



S.N.R. SONS COLLEGE

(AN AUTONOMOUS INSTITUTION)

COIMBATORE - 641 006

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Director's Desk ■



Dr A Ebenezer Jeyakumar
Director, SNR Sons Trust

"Alone we can do so little; together we can do so much" - Helen Keller.

I firmly believe in teamwork which motivates us to chase stars. It is always a pleasure to be a part of a team which strives to bring out the talents of students and staff of S.N.R. Sons College. It has always been striving hard to shape the personality of pupils through academic and co-curricular activities, and also instilling the moral ethics in them.

Principal's Desk ■



Dr K Karunakaran
Principal & Secretary, SNR Sons College

There is a story about a famous research scientist who had made several very important medical break throughs. He was being interviewed by a newspaper reporter, who asked him, why he thought he was able to be so much more creative than average person. What set him so far apart from others?

He responded that, in his opinion, it all came from an experience, with his mother that occurred when he was about five years old. Once he had been

trying to remove a bottle of milk from the refrigerator, but sadly he lost his grip on the slippery bottle and it fell, spilling its contents all over the kitchen floor a veritable sea of milk!

When his mother came into the kitchen, instead of yelling at him or giving him a lecture or punishing him, she said, "Robert, what a great and wonderful mess you have made! I have rarely seen such a huge puddle of milk. Well, the damage has already been done. Would you like to get down and play in the milk for a few minutes before we clean it up?"

Indeed, he did. After a few minutes, his mother said, you know Robert, whenever you make a mess like this eventually you have to clean it up and restore everything. You have to clean it up and restore everything to its proper order. So, how would you like to do that? We could use a sponge, a towel or a mop. What do you prefer? He chose the sponge and together they cleaned up the spilled milk. His mother then said "you know, what we have here is a failed experiment in how to effectively carry a big milk bottle with two tiny hands. Let's go out in the backyard and fill the bottle with water and see if you discover a way to carry it without dropping it".

The little boy learnt that if he grasped the bottle at the top near the lip with both the hands he could carry it without dropping it. This renowned scientist then remarked that it was at that moment that he knew he didn't need to be afraid to commit mistakes. Instead, he learned that mistakes were just opportunities for learning something new, which is, after all, what scientific experiments are all about. Even if the experiment doesn't work, we learn something more valuable from it.

Life is a series of experiences, one can learn not only from his success but also from his failures. One can understand what should be done, if he attains the pinnacle of success and what should not be done, if he feels drowning in failure. Sometimes failure teaches more than success. It will give an unforgettable lesson that will help in attaining victory someday. One should not demotivate oneself from failure. Always have this in mind "Failures are the stepping stones to success".

DEPARTMENT OF COMPUTER SCIENCE

Manavar Mandram's inauguration was conducted on 17.08.2015. The chief guest Kalaimamani Marabin Mainthan Muthiah, Editor of "Namathu Nambikai" - a monthly magazine, inaugurated the club's activities. Dr. Ebenezer Jeyakumar A., Director (Academics) presided over the function.

Dr. Balakrishnan H., Principal and Secretary installed the office bearers, Sindhu V. of III B.Sc. C.S. was elected as the Chairperson. Stefy Viji V. of II BBA CA was elected as the Secretary. Eye-catching inter-departmental activities were conducted.

- A seminar was conducted on 20.07.2015. Mr. Sugumar S. from YRSK Technologies, Coimbatore delivered a lecture on Android Mobile Application.
- A seminar was conducted on 18.09.2015. Mr. Arunkumar J. from AURA Technologies, Coimbatore delivered a lecture on Dot.net Frame Work.



- A seminar was conducted on Dot.net Frame Work by AURA Technologies on 18.09.2015.



- A workshop was conducted on Photoshop & Flash Image Creation Education on 15.10.2015.



- Three of our students got placed in TATA CONSULTANCY SERVICE as 'Graduate Trainee' with grade YG.

DEPARTMENT OF ELECTRONICS

- To bring out the innate talent of the students, Budding Scientists Contest was conducted jointly with LEAD INDIA 2020 on 15.10.2015. Mrs. Archana Patnaik I.A.S. was the chief guest.
- To create spark in the minds of the pupils, Mr. Nishanth, an entrepreneur visited our campus on 21.09.2015. He spoke on how innovatively our ideas can be used to words becoming an innovative thinker and to getting patents for students' innovations ha also gave away the Protocol.



TEACHERS' DAY CELEBRATION



The students of Electronics and Physics jointly celebrated Teachers' Day and honoured all the members of faculty on 04.09.2015.

DEPARTMENT OF BIOTECHNOLOGY

- Ragupathy N. of II B.Sc. attended the Republic day Selection Camp, organized by 2 (TN) Composite Technical Company, Coimbatore held at Karpagam University.
- Keerthana T. of II B.Sc. participated in Cattle Care Welfare Seminar from 20.06.2015 to 29.06.2015, organized by Coimbatore Cattle Care Welfare Trust.
- Sri Jayalakshmi S., Sahana Parvin H., Muthu Gayathri S., Shobana A. and Theresa P. of II B.Sc. participated in World Organ Donation Project – A gift of life, organized by Rotaract Club, Coimbatore on 13.08.2015.
- Keerthana T. and Tshering Chuki R. of II B.Sc. won the Second prize in the inter-departmental cultural competitions held at SNR Sons College, Coimbatore on 17.08.2015.
- Keerthana T. of II B.Sc. participated in Road Safety Awareness Program organized by the Department of Social Work, Bharathiar University, Coimbatore on 08.09.2015.

DEPARTMENT OF CATERING SCIENCE AND HOTEL MANAGEMENT

ONAM CELEBRATION

- To get an experience of the operation and functions of various departments of a hotel, the students of Catering Science visited Vivanta by Taj Surya (a five star hotel), Coimbatore on 1.10.2015.
- With pageantry and splendor, the students celebrated Onam festival on 25.08.2015. Athapookalam, a floral design symbolizing Onam Sadya was depicted by the students.
- To carve history in the minds of students, King Mahabali's story was depicted by a student who disguised himself as the king. Carved vegetables were displayed on the eve and added authenticity to the event.



DEPARTMENT OF COMMERCE

- On 07.09.2015, Mr. Senthil Natarajan, CEO-Kovai Pazhamudir Nilayam delivered a guest lecture in the inaugural of the association of the department, followed which the office bearers were elected.
- A guest lecture was organized on Opportunities in Logistics Management on 8.07.2015. Ms. R. Sunitha, Sales Head – Glo Shipping was the resource person.
- A lecture on Mutual Fund and Financial Planning was organized on 25.09.2015.



DEPARTMENT OF BBA CA



- The Students enthusiastically celebrated 'Onam festival' on 27.08.2015.

DEPARTMENT OF COMMERCE WITH PROFESSIONAL ACCOUNTING

The association of Commerce with Professional Accounting was inaugurated on 13.08.2015. Mrs. Meena Ramji, ICAI (CMA)- Coimbatore Chapter was the chairperson. Dr. Balakrishnan H., Principal & Secretary presided over the function and Dr. Prince Paul Antony K., Head of the Department installed the office bearers.

- On 18.08.2015, a guest lecture on Social Ethics was organised for II year students. Mrs. Francina P. Mary, Assistant Professor, Department of Commerce, VLB College of Arts & Science, Coimbatore was the speaker.
- Onam was celebrated on 27.08.2015 in a grand manner with Thiruvadharakalli dance performed by the girls around the POOKOLAM.
- The students organised Teachers Day celebration on 5.09.2015 the students greeted the members of faculty of the department and games were conducted.
- On 7.09.2015, a guest lecture on Personality Development was organised for the 1st year students. Mrs. Suleka, Assistant Professor, Department of Commerce, VLB College of Arts & Science, Coimbatore was the speaker.
- Students of III B.Com PA were taken for an outbound training on 28.09.2015 PRR centre. The Students had fun and frolic, also they gained knowledge from through various games conducted by the trainers of Break through.

DEPARTMENT OF MATHEMATICS

- A guest lecture on LEARN TO LEARN - MEMORY TECHNIQUES was conducted on 01.9.2015. The resource person was Mr. Aravind P, a Guinness Record holder on memorizing numbers.
- IQ CLUB - IQ related questions and short cut methods were posted daily on the white board.



- LEARN TO BUILD SUCCESS - APTITUDE COACHING, a special programme was conducted on 18.12.2015. Mr. Prabu Amarnath, Manager – Learning (Aptitude), Corporate and Industry Relation Amrita University was the resource person.

DEPARTMENT OF TAMIL

GUEST LECTURES

The inaugural of Tamil Manram - Association of the department was conducted on 15.07.2015. The chief guest Dr. Tirupur Kannan, Editor of Amutha Surabi-a monthly magazine, spoke on the significant features of the Tamil Language. Prizes and Certificates were distributed to the winners of the Elocution and Verse



Writing competitions which were conducted in remembrance of Kamarajar's birth anniversary. Sanga Chitram drama which was staged, added another feather to the cap and it took the inaugural a notch higher.

To bring out the innate talents of the students, Poetry Fest was conducted on 03.09.2015, in which more than 20 students participated and performed.

DEPARTMENT OF ENGLISH

English Literary and Lit-Aura Clubs were inaugurated on 8.09.2015. A skit was performed by the members of the clubs. Chief guest Dr. Ilamaran P., Associate Professor of English, P.S.G. College of Arts and Science, Coimbatore delivered an inspiring speech.



PG DEPARTMENT OF SOCIAL WORK



A National Level Conference was organized on Professionalism in Social Work – Trends and Challenges on 15.09.2015. Chief guest Dr. Thirumoorthy A., Additional Professor at NIMHANS, Bangalore delivered a key note address. Around 120 participants from different parts of the Nation participated and presented their research papers.

A workshop was conducted for the teachers of Sri Ramakrishna Matriculation Higher Secondary School, Coimbatore on School Bullying – Prevention Strategies on 26.09.2015. Dr. Thirumoorthy P., Head, PG Department of Social Work, SNR Sons College, Coimbatore was the chief guest.



ASSOCIATION ACTIVITIES OF INTERNATIONAL BUSINESS



- A guest lecture programme was organised on 14.10.2015. The resource person Mr. Varun Rajan, Managing Director, EXIM Academy, Coimbatore, chief guest spoke about the International Business and its overseas impacts.
- A guest lecture programme was organised on 12.10.2015. Mr. Indhu S., and Mr. Surendran S., Sales Development Managers, HDFC Life, Coimbatore delivered a lecture.

INSTITUTION-INDUSTRY-INTERFACE

To get a practical exposure in the subjects, visit to the following industries were organised

- KPN Cold Storage & Ice plant private limited, Mettupalayam
- MN Goodies Pvt Ltd, Ooty
- ICD, Singanallur on various dates.

DIWALI CELEBRATION

To enthuse and energize the children in a school, the students of MIB spent a day with the inmates of Residential School for Children run by SSA, Ondipudur, on the eve of DIWALI on 07.11.2015.

DEPARTMENT OF M.COM (FCA)

The inaugural of the association was conducted on 26.08.2015. Dr. Rengalwar Srinivasan, Associate professor, College of Business Economics, Adigrat University, Ethiopia was the chief guest.

Mr. Naveen Kumar A. S., Head of the Department, installed the office bearers.

To implement the department association activities for the academic year 2015-16 in a well-organized way, Dr. Nandhini M. was appointed as the Staff Advisor. Monika P. of II M.Com FCA was elected as the chairman and Gowthaman R. of I M.com FCA as the secretary.

WOMEN EMPOWERMENT CELL

Women Empowerment Cell was inaugurated on 21.07.2015 at SNR Auditorium by Dr. Godanavalli G.P., Family Councillor, Women's Helpline, Coimbatore City Police. She spoke on the current trends and traits of women students and the need of the hour to open the counseling help desk for women.



NATIONAL CADET CORPS



- NCC day was celebrated on 23.12.2015 Capt.Dr.Kanagaraj B., Chikkanna Govt. Arts College, delivered a lecture on NCC Cadets Gear Up for RD Parade.
- Eight cadets attended ATC camp at Adhitya Institute of Technology at Kurumbapalayam from 30.11.2015 to 09.12. 2015.
- Two cadets attended BLC camp at Bannari Amman Institute of Technology, Sathyamangalam from 16.11.2015 to 25.11. 2015.

- 20 cadets were involved in Help Chennai Programme organized by SNR Sons College from 05.12.2015 to 08.12.2015
- 32 cadets donated blood in the Blood Donation Camp organized by NCC group on 20.11.2015 at Govt. Hospital, Coimbatore.
- Joe Moses A. and his team attended the RD- IGC Camp held in Trichy, from 25.09.2015 to 05.10.2015 and won the Gold Medal for Contingent drill.
- All NCC cadets attended the NCC Firing Programme at PRS Coimbatore Firing Club on 03.09.2015
- Saravana Kumar and his team attended the IGC-Sports camp held in Pondicherry from 10.08.2015 to 19.08.2015 and won the Gold Medal.
- Gipson and Kathiresan attended the Pre-IGC Sports Camp at Rajapalayam from 07.08.2015 to 16.08.2015.
- NCC cadets observed the International Yoga Day on 21.01.2015.



CHARITY BEGINS AT HOME



To rescue the people who were facing serious threat of survival after the devastating monsoon in Chennai and its suburbs, the missionary of SNR Trust held its hands out in Chennai Flood Relief. Four faculty members of SNR Sons College led a team comprising of doctors, pharmacists, nursing



assistants and NSS volunteers who left to Chennai on 5.12.2015 with 17 tons of material comprising food, water, dress and medicines. Our team distributed relief items systematically for the most affected near Kuvam river belts in Saidapet and Kotturpuram. From this great deed, around 1500 victims were benefited.

EDITORIAL TEAM

Dr K Karunakaran Principal & Secretary
 Mr B Balamayuranthan Assistant Professor in English
 Mr A J Niyaz Hussain Assistant Professor in Information Technology
 Mr S Marutha Vijayan Assistant Professor in Management
 Mrs M Mary Velanganni Assistant Professor in English
 Mrs S Jayashanthi Assistant Professor in Commerce