



# S.N.R. SONS COLLEGE (AUTONOMOUS)

(Approved by Government of Tamilnadu, AICTE and UGC, New Delhi)  
Re-Accredited by NAAC and an ISO 9001:2008 Certified Institution  
(Affiliated to Bharathiar University)  
5NR College Road, Coimbatore - 641 006



## VISION

To explore, experiment and excel in the field of higher education globally.

## MISSION

Our mission is to educate the youth to meet the global challenges, enable them to excel in the field of their choice and instil in them a sense of social responsibility through enriched training and research.

## NEWSLETTER

VOLUME - 3

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### Principal's Message



**Dr. H. Balakrishnan**  
Principal & Secretary

Educational institutions play a unique role in the exploration of new ideas, and in accumulating and transferring knowledge through generations. The arrival of this third volume signifies the active engagement of the faculty and students for the growth of the college.

We work together to open up a new vista and engineer social transformation in transforming society. We not only work for the academic excellence and career opportunities for our students, but also prepare them in conservation of social values and cultural ethos. The institution also focuses on clean and green campus mantra. The student volunteers work in teams regularly to bring forth this mantra true.

### From the Editor's Desk...

On the departure of 2013, with a warm welcome to the arrival of the 'New Year 2014' and great pleasure, we would like to hand over the third volume of the newsletter to you all. While you are bustling with your regular activities, this edition would give you some time to ease yourselves and look at the steps you have imprinted behind. It presents you with a wide-ranging activities and achievements of the institution during the period for a glance.



## Lead India 2020



*Mr.J.Jagan Mohan Reddy Addresses the aspiring Student Community.*

S.N.R. Sons College (Autonomous) and Lead India 2020, Coimbatore Chapter jointly organized One Day Youth Motivational Program entitled *Individual Development Leads to National Development* on 6th Sept. 2013. Mr.J.Jagan Mohan Reddy, National Coordinator-Trainings addressed our college students in presence of Dr.H.Balakrishnan, Principal & Secretary and Mr.M.N.Padmanaban, Secretary of Lead India 2020.

## World Elders Day Celebration

S.N.R. Sons College, an ardent caretaker of many senior citizens, enthusiastically celebrated *World Elders Day* on 1st October 2013. Mr.V.Ramakrishnan, Trustee, S.N.R. Sons Charitable Trust was the Chief Guest and he delivered a special address during the program. Dr.H.Balakrishnan, Principal and Secretary, Mr.R.Sivakumar, Head, Department of Commerce and Dr.D.Vishwanathan, Head, Department of Tamil - NSS Program Officers were present during the celebration.



*Mr.V.Ramakrishnan, Trustee, S.N.R. Sons Charitable Trust Addresses the Senior Citizens.*



*Sowing of Naval Seed  
Obtained from Sabarmathi Ashram.*

The Nature Club was inaugurated by the District Forest Officer, Thiru. Senthilkumar, IFS on 21st August 2013 and Dr.H.Balakrishnan, Principal & Secretary sowed the Naval Seeds obtained from Mahatma Gandhiji's Sabarmathi Ashram. The Club in association with Wildlife & Nature Conservation Trust (WNCT), Ooty and Department of Social Work organized a *Wildlife and Nature Conservation Awareness Programme* on the same day.

## Nurture Nature

## A Step Forward

Our College is always on its foot forward to serve the society. To celebrate *World Heart Day*, our college NSS Unit organized *Walkathon* on 29th Sept. 2013 along the Race Course Road, Coimbatore to create awareness about cardiac diseases.

Mr.C.V.Ramkumar, Chief Executive Officer, S.N.R. Sons Charitable Trust, Mr.L.Balaji Saravanan, I.P.S., EOW II, Coimbatore, Dr.V.Anil Kumar, Dean Ramakrishna Hospital, Coimbatore, Dr.H.Balakrishnan, Principal and Secretary were on their foot forward with the NSS students of our college and police personnel during the program.



*The Hon'ble Dignitaries are on their foot forward*



## 'Lit-Aura'

The Literary Association of PG Department of English **LIT-AURA** was inaugurated by Dr.R.Saravana Selvan, Associate Professor & Head, Department of English, Bharathiar University, on 26th Sept. Dr.H.Balakrishnan, Principal and Secretary presided over the function and installed the Office Bearers. The students performed a semi-classical dance from 'The Dance of Shiva' by Ananda Coomaraswamy and enacted the play, *The School for Wives* by Moliere.



*PG English Students enacted the play, **The School for Wives** by Moliere*

## Determination upon Word and Action



*Mr.CA.K.P.Gopinath motivates the students*

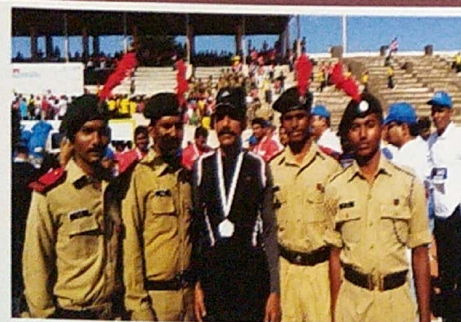
The Association of Professional Accounting was inaugurated by Mr.C.A.K.P.Gopinath, Chairman, SIRC of ICAI, Coimbatore Branch on 13th August 2013. In his address, he explained about the chances for the department students to succeed as an Auditor. He also motivated them to set the seal of determination upon word and action that they should devote towards becoming an Auditor.

## Light to the World

S.N.R. Sons College NSS Unit with Lotus Eye Care Hospital celebrated **World Sight Day** on 10th October 2013 at Vadavalli. Our NSS Volunteers hold the candle lights during the program.



*Dr.C.Sylendrababu I.P.S., ADGP, Costal Security Group hands over the certificates of appreciation to Mr. S. Pragadeswaran, NSS Program Coordinator and Assistant Professor, Department of IT, and the student, Mr. G.S. Karthick, BCA (II Year) for having undergone a seven day training Program, **Train the Trainers**.*



*Our NCC Cadets with Dr.C.Sylendrababu, ADGP*

## Siruthuli Peru Vellam

The NCC cadets of our college participated in the **Marathon** organized by **Siruthuli**, Coimbatore on 06th October 2013 and had a chance to have a click with Dr.C.Sylendrababu, ADGP, Costal Security Group, Tamilnadu. Similarly, they also participated in the **Wild Life Conservation Program** organized by Forest Office, Coimbatore.





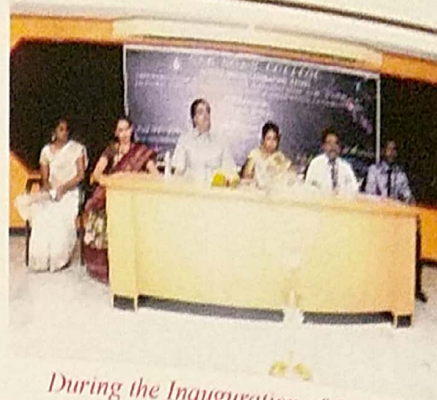
*Mr. Sumeet Ghai, HR Manager, Taj Surya releases the conference souvenir.*

## National Conference

The Department of Catering Science and Hotel Management organized a National Conference on **Employee Retention Strategies in Today's Environment** on 31st August and celebrated **World Tourism Day**. Mr. P. Vijayakumar, Tourist officer of Coimbatore and Tirupur districts inaugurated the exhibition.

## Building Character

Association of the Department of Computer Application (UG) was inaugurated by Dr. Maheswari Sarguru, an eminent orator, on 30th August 2013. While addressing the students, she stressed the significance of character building for the students in the modern age.



*During the Inauguration of the BCA Association.*

## Success Counts Everything



*Hon'ble Minister of Environment and Forest Department for State Mr. M.S.M. Anandan and Mr. S.M. Velusamy, Mayor of Coimbatore hand over the trophy to our students.*

The students of the Department of International Business participated and won 1st place in Mime and Dance competitions and won the All Over Trophy during **World Forest Week** Celebrations organized by Tamilnadu Forest Department on 2nd October 2013. The department also organized **Two Day Workshop on Export Document** on 26th and 27th August 2013 and yet another workshop on the **Use of SPSS Package in Data Analysis and Interpretation** on 02nd July 2013.



## Rotaract Club



*Office Bearers of the Rotaract Club of S.N.R. Sons College*

Rotaract Club of S.N.R. Sons College was inaugurated by Rtn.Ravichandran, President, Rotary Club of Coimbatore Mid Town. Dr.H. Balakrishnan, Principal and Secretary presided over the function. Rtr.S.Shyam Sharma, President, Rotaract Club S.N.R. Sons College installed the Office Bearers. The Staff Co-ordinator, Dr.K.Gunaseelaprabhu, Head, Dept. of Management Sciences (UG), Students' Advisor, Asst. Prof.D.Santhana Krishnan, Treasurer, Asst. Prof.S.Maruthavijayan were present during the program.

## Tamil Manram



*Our Principal and Secretary honours the Chief Guest*

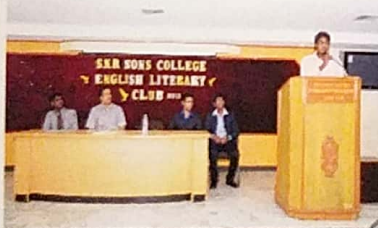
**Tamil Manram** (Tamil Literary Association) was inaugurated by the Chief Guest, Pulavar Enthalai.Na.Gowthaman in presence of Dr.H.Balakrishnan, Principal and Secretary on 2nd September 2013. The Chief Guest eloquently delivered a speech on **Mozhiyum Panbadum** (Language and Tradition). The member students of the association enacted the play, **Bharathi Sabatham**.

## Bharathi Sabatham



*The students of the association enact the play, Bharathi Sabatham*

## English Literary Club



*Mr.K.Ajay Naveen interacts with the students.*

**English Literary Club** was inaugurated on 3rd Sept. 2013 by the Department of English (UG). Dr.H.Balakrishnan, Principal and Secretary presided over the program and Mr.K.Ajay Naveen, Founder and Director, Hapee Miles (P) Ltd. was the Chief Guest. The Club provides various opportunities to the member students to develop their communicative and creative skills and showcase their talents hidden in. The members of the club enacted **The Eel Pie and the Cheese Tart**, a 15th Century French Farce during the inauguration.





## EDC Camp



*Students participate in an activity during the program.*

The Entrepreneurship Development Cell (EDC) conducted the **First Entrepreneurship Awareness Camp (EAC-01)** funded by the Department of Science and Technology (DST), the Government of India, New Delhi. Dr.H.Balakrishnan, Principal & Secretary distributed the certificates to the participants at the end of the program.

## All Powers are Within You

Department of Information Technology organized a Seminar on **Cyber Security Threats** on 22nd October 2013. While addressing the students, the resource person, Mr.P.Sukumar, Area Sales Manager, India Can Education (P) Ltd., motivated them that all powers are within the youth community and they can 'do anything and everything' for the betterment of the society.



*Mr.P.Sukumar addresses the youth community.*

## Skills to Achieve Higher Position

The Association of the Department of Commerce with CA was inaugurated by Dr. George Joseph Alapatt, Business Development Officer, The Institute of Commercial Management, United Kingdom on 14th August 2013. In his inaugural address, he stressed about the skills required for the youth to achieve higher position in their life.



*Dr. George Joseph Alapatt*

## Perseverance Pays

The Association of Commerce was inaugurated by the department on 8th August 2013. Mr.N.Ramu, Principal, KG College of Health Science handed over the certificate of appreciation to Mr.S.Shivadas from B.Com. (III Year) for having won Gold Medal in Karate Competition conducted by The Lions Club, Tirupur.



*Mr.N.Ramu hands over the certificate to Mr.S.Shivadas from B.Com. (III Year).*



*Mr.K.Chandramouleeswaran shared his experience with the students.*

## Career Growth

Department of Management Sciences (UG) organized a Seminar on **Job Prospects in Banking Sector** on 12th December 2013. Mr.K.Chandramouleeswaran, MD, Bulls and Bears Capital Wealth Creators for Generation was the resource person.



## Soft Skill Development

In order to enhance 'Soft Skills' in the students and make them succeed in job seeking, Department of MCA conducted One Day **Soft Skill Training Programme** on 11th July 2013. The training was given by Mr.Sudhirkumar, HR, Recruitment Services, Chennai. The training focused on the essential steps to grab a job in the global era.



*Mr.Sudhirkumar on Soft Skill Training*

## Association Inauguration

The Association of Commerce with Finance and Computer Application (M.Com FCA) was inaugurated by Dr.G.Ganesan, Professor and Dean, Department of Commerce, Bharathiar University on 25th September 2013. Dr.H.Balakrishnan, Principal and Secretary felicitated the gathering.



*Honouring the Chief Guest  
Dr.G.Ganesan*

## PG Department of Social Work

The PG Department of Social Work organized various events during the odd semester of the academic year 2013-14. The department organized Two day workshop on **Research Methodology in Social Sciences and Use of SPSS** on 04th and 05th July 2013; **Free Dental Screening Camp** on 16th July 2013 in Collaboration with Sri Ramakrishna Dental College; One Day **Disability Management Workshop** on 21st December 2013 in association with U-DIS Forum.



*Dr.H.Balakrishnan, Principal is Lighting  
the Lamp to inaugurate the Free Dental  
Checkup Camp*

## Opportunities in Biotechnology

The Department of Biotechnology inaugurated the department association and organized a seminar on **Opportunities in Biotechnology** on 04th September 2013. Dr.R.Ragunathan, Dean, Centre for Nano Science and Bioscience Research, Coimbatore addressed the students and shared his experience with them.



*Dr.R.Ragunathan, Dean-CNSBR  
Guest of Honour*





## Cultural Feast



*Inauguration of Onam Celebrations.*

Secretary ignited the lamp and inaugurated the function; The Department of Catering Science and Hotel Management celebrated Onam festival with the inmates of the old age home and served lunch for around 150 people.

S.N.R. Sons College always values the rich and varied cultural ethos of our country. *Onam festival* was celebrated as a grand occasion by various departments of the college on 5th September 2013. The Students of the Department of Electronics made *Atha Pookolam* for the celebration. Dr.H.Balakrishnan, Principal and



## Placement and Career Guidance Cell



*TCS Job Recruits with Dr.A.Ebenezer Jeyakumar, Director - Academics and Dr.H.Balakrishnan, Principal and Secretary.*

The Placement & Career Guidance Cell arranged numerous On-Campus and Off-Campus Placement Drives and got job placements for the eligible students of various departments. So far 79 students have received the job offers from popular and multi-national IT & Non IT companies including Infosys, TCS, HCL Technologies, Sutherland Global, Aspire Systems, Hotel Taj Vivanta, KGiSL, iGate, IBM and so on.

## Talent Triumphs



*Felicitation of Victorious Students..*

S.N.R. Sons College organized various talent hunt programs through *Manavar Manram*, a student association on 19th August 2013. Dr. M.Padmanabhan, Course Director – Anna IAS Civil Services Coaching Academy and Dr. B.Govindarajan, DIG, Coimbatore Control Prison were the guests of honour. Hon'ble Managing Trustee, Sri.C.Soundararaj was also present.

Reach us @

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