughts (IJCRT), ISSN-2320-2882, Volume 12 Issue 5, Page.No: 623-627, May. 2024
- "A Study on Personal Budgeting of an Individual in Coimbatore city", International Journal of Creative Research Thoughts, ISSN-2320-2882, Volume 12 Issue 5, Page.No: 357-363, May. 2024
- "A Study on Growth of Mutual Fund Among Salaried Women with Special reference to Coimbatore City",

International Journal of Research and Analytical Review (IJRAR), ISSN-2349-5138, Volume 11 Issue 2, Page.No: 270-275, May. 2024

Dr.R.Chandrasekaran, Associate Professor

- "Empirical Study on Individual Investment Perception in Capital Market in India with Special Reference to Coimbatore city", Education and Society, ISSN: 2278-6864, Vol-48, Issue-1, No.-06, Jan-Mar. 2024
- "A Study on Consumer Perception and Adoption of Digital Gold Vs Physical Gold with Special Reference to Coimbatore City", International Journal of Creative Research Thoughts, ISSN: 2320-2882, Volume 12, Issue 4, Apr. 2024
- "Fintech Service Acceptance Among Private Sector Bank Customers", Boletín De Literatura Oral, ISSN: 2173-0695, 10 (2023), PP. 320-328
- "An Analysis of the Influence of Technological Advancements on the Financial Sector: A Bibliometric Investigation", Journal of The Oriental Institute, ISSN: 0030-5324, Volume- 72, Issue 03, Nov.09. 2023

Dr.V.Sengani, Assistant Professor

- "A Study on the Relationship between Financial Fitness and Investment Evaluation among IT Employees (With Special reference to Rathinam Tech Zone in Coimbatore City)", International Journal of Creative Research Thoughts (IJCRT), ISSN-2320-2882, Volume 12 Issue 4, Page.No: 166-171, Apr. 2024
- "Behavioural Variances Between Men and Women Investors in Financial Decision Making (With special reference to Singanallur Taluk in Coimbatore City)", International Journal of Research and Analytical Reviews (IJRAR), EISSN-2348-1269, Volume 11 Issue 2, Page. No: 404-410, Apr. 2024
- "Saving Habits and Financial Security among College Students (With Special Reference to Selected Arts and Science College in Coimbatore City)", Journal of Emerging Technologies and Innovative Research, ISSN-2349-5162, Vol-11 Issue-4, Apr. 2024

Mr.S.Vinoth Kumar, Assistant Professor

- "A Study on Investment Awareness among the Faculty of Basic Science and Applied Science with Special reference to Coimbatore city", Journal of Emerging Technologies and Innovative Research, ISSN-2349-5162, Vol-11 Issue-4, Apr. 2024

- "A Study on Investment Behaviour of Working Women in Coimbatore city", Mukta Shabd Journal, 2347-3150, Vol-08 Issue-3, Page no-1019- 1024, Mar. 2024

BOOK PUBLICATION

- Dr. S. Arunpriya, & Dr. V. Sengani published a book entitled "The Emergence of Artificial Intelligence in Banking and Finance Sector, ISBN No.978-81-960301-4-8, June 2023
- Dr. C.Kandasamy- published a book entitled "Financial Technology and Business in the Era of Industry 4.0", ISBN No. 978-93-95214-17-9, June 2023
- Dr. R.Chandrasekaran - published a book entitled "Financial Technology and Modern Finance", ISBN No. 978-81-19980-42-0, June 2024
- Dr. V. Sengani, Chief Editor and published a book entitled "Renovating trends in business for sustainable growth", ISBN No. 978-94-75368-27-4, Nov. 2023

BOOK CHAPTER PUBLICATION

- Dr. V. Sengani, "The Banking Industry is Revolved by Artificial Intelligence (An Indian Context)" Chapter published in a book entitled "Artificial Intelligence Emerging Challenges and Opportunities in Industry 4.0", ISBN No.978-81-960301-4-8, Jun. 2023
- Dr. C.Kandasamy, "Evaluation of Micro Finance in India" Chapter published in a book entitled "Financial Technology and Business in the Era Industry 4.0 ", ISBN No. 978-93-95214-17-9, Jun. 2023

FACULTY DEVELOPMENT PROGRAMME

- Arunpriya.S, Dr.C.Kandhasamy, Dr. R.Chandrasekaran, Dr.V.Sengani, and Mr.S.Vinoth Kumar -Participated in Five days Faculty Development Programme on "Outcome Based Education & Revised Metric Orientation" at Dr. N.G.P. Arts and Science College, Coimbatore, from 17.06.2023 to 21.06.2023
- Arunpriya.S, Dr.C.Kandhasamy, Dr. R.Chandrasekaran, Dr.V.Sengani, and Mr.S.Vinoth Kumar -Participated in Five days Faculty Development Programme on "Empowering Education for Innovation – A NEP Perspective" at Dr. N.G.P. Arts and Science College, Coimbatore, from 30.06.2023 to 04.07.2023

Dr.S.Arunpriya Professor & Head

Participated in "Five days Faculty Development Program on "US Individual Taxation" organized by ICT Academy and Dr. NGP Arts and Science College (Autonomous) Coimbatore, from 30.10.2023 to 03.11.2023

Participated in 12 weeks Faculty Development Program on "Leadership and Team Effectiveness" organized by NPTEL -AICTE, from Jan to Apr. 2024

Dr.C.Kandhasamy, Associate Professor

- Participated ICSSR-Sponsored National Level Workshop organized by SNMV College of Arts and Science, Coimbatore on "Entrepreneurship and Innovation through Start-Up India Initiatives" on 28.02.2024

Dr.V.Sengani, Assistant Professor

- Participated Seven days National Level Virtual FDP on Innovative Teaching & Learning Organized by ICT Academy on from 18.03.2023 to 20.03.2023
- Participated Seven days Virtual FDP on Methodology Mastery and Funding Success Organized by Sri Krishna Arts and Science College from 18.12.2023 to 27.12.2023
- Participated in the Regional meet Institution Innovation Council and MoEs Innovation Cell Organized by Nehru Institute of Technology of Technology on 04.12.2023
- Programme on Promoting Innovation and Entrepreneurship in HEIs Organized by PSGR Krishnamal College for Women on 30.11.23

Mr.S.Vinoth Kumar, Assistant Professor

- Participated in Three days Faculty Development Programme on Citation & Reference Management for Scholarly Writing, IQAC, NSB Bangalore in collaboration with Mendeley, Netherlands, from 26.02.2024 to 28.02.2024
- Participated in "Five days International Faculty Development Programme on "Cloud Infrastructure" JNTUK University College of Engineering Narasaraopet, Andhra Pradesh, from 21.08.2023 to 25.08.2023

FACULTY PARTICIPATION AND PRESENTATION

Dr.S.Arunpriya Professor & Head

- Presented a Paper titled "Green Banking and Finance" ICSSR Sponsored Two Days National Level Seminar, organized by PSG College of Arts and Science from 18.03.2024 to 19.03.2024
- Participated in "Three-Day Workshop on Whole Person Education For Faculty in Higher Education" organized by Teaching Learning Enhancement Cell (TLEC), & Centre for Education Beyond Curriculum (CEDBEC), CHRIST (Deemed to be University), Bangalore Central Campus held on 20 March 2024 (online) & 26 - 27 March 2024 (offline)

- Acted as a Student Coordinator in the 10 hours session of the program "ProdiG, Financial Education for Growth", conducted by National Institute of Securities Markets (NISM) and Geojit Foundation on 20.01.2024

Dr.V.Sengani Assistant Professor

- Presented a Paper titled "Beyond the Classroom: Students takes on Green Living and Sustainability" ICSSR Sponsored Two Days National Level Seminar, organized by PSG College of Arts and Science, from 18.03.2024 to 19.03.2024
- Presented a Paper titled "Women Micro Entrepreneurs and Their Contribution", ICSSR Sponsored National Level Seminar, organized by Bishop Ambrose College on 29.02.2024
- Participated in ICSSR-Sponsored National Level Workshop organized by SNMV College of Arts and Science, Coimbatore on "Entrepreneurship and Innovation through Start-Up India Initiatives" on 28.02.2024
- Participated in the Regional meet of Institution Innovation Council and MoEs Innovation Cell, Organized by Nehru Institute of Technology of Technology on 04.12.2023
- Participated in a Program on Promoting Innovation and Entrepreneurship in HEIs, organized by PSGR Krishnamal College for Women, 30.11.2023

Mr.S.Vinoth Kumar, Assistant Professor

- Participated in "One day National Level workshop sponsored ICSSR on Entrepreneur and Innovation Through Straup India Initiative" at SNMV College of Arts & Science on 28.02.2024
- Presented a paper titled -Work Life Balance of Women Micro Entrepreneur in Indian Society After Covid 19 Pandemic, ICSSR Sponsored One-Day National Level Seminar, Bishop Ambrose College on 29.02.2024
- Presented a paper titled - Impact of New Education Policy Among Future Generation, One-Day National Seminar, Nallamuthu Gounder Mahalingam College on 10.08.2023
- Participated in "One day Workshop on "Advanced Excel" at Aakkam Industrial Training and Institute, Rasipuram Coimbatore, on 08.07.2023
- Participated in "Online workshop on "Chat GPT & AI Tools for Educators" at PPG College of Arts & Science on 30.06.2023

STAFF RECOGNITION

Dr.S.Arunpriya Professor & Head i/c

Acted as a Resource Person at KG College of Arts and Science on 21.10.2023

Published a patent on "Circuit Breaker Analysis and Trading Strategies in Stock Market" under section 11A(2) of the Act, on 16.11.2023

Dr.R.Chandrasekaran, Associate Professor

- Published a patent on "Circuit Breaker Analysis and Trading Strategies in Stock Market" under section 11A(2) of the Act, on 16.11.2023
- Acted as a Resource Person at KG College of Arts and Science on 07.10.2023
- Acted as a Resource Person at NGM College, Pollachi on 19.10.2023
- Acted as a Resource Person at Hindustan College of Arts and Science on 06.02.2024
- Acted as a Resource Person at KMCH College of Pharmacy on 10.02.2024
- Acted as a Resource Person at Suguna College of Arts and Science on 13.02.2024
- Acted as a Resource Person in ICSSR Sponsored Awareness Programme at NGP Arts and Science College on 20.02.2024
- Acted as a Resource Person at Nyruthi Arts and Science College on 27.10.2024
- Acted as a Resource Person at Sree Ayyappa College for Women on 11.04.2024

Dr.R.V.Sengani, Assistant Professor

- Acted as a Resource Person at PPG College of Arts and Science, on 22.02.2024

STUDENT DEVELOPMENT PROGRAM



A Student Development Program on "Share Trading" on 31.08.2023

INTER DEPARTMENT EVENT



An Inter Department Competition "Smart Investors 2K23" on 30.08.2023

STUDENTS SPORTS ACHIEVEMENTS

Balan.S

- Secured Silver Medal in pole vault Khelo India University games Athletics Men Championship, conducted by Indira Gandhi Athletics Stadium, Sarusajai Sports Complex, and Guwahati, Assam from 25.02.2024 & 26.02.2024
- Secured Silver Medal in Pole Vault All India Inter University Athletics Men Championship, conducted by Tamilnadu Physical Education and Sports University, Kandigai, Chennai from 04.01.2024 to 07.01.2024
- Won Silver Medal in Pole Vault All India Inter University Athletics Men Championship, conducted by Tamilnadu Physical Education and Sports University, Kandigai, Chennai from 04.01.2024 to 07.01.2024
- Won Silver Medal in Pole-vault South Zone Inter University Athletics Men Championship held at Tamilnadu Physical Education and Sports University, Kandigai, Chennai, from 29.12.2023 to 01.01.2024

Shafna Sherin.M

- Got Gold Medal in District Level Run on World Health Day Marathon 2024, held at Coimbatore on 07.04.2024
- Won Gold Medal in District Level in SMS CAS Mini Marathon 2024, held at SMS College of Arts and Science, Coimbatore on 03.04.2024
- Represented all India Inter University Cross Country Championship held at Dnyanpasak College, Parbhani from 07 to 10.3.2024
- Won Gold Medal with Rs.10,000 case prize, Bharat Jodo Yatra State Level Marathon 2024, held at Nagarcoli on 24.02.2024

- Won Gold Medal in Open State Cross Country Championship, held at Theni on 23.12.2023
- Secured Gold medal in half Marathon & Bronze medal in 10000 mts Bharathiar University Intercollegiate Athletics championship held at Nehru stadium from 19.12.2023 & 20.12.2023.
- Won Gold Medal with cash award of Rs.5,000 for District Level Arignar Anna Marathon run-2023, held at Coimbatore & Salem on 07.10.2023

Vaibhavn . S .C

- Secured Gold medal in 4x 400mts Relay in Bharathiar University Intercollegiate Athletics championship held at Nehru stadium from 19.12.2023 & 20.12.2023
- Secured Gold medal in 400 mts & 800 mts in 62nd Coimbatore District Junior Athletics championship 2023, held at Bharathiar University, Coimbatore from 04.09.2023 & 05.09.2023

STUDENTS PUBLICATIONS

- Gnanadeepan G, Pushya Shree M and Vikram B published a paper titled "A Comparative Study on Investment Habits among Generation Y and Generation Z", International Journal of Creative Research Thoughts (IJCRT), ISSN-2320-2882, Volume 12 Issue 6, Jun. 2024
- M.Kathirvel, R.Nagul and G.S Priyanka Gandhi published a paper titled "A Study on SBI Bancassurance Customer Satisfaction Level With Special Reference to Coimbatore", International Journal of Creative Research Thoughts (IJCRT), ISSN-2320-2882, Volume 12 Issue 6, Jun. 2024
- K. Jeevapoorani, B. Dhanushya and K. Sanjeevi Kumar published a paper titled, "An Empirical Study on Awareness of Pudhumai Penn Scheme among College Students in Coimbatore city", International Journal of Creative Research Thoughts (IJCRT), ISSN-2320-2882, Volume 12 Issue 5, Page.No: 623-627, May 2024
- Janani.S, P.Jeevanantham and S.Rajappa published a paper titled "A Study on Personal Budgeting of An individual in Coimbatore city", International Journal of Creative Research Thoughts (IJCRT), ISSN-2320-2882, Volume 12 Issue 5, Page.No: 357-363, May 2024
- M. Monisha, C. Sandhiya and B. Tharun Prakash published a paper titled "A Study on Growth of Mutual Fund among Salaried Women with Special reference to Coimbatore city", International Journal of Research and Analytical Review (IJRAR), ISSN-2349-5138, Volume 11 Issue 2, Page.No: 270-275, May 2024

- V. Elengo, R.Ramanan and A.Muhila published a paper titled "A Study on The Relationship between Financial Fitness and Investment Evaluation among IT Employees (With Special reference to Rathinam Tech Zone in Coimbatore City)", International Journal of Creative Research Thoughts (IJCRT), ISSN-2320-2882, Volume 12 Issue 4, Page.No: 166-171, Apr. 2024
- N.Sujitha, S.Balan and K.S.Vivekananthan published a paper titled, "Behavioural Variances Between Men And Women Investors In Financial Decision Making (With special reference to Singanallur Taluk in Coimbatore city)", International Journal of Research and Analytical Reviews (IJRAR), EISSN-2348-1269, Volume 11 Issue 2, Page.No: 404-410, Apr. 2024
- Priscilla, Ragul.K & Vignesh.K published a paper titled "Saving Habits and Financial Security among College Students (with special reference to Selected Arts and Science College in Coimbatore city)", Journal of Emerging Technologies and Innovative Research, ISSN-2349-5162, Vol-11 Issue-4, Apr. 2024
- Magudeeswaran C, Makeshwari P and Tamil selvan published a paper titled "A Study on Investment Awareness Among the Faculty of Basic Science and Applied Science with Special Reference To Coimbatore City", Journal of Emerging Technologies and Innovative Research, ISSN-2349-5162, Vol-11 Issue-4, Apr. 2024.
- Indhumathi K, Vedhanayagam S and Yuvanbalaji published a paper titled "A Study on Investment Behaviour of Working Women In Coimbatore City", Mukta Shabd Journal, 2347-3150, Vol-08 Issue-3, Page no-1019- 1024, Mar. 2024

STUDENTS PARTICIPATIONS

- Dharunika.S, Sathiyajothi.C, Shree Anjana.K, Padma Rajee.V participated in the National Conclave at Kumaraguru College of Liberal Arts and Science on 15.03.2024
- Totally 26 students participated in ASHRA,24 at G.R.Dhamotharan Academy of Management on 15.03.2024
- Akilan R and Kiruthika K participated in Bid Pool event at Sri Ramakrishna College of Arts and Science on 01.03.2024
- Lathika M, Madhumitha S, Narresh S K , Nirvindhya G M,Pavithra S, and Sheeba R participated in Impluse Business Quiz at Sri Ramakrishna College of Arts and Science on 01.03.2024

- 16 students were participated in ICSSR sponsored Workshop on "Entrepreneurship and Innovation through Start up India Initiative" at Shri Nehru Maha Vidhyalaya College of Arts and Science on 28.02.2024

STUDENTS PRESENTATION

- Padamarajee V, Sathyajothi C, Shree Anjana K, Dharunika S participated in the International Conference Organised by Bishop Ambrose College, Coimbatore on 15.02.2024 to 16.02.2024
- Vaanmuhil.J.M, Vignesh.K, Vignesh.V, Kiruthika.K, Dharunika S, Lathikka.M, Shree Anjana K, and Vardhini.R.K participated in the National Conference Organised by Bishop Ambrose College on 29.02.2024
- Ajay.M, Anghu Lakshme.S, Ijaaz Ajmal.F participated in the National Level Seminar Organised by PSG College of Arts and Science from 18.03.2024 to 19.03.2024
- Kavin Kishore.K.A., Madhav.K, and Mahes Kumar.K.A participated in the National Level Seminar organised by PSG College of Arts and Science from 18.03.2024 to 19.03.2024
- Nithyashree.A.M., Premanath.K, and Ranjani.N participated in the National Level Seminar Organised by PSG College of Arts and Science on 18.03.2024-19.03.2024
- Sree Durga.N, Vaanmuhil.J.M, and Vignesh.K participated in the National Level Seminar organised by PSG College of Arts and Science from 18.03.2024 to 19.03.2024

INTERCOLLEGIATE COMPETITIONS

- Guhan.K.R, PonBoopathi Nadhan, Shivesh Padmanathan, Vanmathi, and Vimal Raj.D won their respective events at, UTSAV, conducted by VLB Janakiammal College of Arts & Science on 09.03.2024
- Padma Rajee, Dharunika.S, Sathyajothi.C, Sree Anjana.K, and Preethi.G participated in National Level Intercollegiate Cultural Fest at Sankara College of Science and Commerce on 23.02.2024
- D.M.Design, Vaan Muhil Jayaprakash, Vignesh.K and Viknesh.V participated in BUSI-X 2024 an Intercollegiate Competition at Hindusthan College of Arts and Science on 20.02.2024
- D.M.Design, Vaan Muhil Jayaprakash, Vignesh.K and Viknesh.V participated in E-WEEK 24, an Intercollegiate Competition at G.R.Dhamotharan Academy of Management on 13.02.2024

ONLINE COURSES

- 21 students completed NPTEL certificate courses
- 62 students completed Infosys Springboard certificate courses

PLACEMENTS

- 24 students were Placed in various reputed Companies like State Street HCL, KGISL, RND Infotech, Focus Edumatics, JP Morgan Stanely, Infosys, TCS etc with High Package of Salary
- Ramanan.R of III B. Com Finance - got Placement in Preludesys, Chennai with highest annual salary package of Rs.3,00,000 p.a.in the Department

DEPARTMENT OF COMMERCE WITH BANKING AND INSURANCE

The Department of Commerce with Banking and Insurance of Dr.N.G.P. Arts and Science College was established during the Academic Year 2015-16 with 48 students and 2 staff members. At present, the department has grown largely, consisting of 119 students and 5 staff members. A career in the banking sector continues to be a rewarding option and offers a wide range of opportunities for students, providing stability, growth and the potential for professional development. The main aim of the programme is to shed light on the various career opportunities available in the banking sector and highlights the different types of jobs in banks and explores whether banking is a good career choice for aspiring professionals. The degree program is designed with a broad overview of the tools and key concepts that helps to meet the challenges in today's banking sector. The ninth Newsletter highlights the significant activities and laurels of our Bancassurance Association Students, Alumni and Staff members.



Mr.Sriram Krishnamoorthy, Regional Head, Tata AIA Life Insurance Company Ltd, Coimbatore, guest lecture on **"The Future Growth of BFSI, Fintech Reskilling and Opportunities"** on 26.07.2023

NATIONAL CONFERENCE



A National Conference entitled **"Digital transformation in business: Opportunities and Challenges"** on 15.09.2023



Ms.C.A. Keerthiga Parthasarathi, Chartered Accountant, Keerthiga & Associates, Coimbatore, delivered a lecture entitled **"Taxation System in India"** on 04.08.2023

GUEST LECTURES



Mr.M.Karunanidhi B.Sc.,FChFP Chartered Financial Practitioner Chief Life Insurance Advisor, LIC of India, delivered a lecturer entitled **"IRDA Exam Orientation"** on 05.07.2023



Mr.V.Vetrivel, Vice Chairman, Coimbatore Insurance Institute of India, delivered a lecture entitled **"Professional Courses/ Examinations of Insurance Institute of India"** on 29.12.2023



Mrs. Thenmozhi Rathinasabapathy, Advocate, Coimbatore Bar Association, delivered a lecture entitled **"Current Scenario in Intellectual Property Rights"** on 20.01.2024

WORKSHOP



Mr. M.Anantha Yogesh, Anantha Yogesh & Co, Chartered Accountant, Coimbatore conducted two days workshop entitled **"Investment Banking Fundamentals"** from 22.01.2024 to 23.01.2024

SYMPOSIUM



A National Level Symposium entitled **"Management of Non-Performing Assets"** on 23.09.2023

STUDENT DEVELOPMENT PROGRAMME

Business News Analysis in Central Bank Digital Currencies (CBDC), Cryptocurrency, and the Future of Finance on 10.08.2023



Bancassurance Association Students presented Poster presentation under the theme **"Curbing single use plastics"** on 13.09.2023



Selected students of II B.Com B&I and III B.Com B&I Students presented on the topic **"Rural Banking Scheme"** on 22.07.2023

BANCASSURANCE EXHIBITION



Bancassurance Exhibition entitled **"Role of Banking Technology in Non-Performing Assets"** on 11.09.2023



Bancassurance Association organized Extension Programme on **"Awareness about Endowment Assurance Postal Life Insurance Plan at Sarkar Samakulam, Coimbatore** on 20.01.2024



Ms. J. Thirunageswari, Senior Coordinator (HR), Cognizant Technology and Solutions Coimbatore-641003, shared his experience titled **"Tools to get a Career Insights"** on 16.12.2023



A field survey on **"Awareness to General Public Insurance Products"** held at Kalapatti, on 19.01.2024

INDUSTRIAL VISIT



Bancassurance Association students visited Cochin Port Authority, Ernakulam Wharf, and Willingdon Island in Cochin on 23.02.2024

ALUMNI INTERACTION



Ms. P. Sanmathi, HR Generalist, Lakshmi Life Science Private Limited, Coimbatore, shared his experience entitled **"Guidance for Better Career Prospects"** on 30.09.2023

IIPC - VANIGHA VALAGHAM (THERIVOM THELIVOM)



Mr. Nandha Gopal. S.V, Senior Sales Manager, Star Health Insurance Coimbatore, gave an elite talk titled **"Career Opportunities in Insurance Sector"** on 31.08.2023

INTER AND INTRA DEPARTMENTAL COMPETITION

- The department organized an Interdepartmental Competition on "Recent Development in Banking and Insurance Sector" on 19.07.2023
- The department organized an Intradepartmental Competition on Commemoration of National Insurance Awareness Day Celebration - Poster Making on "Insurance Schemes" on 28.07.2023

STAFF ACHIEVEMENT, RECOGNITION, AND MEMBERSHIP IN PROFESSIONAL BODIES

Dr. P. Revathi, Associate Professor & Head

- Member of the Commerce and Management Association of India (CMAOI)
- Acted as a DC-External Expert at Karunya Institute of Technology and Sciences, Karunya Nagar, Coimbatore on 30.01.2024
- Acted as a Convener in National Level Symposium on "Management of Non-Performing Assets" on 23.09.2023
- Acted as a Convener National Conference on Digital Transformation in Business: Opportunities and Challenges (DBTOC-23) on 05.09.2023
- Published a Book chapter on the topic "Multidimensional Research on Social Sciences Volume. I: Determinants of Purchasing Decision of Automatic Cars in Indian Roads", on Aug. 2023
- Published Book chapter on the topic "Multidimensional Research on Social Sciences Volume II: Mobile Banking Revolution in Digitalization of Financial services in Indian Banks" on Aug. 2023
- Completed Train the Trainer Program in Introduction to Capital Markets and Investment banking and Operations organized by State Street HCL Services, Coimbatore from 22.05.2023 to 26.05.2023
- Dr.M.Ganesan, acted as a Co-Chair in Technical Session National Conference on the theme "Digitalization of Global Business Environments 2.0" at Rathinam College of Arts and Science (Autonomous), Coimbatore on 19.10.2023
- Dr. M. Ganesan, Dr.P.Sathya Priya, Dr.R.Geetha and Dr.B.Santhosh Kumar Acted as an Organizer in the National Conference on Digital Transformation in business: "Opportunities and Challenges (DBTOC-23)" on 05.09.2023
- Dr. M. Ganesan, Dr.P. Sathya Priya, Dr.R.Geetha and Dr.B.Santhosh Kumar Acted as an Organizers in the

National Level Symposium on "Management of Non-Performing Assets" on 23.09.2023

- Dr.P. Sathya Priya, published a book chapter on the topic "Impact of the Digital Rupee on the Indian Economy" on 25.08.2023
- Dr.R.Geetha, published a book chapter on the topic "Digital Banking and NGO Banking" in 25.08.2023
- Dr.B.Santhosh Kumar, published a book chapter on the topic "A Study on Contemporary and Prospect Trends of Digital Marketing in India" in 10.01.2024
- Dr.R.Geetha, acted as a Resource Person for Guest Lecture on "Financial Planning for young Investors" at KGISL College on 20.01.2024

STAFF PUBLICATIONS

- Dr. P. Revathi, published an article on "Trend and Growth of Capital Investment of Select Electrical Machinery Companies in India", Journal of the Madhya Bharti, ISSN: 0974-0066, Vol-85 No. 18, Jan to Jun. 2024
- Dr.P.Sathya Priya, published an article on "Customers' Perception, Attitude and Loyalty on Financial Services of India Post, Journal of the Mukta Shabd Journal, ISSN NO: 2347-3150, Issue - IV, Volume -XIII, 1354-1361, Apr. 2024
- Dr. R. Geetha, published an article on "Customer Awareness towards NPA with Special Reference to HDFC Bank", Journal of the IJRAR.ORG Peer review refereed journal, ISSN NO: 2348-1269, Issue - II, Volume-I, Apr. 2024
- Dr. R. Geetha, published an article on "Farmers Awareness about Pradhan Mantri Fasal Bima Yojana Scheme", Journal of the Mukta Shabd Journal, Issue - IV, Volume - XIII, Apr. 2024
- Dr.B.Santhosh Kumar, published an article on "Effect of CSR on Financial Performance of Selected Manufacturing Industries in India", Journal of the Aegaeum, Issue - V, Volume - XII, 2024

Dr. M. Ganesan Associate Professor

- Published an article on "An Empirical Analysis of Foreign Direct Investments and Employment Scenario in the State of Tamil Nadu" IPE Journal of Management, ISSN 2249-9040, Vol-14, No-11, Impact Factor 7.138, Jan to June 2024
- Published an article on "A Study on Challenges Faced by Garment Exporters With Special Reference To Tiruppur City" International Journal of Creative Research Thoughts, Volume 12, Issue 4, ISSN: 2320-2882, pp 306-314, Impact factor 7.97, Apr. 2024

- Published an article on "Awareness and Effectiveness of National Scholarship Scheme for Higher Education of SC Students in Coimbatore City", International Journal of Creative Research Thoughts, Volume 12, Issue 4, ISSN: 2320-2882, pp 306-314, Impact factor 7.97, Apr. 2024
- Published an article on "The Factors Influencing Employee Retention and Level of Satisfaction in the IT Sector at Coimbatore City – An Empirical Examination", South India Journal of Social Sciences, ISSN: 0972 – 8945, Vol. XXII, No.01,84-92, January to June 2024
- Published an article on "Analysis of the transient stability for an electrical network by the equal area criterion", ISSN 2394 – 7780, Volume 10, Issue 3, July to Sep. 2023

FACULTY DEVELOPMENT PROGRAM

- Dr. P. Revathi, Dr. M. Ganesan, Dr.P. Sathya Priya, Dr.R.Geetha and Dr.B.Santhosh Kumar participated in Seven Days National Level Faculty Development Programme on "Python" organized by Star International Foundation for Research and Education from 19.03.2024 to 25.03.2024
- Dr. P. Revathi and Dr. M. Ganesan, participated in the Five-Days Faculty Development Programme on "US Individual Taxation" organized by ICT Academy at Dr. N.G.P Arts and Science College from 30.10.2023 to 03.11.2023
- Dr. P. Revathi, Dr. M. Ganesan, Dr.P. Sathya Priya, Dr.R.Geetha and Dr.B.Santhosh Kumar participated in the Five Days Faculty Development Programme on "Empowering Education for innovation - ANEP Perspective" at Dr. N.G.P Arts and Science College from 30.06.2023 to 04.07.2023
- Dr. P. Revathi, participated in One Week International Virtual FDP on "Developing Quality Education - A Career Transition" organized by Sri Ramakrishna College of Arts and Science from 07.06.2023 to 13.06.2023
- Dr. M. Ganesan, participated in the Seven Days National Level Faculty Development Programme on "Quality Teaching and Learning in HEI's" organized by IOT Academy from 03.08.2023 to 11.08.2023
- Dr.P. Sathya Priya, participated in the Five Days International Virtual Faculty Development Programme on "Professionalism and Interpersonal Skill Management" organized by Nallamuthu Gounder Mahalingam College, Pollachi from 29.01.2024 to 05.02.2024
- Dr.B.Santhosh Kumar, participated in One Week Faculty Development Programme on "From Research to

Publication" organized by Adhiyaman Arts and Science College for Women, Uthangarai from 04.09.2023 to 11.09.2023

STAFF PARTICIPATION

- Dr. P. Revathi, Dr. M. Ganesan, Dr.P. Sathya Priya, Dr.R.Geetha and Dr.B.Santhosh Kumar presented a paper in an International Conference on "Artificial Intelligence in Business Management" organized by Rathinam College of Arts and Science on 07.03.2024
- Dr. P. Revathi, Dr. M. Ganesan, Dr.P. Sathya Priya, Dr.R.Geetha and Dr.B.Santhosh Kumar presented a paper in the ICSSR Sponsored National Seminar organized by Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore on 09.02.2024
- Dr. P. Revathi, Dr. M. Ganesan, Dr.P. Sathya Priya, Dr.R.Geetha and Dr.B.Santhosh Kumar have Presented a paper at the One Day International Conference on "Exploring the Technological Advancements in Business – the Future Perspective" organized by Sri Ramakrishna College of Arts & Science on 13.09.2023
- Dr. P. Revathi, Dr. M. Ganesan, Dr.P. Sathya Priya and Dr.R.Geetha have Presented a paper at the One Day National Level Seminar organized by Nallamuthu Gounder Mahalingam College, Pollachi, Coimbatore on 10.08.2023
- Dr.P.Sathya Priya Presented a paper in the National Conference on "Impact of New education policy among future generation" organized by Nallamuthu Gounder Mahalingam College on 23.08.2023
- Dr.R.Geetha Presented a paper at the One Day National Level Seminar Organized by Nallamuthu Gounder Mahalingam College, Pollachi on 02.08.2023
- Dr.B.Santhosh Kumar Presented a paper in an International Conference "Digitalization of Global Business Environments" organized by Rathinam College of Arts Science on 19.10.2023

STUDENTS ACHIEVEMENTS

- 30 Students completed the VACC Certificate Course "Certification in GST Skills" from 03.08.2023 to 19.09.2023
- 119 Students participated in a One Day National Conference on Digital Transformation in business: Opportunities & Challenges (DBTOC-23)" on 05.09.2023
- 20 Students are Completed IRDA Certificate Exam Conducted by Insurance Institute of India on 03.08.2023

- 4 Students participated in two days National Conference on Role of Entrepreneurs in the changing Economic Environments at KPR College of Arts Science and Research, Coimbatore on 30.08.2023
- 39 Students completed the Certificate Course "TALLY Essential Level" on 26.09.2023
- 8 Students participated at the Auditors Conclave- 2024 "Role of Professionals in Financial Growth" organized by KPR College of Arts Science and Research, Coimbatore on 28.02.2024
- Hari Prasath .S III B.Com Banking and Insurance, completed NISM - Series-V-A Mutual Fund Distributors Certificate Examination offered by National Institute of Securities Markets on 01.05.2024
- 8 Students Presented paper in the ICSSR Sponsored One Day National Seminar organized by Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore on 09.02.2024
- 8 Students Presented paper in a One Day International Conference organized by Rathinam College of Arts and Science on 07.03.2024

CERTIFICATE COURSE

- 11 Students completed 8 weeks NPTEL Online certificate course "Customer Relationship Management" offered by Indian Institute of Technology Kharagpur, and 42 Students completed Infosys Springboard Online certificate course

STUDENTS PUBLICATIONS

- G.Periyannayagi, Dharshini.Kand Mahalakshmi.S, III-B.Com B&I, "Customers' Perception, Attitude and Loyalty on Financial Services of India Post", Journal of Mukt Shabd UGC CARE LIST GROUP – I, Issue - IV, Volume-XIII, 1354-1361, Apr. 2024
- B. Jeevika. Sathiyapriya.M and Mousigapriya.S III-B.Com B&I, "Farmers Awareness about Pradhan Mantri Fasal Bima Yojana Scheme", Journal of Mukt Shabd Journal-UGC CARE LIST GROUP – I JOURNAL, Issue - IV, Volume-XIII, Apr. 2024
- S.Jegadheesh and Gokula Kannan .K III-B.Com B&I, "Customer Awareness towards NPA with Special Reference to HDFC Bank", Journal of IJRAR. ORG. Peer review referred journal, Apr. 2024

ONLINE COURSES

- Dr. P. Revathi cleared the NPTEL Certification course on "Financial Accounting" in Apr. 2024
- Dr.P.Sathya Priya and Dr.R.Geetha cleared the NPTEL Certification course on "Global Marketing Management" conducted in Apr. 2024

SPORTS ACHIEVEMENTS



Sports Achievement of our B.Com. B&I Students

- Mr. Sree Nigesh, I B. Com. B&I won the following Prizes
- Won I Prize in 1500-meter Hurdles organized by Kovai Sports Academy on 05.09.2023
- Won I Prize in 5000-meter Hurdles organized by Kovai Sports Academy on 05.09.2023
- Won I Prize in 1500- meter organized by Coimbatore District Junior Athletic Championship: 2023 on 08.07.2023
- Won I Prize in 5000 meters organized by Coimbatore District Junior Athletic Championship: 2023 on 08.07.2023
- Mr. C. Pradeep Roshan won II Prize in Junior Athletic Championship 2023 (5,000 meters) organized by 7th V.Maylsamy B.A.B.L,Senior Memorial Trophy Athletic Meet – 2023 on 05.09.2023
- Mr. Gurudeep S Won III Prize in Tamil Nadu Inter District Junior Athletic Championship 400-meter Hurdles on 17.09.2023
- Mr. R. Reethish Won I Prize in 1500 meters organized by Coimbatore District Junior Athletic Championship on 05.09.2023

PLACEMENTS

- Pavithra.S.V. III B.Com B&I got placement in DELOITTE with highest Salary Package of Rs.3 Lakh in the Department
- 36 students received 76 offer letters from different companies, out of which
- 16 were received offers from Concentrix,13 from Pronorac Insurance,12 from Surther land, 5 from Wice, 4 from TCS, 4 from HRH NEXT, 4 from Edvedha, 4 from Sureti IMF, 3 from QBSS, 3 from Fincover, 2 from KGISL, 2 from Paytm,1 from Condero Global,1 from (24)7 Ai,1 from DELOITTE.

DEPARTMENT OF COMMERCE IN BUSINESS PROCESS SERVICES

Department of Commerce in Business Process Services was established in the year 2016-17. The Programme is designed for the students to enlighten their minds towards Business Process Services. The course is innovative in nature, and it was started by having an MOU with TCS. Employability is promising in the BPS industry that is pertaining to managing business process such as banking, insurance, financial services, capital markets etc.

NATIONAL CONFERENCE



A National Conference entitled “**Emerging Technologies and Innovations on Service Sectors**” in Association with Central Bank of India on 14.09.2023

GUEST LECTURES



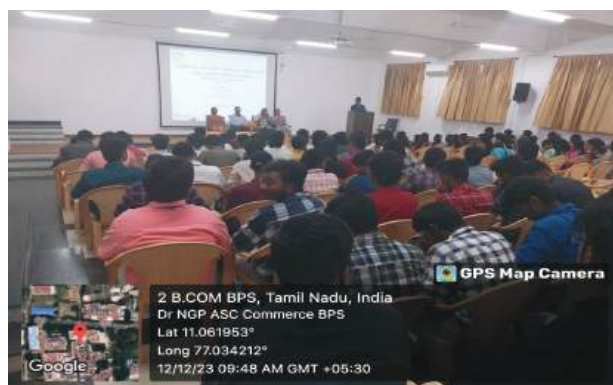
Ms. Vaishnavee Balaji, Founder MaPa Stupid Solutions, Founder & Product Architect-My Stupid Little Science, Founder-Food Bank, Coimbatore & Youthful India, Coimbatore delivered a lecture entitled “**Entrepreneurial Competencies – Skill India (IPR)**” on 14.07.2023



Mr. A. S. Vivekanandhan, Professional Financial Planner, Registered Member in MF Association, Coimbatore delivered a lecture titled “**Personal Financial Management**” on 25.07.2023

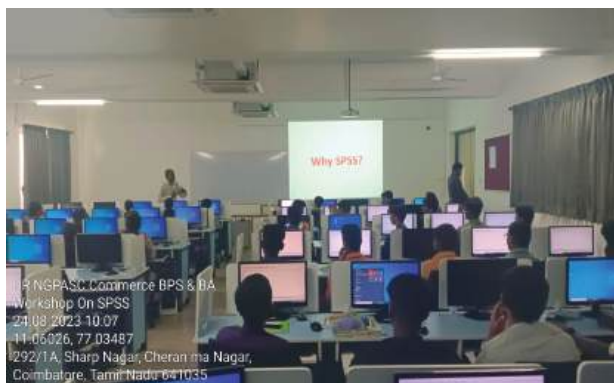


Mrs. Pavithra Murugesan, Deputy Branch Manager, ICICI bank Limited, Coimbatore delivered lecture titled “**PM Jan Dhan Schemes – An Awareness**” on 29.09.2023



Mr. A. Suresh, Development Officer, LIC of India, Coimbatore delivered a lecture titled “**Financial Securities through Insurance and Career Opportunities**” on 12.12.2023

WORKSHOP



Dr. V. P. Nallaswamy, Dean Commerce, VET Institute of Arts and Science and VET Institute of Arts and Science (Co-Education) College, Erode delivered a session in the workshop titled "Data Analysis Using SPSS Software" on 24.08.2023

INTRA DEPARTMENT COMPETITION



Intra Departmental Competition "Poster Making", "Fireless Cooking", "Connections" and talent hunt conducted on 18.12.2023

SWACHHATA PAKHWADA CELEBRATION



Swachhata Pakhwada Celebration, Interdisciplinary Hygiene and Sanitation Awareness display Via Chart & E-Photo, Posting Competition conducted on 04.09.2023

INTERCOLLEGIATE BPS MEET



Technical Symposium- BiZ WiZ 2024 an intercollegiate BPS Meet conducted on 28.02.2024. Mr. Kashinathan M, Associate Training Manager, State Street HCL Services, Coimbatore delivered a lecture on "Business Excellence"

ALUMNI INTERACTION



Ms. Thilakshika, (2019-20 Batch) Financial Analyst, State Street HCL Services, Coimbatore, delivered a session "Investment Banking" on 01.09.2023

EXTENSION ACTIVITY



An Extension activity conducted on "Awareness about Government Schemes" in Association with Central Bank of India at Velliyankadu Village on 19.09.2023

STUDENT DEVELOPMENT PROGRAM



Mr. S. Sensudhir of III B.Com (BPS) and **Mr. L. Vigneshwaran** of II B.Com (BPS) delivered a session on “**Journal Review on Chat GPT**” on 19.08.2023



Mr. P. Vignesh, Mr. A. Jono Roshan and Ms. S. Thilaka of II B.Com BPS delivered session on “**Social Entrepreneurship & Zoho Books**” on 24.08.2023



Mr. M.M. Kaphil & Ms. S. Dhanusha of III B.Com BPS delivered a session on “**Professional Soft Skills**” on 30.01.2024

RESOURCE PERSON

Dr. S. Namasivayam, Professor & Head

- Acted as a Chief Guest in Association Inaugural & Fresher's Day, Nandha Arts & Science College on 25.07.2023

- Acted as a Chair Person in National Conference on Digital Transformation in Business: Opportunities & Challenges (DTBOC – 23) in Dr. N.G.P. Arts & Science College on 05.09.2023
- Acted as University Nominee and subject expert for Board of Studies in S. D. N. B. Vaishnav College on 15.09.2023
- Resource Person in topic “Paradigm Shift in Startup Scenario in India” in St. Joseph College of Commerce, Bangalore on 22.09.2023
- Resource Person in Value added course on “Computerized Accounting in Acharya Arts and Science College from 11.12.2023 to 12.12.2023
- Resource person in workshop on “Basics of Research Writing” in Vellalar College for Women on 05.01.2024
- Resource person in a Seminar on “Success Strategies on Problem Solution fit and Product Market fit” VET Institute of Arts and Science on 05.01.2024
- Subject expert for Board of Studies in Gobi Arts & Science College on 23.03.2024
- Subject expert for Board of Studies in Sri Ramakrishna Arts and Science College, Coimbatore on 25.04.24

Dr. J. Nithya, Professor

- Inaugurated commerce Association and acted as Resource Person for a seminar on Social Harmony and Emotional Well being – A Self Evolution, Nandha Arts & Science College on 28.08.2023
- Acted as a Resource Person in Entrepreneurship Startup India in Dr. SNS Rajalakshmi College of Arts & Science on 13.10.2023
- CDC member for Department of Commerce (PG) in Dr. SNS Rajalakshmi College of Arts & Science on 19.03.2024

Dr. A.Y. Kettiramalingam, Associate Professor

- Acted as an Board of Studies member, External Member in Doctorial Committee Meeting at Rathnavel Subramaniam College of Arts and Science on 19.08.2023
- External Audit member at Rathinam College of Arts and Science, acted as a Resource Person in Taxation at KG college of arts and Science on 19.02.2024

Dr. D. Sujini, Assistant Professor

- Acted as a Resource Person in Portfolio Administration at PSGR Krishnammal College for Women on 05.10.2023

STAFF PUBLICATIONS

Dr. S. Namasivayam, Professor & Head

- "Parental Behaviors: A Benevolent attitude towards child trafficking", Communication and Management Journal, Volume 9, Issue 05, PP: 289-295, (ISSN:2269-7195), Peer Reviewed, Indexed & UGC-CARE Group II Journal with impact factor 5.1, 2024
- "Users' perception towards metaverse with special reference to selected sectors", Aegaeum Journal, Volume 12, Issue 05, PP: 110-116, ISSN:0776- 3808, Peer Reviewed, Indexed & UGC-CARE Group II Journal with impact factor 6.1, 2024
- "Emerging Technologies and Innovations in Service Sector", Advancement of Trading using AI edited book, ISBN No. 978-81-964455-9-1, PP: 143-148, Sep. 2023
- "Tomorrow's Accountant: Role of Cost and Management Account in Digital Future", Impact of Internet of Things (IOT) in Accounting and finance - by Multi Spectrum Publications, Kanyakumari, ISBN No. 978-93-94428-94-2, PP: 276-280, Aug. 2023
- "Perspective of ICT Tools in Education - Artificial Intelligence in Education", Shanlax Publications, Madurai, ISBN No. 978-93-94004-27-6, PP: 539-541, Aug. 2023

Dr. J. Nithya, Professor

- "The Financial Performance Analysis of an Insurance Sector with Special Reference to HDFC Life Insurance" Journal of Harbin Engineering University, Scopus & UGC Care Group II, Vol. 44 No. 7(2023), Issue 7, PP: 1231-1240, ISSN: - 1006-7043, Jul. 2023
- "Transforming and Transmuting Skill Through Digital Technology- A Futuristic Assessment", International Journal of Emerging Technologies and Innovative Research UGC ID 63975, Vol.10, Issue 7, PPe52-e57, impact factor – 7.95, ISSN:2349-5162, Jul. 2023
- "Business Transformation via Artificial Intelligence –The Path of New Age Business", International Journal of Novel Research and Development, Vol.8, Issue 7, PP. b588-b593, impact factor – 8.76, ISSN: 2456-4184, Jul. 2023
- "Corporate Renovation Via Artificial Intelligence–The Path of New Age Business in in Emperor", International journal of Finance and Management Research - ISSN: 2395-5929, pp:82-87, © Mayas Publication
- A chapter titled Digital Startups: A Multidisciplinary Approach in Technology and Sustainable Development

titled 'The Imprint of Vacation Education on Entrepreneurship- A Review Study' in BLUE AVA FORD Publications, volume 1, pp No:120 with ISBN 978-93-93376-66-4

- Book-Corporate Accounting - Alpha International publication AIP, ISBN 978-93-5762-634-3, Dec. 2023
- Co Editor in the proceedings of National conference -Emerging Advancements and innovations in commerce and Industry on Sep 2023 at Dr NGP Arts and Science College, Coimbatore

Dr. A.Y. Kettiramalingam, Associate Professor

- "Digitalization of the Indian financial Sector", Shanlax Publication, PP 51 – 54, ISBN - 978-81-19337-00-2, Volume 2, in Jul. 2023
- "Technological Intervention in Banking - After Globalization", Shanlax Publication, ISBN - 978-81-19337-00-2, Volume 2, in Jul. 2023
- "A Comparative Study on Corporate Social Responsibility-How It Changes the Backward Class", YMER, Volume 22, Issue 8, PP 33 - 39, ISSN: 0044-0477, Aug. 2023
- Green Banking Acceptance Among Bank Customers with Special Reference to Tiruppur City, IJSART - Volume 9 Issue 9, ISSN [online]: 2395-1052, Sep. 2023
- "Impact of Union Budget on National Stock Exchange", EPRA International Journal of Environmental Economics, Commerce and Educational Management Journal DOI: 10.36713/epra0414, ISI I.F Value: 0.815, SJIF Impact Factor (2023): 8.153 ISSN: 2348 – 814X Volume: 10, Issue: 8, Aug. 2023
- "Futuristic view in the Insurance Sector", International Journal for Modern Trends in Science and Technology Volume 9, Issue 08, pages 116-121 ISSN: 2455-3778 online, received: 28 July 2023; Accepted: 21 Aug 2023; Published: 28 Aug. 2023
- "Financial Literacy and Personal Financial Planning of Working Professionals in Tiruppur District", Journal of Management & Entrepreneurship, volume 16- issue-2(vii), page no 407-419, ISSN No: 2229-5348, Apr – Jun. 2022
- "A Study on Awareness among Ayushman Bharat (Pm Jay) Beneficiaries in Coimbatore District", Goya Journal, Volume 16, Issue 12, PP 120- 125, ISSN: 0017 – 2715, Dec. 2023

Dr. D. Sujini, Assistant Professor

- "A Study on Demographic and Socio-Economic Characteristics of Loan Borrowers of Select Private Sector Banks in Rural Coimbatore District", Journal of the Oriental Institute, ISSN 0030 – 5324, volume No:72, No 17, PP 58 – 62, Dec. 2023
- "A Study on Rural Borrower's Level of Awareness Towards Varied Bank Loans offered by the Select Private Sector Banks in Rural Coimbatore District and To Assess Their Borrowing Practices", Journal of the Oriental Institute, ISSN 0030 – 5324, volume No:72, No 17, PP 63 – 78, Dec. 2023
- "Exploring the Integration of Artificial Intelligence in the Digital Lending Landscape", Journal of the Oriental Institute, ISSN 0030 – 5324, volume No:72, Issue 05, No 10, PP 77 – 79, Jan. 2024
- "A Study on Factors Responsible for the Investors Preference of Mutual Funds as an Investment Option", Bhumi Publishing, First edition, ISBN 978 - 93 – 95847 – 20 – 9, PP 68 – 80, Feb. 2024
- "Enhancing Financial Inclusion through Digital Banking: Implications for Banks Stability in India", Bhumi Publishing, First edition, ISBN 978 - 93 – 95847 – 20 – 9, PP 58 – 67, Feb. 2024

Mrs. R. Janani, Assistant Professor

- "Exploring the Integration of Artificial Intelligence in the Digital Lending Landscape", Journal of the Oriental Institute, ISSN 0030 – 5324, volume No: 72, Issue 05, No 10, PP 77 – 79, Jan. 2024
- "Enhancing Financial Inclusion through Digital Banking: Implications for Banks Stability in India", Bhumi Publishing, First edition, ISBN 978 - 93 – 95847 – 20 – 9, PP 58 – 67, Feb. 2024
- "A Study on Factors Responsible for the Investors Preference of Mutual Funds as an Investment Option", Bhumi Publishing, First edition, ISBN 978 - 93 – 95847 – 20 – 9, PP 68 – 80, Feb. 2024

STAFF PRESENTATION

- Dr. D. Sujini, Assistant Professor presented a paper in MSME TDC (CFTI) Govt of India Sponsored 2 day's National Conference on "Role of Entrepreneurship in the Changing Economic Environment" at KPR College of Arts & Science and research on 22.09.2023
- Mrs. R. Janani, Assistant Professor presented a paper in ICSSR Sponsored One Day National Seminar on

"Digital India: Progress towards Inclusive Fulfillment of Sustainable Development in the Digital Economy" at St. Joseph's College on 27.06.2023

- Mrs. R. Janani, Assistant Professor presented a paper in ICSSR Sponsored One Day National Seminar on "Impact of New Education Policy among Future Generation" at Nallamuthu Gounder Mahalingam College on 10.08.2023
- Mrs. R. Janani, Assistant Professor presented a paper in the International conference on "Fintech: Digital Transformation of Financial Services (ICF 2023)" at Bharathiar University on 14.09.2023

Dr. S. Namasivayam, Professor & Head

- ICSSR Sponsored National Conference on "National Education Policy 2020: Challenges and Opportunities for Higher Education Institutions in India - Perspective of New Education Policy 2020" at Dr. N.G.P. Arts and Science College on 27.12.2023
- Entrepreneurship and Financial Institutions, MSME-TDC (CFTI) Sponsored National Level Conference on "Role of entrepreneurship in the changing economic environment" at KPR College of Arts, Science and Research on 22.09.2023
- The Institute of Cost Accountants of India sponsored National Level Seminar on "Tomorrow's Accountant: Role of Cost and Management Accountant in Digital Future" at Sri Ramakrishna College of Arts & Science on 24.08.2023
- Artificial Intelligence in Education, ICSSR Sponsored National Level Seminar on "Perspective of ICT Tools in Education" at NGM College on 04.08.2023

Dr. J. Nithya, Professor

- International conference on "Data driven Sustainable Business Practices during Turbulent times" at Mount Carmel College in Association with University of Central Oklahoma, College of Business on 04.08.2023
- ICSSR Sponsored One Day National Seminar on "Skill Development Through Nep-An Affirmative Practice in Women Empowerment" at Nallamuthu Gounder Mahalingam College on 02.08.2023
- National Seminar on "Weaving Sustainable Development Goals in Quality Textile and Management Education: A Forum for Exchange of Ideas and Practices among Stakeholders" Sardhar Vallabhai Patel International School of Textiles and Management, Ministry of Textiles, Government of India on 14.08.2023

- International conference on “Fintech: Digital Transformation of Financial Services (ICF 2023)” at Bharathiar University on 14.09.2023
- “Role of Digital Technology in Transforming Skill- A Futuristic View” in a One-day National Conference on Skills Development for Sustainable Growth and Empowerment by Department of Commerce of Sri Ramakrishna College of Arts and Science on 28.03. 2023

Dr. A. Y. Kettiramalingam, Associate Professor

- International conference on “Fintech: Digital Transformation of Financial Services (ICF 2023)” at Bharathiar University on 14.09.2023
- National Seminar on “Green Finance for Sustainable Development” at Sri Ramakrishna College of Arts & Science on 08.12.2023
- “Skill Development & rural Youth Development”, ICSSR Sponsored One Day National Seminar on Rural Women Empowerment Through Skill Development, Nallamuthu Gounder Mahalingam College on 02.08.2023
- Social media - the media giant and its impact in learning landscape”, International Conference on “Digital Drift in MFM – 3.0”, Department of Commerce of Puratchi Thalaivi Amma Government Arts & Science College, Palladam on 30.08.2023

STAFF PARTICIPATION

Dr. S. Namasivayam, Professor & Head

- Participated in an International Symposium on “Volatility in Global Markets” at VET Institute of Arts & Science on 23.08.2023
- “IP Awareness & Training Program” at National Intellectual Property Awareness Mission on 08.01.2023

Dr. J. Nithya, Professor

- Two day onsite ‘Workshop on Creating Documentaries as Tools for Teaching in Higher Education’ Organized by Centre for Education Beyond Curriculum (CEDBEC) inside the Bangalore Central Campus, Christ (Deemed to be University) on from 30.10.2023 to 31.10.2023
- An International workshop on “Role of Financial institutions and services for Entrepreneurial Development” organized by PG and Research Department of Sri Ramakrishna college of arts and science in association with National Insurance company limited on 08.08.2023
- ICSSR Sponsored One Day National Seminar on “Rural Women Empowerment Through Skill Development” at Nallamuthu Gounder Mahalingam College on 02.08.2023

International conference on “Data driven Sustainable Business Practices during Turbulent times” - AI powered Health care Technology: A Post Pandemic Critical Review” Mount Carmel College in Association with University of Central Oklahoma, College of Business on 04.08.2023

Dr. A.Y. Kettiramalingam, Associate Professor

- A Two Day NAAC Collaborated National Virtual Seminar on “Holistic and Multidisciplinary Approach towards National Higher Education Quality Framework” at Cauvery College for Women from 05.07.2023 to 06.07.2023
- 8 days “MOOC Short Term Course on Guidance” at ISS College of Teacher Education from 20.06.202 to 27.06.2023
- International Development Management Program on “Technology and Digital Transformation - its impact on business” at Sri Ramakrishna College of Arts & Science from 24.07.2023 to 26.07.2023
- “US Individual Taxation” at ICT Academy from 30.10.2023 to 03.11.2023

Dr. D. Sujini, Assistant Professor

- International Development Management Program on “Technology and Digital Transformation - its impact on business” at Sri Ramakrishna College of Arts & Science from 24.07.2023 to 26.07.2023
- “Basic Statistical Analysis and its interpretation using SPSS” at Global Institute of Statistical Solutions from 24.08.2023 to 28.08.2023
- 3 days Workshop on “Whole Person Education for Faculty in higher Education” at Christ University from 20.03.2024, 26.03.2024 to 27.03.2024

Mrs. R. Janani, Assistant Professor

- International workshop on “ Role of Financial institutions and services for Entrepreneurial Development” at Sri Ramakrishna college of Arts and Science in Association with National Insurance company limited on 08.08.2023
- 3 days workshop on “Basic Statistical Analysis and its interpretation using SPSS” at ISAR from 23.03.2024 to 25.03.2024

FACULTY DEVELOPMENT PROGRAM

- Dr. S. Namasivayam, Professor & Head attended a 12 week FDP on “Educational Leadership” at NPTEL – AICTE from July to October, 5 days FDP on “Developing your Professional Edge: Strategies for Career Growth and Financial Success” at PPG College of Arts and Science from 08.01.2024 to 12.01.2024

- Dr. J. Nithya, Professor attended a Virtual FDP Program on “ESG Framework of Business” at V. O. Chidambaram College from 28.10.2023 to 03.11.2023
- Dr. A.Y. Kettiramalingam, Associate Professor attended a National Level Five Days Virtual Faculty Development Program at KG College of Arts & Science from 03.07.2023 to 07.07.2023
- Dr. A.Y. Kettiramalingam, Associate Professor attended a One-week Faculty Development Program “Upskill your Resources” at Ayya Nadar Janaki Ammal College from 07.07.2023 to 13.07.2023
- Dr. A.Y. Kettiramalingam, Associate Professor attended a Five Day international Virtual FDP on “Upskilling Research and its Applications” at Sri Kanyaka Parameshwari Arts & Science College for Women from 24.07.2023 to 28.07.2023

STUDENTS PARTICIPATION & PRESENTATIONS

- 3 students from Commerce BPS presented paper in ICSSR Sponsored One Day National Seminar on “Rural Women Empowerment Through Skill Development” at Nallamuthu Gounder Mahalingam College on 02.08.2023
- 18 students from Commerce BPS presented paper in an One day National Seminar on “Perspective of ICT tools in Education” at Nallamuthu Gounder Mahalingam College on 04.08.2023
- 22 students from Commerce BPS participated in International Workshop on “Role of financial Institutions and Services for Entrepreneurial Development” at Sri Ramakrishna college of Arts & Science on 08.08.2023
- 2 students from Commerce BPS presented paper in “Impact among students and Teachers after implementation of new Education Policy” at Nallamuthu Gounder Mahalingam College on 10.08.2023
- 10 students from Commerce BPS presented paper in International conference on “Fintech: Digital Transformation of Financial Services (ICF 2023)” at Bharathiar University on 14.09.2023

- 6 students from Commerce BPS presented paper in MSME TDC(CFTI) Govt of India Sponsored 2 days National Conference on “Role of Entrepreneurship in the Changing Economic Environment” at KPR College of Arts & Science and research from 22.09.2023 to 23.09.2023
- 24 students from Commerce BPS participated in “GESTAO 6.0 - Intercollegiate BPS Meet 2024 -Neuro Quest” at PSGR Krishnammal College for Women on 08.01.2024
- 6 students from Commerce BPS participated in 2 days workshop on “Technical Innovation & transformation Towards Sustainable Goals” at KPR college of Arts Science & research from 30.01.2024 – 31.01.2024
- 45 students from Commerce BPS participated in “Intercollegiate BPS Meet 2024” at PSG College of Arts & Science on 12.02.2024

STUDENTS AWARDS & RECOGNITIONS

- Tilaka S from II B.Com BPS won first prize in Paper presentation in Math Fest 2023 Interdepartmental Meet at Dr. N. G. P. Arts & Science College on 13.12.2023
- Madhir Vishnu S & Vaishnavi K. R from III B.Com BPS won first prize in Time Wizard at the National level Inter Collegiate BPS fest at PSG College of Arts & Science on 12.02.2024

PLACEMENT

- Dhanusha S of III B. Com (BPS) got placement in Accenture with highest salary annual package of Rs. 3.50 LPA in the department
- Vaishnavi K. R of III B. Com (BPS) has the highest offers in the department of 5 offers in HRH Next, Sutherland, OMEGA, Sagility Health, ICICI Prudential Life Insurance
- Students from III B. Com (BPS) got placement with 23 offers in various companies like Accenture, HRH Next, Sutherland, OMEGA, Sagility Health, ICICI Prudential Life Insurance, Sureti IMF Pvt Ltd, Fincover, TCS BPS, ILM, 24/7.ai

DEPARTMENT OF COMMERCE WITH BUSINESS ANALYTICS

Department of Commerce with Business Analytics was established in the year 2016. It was designed exclusively for the students to enlighten their analytical skills and its application in business. The department witnessed a growth from 25 students in 2016-2017 and to 60 in the year 2024-2025 with 5 faculty members.

GUEST LECTURES



Ms.P.Anjusree, Technical IT Recruiter, Mind pool Technology, Hyderabad shared her knowledge entitled on “**Challenges and Opportunities as a Business Analyst in Corporates**” on 25.09.2023



Mrs.S.Abirami, Lead Analyst, Fidelity Investments, EGL Tech Park, Bangalore delivered a lecture titled on “**Build a Successful Career in Corporate Ladder**” on 29.9.2023

ALUMNI INTERACTION



Ms.Harshita Balaji, Joint Secretary, MGV Global Academy School and Junior College, 2019-2022 batch delivered a lecture entitled “**Managing Oneself and Pygmalion in Self-Management**” dated on 12.07.2023



Mr. S. Karthikeyan, Finance Manager, Aadhi Maruthi, Coimbatore, 2017-2020 batch gave a talk entitled “**Career Scope in Finance**” on 16.12.2023

VISITING FACULTY



CS. J Srinivasa Saravanan (MCS, M.Com., MBA, M.Phil., ACS), Company Secretary of M/s. Malabar Cements Ltd., hosted a visiting faculty event on “**Company Law and Secretarial Practice**” on 9.7.2023 and 4.10.2023

STUDENT DEVELOPMENT PROGRAM



Case Study Analysis on “**Google Analytics Solutions Gallery & IBM Business Analytics**” presented by III & II B. Com BA Students conducted on 28.7.2023



“**Revert Analytics - 2023**” competition was held with 123 participants from the commerce stream on 29.12.2023

INTRA DEPARTMENTAL ACTIVITY



B.Com BA students conducted a Intra Departmental activity in following topics “**Presentation On Investment Portfolio**”, “**Presentation on GST Filling & Procedure**” and “**Presentation on Schemes of Government of India**” on 8.8.2023

EXTENSION ACTIVITY



An Extension Activity on “**Awareness about Government Schemes in Association with Central Bank of India**” at Velliangadu village, near karamadai on 24.02.2024

WORKSHOP

D.V.P. Nallaswamy, Dean Commerce, VET Institute of Arts and Science Coimbatore, conducted a workshop entitled “**SPSS**” on 23.08.2023



STAFF PUBLICATIONS

- Dr.M.S.Ranjith Kumar, Professor and Head of the Department published a paper entitled “A Study On The Financial Performance Of Selected It Companies In India” Humanities and Social Science Studies Journal, Vol 12, Issue 2, ISSN:2319-829X, Dec. 2023
- Ms.R.Suganya, Assistant Professor published a paper entitled “A Study On The Financial Performance Of Selected It Companies In India” Humanities and Social Science Studies Journal, Vol 12, Issue 2, ISSN:2319-829X, Dec. 2023
- Dr.P.Sumitha, Assistant Professor published a paper entitled “A Study On Venture Capital Financing In The Perspective Of New Entrepreneurs In Tiruppur District”

Humanities and Social Science Studies Journal, Vol 12, Issue 2, ISSN:2319-829X, Dec. 2023

- Dr.T.Nathiya, Assistant Professor published a paper entitled "Association Between Demographic Variables And Work Life Balance Amongst Female Employees In Garment Industry - A Study In Tirupur District" Humanities and Social Science Studies Journal, Vol 12, Issue 2, ISSN:2319-829X, Dec. 2023
- Dr.T.Nathiya, Assistant Professor published a paper entitled "Family Support, A Factor In Transformation Of Work Life Balance Of Female Workers In The Firms With Special Reference To Tirupur District" Humanities and Social Science Studies Journal, Vol 12, Issue 2, ISSN:2319-829X, Dec. 2023
- Dr.P.Sumitha, Assistant Professor published a paper entitled "Household Recycling Awareness Perception, Practices towards Solid Waste Recycling among Women in Coimbatore City" Journal of Emerging Technologies and Innovation Research, Vol 10, Issue 8, ISSN:2349-5162, Aug. 2023
- Ms.R.Suganya, Assistant Professor published a paper entitled "Household Recycling Awareness Perception, Practices towards Solid Waste Recycling among Women in Coimbatore City" Journal of Emerging Technologies and Innovation Research, Vol 10, Issue 8, ISSN:2349-5162, Aug. 2023

BOOK CHAPTER PUBLICATION

- Mr.C.Balaji, Assistant Professor, published a Chapter, "Using the Radon Transform, Identify the Tamil Characters in Inscription", ISBN No.978-81-965283-7-9, Dec. 2023

BOOKS PUBLISHED

- Dr.M.S.Ranjith Kumar, Professor and Head of the Department published a book entitled "Business Accounting", ISBN No. 978-81-19998-69-2, Apr. 2024
- Dr.M.S.Ranjith Kumar, Professor and Head of the Department published a book entitled "Introduction to Data Science", ISBN No. 978-93-6010-097-1, Dec. 2023
- Mr.C.Balaji, Assistant Professor, published a book entitled "PHP and MySql", ISBN No. 978-93-6013-384-9, Oct. 2023

STAFF PRESENTATIONS

- Dr.M.S.Ranjith Kumar, Professor and Head of the Department presented a paper entitled "Transforming HR Operations: Enhancing Efficiency with Analytics Reskilling and Upskilling" at Puratchi Thalaivi Amma Government Arts and Science College on 30.08.2023
- Mr.C.Balaji, Assistant Professor presented a paper entitled "The Rising Tide of Digital Drift Adopting to Data – Driver Marketing Trends" at Puratchi Thalaivi Amma Government Arts and Science College on 30.08.2023
- Mr.C.Balaji, Assistant Professor presented a paper entitled "Identify the Tamil Characters in the Inscription using Radon Transform" at United College of Arts and Science on 08.09.2023
- Mr.C.Balaji, Assistant Professor presented a paper entitled "Recognize the Tamil Characters in the Inscription using Radon Transform" at Hindusthan College of Arts and Science on 14.03.2023

FACULTY DEVELOPMENT PROGRAMME

- Mr.C.Balaji, Assistant Professor attended a Faculty Development Programme entitled "Emerging Trends on AI enabled Data Analytics for Business Decision Making" at SRM Institute of Science and Technology from 9.10.2023 to 14.10.2023
- Mr.C.Balaji, Assistant Professor attended a Professional Development Programme entitled "Upskilling Core Competencies for Computer Science Professionals" at Kongunadu Arts and Science College from 9.10.2023 to 14.10.2023
- Dr.P.Sumitha, Assistant Professor attended a Faculty Development Programme entitled "US Individual Taxation" at ICT Academy from 30.10.2023 to 3.11.2023
- Dr.M.S.Ranjith Kumar, Professor and Head of the Department, Mr.C.Balaji, Assistant Professor, Dr.P.Sumitha, Assistant Professor, Ms.R.Suganya, Assistant Professor attended a Faculty Development Programme entitled "Outcome Based Education" at Dr.NGP Arts and Science College from 17.6.2023 to 21.6.2023

RESOURCE PERSON

- Dr.M.S.Ranjith Kumar, Professor and Head of the Department, delivered a Guest Lecture entitled on "The Power of Research in Student Development" at Gobi Arts and Science College on 26.09.2023

ACHIEVEMENTS BY STUDENTS**ONLINE COURSES**

The following are the number of students completed MOOC Courses

S.No	Name of the Course	Number of Students
1	Coursera	4
2	Infosys Springboard	129
3	NPTEL	9

PLACEMENT

- Students from III B. Com BA got placement in various companies like State Street HCL, KGISL, RND Infotech, Focus Edumatics, JP Morgan Stanely , Infosys, TCS etc.

DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

Department of International Business was established in June 2003. It holds a distinct place as it copes with the fast-changing socio-economic environment. The department strives to bring out the concealed talents of the students to mould them as competent professionals with knowledge, talent and determination. The department is committed to developing professionals to succeed in a competitive corporate market by providing concept-oriented subject knowledge assisted with hands-on practical training. It endeavours to develop an all-round personality among the students by inculcating positive attitude, team spirit, leadership, business ethics and innovation. The department has also dedicated itself in assisting placement by organizing job-oriented programs like analytical reasoning, personality development and Effective management of current challenges in International Business.



Mr. A. Ramakrishnan, ISO Lead Auditor at SARR Associates HR Management Consultancy, delivered a guest lecture titled **"Quality Compliances"** on 10.07.2023

NATIONAL CONFERENCE



A conference titled **"Digital Transformation in Business: Opportunities and Challenges (DTBOC-23)"** was organized on 15.09.2023



Mr. Sathish Kumar, Senior Executive Shaan's Cargo Coimbatore, delivered a guest lecture titled **"Logistics Operations & Digitization of export documentation procedures"** on 28.12.2023

GUEST LECTURES



Mr. S. Subramanian, Retired Assistant General Manager of the Airport Authority of India, Coimbatore, delivered a guest lecture on **"Air Cargo Process and Management"** on 08.07.2023



Ms. Mowshika. K (Alumnus 2020 - 2022), Student, BPP University, London, conducted an Alumni Interaction session titled **"Best Teaching Practices in BPP University"** on 09.08.2023



Mr. Gowtham. K (Alumnus 2016 -2018), Regional Business Development Manager at Study Research, Coimbatore, gave an Alumni Interaction Session on **"Overseas Education and Career Opportunities"** on 28.12.2023

INTER-DEPARTMENTAL COMPETITION

The Sui Generis Association of Department of Commerce with International Business organized an Interdepartmental Symposium, titled **"A Talent Hunt"** on 02.08. 2022 and 03.08. 2022

STUDENT DEVELOPMENT PROGRAM



Sui Generis Association has organized **"Book Review"** on 08.07.2023



Sui Generis Association organized an **International Level Case Analysis Competition** in Association with Young Indians-CII on 31.08.2023



Sui Generis Association organized **"Maritime Conclave"** on 27.09.2023



Sui Generis Association organized **"Sectorial Analysis"** on 03.01.2024



Sui Generis Association organized **"National Youth Parliament"** on 24.01.2024

STAFF ACHIEVEMENTS, RECOGNITIONS AND MEMBERSHIP IN PROFESSIONAL BODIES

- Dr.S. Mohanraj, Member of Board of Studies in International Business, Sri Ramakrishna College of Arts and science, Coimbatore for the academic year 2023-2024.

PATENT

- Dr.M.Kowsalya, Patent applied for "Design and implementation of IoT based low cost, Effective learning mechanism for empowering STEM Education in India" for the academic year 2023-2024

CONSULTANCY

- Dr.M.Kowsalya, Corporate training of employees at United fashions, Tiruppur for the academic year 2023-2024
- Mrs.S.Priyanka, Corporate training of employees at United fashions, Tiruppur for the academic year 2023-2024

BOOK PUBLICATIONS

- Dr.S. Mohanraj, published a book an “Risk Management Strategy Adopted by Third Logistics Providers”, Lambert Academic Publishing
- Dr.T.Vasumathi, published a book, “The Financial Performance of Selected Five Ports in India” Lambert Academic publishing, Germany
- Dr.E.Dhanasekar, Assistant Professor, “International Business”, First Edition, Alpha International Publication, 2022, ISBN: 978-93-95405-58-4.
- “International Trade Procedure and Documentation” First Edition, NexGen Publication, 2023, ISBN: 978-81-959870-4-7
- Mr.K.Chandrabose published a book on “Risk Management Strategy Adopted by Third Logistics Providers”, Lambert Academic Publishing

CHAPTER PUBLICATIONS

Dr.M.Kowsalya, Assistant Professor

- Environmental conservation and Restoration projects by private sector entities: SDG Impacts, Ink of Knowledge Sidhpur, Gujarat, India, ISBN: 978-93-5826-263-6, May 2024
- Fintech – The Next Frontier of Financial Services, Mays Publication, Coimbatore, ISBN: 978-81-19716-91-3, Sep. 2023
- Fintech – The Next Frontier of Financial Services, Insurance Institute of India, Coimbatore, ISBN: 978-81-964453-0-0, July 2023
- Claim Settlement Procedure Using AI, Insurance Institute of India, Mumbai, ISBN: 978-81-964453-0-0, July 2023

Dr.E.Dhanasekar, Assistant Professor

- “Women Entrepreneurship: Issues and Challenges”, 02-August-2023 ISBN: 978-93-5980-468-2 Vol -1 ,334, NGM College, Pollachi

- “Impact of Artificial Intelligence in Banking Sector”, 25-August-2023, ISBN- 978-93-340- 0104-4, Sri Ramakrishna College of Arts and Science, Coimbatore
- “Cyber Crime as A Global Problem”, 16-September-2023, ISBN – 978-81-19716-91-3, Bharathiar University, Coimbatore

STAFF PRESENTATION AND PARTICIPATION

- All faculty members of the department actively participated in 20 National and 8 International Seminars, 8 Conferences, 2 workshops and 29 Faculty Development Programmes

RESOURCE PERSON

Dr.S.Mohanraj, Associate Professor and Head

- “Export Policy and Procedures in India” at Avinashilingam Institute for Home Science and Higher Education for Women on 16.09.2023

Dr.T.Vasumathi, Associate Professor

- “Awareness on Intellectual Property Rights” at KG College of Arts & Science Coimbatore on 21.07.2023
- External expert member for the conduct of Academic Lecture Audit, at Rathinam College of Arts and science college Coimbatore 20.03.2024

Dr.M.Manjula, Assistant Professor

- Acted as a resource person and delivered a lecture titled “Career Guidance to the Higher Education” Naan Mudhalvan-Uyarvuku Padi at Annai Mira College of Engineering and Technology, Vellore on 23.06.2023
- Chief Guest in “Career Guidance to the Higher Education” Naan Mudhalvan-Uyarvuku Padi at Govt High School, Tiruvannamalai on 24.06.2023

Dr.V.Saranya, Assistant Professor

- Acted as Recourse Person and delivered a lecture titled “An Introduction to Annuities: Funding your Future” at PSGR Krishnammal College for Women on 23.08.2023
- Acted as Recourse Person and delivered a lecture titled “International Literacy Day” at Chandrakanthi Public School on 08.09.2023

S.Priyanka, Assistant Professor

- Acted as Chief guest and addressed on “valuable knowledge to Impart” during the Alumni Talk Series at PSG College of Arts and Science on 16.11.2022

Dr.M.Kowsalya, Assistant Professor

- Invited Speaker, Basic Tools of Social Science Research, Chikkanna Government Arts College, Tiruppur, 01.11.23
- Invited Speaker, Emerging Trends in International Business, Government Arts College, Coimbatore, 22.09.23

Dr.E.Dhanasekar, Assistant Professor

- Acted as the Resource Person and delivered a lecture titled "Export Import Trade Procedures" at Al Ameen Institute of Management Studies, Bangalore, on 16.10.2023
- Acted as the chief guest, and delivered a talk in the Inauguration ceremony at Santa Monica Study Abroad Pvt Ltd on 24.10.2023
- Acted as the Resource Person and delivered a lecture titled "Export and Import Trade Procedure and Documentation" Achariya Arts and Science College, on 15.12.2023
- Acted as a Resource Person and delivered a lecture titled "Export and Import trade procedure and Documentation" Sri Ramakrishna College of Arts and Science, on 02.03.2024

STAFF PUBLICATION**Dr.S. Mohanraj, Associate Professor and Head**

- "A Study on the Perception of Engineering Goods Exporters on Green Supply Chain Practices with Special Reference to Coimbatore District." International Journal of Advance Research and Innovative Ideas in Education (IJARIIE), Vol.9, Issue 12, ISSN: 2454-9150, 15 Mar. 2024
- "A Study on Challenges and Impact on Performance of Pump and Motor Industries with Special Reference to Coimbatore." International Journal of Scientific Research & Engineering Trends Vol. 10, Issue 2, ISSN(O): 2395-566X, Mar. & Apr. 2024
- "Exploring Employee Retention Strategies in IT Companies: Insights from Employees Perspectives." Indian Journal of Applied Research, Vol. 14, Issue 4, ISSN (P): 2249 - 555X, Apr. 2024
- "A study on Risk Management Strategies Adopted by Third- party Logistics Service Providers with Special Reference to Coimbatore City" International Journal of Advance Research and Innovative Ideas in Education (IJARIIE), Vol.10, Issue 02, ISSN(O): 2395-4396, Apr. 2024

- "A Study of the Visual Merchandising Practices of the Retail Industry at Coimbatore with Specific Reference to The International Clothing Brand, Humanities and Social Science Studies journal." Vol. 12, Issue 2, & Dec 2023, 15 July
- "Factors Influencing the Policy Holders to Take Up Health Insurance Policy: a Study in Coimbatore city" Shodha Prabha, Volume 48, Issue 2, ISSN: 0974-8946, 2023
- "Policy Holders' Loyalty Towards Health Insurance Policy in Coimbatore City." International Journal of Innovative Research in Technology, Volume 9, Issue 8, ISSN: 2349, 2023

Dr.T.Vasumathi, Associate Professor

- "A Study on Consumer Focus on Supply Chain Management with Special Reference to Castrol Lubricants." International Journal of Advance Research and Innovation Ideas In Education, Vol.10, Issue 2, ISSN(O): 2395-4396, ISSN(P): 3116 -3123, Apr. 2024
- "A Study on Awareness About Automobile Spare Parts Exports of Selected Districts In Western Zone." International Journal of Scientific Research & Engineering Trends, ISSN(O): 2395- 566x Vol.10, Issue 2, ISSN(P): 304 -306, Apr. 2024
- "To Study the Financial Performance of Selected Five Ports in India." International Journal of Advance Research And Innovation Ideas In Education, Vol. 10, Issue2, ISSN(O): 2395-4396, ISSN(P): 2797 – 2804, Apr. 2024
- "Consumer switching behaviour of specified electronic branded products with Special Reference to Coimbatore City." International Journal of Advance Research and Innovation Ideas in Education, Vol. 10, Issue 2, ISSN (O): 2395-4416, ISSN(P): 2797 – 2804, Apr. 2024
- "To Study the Financial Performance of Selected Five Ports in India." International Journal of Advance Research and Innovation Ideas In Education, ISSN(O): 2395-4396 Vol.10, Issue: 2, ISSN(P): 2797 – 2804, Apr. 2024
- "A Study on Parents Perception and Buying Behaviour of International Baby Care Brands with Special Reference to Coimbatore City" Rabindra Bharati University Journal of Economics." Vol. 27, No. 7, 2023, ISSN: 0975-802x, pp. 53 -56

Dr.N.Chandrakala, Assistant Professor

- "A Study on Challenges Faced by the Selected MSME Sectors in Managing Logistics Activities in Coimbatore City." International Journal of Advance Research and

Innovative Ideas in Education, Vol. 10, Issue 2, ISSN(O) 2395 – 4396, 2024

- “A Study on Supply Chain Issues Faced by Manufacturing Company in Coimbatore.” International journal for research trends in social science and humanities, Vol. 2, Issue 2, ISSN(O) 2395 – 4396, 2024
- “A Study on the Perception of Textile Exporters on Green Supply Chain Management Practices in Tiruppur District.” International Journal of Scientific Research and Engineering Trends, Vol.10, Issue 2, ISSN(O) 2395-566X, 2024

Dr.M.Manjula, Assistant Professor

- “Analysis of Technostress on IT Professionals: An Inferential Analysis.” Journal of emerging Technologies and Innovative research (JETIR), Vol.1, Issue 3, ISSN: 2349-5162, Mar. 2024
- “Challenges faced in Managing Corporate Governance- A Study among Company Secretary of Coimbatore city.” Rabindra Bharati University Journal of Economics, Vol. 17, Issue 7, ISSN: 0975 – 802X, 2023

Dr.V.Saranya, Assistant Professor

- “A Study on Obstacles Faced by Garment Exporters with Special Reference to Tirupur City” International Journal of Research and Analytical reviews (IJRAR), Vol.10, Issue 3, ISSN(O) : 2348-1269, July 2023
- “A Study on Problems Faced by The Farmers while Producing Gloriosa Superba Seeds with Reference to Dharapuram.” Rabindra Bharati University Journal of Economics, Vol. 27, Issue 7, ISSN: 0975-802X, 2023
- “Contemporary Problems Faced Freight Forwarders in using Intermodal Transportation of Perishable Goods.” International Journal of Scientific Research and Engineering Trends, Vol.10, Issue 2, ISSN 2395 – 566X, 2024
- “A Study on Challenges Faced by Textile Machinery Importers in Tirupur District.” International Journal of Advance Research and Innovative Ideas in Education Vol. 10, Issue 2, ISSN(O): 2395-4396, 2024
- “A Study on Challenges Faced by Coffee Exports with Reference to Nilgiri District, TamilNadu.” International Journal for Research in Engineering Application Management (IJREAM), Vol.09, Issue 12, ISSN: 2454 – 9150, Mar. 2024

- “Perspective of Tirupur Textile Exporters on Sustainability Regressions for Packaging.” International Research Journal of Engineering and Technology, Vol.11, Issue 4, ISSN: 2395-0056, ISSN(P): 2395-0072, Apr. 2024
- “Implication in Adoption of Hub and Spoke Distribution Model in Domestic Logistics Operations with Special Reference to Coimbatore City” Vol.04, Issue 2, ISSN: 2583-2670, March & Apr. 2024
- “A Study on Work-Life Balance of Women Employees in Pharmacy with Reference to Suler Taluk.” International Journal of Research and Review, Vol. 11, Issue 4, ISSN(O): 2349-9788, ISSN(P): 2454-2237, Apr. 2024
- “A Study on Challenges Faced by Coir Products Manufacturer in Dindugul District” International Journal of Advance Research and Innovative Ideas in Education (IJARIE), Vol.10, Issue 2, ISSN (O)-2395-4396, 2024

Dr.M.Kowsalya, Assistant Professor

- “Supply Chain Management and Organizational Performance: An Empirical Investigation, South India Journal of Social Sciences.” Vol. 21, Issue 5, ISSN: 0972 - 8945, Aug 2023 (Indexed in UGC)
- “A Study on Factors Influencing Consumer Preference towards selected International Clothing Brand.” International Journal for Research Trends in Social Science and Humanities, Vol. 2, Issue 02, ISSN: 2208 - 2697, Mar. 2024
- “Impact of Implementation of Advance Technology in Logistics Industries in Coimbatore District.” International Journal of applied Research, Vol. 10, Issue 4, pp. 2117 - 2121, ISSN: 2394 – 5869, Mar. 2024
- “A Study on the Challenges Faced by Apparel Exporters in Tiruppur.” International Journal for Research in Engineering Application & Management, Vol. 9, Issue 12, pp. 2117 - 2121, ISSN: 2454 – 9150, Mar. 2024
- “A Study on Current Issues and Challenges in Logistics Management with Special reference to Coimbatore City.” International Journal of Advance Research and Innovative Ideas in Education, Vol. 10, Issue 2, pp.2117 - 2121, ISSN: 2395 - 4396, April 2024
- “Menstrual Hygiene Practice Among Adolescent Girls.” Indian Journal of Applied Research, Vol. 14, Issue 4, pp. 1 - 3, ISSN: 2249 – 555X, Apr. 2024
- “A Study on Challenges Faced by Garment Industry with Special Reference to Tirupur City.” International Journal

of Scientific Research & Engineering Trends, Vol. 10, Issue 2, pp. 70 - 74, ISSN: 2395 – 566X, March & Apr. 2024

- “The Effects of Virtual Marketing Implementation On Online Consumer In Coimbatore City During Covid 19 Pandemics.” International Journal of Research and Analytical Review (IJRAR), Vol. 10, Issue 2, pp. 4674 - 4683, ISSN: 2348 - 1269, May 2023

Ms.S.Priyanka, Assistant Professor

- “Awareness, Perception and Satisfaction on Export Promotion Schemes towards Textile Exporters with special reference to Tiruppur City” International Journal of Scientific Research and Engineering Trends (IJSRET), Vol .11, Issue: 04 ISSN (P):2395 – 0072, ISSN (O): 2395-0056, Apr. 2024
- “A study on effectiveness of custom house agent dealing with customers with reference to logistics company”, International Journal of Applied Research, Vol 2, Issue: 04, ISSN (P) :2394 – 7500, ISSN (O): 2394 – 5869, Mar. 2024
- “Supply chain management practices and its effect on textile industries in Tiruppur,” International Journal of Scientific Research Engineering Trends, Vol – 10, Issue 2, ISSN(O) 2395 – 566X
- “Consumer perception and attitude towards Online shopping with special reference to Coimbatore City”, Indian Journal of Applied Research, Vol – 14, Issue 04, ISSN (P) 2249 – 555X, Apr. 2024
- “A study on problems and prospects of pump exporters with special reference to Coimbatore City”, International Journal of Advance Research and Innovative Ideas in Education (IJARIE), Vol - 10, Issue 02, ISSN (O) 2395 - 4396, Apr. 2024
- “Consumer Buying behaviour pattern towards Lulu Hypermarket and its impact on local retailers with reference to Coimbatore City”, Indian Journal of Applied Research, Vol-14, Issue 04, ISSN(P) 2249 – 555X, Apr. 2024

Mr.K.Chandrabose, Assistant Professor

- “Prospects and Challenges in the Adoption of E-Commerce in Exports by Manufacturers with Special Reference to MSMEs in Coimbatore District.” International Journal of Scientific Research and Engineering Trends (IJSRET), Vol. 10, Issue 2, ISSN (O): 2395-566X, Mar. & Apr. 2024

- “Customer Relationship Marketing of Clothing Brand in Shopping Malls and its Effects on Customer Decision Making and Satisfaction in Coimbatore City.” International Journal of Scientific Research and Engineering Trends (IJSRET), Vol. 10, Issue, ISSN (O): 2395-566X, Mar. & Apr. 2024
- “Consumer’s Decision Making in Changing Perception Towards Cross Cultural Foods and Drinks and its Impact on Culture.” International Journal of Applied Research, Vol. 10, Issue 4, Mar.2024
- “Human Resources and Skill Gap in Logistics Services Industry with Reference to Coimbatore.” International Journal of Scientific Research and Engineering Trends (IJSRET), Vol. 10, Issue 2, ISSN (O): 2395-566X, Mar. & Apr. 2024
- “A Study on Optimizing Delivery Logistics in Ecommerce.” International Journal of Advance Research and Innovative Ideas in Education (IJARIE), Vol.10, Issue2, ISSN(O)-2395-4396, 2024

Dr.E.Dhanasekar, Assistant Professor

- “A Study on Working Women Perception Towards Gold Investment in Coimbatore City.” International Journal for Multidisciplinary Research (IJMR), Vol.6, Issue 2, ISSN-2582-2160), April 2024
- “A Study on Operational Efficiency of Cold Supply Chain service providers with Special Reference to Selected Container Operators.” International Journal for Modern Trends in Science and Technology (IJMTST), Vol.10, Issue 4, ISSN- 2455-3778, Apr. 2024
- A study on Glitches of Garment Industries in Reverse Logistics with Special Reference to Tirupur City – An Empirical Study.” AEGAEUM Journal, Vol.12, Issue 4, ISSN- 0776-3808, Apr. 2024
- “A Study on Current Issues and Challenges in Logistics Management with Special Reference to Coimbatore City.” International Journal of Advance Research and Innovative Ideas in Education, Vol.10, Issue 2, ISSN- 2395-4396, Apr. 2024
- “A Study on the Effectiveness of Logistics Services in Real-Time Data Visibility.” International Journal of Research and Review, Vol.11, Issue 4, ISSN(O): 2349-9788, ISSN(P): 2454-2237, Apr. 2024

- “The impact of E-commerce growth on logistics and Supply chain management in India.” Journal of the Oriental Institute, Vol.72, Issue 5, ISSN(P): 0030-5324, April 2024

STUDENTS ACHIVEMENTS

INTER COLLEGIATE COMPETITIONS

- The student's participated 15 seminars, 24 workshops 49 National, 44 International conferences and 118 students participated in inter collegiate competitions conducted by various colleges.

CERTIFICATE COURSE

- 293 students completed various industry certificate courses offered by Infosys springboard and 29 students completed the courses offered by NPTEL.

STUDENTS PUBLICATIONS

- 45 students have published research article in UGC listed journals in the Academic year 2023-2024

SPORTS ACHIEVEMENTS



- 6 volleyball students from Department of commerce with International Business represented State level tournaments at Tuticorin August 2023 and won fourth place.
- 5 volleyball students from Department of commerce with International Business represented state level intercollegiate tournaments held by The American College Madurai on 21 & 22 February 2024 and secured second place.

PLACEMENTS

- 15 students received offer letters from UNIFO Solutions, Accenture, Objectways Technology, Malayala Manorama, Corizo, INSD Coimbatore, Tata Croma.

DEPARTMENT OF COMMERCE ACCOUNTING & TAXATION

The Department of Commerce Accounting and Taxation is one of the exclusive programs of Dr. N.G.P. Arts and Science College, which came into existence in 2018. It aims to impart in-depth knowledge and professional skills in accounting and taxation to the students. This course is designed to enable the students to efficiently handle accounting, financial management, tax planning, derivatives management, goods and service tax, etc. After completion of this programme, the students will be equipped with entrepreneurial and analytical thinking skills to enable them to actualize accounting and tax applications in business life.

NATIONAL CONFERENCE



A National Conference entitled **"Digital Transformations in Business: Opportunities & Challenges"** on 05.09.2023

WORKSHOP



Mr.S.Alagupandi, Aakkam Industrial Training and Research Institute, Coimbatore, **"Finance Application and Interpretation"** on 13.12.2023 & 14.12.2023



Mr. Arunkumar.V.A, Consultant, Institutional Relations Miles Education, Bangalore, **"Insights in Internet of Things and Cloud Computing"** on 23.01.2024

GUEST LECTURES



Shri.Sasi Kumar, Lifestyle Mentor/ Enlightenment speaker, Gurukulam, Coimbatore, **"Technological Advancements and their Impact on Entrepreneurship"**, on 06.07.2023



CMA G.M.Krishnahariraam, Associate Functional Consultant Wipro, Bangalore, **"Career Counselling for Higher Studies"** on 15.12.2023

SKILL CERTIFICATION



CA. Naison Louis, Director, GST Center - Teach Group, Cochin, “**New Trends and new improvement in the GST**” on 16.12.2023

PARENT INTERACTION



Ms. Aruna. V, Senior Grade Teacher (English), Velammal Bodhi Campus, Theni, Parents Interaction Program, “**Focus Your Goals**” on 19.01.2024



Mr. K. Mohanraj, Vice President of Tirupur Tax Practitioner Association, Tirupur, delivered a talk on “**GST Practitioner**” on 24.01.2024



Shri. K. Ramakrishnan, IRS, Commissioner of Central GST & Central Excise (Audit), Coimbatore, Endowment Lecture on “**Overview of Indirect Taxation (GST) - Career Prospects**” on 14.02.2024

STUDENT DEVELOPMENT PROGRAM



S. Arun of III B.Com. A&T teaching the “**Advanced Excel formulae**” on 10.08.2023



“**InterDepartment Competition**” I B.Com A&T designed a poster elegantly and presented before the students at Kamber Arangam on 22.09.2023

CELEBRATION



National Small Industry Celebration was organized by the department III B.Com A&T students on 30.08.2023



“Awareness on JAN Dan Yojana Scheme”, B.Com.A&T students presented the report of the survey of Jan Dan Yojana with the team members on 23.09.2023



International Customs Day Celebration, the topic on “Role Play on Acting Roles and Responsibilities of Customs Officer” on 24.01.2024

FACULTY PROFESSIONAL DEVELOPMENT



Dr. T.Snekalatha, Professor and Head, delivered a lecture on “Managing Work Place Power Dynamics” on 12.09.2023

EXTENSION PROGRAMME



Extension activity on the “Awareness about Endowment Assurance – Postal Life Insurance Plan” was organized at Sarkar Saamakulam on 20.01.2024

ALUMNI INTERACTION PROGRAM



Mr. B. Kowshik, Alumni, Analyst Morgan Stanley Capital International, Coimbatore, gave an awareness session on “Adapting to Corporate and its Culture” on 16.12.2023



Ms.D.Alfiya, Analyst, State Street HCL Services, Coimbatore gave an awareness session title **"Fixing Mindset to Learn New Things"** on 09.09.2023

INDUSTRIAL VISIT



The Department of Commerce Accounting and Taxation organized an Industrial Visit to **"Three Star Creations, Ernakulam, Kerala"** on 17.02.2024

CONTRIBUTION BY STAFF MEMBERS STAFF AWARDS, RECOGNITIONS AND MEMBERSHIP IN PROFESSIONAL BODIES

- Dr. A. Anandalakshmy, Professor, received the Best Faculty Award for the achievement of excellent contribution in the field of Academics from Aram Foundation, Tamilnadu on 17.12.2023

Dr. T. Snekalatha, Professor & Head

- Member of the Professional Body "All India Council for Technical Skill Development" 2023-24
- Member of the Professional Body "National Institute for Technical Training Skill Development" 2023-24
- Fund received from ICSSR for Rs.8, 00,000 as Co-coordinator 2023-24

- Received an appreciation certificate for Receiving Funds for Research Project from Dr. N.G.P. Arts and Science College, 2023-24
- Editorial member - International Journal of Economics, Finance and Management Sciences (IJEFM), 2023-24
- Resource person "Current Trends in Auditing" at KG College of Arts and Science College, Coimbatore on 14.03.2024
- Resource person "Business Success and Mindset of Entrepreneurs" at Vellalar College of Arts and Science, Erode, Coimbatore on 29.09.2023
- Editorial board membership, International Journal of Management, 2023-24
- VC Nominee Member, Erode Arts and Science College, 18.03.2024
- VC Nominee Member, Sri Vasavi College, Erode, 02.01.2024
- Co-ordinator for Certification in GST Skills for Students, GST CENTRE, Cochin on 20.02.2024
- Member of the Professional Body "Commerce Management of India" 2023-24

Dr. N.Kodainayaki, Professor

- University Representative, Bharathiyar University at KG College of Arts and Science College, Coimbatore, 22.11.2023 to 2.12.2023
- Review member, International Journal of Creative Research Thoughts, 2023-24
- Member of the Professional Body, "National Institute for Technical Training Skill Development" 2023-24

Dr. A. Anandalakshmy, Professor

- Co-ordinator for Certification in GST Skills for Students, GST CENTRE, Cochin on 20.02.2024
- Received an appreciation certificate for Best Faculty Award from Dr.N.G.P. Arts and Science College, 2023-24
- Editorial Board Membership, International Peer Reviewed Journal and Books, 2023-24
- Fellow member at the International Institute of Organized Research in Jul. 2023
- Life Member at the Academic Researchers Association in Aug. 2023

- Affiliate member of the International Association of Academic Plus Corporate in July 2023
- Associate Editor at International Journal of Advanced Research and Development, Academic Publication 05.12.2023
- Life member at the World Economic Association on 10.02.2024
- Life Member at the Academic & Research Conclave on 08.02.2024
- Member of the Professional Body "All India Council for Technical Skill Development" 2023-24
- Editorial Board Member, International Journal of Advanced Research and Development, 2023-24
- Editorial Board Member, International Journal of Multidisciplinary Education and Research, 2023-24
- Editorial Board Member, International Journal of Advanced Educational Research, 2023-24
- Editorial Board Member, National Journal of Advanced Research, 2023-24
- Editorial Board Member, International Journal of Commerce and Management Research, 2024
- Editorial Board Member, International Journal of Applied Research, 2023-24
- Editorial Board Member, International Journal of Multidisciplinary Research and Development, 2023-24

Dr. E. Karthika, Associate Professor

- Resource person "Sales of Goods Act" at KG College of Arts and Science College, Coimbatore on 22.09.2023
- Resource person "Contemporary Issues-Human Resource Accounting" at KG College of Arts and Science College, Coimbatore on 29.09.2023
- Resource person "Principles of Awarding Damages" at PSGR Krishammal College for Women Coimbatore on 05.02.2024
- Resource person "Digital Marketing" at SNMV College of Arts and Science Institute of Management for Women Coimbatore on 06.01.2024
- Auditor "Academic Lecture Audit" at Rathinam College of Arts and Science on 27.09.2024
- Auditor "Academic Lecture Audit" at Rathinam College of Arts and Science on 23.02.2024

Mrs.T.Maheswari, Assistant Professor

- Resource Person "Accounting for Depreciation" at VLB College of Arts and Science College, Coimbatore on 24.01.2024
- Resource Person "Expert Lecture for Management Accounting" at KG College of Arts and Science College, Coimbatore on 15.03.2024

STAFF PUBLICATION

BOOK PUBLICATION

- Dr. T. Snekalatha, Dr. N. Kodainayaki, Dr. E. Karthika, published a book titled Cost Accounting in Dec-23, Indirect Tax in Dec-23, Marketing Management in Sep-23, Corporate Accounting in May-24 and Management Accounting in Nov -24 respectively

PATENT PUBLICATION

- Dr. T. Snekalatha, Dr. E. Karthika, published a patent titled Transgender People and Healthcare Barriers on 31.3.2023

STAFF PUBLICATIONS

Dr. T. Snekalatha, Professor & Head

- Effect of Mobile Marketing on Customers Behaviour in the Banking Sector, European Chemical Bulletin, 2023
- Perception of Patients on the Service Quality of the Government Hospital in Coimbatore District, International Journal of Technical Research and Science, May 24
- A Conceptual Study on Employees Wellbeing in the Workplace: Theoretical Framework, International Journal of Engineering Management Science, May 24

Dr. N. Kodhainayaki, Professor

- Passenger's Perception and Satisfaction Towards Airline Services-A Study with Reference to Coimbatore City, International Journal of Research and Analytical Reviews (IJRAR), Sep. 23
- A Study on Impact of Youtube Advertisement Viewers Purchase Behaviour and Attitudes, International Journal of Research and Analytical Reviews (IJRAR), Sep. 23
- A study on financial statement analysis of the steel authority of India, International Journal for Multidisciplinary Research, May 24

Dr. A. Anandalakshmy, Professor

- A Study on Impact of Microfinance in Empowerment of Women in Rural Area special Reference to Neighbourhood System in Kerala, Pramana Research Journal, Jun. 23

- Investors Perception towards Online Share Trading through selected Apps with Special Reference to Coimbatore City, International Journal of Creative Research Thoughts, Jul. 23
- Financial Performance Analysis of Selected Oil and Natural Gas Companies in India, International Journal of Environmental Economics, Commerce and Educational Management, Aug. 23
- Digital Financial Literacy among Working Women in Kerala: A Study with Special Reference to Malappuram District, Tuijin Jishu/Journal of Propulsion Technology, Nov. 23

Dr. E. Karthika, Associate Professor

- "Awareness towards Consumer rights insight from a rural taluk of Erode District" in Purakala, Dec. 2023
- "A Study on Consumer Awareness towards Quality and Usage of Surgical Masks in Coimbatore City" in Shanlax Journals, Dec. 2023
- "An Analysis of Financial Statement of ICICI Bank with Special Reference to Coimbatore City" in Bharatiya Shiksha Shodh Patrika, Dec. 2023
- "Customer Satisfaction Towards Sukanya Samridhi Yojna Scheme with Special reference to Coimbatore City" Journal of the Maharaja Sayajirao University of Baroda, Dec. 2023
- A Study on Brand Addiction among Millenial towards Sportswear in Nilgiris, Journal of Foundational Research, Dec. 2023

Mrs. T. Maheswari, Assistant Professor

- "Awareness towards Consumer rights insight from a rural taluk of Erode District" in Purakala, 2023
- "A Study on Consumer Awareness towards Quality and Usage of Surgical Masks in Coimbatore City" i Shanlax Journals, Dec. 2023
- "An Analysis of Financial Statement of ICICI Bank with Special Reference to Coimbatore City" in Bharatiya Shiksha Shodh Patrika, Dec. 2023
- "Customer Satisfaction towards Sukanya Samridhi Yojna Scheme with Special reference to Coimbatore City" Journal of the Maharaja Sayajirao University of Baroda, Dec. 2023
- A Study on Brand Addiction among Millenial towards Sportswear in Nilgiris, Journal of Foundational Research, Dec. 2023

BOOK CHAPTER PUBLICATION

- Dr. T. Snekalatha, Dr. N. Kodhainayaki, Dr. A. Anandalakshmy, Dr. E. Karthika and Ms. T. Maheswari published nine book chapters in various Book publications

STAFF PARTICIPATION

Dr. T. Snekalatha, Professor and Head

- Empowering Education for Innovation, Dr. N.G.P. Arts and Science College, Coimbatore, 30.06.2023 to 04.07.2023
- Basic Statistical Analysis in Interpretation using SPSS, 24.08.2023 to 26.08.2023
- Certification in GST Skills, GST Centre, Cochin, 3.8.2023-19.9.2023
- Constitutionalism, 17.12.2023, Legal lab of Governance
- Future Scope of an AI in Higher Education, VLB Janakiammal College of Arts and Science, Coimbatore, 23.02.2024
- Sustainable Finance and Green Banking, 07.03.2024, KPR College of Arts, Science and Research, Coimbatore
- G20 in Retail, 11.03.2024, PSG College of Arts and Science College, Coimbatore
- Skill India I: Challenges and Issues, 02.08.2023, NGM College, Coimbatore

Dr. N. Kodhainayaki, Professor

- Empowering Education for Innovation, 30.06.2023 to 04.07.2023 Dr.N.G.P. Arts and Science College, Coimbatore
- Digital Hygienic approach with block chain technology, 10.03.2024, Sri Krishna Arts and Science College, Coimbatore
- Constitutionalism, 17.12.2023, Legal lab of Governance
- Online workshop on SPSS in research, 30.12.2023, Star International Foundation for research and education
- A Study on Digital Marketing and it's Impact, 13.03.2024, Hindustan College of Arts and Science, Coimbatore
- A keen Sight, 27.02.2024, White Code-IQAC Cluster India

Dr. A. Anandalakshmy, Professor

- Empowering Education for Innovation, Dr. N.G.P. Arts and Science College, Coimbatore, 30.06.2023 to 04.07.2023
- Skill India I: Challenges and Issues, 02.08.2023, NGM College, Coimbatore.

- Certification in GST Skills, GST Centre, Cochin, 3.8.2023-19.9.2023
- Possibilities and Challenges in applicability of Artificial Intelligence in Agricultural Sectors, 27.12.2023, Bharathiar University, Coimbatore
- Skill Development Schemes and its Impact, 02.08.2023, NGM College, Coimbatore
- Women Empowerment, 04.07.2023, NGM College, Coimbatore.
- Upskill your Resources, 07.07.2023, Ayya Nadar Janaki Ammal College, Sivakasi
- Dr. E. Karthika, Assistant Professor
- Python, 25.03.2024, Star International Foundation for research and education.
- Online workshop on SPSS in research, 30.12.2023, Star International Foundation for Research and Education
- Future Scope of an AI in Higher Education, 23.02.2024, VLB Janakiammal College of Arts and Science, Coimbatore
- A Study on Emerging Trends in Digital Marketing, 13.03.2024, Hindustan College of Arts and Science, Coimbatore
- Entrepreneurship, 05.07.2024, Amirta Vishwa Vidyapeetham, Coimbatore

Mrs. T. Maheswari, Assistant Professor

- Digital Creativity Skills, 05.07.2023, Dr. N.G.P Arts and Science College, Coimbatore

FACULTY DEVELOPMENT PROGRAMME

Dr. T. Snehalatha, Professor & Head

- Online FDP Future Scope of AI in Higher Education at VLB Janaki Ammal College of Arts and Science, Coimbatore, 19.02.2024 to 23.02.2024
- Online FDP Constitutionalism, Legal Lab of Governance, 13.12.2023 to 17.12.2023
- Online FDP Empowering Education for Innovation Dr. N.G.P. Arts and Science College, Coimbatore, 30.06.2023 to 04.07.2023

Dr. N. Kodhainayaki, Professor

- Online FDP "Python, Star International Foundation for Research and Education" at Tiruchengode, 19.03.2024 -25.03.2024

- Online FDP "Digital Hygienic Approach with Blockchain technology" at Sri Krishna Arts and Science College Coimbatore, 26.02.2024 to 10.03.2024
- Online FDP "Adaptability & Resilience in the Face of Rapid Change for Academia", at Dwaraka Doss Goverdhan Doss Vaishnav College, 21.02.24 to 25.02.24
- Online FDP "Exploration of Mathematics in Emerging Fields", at PPG College of Arts and Science, Coimbatore, 21.02.2024 to 25.02.2024
- Online FDP "Teaching strategies: A pedagogy", at SRM Institute of Science and Technology, Ramapuram, 16.02.2024 to 22.02.2024
- Online FDP "Artificial Intelligence and Language Teaching", at the SRM Institute of Science and Technology, Ramapuram, 30.10.2023 to 04.11.2023
- Online FDP "The Power of Positivity Approach in Teaching and Learning System of Cultural Transformation", at Hindusthan College of Arts & Science (Autonomous) and Coimbatore, 19.09.2023 to 26.09.2023
- Online FDP "Technology & Digital Transformation - Its Impact on Business", at Sri Ramakrishna College of Arts and Science, Coimbatore, 24.07.2023 to 26.07.2023
- Online FDP "Based Education (OBE)", at Dr. N.G.P Arts and Science College, Coimbatore, 17.06.2023 to 21.06.2023

Dr. A. Anandalakshmy, Professor

- FDP "Upskill" at RMK Engineering College, Chennai, 28.10.2023 to 29.10.2023
- FDP "US Individual Taxation" at Dr. N.G.P. Arts and Science College, Coimbatore, 30.10.2023 to 03.11.2023
- Online FDP "Empowering Education for Innovation" at Dr. N.G.P. Arts and Science College, Coimbatore, 30.06.2023 to 04.07.2023

Dr. E. Karthika, Assistant Professor

- Online FDP "Entrepreneurship" at Amirta Vishwa Vidyapeetham, Coimbatore, 17.07.2024 to 29.07.2024
- Online FDP "Python, Star International Foundation for Research and Education" at Tiruchengode, 19.03.2024 to 25.03.2024
- Mrs. T. Maheswari, Assistant Professor, Dr. E. Karthika, Assistant Professor
- Online FDP "Entrepreneurship" at Amirta Vishwa Vidyapeetham, Coimbatore, 17.07.2024 to 29.07.2024

Online FDP “Future Scope of AI in Higher Education” at VLB Janakiammal College of Arts and Science, Coimbatore, 19.02.2023 to 23.02.2023

STUDENTS ACHIEVEMENTS, PUBLICATION AND PRESENTATION

- Arshiya Taj of II B.Com. A&T received the I prize in the connection event
- Nithya Sri R V of II B.Com. A&T received the I prize in the connection event
- Nandha Kumar V, of II B.Com. A&T “Digital Marketing,” conducted by Sri Krishna Adithya College of Arts and Science, Coimbatore, 02.02.2024
- Shalini S, Rakshani V V, Anjali K, Sherly Christina R, and Nithya Sri R V, II B.Com. A&T, at KPR College of Arts Science and Research, 07.03.2024
- K.Sugan, Faheema.S, Gokul S, Jananisri T and Janapriya S, II B.Com. A&T, Hindusthan College of Arts and Science, 13.03.2024
- Anjali K, Arshiya Taj N, Jananisri T, Kiruba M and NithyaShri G A, II B.Com. A&T, PSG College of Arts and Science, 11.03.2024
- Madhumitha S of II B.Com. A&T “The Impact of Sales Promotion on New Children” Products, Sep 2023
- Praganyasri of I B.Com. A&T, “Advance in Digital Identity and Know Your Customer” conducted by KPR college of arts science and research, Coimbatore, 07.03.2024
- Divitha Sree S, Santhiya D, Udhayamoorthy P, Gokul S, II B.Com. A&T, International Conference on Artificial Intelligence in Banking and Insurance, 25.08.2023
- Aakash M A, Arjun B R, Deetchitha S, Kanishka S and Janani P, III B.Com. A&T, One Day National Seminar, 02.08.2023

STUDENTS PARTICIPATION

- 67 students and more participated in seminars, conferences, symposia, quizzes, and workshops in various colleges in Tamil Nadu and other states during the years 2022–23
- 27 students completed various NPTEL courses on different topics.
- 105 students completed various Infosys Spring Board courses on different topics

PLACEMENTS

- 15 students were selected by reputed companies, namely PRONOIA INSURANCE, ACCENTURE, TCS, SURETI INSURANCE, HCL, INFOSYS, TCS, GKM, KGISL, QBSS, FOCUS EDUCATION AND R&D SOFT

DEPARTMENT OF MANAGEMENT STUDIES

Management is an emerging profession which enjoys high social status and recognition in society. Today there is a great need for formal education in management principles, techniques and skills among the young boys and girls to cope with the development of industries and IT education. Business management with computer applications will certainly help the students to specialize in the areas of businesses like production, finance, HR, marketing and systems.

NATIONAL CONFERENCE



A National Conference on **“Digital Transformation in Business: Opportunities & Challenges”** in association with CODISSIA on 05.09.2023



A National Conference on **“NEP 2020: Challenges and Opportunities for Higher Education Institutions in India”** Sponsored by ICSSR, New Delhi on 27.12.2023

GUEST LECTURES



Mr.V.Saravana Krisnan, Officer – Marketing, National Small Industries Corporation, Coimbatore, delivered a lecture entitled **“Entrepreneurship as a Career & NSIC Schemes for MSME”** on 22.07.2023



Mrs.Hemalatha, Founder, Sri Renuga Enterprises, Coimbatore, delivered a lecture entitled **“Client Management and Retention”** on 16.12.2023



Ms.Aswini Ganesan, Founder, Gaze Abyss Pvt Ltd, Coimbatore, delivered a lecture entitled **“Elevating Management Excellence”** on 21.02.2024

WORKSHOP



A National Workshop on “NEP 2020: Challenges and Opportunities of HEIs in Achieving Gross Enrolment Ratio (GER) in Creating Human Resources to the Paradigm Industry Requirements” Sponsored by ICSSR, New Delhi on 16.02.2024

VISITING FACULTY



Mr.E.Anand Kumar, Assistant General Manager, Gargi Huttenes Albertus Pvt Ltd, Coimbatore acted as a visiting faculty in the subject **Marketing Management** for II BBA CA Students

ALUMNI INTERACTION



Mr.R.Barani Kumar (2004-2007 Batch), Manager – HR, Propel Industries Private Limited, Coimbatore, delivered a lecture on “**Recruitment Process**” on 16.09.2023



Mr.S.Anburaj, (1998-2001 Batch), Child Protection Officer, Collectorate, Coimbatore, delivered a lecture on “**Pocso Act & Prevention of Child Labour**” on 28.02.2024

EXTENSION ACTIVITY



In association with Center for Industry Institution Partnership, Department of Management Studies organized an awareness program on “**Innovation and Entrepreneurship**” at Panchayat Union Middle School Veeriyampalayam on 18.08.2023



Awareness program on “**Awareness about Government Schemes**” at Velliangadu Village, Mettupalayam on 19.09.2023

BRAND EXPO



Students displayed various brands and explained their features in the **"BRAND EXPO"** on 30.09.2023

NGP EXPO



Students marketed various products and gained the business knowledge in the **"NGP EXPO"** on 24.02.2024

EARN WHILE LEARN



Dr.M.Sofia, Assistant Professor, Department of Management Studies has given training on **"Earn while Learn"** on 26.07.2023 for our department girl students

MANAGEMENT ACTIVITIES

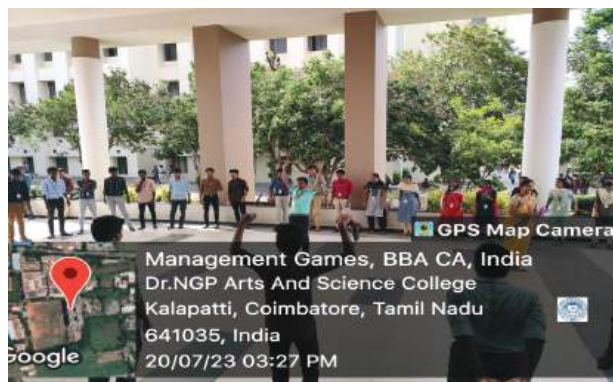


Dr.A.Ragukumar and Ms.V Santhiya, Staff members of our Department conducted workshop on Management Games **"DUCIBUS"** at Bishop Appasamy College of Arts and Science, Coimbatore on 08.03.2024



Dr.A.Ragukumar and Ms.V Santhiya, Staff members of our Department conducted corporate training at Shivalaya Precision Components Pvt. Ltd, Malumichampatti on 18.04.2024

LUDUS (MANAGEMENT GAMES)



Dr.A.Ragukumar and Ms.VSanthiya, Staff members of our Department conducted **Role Exchanging, The Minefield and Time Squared** events for our department students on 20.07.2023

STUDENTS WORKSHOP



- **Coral Team** (B Section) has conducted a workshop on **Hide and Seek the number, Cup build blocks, Quiz, Business logo, Slogan of the product** on 02.09.2023. – Pearl team won 1st Place, 2nd Place by Lapis Lazuli and 3rd Place by Emerald



- **Coral Team** (A Section) has conducted a workshop on **Hide and Seek the number, Cup build blocks, Quiz, Business logo, Slogan of the product** on 09.09.2023. Emerald won 1st Place, 2nd Place by Lapis Lazuli and 3rd Place by Ruby
- **Pearl Team** (B Section) has conducted a workshop on **Business quiz, Balloon card challenge, Tap balloon pyramid, Blow cup challenge** on 16.09.2023. Lapis Lazuli won 1st Place, 2nd Place by Sapphire and 3rd Place by Emerald

INDUSTRIAL VISIT



Visited **Aavin, Dairy Factory** at Pachapalayam on 22.09.2023

INTER-DEPARTMENTAL COMPETITION



Inter-Departmental **G20- Short Film Competition** under the theme of **"Curbing Single Use Plastic (SUP)"** on account of **Swachhata Pakhwada** Celebration organized on 11.09.2023



Inter-Departmental **G20 Poster making competition** on **"Awareness of Green Tourism"** on account of **Swachhata Pakhwada** Celebration organized on 14.09.2023

STUDENT DEVELOPMENT PROGRAMME



Jeanie Figardo of III B.B.A. CA addressed on the topic **"National Education Policy 2020"** on 15.02.2024

VELICHAM: ELITE TALK



Mr. Anandhaprabhu. S, Co-Founder - Yaane Technologies, KCT Tech Park, gave an Elite Talk-Guest Lecture about **"The Rise of the E-Preneur: Unleashing Entrepreneurial Potential in the Digital Age"** on 30.08.2023

PARENTS-TEACHERS MEETING



Parents- Teachers Meeting at NGP Conference Center on 17.02.2024

MOU SIGNED



MoU with Energetic Byz Plus Coimbatore on 31.08.2023 for offering Value Added Certificate Course on **"Marketing and Sales Excellence"** to II B.B.A. CA students



Signed MoU with MSME Technology Development Centre, Chennai on 09.09.2023 for offering Value Added Certificate Courses on **"Entrepreneurship Development Program"** to III B.B.A. CA students

STAFF PUBLICATIONS

- Dr.V.Abirami, Professor published a paper entitled "A Study on Investors Preference in Investing – Crypto Currency with reference to Coimbatore City" in the Rabindra Bharati Journal of Philosophy Volume 31, Issue 16 ,pp.100-110 Volume 31, Issue 16 pp.100-110 Jun. 2023
 - Dr.V.Abirami, Professor published a paper entitled "A Study on the Work Environment of Employees in the IT Industry with reference to Coimbatore City" in Eur. Chem. Bull. Volume 12, Special Issue 7, pp.2878-2892 ISSN: 2063-5346, impact factor of 3.7, July 2023
 - Ms.V.Santhiya, Assistant Professor published a paper entitled "A Study on Consumer Perception Towards Digital Marketing" in Journal of the Asiatic Society of Mumbai Volume XCIX, Issue 8 pp.354-361 ISSN: 0972-0766, Nov. 2023
 - Mrs.V.Santhiya, Assistant Professor published a paper entitled "Transformative Impacts of Design Thinking of Enhancing Learning Experiences: An Empirical Study" in The International Journal of Interdisciplinary Organizational Studies Volume 18, Issue 2 ,pp.2436-2449 ISSN: 2324-7649 ,impact factor of 0.11, Dec. 2023
- Dr.S.Mohan, Professor& Head**
- "A Study on Manpower Contingency Plan in a Private Multi-Specialty Hospital at Coimbatore" in YMER Journal Volume 23, Issue 3, pp.437-441 ISSN: 0044-0477, impact factor 5.7, Mar. 2023
 - "A Study on Risk Management of Global Transportation Service for Shipment with Reference to Right Logistics International Pvt. Ltd." in Research Journal of Humanities and Social Sciences Volume 14, Issue 4, pp.215-223 ISSN: 2321-5828 (Online) 0975-6795 (Print), impact factor of 6.14, Dec. 2023

- "Impact of Emotional Dissonance among IT Employees with reference to Coimbatore District TIJER" in International Research Journal Volume 10, Issue 12, pp. a712-a717 ISSN: 2349-9249 impact factor of 8.27, Dec. 2023
- "A Review on New Education Policy 2020, Digitalization and Quality of Life in India Some Reflections" in National Conference on NEP 2020: Challenges and Opportunities for Higher Education Institutions in India Sponsored by ICSSR, New Delhi Conference Proceedings 27th ISBN: 978-81-966306-7-6, Dec. 2023

Dr.A.Ragukumar, Associate Professor

- "Time Management Among College Students" Volume 12, Issue 12, pp.849-854 ISSN: 2063-5346, impact factor of 3.7, Sep. 2023
- "A Study on Stress Management Among College Students with Special Reference to Arts and Science Colleges" in Journal of the Asiatic Society of Mumbai Volume XCIX, Issue 8, pp.354-361 ISSN: 0972-0766, Nov. 2023
- "The Impact of Stress Management of Student's" in Academic Journal of the Asiatic Society of Mumbai Volume XCIX, Issue 8, pp.354-361, ISSN: 0972-0766, Nov. 2023
- "Transformative Impacts of Design Thinking of Enhancing Learning Experiences: An Empirical Study" in The International Journal of Interdisciplinary Organizational Studies Volume 18, Issue 2, pp.2436-2449 ISSN: 2324-7649, impact factor of 0.11, Dec. 2023

Dr.R.Latha, Associate Professor

- "A Study on the Acceptance Level of Trade Unions in KSRTC Toward a New Salary Proposal" in the YMER Journal, Volume 22, Issue 7 pp.463-469 ISSN: 0044-0477, July 2023 with the impact factor 5.7
- "Positive and Negative Impact on Digitalization in Health Care Sector" Organization Development Journal Volume 11, Issue 9, pp.354-361 ISSN: 0889-6402, impact factor of 5.7, Sep 2023
- "Successive Progress on Agripreneurs After Covid 19 Pandemic National Seminar on Work Life Balance of Women Micro Entrepreneurs in Indian Society After Covid 19 Pandemic" in Proceedings at Bishop Ambrose College, Coimbatore ICSSR Sponsored Seminar Proceedings 29th February 2024 ISBN: 978-81-970162-0-2
- "The Influence of Corporate Citizenship on Organizational Citizenship Behaviour: An Examination of Selected Indian

Banks" in International Journal of Humanities Social Science and Management (IJHSSM) Volume 4, Issue 3, pp.1025-1027 ISO 9001-2015, impact factor of 7.52, May-June 2024

Dr.M.Sofia, Assistant Professor

- "Solar Based Charging Station for E-Bicycles" in ICETRA'23 Department of Computer Science, United College of Arts and Science Proceedings Book, pp.350-355 ISBN: 978-93-91347-37-6, Sep. 2023
- "Transforming Environments: The Integration of Artificial Intelligence for Smart Solutions" in National Conference on Sustainable Computing and Development (NCSCD) -2024 Proceedings Department of Computer Science, PSG college of Arts and Science Conference Proceedings 2nd ISBN: 978-93-95105-59-0, Feb. 2024
- "AI for Smart Environment National Conference on Sustainable Computing and Development (NCSCD) -2024" in Proceedings Department of Computer Science, PSG college of Arts and Science Conference Proceedings 2nd February 2024 ISBN: 978-93-95105-59-0
- "A Review on New Education Policy 2020, Digitalization and Quality of Life in India Some Reflections" in National Conference on NEP 2020: Challenges and Opportunities for Higher Education Institutions in India Sponsored by ICSSR, New Delhi Conference Proceedings 27th December 2023 ISBN: 978-81-966306-7-6

BOOK PUBLICATION

- Dr.V.Abirami and Dr.R.Venkatesan published a book entitled "Marketing Management". Charulatha Publications Chennai (ISBN 978-93-5577-721-8)

WORKSHOP ATTENDED

- Dr.S.Mohan, Dr.V.Abirami, Dr.R.Rukmathan and Dr.R.Latha attended Professional Development Workshop entitled "Digital Creativity Skills Adobe Express & AICTE" on 24.06.2023
- Dr.S.Mohan attended Two Day Workshop on "Public Financial Management System (PFMS)" organized by Dr.N.G.P.ASC & Dr.N.G.P.IT on 20.11.2023 & 21.11.2023

FACULTY DEVELOPMENT PROGRAM

- Dr.M.Sofia, Assistant Professor attended a faculty development programme on "Innovative Tools and Technologies" at KG College of Arts and Science, Coimbatore from 15.06.2023 to 20.06.2023

- All faculty members attended a faculty development programme on “Outcome Based Education” at Center for Professional Development, Dr.NGPASC from 17.06.2023 to 21.06.2023
- Dr.M.Sofia, Assistant Professor and Mr.R.Govindaraju, Assistant Professor attended a faculty development programme on “Data Science Specialization using Python” at Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore from 19.06.2023 to 23.06.2023
- All faculty members attended a faculty development programme on “Empowering Education for Innovation – A NEP Perspective” at Center for Professional Development, Dr.NGPASC from 30.06.2023 to 04.07.2023
- Dr.R.Latha, Associate Professor attended a faculty development programme on “Entrepreneurship” at Amritha Centre for Entrepreneurship (Sponsored by DST) from 17.07.2023 to 29.07.2023
- Dr.V.Abirami, Professor & Mr.R.Govindaraju, Assistant Professor attended a faculty development programme on “Making Technology Our Ally in the Classroom – The Changing Face of Teaching and Learning” at IBS – ICFAI Business School on 09.08.2023
- Dr.M.Sofia, Assistant Professor & Mr.R.Govindaraju, Assistant Professor attended a faculty development programme on “Cloud Infrastructure (AWS)” at Christ University Pune Lavasa Campus, Maharashtra from 21.08.2023 to 25.08.2023.
- Dr.V.Abirami, Professor attended a faculty development programme on “Exploration of Mathematics in Emerging Fields” at PPG College of Arts and Science, Coimbatore from 21.02.2024 to 25.02.2024
- Dr.V.Abirami, Professor attended a faculty development programme on “National Level FDP on Python” at Star International Foundation for Research and Education, Tiruchengode from 19.03.2024 to 25.03.2024
- Dr.R.Latha, Associate Professor attended a faculty development programme on “FDP on Best Practices in Higher Education” at Christ University, Thiruvananthapuram, Kerala from 21.03.2024 to 22.03.2024
- Dr.S.Mohan, Professor and Head attended a faculty development programme on “International FDP on Digital Marketing” at MIT Arts, Commerce and Science College, Maharashtra from 27.05.2024 to 31.05.2024

STAFF PRESENTATIONS

- Dr.V.Abirami and Mr.R.Govindaraju presented a paper entitled “Impact of New Education Policy Among Future Generation” at Nallamuthu Gounder Mahalingam College, Pollachi.
- Dr.S.Mohan participated in “Spread the Spark Teachers Day’23”, in Confederation of Indian Industry and Coimbatore Best Practices and Innovations in Colleges and Universities on 07.09.2023 & 08.09.2023
- Dr.M.Sofia presented a paper entitled “Enhanced Techniques in Real-Time Applications Solar Based Charging Station for E-Bicycles” at International Conference (ICETRA’23) organized at United College of Arts and Science, Coimbatore on 08.09.2023
- Dr.A.Ragukumar, Ms.V.Santhiya presented a paper entitled “Sustainability Change Management” in 3rd International Conference organized at Nehru Arts and Science College, Coimbatore Knowledge Management Practice Among School Teachers on 11.10.2023
- Dr.M.Sofia, Dr.V.Abirami and Mr.R.Govindaraju presented a paper entitled “Sustainable Commerce through AI Uncover the Potential” in 8th International Conference organized at Hindusthan College of Arts and Science, Coimbatore on 07.02.2024
- Dr.V. Abirami presented a paper entitled “Role of Modern & Innovative Banking Technologies Towards the Global Economic Growth” in International Conference organized at KPR College of Arts, Science and Research, Coimbatore on 07.03.2024

FUNDING RECEIVED

- Dr.S.Mohan, Professor and Head, Department of Management Studies (Co-Project Co-ordinator) received funding from ICSSR, New Delhi for Rs. 10,00,000 /- to conduct Short term Empirical Research entitled “NEP 2020: Challenges and Opportunities of HEIs in Achieving Gross Enrolment Ratio (GER) in Creating Human Resources to the Paradigm Industry Requirements: A study of selected HEIs of Karnataka and Madhya Pradesh” on Oct. 2023
- Dr.S.Mohan, Professor and Head, Department of Management Studies Co-Convener received funding from ICSSR, New Delhi for Rs. 1,00,000 /- to conduct National Conference entitled “NEP 2020: Challenges and Opportunities for Higher Education Institutions in India” on 27th Dec.2023

STAFF AWARDS AND RECOGNITIONS

- Mr.R.Govindaraju acted as a resource person and delivered a lecture on "Sorting Techniques in Data Structure" organized by Department of Information Technology, PPG College of Arts and Science on 20.07.2023
- Dr.R.Latha acted as a resource person and delivered a lecture on "Effective Goal Setting for Personal & Professional Success Creating a Roadmap to Achievement" in Seven Days National Level Faculty Development Program organized by Hindusthan College of Arts and Science, Coimbatore on 26.09.2023
- Dr.R.Latha acted as a Reviewer of Research Paper in International Conference on Computing, Communication and Intelligent System organized by Sharda School of Engineering and Technology, Greater Noida, UP International conference on 03.11.2023 & 04.11.2023
- Dr.V.Abirami acted as resource person at Selvam Arts and Science College, Namakkal about "Basics of Research Writing" on 02.02.2024
- Mr.R.Govindaraju acted as a resource person and delivered a lecture on "Operating Systems" organized at PPG College of Arts and Science, Coimbatore on 06.02.2024
- Dr.A.Ragukumar & Mrs.V.Santhiya Conducted a Workshop on Management Games "DUCIBUS" in Bishop Appasamy College of Arts and Science, Coimbatore on 08.03.2024
- Dr. S.N.Sevaraj has attended the Board of Studies Meeting conducted at Sri Ramakrishna College of Arts and Science, Coimbatore on 25.04.2024

Dr.S.Mohan, Professor & Head

- Attended the Board of Studies Meeting conducted by Nirmala College for Women, Coimbatore on 06.06.2023
- Nominated by Bharathiar University for the inspection commission and acted as Inspection Commission Member at Suguna College of Arts and Science, Coimbatore on 09.06.2023
- Acted as a resource person and delivered a lecture on "The Power of Compassion: Fostering Kindness in Today's World" organized by Department of Commerce with CSCA, Dr.N.G.P. Arts and Science College, Coimbatore on 28.08.2023
- Acted as External Academic Auditor of the Institution at Leaders College, Kannur, Kerala on 28.10.2023

- Acted as External Academic Auditor of the Institution at Leaders College, Kannur, Kerala on 28.10.2023
- Attended the Board of Studies Meeting conducted by Sri Ramakrishna College of Arts and Science, Coimbatore on 07.11.2023
- Attended the Board of Studies Meeting conducted at School of Management, Pondicherry University, Pondicherry on 31.01.2024
- Attended the Board of Studies Meeting conducted by KG College of Arts and Science, Coimbatore on 22.05.2024

STUDENT PUBLICATIONS

- Kiruthivasan M and Yeswanth Hari JK published a paper entitled "Exploring Web 3.0 Application on Block Chain Technology" ICETRA'23 organized by Department of Computer Science, United College of Arts and Science, Coimbatore Proceedings Book – Sep 2023 pp.385-355 ISBN: 978-93-91347-37-6

STUDENTS AWARDS AND APPRECIATIONS

- Antrose S won first Prize in the event of Oru Nimida Paarvai – Short Film organized by Uthaviduvom Uyir Ullavarai Trust, Tirupur on 20.08.2023
- Kiruthivasan M and Yeswanth Hari JK won first Prize in the Inter-collegiate Meet Cyber Expo organized by Vellalar College for Women, Coimbatore on 25.08.2023
- Seven students of BBA CA won first Place and got Cash Prize of Rs.5,000/- in the Inter-Collegiate Fest Group Dance organized by NIFT-TEA College of Knitwear Fashion, Tiruppur on 08.09.2023 & 09.09.2023
- Seven students of BBA CA won first Place and got Cash Prize of Rs.10,000/- in SNS Colors (A National Design Thinking Contest organized by Dr. S.N.S. Rajalakshmi College of Arts and Science, Coimbatore on 13.09.2023
- Dharshan K, Pranes G and Poonthamil P.M won 1st Prize in the event, EPIC VENTURES Organized by Department of Management Sciences, PSG College of Arts and Science, Coimbatore on 28.02.2024
- Pranav V and Kaarthi B won 1st Place & 2nd Place in the Intercollegiate Event BIZZFEST 2K24 and Take a Snap conducted by Sri Ramakrishna College of Arts & Science, Coimbatore on 09.03.2024
- Priya Dharshini emerged winner in MEME-A-THON LEOFEST 24 conducted by Bannari Amman Institute of Technology, Sathyamangalam on 06.04.2024

STUDENTS PARTICIPATION

- Mrs. Treesa Antony (Research Scholar) attended a seminar on "Use of Tools & Techniques in Research" in "PRUDENTIA'23 Faculty Development Programme organized by Nirmala College of Arts and Science, Chalakudy, Kerala from 24.06.2023 to 30.06.2023
- Dharani K, Oviyasri A, Sachina P, Shanmathy P, Sree Dharshan S attended a seminar on "TOUR DE FORCE" in National Level Management Meet Department of Management Studies organized by SNS College of Technology, Coimbatore on 20.07.2023
- Fifteen students of BBA CA attended "Team Building and Leadership Programme" LEAD – An Out Bound Learning (OBL) conducted by Department of Management Studies, Dr.N.G.P. Institute of Technology, CBE on 28.07.2023
- Mrs. Treesa Antony (Research Scholar) attended "Basic Statistical Analysis and its Interpretation using SPSS" in an International Online Workshop organized by Global Institute of Statistical Solutions (GISS) from 24.08.2023 to 26.08.2023
- N.Gokul , D.Guhan attended "Battle of Brains" and Sudharsan P attended "Artistic Icons (Poster Designing)" in G20 Youth Inter Collegiate Meet organized by PSGR Krishnammal College for Women, Coimbatore on 09.09.2023
- Treesa Antony (Research Scholar) attended "Academic Writing – Ethical Issues" in International Online Workshop organized by Global Institute of Statistical Solutions (GISS) from 16.09.2023 to 18.09.2023
- Ten students of BBA CA attended Two-Day National Conference entitled "Role of Entrepreneurship in the Changing Economic Environment" in KPR College of Arts Science and Research, Coimbatore on 22.09.2023 & 23.09.2023
- Kiruthivasan M attended "Tamil Nadu Global Investors Meet 2024" conducted by Tamil Nadu Government on 07.01.2024 & 08.01.2024
- Kiruthivasan M and Yeswanth Hari JK participated in Inter-Collegiate Competition URJITH 2024 GRG School of Management Studies & PSGR Krishnammal College for Women, Coimbatore Stock War Contest on 24.01.2024
- Five students of BBA CA participated Intercollegiate Competitions Business Quiz "E-WEEK'24" organized by G.R. Damodaran Academy of Management, Coimbatore on 13.02.2024
- Six students of BBA CA attended Inter-Collegiate Meet "FORZA 2K24" IMPULSE (Business Quiz) conducted by Sri Ramakrishna College of Arts and Science, Coimbatore on 01.03.2024
- Sirajutheen T and Sudharsan H attended Inter-Collegiate Meet "FORZA 2K24" Business Plan conducted by Sri Ramakrishna College of Arts and Science, Coimbatore on 01.03.2024
- Kiruthivasan M attended Workshop titled "Investment Analysis" in HENOSIS, The Fusion of Techno Cultural Events conducted by Dr. N.G.P. Institute of Technology, Coimbatore on 04.03.2024 and 05.03.2024
- Sixteen students of BBA CA participated One in Million Intercollegiate Event BIZZFEST 2K24 conducted by Sri Ramakrishna College of Arts and Science, Coimbatore on 09.03.2024
- Six students of BBA CA attended Intercollegiate Meet VIMSMART-2024 Technical & Non-Technical Events conducted by Vivekananda Institute of Management Studies, Coimbatore on 15.03.2024

STUDENTS PRESENTATION

- Varshith N presented a paper entitled "Solar Based Charging Station for E-Bicycles" in International Conference on Enhanced Techniques in Real-Time Applications (ICETRA'23) organized by United College of Arts and Science, Coimbatore on 08.09.2023
- Kiruthivasan M and Yeswanth Hari JK presented a paper entitled "Exploring Web 3.0 Application on Block Chain Technology" organized by United College of Arts and Science, Coimbatore 08.09.2023
- Sameena S and Shanmathy P presented a paper entitled "Business Practices for Resilient Future" in The Fusion of Techno Cultural Events – "HENOSIS" organized by Dr. N.G.P. Institute of Technology, Coimbatore on 04.03.2024 & 05.03.2024
- Sameena S and Shanmathy P presented a paper entitled "Business Practices for Resilient Future" in International Conference on Role of Modern & Innovative Banking Technologies Towards the Global Economic Growth organized by K.P.R. College of Arts Science and Research, Coimbatore on 07.03.2024
- Kiruthivasan M presented a paper entitled "Role of Modern & Innovative Banking Technologies Towards the Global Economic Growth" in International Conference organized by K.P.R. College of Arts Science and Research, Coimbatore on 07.03.2024

- Treesa Antony (Scholar) presented a paper entitled "Survival of Emerging Economy Among Global Imbalances, International Meltdown, Cultural Diversity and Current Issues: Impact on Entrepreneurs in Bangladesh" in 5th International Conference organized by Dhaka School of Economics, Bangladesh from 25.02.2024 to 27.04.2024

STUDENT AS ENTREPRENEUR



Mr.K.Pranav Karthic (211BM028) started export business M/s.Green Field Exports, Karumathampatti, Coimbatore.

GOVERNMENT JOB APPOINTMENT FOR STUDENT



Mr. Eswaran M (201BM017) deputed as General Duty in CRPF, Office of the Dy. Inspector General of Police Group Centre, New Delhi.

HIGHER STUDIES – ABROAD

- Ms. Nigitha Suresh (2013-16) Batch got the admission for Strategic Global Business Management course in Conestoga College Institute of Technology and Advanced Learning, Canada
- Aravinth S R (2020-23) Batch got the admission for M.B.A. in Ravensbourne University London, United Kingdom

PLACEMENT

- Students received offers from 26 different companies including TCS, Suther Land, Accenture etc.
- Kamalesh S, Viveghavivileyam, Thilak.DL, Vimya.K and A.E. Jeanie Figaredo from III B.B.A. CA have received the highest number of offers in the department securing offers from Suther Land, Accenture etc.

DEPARTMENT OF HOSPITAL ADMINISTRATION

ABOUT THE DEPARTMENT

Hospital administration has become one of the most lucrative careers in the fast-growing field of health sector. Hospital Administration programme has been started with a view to develop professionals in the field of Hospital Administration through a comprehensive post-graduate program. It is an Industrial linked program in collaboration with Kovai Medical Center and Hospitals. This Programme has wide job opportunities Private, Government Hospitals and Healthcare Sectors.

ENDOWMENT LECTURE



10th Dr. Purani Endowment Lecture by **Dr. Georgie Abraham**, Professor and Senior Consultant, Department of Nephrology, MGM Healthcare, Chennai, delivered a speech on **"Kidney Health for Poor"** on 28.10.2023

GUEST LECTURES



Ms. Ramya, Psychologist, Dr. N.G.P Arts and Science College, Coimbatore, delivered a lecture entitled **"Happiness Starts with Your Inner Wealth"** on 10.10.2023



Mr. Gowtham Chander, Senior IT, American Oncology Institute, Coimbatore, delivered a lecture entitled **"Impact on Technology in Healthcare"** on 29.12.2023

INTER- DEPARTMENTAL EVENTS



Students of MHA organized a Slogan Writing Competition entitled **"Hygiene, Health and Sanitation"**, on 15.09.2023

EXTENSION ACTIVITY



Extension Activity by MHA Students for the people of Velliangadu village, Coimbatore, on 24.02.2024

INDUSTRIAL EXPERT TALK



Department of MHA organised “**Meet the COO**” program by inviting Chief Guest **Dr.J.Sivakumaran**, Chief Operating Officer, KMCH on 28.02.2024

DEPARTMENT BRANDING



Department of MHA created awareness on “**Scope of Hospital Administration**” among KMCH Allied Health Science students, on 24.02.2024

HOSPITAL VISIT



Students of MHA visited **Vaidyagrama** (NABH accredited Green hospital) Coimbatore as part of curriculum on 08.04.2023

STAFF PUBLICATIONS

Dr.V.Uma, Professor & Head

- Dr.V.Uma, Dr. Gayathri Murugesan, Godwin Secundus , Nimesh.K.M.,Vijila.G, A Study on Failure Mode and Effects Analysis in Infection Control Department in Multi-speciality Hospital at Tanjore, YMER - Volume 23 : Issue 04, ISSN : 0044-0477, Apr. 2024
- Dr.V.Uma, K.Kaviya Priya, A.Abinaya , S.Sivakumar, Marvin Manner, A Study on Patient Perception and Satisfaction in Outpatient Department, YMER-Volume 23 : Issue 04 , ISSN : 0044-0477, Apr. 2024
- Dr.V.UMA, Koushikaa Ranjhani.C.S, Jenitta Prakiruthi.W, Anusha. S, Jawahar. V, A Study on the Occupational Stress among admin and paramedical staffs in a Mutlispeciality Hospital at Coimbatore, Communication and Management Journal - Volume 09 : Issue 04 – 2024, ISSN : 2269-7195
- Dr.V.UMA, Subika.T, Pavithra.M, A Study on the cause of Delay in Discharge and Non-Insurance Patients in a Multispeciality Hospital at Coimbatore, Communication and Management Journal – Volume 09: Issue 04 – 2024, ISSN: 2269-7195

Ms.U.Suji, Assistant Professor

- Ms.U.Suji, Abhirami.S, Ardra.P, Lekshmi Anil, Vipanchika.S A Study on Occupational Safety and Health Hazards among Nursing Staffs in a Multispeciality Hospital At Thiruvananthpuram, Communication and Management Journal – VOLUME 09 : ISSUE 04 – 2024, ISSN : 2269-7195
- Ms.U.Suji, M.Balaji, Athira Prasad, Ambily Baby, Fathima Nuha, A Study on Turn Around Time Monitoring in Radiology, Pharmacy and Wellness Department in a Superspeciality Hospital at Cochin, YMER - Volume 23 : Issue 04, ISSN : 0044-0477, Apr. 2024
- Ms.Suji.U, D.Pavithra, I.Madura Devi, M.Muhammad Ashraf, S.Mohamed Riyas, A Study of Pattern and Prevalence of Thrombocytopenia in Pediatrics and its Awareness Among Parents in Multispeciality Hospital, YMER - Volume 23 : Issue 04, ISSN : 0044-0477, Apr. 2024
- Ms.Suji.U, S.Sundar raj, B.Kishore, K.Priyadharshini, A Study on optimizing Healthcare Services and Complaints in a Lare Multispeciality Hospital Through The Implementation of Software And Webpage, Communication and Management Journal – Volume 09 : Issue 04 – 2024, ISSN : 2269-7195

BOOK CHAPTER PUBLICATIONS

- Dr.V.Uma, Suji U, Employee Awareness on Anti-Sexual Harassment Policy Hospital Sector Lambert Academic Publishing
- Ms. Suji U, Dr. V. Uma, Ms. Gayathri M, Failure Mode and Effect Analysis in Radiology, Lambert Academic Publishing

FACULTY DEVELOPMENT PROGRAM

- Dr.V.Uma & Ms. U. Suji attended Five days Faculty Development Programme on "Empowering Education for Innovation - A NEP Perspective", Dr.N.G.P Arts and Science College, 30.06.2023 to 04.07.2023
- Dr.V.Uma attended One day Faculty Development Program on Yukthi Vetri 2023 organised by Department of Business Administration, Hindusthan College of Arts and Science on 8.12.2023
- Ms. U. Suji, attended ICSSR sponsored National Workshop on NEP -2020: Opportunities and challenges

of HEI's in Achieving Gross Enrollment Ratio (GER) in Creating Human Resources to the Paradigm Industry Requirements, Dr. N.G.P. Arts and Science College, 16.02.2024

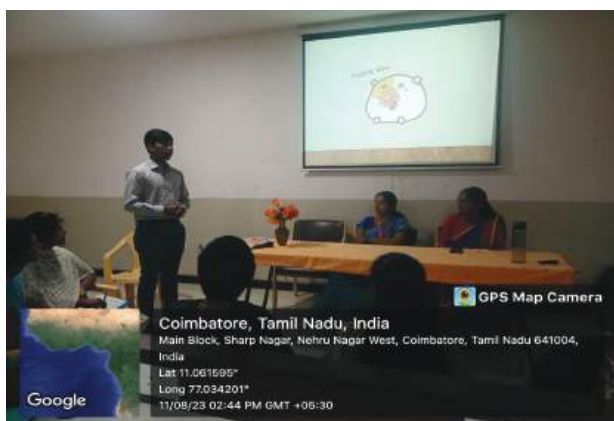
STAFF PRESENTATIONS

- Ms. U. Suji, presented a paper on "Spread the spark 23-Celebrating Teachers," two days Conference organized by Confederation of Indian Industry (CII), 7 September & 8 September 2023
- Dr. V. Uma presented a paper on "Twining in Healthcare," International Conference on the accelerated Digital Transformation: An Approach to Sustainability in Business, GRD Academy of Management, 22nd march 2024
- Ms. U. Suji, presented a paper on "Research on Revolutionizing in Healthcare in India," International Conference on the accelerated Digital Transformation: An Approach to Sustainability in Business, GRD Academy of Management, 22 march 2024

DEPARTMENT OF SOCIAL WORK

The Department of Social Work started the Post Graduate course in the year 2023 with the sanctioned strength of 30. A career in social work is all about giving and helping others in need. The programme uses an inter-disciplinary approach in analyzing important social issues and concerns, with an emphasis on equity and justice. The students are well-trained to execute a range of social work activities with the right spirit to address the needs of weaker segments of the society for sustaining quality life. The Department started its Association in the name of 'SARVAM - Social Work Association for Revamping the Values and Accountability among Mankind' with a vision to revamp and inculcate the values and accountability among mankind. The department had 02 faculties and 13 students at its first year and carried out several activities under the association.

GUEST LECTURES



Ms. Kavitha S, Trustee - Akam Psychiatric Centre, Tiruppur delivered a Lecture entitled **"Role of Social Workers in Present Scenario"** on 11.08.2023



Ms. Sharon John, Trustee - Vidhaipom Foundation, Nilgiris, delivered a Lecture entitled **"NGO Management"** on 22.09.2023

WORKSHOPS



Ms. Antonette Lydia D, Asst. Professor, PSG CAS & NGO Consultant, conducted a workshop entitled **"Field Work Practice and Training for social workers"** on 18.08.2023



Dr. R. Kavitha, Assistant Professor, PSG CAS conducted a Workshop entitled **"Need & scope of social work intervention in major fields"** on 11.09.2023



Dr. T. Elangovan, Behavioural Consultant & Head, Dept. of Psychology Hindusthan College of Arts and Science, conducted a Workshop entitled **"Unleash the Inner Potential"** on 26.12.2023

SEMINAR



Ms. Ramya, Student counsellor, Dr. N.G.P. ASC conducted a Seminar entitled "**Happiness Starts with your Inner Wealth**" on 10.10.2023

AWARENESS PROGRAM



Life for All NGO conducted an awareness program entitled "**Drug Addiction, Sexual Integrity & Pornography**" to all the students of Dr. N.G.P. ASC from 05.12.2023 to 14.12.2023

EXTENSION ACTIVITY



Department has celebrated '**Daan Utsav**' (The Joy of Giving) during 02.10.2023 to 08.10.2023 along with **NMCT NGO**. In this period the students collected educational & used materials from other students and faculties and offered it to tribal, rural children and those in need

TRIBAL CAMP



Tribal Camp was conducted for a period of seven days at **Kolikkarai Village, Kothagiri** in Association with **Nilgiri Adivasi Welfare Association (NAWA)** from 04.01.2024 to 10.01.2024

INTER COLLEGIATE COMPETITIONS



Mrs. Blessy Merlin Ovia, Centre Head-Sambhav Foundation, inaugurated the Inter Collegiate Competitions on the theme "**Social Media Influence**" on 29.02.2024. Quiz, Face painting, Wealth out of Waste and Mime are the competitions conducted and students from various colleges participated and won prizes in the events.

SOCIAL ENGAGEMENT ACTIVITY



Ms. Akshaya A, Ms. Dharani. S, Ms. Gomathi. R, Mr. Ruban. P and Mr. Sharath S. recognized for their exceptional volunteering efforts for **social engagement activity** of Anganwadi art painting at Make a Change Public Charitable Trust along with Propel Industries on 20.01.2024

RESEARCH PROJECT

- Dr. R. Madhulaa received an ICSSR Major Project titled "Cultural Characteristics and Distribution of Particularly Vulnerable Tribal Groups (PVTGs) in Tamil Nadu". The project duration is from 01.09.2023 to 31.08.23 with a sanction of Rs. 8,00,000/-

STAFF PARTICIPATION AND ACHIEVEMENTS

- Dr. R. Madhulaa and Ms. G. Sree Dharani completed Five-Days Virtual International Faculty Development Program on Research Methodology from 21.11.2023 to 01.12.2023 at Sri Krishna Arts and Science College, Coimbatore
- Dr. R. Madhulaa participated in Three Days Faculty Development Program titled "Integrated Faculty Development – Reinforcing Personal, Professional and Institutional Well Being" from 27.07.2023 to 31.07.2023
- Dr. R. Madhulaa and Ms. G. Sree Dharani completed Seven Days International Level Virtual Faculty Development Program on "The Power of Positivity Approach in Teaching & Learning System of Cultural Transformation" Hindusthan College of Arts & Science, Coimbatore from 19.09.2023 to 26.09.2023

PARTICIPATION IN WORKSHOPS

- Dr. R. Madhulaa participated in Two days workshop on "Public Finance Management System" (PFMS) conducted by Dr N.G.P. Arts & Science College with Dr. N.G.P Institute of Technology on 20.11.2023 and 21.11.2023
- Dr. R. Madhulaa, completed Lecture Series on Constitutionalism organized by Legal Lab of Governance at Institute of Social Sciences from 13.12.2023 to 17.12.2023

STAFF ACHIEVEMENTS

Dr. R. Madhulaa chaired the following sessions as Resource Person:

- Research Series on "Research Paradigms and Methodology Choices" conducted by Ameya-Association of Mathematics, VET Institute of Arts & Science. on 22.02.2024
- Workshop on "Marketing the Methods", A Workshop on Research Excellence for PG Students of Sri Krishna Arts & Science College on 04.03.2024
- National Conference on "Breaking the Silence: Understanding the Mental Health Paradigm" conducted by Sree Sarasvathi Thiayagaraja College on 01.03.2024

STAFF PUBLICATIONS

- Dr. R. Madhulaa published a paper on Socio Economic, Education and Health Status among nomadic tribes in Journal of the Asiatic Society of Mumbai, ISSN:0972-0766. Vol.XCVI, No.28,2023. UGC CARE.

MEMBERSHIP IN ACADEMIC BODIES

Dr. R. Madhulaa is a life member in

- Indian Society of Professional Social Work (IPSPW)
- National Association of Professional Social Workers (NAPSWI)
- Editorial Board Member of Edwin Inc. Journals - International Journal of Scientific Research and Education, ICI Indexed, IC Value 76.10, Impact factor 6.039, Since 2018

ONLINE COURSES

- The following students have completed NPTEL Courses
- Ms. Rithanya has done course on 'Social Psychology' from 01.07.2023 to 01.10.2023
- Ms. Dharani.S, Ms. Deepa.V and Ms. Sowmya completed a NPTEL course on 'Leadership and Team Effectiveness' from 01.01.2024 to 01.04.2024
- Ms. Akshaya completed SWAYAM courses on 'Applied fields of Psychology' from 08.01.2024 to 30.04.2024, 'Counseling Psychology' from 15.01.2024 to 30.04.2024 and 'Introduction to NGO Management' on from 01.01.2024 to 30.04.2024

STUDENT ACHIEVEMENTS

- Ms. Gomathi. R & Ms. Dharani. S won 2nd prize in Inter College Quiz Competition conducted by CMS College of Science & Commerce, Coimbatore on 14.10.2023
- Ms. Seetha Lakshmi. N. G & Ms. Anaswara won 3rd prize in Inter College Quiz Competition conducted by CMS College of Science & Commerce, Coimbatore on 14.10.2023
- Mr. Hariprasanth S, Mr. Ruban. P and Mr. Sharath S. were appreciated for being a part of India Environment Master Class, Coimbatore Edition conducted by Environmentalist Foundation of India on 22.01.2024
- Ms. Dharani. S, Ms. Gomathi. R & Ms. Sowmya S participated in the 'Two-Day National Conference on Child Rights: Contemporary Issues and Way Forward for Social Change' at Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore on 22.03.2024 and 23.03.2024

FACULTY OF HUMANITIES

DEPARTMENT OF ENGLISH

Department of English augment familiarity and insight of culture - historical concept of English Language and Literature for overall development among students through excellence in education and to meet the challenges in exhilarative world. In the present milieu, English language is inevitable in every sector; in accomplishing the prerequisites of language competency the department of English enables various viable practices. Besides, students have a flair for literature, to quench their thirst and simultaneously it helps them build their career in convergent avenues. The B.A. with CA was started in 2011 consequently M.A. in 2014. Furthermore, research programmes have been offered since 2016. The department makes room for students to hone their language skills and literature knowledge on par with national and international standard.

GUEST LECTURE



Ms. Aswathi Ashokan, News Correspondent, The Times of India, delivered a Guest Lecture entitled **“Emerging skills for survival in the digital era”** on 12.07.2023



Ms. Ramya Santhosh, Founder and CEO, Graciss – Feminicity Coimbatore, propounded a special lecture on **“Scope for women in entrepreneurship”** on 07.09.2023



Mrs R. Joy Sharon, Assistant Professor in English, Coimbatore Institute of Engineering and Technology, presented a Guest Lecture entitled **“Techniques to imbibe for competitive examination through technology”** on 23.9.2023



Mr. C. Gopinath, Tamil Nadu Special Police Service, Coimbatore, guided the students on the topic **“How to crack the Tamil Nadu Uniformed Services Recruitments Board Exam”** on 30.01.2024



Dr. T.S. Varadharajan, Assistant Professor (SG), P.G. & Research Department of English, Thiagarajar College, Madurai, delivered a lecture on **“The contexts of production and reception - An investigation”** on 29.02.2024

ENDOWMENT LECTURE



Mr. Joseph Pradeep Raj Rozario, Director, Relevantz Technology Solutions, Chennai, elaborated on the topic **"The power of storytelling: Exploring narratives across cultures and time"** on 28.02.2024

ALUMNI INTERACTION



Ms. R. Angelin Annal, Client Partner, Access Health Care, Coimbatore familiarised the students about **"Workplace Promptitude"** on 19.08.2023



Mr. L. Sri Hari, Haran, Content Creator and freelancer, shared his expertise on **"Bridging Literature and Freelancing"** on 04.09.2023

NATIONAL CONFERENCE



Dr. Priya M. G (SG), Assistant Professor from Amrita School of Arts, Humanities, and Commerce, Kochi, and **Dr. U. Chandrakumar**, Assistant Professor, Pachayappa's College for Men, Chennai, honoured the National Conference on **"Sociocultural Dynamics in the Intersection of AI and Literature"** with their presence as chief guests on 28.02.2024

INTRA-DEPARTMENTAL ACTIVITIES

Eruditica Association organised Intra departmental Skit competition, as part of **Swachata Pakhwada** celebration on the themes of **"Hygiene and sanitation and Curbing single use plastics"** on 14.09.2023





Students from the department of English actively participated in **Monologue competition**, organised by Eruditica Association on 22.12.2023



Eruditica Association organised **LITALLURE'24**, a literary exhibition to showcase "Children's Literature and Mythology in literature" on 14.03.2024

INTER-DEPARTMENTAL ACTIVITY

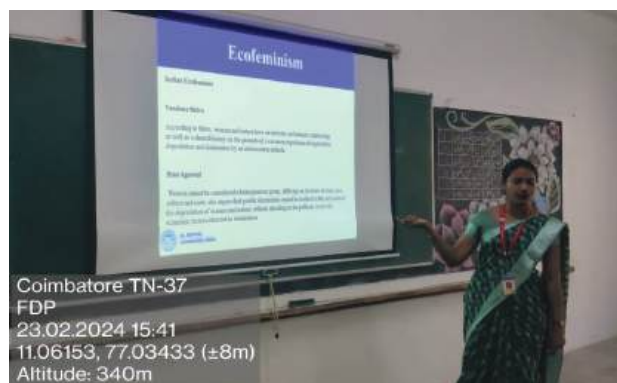


Eruditica Association organised Inter department meet on 31.01.2024 under the title **LITWINGS 2K24**. The event included competitions like **Connections, Quiz, Mehendi, Fireless Cooking, and Spell Bee**



Drama club students performed on "The Butterfly Effect of Ragging and Awareness against Physical Bullying" as part of **Anti-Ragging Awareness Week** celebrated at our campus from 16.08.2023 to 17.08.2023

FUNCTIONAL FDP



Ms.M.Saranya Assistant Professor, Department of English Dr.N.G.P. Arts and Science College, Coimbatore delivered an enlightening functional FDP on “**Ecofeminist Perspective in contemporary literary texts**” on 23.02.2024

AWARDS, PRIZES AND RECOGNITIONS STAFF

- Ms.S.Nithya Devi, Assistant Professor of English, received Reviewer Certificate from the Board of IJRAR International Journal of Research and Analytical Reviews with member ID:118985
- Dr.R.Vithya Prabha, Professor of English, received the Best Professor, Research Contribution from Dr.N.G.P. Arts and Science College, Coimbatore

STUDENTS-SPORTS

- Mr. Naveen Prabhu V of I B.A. English Literature won IV Prize in Coimbatore District level Red Run Marathon conducted by Tamil Nadu State Aids Control Society, Coimbatore on 30.08.2023. He also won III Prize in 5000 mts district Junior and Senior Athletic Meet conducted by Genesis, Bharathiar University on 04.09.2023 and II Prize in 100 mts district Junior and Senior Athletic Meet conducted by Genesis, Bharathiar University on 05.09.2023
- Mr. Dhanush. R of I B.A. English Literature won I Prize in 10,000mts Walk conducted by Tamil Nadu Athletic Association at Nehru Stadium, Coimbatore on 24.02.2024 and 25.02.2024

STUDENTS-EXTRA CURRICULAR ACTIVITIES

- S. R. Dhivya of I B. A. English, won Third prize in the Elocution competition conducted at Codissia Book Fair, Coimbatore on 25.07.2023. She also won First prize in the Tamil Poetry competition conducted at Dr. N.G.P. ASC, Coimbatore on 27.09.2023 and First prize in the

Tamil Elocution competition conducted at Dr. N.G.P. ASC, Coimbatore on 15.09.2023

- Atulya .S of I B. A. English, won Third prize in the Short Film Contest conducted at Dr. N.G.P. ASC, Coimbatore on 15.08.2023
- Ms. Bharathi.M of I B.A. English Literature won II Prize in Math Mehendi event conducted by the department of Mathematics organised by Dr.N.G.P. Arts and Science College, Coimbatore on 21.02.2024
- Mr. Sarwesh.S and Mr. Gowtham.C of I B.A. English Literature won II Prize in Connexion event conducted by the department of Mathematics organised by Dr.N.G.P.Arts and Science College, Coimbatore on 21.02.2024

STAFF-PUBLICATIONS

- Dr.M.Kavitha, and Ms.J.Karthika published a paper entitled “A study on the liberation of selected female characters in Chitra Bannerjee Divakaruni’s The Mistress of Spices”, in the International Journal of Novel Research and Development (IJNRD) (Volume 8, Issue 6, 2456-4184), June 23
- Dr. M. Marimuthu published a poem titled “Remembrance” in Nigerian Journal of Poems and Short Stories, Vol. 3 No 1, ISSN- 814-3752, 2023. He also published a paper entitled “Subversion of Myths: Deconstructing Power Structures and Stereotypical Perceptions in Select Works of Kavita Kane”, in Literary Voice Journal (Vol. 22, issue 1, 2277-4521), March 2024
- Dr. Divya. C, and Ms. B. Jayasridevi published a paper entitled “Contribution of error analysis to English language teaching”, in the UGC Care Journal, Education and Society (Volume 47, Issue 2, 2278-6864), April-June 2023. They also published a paper entitled “Harsh realities of Australian life in Baynton’s ‘The Chosen Vessel’ Vs Beauty of the Australian bush Lawson’s ‘The Drover’s Wife’ – A study on two distinct literary styles”, in the Journal of The Asiatic Society of Mumbai (Vol. : XCVI, No:14, 0972-0766), June 2023. They also published another paper entitled “Judith Wright’s Poetry: Unveiling radical ecological thought”, in the UGC Care Journal, Juni Khyat (Vol-13 Issue-9 No.01, 2278-4632), September 2023
- Dr. Divya. C published a paper entitled “Tasks to teach and learn English”, in the UGC Care Journal, Juni Khyat (Vol-13 Issue-9 No.01, 2278-4632), September 2023
- Dr.M.Kavitha, and Ms.P.Vismaya, Assistant professors of English published a paper entitled “Tribal women’s contribution to sustainable development of ecosystem”,

in the UGC Care Journal, Juni Khyat (Vol-13, Issue-08, No.03, 2278-4632), August 23

- Dr. Divya. C and Dr. B. Umaa Devi published a paper entitled "Daksina Ganga, The Ganges of the south, the convergence of ethnicity and mythology", in the UGC Care Journal, Juni Khyat (Vol-13, Issue-09, No.02, 2278-4632), September 2023
- Dr.M.Kavitha published a paper entitled "Multiculturalism in Shashi Tharoor's Riot", in International Journal of Novel Research and Development (IJNRD) (Volume 9 Issue 3, 2456-4184), March 2024
- Dr.R.Vithya Prabha published a paper entitled "Furrow of Love: Urmila's Hope through her Journey in Kavita Kane's Sita's Sister", in International Journal of Novel Research and Development (IJNRD) (Volume 9 Issue 3, 2456-4184), March 2024. She also published papers entitled "Portrayal of Dark Realities in the Jeet Thayil's Narcopolis", in International Journal of Novel Research and Development (IJNRD) (Volume 9 Issue 3, 2456-4184), March 2024 and "Ingress to deliverance of the Wander in Colson Whitehead's The Underground Railroad", in International Journal of Novel Research and Development (IJNRD) (Volume 9 Issue 3, 2456-4184), March 2024
- Ms. S. Nithya Devi published a paper entitled "A Study on Gilded Diaspora: The Migration of Identity in Donna Tartt's The Goldfinch", in International Journal of Novel Research and Development (IJNRD) (Volume 9 Issue 3, 2456-4184), March 2024. She also published a papers entitled "The Power of War and Knowledge in the novel of Anthony Doer's All The Light We Cannot See", in International Journal of Novel Research and Development (IJNRD) (Volume 9 Issue 3, 2456-4184), March 2024 and "Navigating Dystopia: Themes of Control and Desperation in Margaret Atwood's The Heart Goes Last", in International Journal of Novel Research and Development (IJNRD) (Volume 9 Issue 3, 2456-4184), March 2024
- Ms.M.Saranya published a paper entitled "Unmasking Self Nature in Neil Gaiman's Ocean at the End of the Lane", in International Journal of Arts Science and Humanities (Volume 11 Issue 1, 2321-788X), March 2024
- Mr. Kamala Kannan published a paper entitled "Exploring Resilience in Gail Honeyman's Eleanor Oliphant is Completely Fine", in International Journal of Novel Research and Development (IJNRD) (Volume 9 Issue 3, 2456-4184), March 2024
- Dr.S.Sudha published a paper entitled "The Reflection of Myth in Rick Riordan's Percy Jackson series and

Amish Tripathi's Shiva Trilogy", in International Journal for Multidisciplinary Research (Volume 6, Issue 2, 2582-2160), March 2024. She also published a paper entitled "Mythic Reverie and Memory Trails: Unveiling the Layers in K.R. Meera's Hangwoman", in International Journal for Multidisciplinary Research (Volume 6, Issue 2, 2582-2160), March 2024

STAFF-PRESENTATION

- Dr.K.Sankar presented a paper on "Symbolism of colour in the select novels of Orhan Pamuk", in TSCHE at St.Mary's College, Hyderabad between 21.07.2023 to 22.07.2023
- Dr.B.Umaa Devi presented a paper on "The Confluence: Where Culture and Mythology Merge", in the National Seminar on Confluence of Tales Myths and Culture in Literature at PSG College of Arts & Science, Coimbatore on 04.08.2023
- Dr. Nagalakshmi K presented a paper on "Purgation of Soul through Eco-conscious Journey in Mary Oliver's Sleeping in", at Sri Krishna Arts and Science College, Coimbatore between 29.02.2024 to 01.03.2024
- Ms. M. Saranya presented a paper on "Echos from Nature and Women: An Ecofeminstics reading of Kaveri Nambisan's A Town Like Ours", at Sri Krishna Arts and Science College, Coimbatore between 29.02.2024 to 01.03.2024. She also presented a paper on "Nurturing the Self: An Ecocritical Analysis of Easterine Kire's When the River Sleeps", in Rajiv Gandhi University, Arunachal Pradesh between 07.03.2024 to 08.03.2024
- Dr.R.Vithya Prabha presented a paper on "Identity Formation and Feminist Struggles in Betty Smith's Tomorrow Will be Better", in the ICSSR-Sponsored Three Day International Conference on Indian Diaspora: A Vehicle to Transfer Knowledge and Skills at Annamalai University, Chidhambaram between 21.2.2024 to 23.2.2024. She also presented papers on "Trauma and Melioration: A Psychological Study on Somalia and Kashmir people", in the ICSSR-Sponsored Three Day International Conference on Indian Diaspora: A Vehicle to Transfer Knowledge and Skills at Annamalai University, Chidhambaram between 21.2.2024 to 23.2.2024, "Future of Education: Blending Human Expertise with Artificial Intelligence", in the Multidisciplinary International Conference on Artificial Intelligence, Recent Trends, Impact and Scope at St.Michael's College, Cherthala, Kerala between 19.08.2023 to 20.08.2023 and "An analysis of zealotry in the Amish Tripathi's Ramachandra Series", in the ICSSR sponsored National Seminar on The Role of Indian English Literature in strengthening

national consciousness at Sri S. Ramasamy Naidu Memorial College, Virudhunagar, between 05.10.2023 to 06.10.2023. She had presented a paper on "National identity in exile: Dual consciousness in Indian and Somali refugees", in the ICSSR sponsored National Seminar on The Role of Indian English Literature in strengthening national consciousness at Sri S. Ramasamy Naidu Memorial College, Virudhunagar, between 05.10.2023 to 06.10.2023

- Dr. S. Sudha presented a paper on "Displacement and Replacement of the self: The Psychological Study of Travellers in Emily Barr's The Life You Want", in the ICSSR-Sponsored Three Day International Conference on Indian Diaspora: A Vehicle to Transfer Knowledge and Skills at Annamalai University, Chidambaram between 21.2.2024 to 23.2.2024. She also presented a paper on "Exploring the Preservation of Cultural Heritage and Tribal Identity in the Novels of Louise Erdrich Easterine Kire", in the ICSSR-Sponsored Three Day International Conference on Indian Diaspora: A Vehicle to Transfer Knowledge and Skills at Annamalai University, Chidambaram between 21.2.2024 to 23.2.2024
- Dr.G.Aruna presented a paper on "The Transformative power of Raga Tradition in Inter-Generational Knowledge transfer: An Analysis of Amit Chaudhuri's The Immortals", in the ICSSR-Sponsored Three Day International Conference on Indian Diaspora: A Vehicle to Transfer Knowledge and Skills at Annamalai University, Chidambaram between 21.2.2024 to 23.2.2024. She also presented papers on "Emigration Encounter in Liane Moriarty's Nine perfect Strangers", in the ICSSR-Sponsored Three Day International Conference on Indian Diaspora: A Vehicle to Transfer Knowledge and Skills at Annamalai University, Chidambaram between 21.2.2024 to 23.2.2024 and "From Resilience to Resistance: Women's Turmoil in Liane Moriarty's Three Wishes", in Sona College of Arts and Science, Salem between 29.2.2024 to 01.3.2024

STAFF-PARTICIPATION

- Mr.S.Kamalakannan, Dr.M.Marimuthu and Ms.B.Jayasridevi completed the 12-week course on "Soft Skills" conducted by Indian Institute of Technology Madras for NPTEL, from July to October 2023. They also participated in the twelve weeks NPTEL-AICTE, FDP on "Soft Skills" organized by IIT Roorkee, from July 2023 to October 2023
- Mr.S.Dhanush Venkat completed the 12-week course on "Applied Linguistics" conducted by Indian Institute of Technology Madras for NPTEL, from July to October 2023
- Dr.R.Vithya Prabha, Dr.S.Sudha, Ms.S.Nithya Devi, and Dr.G.Aruna completed the 12-week course on "Public Speaking" conducted by IIT Roorkee for NPTEL, from July to October 2023. They also participated in five days Virtual Faculty Development Program on "Contemporary Literary Themes and Techniques", organized by Vellore Institute of Technology, Chennai from 19.06.2024 to 23.06.2024
- Dr.B.Umaa Devi, Ms.B.Jayasridevi participated in seven days e-workshop on "New IPR 2023", organized by Innovative Technology Enabling Centre (InTEC), CSIR-IMMT, Bhubaneswar from 26.06.2023 to 4.07.2023
- Dr.Divya.C participated in seven days National level FDP on "Personality Development in HEIs", organized by IOT Academy from 12.06.2023 to 17.06.2023. She also participated in the six days Online lecture series on "D.H. Lawrence," organized by Organized by the English Literary Association, Department of English, Chikkaiah Naicker College, Erode, from 11.09.2023 to 16.09.2023
- Dr.M.Kavitha, Ms.Dharshana.S.K, Ms.P.Vismaya, and Ms.J.Karthika participated in five days International FDP on "ICT and Language Learning", organized by Westminster College, London and Sathyabama Institute of Science and Tecnology, Chennai from 14.08.2023 to 18.08.2023
- Dr.S.Sudha and Ms. Vismaya P participated in the seven days National level "Upskilling Professional development Programme" organized by the Departments of Tamil & English of A.N.J.A College, Sivakasi, from 04.10.2023 to 11.10.2023
- Ms.B.Jayasridevi participated in Fifteen days National workshop on "Thesis Writing", organized by ESSGEE Digi skills from 1.01.2024 to 15.01.2024. She also participated in Five Day International Workshop on "Teaching Methods and Tools in Global Education-2024", organized by Oxfaa& Puratchi Thalaivi Amma Govt. Arts and Science college from 12.02.2024 to 16.02.2024 and also participated in Five Day Virtual FDP on "Empowerment in education", organized by IQAC, St.Joseph's College (Arts and Science) from 19.02.2024 to 23.02.2024
- Dr.Madhuramozhi V participated in Three days Virtual FDP on "Research Mantras", organized by Oxfaa and Sermathai Vasan College For Women from 22.01.2024 to 24.01.2024. She also participated in Six Day International FDP on "Advanced Research Methodology and AI", organized by IQAC and research Promotion Centre, St.Claret College, Bengaluru from 18.03.2024 to 23.03.2024 and one week online national FDP on "Folkloric reflections: A comparative study of Indian

and Nigerian cultures in the plays of Girish Karnad and Soyinka" conducted by Gokul Global University, Siddhpur, from 22.04.2024 to 28.04.2024. She had also participated in one week online national FDP on "Contemporary Mythic theory and Archetypes" conducted by Gokul Global University, Siddhpur, from 06.05.2024 to 12.05.2024

- Mr.S.Kamalakannan and Mr. Dhanush Venkat.S, participated in Five Day International Workshop on "Teaching Methods and Tools in Global Education"-2024, organized by Oxfaa& Puratchi Thalaivi Amma Govt. Arts and Science college from 12.02.2024 to 16.02.2024
- Mr.S.Kamalakannan participated in Five Day Virtual FDP on "Empowerment in education", organized by IQAC, St. Joseph's College (Arts and Science) from 19.02.2024 to 23.02.2024

STAFF-RESOURCE PERSON

- Dr. Nagalskhmi K delivered a guest lecture on "Linguistics and Phonetics" in the Department of English, KSR Arts and Science College for Women, Tiruchencode, on 01.08.2023
- Dr.R.Vithya Prabha delivered a lecture on "Guidelines for Crafting a Research Proposal to secure Funding & Scholarships" in the National Workshop on insights on research methodology and proposal writing in Gobi Arts and Science College, Gobichettipalayam, on 02.09.2023. She also delivered a guest lecture on "Goal Setting: Pathway to Success" in Vellalar College for Women, Erode, on 26.09.2023
- Dr.S.Sudha presented her views on "Mechanics of Research Writing" in the National Workshop on insights on research methodology and proposal writing in Gobi Arts and Science College, Gobichettipalayam, on 02.09.2023. She also delivered a guest lecture on "Escalate the art of communication skills" in Gobi Arts and Science College, Gobichettipalayam, on 28.7.2023
- Dr.Divya.C delivered a guest lecture on "Balancing technical and administrative responsibilities" in K.G. Matriculation Hr. Sec. School, on 15.07.2023
- Ms.B.Jayasridevi delivered a guest lecture on "Interpersonal communication and relationship building" in Govt. Hr. Sec. School, Nilakottai, Dindigul, on 05.10.2023. She also delivered a guest lecture on "Importance of Smart Work and Fun Learning" in Govt. Hr. Sec. School, Moongilpatty, Erode, on 09.10.2023

STUDENTS PRESENTATION / PARTICIPATION

- Ms. G.Banu Rekha of II M.A. English Literature published a paper entitled "Quest for Identity in V.S.Naipaul's An Area

of Darkness", in the UGC approved International Journal For Innovative Research In Multidisciplinary Field (Volume - 9, Issue - 10) October 2023. She also presented a paper, "Unheralded Myopic of SengeniRajkannu in Jai Bhim: the metamorphosis of women's emancipating journey in modern wave of Tamil Cinema" in the ICSSR sponsored one day National Seminar on Shaping Narratives: Tamil Cinema and its Rendition of Women's Empowerment-An Avenue for Social Change organised by the Department of Visual Communication and Electronic Media, PSG College of Arts & Science, Coimbatore on 07.02.2024

- Ms.Gowsika B of II M.A. English Literature published a paper entitled "Adventure of a woman Surpanaka in Kavitha Kane Lanka's Princess", in the UGC approved International Journal for Innovative Research In Multidisciplinary Field (Volume - 9, Issue - 9) September 2023. She also published a paper entitled "Analysis of Colonialism And Tradition Vs Progress in The River Between by Ngugi Wa Thiong'o", in the UGC approved International Journal for Innovative Research In Multidisciplinary Field (Volume - 9, Issue - 9) September 2023. She had presented a paper, "The journey of Gold women: Female Heros of Tamil Cinema" in the ICSSR sponsored one day National Seminar on Shaping Narratives: Tamil Cinema and its Rendition of Women's Empowerment-An Avenue for Social Change organised by the Department of Visual Communication and Electronic Media, PSG College of Arts & Science, Coimbatore on 07.02.2024
- Ms.Sharmila K of II M.A. English Literature published her artistic work in Namaste India E- Magazine on 15.08.2023
- Ms.Vellachi V of II M.A. English Literature published her artistic work in Namaste India E- Magazine on 15.08.2023
- Ms. Aiswarya PV, Ms. Banu Rekha G, Ms.Gowsika B, of II M.A. English Literature presented papers in the National Design and Thinking contest at SNS Institution, Coimbatore on 12.09.2023
- Ms. Aiswarya PV of II M.A. English Literature Presented a paper, "Breaking Barriers: A critical Analysis of Raatchasi's Impact on educational Reforms" in the ICSSR sponsored one day National Seminar on Shaping Narratives: Tamil Cinema and its Rendition of Women's Empowerment-An Avenue for Social Change organised by the Department of Visual Communication and Electronic Media, PSG College of Arts & Science, Coimbatore on 07.02.2024
- Ms. R.Deepika and Yokeshwari G of II M.A. English Literature Presented a paper, "Empowering Echoes: unveiling Women's journey in the movie Katrin Mozhi"

- in the ICSSR sponsored one day National Seminar on Shaping Narratives: Tamil Cinema and its Rendition of Women's Empowerment-An Avenue for Social Change organised by the Department of Visual Communication and Electronic Media, PSG College of Arts & Science, Coimbatore on 07.02.2024
- Ms. Geetak Josi and Philips E. Rubin, of II M.A. English Literature Presented a paper, "Feasting on feelings: the cinematic symphony of food and emotion" in the ICSSR sponsored one day National Seminar on Shaping Narratives: Tamil Cinema and its Rendition of Women's Empowerment-An Avenue for Social Change organised by the Department of Visual Communication and Electronic Media, PSG College of Arts & Science, Coimbatore on 07.02.2024
 - Ms. Nidhi Popat Odedara, and Ms. Vellachi V of II M.A. English Literature presented a paper, "Breaking Barriers: redefining women's portrayal in Tamil Cinema" in the ICSSR sponsored one day National Seminar on Shaping Narratives: Tamil Cinema and its Rendition of Women's Empowerment-An Avenue for Social Change organised by the Department of Visual Communication and Electronic Media, PSG College of Arts & Science, Coimbatore on 07.02.2024
 - Ms. Harshavarthiny MS, of II M.A. English Literature Presented a paper, "Navigating the labyrinth : female agency and moral ambiguity in Nelson Venkatesan's Farhana" in the ICSSR sponsored one day National Seminar on Shaping Narratives: Tamil Cinema and its Rendition of Women's Empowerment-An Avenue for Social Change organised by the Department of Visual Communication and Electronic Media, PSG College of Arts & Science, Coimbatore on 07.02.2024
 - Ms. Kaviyaa Barathi, K P, Ms. Kaviyaa Priya K P, Ms.Akshara Dinesh, Ms. Manju Shri R S, Mr. Ramesh Aravind R, Mr. RefinRuslin R, and Ms. Sharmila K, of II M.A. English Literature participated in the ICSSR sponsored one day National Seminar on Shaping Narratives: Tamil Cinema and its Rendition of Women's Empowerment-An Avenue for Social Change organised by the Department of Visual Communication and Electronic Media, PSG College of Arts & Science, Coimbatore on 07.02.2024
 - Ms. Janani D, Ms. Jayasri B, Ms. Trifena Magathalin, and Ms. Nithya R, of I M.A. English Literature participated in the ICSSR sponsored one day National Seminar on Shaping Narratives: Tamil Cinema and its Rendition of Women's Empowerment-An Avenue for Social Change organised by the Department of Visual Communication and Electronic Media, PSG College of Arts & Science, Coimbatore on 07.02.2024
 - Ms. Nanmathi. S and Ms. Nikitha.D of I B.A. English Literature participated in Treasure Hunt in Champha 2K24, Intercollegiate Cultural Fest organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 29.02.2024
 - Mr. Manishwaraguhan. R and Ms. U. Rhythu Bhashni of I B.A. English Literature participated in Photography contest in Champha 2K24, Intercollegiate Cultural Fest organised by Sri Ramakrishna College of Arts and Science, Coimbatore on 29.02.2024
 - Mr. Parvin Kumar of I B.A. English Literature participated in Extempore in LITZEAL'24 conducted by the department of English (SF), PSG College of Arts and Science, Coimbatore on 27.02.2024
 - Mr. Sarwesh.S and Mr. Gowtham.C of I B.A. English Literature participated in Inter-Collegiate Competition on the theme 'Social Media Influence' organized by the Department of Social Work, Dr.N.G.P. Arts and Science College, Coimbatore on 29.02.2024
 - Mr. Gowtham.C of I B.A. English Literature participated in The Brain Dance in PHOENIX'24 conducted by PSG College of Arts and Science, Coimbatore on 22.02.2024
 - Ms. Deepika.R, Sharmila.K, and Vellachi V, of II M.A. English Literature completed "Content Mastery Course: The Writer's Cosmos" conducted by Ministry of MSME, Government of India from 10-07-2023 to 30-07-2023
 - Ms. Akshara AMS, of III BA English Literature completed the 12-week course on "Poetry" conducted by Indian Institute of Technology Madras for NPTEL, from July to October 2023
 - Ms. Archana S, Deepika R, Mathumitha A M, Shivani K and Srivarshini P of III BA English Literature completed the 12-week course on "Soft Skills" conducted by Indian Institute of Technology Madras for NPTEL, from July to October 2023
 - Mr. Kirthik A, of III BA English Literature completed the 4-week course on "Psychology of Everyday" conducted by Indian Institute of Technology Madras for NPTEL, from August to September 2023. He also completed the 12-week course on "Conservation Geography" conducted by Indian Institute of Technology Madras for NPTEL, from July to October 2023
 - Ms.Dhivya S R, Ms.Aparna.S, Ms. Atulya S- I.B.A English Literature completed the 8-week course on "Introduction to Psychology" conducted by IIT Kanpur for NPTEL, from January to March 2023

தமிழ்த்துறை இளங்கோவடிகள் தமிழ் மன்ற செயல்பாடுகள்

ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சி

டாக்டர் என்.ஜி.பி கலை அறிவியல் கல்லூரியில் புதுமைக்கான கல்வியை மேம்படுத்துதல் – தேசிய கல்விக் கொள்கை கண்ணோட்டம் என்னும் தலைப்பில் ஐந்து நாட்கள் ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சி 30.06.2023 முதல் 04.07.2023 வரை கல்லூரியில் நடைபெற்றது. தமிழ்த்துறையின் சார்பாக 30.06.2023, 03.07.2023 & 04.07.2023 ஆகிய மூன்று நாட்கள் தமிழ்த்துறைப் பேராசிரியர்களுக்கு ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சி நடைபெற்றது. இதில் தமிழ்த்துறைத் தலைவர் முனைவர் நீ.குப்புச்சாமி, திரு நா.கிருஷ்ணராஜ், முனைவர் மா.ஜெயச்சந்திரன் ஆகியோர் பேராசிரியர்களிடம், பேராசிரியர் கல்விசார் வளர்ச்சிப்போக்குகள் குறித்து கலந்துரையாடினார்கள். நிகழ்வின் முன்னதாக தமிழ்த்துறையின் பேராசிரியர் முனைவர் கு.செல்வி வரவேற்றார்.

முதல் நாளான 30.06.2023 அன்று நடைபெற்ற ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சி நிகழ்வில் தமிழ்த்துறைத்தலைவர் முனைவர் நீ.குப்புச்சாமி அவர்கள் இலக்கிய அணுகுமுறை என்னும் தலைப்பில் உரை நிகழ்த்தினார். அவர் கூறும் போது, இலக்கியத்தின் சிறப்புகள் குறித்தும், இலக்கியத்தை எவ்வாறு அணுகவேண்டும் என்பது குறித்தும், மாணவர்களுக்கு இலக்கியத்தை எவ்வாறு கற்பிப்பது என்பது குறித்தும் பேராசிரியர்களுக்கு எடுத்துரைத்தார்.

இரண்டாம் நாளான 03.07.2023 அன்று நடைபெற்ற ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப் பேராசிரியர் திரு.நா.கிருஷ்ணராஜ் அவர்கள் நல் மாணாக்கர் பண்புகள் என்னும் தலைப்பில் உரை நிகழ்த்தினார். அவர் கூறும் போது, மாணவர்களுக்கு இருக்க வேண்டிய பண்புகள் குறித்தும், எதிர்காலத்தை உருவாக்க வேண்டிய இன்றைய மாணவர்களின் கடமைகள் குறித்தும் பேராசிரியர்களுடன் கலந்துரையாடினார்.

மூன்றாம் நாளான 04.07.2023 அன்று நடைபெற்ற ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை இணைப் பேராசிரியர் முனைவர் மா.ஜெயச்சந்திரன் அவர்கள் நல் ஆசிரியரின் பண்புகள் என்னும் தலைப்பில் உரை நிகழ்த்தினார். அவர் கூறும் போது, ஆசிரியர்களுக்கு இருக்க வேண்டிய பண்புநலன் குறித்தும், வகுப்பறையில் மாணவர்களை எவ்வாறு வழி நடத்த வேண்டும் என்பது குறித்தும், ஆசிரியர்களுக்கு இருக்க வேண்டிய குணங்கள் குறித்தும் நன்னூல் கூறும் கருத்துக்களுடன் பேராசிரியர்களுடன் கலந்துரையாடினார். இறுதியாக தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் மா.சம்பத்குமார் நன்றி கூறினார்.



Dr. N.G.P. ASC
Tamil Department - FDP
30.06.2023 15:56
11.06123 77 03424
Main Block, Sharp Nagar, Nehru Nagar West, Coimbatore, Tamil Nadu 641004



Dr. N.G.P. ASC
Tamil Department - FDP
03.07.2023 15:56
11.06124 77 03425
Sharp Nagar, Nehru Nagar West, Coimbatore

டாக்டர் APJ அப்துல்கலாம் நினைவு இலக்கியப் போட்டிகள்

டாக்டர் என்.ஜி.பி கலை அறிவியல் கல்லூரியின் தமிழ்த்துறை இளங்கோவடிகள் தமிழ் மன்றத்தின் சார்பாக டாக்டர் APJ அப்துல்கலாமின் நினைவு நாளை முன்னிட்டு மாணவர்களிடம் உள்ள பல்வேறு திறன்களை வெளிக்கொணரும் வகையில் 27.07.2023 அன்று கவிதை, ஓவியம் உள்ளிட்ட இலக்கியப் போட்டிகள் நடத்தப்பட்டது. இப்போட்டிகளில் இளங்கலை, முதுகலை பயிலும் 100 க்கும் மேற்பட்ட மாணவ மாணவியர்கள் கலந்து கொண்டனர். இப்போட்டிகளை தமிழ்த்துறை உதவிப் பேராசிரியர் முனைவர் இரா.ரேணுகாதேவி ஒருங்கிணைத்தார்.



Dr. N.G.P. Arts & Science College
Dr. A.P.J. Abdul Kalam Memorial Day
27.07.2023 14:14

சிறப்புச் சொற்பொழிவு

டாக்டர் என்.ஜி.பி கலை அறிவியல் கல்லூரியின் தமிழ்த்துறை இளங்கோவடிகள் தமிழ் மன்றத்தின் சார்பாக சிறப்புச் சொற்பொழிவு 08.09.2023 அன்று கல்லூரிக் கலையரங்கில் நடைபெற்றது. சிறப்பு விருந்தினராகக் கலந்து கொண்ட தமிழ்த்துறை இணைப் பேராசிரியர் சு.தங்கமணிகண்டன் அவர்கள் “எது அறம்” என்னும் தலைப்பில் உரை நிகழ்த்தினார். இதில் தமிழ்த்துறைப் பேராசிரியர்களும், இளங்கலை முதலாமாண்டு மாணவ, மாணவிகளும் கலந்து கொண்டனர். இந்நிகழ்ச்சியை தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் மா.சம்பத்துமார் ஒருங்கிணைத்தார்.



பாரதி நினைவு இலக்கியப் போட்டிகள்

டாக்டர் என்.ஜி.பி கலை அறிவியல் கல்லூரியின் தமிழ்த்துறை இளங்கோவடிகள் தமிழ் மன்றத்தின் சார்பாக பாரதியாரின் நினைவு நாளை முன்னிட்டு இளங்கலை, முதுகலை பயிலும் மாணவர்களிடம் உள்ள பல்வேறு திறன்களை வெளிக்கொணரும் வகையில் 11.09.2023 அன்று கவிதை, ஓவியம் உள்ளிட்ட இலக்கியப் போட்டிகள் நடத்தப்பட்டது. இப்போட்டிகளில் இளங்கலை, முதுகலை பயிலும் 50 க்கும் மேற்பட்ட மாணவ, மாணவியர்கள் கலந்து கொண்டனர். இப்போட்டிகளை தமிழ்த்துறை இணைப் பேராசிரியர் முனைவர் மா.ஜெயச்சந்திரன் ஒருங்கிணைத்தார்.

வைக்கம் போராட்டத்தின் நூற்றாண்டு விழா

டாக்டர் என்.ஜி.பி கலை அறிவியல் கல்லூரியின் தமிழ்த்துறை இளங்கோவடிகள் தமிழ் மன்றத்தின் சார்பில் 15.09.2023 அன்று கல்லூரியில் உள்ள கம்பர் அரங்கில் வைக்கம் போராட்ட நூற்றாண்டு விழாவினை முன்னிட்டு நடத்தப்பட்ட இலக்கியப் போட்டிகளில் வெற்றி பெற்ற மாணவர்களுக்குப் பரிசளிப்பு விழா மற்றும் சிறப்புக் கருத்தரங்கம் நடைபெற்றது. இவ்விழாவில் உடுமலை அரசு கலைக் கல்லூரியின் முதுகலை மற்றும் தமிழ் உயராய்வுத் துறையின் தலைவர் பேராசிரியர் முனைவர் மு. மதியழகன் அவர்கள் கலந்து கொண்டு “வைக்கம்

போராட்டம், பெரியாரின் பங்களிப்பு” தலைப்பில் பெரியாரின் பகுத்தறிவுச் சிந்தனைகள் குறித்தும், இன்றைய சமூகத்தில் கல்வி அறிவு பெறக்கூடிய மாணவர்கள் பகுத்தறிவு உடையவர்களாக வளர வேண்டும், சாதி மத, இன வேறுபாடுகள் கலைந்து புதிய சமூகம் உருவாவதற்கு மாணவர்கள் அடிப்படையாக இருக்க வேண்டும். என்று வலியுறுத்தினார். இதில் 300-க்கும் மேற்பட்ட மாணவர்கள் கலந்து கொண்டு பயனடைந்தனர். இவ்விழாவினை முன்னிட்டு தமிழக அரசின் உத்தரவின்படி நடத்தப்பட்ட பேச்சுப் போட்டி மற்றும் கட்டுரைப் போட்டியில் வெற்றி பெற்ற மாணவர்களுக்குச் சிறப்பு விருந்தினர் பரிசுகளை வழங்கினார்.



தமிழோசை மாணவர் இதழ் வெளியீடு

உலகத் தமிழ்ப் பண்பாட்டு மையம் சார்பில் டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி வளாகத்தில் “பெரியசாமித் தூரன் 115ஆவது ஆண்டு விழா” எனும் பொருண்மையில் 16.10.2023 & 17.10.2023 ஆகிய நாட்களில் கருத்தரங்கம் நடைபெற்றது. கருத்தரங்கத்தின் தொடக்க விழாவினை கோயம்புத்தூர், சபர்மன் பள்ளி மாணவர்கள் பெரியசாமித்தாரனின் பாடல்களைப் பாடி விழாவினைத் தொடங்கி வைத்தனர். தொடக்கவிழாவில் டாக்டர் என்.ஜி.பி. கல்வி நிறுவனங்களின் இயக்குநர் முனைவர் பெ.இரா. முத்துசாமி அவர்கள் வரவேற்புரை வழங்கினார். உலகத் தமிழ்ப் பண்பாட்டு மையத்தின் தலைவர் மருத்துவர் நல்ல பழனிசாமி அவர்கள் வாழ்த்துரை வழங்கிப் பேசும்போது, பெரியசாமித்தாரனின் ஆளுமை குறித்து மாணவர்களிடம் எடுத்துரைத்தார். தொடர்ந்து டாக்டர் என். ஜி.பி. கல்வி நிறுவனங்களின் செயலர் மருத்துவர் தவமணி தேவி பழனிசாமி அவர்கள் வாழ்த்துரை வழங்கினார்.

இந்நிகழ்வில் “பெரியசாமித் தூரன் நாடகங்கள்” என்ற நூலினையும், மாணவர்களின் இதழான “தமிழோசை” எனும் நூலினையும், கல்வியாளர் டாக்டர் பி.கே. கிருஷ்ணராஜ் வாணவராயர் அவர்கள் வெளியிட்டு, இசைத்துறைக்கும், நாடகத்துறைக்கும் தூரனின் பங்களிப்பு குறித்துப் பேசினார்.

சிறப்பு விருந்தினராகக் கலந்து கொண்ட சென்னைப் பல்கலைக்கழகப் பேராசிரியர் மற்றும் மொழித்துறைத் தலைவர் முனைவர் ய. மணிகண்டன் அவர்கள், பெரியசாமித் தூரனின் வாழ்க்கையை இன்றைய மாணவர்கள் தெரிந்து

கொள்ள வேண்டும் என்றும் அவரின் நாடகங்கள், கர்நாடக சங்கீதப் பாடல்களைக் கற்று பயனடைய வேண்டும் என்றும் உரையாற்றினார். இவ்விழாவில் பெரியசாமித் தூரனின் குடும்ப உறுப்பினர்களுக்குச் சிறப்பு செய்யப்பட்டது. தொடக்க விழாவின் நிறைவாக டாக்டர் என். ஜி.பி. கலை அறிவியல் கல்லூரியின் முதல்வர் முனைவர் கு. இராமமூர்த்தி அவர்கள் நன்றியுரை வழங்கினார்.

இரண்டாம் நாளான 17.10.2023 அன்று நடைபெற்ற கருத்தரங்கில் கலைக்களஞ்சியப் பணி எனும் தலைப்பில் முனைவர் ஐ.கே. சுப்பிரமணியம் அவர்களும், இசைத்தமிழ்க் கொடை எனும் தலைப்பில் முனைவர் அரிமளம் சு. பத்மநாபன் அவர்களும், குழந்தை இலக்கியம் எனும் தலைப்பில் முனைவர் சொ. சேதுபதி அவர்களும், நாடகங்கள் எனும் தலைப்பில் முனைவர் கி. பார்த்திபராஜா அவர்களும், சிறுகதைகள் எனும் தலைப்பில் முனைவர் திருப்பூர் கிருஷ்ணன் அவர்களும் உள்ளிட்ட ஆய்வறிஞர்கள் இயல், இசை, நாடகம் எனும் முத்தமிழில் பெரியசாமித்தூரனின் ஆளுமைகள் குறித்துக் கட்டுரை வழங்கினார்கள். நிறைவு விழாவில் முனைவர் க. பஞ்சாங்கம் அவர்கள் கருத்தரங்க நிறைவுரை ஆற்றினார். இரண்டு நாள் நடைபெற்ற கருத்தரங்கில் தமிழ் ஆர்வலர்களும், பல்வேறு கல்லூரிகளைச் சேர்ந்த முதுகலை மாணவர்களும், முனைவர்பட்ட ஆய்வாளர்களும் கலந்து கொண்டனர்.

நூல் வெளியிடுதல் - பெரியசாமித்தூரன் நாடகங்கள்

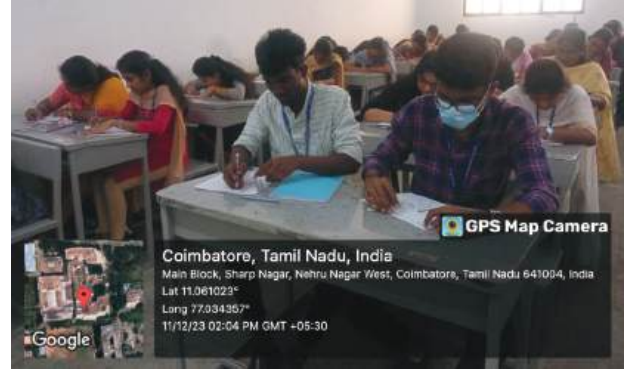


நூல் வெளியிடுதல் - தமிழோசை மாணவர் இதழ்



பாரதி பிறந்தநாள் இலக்கியப் போட்டிகள்

டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரியின் தமிழ்த்துறை இளங்கோவடிகள் தமிழ்மன்றத்தின் சார்பாக பாரதி பிறந்தநாளை முன்னிட்டு மாணவர்களுக்கு இலக்கியப் போட்டிகள் 11.12.2023 அன்று நடைபெற்றது. இதில் மாணவர்களுக்கு கவிதை, கட்டுரை மற்றும் ஓவியப் போட்டிகள் நடத்தப் பெற்றன. இதில் பங்கேற்ற மாணவர்களுக்கு சான்றிதழும், வெற்றி பெற்ற மாணவர்களுக்கு சான்றிதழும், பரிசும் வழங்கப்பட்டன.



பொங்கல் சிறப்புக் கவியரங்கம்

டாக்டர் என்.ஜி.பி கலை அறிவியல் கல்லூரியின் தமிழ்த்துறை இளங்கோவடிகள் தமிழ் மன்றத்தின் சார்பாக பொங்கல் திருநாளை முன்னிட்டு இளங்கலை, முதுகலை பயிலும் மாணவர்களிடம் உள்ள கவிதைத் திறனை வெளிக்கொணரும் வகையில் 12.01.2024 அன்று சிறப்புக் கவியரங்கம் நடத்தப்பட்டது. இக்கவியரங்கில் இளங்கலை, முதுகலை பயிலும் 10க்கும் மேற்பட்ட மாணவ, மாணவியர்கள் கலந்து கொண்டனர். இக்கவியரங்கினை தமிழ்த்துறைப் பேராசிரியர்கள் முனைவர் சு.தங்கமணிகண்டன் மற்றும் முனைவர் மா.சம்பத்குமார் ஆகியோர் ஒருங்கிணைத்தனர்.



கதைகளே வாசிப்பின் திறவுகோல்

டாக்டர் என்.ஜி.பி.கலை அறிவியல் கல்லூரி இளங்கோவடிகள் தமிழ்மன்றத்தின் சார்பில் சிறப்புச் சொற்பொழிவு 23.01.2024 அன்று நடைபெற்றது. தமிழ்த்துறை உதவிப்பேராசிரியர் திரு. நா.கிருஷ்ணராஜ் அவர்கள் வரவேற்புரை வழங்கினார். தமிழ்த்துறைத் தலைவர் முனைவர். நீ.குப்புச்சாமி அவர்கள் வாழ்த்துரை வழங்கினார். இந்த நிகழ்வில் கொங்கு கலை மற்றும் அறிவியல் கல்லூரியின் தமிழ்த்துறை உதவிப் பேராசிரியர் முனைவர் மு.சர்மிளாதேவி அவர்கள் சிறப்பு விருந்தினராகக் கலந்து கொண்டு, “கதைகளே வாசிப்பின் திறவுகோல்” என்னும் தலைப்பில் சிறப்புரை வழங்கினார். அவர் தமது உரையில், வாசிப்புப் பழக்கம் ஒரு மனிதனை வாழ்வில் மேம்பாடு அடையச் செய்யும் என்றும் மனிதர்களின் எண்ணங்களே வலிமையாக்கும் திறவுகோல் என்றும் கி.ராஜநாராயணன், புதுமைப்பித்தன், ஜெயகாந்தன் போன்றவர்களின் படைப்புகளில் ஒளிந்திருக்கக் கூடிய வாழ்வியல் யதார்த்தங்களை எடுத்துக் கூறினார். தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் இரா.வீரமணி அவர்கள் நன்றியுரை வழங்கினார்.



சிறப்புச் சொற்பொழிவு

டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரியின் தமிழ்த்துறை இளங்கோவடிகள் தமிழ் மன்றத்தின் சார்பாக சிறப்புச் சொற்பொழிவு 12.03.2024 அன்று கல்லூரிக் கருத்தரங்க அறையில் நடைபெற்றது. இதில் தமிழ்த்துறைப் பேராசிரியர்களும், இளங்கலை முதலாமாண்டு மாணவ, மாணவிகளும் கலந்து கொண்டனர். நிகழ்வின் முன்னதாக வந்திருந்த அனைவரையும் தமிழ்த்துறை உதவிப்பேராசிரியர் திருமதி த.மோகனாம்பாள் வரவேற்றார். தமிழ்த்துறைத் தலைவர் முனைவர் நீ.குப்புச்சாமி அவர்கள் வாழ்த்துரை வழங்கினார். தமிழ்த்துறை உதவிப்பேராசிரியர் நா. கிருஷ்ணராஜ் அவர்கள் “அறமே மகிழ்ச்சி” என்னும் தலைப்பில் உரை நிகழ்த்தினார். அவர் கூறும் போது, இலக்கியத்தில் அறத்தின் சிறப்புகள் குறித்தும், மனிதன் வாழ்க்கையில் அறத்தின் வழி எவ்வாறு செயல்படவேண்டும், அறம் செய்வதால் ஏற்படும் நன்மைகள் குறித்தும் மாணவர்களுடன் கலந்துரையாடினார். இறுதியில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் ப.கார்த்திக் நன்றியுரை கூறினார். இந்நிகழ்ச்சியைத் தமிழ்த்துறை உதவிப்பேராசிரியர்கள் முனைவர் ப.கார்த்திக் மற்றும் திருமதி த.மோகனாம்பாள் ஒருங்கிணைத்தனர்.



கருத்தரங்கம்

- சென் நெக்சஸ் டாக்டர் கவிசென் அகாடமி, சென் புக வரைட் நவ் ஹப், சென் கலை மற்றும் கலாச்சார மன்றம் & உலகத் தமிழன் பதிப்பகம் மற்றும் பிரணவ் ஆய்விதழ் இணைந்து 30.09.2023 அன்று நடத்திய ஆசிரியர் தினப் பன்னாட்டுக் கருத்தரங்கில் “புதிய கற்பித்தல் முறைகளும் அதன் பயன்களும்” என்னும் தலைப்பில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் கு.செல்வி ஆய்வுக்கட்டுரை வழங்கினார்.
- சென் நெக்சஸ் டாக்டர் கவிசென் அகாடமி, சென் புக வரைட் நவ் ஹப், சென் கலை மற்றும் கலாச்சார மன்றம் & உலகத் தமிழன் பதிப்பகம் மற்றும் பிரணவ் ஆய்விதழ் இணைந்து 30.09.2023 அன்று நடத்திய ஆசிரியர் தினப் பன்னாட்டுக் கருத்தரங்கில் “சீவக சிந்தாமணியில் மலர் சார் படிமங்கள்” தலைப்பில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் மா.மலர்செல்வி ஆய்வுக்கட்டுரை வழங்கினார்.
- பூ.சா.கோ கலை அறிவியல் கல்லூரி மற்றும் கவிமுகில் பன்னாட்டுத் தமிழ் ஆய்விதழ் இணைந்து 05.10.2023 அன்று நடத்திய “தமிழ் இலக்கியத்தில் அழகியல்” என்னும் தலைப்பிலான பன்னாட்டுக் கருத்தரங்கில் “கவிஞர்களும் கிராமிய மகளிரும்” என்னும் தலைப்பில் தமிழ்த்துறைப் பேராசிரியர் முனைவர் கு.செல்வி ஆய்வுக்கட்டுரை வழங்கினார்.
- கோயமுத்தூர் நேரு கலை அறிவியல் கல்லூரியின் மொழித்துறை மற்றும் கவிமுகில் பன்னாட்டுத் தமிழ் ஆய்விதழ் இணைந்து 09.10.2023 அன்று நடத்திய காலந்தோறும் தமிழ் இலக்கியங்கள் என்னும் தலைப்பிலான கருத்தரங்கில் “சிற்பியின் கவிதைகளில் மருட்கை மெய்ப்பாடு” என்னும் தலைப்பில் தமிழ்த்துறைப்பேராசிரியர் முனைவர் கு.செல்வி ஆய்வுக்கட்டுரை வழங்கினார்.
- கோயமுத்தூர் நேரு கலை அறிவியல் கல்லூரியின் மொழித்துறை மற்றும் கவிமுகில் பன்னாட்டுத் தமிழ் ஆய்விதழ் இணைந்து 09.10.2023 அன்று நடத்திய

“காலந்தோறும் தமிழ் இலக்கியங்கள்” என்னும் தலைப்பிலான கருத்தரங்கில் “பித்தனும் வாழ்வியல் வெளிச்சமும்” என்னும் தலைப்பில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் கி.முருகேசன் ஆய்வுக்கட்டுரை வழங்கினார்.

- கோயமுத்தூர் நேரு கலை அறிவியல் கல்லூரியின் மொழித்துறை மற்றும் கவிமுகில் பன்னாட்டுத் தமிழ் ஆய்விதழ் இணைந்து 09.10.2023 அன்று நடத்திய காலந்தோறும் தமிழ் இலக்கியங்கள் என்னும் தலைப்பிலான கருத்தரங்கில் “சிலப்பதிகாரத்தில் இளங்கோவடிகள் காட்டும் சமூக சிந்தனை” என்னும் தலைப்பில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் கோ.ரங்கநாதன் ஆய்வுக்கட்டுரை வழங்கினார்.
- கோயமுத்தூர் நேரு கலை அறிவியல் கல்லூரியின் மொழித்துறை மற்றும் கவிமுகில் பன்னாட்டுத் தமிழ் ஆய்விதழ் இணைந்து 09.10.2023 அன்று நடத்திய “காலந்தோறும் தமிழ் இலக்கியங்கள்” என்னும் தலைப்பிலான கருத்தரங்கில் “வானவில் கே.ரவியின் கவிதைகளில் சமுதாயச் சிந்தனைகள்” என்னும் தலைப்பில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் கி.முருகேசன் ஆய்வுக்கட்டுரை வழங்கினார்.
- அதியமான் மகளிர் கலை மற்றும் அறிவியல் கல்லூரி, ஊற்றங்கரை மற்றும் சர்வதேசத் தமிழ் ஆய்விதழ் இணைந்து 9.10.2023 & 10.10.2023 ஆகிய நாட்களில் நடத்திய தமிழ் இலக்கியங்களில் பெண்கள் என்னும் தலைப்பிலான தேசியக் கருத்தரங்கில் “சீவகசிந்தாமணியில் பெண்மை மாண்பமை படிவங்கள்” என்னும் தலைப்பில் தமிழ்த்துறைத் தலைவர் முனைவர் நீ.குப்புச்சாமி ஆய்வுக்கட்டுரை வழங்கினார்.
- அதியமான் மகளிர் கலை மற்றும் அறிவியல் கல்லூரி, ஊத்தங்கரை மற்றும் சர்வதேசத் தமிழ் ஆய்விதழ் இணைந்து 9.10.2023 & 10.10.2023 ஆகிய நாட்களில் நடத்திய தமிழ் இலக்கியங்களில் பெண்கள் என்னும் தலைப்பிலான தேசியக் கருத்தரங்கில் “சீவகசிந்தாமணியில் பெண்மை மாண்பமை படிவங்கள்” என்னும் தலைப்பில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் மா.மலர்செல்வி ஆய்வுக்கட்டுரை வழங்கினார்.
- தமிழ்ப் பல்கலைக்கழகம், தஞ்சாவூர், மெய்யியல் துறை மற்றும் பிரணவ் ஆய்விதழ் இணைந்து 31.10.2023 அன்று தமிழ்ப் பண்பாடும் மெய்யியலும் எனும் தலைப்பிலான பன்னாட்டுக் கருத்தரங்கில் “நீரில் அலையும் முகம்” கவிதைகளில் “குழந்தை வளர்ப்பு அழகியல்” எனும் தலைப்பில் தமிழ்த்துறை உதவிப் பேராசிரியர் செல்வி து.கீர்த்தனா ஆய்வுக்கட்டுரை வழங்கினார்.

- தமிழ்ப் பல்கலைக்கழகம், தஞ்சாவூர், மெய்யியல் துறை மற்றும் பிரணவ் ஆய்விதழ் இணைந்து 31.10.2023 அன்று தமிழ்ப் பண்பாடும் மெய்யியலும் எனும் தலைப்பிலான பன்னாட்டுக் கருத்தரங்கில் “சீவக சிந்தாமணியில் வேளாண் பண்பாடுசார் அழகியல் படிமங்கள்” எனும் தலைப்பில் தமிழ்த்துறை உதவிப் பேராசிரியர் முனைவர் மா.மலர்செல்வி ஆய்வுக்கட்டுரை வழங்கினார்.
- தமிழ்ப் பல்கலைக்கழகம், தஞ்சாவூர், மெய்யியல் துறை மற்றும் பிரணவ் ஆய்விதழ் இணைந்து 31.10.2023 அன்று தமிழ்ப் பண்பாடும் மெய்யியலும் எனும் தலைப்பிலான பன்னாட்டுக் கருத்தரங்கில் “ஆண்டாள் பாசுரங்களில் மெய் அழகியல்” எனும் தலைப்பில் தமிழ்த்துறை உதவிப் பேராசிரியர் முனைவர் கோ.ரங்கநாதன் ஆய்வுக்கட்டுரை வழங்கினார்.

ஆசிரியர் மேம்பாட்டு நிகழ்வு

- Anali School of Arts and Literature மற்றும் Inam -Multi Disciplinary International E-Journal for Tamil Studies, Coimbatore இணைந்து 13.06.2023 முதல் 17.06.2023 வரை நடத்திய “Application of Python in Tamil Studies” எனும் தலைப்பிலான ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப் பேராசிரியர் திருமதி கோ. கலைவாணி கலந்து கொண்டார்.
- டாக்டர் என்.ஜி.பி கலை மற்றும் அறிவியல் கல்லூரியின் Center for Professional Development எனும் அமைப்பு 30.06.2023 முதல் 04.07.2023 வரை நடைபெற்ற Empowering Education for innovation எனும் தலைப்பிலான இணைய வழி பன்னாட்டு ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் கோ. கலைவாணி கலந்து கொண்டார்.
- டாக்டர் என்.ஜி.பி கலை மற்றும் அறிவியல் கல்லூரியின் Center for Professional Development எனும் அமைப்பு 30.06.2023 முதல் 04.07.2023 வரை நடைபெற்ற Empowering Education for innovation எனும் தலைப்பிலான இணைய வழி பன்னாட்டு ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் செல்வி து. கீர்த்தனா கலந்து கொண்டார்.
- டாக்டர் என்.ஜி.பி கலை மற்றும் அறிவியல் கல்லூரியின் Center for Professional Development எனும் அமைப்பு 30.06.2023 முதல் 04.07.2023 வரை நடைபெற்ற Empowering Education for innovation எனும் தலைப்பிலான இணைய வழி பன்னாட்டு ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் திரு நா. கிருஷ்ணராஜ் கலந்து கொண்டார்.

- உதவிப்பேராசிரியர் முனைவர் மா.மலர்செல்வி கலந்து கொண்டார்.
- IOT Academy 03.08.2023 முதல் 04.08.2023 வரை Fundamental of Research எனும் தலைப்பில் நடத்திய ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் திருமதி P.R. மிருதுளா கலந்து கொண்டார்.
 - IOT Academy 03.08.2023 முதல் 04.08.2023 வரை Fundamental of Research எனும் தலைப்பில் நடத்திய ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் செல்வி து.சஞ்சனா கலந்து கொண்டார்.
 - IOT Academy 03.08.2023 முதல் 04.08.2023 வரை Fundamental of Research எனும் தலைப்பில் நடத்திய ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் இரா. வீரமணி கலந்து கொண்டார்.
 - IOT Academy 16.08.2023 முதல் 22.08.2023 வரை Research Methodology and Tools எனும் தலைப்பில் நடத்திய ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் இரா. வீரமணி கலந்து கொண்டார்.
 - பூ.சா.கோ.அர கிருஷ்ணம்மாள் மகளிர் கல்லூரி தமிழ்த்துறை மற்றும் தமிழ் ஆய்வு அறக்கட்டளை இணைந்து 07.09.2023 முதல் 09.09.2023 வரை நடைபெற்ற ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் திரு நா.கிருஷ்ணராஜ் கலந்து கொண்டார்.
 - ஆதித்யா கலை மற்றும் அறிவியல் கல்லூரி தமிழ்த்துறை நடத்திய தொல்காப்பியப் பார்வையில் வள்ளுவம் எனும் தலைப்பில் 20.09.2023 அன்று நடத்திய ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் மா.மலர்செல்வி கலந்து கொண்டார்.
 - ஆதித்யா கலை மற்றும் அறிவியல் கல்லூரி தமிழ்த்துறை நடத்திய தொல்காப்பியப் பார்வையில் வள்ளுவம் எனும் தலைப்பில் 20.09.2023 அன்று நடத்திய ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் கோ. ரங்கநாதன் கலந்து கொண்டார்.
 - IOT Academy 28.09.2023 முதல் 29.09.2023 வரை Innovative Teaching and Learning in HEI'S எனும் தலைப்பில் நடத்திய ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் கோ. கலைவாணி கலந்து கொண்டார்.
 - IOT Academy 28.09.2023 முதல் 29.09.2023 வரை Innovative Teaching and Learning in HEI'S எனும் தலைப்பில் நடத்திய ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் இரா. வீரமணி கலந்து கொண்டார்.
 - சிவகாசி அய்ய நாடார் ஜானகி அம்மாள் கல்லூரியில் 04.10.2023 முதல் 11.10.2023 வரை Fiction in Tamil and English Literatures எனும் தலைப்பில் நடத்திய ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் இரா. ரேணுகாதேவி கலந்து கொண்டார்.
 - IOT Academy 05.10.2023 முதல் 13.10.2023 வரை Personality Development for Teachers எனும் தலைப்பில் நடத்திய ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சியில் தமிழ்த்துறை உதவிப்பேராசிரியர் கோ.ரங்கநாதன் கலந்து கொண்டார்.

INTERNAL QUALITY ASSURANCE CELL

- Yearly planning of department activities and their subsequent evaluations with respect to set targets
- Monitoring of students' attendance and follow up
- Organizing faculty development programmes and seminars to upskill the faculty fraternity
- Students' participation in quality assurance
- Forming various committees for academic progression, teaching and evaluation programmes, co-curricular programmes, research programmes, extension programmes, effective governance cell, infrastructure development cell, management information system, physical education, library and college development cell.
- Monitoring and analyzing results through feedback system
- SWOT analysis of the institution
- Redressal for grievances
- Setting goals with deadlines
- Initiating more Student Development Programmes

Institutional Ranking:

- Ranked among top 101-150 band by **NIRF** for AY 2023
- Bagged **Education World ranking** i.e. 10th place in college category Pan India 2023 and 5th place in Tamil Nadu
- **DBT** graded the additional departments (Physics, Chemistry, Maths and Computer Science) of our college as **Status A**
- AQAR for AY 2022-23 has been accepted by NAAC and confirmation received

Innovation:

- Dr.NGPASC invents 22 innovative products which were filed as patents and 20 got published

Publications: With a passion for research and innovation, the faculty members along with the students and research scholars were able to bring out their innovative work in the form of books and journal publications. Further, the motivation to participate in the conferences, both national and international created an avenue to gear up their publications in proceedings too.

- Books : 27
- Book chapters : 80

- Publications in Proceedings : 139
- Journal publications : 552 (Scopus, Web of Science and UGC CARE)

Grants Received from Funding Agencies: The faculty members are encouraged to apply for funding to various Govt. and non-Govt. agencies in order to obtain financial assistance to carry out their research projects. The following are the funding received from various agencies:

- Department of Science and Technology, New Delhi under DBT Star College Scheme sanctioned **Rs. 14,98,859** towards the creation of capital assets
- Funding received for projects: **Rs. 39,11,350 lakhs**
- Funding received for seminars/conferences/workshops: **Rs. 4,85,800 lakhs**

Management Scholarships:

Our management has been magnanimous in lending a helping hand to the needy students by providing financial assistance towards their education. In this pursuit, a scholarship amount of **Rs. 1,22, 32,940** was granted to the students during the academic year 2023-24 at different levels and categories. The following are the different types of scholarships received by the students and staff members:

- Number of students benefitted: **1315**
- Sports scholarships awarded to a sum of **Rs. 29,64,700**
- Number of students benefitted: **63**
- Seed money of **Rs. 5,22,000 lakhs** was granted towards 05 projects

Career Progression:

Dr. NGPASC has been a hub for career progression and job opportunities with an active placement cell. The students are well placed and offered decent emoluments based on their education and various capacities at which they serve.

- Number of students placed : 1491
- Highest salary offered : 8.5 lakhs per annum
- Higher Studies : 715

Overseas Education: Our Alumni Association provides a supportive network for career advancement, mentorship, and lifelong learning. Engage with fellow alumni through events, workshops, and social gatherings to foster meaningful connections and professional growth. Fourteen students across

disciplines have travelled across the globe to seek overseas education in countries like USA, UK, Canada, Germany, UAE and Australia during the academic year 2023-24.

MoU FOR COLLABORATIONS:

- The institution takes pride in signing national and international collaborations with academic and industry for the benefit of students and staff. There are **48 National level MoUs** and one International MoU signed with **Curtin University, Malaysia** to promote academic cooperation in research activities, staff and student exchange programme and to organize joint academic and scientific conferences too

National Programme on Technology Enhanced Learning (NPTEL) and Spoken Tutorial courses

- Our institution being ranked at 100th position among **4500** local chapter and totally 435 candidates have enrolled and 347 completed various courses. **825** students completed Spoken Tutorial courses from various faculties. Other MOOC programmes taken by students and staff account to 3385 and 137 respectively

Examination Results

- With a steady trend in betterment of teaching and learning, it is observed that the pass percentage has always on the growing curve which exhibits a steady increase in percentage of graduates.
- The pass percentage of End Semester Examination for AY 2023-24; for UG - 96.09% and PG - 98.35%

FACULTY DEVELOPMENT PROGRAMME

- 400** staff participated in In-House level FDP, 22 staff members in National level FDP and 15 staff participated in International (Online) FDP
- Two Days FDP was organized for non-teaching staff entitled **Awareness on Cyber Security and Usage of Canva Online Tools** by IQAC and Professional Development Cell of our institution respectively between 21.02.2024 and 22.02.2024

INTERNATIONAL / NATIONAL CONFERENCES / SEMINARS / WORKSHOPS

- For all round development of the students and to create an ecosystem of participation, our Institution has organized **135** Guest Lectures, **07** International/ National conferences, **78** workshops, 47 extension activities, **13** Seminars and **5** Symposiums and **126** Student Development Programmes. Industry Institution

Partnership Conclaves (IIPC) organized 19 events to commerce, bioscience and management departments.

STUDENTS AND STAFF – PRESENTATION / PARTICIPATION

- Both students and staff are always enthused to participate in different co-curricular and extra-curricular activities. More than 1300 staff members and 3080 students presented papers in International and National level Conferences, Seminars and Symposiums organized across India

SRI NALLA GOUNDER RESEARCH AWARDS: As a tribute to Sri Nalla Gounder, on 19.03.2024 our management recognizes and encourages students who are committed to advance their research and innovation skills. To recognize the significant contributions awards were distributed across various categories covering all academic disciplines, honoring remarkable accomplishments by our students, faculty, and departments in the research domain.

AWARD OF Ph.D.

- 22** Ph.D. scholars were completed their degree during the AY 2023-24 across all the different faculties

RESEARCH AND DEVELOPMENT

- In order to promote research activities among staff and students, the Management has initiated the in-house funding namely Seed money, Student Start up Projects, research incentives / honorarium and travel grant support etc.,
- Five staff members from 5 different faculties received seed money fund to carry out innovative pilot projects to a tune of Rs. 5, 22, 610/- as a token of motivation to promote research activities

DBT – STAR SCHEME

- The departments under DBT Star College Scheme have organized several training programmes, workshops, invited guest lectures and awareness programs. A total of 193 activities were conducted under this scheme where more than 1800 students got benefitted

SPORTS ACHIEVEMENTS

- Dr. NGPASC has always been in the forefront in all sports activities with its students as torch bearers at various occasion and bagged several prizes.
- Our students have secured overall championship in various Inter-Collegiate tournaments conducted by Bharathiyar University:

- Gold Medal: 24
- Silver Medal: 16
- Bronze Medal: 19
- Total of Medals: 59

NATIONAL LEVEL

- All India Inter University Athletics Championship in Tamil Nadu Physical Education and Sports University, Kandigai, Melakottaiyur, Chennai, was held between 18.5.2024 and 19.5.2024. Two students namely Mr. G. Dhanush Adithan, III B.Com. Band I won the 110mts Hurdles Bronze Medal and Mr. T.Jeevan Kumar, II M.Sc. Computer Science won the 200 mts Bronze Medal.
- Khelo India University games Athletics Championship was held at Guwahati, Assam between 25.2.2024 and 26.2.2024 where our student Mr. S. Balan, III B.Com. Finance won silver medal in Polo Vault.

CHIEF MINISTER TROPHY

- Chief Minister Trophy Beach Volleyball Men Tournament was held in R.N. Oxford CBSC School, Pandamangalam, Namakkal. Mr. R. Mani Kandan, III B.Sc. Catering and Hotel Management and Mr. Nirmal M John, III B.Com. Finance won the Winner position.

DISTRICT LEVEL MARATHON

- District Level Marathon 2024 Run on World Health Day was held on 07.3.2024 by Asian College of Engineering and Technology, Coimbatore. Ms. M. Shafna Sherin of II B.Com. Finance won the Gold Medal.
- Ms. M. Shafna Sherin, II B.Com Finance bagged the gold medal at District Level SMS CAS Mini Marathon 2024, organized by SMS College of Arts and Science, Coimbatore on 03.4.2024.

NATIONAL SERVICE SCHEME (NSS)

- The Special Camps were held at Nellithurai, Paduvampalli, Veerampalayam, and Sarkarsamakulam villages. A total of 14 events were conducted with 300 volunteers and also our NSS volunteers participated and represented the institution in State and National Level Camps

Flood Relief Material for Michaung cyclone at Chennai

- National Service Scheme of Dr.N.G.P. Arts and Science College organized the **Flood Relief Material for Michaung cyclone at Chennai** in our College campus between 15.12.2023 and 16.12.2023 at D1 block. Students and staff members actively donated

the materials for the affected people in Chennai. The collected materials were handed over to Dr.R.Annadurai, NSS Programme co-ordinator i/c by the NSS Programme officers of our college Mr.N.Krishnaraj, Dr.R.Praba and Dr.S.Jagadeeswari on 18.12.2023 and received the appreciation letter for the National Service Scheme Units of I,II and III of Dr.N.G.P. Arts and Science College for the contributions made.

STUDENT QUALITY ASSURANCE CELL (SQAC)

- Dr. NGPASC has been keen on initiating a Student Quality Assurance Cell (SQAC) towards the career progression of students and enrich the students' knowledge and skill to move to higher levels. The two students nominated from our institution are Mr. Finny Johnson (Dept. of Computer Science) and Ms. Mary Nisha (Dept. of Food Science and Nutrition). SQAC meetings were held at the end of every semester not only to create a bonding between the students, faculty and the institution but also to instill career progression thoughts in the minds of students.

INSTITUTIONAL DEVELOPMENT PLAN

- Based on the revisions and reforms of NAAC, the new action plan has been devised and the criteria have been met. The reforms were shared with the Deans and staff members and requested to follow the same

MENTOR MENTEE INTERACTIONS

- It is mandatory to conduct minimum of 2 sessions of mentor mentee meetings per semester where the student is supposed to have interaction with the mentor. The mentor should confirm whether the mentee is a member of any club, committee or cell. He or she must be aware of the competitions being held in and out of institutions and should be encouraged to participate and won awards. Explicitly, the highlight of the meeting should be to enable the student to choose a career path in order to pursue higher education or get placed in the industry. Separate template of Mentor Mentee form has been shared for the convenience of the mentors

INTERNAL ACADEMIC AUDIT

- The Internal Academic Audit was conducted twice during the academic year where all the NAAC files were scrutinized by experienced staff and non-confirmatory files were identified and rectified with proper input of data. The internal audit reports were submitted to IQAC by the auditors. This enables the smooth functioning of IQAC and also facilitates easy access to submit the AQAR in a timely manner

IQAC MEETINGS

- Monthly meetings were held with the department IQAC representatives and the minutes were noted. The minutes were recorded and the plans were executed in the following month or week. Totally 6 meetings were held between December 2023 and May 2024

CONSULTANCY REVENUE

- All the departments undertook consultancy work and generate revenue through the different consultancy services in tune of Rs. 2,04,389 through 19 different activities. The consultancy services have been offered by our students and faculty members either in the form of training or service in various industries, academic and research institutions

SEMINAR PROPOSAL SUBMITTED

- Two proposals were submitted (ICSSR and NAAC) for the conduct of Seminar on the topics related to Indian Knowledge System and NAAC reforms

PARTICIPATIONS AND SUBMISSIONS

- Submitted Senate report to Bharathiar University in the last week of December 2023
- Submitted the AISHE (All India Survey for Higher Education) report in March 2024
- Submitted AQAR 2022-23 in the last week of April 2024
- Participated in NIRF ranking under college, overall and innovation categories in NIRF 2024 ranking
- Participated in All Media Ranking 2024 (India Today, Week and Education World)

DAY CELEBRATIONS

Independence Day: On 15.8.2023, Dr. NGPASC celebrated India's 77th Independence Day, where students and staff members paid tribute to the nation and freedom fighters of India. It is a remarkable day to honor and respect all our freedom fighters who fought for India's freedom. The celebrations started with flag hoisting by Dr.S.Jeevithan, MD, Professor of Community Medicine, KMCH Institute of Health Sciences and Research, Coimbatore and other dignitaries, followed by the National Anthem and a parade by NCC students. The chief guest of the event delivered an inspiring speech on the occasion.

Onam and Pongal Celebration: Dr. NGP Arts and Science College observed a spirited Onam celebration on 24.8.2023, reflecting the college's cultural diversity. The festivities commenced with a Pookalam competition involving 30 teams, followed by captivating performances. Dr. Thavamani D.

Palaniswami, Secretary inaugurated the event and Madam Mathura V. Palaniswami, Director of the Academy for Professional Development with Principal and other faculty members. The Pongal festival, a significant cultural celebration for Tamilians, was joyously observed on 11.1.2024. The event brought together students and staff to commemorate the essence of Tamar Thirunal with traditional rituals, cultural activities, and games that highlighted the spirit of unity and festivity.

Teachers Day:

To celebrate the Teacher's Day, the Alumni Association of our college organized an invited talk on 5.9.2023 by Dr.B.Selvaraj, Associate Professor, Department of Psychology, Govt. Arts and Science College, Coimbatore. The event "Teaching a Noble Profession" featured an inspiring address by a prominent psychologist, focusing on the profound impact educators have on their students' lives. Held at our college, the event aimed to celebrate the teaching profession while emphasizing the psychological aspects of teaching and learning. The psychologist discussed the importance of emotional intelligence in education, highlighting how understanding students' mental health can enhance teaching effectiveness and foster a supportive classroom environment. Engaging in interactive discussions, attendees explored strategies to cultivate resilience and motivation among students. Overall, the event empowered college teachers with valuable insights and practical tools, reinforcing the significance of their role in shaping future generations.

Republic Day: This great day was celebrated at Dr.N.G.P. Arts and Science College premises as 75th republic day with pomp show and with absolute delight. The students took pride in glorifying and celebrating the spirit of unity with the chief guest Mrs. Shaylaja Pramodh, General Manager- Operations, Dr. RK Diabetic Foot and Podiatry Institute and Rakesh Jhunwala Amputation Prevention Center, Chennai.

Alumni Reunion and Award Function: Alumni Association of Dr. N. G. P. Arts and Science College (Autonomous) organized Alumni Meet and Award Function for 2000-2013 batches on 26.1.2024 in the college premises. The alumnus of the college, Ms.Shylaja Pramodh, General Manager, Operations, Dr.R.K.Diabetic Foot and Podiatry Institute and Rakesh Jhunwala Amputation Prevention Center, Chennai was invited as the chief guest of the function. She gave away the alumni awards for various achievements to the distinguished alumni of the institution which was indeed a memorable moment for the alumni and the teachers too.

Science Day: On 1.3.2024, Department of Chemistry conducted an Outreach activity –Science Day celebration to encourage the

competitiveness and aspiration in the field of Chemistry among the students by means of conducting various competitions viz., Drawing, Quiz and speech in Government High School at Rasipalayam. The students enthusiastically participated and bagged many prizes. The function was presided by Dr. K. Ramamurthi, Principal, Dr. NGPASC and Dr. M. Suganthi Head Department of Chemistry greeted the prize winners.

Sports day: Dr. NGPASC organized Sports Day on 09.03.2024, where over 20 disciplines of various sports and events were conducted by the Department of Physical Education. Both students and staff actively participated in the events, and the Chairman and Secretary madam distributed prizes and awards.

Multicultural Day: On 22.03.2024, Multicultural Day featured students showcasing traditional dances and songs in attire representing various regions like Kerala, Nilgiris, Tamil Nadu, and Rajasthan. The event served as a unifying platform, celebrating diversity and fostering a sense of national unity.

Management Expo: Department of Management Studies has organized a NGP Expo on 24.02.2024 where the students are able to showcase their talents in selling the products. Dr. K.Ramamurthi, Principal, Dr.N.G.P. Arts and Science College, Coimbatore has inaugurated the session. Several stalls with innovative products were on the display which was a feast for the eyes.

Graduation Day: It was held in 2 sessions, one on 04.11.2023 and the other on 18.11.2023. For the 23rd graduation day on 04.11.2023, the chief guest was Dr. T. M. Kotresh, an outstanding scientist and director, DRDO, Ministry of Defence, Bengaluru who graced the ceremony. On 18th of November 2023, the chief guest was Dr. S. Manian, Former Vice-Chancellor, Annamalai University, Chidambaram. A total of 2163 graduands including 1769 undergraduates, of which 58 are rank holders, 307 postgraduates, including 28 rank holders, and 01 Doctorate received their degrees.



International Conference on “Translational Research Towards Attaining Good Health and Wellbeing for Sustainable Development” on 09.03.2024



Mr. K. Buvaneeswaran, Sr. Manager, New Product Development and Technical, Dharani Motors and Pumps, Coimbatore acted as a resource person in a Faculty Development Program and shared his expertise on “Application of Minitab in Research” on 30.7.2023, 3.8.2023 and 4.8.2023



Thiru. Stalin Gunasekaran, President, Makkal Sinthanai Peravai, Erode acted as a resource person for the Achievers Day on 19.03.2024



Mr.S.Balan of III B.Com Finance has Secured Silver Medal in Pole Vault Khleo, India University games athletics Men Championship



Mr.M.Soosai Snowson, Mr.J. Aswin Kumar, Mr.Jagadeepan and Mr.R.Manikandan won Silver Medal & cash award of Rs.4,50,000 in the Chief Minister Trophy State level Volleyball Tournament conducted from 12.07.2023 to 14.07.2023



Collected Materials were handed over for Flood Relief Material for Michaug cyclone at Chennai on 18.12.2023 as part of extension activity



Dr.S.Jeevithan MD, Professor of Community Medicine, KMCH Institute of Health Sciences and Research acted as a resource person for India's 77th Independence Day celebrations on 15.8.2023



Dr.B.Selvaraj, Associate Professor, Department of Psychology, Govt. Arts and Science College, Coimbatore was the chief guest for the Teachers Day celebration on 05.9.2023



A traditional 'Thiruvathirakali' dance during Onam celebration on 24.8.2023



A significant cultural celebration for Tamilians, The Pongal festival was joyously observed on 11.1.2024



"NGP FEST 2023" conducted on 20.12.2023



Ms. Shaylaja Promodth, General Manager- Operations, Dr. RK Diabetic Foot and Podiatry Institute and Rakesh Jhunwala Amputation Prevention Center, Chennai



Alumni Association of Dr. N. G. P. Arts and Science College (Autonomous) organized Alumni Meet and Award Function on 26.1.2024 (Batch: 2000-2013)



Department of Chemistry conducted an Outreach activity –Science Day celebration in Government High School at Rasipalayam on 1.3.2024



25th Sports Day Celebration on 09.3.2024



Ethnos 2k24 celebration of multiculturalism was held on 22.3.2024



Management Association organized NGP Expo on 24.2.2024



Dr. T. M. Kotresh, Scientist and Director, Defence Research and Development Organisation, Ministry of Defence, Bengaluru, presided over 23rd Graduation Day ceremony (04.11.2023- Session 1)



Dr. S. Manian, Former Vice-Chancellor, Annamalai University, Chidambaram presided over the 23rd Graduation Day ceremony (18.11.2023- Session 2)

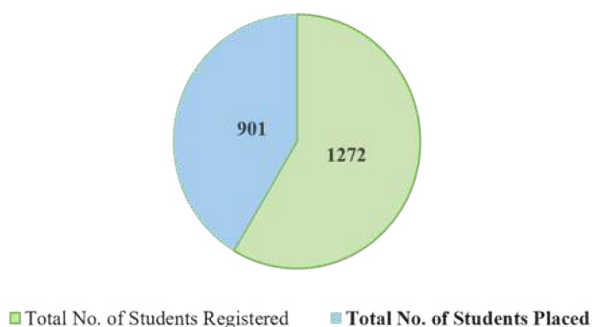
TRAINING AND PLACEMENT CELL

The Center for Training and Placement empowers students for successful careers. We meticulously cultivate their potential by equipping them with vital core and soft skills, and offer comprehensive career development pathways. Our distinguished faculty passionately champions student growth, instilling leadership, moral values, and social responsibility. With guidance from industry experts and alumni, we offer tailored company-specific training, ensuring our students meet the needs of top recruiters.

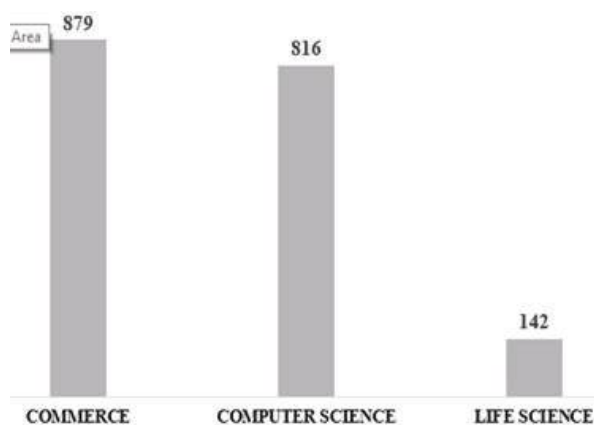
PLACEMENT OUTCOMES

We successfully placed 901 students out of 1272 registered students, with 1837 offers. We extend our profound gratitude to all departments, recruiters, parents & graduates for their vital support in this achievement.

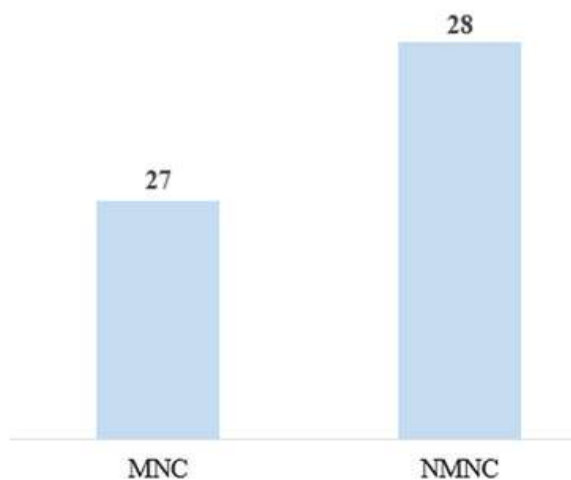
TOTAL NO. OF. REGISTERED / PLACED STUDENTS



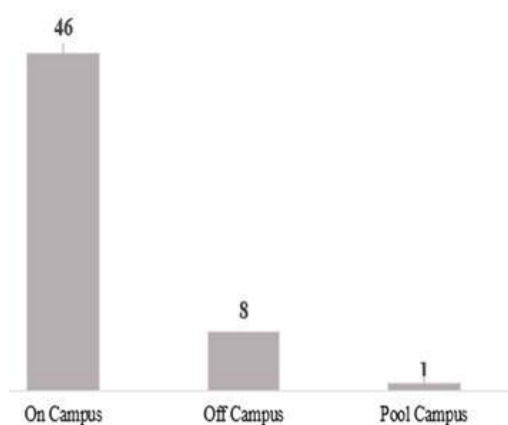
STREAMWISE OFFERS



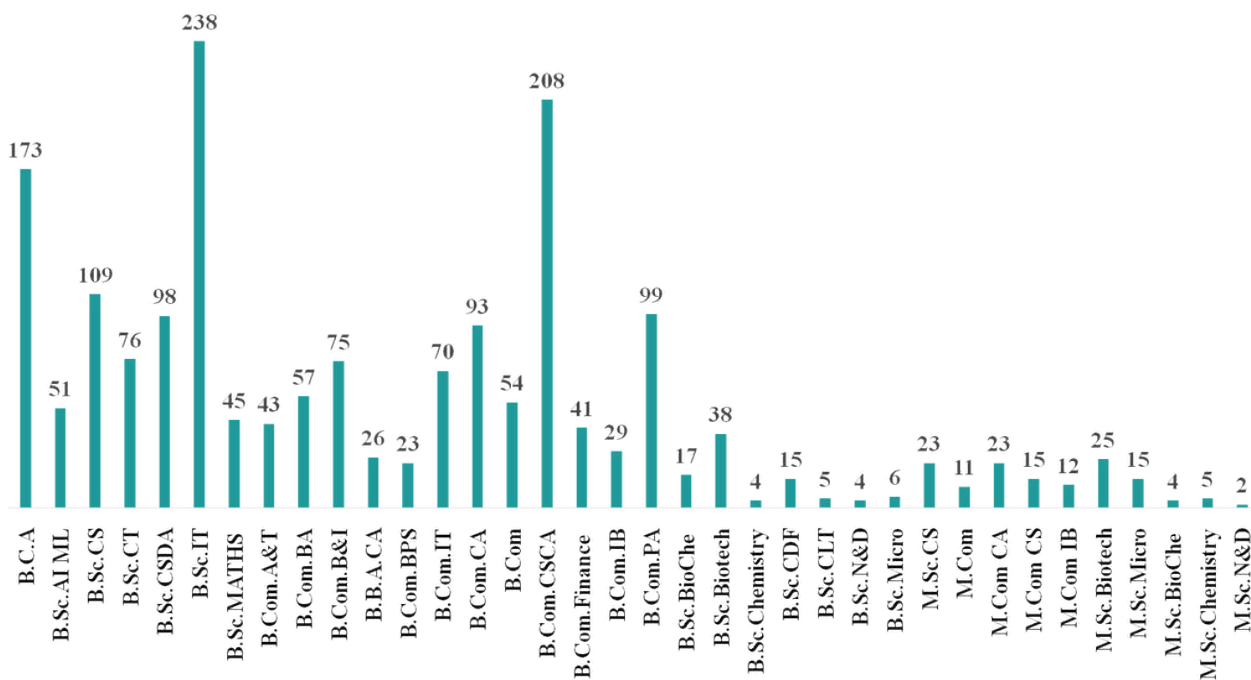
ON & OFF CAMPUS PLACEMENT DRIVES



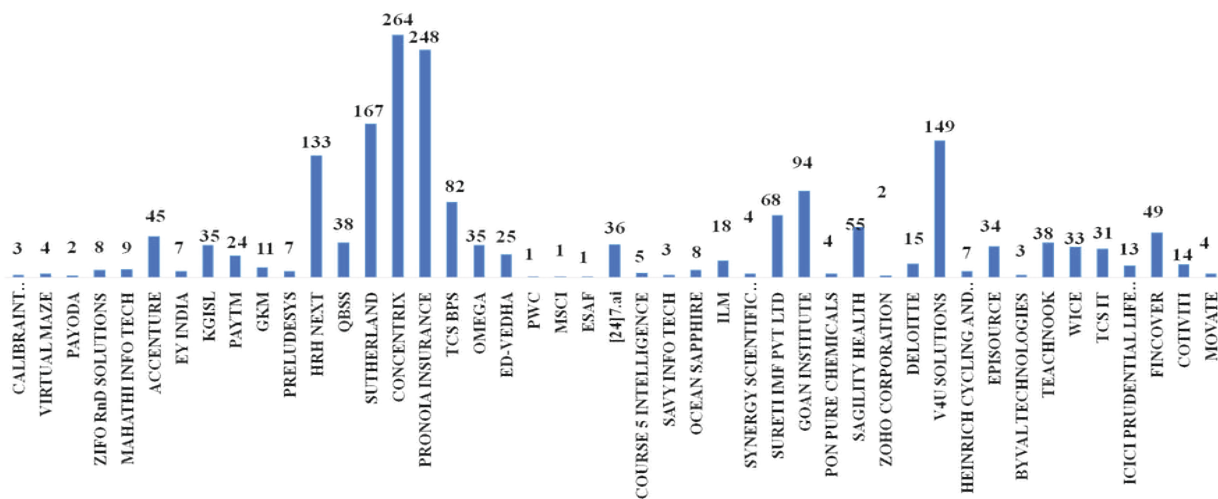
MNC & NMNC – STATISTICAL GRAPH



DEPARTMENT WISE OFFERS



COMPANY WISE OFFERS



A NOTE OF APPRECIATION FROM THE PLACEMENT OFFICER

Training and placement cell plays a predominant role in every student's life. The cell organizes campus interviews to facilitate suitable job opportunity for the final year students after their graduation. Globally renowned corporate organizations like visit our campus to recruit our students. The cell directs potential candidates about the availability of positions. Our team diligently finds and filters individuals through intense assessments. As in-house training, we impart important values, skills, and responsibility with a cheerful disposition.

STAFF PROFILE

S.No	Names	Qualification	Designation
1	Mr. Balaji Gunasekaran	M.B.A.,	Placement Officer
2	Dr. A.C. Sountharraj	MCA.,M.Phil.,Ph.D.,	Technical Trainer
3	Mrs. Manjula D	B.E.,	Aptitude Trainer
4	Mrs. Sasikala S	M.Phil.,B.Ed.,Ph.D.,	Aptitude Trainer
3	Mr. Prashanth	M.Sc., B.Ed.	Aptitude Trainer
4	Ms. Jothi G	M.Sc.,	Aptitude Trainer
5	Ms. Sowmiya T	M.Sc.,	Aptitude Trainer
6	Ms. Poorna Divya R	M.E.,	Communicative Trainer

STAFF PROFILE



Mr. Balaji Gunasekaran
(Placement Officer)



Dr. A.C. Sountharraj
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Mrs. Manjula D
(Aptitude Trainer)



Mrs. Sasikala S
(Aptitude Trainer)



Mr. Prashanth
(Aptitude Trainer)



Ms. Jothi G
(Aptitude Trainer)



Ms. Sowmiya T
(Aptitude Trainer)



Ms. Poorna Divya R
(Communicative Trainer)

HIGHEST SALARY PACKAGE 2023 – 2024**COMMERCE STREAM – DELOITTE- 7.6 L**

HARSHINI K
B.Com



ILAMATHI P
B.Com



NIVEDITHA A
B.Com CS CA

**COMPUTER SCIENCE STREAM -
ZOHOCORPORATION – 5.8 L**

PRADEEPA.S
B.Sc. IT



SAILESH
B.Sc. CS DA

**LIFE SCIENCE STREAM -
ZIFORND SOLUTIONS – 4.8 L**

DEEPESH VASNANI
B.Sc. Biotechnology



ATHIRA AK
B.Sc. Chemistry



NIVEDITHA A
B.Sc. N & D



SHARMILA
B.Sc. Microbiology

OUR EMINENT RECRUITERS

S.NO	DATE	ACTIVITIES
1	08.06.2023-13.06.2023	SUMMER TRAINING - for UG final year Computer Science Stream students.
2	17.06.2023 & 18.06.2023, 01.07.2023 & 02.07.2023	SUMMER TRAINING - for PG final year Computer Science Stream students.
3	09.07.2023,15.07.2023- 16.07.2023 & 23.07.2023	SUMMER TRAINING - for UG final year Commerce Stream students.
4	08.07.2023	ZIFO PRE PLACEMENT TALK- for UG final year Computer Science & Life Science Stream students.
5	08.07.2023 & 09.07.2023	RESUME PREPARATION - for UG final year Computer Science Stream students.
6	18.07.2023	On Campus Drive- MAVENTIC INNOVATIVE SOLUTIONS for UG final year Computer stream students.

S.NO	DATE	ACTIVITIES
7	02.08.2023	On Campus Drive- PAYODA for UG final year Computer stream students.
8	03.08.2023	On Campus Drive- CALIBRAINT TECHNOLOGIES CHENNAI for UG final year Computer stream students.
9	05.08.2023,06.08.2023-13.08.2023 & 15.08.2023	SUMMER TRAINING - for UG final year Commerce & Life Science Stream students.
10	19.08.2023,20.08.2023	SUMMER TRAINING - for UG final year Commerce Stream students.
11	18.08.2023	On Campus Drive- VIRTUAL MAZE for UG final year Computer stream students.
12	21.08.2023	On Campus Drive- ZIFO for UG final year Computer Science & Life Science stream students.
13	24.08.2023-16.09.2023	VERBAL TRAINING - for UG final year Commerce & Life Science Stream students.
14	10.09.2023-24.09.2023	RESUME PREPARATION - for UG final year Commerce & Life Science Stream students.
15	14.09.2023 & 15.09.2023	On Campus Drive- SAVY INFO TECH for UG final year Computer Science, Commerce & Life Science stream students.
16	19.09.2023-21.09.2023	ACCENTURE TRAINING - for UG final year Computer Science, Commerce & Life Science Stream students.
17	20.09.2023	On Campus Drive- MAHATHI INFO TECH for UG & PG final year Computer Science stream students.
18	21.09.2023-27.09.2023	JAM - for UG final year Computer Science, Commerce & Life Science Stream students.
19	22.09.2023	On Campus Drive- ACCENTURE for UG final year Computer Science, Commerce & Life Science stream students.
20	26.09.2023	On Campus Drive- BHUMI FELLOWS for UG final year Commerce stream students.
21	09.10.2023-13.10.2023	GROUP DISCUSSION - for UG final year Commerce & Life Science Stream students.
22	18.10.2023	On Campus Drive- CONSERO SOLUTIONS INDIA PRIVATE LIMITED for UG & PG final year Commerce stream students.
23	31.10.2023	On Campus Drive- ESAF for UG final year Computer Science, Commerce & Life Science stream students.
24	18.11.2023	On Campus Drive- EY INDIA for UG & PG final year Commerce stream students.
25	01.12.2023	On Campus Drive- PRELUDESYS for UG final year Computer Science, Commerce & Life Science stream students.
26	04.12.2023	On Campus Drive- GKM for UG final year Commerce stream students.
27	05.12.2023	On Campus Drive- KGISL for UG final year Computer Science, Commerce & Life Science stream students.
28	06.12.2023	On Campus Drive- PAYTM for UG final year Computer Science & Commerce stream students.
29	11.12.2023	On Campus Drive- HRH NEXT for UG final year Computer Science, Commerce & Life Science stream students.
30	13.12.2023	On Campus Drive- ZOHO CORPORATION for UG & PG final year Computer Science stream students.

S.NO	DATE	ACTIVITIES
31	14.12.2023	On Campus Drive- QBSS for UG final year Computer Science, Commerce & Life Science stream students.
32	18.12.2023	On Campus Drive- SUTHERLAND for UG final year Computer Science, Commerce & Life Science stream students.
33	20.12.2023	Off Campus Drive- TCS BPS for UG final year Commerce & Life Science stream students.
34	21.12.2023 & 22.12.2023	On Campus Drive- ED-VEDHA for UG final year Computer Science, Commerce stream students.
35	21.12.2023 & 22.12.2023	On Campus Drive- CONCENTRIX for UG final year Computer Science, Commerce & Life Science stream students.
36	28.12.2023	On Campus Drive- PRONOIA INSURANCE for UG final year Computer Science, Commerce stream students.
37	29.12.2023	On Campus Drive- OMEGA for UG final year Computer Science, Commerce & Life Science stream students.
38	03.01.2024	On Campus Drive- GOAN INSTITUTE for UG final year Computer Science, Commerce & Life Science stream students.
39	04.01.2024 & 05.01.2024	On Campus Drive- [24]7.ai for UG final year Computer Science, Commerce & Life Science stream students.
40	08.01.2024	On Campus Drive- SAGILITY HEALTH for UG final year Computer Science, Commerce & Life Science stream students.
41	09.01.2024	On Campus Drive- COURSE 5 INTELLIGENCE for UG final year Computer Science stream students.
42	09.01.2024	On Campus Drive- OCEAN SAPPHIRE for UG final year Life Science stream students.
43	13.01.2024	Off Campus Drive- TCS IT for UG final year Computer Science stream students.
44	19.01.2024	Off Campus Drive- DELOITTE(FINANCE) for UG & PG final year Commerce stream students.
45	19.01.2024	Off Campus Drive- BEFREE BUSINESS RESOURCING LLP for PG final year Commerce stream students.
46	20.01.2024	Off Campus Drive- ILM for UG final year Computer Science, Commerce & Life Science stream students.
47	22.01.2024	Off Campus Drive- PROLOGIQ BUSINESS SERVICE LLP for UG final year Commerce stream students.
48	22.01.2024	COMMUNICATION TRAINING - for UG final year Life Science Stream students.
49	24.01.2024	Off Campus Drive- SYNERGY SCIENTIFIC SERVICES PRIVATE LIMITED for PG final year Life Science stream students.
50	29.01.2024	On Campus Drive- SURETI IMF PVT LTD for UG final year Computer Science, Commerce & Life Science stream students.
51	30.01.2024	On Campus Drive- SWEN INTERNATIONAL for UG final year Life Science stream students.
52	12.02.2024	Off Campus Drive- PON PURE CHEMICALS for PG final year Life Science stream students.

S.NO	DATE	ACTIVITIES
53	23.02.2024	On Campus Drive- V4U SOLUTIONS for UG & PG final year Computer Science & Commerce stream students.
54	27.02.2024	On Campus Drive- TEACHNOOK for UG & PG final year Computer Science & Commerce stream students.
55	29.02.2024	On Campus Drive- MOVATE for UG final year Computer Science & Commerce stream students.
56	29.02.2024	Off Campus Drive- PARK INTELLI SOLUTIONS for UG & PG final year Computer Science & Commerce stream students.
57	02.03.2024	On Campus Drive- WICE for UG & PG final year Computer Science & Commerce stream students.
58	06.03.2024	On Campus Drive- YOUNGSTAR GARMENTS for UG final year Life Science stream students.
59	07.03.2024	On Campus Drive- HEINRICH CYCLING AND SPORTSWEAR Pvt Ltd for UG final year Life Science stream students.
60	08.03.2024	On Campus Drive- HEXAWARE for UG final year Computer Science stream students.
61	09.03.2024	Off Campus Drive- BYVAL TECHNOLOGIES for PG final year Computer Science stream students.
62	12.03.2024	On Campus Drive- EPISOURCE for UG & PG final year Life Science stream students.
63	14.03.2024	Pool Campus Drive- COTIVITI for UG & PG final year Life Science stream students.
64	15.03.2024	On Campus Drive- ICICI PRUDENTIAL LIFE INSURANCES for UG final year Computer Science & Commerce stream students.
65	21.03.2024	On Campus Drive- FINCOVER for UG final year Computer Science & Commerce stream students.
66	20.04.2024	On Campus Drive- PWC for UG final year Computer Science & Commerce stream students.
67	24.04.2024	On Campus Drive- RELIANCE for UG final year Commerce & Life Science stream students.
68	02.05.2024	On Campus Drive- MORGAN STANLEY CAPITAL INTERNATIONAL for UG final year Commerce stream students.



HIGHLIGHTS OF PLACEMENT CELL

We are steadfast in our commitment to upholding the doctrines and emerge our students from learners to professional employees, evolve them as critical thinkers and ultimately poised to excel them in their professional life.

One of the most important highlights of instilling strong ethical and moral standards in students is for them to attain their full potential in their drives. We are committed to the virtuous standards and aim to provide students a prosperous career.



APTITUDE TRAINING

Students competence in Numerical skills and logical reasoning is strengthened through Quantitative Aptitude training sessions. Their proficiency can be evaluated through problem-solving tasks and testing one's critical thinking across various contexts.



TECHNICAL TRAINING

Technical training helps our students to develop the skills and knowledge required to thrive in our technology-driven world. This training provides students with the skills to work with specific technologies, applications, products or services.



COMMUNICATION TRAINING

It includes speaking and listening effectively, interpreting gestures, body language, and emotions and being able to use the right communication on the right occasion. Communication Skills broadly refers to a person's ability to establish rapport, work in teams, negotiate, quit and effectively deliver messages.



GROUP DISCUSSION

The primary goal of a group discussion is to assess a candidate's ability to communicate, collaborate, and present their ideas effectively within a group setting. Group discussions play a crucial role in assessing not just an individual's knowledge but also their interpersonal skills, teamwork, and ability to think on their feet.



MOCK INTERVIEW

A mock interview process helps candidates gain confidence with the chance to reflect on their communication abilities. It also provides an opportunity for interviewees to make mistakes and work on correcting them in a safe atmosphere. Additionally, a candidate's problem-solving skills improves as a result of the instant feedback, which will help them present their ideas more effectively.



CAMPUS RECRUITMENT GALLERY

Pre - Placement Talk was held by various companies' HRs for aspiring students, to familiarize them with their company's rules, regulations and code of conduct.

ZIFO RnD SOLUTIONS ON-CAMPUS DRIVE

ZIFO RnD SOLUTIONS conducted On-Campus Drive on 08.07.2023 for UG Final year students.



CALIBRAINT TECHNOLOGIES ON-CAMPUS DRIVE

CALIBRAINT TECHNOLOGIES Conducted On-Campus drive on 03-08-2023 for UG Final year Students



SAVY INFO TECH ON-CAMPUS DRIVE

SAVY INFOTECH Conducted
On-Campus drive on 14-09-2023 for UG Final year
Students.

**CONSERO SOLUTIONS**

CONSERO SOLUTIONS Conducted
On-Campus drive on 18-10-2023 for UG Final year
Commerce students.

**GKM ON-CAMPUS DRIVE**

GKM Conducted On-Campus drive on
04-12-2023 for UG Final year Commerce Stream Students

**KGISL ON-CAMPUS DRIVE**

KGISL Conducted On-Campus drive on
05-12-2023 for UG Final year Commerce students.

**OMEGA ON-CAMPUS
RECRUITMENT DRIVE**

OMEGA - HR visited the Campus on 29.12.2023 for all
UG Final year students.

**GOAN INSTITUTE ON-CAMPUS
RECRUITMENT**

GOAN INSTITUTE conducted On-Campus drive on
03.01.2024 for all
UG Final year students.



**[24]7.ai ON-CAMPUS
RECRUITMENT**

[24]7.ai conducted On-Campus drive on 04.01.2024 and 05.01.2024 for all UG Final year students.

**SAGILITY HEALTH ON-CAMPUS RECRUITMENT**

SAGILITY HEALTH and Team visited our campus on 08.01.2024 for all UG Final year students.

**SURETI IMF ON-CAMPUS DRIVE**

SURETI IMF Conducted On-Campus drive on 29-01-2024 for UG Final year Students

**MSCI ON-CAMPUS DRIVE**

MSCI Conducted On-Campus drive on 02-05-2024 for UG Final year Commerce Stream Students



PLACED STUDENTS LIST (2023 - 2024)

[24]7.ai	JAGADEESH.S	CHANDRU D	SNEHA D G
M.TAMIL VANI	DHARSANA A	JAISURYA L M	YAZHINI S
ANUSHIYA S	NITHISHKUMAR.K	ANUSHRI.S	EPISOURCE
ACCENTURE	SIVA SRIDHAR. C	MONISHKUMAR K	KIRUTHICA.U
JAYAPRAKASH.M	VEDHASURUTHIKA C	PRIYANKA.S	SANDHIYA S
THULASI.GA	KARTHIK.R	GOKUL SANKAR G	SAVITHA M
DHANUSHA.S	KISHORE V	MAHALAKSHMI. P	VASUMATHI S
SENSUDHIR	MONIKA S	NANDHITHA S	GOVARTHANARAJ .V
MANISHA.B.P	MOUNESH.V	KANIMOZHI M	SWATHI.R
DEVADHARSHAN R	RAM PRAKASH S	SELVADIVYA.S	ABINAYA K
LOKESHWARAN R	REETHIK.R	DEENESHWARAN S	GOMATHY S
PADMARANI K P	RESHMA T R	DHARNEESH G C	NITHYASRII P
ANDREW PATRICK L	SANDHYA DAS.A	VIJAYADHARANI L	SANTHIYA SHREE
CHINMAYA ASHOK	SUKANKUMAR V	ABISHEK R	HARI PRASANTH M
LOGAPRIYA C	ANIRUDDHA.T	DHANABAL A	SUMAIYA TANZEEM. B
YUVANISHA.S	JISHNUVENKATESH .MG	COTIVITI	VARUNKUMAR C
SRI VARSHA.D	KOWSIKA .M	T PAVITHRA	DHARSHINI SURESH KUMAR
SUDHIR R	SAIVARSHA.A	SIVASAKTHI G	GOPIKA AJAYAGHOSH
AAKASH V S	SUJIMIKA S	PAVITRA J	KEERTHIKA.A
VIJAY SURIYA A K	GUGANESWARAN M	VISHNUVARSHINI.B	NAGENDIRAN ET
SURIYADHANUSH S	NITHYA P	SHALINI	NIVEDA. K
ANISHA T	UREKA.M	SWARNAMBIGAI V E	ROSE MARY SUNNY
YASHASWINI	KAVYA P	THARUN TV	SANJAY PRASANTH.R
RATHISH KANNAN R	ABINAYA M	S.SUBIKSHA	SASIKUMAR. P
RITHIKA K	KOUSIKASRI K	M.ARUNTHATHI	SRI ABIRAMI R
SAMPATH R	NISANTH R	JAYASHREE	REEMA A
ABIVARSHINI B	SUBIKSHA B	NANDHINI VD	SATHYA.K
AKILESHWARAN K	SUJITHA G	NAVEENA T	ARUNA P
DHARANI M	HARI.G	S.SIVARANJANI	J KANUSHIKA SRI
YOHITH.G.M	ARUN PRASANTH G	MALAVIKA R	KESAVARDHINI K
RAHUL R	GOWTHAMAN V	COURSE 5 INTELLIGENCE	PRADEEP RAJ. N
CHANDRAHASAN J	HARISH A	VIVEAKA.S	ESAF
BYVAL TECHNOLOGIES	MANISHA S	KABILESH B	GOPALAKRISHNAN.N
BHAKYALASHMI E	SHUNMUGA KESAVAN P	DELOITTE (ASSOCIATE ANALYST)	EY INDIA
MAHESHKUMAR. S	DHIVYA . KS	GOKULAN S K	MATHUMITHA.S
CALIBRAINT TECHNOLOGIES, CHENNAI	LOGITHA . M	YASHINE.R	SANJAY L
DEEPAK DARSHAN M	PRANESH . S	GOKILAVANI J	VISHALINI.G.S
A.S.DHANUSHIYA	SHARAN . V	MADHU SREE. M	SARATH KUMAR R

M.RUBHA SHINI	SANJAY KUMAR.I	DELOITTE(FINANCE)	SHOBANA. A. P.
CONCENTRIX	ARUNA DEVI.V	HARSHINI K	PRIYA DHARSHINI M
HARIHARAN M	VIMALANANTH.K	ILAMATHI P	BHAGIRATHIMEENA K
SRIDHAR. V	SUJI PRASANTH.A	NIVETHITHA A	FINCOVER
BASIL P SUNNY	ABHINAYA R	DELOITTE(INDIA)	E.SOMESH
MADHUMITHA.S	MOHAN RAJ E	VIKASHINI M	DHARSHINI K
K AMISH	SANJAY PANDIAN.M	ED-VEDHA	MOUSIGAPRIYA S
ARUNKUMAR M	THILAK R	AKILESH. D	PERIYANAYAKI G
HARIHARAN S	ARSHANTH.R	MADHUDHARSHINI P	JEEVIKA
JAGADEESHKANNAA. D. S	PRASHATH M	SUBASHINI. B	SASITHARAN
KARTHIK.S.N.B	RAJAPPA S	PRANAV KUMAR P	DANISH K K
NAVEENKUMAR S	KAVIYA B	ASHWIN R	HARISH G
KAVIN BALAJI S	MANJU PRIYA .M	G.THARUN	MATHAN ARYHA S
PRANESH K	POORNIMA VALLIAMMAI LAKSHI .L	RAMPRASATH.A	RAHUL M K
DHANUSHA R	SANJU SHREE .G	HARIHARAN S	ELANGO.V
RAVIJA S	SUJITHA .S	SHARMILA S	PRASANTH D J
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SOWBARNIKA B	DHARSHAN.S	KGISL	PRAVEENKUMAR.M
JEYASHREE B	SUBRAMANIAN M	VISHAL G	PRELUDESYS
NAVANEETHA S	SHRUTHI .P	LOGAMEITHRA V M	MONICKA R
MAKESHWARI P	AGALYA D	PUSHYA SHREE M	AISWARYA.R
CHANDRU V	BOOMIKA R	MOHAMMED ABU HUDAIFA R	ASMI JENNIFER.C
HEMALA D	NAGADHARSHINI N	PREETHIKA.S.K.	RAMANAN R
ASHMETA A	SANGEETHA P	NIKITHA R	HARENE R
BRINDAVAN P	VASANTH C	MAHATHI INFO TECH	PRONOIA INSURANCE
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GURU PRASATH R S	DARSHANA J	P.MIRUTHUBASHINI	KIRANKUMAR.N
MADHUNA R	PAVITHRA M	THARASRI S	MONICA EVANJELIN A
GKM	SURENDRAN.G	OCEAN SAPPHIRE	SARANYA.S
SARAN.R	SABAREESH.R	AISHWARYA .R	SIVAPRABHA.C
KESAVARAJ .B	SANJAY S	KAVYA .M	KANISHKA.S
MAHALAKSHMI S	PRISCILLA	NAVANANTHANA .S.S	LAKSHNA.S
ABINAYA A	ATHARSH.K	SONA .M	NIGAYAPRIYA.D
MUKESH M	KANIMOZHI N	SREE VARSHA .V	SAKTHISURIYA.S
VIJAYARANI S	KEERTHANA PRIYA. S	SRIMATHI .M	SARAN.S

GOAN INSTITUTE	DHARSINIPRIYA D	THARNI .A	SHREE TRINETHRA
KAVIN M D	NAVEEN V	THENMALAR .S	ANBARASAN T
KARTHIKA NANDHINI	SEDHUVIGNESH M	OMEGA	BINOYE O R
LINCYA IMMACULATE.H	SARANYA H	AASHIK WILLIAMS K	HARIPRIYA S
SUPHIKSHA G	JENO CHRISTINA. M	PAYODA	KRISHNA K DINESH
RAHUL R	HARSHINI V M	HARISH MRITHYUNJAYAN S	PRIYADHARSHINI S
DEVI PRABHA.K	MITHRA R	PAYTM	SAI MUGUNTH M
GANGA DEVI .S	RASHMIKA M	SANJEEVI.K	ANANTHI N
MEERA G	THARHUN S K	BAGATHSINGH V	ARTHIKA.A M
MATHAN GOKUL.K	ICICI PRUDENTIAL LIFE INSURANCE	RAAM PRASATH A	JEEVIKA. B
HARSHINI . P	DINESH .P.R	ASWIN S	KAVIVARSHINI S
SHARMADA.G	DHANUSH KUMAR K	SANGEERTHAN J	KEZIA RITHI
SWATHI.S	MADHIR VISHNU	SHANMUGASUNDARAM. J	KIRUTHIKA T
KAYALVILHI K	PAVITHRA G	DHARSHAN.K	MEHA SURYA K
MONISHA B K	PUGALJOTHI . R	GIRISH BHARATHI. U	NIVETHA .M
SANSIA BEGUM M	K.ARUN	NITEESWARAN.V	PAVITHRA.S.V
ANDAL PRIYADHARASHINI .N	EPHRAIM SELVAKUMAR A	RAMESH.S	PRIYA.S
KAVIKASHREE C	SRIRAM B	SARUN CHRISTOPHER.I	SANJANAA. A
ABARNA DEVI M	TAARINEE M	KISHORE KUMAR G	SARULADHA.R
DHIVYA.B	ILM	SURENDAR G	VASANTH.S
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JAYA JANANI .E	DHARSHINI KS	MOHAPRASATH P	SAMYUGTHA.G
THILAK.DL	SRIVARSHINI G	BOOSHIDHA R	MALLIKA M
THIVIN KUMAR.G	SWETHAPRIYA K S	HARSAN V	MANIKANDAN N
VIMYA.K	ANANDH . B	RAMYA. P.	MANISHA T
AHALYA R	BHUVANESHWARI . M	SAARULATHA.S	NISANTH.M
GIRISUDHA.G	DEVIKA . M	SHRUTHI M	PARTHIBAN S
JHANSIBHARATHI.M	DHARISHA . B	SIVARANJINI.S	RAMADEVI K
KRUPAHARI.B.L	DURGA NANDHINI . S	VIJAYAN N	RUBANRAJ B
MANOJ KUMAR.S	GOKILA . R	ABINESHWARAN.M	SANDHIYA A
PRAVEEN RAJ. C	HARITHA . N	BHAVYA.D	SARASWATHI S
SIVA PRAKASH.M	KRISHNA PRASAD . S	DINESH M	SIVASHANKAR.M
SWEATHA S	MADHAN KUMAR . S	ELAKIYA SREE. G	SOUNDARYA.M
YAZHINE.T.G	NAVANEETH . L	P. JANANI	SUBHASHITA J
ANISH. M	POOJA .M	POOJA.S	THANANJEYAN A
ANUVARSHINI S K	PRIYA DHARSHINI . M	RAJADHARANI B	VAISHNAVIDEVI M

JAGAN.R	RUBASAHAR . E	SARANYA R	YATHI S
KISANTH.V	SANJEEV . T	SUBHASHRI P	ABINAYA SHREE K. S
PRADEEPA K	SATHISH KUMAR . VM	SURENTHAR. M	AKSHAYA.M
RUBASRI. S	SOWMIYA . R	SWETHA.V	ASVITHA E
SAKTHIVEL B	SRI NIVETHA . V	THIRISHAA. K. C	DHARSHINI P
SAKTHIVEL S	SRI VAISHNAVI . CS	AKASH GARNESHWAR J	DINESH KUMAR.A
SHYAM HARI B	SWATHI .SJ	ARIVAZHAGAN.K	HARIHARAN. S
SOWMIYA S	VANISRI . SP	BHAVITRA R	ISWARIYA D
SRIKARTHI.RB	VIPINDAS . S	GANGASHRI V	KEERTHANA M S
SRIDHAR.N	VISHVA JOTHI . K	JAISREE M K	MAHASUWETHA K
SUDHEKSHA.S	YAMUNA . N	KARTHICK RAJ.D	MUHAMMED ASHIF .R
THERADI MUTHU R	ALAMELU MANGAI S	NAVANEETHAN R	NISHA T
VIJAYAKUMAR. G	ANGELLO PAUL	NAVEEN KUMAR.L	PRINCY S
VINODHINI V	DEVA DHARSHINI E	E.RAMASAMY	SAJITH RAMANA D
VISHNU HARSHA S	DINESH.S	SABARI.U.G	SANGAMI.M.R
YAMINI.R	KAVINSELVAKUMAR G	SARAVANABALAJI.R	SANJAY G
BHOOMIKA MISHRA .V	KISHORE S K	SRIDHAR.S	SARAN KUMAR S.C
BRINDHA .S	NARESH S	VAISALI K	SHANMATHI A
DHINISRI .S	SADHANA.S	VAISHNAV G.B	SHELINA ANGELIN S
HARINI.D	SAKTHI BALAN K	VASUDEVAN S	SOWMIYA R
SRI HARSHAVARTHINI	SARA REXYLIN . D	VIVEKANANDAN.R	SUGANTH C.J
THANGA HARINI .S	SARANYA.D	DIVYAA SRI S	SUROOPIGA RK
ABINAYA A	SHARIKASINI S	ARULINBARASI P	VIDHARSHANA M
HARIHARAN S	SUBASHREE.K	JANANI S	MOVIYAA.G
NIRMAL M	SUBHASHRI .M	KARTHIKEYAN M	R.PREETHI
PIRASANNA V P	SUVALAKSHMI R	KATHIRVEL M	SUBASHINI S
RAMPRASATH S	TRISHALA M	MONISHA M	KIRUTHIKA D
SANDHYA S	NIVITHA SREE S	SUJITHA N	ANUSHA B
SHAMINI H	DEEPA.T	AKSHAYA A V K	DURGA NANDHINI R
VEERA RAGHUL J	DHANYA. P	DAHNUSHRI A	GOWTHAM S
ADITHYAN.B	KARTHIYAYENI.G	MUTHUSELVI A	HARSHINI M
JENIFER A	SIVARAM T	GOKUL RAJ .M	JANANI N
KARTHIKEYAN M	SOWMIYA. K	GURUVIGNESWARI S	LAKSHANA S
RACHANA PRIYA K	MANEESHA K B	HARIPRIYA.R	MADHUMITA K S
SAKTHIVEL P	ABIRAMI.S	JANARTHANAN.S	NANDITHA S G
SANJANA D	AJAY.K	KARTHIKA V	NAVEENA M
ROOPIKA T	THANGALAKSHMI.G	BOOBASHINI P	DHINESH KUMAR R
SWATHI S	SATHYA P	VISHAL M	NEISHANTH P
DHANYA B	KARTHIK BALAJI S	HARSHAVARDHAN. R	SAMYUTHAA KUMAR

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SAM STEPHEN RAJ D	AKASH R	UDHAYA K	GOKULA KANNAN .K
SHANMATHI P S	PRIYANKA GANDHI G S	AKSHITHA A	PAVITHRA .S
PWC	SIVANANDH G U	HEMA SRI B	KAUSIKA
SHRUTI G.	HARSHINI V S	SEJAL O	SAMYUKTHA .S
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HARIPRASATH S	ARJUN.B.R	SAMYUKTHA. R. S	VAITHEESWARI S
PRAGALYA J.T	JANANI.P	SUROOPIKA D	GEETHU KE
SANTHOSH. R	DHARSHINI N	ABINAYA.S	SAIRAM R
SUDESH KUMAR.S.S	KAUSHIK S	ANU S	HARISH S
JAYAKEETHANA	SIDDHESH S	KAVIYA M	KRISHNA KUMAR S
HARSHINI.M	SURUTHIKA M K	ADITHYA K	PRASATH S
SEETHADEVI P	TARANA T	DHARSHINI.K.N	SAKTHIVEL K
HARISUDHAN.R	YOGAVEL S P	GUHAN S	SRINITHI V
HARSHA. A	HARRIET V	MAYUKHA DEIVAM A. S	SWATHI S
KANITHA.T	GAYATHRI.M	RAGUL K R	TCS IT
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SWATHI T	LIPIYAZHINI.M	CHITTESH.K	GANESH S
VIJAYALATHA. B	PREETHA R.M	GLADIS SAM PRAKASH .S	DILIP KUMAR G
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DHAUNSH M	RAKAVI A.	JEEVAPOORANI K	GOKUL G
PAVITHRAKUMAR N	VARSHITH N.	SANDHIYA C	SURAEKAA S
THARANI R	VIVEGHAVIVILEYAM A.E.	EVANGELINE J BOSCO	HARSHINI T
PRADEEP M	JHANAVARSHINI.RG	PAVITHRA B R	PRAVEEN J
SALABHA K S	SOWMIYA.KV	PREETHI R	VIJAY. M
SRIGNANASHANMUGAM K	SARAN	GIRISHANKAR R	GOUSHIK RAJA.R
HARINEE.R.V	SWATHY	JANANI.P	PRAVEEN.KP
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R.HARINI	POUTHIRA C	SABARISH S	
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MADHUMITHA M	JAGADEESH.R	BLESSITA A	
PAVITHRA N	KAUSHIK S	KEERTHIVARMA A	
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DHANYA V	PRINCE S	RITHIK ROSHAN P	
BEENA C	RAJESH N	SASIKANTH N	
DHANISWARAN S	RANJITH K	JANAKI. R	
KAVIN M	RISHAB D.A	ROHIT KUMAR.P	
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PAVANA A B	ANANDHA BADMANATHAN S	HARI KRISHNA PRIYA GV	
SUBA R	BRINDHA G	WICE	
SIVAPRAKASH P	PRAVEEN.A	HARINI K	
PRADEESH P	PREETHI JEBA.R	HARSHINI L.P	
RAHUL K	MUKILA A	KAUSIKPRIYAN P	
BALAJI A	BENITO SAM KUMAR .J	VISWAJITH.M	
SRIMATH N	GOKUL.M	GAYATHRI. L	
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ARAVINDHASAMY. R	SANTHOSHKUMAR.S	DIVYA DHARSHINI T	
BHUVANESWARI. M	SETHU.J	PRABAVATHI R	
LOGADHARSAN. R	VISHAL.M	KAVYAPRABHA.B	
VEERAMUTHU K	SAKTHIVEL S	DHANUSREE B	
KAVINKUMAR B	SIVA P	DEEPIKA.U	
POORVA SANDHYA.T	SRI ARASHI.M	BALA KRISHNAN N	
ABHIROOPA.G.K	VASANTH.R	ZIFO RnD SOLUTIONS	
ARCHANA .S	MOWLISHA S	DEEPESH VASNANI	
BALAKRISHNAN S	JEEVITHA M	KAVINILAVAN.B	
KAMALESH V	DEEPA NANDHINI.N	ANUSHA S	
PRIYADHARSHINI S	DURGA DEVI.R	HEMADHARSHINI.V	
SANJAY G	HARISH.S	ATHIRA K	
VETRIVEL SB	KALAIYARASAN.R	NIKHILA.P.VINOD	
DHINAKAR R	PRANESH.K	SHARMILA. R	
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SHIVANGI VERMA R	RAHUL.C.M	SAILESH S	
SINDHU R	SHALINI.M	PRADEEPA. S	
PRASANNARAM P	SRIPRIYA.D		
ANISH . S	SUBA.R		
KARTHIKEYAN . S	NITHYA SRI.M		
AKILESH.P	DINESH KUMAR R		
JENIFER SELVARANI. A	VASHUTHIRAA V		

TESTIMONIAL

HEAR FROM THE STUDENTS

Dr. N.G.P. ARTS AND SCIENCE COLLEGE
(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)
Approved by Government of Tamil Nadu & Accredited by NAAC with 'A++' Grade (1st Cycle 3-64 CGPA)
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Website: www.dngpc.ac.in | Email: info@dngpc.ac.in | Phone: +91-422-2389100

Reg. No: 21110008
Date: 15.05.2024

Name: SHIVANESHUJANI
Dept: B.Tech CORPORATE SECURITYSHIP
VERTH CA.

- What do you like most about the center for Training and Placement?
The things I like most about the center for Training and Placement are the knowledge of staff, easy to communicate with placement staff and proper guidance provided.
- Point out some of the specific strategies that the placement instructors have used. Describe how those strategies helped you to succeed in Aptitude and Communication?
In communication, group discussion strategies, HR Interview tips, in all aspects of aptitude topics, short cuts and tricks had been taught. In a more efficient way. Placement made sure every student to clear aptitude rounds. Special aptitude bonding sessions were given to have better practice.
- In which company did you get placed?
TCS-BPS.

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Website: www.dngpc.ac.in | Email: info@dngpc.ac.in | Phone: +91-422-2389100

Reg. No: 21110114
Date: 28/03/24

Name: GURUVIGNESHWAR, S
Dept: Information Technology

- What do you like most about the center for Training and Placement?
The friendliness and support from the faculties during the placement process. I liked the most.
- Point out some of the specific strategies that the placement instructors have used. Describe how those strategies helped you to succeed in Aptitude and Communication?
The mock interviews and group discussions arranged by the placement cell helped me to overcome my difficulties.
- In which company did you get placed?
Accenture, Concentrix.

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Reg. No: 21111102
Date: 27/03/2024

Name: M.D. KAVIN
Dept: B.Sc. IT & ML

- What do you like most about the center for Training and Placement?
In center for Training and Placement we get good guidance and correct choice to start our career. So, I like the most.
- Point out some of the specific strategies that the placement instructors have used. Describe how those strategies helped you to succeed in Aptitude and Communication?
They taught us the short cut methods and easy tricks to solve the aptitude and communication questions. They were done effectively, the individual students are guided and work on their weakness.
- In which company did you get placed?
Bajaj, TCS, Mahatma Infotech.

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Reg. No: 2220007
Date: 01-04-2024

Name: HARSHINI, K
Dept: Commerce (M.Com)

- What do you like most about the center for Training and Placement?
Immersive training for us. Every placement staff will help us individually so that we could find all our skills and work on it.
- Point out some of the specific strategies that the placement instructors have used. Describe how those strategies helped you to succeed in Aptitude and Communication?
Continuous aptitude training helped us to build our resume which speaks more. Personally our placement cell helped me to develop my skills where I was lacking. To the result, I got placed in top companies.
- In which company did you get placed?
DELOITTE, ACCENTURE.



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