



S.N.R. SONS COLLEGE

(AUTONOMOUS)

(Affiliated to Bharathiar University)

(Approved by Government of Tamilnadu, AICTE and UGC New Delhi)

Re-accredited with 'A' grade by NAAC & an ISO 9001 : 2008 Certified institution

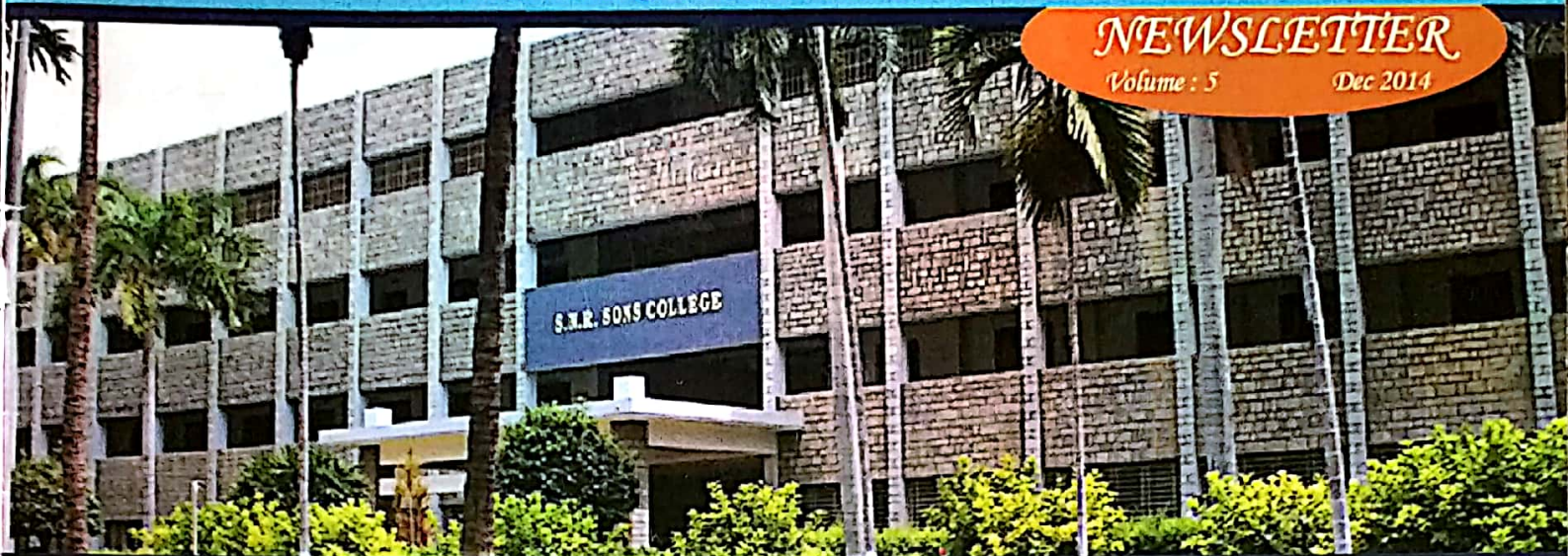
S.N.R. College Road, Coimbatore—641006



NEWSLETTER

Volume : 5

Dec 2014



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.



Dr. H. Balakrishnan
Principal & Secretary

Message from the Director (Academics) and Principal's Desk

The goal of a noble institution is to create
not just a scholar but a virtuous man.
Such an institution gives birth to an intellect
who can serve both societal purpose and
also for the purpose of the individual. As
Oscar Wilde said, "Success is a science.
If you have the conditions you get the
result." We strive together in order that such
condition is provided for the academic success

of our students and thereby creating career opportunities for them. We labour hard
towards constructing brave new world of development with our social and cultural
ethos as strong foundation. The institute also focuses on "Swatch Bharath" by in-
spiring students to do work with voluntary commitment.



Dr. A. Ebenezer Jeyakumar
Director (Academics)

From the Editor's Desk

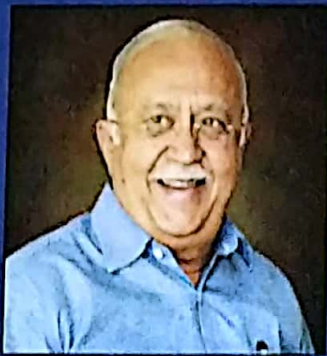
On the exodus of 2014, with a hearty welcome to the arrival of the 'New Year
2015', we would like to hand over the fifth volume of the newsletter to you all.
This edition gives the glimpses of all bustling activities and prideful moments
of the previous semester. It also presents you the wide-ranging activities and
achievements of the institution during the period and induces to do more in the
near future.

- S. Anand Sargunaraj, Assistant Professor in English

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OUR TRUSTEES



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24th GRADUATION DAY



Dr.H.Devaraj, Vice Chairman, University Grants Commission, ordained the degrees and gave away the medals to the qualified students on 24th Graduation day of our college which was held on 8th November 2014.

He who opens a school door, closes a prison.-Victor Hugo

DEPARTMENT OF MANAGEMENT SCIENCES

Department of Management Sciences arranged for diverse array of activities for the welfare and development of the students. A guest lecture on "Logistics and Distribution Management" by Mr. L.P.J.Rajeev Ebenezer, Good Ocean Maritime, was arranged on 15th July 2014. EBSCO Training was given to the students by Mr.B.Vinothkumar, New Delhi on 13th August 2014. An interaction Session by Dr.R.Srinivasan, Ethiopia was arranged on 2nd September 2014. A presentation on "Opportunities in Banking Sector" was given by Ms. K. Anitha, NIFBI, on 16th October 2014.



Interaction session by Dr.R.Srinivasan

DEPARTMENT OF INTERNATIONAL BUSINESS



MIB students at Indian Institute of Foreign Trade

An "ORIENTATION AND TRANSITION" program was organized as a welcome for the new comers and transition for the present students of MIB from 8th August 2014 to 14th August 2014 with various sessions on self-confidence, values and ethics, career transition and skill development. MIB students visited Indian Institute of Foreign Trade, New Delhi on 20th November 2014 as an educational tour which comprised of an interactive session with the Registrar, IIFT and access to the IIFT library.

DEPARTMENT OF SOCIAL WORK

The Post Graduate Department of Social Work of organized an awareness seminar on "Earthquake and Safety Measures" on 15th October 2014 in the college premises. Dr.H.Balakrishnan, the Principal and Secretary of our college presided the seminar. The chief guest and resource person of the seminar was Mr.K.Saravana Kumar, an Earthquake Researcher, Scientist and Historian from Chittur, Palakkad District, Kerala.



An eye opener on impending disaster

DEPARTMENT OF M.C.A.

To enhance the practical knowledge of the students a one day workshop was organized on "VB.NET & SQL Connectivity" on 18th August 2014. In the workshop, the students were instructed in relation to their real time projects. The workshop was handled by Mr.S.Sugumar (CEO) and Mr.K.Periyasamy (Dot Net Developer) of CSE Computer Education, Coimbatore.



Learning Curve— Students in their workshop

Education is the most powerful weapon which you can use to change the world. - Mandela

DEPARTMENT OF M.COM. F.C.A.

An International conference on "Global Finance: Issues and Challenges" on 27th August 2014. The chief guest Dr.G.Ganesan, Professor & Dean, School of Commerce, Bharathiar University inaugurated the conference and explicated on global finance in contemporary scenario. Around 300 scholars across the country took part in the conference and presented their research articles.



The Erudite at the International Conference



The chief guest honoured in the workshop

DEPARTMENT OF BBA

The department of BBA organized a workshop on "Entrance Groundwork" to prepare the students for entrance tests like CAT, MAT, TANCET etc. Mr.J.Kannan, IMS, Coimbatore was the resource person for the workshop. During the workshop, the students were given awareness on various entrance tests and ideas to crack them.

DEPARTMENT OF BBA CA

The Department of BBA CA organized various events in the odd semester of the academic year 2014-15. In order to comprehend industrial administration, the students visited the NTC Mills Ltd., a modernized textile plant at Mettupalayam Road, on 8th August 2014. The students visited the Aavin Milk, Pachapalayam, Coimbatore, on 23rd July 2014.



Students' at Aavin Milk, Pachapalayam



The learned enlightens the students

DEPARTMENT OF COMMERCE

The inauguration of the association for the academic year 2014-15 was held on 23rd July 2014. The Chief guest Mr.P.Viswanathan, Chairman, SIRC of the ICAI, Coimbatore Branch, inaugurated the association. He enumerated the opportunities in the fields of commerce and accounting.

DEPARTMENT OF COMMERCE WITH PROFESSIONAL ACCOUNTING

The activities of the department for the academic year 2014-15 was inaugurated on 18th July 2014 by Mr.A.Annadurai, Inspector of Police, CBCID, Coimbatore District. On the same day, the students were given training on Multimedia by CSE Computer Center, Coimbatore.



Constellation of Sagacious at the inauguration

The roots of education are bitter, but the fruit is sweet.. - Aristotle



Simulating new horizons of virtual reality

DEPARTMENT OF BCA

The inauguration of the association of B.C.A was held on 22nd August 2014. Dr.H.Balakrishnan, the Principal and Secretary, presided over the function. Mr.M.Muralithararan, Senior Advocate and Standing Council for Bharathiar University, Coimbatore was the chief guest.

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

The activities of the association for the year was inaugurated by the chief guest Mr.M.Ramji, Chartered Accountant, Coimbatore on 26th August 2014. In his inaugural address, he highlighted the importance of business in development of Indian economy.



The Leader stands tall and unique



DEPARTMENT OF CS&HM

The association of Catering Science & Hotel Management was inaugurated on 24th July 2014 by Mr.D.Sathish Raj, HR Manager, Vivanta by Taj Surya, Coimbatore. The department organized a seminar on "Appetizers" on 12th August 2014. Mr.R.Anand Ramakrishna, Sous Chef, Jumeirah Zabeel Saray, Dubai, UAE was the chief guest. On 27th September 2014, World Tourism Day was celebrated and to mark the celebration, the department organized a rally.

Bountiful food of thought is served

DEPARTMENT OF INFORMATION TECHNOLOGY

On 27th August 2014, Department of Information Technology conducted a workshop on Web Design. Mr. A. Balasubramanian, Head of the Department, and the department staff members, trained the students. The workshop unfolded the immense opportunities for the students in the realm of web designing.



Students at Web design workshop

DEPARTMENT OF PHYSICAL EDUCATION

The college cricket team was the winner of Bharathiar University Inter Collegiate Cricket 'A' zone tournament and secured 3rd place in the Bharathiar University Inter Collegiate Inter zone cricket tournament. The college football team got 4th place in Bharathiar University Inter Collegiate 'A' Zone foot ball tournament. The college Kabaddi team reached the Quarter Finals in the Bharathiar University Inter-Collegiate Kabaddi Tournament. The following students were selected to represent Bharathiar University Cricket teams:

1. Sabari Gowtham.K - III B.C.A
2. Kishore Kumar.S.- II M.I.B
3. Shankar.A - III B.Sc Comp Science

Education is not the filling of a pail, but the lighting of a fire. - William Butler Yeats

PLACEMENT REPORT

The Placement and Career Guidance Cell of the college achieved 71% placement for the eligible students in the previous academic year. Companies like Sutherland, Infosys BPO, IBM, iGATE, TCS-BPO, HCL State Street, Leap International, Cognizant and KGiSL have recruited our students. For the academic year 2014-2015, the placement cell has got 20 job offers for the students who will be passing-out in 2015. In concurrence with academics, the students are specially trained on aptitude test, logical reasoning, quantitative techniques, communication and employability enhancement skills through, continuous coaching and training by professionals and experts from the field.

NATIONAL CADET CORPS

To develop character, comradeship, discipline, leadership, secular outlook, spirit of adventure, and ideals of selfless service amongst the youth of the country is the aim of NCC wings of our college. NCC Commanding Officer Col. Vijay Chauhan visited our college and gave a general speech about Army to the cadets on 29th September 2014. Weapon training class was conducted to all the NCC cadets on 1st October 2014. NCC cadets donated blood at Govt. Medical College and at Govt. Hospital on 8th November and on 20th September 2014 respectively. A rally was conducted to create an awareness in reading on 15th November 2014. NCC conducted seminars on "Youth Empowerment and Career Guidance" at the college on 19th November 2014 and on "Career in Indian Armed Forces" at the college on 23rd December 2014.



Our Cadets get sports award in AAC

LIT-AURA & ELC

Literary and Language talents shine in the college through the platforms like LIT-AURA & ELC. Department of English began the activities of these clubs in a grand manner with the inauguration on 17th August 2014. The Chief Guest Dr. K. Rathina Sabapathy, Associate Professor, English Department, PSG CAS, inaugurated the clubs. During the function, LIT-AURA members enacted Nissim Ezekiel's poem "Night of the Scorpion."



Students enacting the poem "Night of the Scorpion"



Flooding radiance of literary delight

A child miseducated is a child lost. – John F. Kennedy

NATIONAL SERVICE SCHEME

- **WORLD BLOOD DONORS DAY:** S.N.R. Sons College, a zealous pursuer of noble path, celebrated World Blood Donors day on 16th July 2014. NSS Volunteers of our college donated 50 units of blood to Ramakrishna Hospital, Coimbatore
- **NSS INAUGURATION :** On 10th July 14, the activities of the NSS Unit was inaugurated by Dr.T.Radhakrishnan, NSS Co-ordinator, IC,Bharathiar University, Coimbatore. The presidential address was delivered by Dr.H.Balakrishnan, the Principal & Secretary. All the NSS volunteers took oath.
- **DENTAL CAMP :** On 22nd & 23rd July 2014, the NSS unit joining hands with Ramakrishna Dental Hospital organized a free Dental Screening Camp for the students and staff of our college. Around 1500 students were benefited.



Students donating the blood



Standing up for a noble cause



*Doctor examines the student's tooth
in the free dental camp*

- **NSS DAY :** On 24th September 2014, the NSS unit of our college celebrated NSS day by forming a human chain in the college ground. The college also donated money to Snehalaya -a home for AIDS patients and destitutes by collecting money through newspapers, rice and one rupee coins.
- **WORLD HEART DAY :** On 29th September 2014, to mark the remembrance of the "WORLD HEART DAY" NSS volunteers visited the heart patients of Ramakrishna Hospital and distributed kits for their betterment and recovery.
- **ELDERS'DAY :** Elders' Day was celebrated by the college on 1st October 2014 in a grand manner with the inmates in the old age home run by our trust. The NSS volunteers provided a cultural feast for the audience. Fruits packets were provided for them as a token of love and gratitude.
- **WORLD STROKE DAY :** On 29th October 2014 the NSS units joining hands with Ramakrishna hospital, organized a rally for creating awareness on the effects, causes and prevention methods for stroke.



Students' human chain to mark NSS day



Kits distributed to heart patients



World Stroke day rally

Education is the best friend. An educated person is respected everywhere. Education beats the beauty and the youth. - Chanakya



The Genius In yet another launch

MANAVAR MANRAM

The college constantly motivates younger generation to become achievers through its Manavar Manram activities. The activities of Manavar Manram started with its inauguration by Shri.V.Ponraj, Scientist G, Aeronautical Development Agency, Ministry of Defence, Bangalore on 25th August 2014.

CULTURAL FIESTA

Onam festival was celebrated in the college on 5th September 2014 with pomp and splendor. The occasion was inaugurated by Dr.Ebenezer Jeyakumar, Director-Academics, S.N.R. Charitable Trust and presided over by Dr.H,Balakrishnan, the Principal and Secretary, and was graced by Principals, Deans and faculty members of various Institutions belonging to S.N.R Sons Trust. The festive spirit was brought out by the Dept. of CS& HM through Athapookalam, OnamSadya, a short film, an exhibit and vegetable carving, all based on Onam.



Inauguration of the Onam celebration

TAMIL MANRAM

S.N.R. Sons college is a proud patron of the ancient Tamil. Tamil Manram, the association for the classical language Tamil, was inaugurated on 12th August 2014. The occasion was presided over by Dr.H.Balakrishnan the Principal and Secretary. The chief guest Dr.C.Subramaniam, Former Vice Chancellor of Tamil University & Founder of Professional Educational Institutions inaugurated the Manram.



The confluence of Tamil enthusiasts



A classic tribute to the classic language

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An investment in knowledge pays the best interest.. - Benjamin Franklin