

Since  
**1987**

**RAMAKRISHNA**  
COLLEGE OF ARTS & SCIENCE



**SRI RAMAKRISHNA**

**COLLEGE OF ARTS & SCIENCE**

(Formerly SNR Sons College - Autonomous)

Re-Accredited with 'A+' Grade by NAAC

Coimbatore, Tamil Nadu

---

**SRCAS TIMES**

**BI-ANNUAL NEWS LETTER**

---

**VOL.18 • JAN-JUN 2021**

# SRCAS TIMES

BI-ANNUAL NEWS LETTER

Volume 18

JANUARY-JUNE 2021

## Editorial Board

### EDITOR

**Dr.B.Balamayuranathan**

Associate Professor,  
Department of English

### EDITORIAL TEAM

**Prof. P.Karthikeyan**

Assistant Professor,  
Department of English

**Prof. S.Rajagopalan**

Assistant Professor,  
Department of Commerce(A&F)

**Prof.P.Valarmathi**

Assistant Professor,  
Department of Commerce(BPS)

### DESIGNER

**Dr. P.Manikandaprabhu**

Assistant Professor,  
Department of Computer Science



## PRINCIPAL'S DESK

Life takes twists and turns and it does not remain the same all the time. Neither happiness nor sadness remains pervasive. I would like to make you all understand that the nature of life depends on the way of perceiving it. Here goes a story to explain it.

"Once upon a time a daughter complained to her father that her life was miserable and that she didn't know how she was going to make it. She was tired of fighting and struggling all the time. It seemed just as one problem was solved, another one soon followed. Her father, a chef, took her to the kitchen. He filled three pots with water and placed each on a high fire. Once the three pots began to boil, he placed potatoes in one pot, eggs in the second pot, and ground coffee beans in the third pot.

He then let them sit and boil, without saying a word to his daughter. The daughter, moaned and impatiently waited, wondering what he was doing.

After twenty minutes he turned off the burners. He took the potatoes out of the pot and placed them in a bowl. He pulled the boiled eggs out and placed them in a bowl.

He then ladled the coffee out and placed it in a cup. Turning to her he asked. 'Daughter, what do you see?' 'Potatoes, eggs, and coffee,' she hastily replied.

'Look closer,' he said, 'and touch the potatoes.' She did and noted that they were soft. He then asked her to take an egg and break it. After pulling off the shell, she observed the hard-boiled egg. Finally, he asked her to sip the coffee. Its rich aroma brought a smile to her face.

'Father, what does this mean?' she asked.

He then explained that the potatoes, the eggs and coffee beans had each faced the same adversity—the boiling water.

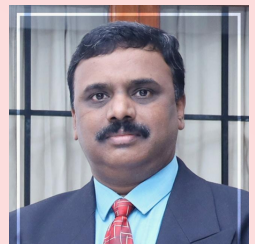
However, each one reacted differently.

The potato went in strong, hard, and unrelenting, but in boiling water, it became soft and weak.

The egg was fragile, with the thin outer shell protecting its liquid interior until it was put in the boiling water. Then the inside of the egg became hard.

However, the ground coffee beans were unique. After they were exposed to the boiling water, they changed the water and created something new.

'Which are you,' he asked his daughter. 'When adversity knocks on your door, how do you respond? Are you a potato, an egg, or a coffee bean?'



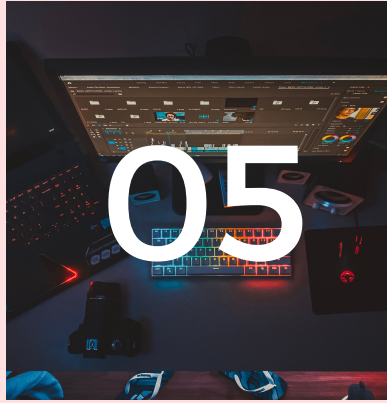
**Dr.B.L.Shivakumar**

Principal & Secretary

# Contents

05

**School of Computing**



14

**School of Commerce**



27

**School of  
Science & Humanities**



42

**School of Management**



49

**Clubs**





**SINCE  
1987**

# SCHOOL OF COMPUTING

**Computer Science • Information Technology  
Computer Applications • CS-Cognitive Systems**



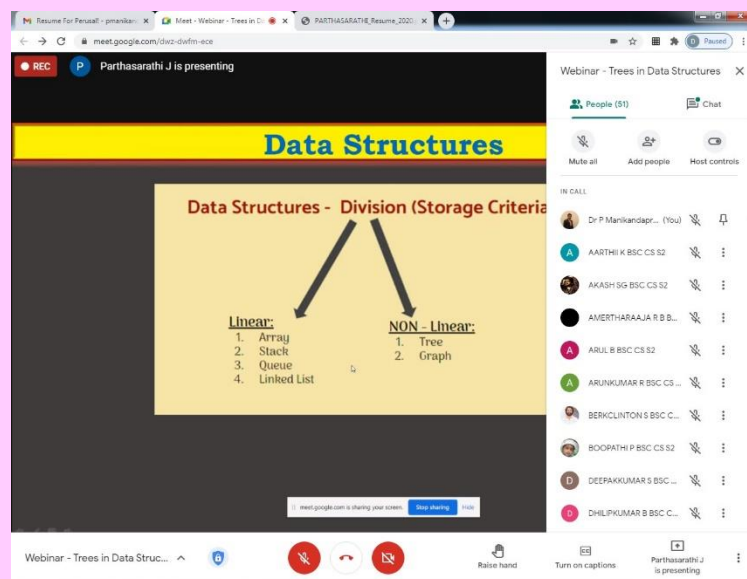
# School of Computing

## Computer Science

### DEPARTMENT ACTIVITIES

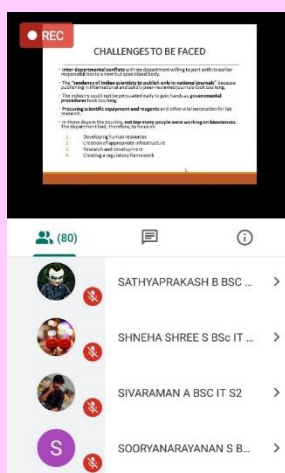
#### EVENT ORGANIZED

- Department conducted a webinar on **Project Development** by Prof Karthik S, Assistant Professor of Information Technology, PSG College of Arts and Science College, Coimbatore on 11 Mar 2021.
- Department conducted a webinar on **SQLite Database in Android Application** by Dr Brindha N, Assistant Professor(SG), Department of Applied Mathematics & Computational Sciences, PSG College of Technology, Coimbatore on 19 Mar 2021.
- Department conducted a webinar on **Mongo DB-Prologue and Nitty-Gritty** by Dr Vinodhini V, Professor of Information Technology, Dr NGP College of Arts and Science, Coimbatore on 12 Mar 2021.
- Department conducted a **Virtual Parent-Teacher Meet**. 65 parents joined the meeting and expressed their views and suggestions on 19 Mar 2021.
- Department conducted a webinar on **Insight of Star College Scheme** by Dr. Pawlin Vasanthi Joseph, Associate Professor and Head, Department of Zoology, Nirmala College for Women, Coimbatore on 20 Mar 2021.
- Department conducted a webinar on **Demystify Trees in Data Structures** by Prof Parthasarathy J, Assistant Professor, Department of Computer Science and Applications, SRM Institute of Science and Technology, Chennai on 22 Mar 2021.



- Department conducted a **Virtual Parent-Teacher Meet**. Around 66 parents joined the meeting and expressed their views and suggestions on 22 Mar 2021
- Department conducted a webinar on **Open source tool for Web Programming** by Dr Rakesh G, Assistant Professor, Department of Computer Science, Thiagarajar College, Madurai on 24 Mar 2021.
- Department conducted a Workshop on **Computer Vision**, by Prof Jayakumar R, Assistant Professor, Department of BCA, Hindustan College of Arts and Science, Coimbatore on 25 Mar 2021.
- Department conducted a webinar on **Vazhkai oru Vanavil** by Dr Selvanayagi, Associate Professor & Head, Department of Tamil, Sri Krishna Adithya College of Arts and Science, Coimbatore on 26 Mar 2021.



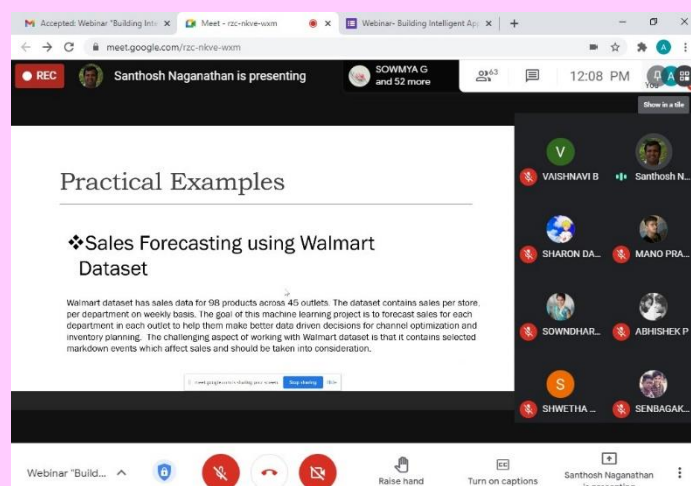


- Department conducted a **Virtual Alumni Meet** and 100 alumni participated in the meet on 26 Mar 2021.
- Department conducted a webinar on **Potential Opportunities in Entrepreneurship** by Dr Saranya N, Director, Center for Green Energy and Environment, EDC Coordinator, Assistant Professor, Department of BioTechnology, Nehru Arts and Science College, Coimbatore on 30 Mar 2021.
- Department conducted a webinar on **Digi Connect** by Dr Suresh B, Assistant Professor, Department of ECS, VLB Janakiammal College of Arts and Science, Coimbatore on 31 Mar 2021.
- Department organized a National Level Seminar on **Machine Learning in Bioinformatics** by Dr.Manjunatha Hiremath, Assistant Professor, Department of Computer Science, CHRIST Deemed to be University, Bangalore and Dr Pon Mary Pushpalatha D, Associate Professor, Department of Digital Science, Karunya Institute of Technology and Sciences on 19 Apr 2021.
- Department organized a National Workshop on **Computational Biology using Python** by Mr.Karthik S, Project Developer, EAS Oracle Application Motorola Solutions, Tata Consultancy Solutions, Chennai and Mr Jana Krishnan, Software Programmer, Innogy Persues Testing, Cognizant Information Technology, Coimbatore on 22 Apr 2021.

## FACULTY PARTICIPATIONS

- **Dr Maria Priscilla G** attended 1 National FDP organized by IIT Kanpur.

- **Dr Kavitha P** attended 1 National level FDP organized by AISSMS.
- **Dr Hemalatha M** attended 1 National level FDP by CMREC, Hyderabad.
- **Dr Govindaraju S** participated 1 National level FDP organized by AISSMS.
- **Dr Mahendiran N** participated 1 National level FDP organized by CMR Institute of Technology, Bengaluru.
- **Mr Nagarajan R** attended 1 National level FDP organized by CMR Institute of Technology, Bengaluru.
- **Mr Praneesh M** attended 1 National level FDP organized by AICTE.
- **Dr Manikandaprabhu P** attended 1 National level FDP organized by AISSMS.
- **Prof Devibala Subramanian** attended 1 International level FDP organized by Karpagam.
- **Prof Arthi R** attended 2 National level webinars, 2 National level workshops and 3 National level FDPs.
- **Dr Suganthi V** attended 1 National level FDP organized by AICTE.



## FACULTY PUBLICATIONS

- **Mr Praneesh M** published a chapter entitled *Deep Learning and Edge Computing Based Solutions for Smart Healthcare* in the book *Deep Stack Neural networks based Learning Model for Fault Detection and Classification in Sensor Data* ISBN 978-3-030-60264-2.
- **Dr Govindaraju S** published a paper entitled *The Study of Content Based Image Retrieval Systems with Semantic Space Reduction Analysis* in Journal of the Maharaja Sayajirao University of Baroda, Vol. 54(2)7, ISSN: 0025-0422, PP.140-148.
- **Mr Praneesh M** published a chapter entitled *Multi-hop Wireless Body Area network construction for Health Care using IoT* in the book *Implication of IoT in Public Projects*, ISBN 978-81-948555-1-4.
- **Dr Manikandaprabhu P** published a paper entitled *Feature Selection Methods: A Study* in the Compliance Engineering Journal, Vol.12(5), ISSN: 0898-3577, PP. 371-377.

## FACULTY ACTED AS RESOURCE PERSONS

- **Mr Praneesh M** handled a webinar on Implication of Bioinformatics Tools sponsored by DBT on 22 Mar 2021.
- **Dr Hemalatha M** handled a session in FDP on Trends and Challenges in Current Research organized by KG College of Arts and Science from 19 Apr to 23 Apr 2021.
- **Dr Manikandaprabhu P** handled a session on National Level Workshop on Design and Technology in Canva organized by Sree Narayana Guru College, Coimbatore on 5 May 2021.
- **Dr Manikandaprabhu P** handled a session in Five Days Faculty Development Programme on ICT Tools in Teaching and Learning Process organized by KG College of Arts and Science, Coimbatore on 25 May 2021.



## STUDENTS ACTIVITIES

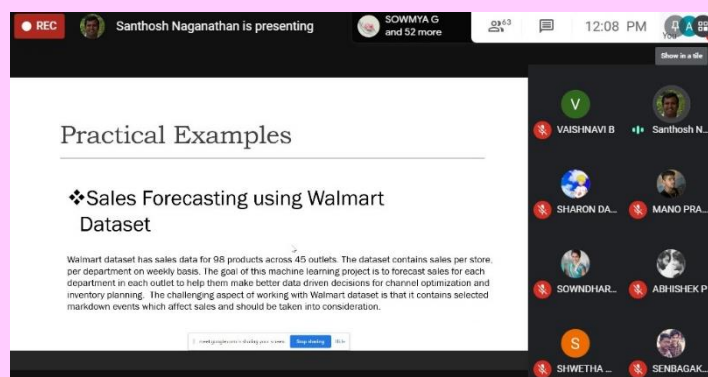
- **Ms Ashicka S** and **Sowmiya V M** of III BSc CS –'B' presented a paper entitled *Microprocessor Based Power Generation Using Mechanical Force In Piezoelectric Sensor* in the National Conference on Recent Trends in Intelligent Computing'2021 organized by PSG College of Arts & Science, Coimbatore on 25 Mar 2021.

## STUDENTS ACTIVITIES

- **Ms Ashicka S** and **Sowmiya V M** of III BSc CS –'B' presented a paper entitled *Microprocessor Based Power Generation Using Mechanical Force In Piezoelectric Sensor* in the National Conference on Recent Trends in Intelligent Computing'2021 organized by PSG College of Arts & Science, Coimbatore on 25 Mar 2021.

## STUDENTS PLACEMENT

- 3 students placed in CTS.
- 1 student placed in TCS.
- 5 students placed in Infosys.
- 1 student placed in Wipro.
- 1 student placed in HDFC Bank.
- 6 students placed in V Serve E-Business.





## Computer Applications

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- Department conducted a webinar on **Industry Trends for Fresher's – Post Pandemic** by Ms Jayachithra Mayilsamy, Head Curriculum Development, Neogenics (P) Limited on 19 Mar 2021.
- Department organized a webinar on **Android Developer Fundamentals** by Mr Dwarakanath Cheyyur, Director, Cloud Reign Technologies on 19 Mar 2021.
- Department conducted a webinar on **Software Quality Management** by Ms U Sinthuja, Assistant Professor, Department of BSc-IT, Hindusthan College of Arts and Science, Coimbatore on 30 Mar 2021.
- Department conducted a webinar on **Artificial Intelligent Tools** by Dr N Shanmuga Priya, Head, Department of Computer Applications, Dr SNS Rajalakshmi College of Arts and Science, Coimbatore on 19 Apr 2021.
- Department conducted a webinar on **Artificial Intelligent Tools** by Ms U Sinthuja, Assistant Professor, Department of BSc-IT, Hindusthan College of Arts and Science, Coimbatore on 21 Apr 2021.
- Department conducted a webinar on **Current Trends in IT** by Mr Radeesh Velayadhan, Advisory Consultant SAP Security, IBM India (P) Limited on 22 Apr 2021.

#### STAFF PARTICIPATIONS

- Dr Hari Prasad D attended 4 webinars.
- Dr Thavamani S attended 4 webinars.
- Dr Gomathi @ Rohini attended 4 webinars.
- Dr Sumathi V attended 4 webinars
- Ms Shobana R attended 4 webinars.
- Mr Pradeep T attended 4 webinars.
- Mr Vibin Chandar S attended 4 webinars.
- Ms Punitha R attended 4 webinars.

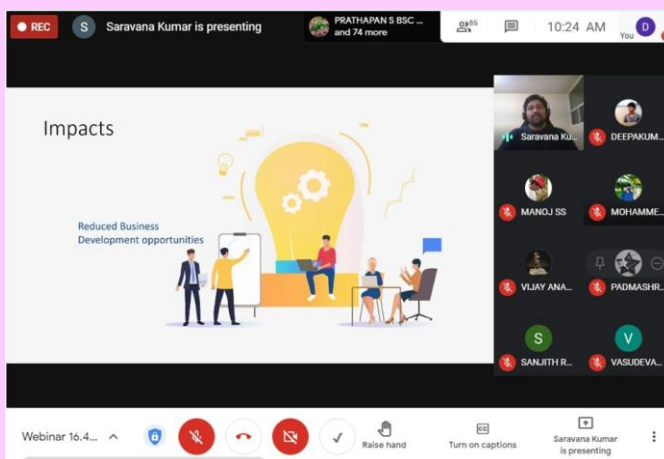
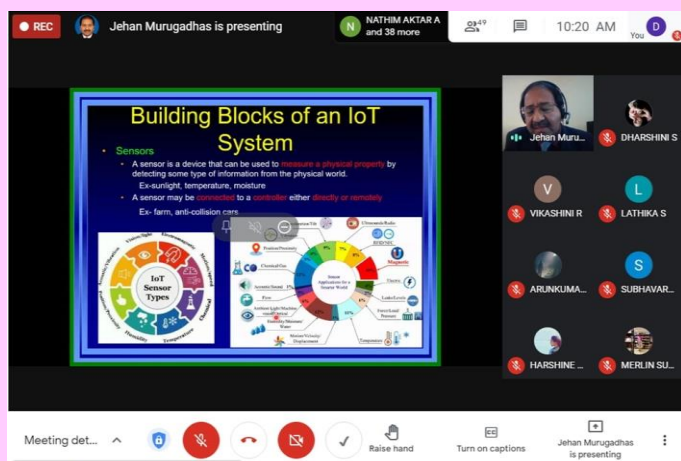
## Information Technology

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- Department conducted a webinar on **Canva - Design to Explore** by Dr Manikandaprabhu P, Assistant Professor, Department of Computer Science, Sri Ramakrishna College of Arts and Science, Coimbatore on 18 Mar 2021.
- Department conducted a webinar on **Insight of Star College Scheme** by Dr Pawlin Vasanthi Joseph, Associate Professor and Head, Department of Zoology, Nirmala College for Women, Coimbatore on 20 Mar 2021.
- Department conducted a webinar on **The Future of E-commerce** by Mr Jerome Dennis D, E-Commerce Lead Developer, Synnex Corp (LATAM and CCA) on 20 Mar 2021.
- Department conducted a webinar on **Research Innovation and Entrepreneurship** by Mr Aditya Ranjan, Co-Founder & President-Business Management, GlobalCert Pte. Ltd, Singapore on 25 Mar 2021.
- Department conducted a webinar on **Machine Learning in IOT Evolution of IT World** by Dr Jehan Murugadhas, Professor, University of technology & Applied Sciences, Nizwa, Oman on 27 Mar 2021.
- Department conducted a webinar on **AR/VR System Architecture For 5G Network** by Dr Bhojan Anand, Professor in School of Computing, National University of Singapore on 30 Mar 2021.





- Department conducted a **Mentor Meeting under DBT Star College Scheme** by Dr Vijaya MS, Associate Professor and Head, Department of Computer Science, PSGR Krishnammal College for Women, Coimbatore on 31 Mar 2021.
- Department conducted a webinar on **Routing & Cisco Certification in Networking** by Mr Altaf Hussain Balsing, Network Engineer, UTL Technologies, Bangalore on 31 Mar 2021.
- Department conducted a webinar on **Software Testing Techniques** on in which 40 students participated and the guest speaker was Prof.S.Vibin Chandar, Assistant Professor, Department of BCA, Sri Ramakrishna College of Arts and Science, Coimbatore 9 Apr 2021.
- Department conducted a webinar on **Web Design using HTML 5** by Dr Vinay M, Assistant Professor, Department of Computer Science, CHRIST(Deemed to be University), Bangalore on 10 Apr 2021.
- Department conducted a webinar on **Impact of the Pandemic on IT Industry and Upskilling Ourselves** by Mr Saravana Kumar B, IT Analyst, Tata Consultancy Services (TCS) on 16 Apr 2021.
- Department conducted a **Faculty Development Program on Impact of Emerging Trends in Applications of Machine Learning and IOT in Genomics** by Mr Udayakumar B, Director of Technology, Z-Oil Networks Private Limited, Chennai on 20 Apr 2021.
- Department conducted a webinar on **Life skills - A Bridge from Student to Professional** by Mr Jaison CS, Assistant Professor, Department of Electronics and Communication Engineering, Amal Jyothi College of Engineering, Kanjirapally on 22 Apr 2021.
- Department conducted a **National Seminar on Intelligent IOT for the Smart World** by Dr Jehan Murugadhas, Professor, University of Technology & Applied Sciences, Nizwa, Oman on 23 Apr 2021.
- Department conducted a webinar on **Automation and Robotics** by Mr.Vishnu Moaan Kannan, Senior Software Engineer, Nextgen Information Services on 30 Apr. 2021.
- Department conducted a webinar on **File Handling Mechanism** by Dr Deepa C, Associate Professor, Department of Information Technology, Sri Ramakrishna College of Arts and Science, Coimbatore on 4 May 2021.
- Department conducted a webinar on **Machine Learning and its Applications – An Elementary Approach** by Ms.Asha Jaison, Assistant Professor, Department of Computer Science, MES College, Erumeli, Kerala on 13 May. 2021.
- Department conducted a **Virtual Parent - Teacher meet** on 1 Apr 2021 in which 64 parents participated.
- Department conducted a **Virtual farewell party “ADEIU”** for the 2018-2021 batch students on 2 May 2021 in which 51 students participated.



## STAFF PARTICIPATIONS

- Dr Jeyalakshmi A attended a FDP on Scalable machine learning on Big Data by Department of Computer Applications, CIT, Coimbatore.
- Dr Jeyalakshmi A attended a Certification Bootcamp for RPA Associate Exam by UIPATH Academy Alliance.
- Dr Jeyalakshmi attended a webinar on Research Innovation and Entrepreneurship, by Department of Information Technology, SRCAS.
- Dr Rajeev R attended a workshop on Artificial Intelligence and its Multi-Disciplinary Stances (AIMS-2021) sponsored by UGC & organized by Gandhigram Rural University.
- Mr Sunil Samson A attended a FDP on Artificial Intelligence and Deep learning Techniques, organized by Crescent Institute.
- Mr Sunil Samson A attended a webinar on Codeless Mobile App Development organized by Sri GVG College, Udumalpet.
- Mrs Vidhya B attended an event on Introduction to Angular JS by ICT Academy, Chennai.
- Mrs Kiruthika attended an Online FDP on Human Centre Computing sponsored by AICTE (ATAL).
- Mr Karthik S gattended 1 National level webinar, 1 National level workshop and 9 National level FDP.

## STAFF PUBLICATIONS

- Dr Sumathi N published a paper entitled An adaptive optimization based meta-heuristic approach for tracing software requirements in the journal Materials Today: Proceeding 17, January 2021.
- Dr Sumathi N published a paper entitled A Multi-Objective Dragonfly Optimization for Requirements Traceability Establishment in the Turkish Journal of Computer and Mathematics Education, Vol.12(2), PP. 2523-2532.
- Dr Sumathi N published a paper entitled Design of the Requirement Traceability Matrix with Color Code Prioritization in the journal Design

Engineering, Issue:5, PP.1073 – 1091, ISSN: 0011-9342.

- Dr Rajeev R published a paper entitled Image Denoising of CT Images Using Integration of Deep and Machine Learning Approaches in the GIS Science Journal, Vol.7(10), PP.994-1005.
- Dr Deepa C published a paper entitled A Comprehensive Analysis on Image Encryption and Compression Techniques with the Assessment of Performance Evaluation Metrics in the journal SN Computer Science (2021), January 2021.
- Dr Deepa C published a paper entitled A Review on Facial Emotion Recognition and Classification Analysis with Deep Learning in the journal Biosc Biotech Res Comm. Special Issue, Vol.14, PP-154-161, 05 (2021).
- Mrs Vidhya B published a paper entitled Medical Image Retrieval using End-to-End Convolution in the journal Network Calcutta Mathematical Society, PP:451-463,2021, ISSN:0008-0659.

## STAFF AWARDS & RECOGNITION

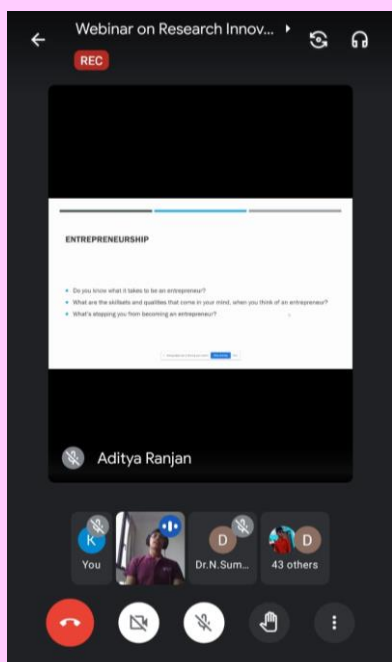
- **Dr Sumathi N** received Innovative Researcher & Dedicated, Excellent Educationalist Award from Society of innovative educationalist & scientific research professional(SIESRP).
- **Dr Deepa C** received Certificate of Recognition-Distinguished Researchers 2020 from I2OR-International Institute of Organized Research.

## STUDENTS ACHIEVEMENTS & RECOGNITIONS

- **Ms Dharani M** of II BSc IT Shift 2 participated in The Guinness World Record Event – AI for India for Most users to take an online computer programming lesson in 24 hours organized by GUVI , NEAT and BUDDI.AI on 24 Apr 2021 to 25 Apr 2021
- **Mr Naumaan Sait** of III BSc IT participated in Gosocio brand ambassador- Lead India and also participated in Bootcamp to corporate World organized by Gosocio & NGO for Social activities.

## STUDENTS PLACEMENTS

- Mr Anish V of III BSc IT placed in Focus Edumatics.
- Ms Anu Keerthana M of III BSc IT placed in Focus Edumatics and IDBI.
- Mr Darshan Prasath D of III BSc IT placed in HRH.
- Ms Darshini D of III BSc IT placed in Focus Edumatics.
- Ms Iswarya G of III BSc IT placed in Focus Edumatics.
- Ms Janani Priya of MIII BSc IT placed in Focus Edumatics.
- Ms Jayashree S of III BSc IT placed in HRH.
- Ms Monika G of III BSc IT placed in FR8, Triemp Solutions and Focus Edumatics.
- Mr Naumaan Sait of III BSc IT placed in GoSocioo.
- Mr Nitheesh Kumar V of III BSc IT placed in HP World.
- Mr Prathinav S of III BSc IT placed in KGISL and IDBI.
- Ms Sankareshwari S of III BSc IT placed in Sri Ramakrishna Hospital, Coimbatore.
- Ms Saranya N of III BSc IT placed in PPTS.
- Mr Siddharth Mohan of III BSc IT placed in IDBI.
- Ms Sri Arthi VL of III BSc IT placed in Focus Edumatics.
- Mr Surya P of III BSc IT placed in Wipro.



## Computer Science – Cognitive System

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- Department organized a seminar on **CSI Student Chapter Introduction** by Dr Jeyalakshmi A, Associate Professor, Department of BSc-IT on 6 Mar 2021.
- Department organized a **Peer Learning Session** by Dr Mahalakshmi SB, Assistant Professor, Department of BSc-CS with CS Sri Ramakrishna College of Arts and Science, Coimbatore on 18 Mar 2021.
- Department organized a **Virtual Parents-Teachers Meet** on 20 Mar 2021.
- Department organized a webinar on **Setting Goals and Managing Time** by Dr Marceline Anitha, Assistant Professor, Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore on 19 Apr 2021.
- Department organized a **Mentoring Sessions** by Dr.Krishna Priya V and Dr Mahalakshmi SB, Department of BSc-CS with CS, Sri Ramakrishna College of Arts and Science, Coimbatore on 10 May 2021 and 16 Jun 2021.

#### STAFF PARTICIPATIONS

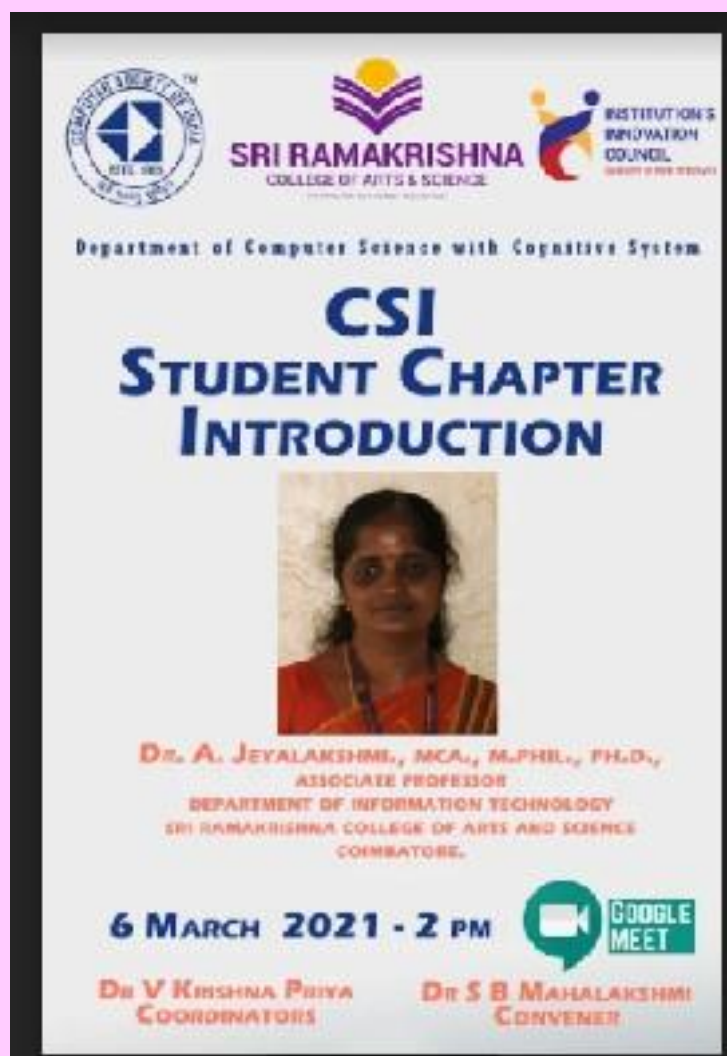
- Dr V Krishna Priya attended a workshop I-Stem organized by Bharathiar University, Coimbatore in association with MHRD from 29 to 30 Mar 2021
- Dr V Krishna Priya attended the programme on Introduction to Big Data Analytics organized by ICT Academy from 19 Apr to 23 Apr 2021.
- Dr V Krishna Priya attended the programme on Fundamentals of AI & Machine Learning organized by ICT Academy from 10 May to 14 May 2021.
- Dr Mahalakshmi S B participated in the webinar on Opportunities and Challenges: Online Teaching with Google Tools by Sri Ramakrishna College of Arts and Science, Coimbatore from 16 to 17 Apr 2021.



- Dr Mahalakshmi SB participated in the FDP on Introduction to Python Programming by ICT Academy from 26 to 30 Apr 2021.
- Dr Mahalakshmi SB participated in the National level FDP on Skill Development for Innovation in Academic and Research by Sri Ramakrishna College of Arts and Science, Coimbatore from 16 to 17 Apr 2021.
- Dr Mahalakshmi S B participated in the FDP on AI by KG College of Arts and Science, Coimbatore on 11 May 2021.
- Dr Mahalakshmi S B participated in the National level webinar on Successful Project by St Francis DE Sales College, Bangalore on 21 May 2021.

### STAFF ONLINE COURSES COMPLETED

- Dr Mahalakshmi S B completed the Career Edge – Young Professional course offered by TCS iON Digital Learning Hub.



Nbn

Engineering, Issue:5, PP.1073 – 1091, ISSN: 0011-9342.

- Dr Rajeev R published a paper entitled Image Denoising of CT Images Using Integration of Deep and Machine Learning Approaches in the GIS Science Journal, Vol.7(10), PP.994-1005.
- Dr Deepa C published a paper entitled A Comprehensive Analysis on Image Encryption and Compression Techniques with the Assessment of Performance Evaluation Metrics in the journal SN Computer Science (2021), January 2021.
- Dr Deepa C published a paper entitled A Review on Facial Emotion Recognition and Classification Analysis with Deep Learning in the journal Biosc Biotech Res Comm. Special Issue, Vol.14, PP-154-161, 05 (2021).
- Mrs Vidhya B published a paper entitled Medical Image Retrieval using End-to-End Convolution in the journal Network Calcutta Mathematical Society, PP:451-463,2021, ISSN:0008-0659.

### STAFF AWARDS & RECOGNITION

- **Dr Sumathi N** received Innovative Researcher & Dedicated, Excellent Educationalist Award from Society of innovative educationalist & scientific research professional(SIESRP).
- **Dr Deepa C** received Certificate of Recognition-Distinguished Researchers 2020 from I2OR-

**SINCE  
1987**

A futuristic digital interface with a dark blue background. In the center, a glowing blue rounded rectangle contains the text "E-COMMERCE". Surrounding this central hub are several circular icons, each featuring a white shopping cart with a downward arrow and two small circles below it. These icons are connected to the central hub by thin, glowing blue lines. The background is filled with faint, glowing blue geometric patterns, including concentric circles and lines, creating a sense of a digital network or data flow. Two human fingers are visible on the right side of the image, appearing to interact with the glowing interface elements.

**E-COMMERCE**

# **SCHOOL OF COMMERCE**

**Commerce A&F • Commerce BPS • Commerce IT • Commerce  
Commerce B&I • Commerce CA • Commerce CS • Commerce PA**





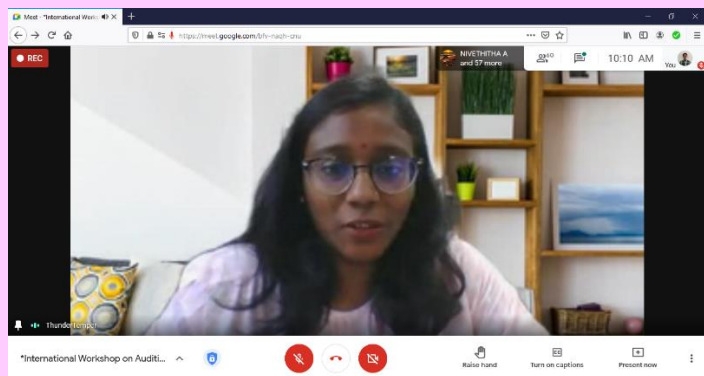
# School of Commerce

## Commerce - Accounts & Finance

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- Department of BCom-A&F organized a webinar on ***Unleash Your Financial Energy Through Effective Investment*** by Dr Sharan Kumar Shetty, Associate Professor and Governing Body Member, MSN Institute of Management, Mangaluru on 5 Mar 2021.
- Department of BCom-A&F organized a webinar on ***To Understand About Research Paradigm*** by Dr K Ravi Shankar, Associate Professor, School of Management, Vel Tech University, Chennai on 11 Mar 2021.
- Department of BCom-A&F organized a webinar on ***How to Develop a Successful Marketing Mix Strategy*** by Dr Leena Jenefa, Associate Professor, School of Management, Vel Tech University, Chennai on 11 Mar 2021.
- Department of BCom-A&F conducted an outreach activity for the ***Vaccine Awareness Campaign*** to create awareness of vaccination among rural people on 13 Mar 2021.
- Department organized ***Parents – Teachers Meet*** for the parents of II BCom-A&F students on 13 Mar 2021.
- Department organized ***Parents – Teachers Meet*** for the parents of III BCom-A&F students on 16 Mar 2021.
- Department of BCom-A&F organized a webinar on ***Guide to File GST Returns*** Online by Mr Sankar, Chartered Accountant, Partner of M/s Pravin and Associates, Coimbatore on 19 Mar 2021.
- Department of BCom-A&F conducted an outreach activity for ***Insurance Awareness*** to create awareness of insurance among rural people on 20 Mar 2021.
- Department of BCom-A&F organized an ***International Workshop on Technological Automation for Audit Future*** by Ms Kahyahthri Suppiah, Faculty, School of Accounting and Finance, Asia Pacific University, Malaysia and Ms Kavitha Arunasalam, Lecturer Program Leader, School of Accounting and Finance, Asia Pacific University, Malaysia on 30 Mar 2021.
- Department of BCom-A&F organized a webinar on ***Short Term Financial Transactions*** by Mrs.Soundharya R, Senior Analyst, Security Valuation, StateStreet HCL Services India (P) Limited, Coimbatore on 1 Apr 2021.
- Department of BCom-A&F organized a webinar on ***Pre-Placement Talk*** by Mr Ahamed Khalid, Vice-president, Imarticus Learning on 22 Apr 2021.



- Students of III BCom-A&F participated in a webinar on ***MIB – Opportunities in International Banking*** by Mr. Sivaramakrishnan R, Assistant Professor, Department of BCom-IB and MCom-IB, Sri Ramakrishna College of Arts and Science, Coimbatore on 3 May 2021.
- Department of BCom-A&F organized a webinar on ***Personal Financial Management*** by Dr Sharan Kumar Shetty, Associate Professor and Governing Body Member, MSN Institute of Management, Mangaluru on 5 May 2021.
- Department of BCom-A&F organized an activity on ***Venture Capital, Angel Investor and India Aspiration Fund*** by Mr Rajagopalan S, Assistant Professor, Department of BCom-A&F, Sri Ramakrishna College of Arts and Science, Coimbatore, on 12 May 2021 for I BCom-A&F 'B' students.
- Department of BCom-A&F organized an activity on ***Venture Capital, Angel Investor and India Aspiration Fund*** by Mr Allwin T, Assistant Professor, Department of BCom-A&F, Sri Ramakrishna College of Arts and Science, Coimbatore, on 24 May 2021 for I BCom-A&F 'A' students.

## FACULTY PUBLICATIONS

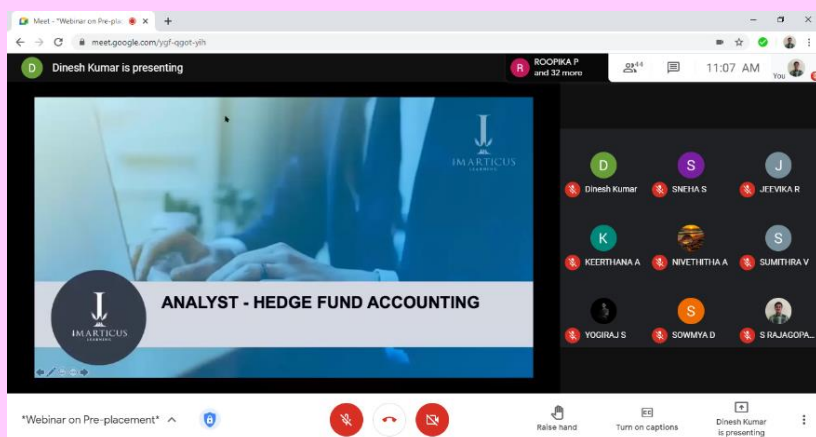
- Dr Agila G published a paper entitled A Study on the Effect of Buying Pattern of Women Customers on the Service Quality Factors in Dogo Rangsang Research Journal, Vol.10(8), ISSN: 2347-7180.
- Dr Agila G published a paper entitled A Study on Technical Analysis with Reference to International Indices in Juni Khyat Journal, Vol.10(10), ISSN: 2278-4632.
- Dr Agila G published a paper entitled E-learning styles: An Exploratory Study in a Multicultural Education Environment in Journal of University of Shanghai for Science and Technology, Vol.22(11), ISSN: 1007-6735.

## FACULTY ACTED AS RESOURCE PERSONS

- Mr Rajagopalan S acted as resource person for the hands-on-training on Application of ICT Tools in Teaching and Learning to the faculties of Commerce, PSGR Krishnammal College for Women, Coimbatore on 10 Mar. 2021.
- Mr Rajagopalan S acted as resource person for the webinar on Accounting Software for the students of Commerce, KSG College of Arts and Science, Coimbatore on 28 May 2021.

## STUDENT PLACEMENTS

- 3 students of III BCom-A&F were placed in TCS and 4 students in Infosys.



## Commerce - BPS

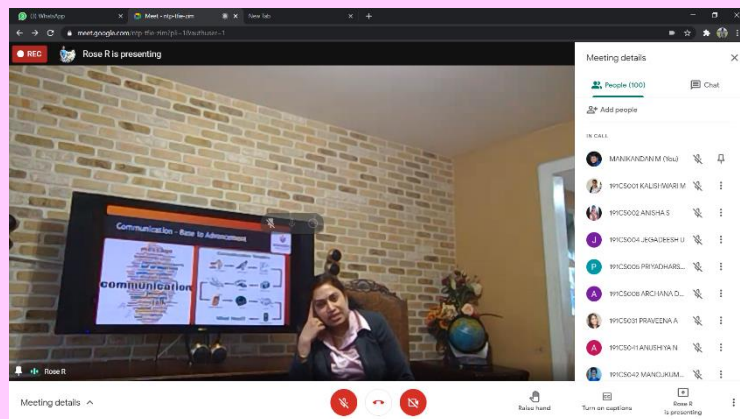
### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- An Expert Lecture on **Current Scenarios in Financial Management** was organised on 10 Feb 2021. Dr.Vengatesan G, Associate Professor, Hindusthan College of Arts and Science, Coimbatore was the guest speaker.
- An Expert Lecture on **Recent Trends in Banking & Technology** was organised on 11 Feb 2021. Mr Gowri Shankar, Assistant Professor in Commerce, SMS College of Arts and Science, Coimbatore was the guest speaker.
- An Expert Lecture on **Aligning Talent to Corporate Requirement** was organised on 26 Feb 2021. Ms Rose Oviya Ramasamy, Lead Software Engineer, SenOvi Software Consultants, New York, United States was the guest speaker.
- An Expert Lecture on **An Overview on Financial Leverages** was organised on 10 Mar 2021. Dr Razia Fathima L A, Assistant Professor in Commerce, Dr.GRD College of Science was the guest speaker.
- Department of BCom-BPS along with **Mahendra Pride School** provided A Ten Days Industry Ready Workshop on Personality & Aptitude Training for III year students from 08 Mar 2021 to 18 Mar 2021. Mr Vinodh Kumar G, Neandi Foundation, Mahindra Groups, Chennai was the guest speaker.
- A Hands-on Training on **How to Crack Aptitude Test** was organised on 11 Mar 2021. Mr Vinodh Kumar G, Neandi Foundation, Mahindra Groups, Chennai was the guest speaker.
- A Guest Lecture on **Preparation of Final Accounts** was organised on 17 Mar 2021. Dr Geetha S, Assistant Professor, Department of BCom-CA & MCom, PSGR Krishnammal College for Women, Coimbatore was the guest speaker.
- A Guest Lecture on **Cash Flow Management – An Overview** was organised on 19 Mar 2021. Dr Maniu Priya R, Professor, Department of BCom-PA & AF, Hindusthan College of Arts and Science, Coimbatore was the guest speaker.
- A Guest Lecture on **Fundamentals & Lifecycle of Marginal Cost** was organised on 20 Mar 2021. Mrs.Mythili C, Assistant Professor, Department of Commerce (BPS), PSG College of Arts and Science, Coimbatore was the guest speaker.
- An Expert Lecture on **Accounts Receivable Process Management** was organised on 25 Mar 2021. Mr Harsh Khoradia, Head and Assistant Professor, Department of Commerce, St Xavier's College (Autonomous) Ahmedabad was the guest speaker.
- An Expert Lecture on **Retail Audit and Report** was organised on 29 Mar 2021. Mrs Vishnupriya R, Assistant Professor, Department of Commerce with Business Process Services, PSG College of Arts & Science, Coimbatore was the guest speaker.
- An Expert Lecture on **International Financial Reporting Standards** was organised on 16 Apr 2021. Dr Nirmala Devi, Associate Professor & Head, Department of Commerce, Sri Ramakrishna College of Arts and Science, Coimbatore was the guest speaker.
- A Guest Lecture on **GST -Basic Concepts and its Impact on Indian Economy** was organised on 16 Apr 2021. Dr Vasanthi R, Assistant Professor, Department of BCom-CA & MCom, PSGR Krishnammal College for Women, Coimbatore was the guest speaker.
- A Guest Lecture on **Retail Data and Media Report** was organised on 01 May 2021. Dr Namashivayam S, Professor & Head of BCom-BPS, Dr N.G.P Arts and Science College, Coimbatore was the guest speaker.
- An Orientation Program on **Orientation for TCS ION** was organised on 03 May 2021. Mr Stephen Moses Dinakaran, AIP – TATA Consultancy Services, Chennai was the guest speaker.
- A Guest Lecture on **Traditional and Modern Accounting** was organised on 07 May 2021. Mrs.Anitha KM, Assistant Professor, Department of BCom-BPS, Sri Ramakrishna College of Arts and Science, Coimbatore was the guest speaker.



- A Guest Lecture on **Insight into Lean Methodology** was organised on 12 May 2021. Mrs Vishnupriya R, Assistant Professor, Department of Commerce with Business Process Services, PSG College of Arts & Science, Coimbatore was the guest speaker.
- A Webinar on **Step into Industry** was organised on 13 May 2021. Ms Sandhiya K, Associate, Tata Consultancy Services, Chennai was the guest speaker.
- A Webinar on **Corporate Mail Culture** was organised on 14 May 2021. Mr Lakshman, Associate, Tata Consultancy Services, Chennai was the guest speaker.
- A Guest Lecture on **Campus to Corporate** was organised on 17 May 2021. Mr.Vibin Chandar S, Assistant Professor, Department of BCom-BPS, Sri Ramakrishna College of Arts and Science, Coimbatore was the guest speaker.
- A **Soft Skills Enrichment Program** was organised on 19 May 2021. Mr Nishant, Talent Acquisition, Infosys was the guest speaker.
- A Webinar on **Risks and Frauds in Internet Banking** was organised on 22 May 2021. Monica Vedhanayagam, Senior Analyst, Applications Developer, BNY Mellon Technologies Private Limited was the guest speaker.



## FACULTY PUBLICATIONS

- Dr Nandhini M published a paper entitled A Study on Portrayal of Women in Advertisements in Kala : The Journal of Indian Art History Congress, ISSN : 0975-7945, Jan 2021.
- Dr Nandhini M published a paper entitled A Study on Organic Products and People's Purchase Practices in Coimbatore City in Annals of Romanian Society for Cell Biology, ISSN:1583-6258, Feb 2021.

## AWARD & RECOGNITION OF A FACULTY

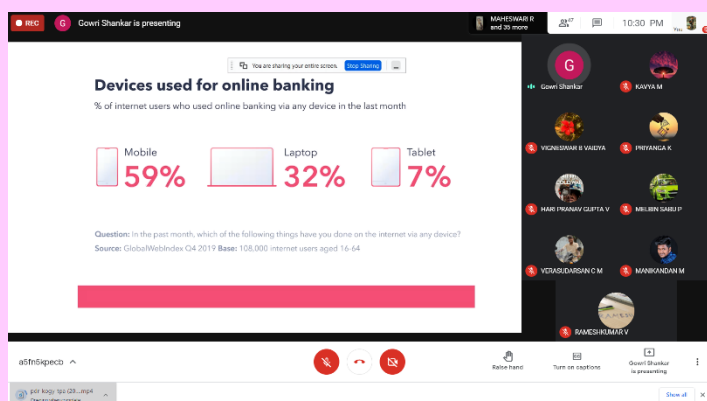
- Prof Valarmathi P received Best Young Faculty Award from Novel Research Academy, Puducherry on 27 Apr 2021.

## STAFF - ONLINE COURSE COMPLETION

- Prof Valarmathi P completed an online course on Six Sigma Yellow Belt offered by Falcon Skill Development on 21 Feb 2021.
- Prof Valarmathi P completed a one week online course on Basics of Effective Business Administration offered by Nallamuthu Gounder Mahalingam College, Pollachi during 07 Jun 2021 to 13 Jun 2021.
- Prof Deepak Kumar J completed a 5 days Lead Auditor Course offered by Nature Science Foundation, Coimbatore during 31 May 2021 to 04 Jun 2021.

## FACULTY PARTICIPATIONS

- Prof Valarmathi P attended 5 webinars, 1 E-Conference, 1, Conclave, 2 FDPs and 1 Symposiums.
- Prof Deepak Kumar J attended 9 webinars, 1 workshop and 3 FDPs.





## Commerce - IT

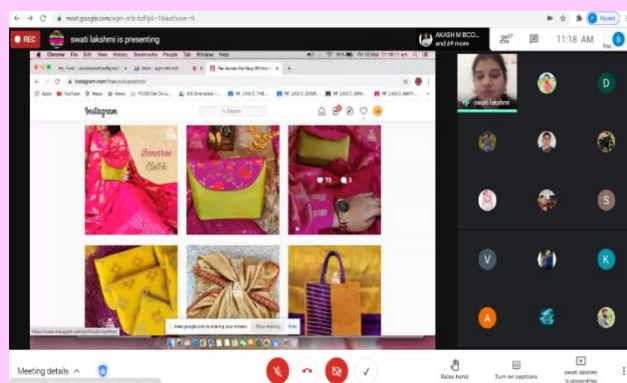
### DEPARTMENT ACTIVITIES

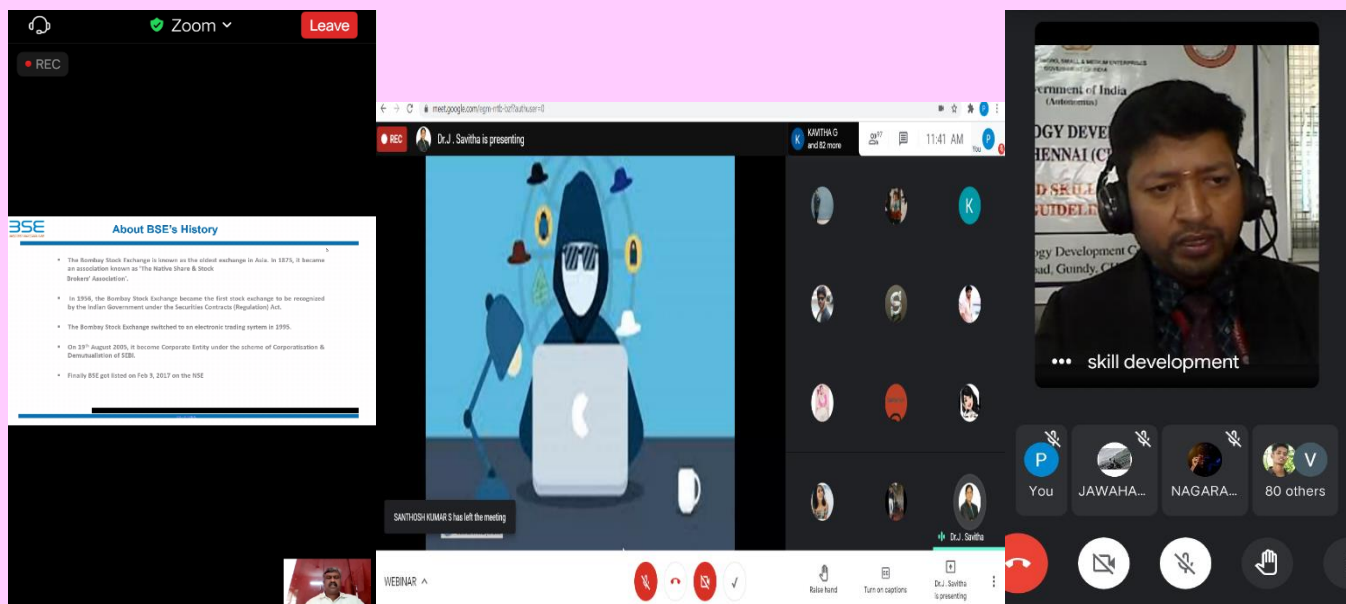
#### EVENT ORGANIZED

- Department of BCom-IT organized a webinar on **Career as a GST Practitioner** by Mr Rajeshkumar P, Training Coordinator, MSME Technology Development Centre, Chennai, Government of India on 26 Feb 2021.
- Department of BCom-IT organized a webinar on **Career Development Training Program on Capital Markets** by Mr Arivazhagan C, Consultant trainer, Xcelerating Minds Approved Training Partner (BSE) Coimbatore on 1 Mar 2021.
- Department of BCom-IT organized a webinar on **Cyber Security** by Dr J Savitha, Associate Professor, Department of IT, Dr NGP Arts and Science College, Coimbatore on 11 Mar 2021.
- Department of BCom-IT organized a webinar on **Women Entrepreneurship** by Mrs Swati Lakshmi, Founder and designer, The Suruku Pai Shop, Coimbatore on 12 Mar 2021.
- Students of II BCom-IT completed JOC Fundamentals of Digital Marketing in Google platform.

### STAFF PARTICIPATIONS

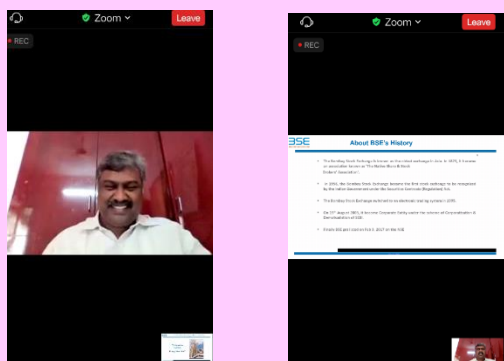
- Students of II BCom-IT completed JOC Fundamentals of Digital Marketing in Google platform.
- Dr Sasikaladevi D attended 1 National level workshop, 1 International level conference and 1 National level FDP.
- Dr Padmaja D V attended 1 National level workshop, 1 International level conference and 2 National level FDP.
- Dr Viswanathan P attended 1 National level workshop, 1 International level conference and 1 National level FDP.
- Ms Manochitra P attended 1 National level workshop, 1 International level conference, 1 National level seminar and 1 National level FDP.
- Ms Vijetha M attended 1 International level conference, 1 National level seminar and 1 National level FDP.
- Mr Dinesh Kumar P attended 2 International level conferences.





## STAFF PUBLICATIONS

- Dr Sasikaladevi D published a paper entitled A Study on Economic Independence of Rural Women in Coimbatore District in the journal Sambodhi Indological Research General of L.D.I.I, Vol.44(1), PP.175-182.
- Dr Viswanathan P published a paper entitled Numerous Problems Faced by Silk Makers in Sirumugai (Coimbatore): A Systematic analyze of Silk Industry in the journal The Journal of Oriental Research Madras, ISSN: 0776-3808, Vol. MMXXI-XCII-XII.
- Dr.Viswanathan P published entitled Perception of Online Learning Among College Students: A Systematic Analyze of Covid-19 in the Wesleyan Journal.
- Dr Padmaja D V published a paper entitled Loyalty of Customers towards Online food Aggregators with reference to Coimbatore in the Wesleyan Journal of Research, ISSN 0975-1386, Vol. 13(70).



## STAFF ACHIEVEMENT

- Mr Dinesh Kumar P received Best Paper Award from St. Joseph's College, Tiruchirapalli on 18 Mar 2021.

## STAFF ONLINE COURSE COMPLETION

- Ms Manochitra P completed Fundamental of Insurance in Swayam portal in Mar 2021.

## STUDENT ACHIEVEMENT

- Ms Yazhini S student of II BCom-IT cleared CSEET Foundation exam in Jan 2021.

## STUDENT PLACEMENTS

- 2 students were placed in V-Serve Solutions.
- 9 students were placed in IDBI Federal
- 7 students were placed in Future Generali
- 2 students were placed in HRH Next
- 1 student was placed in Bajaj Finserv
- 1 student was placed in Sureti IMF
- 1 student was placed in Bluez Infomatic.

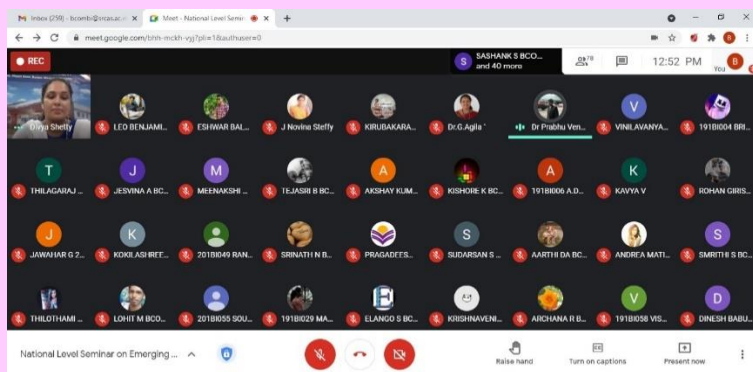


# Commerce - Banking and Insurance

## DEPARTMENT ACTIVITIES

### EVENT ORGANIZED

- Department organized a **Virtual Parents-Teachers Meet** on 20 Mar 2021.
- A Guest Lecture on **A BFSI Career: Prospectus and Essential Skills** was delivered by Dr. Nagaprakash T, Associate Professor, School of Management (PG), Sri Ramakrishna College of Arts and Science held on 16 Mar. 2021.
- A Guest Lecture on **From where do we begin our Success** was delivered by Dr. Jayapal P, Assistant Professor, Department of Tamil, Sri Ramakrishna College of Arts and Science held on 22 Mar. 2021.
- A Guest Lecture on **Financial Literacy among young Generations** was delivered by Dr. Senthilkumar, Head-Entrepreneurship Development, Atal Incubation Centre NIFTTEA, SEBI Financial Education held on 23 Mar. 2021.
- A National Level Seminar on **Emerging Trends in Banking and Insurance Sector** was conducted in three sessions on 31 Mar. 2021. The speakers for Session I, II and III were Shri Sankara Raman Narayanan, Executive Member, Coimbatore Insurance Institute, Ms. Divya Shetty, Assistant Professor, Department of MBA, MSNM Besant Institute of PG Studies, Mangalore, and Dr. Revathy P, Professor &



Head, B.Com (Banking & Insurance), Dr. NGP Arts & Science College.

### STAFF PARTICIPATIONS

- Dr. Prabu Vengatesh T participated in 1 FDP and 1 International Seminar.

#### ABOUT THE DEPARTMENT

The department B.Com (Banking & Insurance) started its functioning as a dynamic department aiming at quality education for creating energetic professionals of banking and insurance. The main objective of the department is to create nurture and enlightened professionals in the industry of banking & insurance, to grab the emerging opportunities in the highly competitive world. This programme plans to organize various Conferences, Guest lectures, Industrial visits, Educational Tours, etc., for the students so that they equip themselves to be a part of the society and make measurable contributions.

#### EXPERT SPEAKERS

**Session I (10.45AM-11.45AM)**  
**Shri.SANKARA RAMAN NARAYANAN**  
 Executive Member  
 Coimbatore Insurance Institute  
 Coimbatore

**Session II (11.45AM-12.45PM)**  
**Ms.DIVYA SHETTY**  
 Assistant Professor  
 Department of MBA  
 MSNM Besant Institute of PG Studies  
 Mangalore

**Session III (1.45PM-2.45PM)**  
**Dr.P.REVATHY**  
 Professor & Head  
 B.Com(Banking & Insurance)  
 Dr.N.G.P Arts & Science College  
 Coimbatore.

Registration fees can be paid through Google pay  
**97892-33114**

#### CHIEF PATRON

**Shri. D.Lakshminarasanaswamy**  
 Managing Trustee  
 SNR Sons Charitable Trust

#### PATRON

**Shri. R.Sundar**  
 Joint Managing Trustee  
 SNR Sons Charitable Trust

#### CONVENER

**Dr.T.Prabuvengatesh**  
 Associate Professor & Head  
 Department of Banking & Insurance  
 Sri Ramakrishna College of Arts and Science  
 Coimbatore.

#### CO-ORDINATOR

**Mr.B.Karthikeyan**  
 Assistant Professor

#### COMBATORE INSURANCE INSTITUTE

**Shri.M.Prasanna**  
 Senior Divisional Manager  
 LIC OF INDIA  
 Divisional Office Coimbatore  
 Chairman Coimbatore Insurance Institute

**Mr.V.Vetrival**  
 Hon. Secretary of Coimbatore Insurance Institute

#### REGISTRATION:

**Restricted to 100 participants only**  
 For Students & Research Scholars -Rs-150/-  
 For Faculty Members - Rs-200/-  
 For Industry Participants-Rs-250/-

**REGISTER AT:**  
<https://forms.gle/ZpFcrVWXB8Gdyw7JA>

**Google Meet ID:**  
**meet.google.co**  
**m/bhh-mckh-vyj**

**For Contact :**  
**Dr.T.Prabuvengatesh**  
 +91 97892-33114  
**Mr. B.Karthikeyan**  
 +91 97917-65264



## Commerce CA

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- An Online Webinar on Union Budget 21 was delivered by Dr.P.Balaji Assistant Professor Department of Economics, Central University of Tamilnadu, Thiruvavur for the students of BCom CA, on 05 Feb.2021.
- An Online Webinar on Global Market Challenges and Its impact on Business was delivered by Dr.S.Kalapana, Head & Associate Professor, Department of Commerce with Retail Management, PSGR College of Arts and Science Coimbatore, on 09 Feb.2021.
- An Online Webinar on Data Management in Current Scenario was delivered by Mr S.Vibin Chandar Assistant Professor, Department of Computer Applications Sri Ramakrishna College of Arts and Science, on 20 Feb.2021.
- An Online Webinar on Internal Reconstruction was delivered by Dr.J.Manimegalai Assistant Professor, Department of B.Com IB Sri Ramakrishna College of Arts and Science, on 23 Feb.2021.
- An Online Webinar on Recent Trends in Human Resource Management was delivered by Dr.P.Ponmeenakshi, Associate professor, Department of MBA Sri Ramakrishna College of Arts and Science, on 08 Mar.2021.
- An Online Webinar on GST Overview was delivered by S. Sakunthala Prop Sakunthala & Associates, on 09 Mar.2021.
- An Online Awareness about the Professional Courses was delivered by CMA.V.Mathanagopal, Chairman, and ICAI-Coimbatore Chapter for I Years on 23 Mar.2021.
- A one day Virtual Workshop on Banking Crime – Preventive Measures was jointly organised with Hack up technology was delivered by Mr. Dinesh Parathangan, Founder & CEO, Hack-up Technology Coimbatore, on 31 Mar.2021.

- An Online Webinar on Internal Audit was delivered by Mrs.Sowmya, CEO & Founder Thought Coimbatore, on 10 Apr. 2021.
- An Online webinar on Company Law was delivered by G. Balasubramaniam, Company Secretary, Roots Multi Clean Ltd, Coimbatore, on 28 Apr.2021.

#### JOC COMPLETED

- JOC conducted on Developing the Opportunity for Corporate Entrepreneurs by University of Maryland on Mar. 2021.

#### FACULTY PARTICIPATION

- The faculties of B.Com CA participated in 41 Faculty Development Programmes, 2 Workshops, 2 Conferences, 6 Webinars.
- The faculties of B.Com CA completed 38 online courses.

#### FACULTY PUBLICATION

- Dr Gayathiry D published a paper entitled Repetition of Swachhata App with Special Reference to Coimbatore City in Our Heritage Journal (UGC Care Listed Journal).
- Dr Gayathiry D published a paper entitled Recognition of Digital Payment System- Realistic Analysis of User Trust and Acceptance Factors in Mukta Shabd Journal.
- Mr. Ranjith Kumar C published a paper entitled The Role of Block Chain in Cloud Based IoT Solutions to Build End to End Automated and Secured Solutions in International Journal of Computer Science and Engineering.

#### STUDENTS PARTICIPATION

- M.Ananth Kumar of III BCom CA won third prize in power lifting.
- 5 students of II BCom CA cleared CMA foundation examination.



## Commerce CS

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- A guest lecture on **India's financial system: An Overview** was delivered by Mrs. Arthi R, Assistant Professor, Department of BCom-IB, Sri Ramakrishna College of Arts & Science, Coimbatore on 5 Jan. 2021.
- A guest lecture on **Tally ERP Fundamentals & Technicals** was delivered by Mr. Balakrishnan P, Finance Controller, Multicity Digital Consortium PVT Ltd, Coimbatore on 5 Mar. 2021.
- A **Student Development Program on Entrepreneurial Thoughts: A Student Perspective** for the Students was delivered by Dr. Balamurugan S, Assistant Professor, Department of Commerce (IB), Government Arts and Science College, Avinashi, Coimbatore on 22 Mar. 2021.
- A Student Skill Development Program on **Opportunity Spotting & Evaluation: Student Entrepreneurs Perspective** was delivered by Mr. Nithilan D, Assistant Professor, Department of Commerce (IB), Sri Ramakrishna College of Arts and Science, Coimbatore on 6 May 2021.

#### JOC CONDUCTED

- JOC on Fundamentals of Marketing for II Year students was conducted by Google on 7 Mar. 2021.

#### STAFF PARTICIPATIONS

- Dr. Santhanakrishnan D participated in 1 International level conference and 1 online course.
- Ms. Renukadevi D participated in 1 International level conference and 1 online course.
- Ms. Sathyapriya M completed 1 online course.

#### STUDENT PARTICIPATION

- 59 students attended online quiz, and 112 students completed online courses.

## Commerce PA

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- A one-day Virtual National Level Workshop on **Digital Transformation** was organized on 26th Feb 2021.
- A one-day International Conference on **Transformative Consumerism and Sustainability: The Emerging Global Business Scenario** was organized on 01 April 2021. Dr.Puvaneswaran Kunasekaran, Taylor's University, Malaysia was invited as a resource person for the Conference.

#### JOC CONDUCTED

- JOC on Fundamentals of Marketing for II year students was conducted by Google on 23 Feb 2021.

#### STAFF PARTICIPATION

- Dr.K.Prince Paul Antony participated in 1 Webinar, 3 Faculty Development Programmes, 1 Workshop, 1 Seminar and 1 Online course.
- Dr.R.Sridevi participated in 6 Faculty Development Programmes and 1 Workshop.
- Mr.M.Vadivel participated in 1 Faculty Development Programme and 1 Webinar.

#### STAFF PUBLICATIONS

- Dr.K.Prince Paul Antony published a paper entitled Consumer Perception on Ayurvedic Cosmetics in Coimbatore in Infokara Research Journal.
- Dr.K.Prince Paul Antony published a paper entitled A Study on Students Perception towards Online Education in Infokara Research Journal.
- Dr.R.Sridevi published a paper entitled Loyalty of Customers towards Online Food Aggregators with Reference to Coimbatore in Wesleyan Journal of Research.
- Dr.R.Sridevi published a paper entitled A Study on Patient Satisfaction towards the Quality of Services Offered in Government Hospitals of Kanyakumari

District in UTKAL Historical Research Journal.

- Mr.M.Vadivel published 12 Papers in various Journals.

## STUDENTS PARTICIPATION

- Sabarish.A.K, Sharubba D cleared CA Intermediate and CA Foundation during the period of Jan to June 2021.

## B.Com & M.Com

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- **ACCA Orientation Programme: An interactive session** was organized on 16 Feb.2021 through zoom online platform.. Ms Vasumathy R Shetty, National Head Learning and Delivery, ISDC Bengaluru was the resource person.
- A Guest Lecture **Strategic Management - An Insight** was organized for I BCom Students on 05 Mar. 2021. The session was delivered by Dr Prabhu, Assistant Professor, Govt Arts College, Coimbatore.
- **Finance Bill 2021- a session** was organized for III-year Students to empower the subject knowledge by Mr Abhay Tulsian, Chartered Accountant, Coimbatore on 08 Mar. 2021.
- A webinar on **Skills & Employability in SDGs- Looking at the Scope and Challenges** for III BCom Students on 11 Mar. 2021 by Dr.D.Raja Jebasingh, Vice Principal Shift II, St.Joseph College of Commerce, Bengaluru.
- A webinar on **Impact of Derivatives in Indian Stock Market** on 12 Mar. 2021 was organized for III BCom by the resource person Mr S.Ramesh, Manager Hedge Fund Accounting, Morgan Stanley, Bengaluru.
- A National Level E-Quiz on the topic **Be a Responsible Consumer** was organized on 15 Mar. 2021 on behalf of World Consumer Rights Day-2021, and E-Certificate was issued for all the participants.
- A webinar on the topic **Role of Intellectual Property in Protecting the Consumers** was organized on 15. Mar. 2021 on behalf of World Consumer Rights Day.
- Online Events like **Essay Writing, Oratorical, Slogan Creation and E-Quiz** was organized on 15 Mar. 2021 in view of World Consumer Rights Day-2021. Attractive prizes with E-Certificate were distributed among the winners.
- A webinar on **Career Elevator: Opportunities a head in Commerce** on 16 Mar.2021 by Dr V.Christo Selvan, Dean, School Commerce, St Joseph College, Bengaluru for II BCom Students.
- An **ACCA Orientation Session** was organized on 17 Mar. 2021 by Mr Calvin Fredy Paul.S, Regional Manager-Business Development, ISDC Chennai, through google meet online platform.
- A Seminar on **Career Opportunities in Banking** was Organized for II Year BCom Students with the resource person Mr Devadoss, Ex Bank Manager, Trainer, Edufly Coimbatore on 18 Mar. 2021. Students enlighten with the Opportunities in banking sector.
- The **Three Days Financial Education Workshop on Investment and Savings** was organized for BCom students. Dr Balusamy Certified Financial Education Trainer, SEBI from 24 Mar. 2021 to 26 Mar. 2021.
- A Guest Lecture was organized for I BCom on **Modern Globalization - The Great Convergence** by Dr.P.Nithya Preetha, Assistant Professor, Faculty of Management, SRM University, Chennai on 16 Apr. 2021.
- A Guest Lecture on **Know the Language of Your Mind** was organized for II BCom by Dr R.Jayanthi, Chief Mentor, Mind Space NLP Academy, Palakkad, Kerala on 22 Apr.2021.
- A Guest Lecture was organized for III BCom on 23 Apr.2021 **Working Capital Management as a Routine** by Dr S. David Soundararajan, Assistant Professor and Head, Department of Commerce, Govt Arts and Science College, Palladam.
- A Guest Lecture was organized for I BCom on 27 Apr.2021 What's New in the Marketing Management World-Trends and Changes by Dr Renuka Ekanath Walunj, Assistant Professor, Department of Commerce, STES's Sinhgad College of Science, Ambegaon(Bk.), Pune.

- A Guest Lecture was organized for II BCom on 27 Apr.2021 **Verification of Assets and Liabilities** by Mr.M.G Sakthi Vadivel, Chartered Accountant, S V V K Associates, Coimbatore.
- A Guest Lecture was organized for III BCom on 28 Apr.2021 **Entrepreneurship- Creating Business** by Dr R.Nithya, Assistant Professor, Department of Commerce, Sinhgad College of Science, Ambegaon(Bk.), Pune.

### JOC CONDUCTED

- 2020-2021- ODD Semester - JOC- III – 2019 Batch Completed Online Courses in Coursera.
- 2020-2021- ODD Semester - JOC- V – 2018 Batch Students completed Online Courses in Coursera.
- 2020-2021- EVEN Semester - JOC- IV – 2019 Batch Students completed Online Courses in Coursera.
- MCom Students -Five-days Lead Auditor Course on Environment Management System, Green Campus Audit and Energy Audit to Educational Institutions and Industries NATURE SCIENCE FOUNDATION An ISO 9001:2015 Certified Organization Coimbatore, 31May.2021-04 Jun.2021.
- II MCom Students Online Course-Management-Managerial Accounting Cursa Online Platform completed their Course on May 2021.

### INTER/INTRA COLLEGE COMPETITIONS ORGANISED

- An Inter Departmental Event **“Talent Search-2021”** (7 Day Quiz Series) was organized from 8 Mar. 2021 to 14 Mar. 2021 on several topics, Winner for each day has been awarded with cash prize.

### STAFF PARTICIPATION

- Dr.M.K.SenthilKumar participated in 1 FDP.
- Dr.G.Kavitha participated in 1 FDP and 1 Workshop.
- Dr.R.Kavithamani participated in 1 FDP.
- P.Kavipriya participated in 1 webinar and 1 Workshop.
- R.Kalaivani participated in 1 FDP and 1 International Conference.
- A.Nandhini participated in 1 Workshop.

### STAFF PUBLICATIONS

- Dr.Nirmala Devi. V & Dr Kavitha G jointly published a paper entitled Women Entrepreneurship-A study on Challenges Faced in Kala Sarovar- UGC Care Group-1Journal - March 2021-Vol-24 Issue -07 No.01(I), ISSN: 0975-4520.
- Dr.Nirmala Devi. V published a paper entitled Goods and Services Tax: A Comparative Analysis of Indirect Tax Pattern in Scopus:European Journal of Molecular & Clinical Medicine March 2021-Vol-07, Issue-11, ISSN: 2515-8260.
- Dr.M.K.Senthilkumar & Ms.R.Kalaivani jointly published a paper entitled A Study on Consumer Purchase Intension towards the Green Marketing towards to FMCG in Coimbatore Town in Sambodhi Indological Research Center of LDII. March 2021- ISSN: 2249-6661,VOL – 44 No.01(III) 2021 , Page No 1-6 Impact Factor – 5.80.
- Dr.J Shanmuganandavadivel published a paper entitled A Study on Economic Independence of Rural Women in Coimbatore District in Sambodhi Indological Research Center of LDII. 2021- L.D.I.I, Vol- XLIV, No.1, pp.175-182.
- Dr.K.Senthilkumar published a paper entitled A study on Portrayal of Women in Advertisements in KALA: Journal of Indian Art History Congress- UGC Care Group- 1 Journal, 2021-Vol-27 No.01(VIII) ISSN: 0975-7945 Impact Factor: 6.125.
- Dr.R.Kavithamani & Ms.S.Chirity Monisha published a paper entitled Virtual Classes and its impact among students during pandemic in NIU International Journal of Human Rights, 0298 UGC Care Group 1, 2021-Vol-8 (VII) - 2021 ISSN : 2394- 0298.
- Mr.R.Akash published a paper entitled Customer perception towards select branded paints with special reference to Coimbatore City, in NIU International Journal of Human Rights, 2021-ISSN : 2394 - 0298 , Volume 8(IV),pp- 160 - 167, 2021.
- Ms.A.Nandhini & Ms.G.Pavithra published a paper entitled Impact of Viral Marketing in Consumer's Buying Behavior in NIU International Journal of Human Rights, 2021-Vol-8 (VII) - ISSN : 2394-0298.



## STAFF PAPER PRESENTATIONS

- Dr.R.Kavithamani presented a paper in the conference, organised by Jamal Mohamed College, Trichirappalli on 2 Mar. 2021.

## AWARDS & RECOGNITIONS – FACULTY

- Dr.G.Kavitha received an award from the Feminine Foundation & Chatrapathy Sivaji Trust for the Feminine Distinguished Women-Academics category on 28.03.2021.

## AWARDS/ RECOGNITIONS – STUDENTS

- Arulmozhi S of III Bcom secured III Place in State level Women's Singles, organised by Salem Badminton Association on 2 Mar. 2021.
- Arulmozhi S of III Bcom secured III Place in State level Women's Singles, organised by Coimbatore Badminton Association from 21 to 24 Jan. 2021.
- Anush S, Moulika P, Vignesh A of III Bcom secured II Place II Place with Rs. 10,000 cash prize in State Level Stars of Accountancy'21, organised by United College of Arts and Science, Coimbatore on 13 Mar.2021.
- B.Gokul S.Vandana of III Bcom won II Place with Rs. 1000 cash prize in the National level Quiz competition, organised by Karpagam AcademyCoimbatore on 10 Mar.2021.
- B.Gokul of III Bcom won III Place in the National level Online Elocution competition, organised by Karpagam Academy, Coimbatore on 10 Mar.2021.

- Nithishkumar. K & Vasanth kumar.S of III Bcom took part in National level Intercollegiate meet and secured II Place with Rs. 750 cash prize, organised by Karpagam Academy Coimbatore on 10 Mar.2021.
- Nithishkumar. K & Vasanth kumar.S of III Bcom took part in National level Identify the Personality and secured III Place with Rs. 500 cash prize, organised by Karpagam Academy Coimbatore on 10 Mar.2021.
- Divya SS of III Bcom took part in College level Short Story Writing competition and secured III Place, organised by Sri Ramakrishna College of Arts and Science.

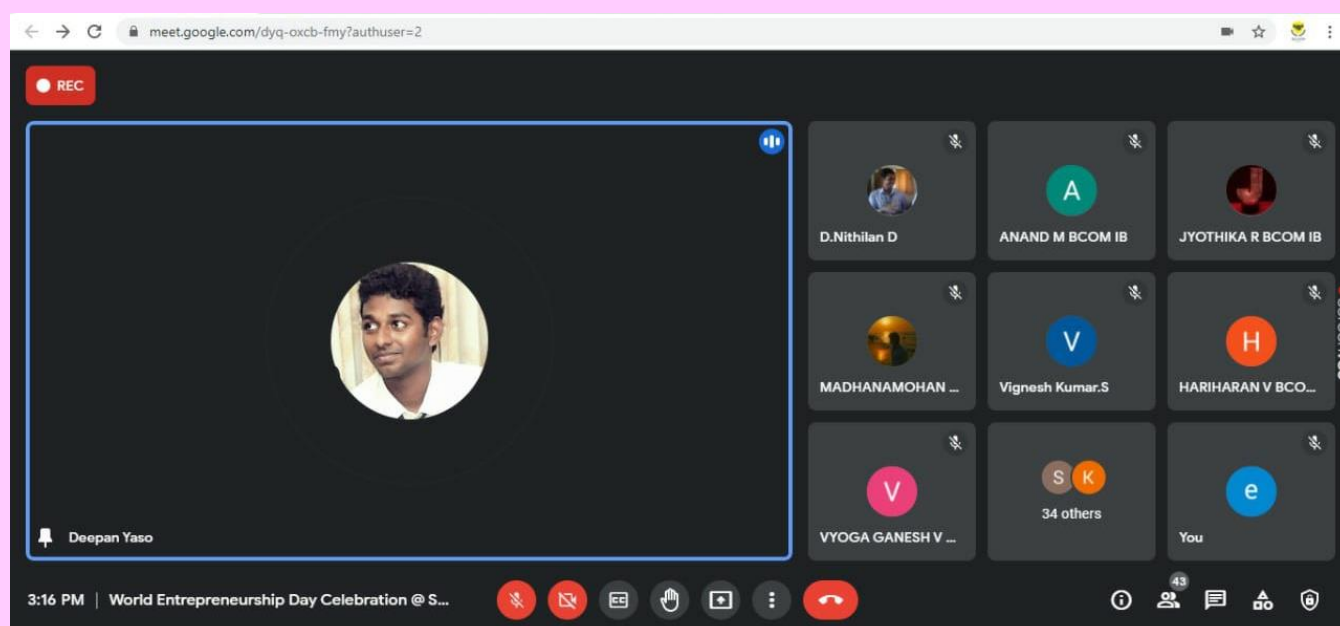
## STUDENTS PARTICIPATION

- Students participated in various activities like Technical , IGNITARA, Business Quiz, COPRAC 2K20-Smart Auditor, NAYA, CASCALL'20

## STUDENTS PLACEMENT

III UG Students got placed in the following companies

- HRH & Reliance - 4 Students.
- Focus Edumatics - 1 Student.
- Focus & Infoysis - 4 Students.
- Verzeo, Bangalore - 3 Students.
- VServe Ebusiness Solution - 1 Student.
- Infosys - 3 Students.
- Bajaj Finserv & RBL Bank - 3 Students.



**SINCE  
1987**

# **SCHOOL OF SCIENCE & HUMANITIES**

**Mathematics & Mathematics CA • Physics • Chemistry • Electronics  
Catering Science & Hotel Management • Biotechnology • English**



# School of Science & Humanities

**MATHEMATICS &  
MATHEMATICS (CA)**

## DEPARTMENT ACTIVITIES

## EVENT ORGANIZED

- A One day Webinar on ***Mathematics in Theology*** was delivered by Dr Kavitha K, Associate Professor of Mathematics, BVRIT Hyderabad College of Engineering for Women, Hyderabad on 12 Mar 2021.
- A One day Webinar on ***Mathematics in Stable Matching Problems in Graph Theory*** was delivered by Dr Mohanapriya N, Assistant Professor of Mathematics, Kongunadu Arts and Science College, Coimbatore on 20 Mar 2021.
- A One day International Virtual Workshop on ***Technology Fusion in Shaping Innovation*** was conducted by Dr. Rajasegeran R, Head-School of Mathematics, APU, Malaysia, Dr Christopher D, Assistant Professor, PES University, Bangalore, Mr Ravi Varmann, Senior Lecturer, School of Business, HELP University, Malaysia and Dr Benedict Valentine Arulanandam, Senior Lecturer, VUUP, Sunway College, Malaysia in which 250 students participated on 26 Mar 2021.
- A One day Workshop on ***SPSS*** was conducted by Dr.Manimalathi P, Assistant Professor of Economics,

Sri Ramakrishna College of Arts and Science,  
Coimbatore on 29 Mar 2021.

- A One day Webinar on ***Recent Topics in Analytical Geometry*** was delivered by Ms Deepa M, Assistant Professor, PSGR Krishnammal College for Women, Coimbatore on 24 Apr 2021.
- A One day Webinar on ***A Short Journey through Riemann Integral*** was delivered by Dr Ramesh Kumar E, Principal, Texcity Arts and Science, Coimbatore on 24 Apr 2021.
- A One day Webinar on ***CPM & PERT for Project Management*** by Mr Kanibose P, Assistant Professor, Department of Mathematics, CMS College for Science & Commerce, Coimbatore on 3 May 2021.

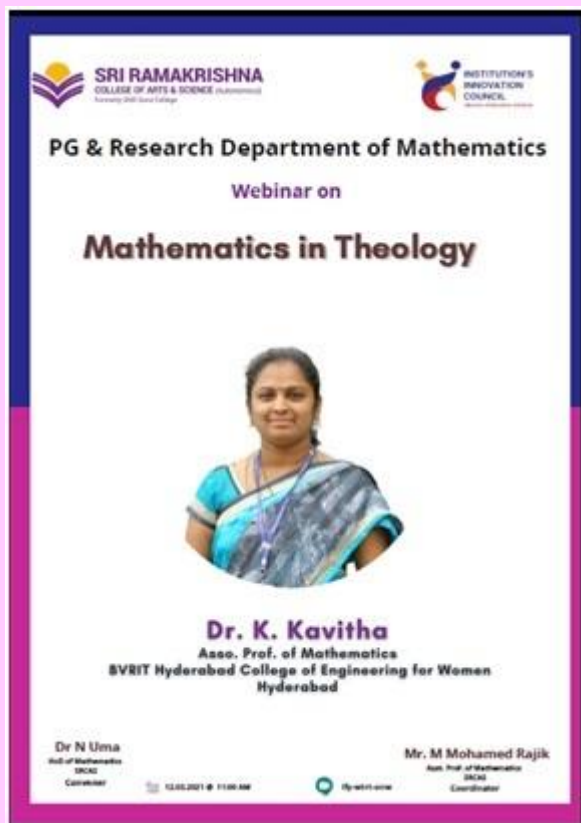
## JOC OFFERED

- A course named Introduction to Calculus was offered through Coursera for I UG during Apr 2021.
- A course named Mathematics for Computer Science was offered through Coursera for II UG during May 2021.

## FACULTY PARTICIPATIONS

- Dr. Hannah Revathy F attended 1 National Workshop.
- Vasanth Kumar Boniface attended 1 International Level FDP, 1 International Workshop, 1 International Webinar, 1 National Workshop and 1 National Level FDP.
- Gowrisankar S Attended 2 International Workshops,

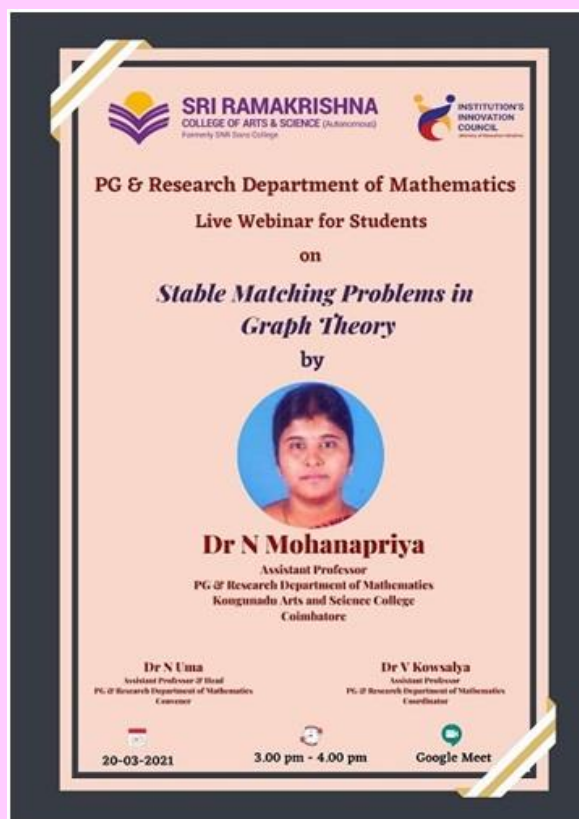


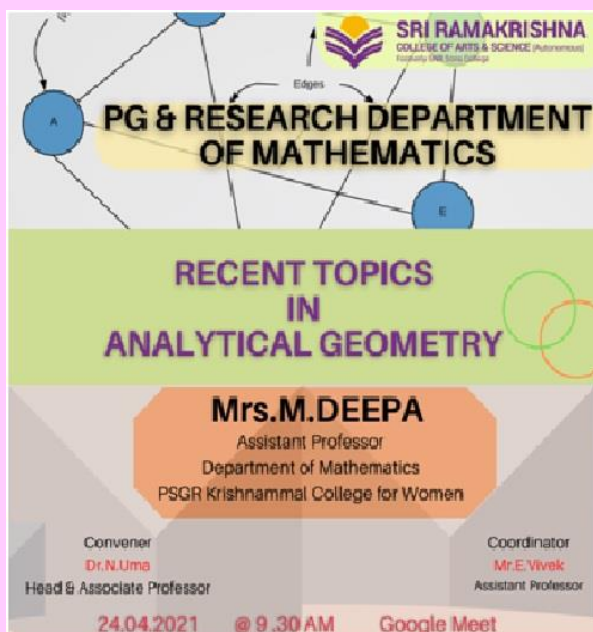


2 National Workshops, 4 National Level FDPs, 1 National Seminar and 1 State Webinar.

- Dr. Ramya K attended 2 International Workshops, 1 International Level FDPs, 3 National Level FDPs, 1 National Webinar, 1 National Online Training Program, 1 National Workshop.
- Manimekalai K attended 1 International Level FDP, 1 National Level FDP, 1 National Workshop, 1 National Conference, 1 National Online Training Program, 1 National Webinar.
- Dr. Divya A attended 2 International Workshops, 4 National Webinars, 1 National Conference, 2 National Workshops, 2 National Level FDPs and 2 National Online Training Programs.
- Deepak V attended 2 International Workshops, 4 National Level FDPs, 1 National STTP, 5 National Webinars, 1 National Workshop and 1 National Online Training Program.
- Gomathi G attended 1 International Workshop, 5 National Level FDPs and 2 State Webinars.
- Infant Gabriel G Attended 1 International Workshop, 1 National Level FDP, 1 National Webinar, 1 National Advanced Training in Mathematics.
- Malarvizhi M attended 1 International Workshop,

- Malarvizhi M attended 1 International Workshop, 1 International Level FDP, 1 International Online Training Program, 1 National Workshop and 1 National Webinar.
- Sivachandran Y L attended 2 International Workshops, 1 International Level FDP, 1 International Online Training Program, 1 National Level FDP and 1 National Workshop.
- Mohamed Rajik M Attended 1 International Level FDP, 1 International Online Training Program and 1 National Teacher's Enrichment Workshop.
- Mani N attended 1 International Level FDP, 3 International Workshops, 3 National Level FDPs, 1 National Webinar, 2 National Online Training Programs and 1 National Workshop.
- Karpagam K Attended 1 International Level FDP, 2 International Workshops, 1 International Online Training Program, 1 National Workshop and 1 National Webinar.
- Karunya N Attended 1 International Conference, 3 National Level FDPs and 1 National Seminar.
- Vivek E attended 1 International Workshop, 1 National Workshop, 1 National Seminar and 1 National Level FDP.





- Dr. Kowsalya V attended 1 International Workshop, 1 International Level FDP, 2 National Workshops, 1 National Webinar and 2 National Level FDPs.
- Kanimozhi V A attended 1 International Workshop, 2 International Level FDPs and 1 National Level FDP.

## FACULTY PUBLICATIONS

- Dr. Uma N Published a paper titled A Comparative Study of Similarity Measures of Intuitionistic Fuzzy Multi Sets in A Journal of the History of Ideas and Culture, Jijnasa, UGC Care Approved, Peer Reviewed and Refereed Journal 4.
- Dr. Uma N Published a book titled Off-line Signature Verification and Forgery Detection Using Intuitionistic Fuzzy Multi Set's Similarity Measure.
- Vasanth Kumar Boniface published a paper titled A Comparison of the Students Mentality Regarding Offline Class Earlier and Online Class at Present Due to Pandemic Situation in Anresak - A biannual Journal - UGC Care - Group – I.
- Mani N Published a paper titled A Comparison on the Students Mentality Regarding Offline Class Earlier and Online Class at Present due to Pandemic Situation in Anresak - A biannual Journal - UGC Care - Group – I.
- Mani N Published a paper titled Construction and Selection of Six Sigma Based Quick Switching Systems-QSS-3( $n, kn, c0$ ) in Wesleyan Journal of

Research, UGC Care Approved , Peer Reviewed Journal.

- Ms. Karunya N Published a paper titled Survey on Computational Mathematics for the Research Students in Effective Manner in Applied Mathematics & Intelligent Computing Journal.
- Ms. Karunya N Published a book titled JAVA Program for Beginners.
- Mr. Vivek E Published a book titled Off-line Signature Verification and Forgery Detection Using Intuitionistic Fuzzy Multi Set's Similarity Measure.
- Ms. Kanimozhi V A Published an e-book titled Simply C - A Beginners Perspective: For Beginners in E-Book - Notion Press, 1st edition (9 June 2021).
- Ms. Santhakumari R published a paper titled Synchronization of Time Invariant Uncertain Delayed Neural Networks in Finite Time via Improved Sliding Mode Control in Mathematical Modeling and Computing Journal.
- Ms. Karunya N Presented a paper titled Survey on Computational Mathematics for the Research Students in Effective Manner in Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 3 Mar. 2021.



## STUDENT PARTICIPATIONS

- 1 student of I PG participated in Teen Mani's 86-88 Scaffolding Soft Skills Program organized by Alumnus of Mani Higher Secondary School on 3 Apr. 2021
- 2,3,16 students of I UG, II UG and I PG participated in a one day international workshop on Technology Fusion in Shaping Innovation in Sri Ramakrishna College of Arts and Science, Coimbatore

## STUDENT QUIZZES ATTENDED

- I UG Maths and Maths CA students attended 3 and 6 quizzes respectively, II UG and I PG attended 3 quizzes respectively.

## STUDENT ONLINE COURSE PARTICIPATION

- 22 and 14 students of I UG Maths and Maths CA completed a course titled Introduction to Calculus offered by The University of Sydney through Coursera.
- 1 student of I UG Maths CA completed a course titled Machine Learning Masters.
- 43 and 12 students of I UG Maths and Maths CA completed a course titled Mathematics for Computer Science.
- 1 student of III UG Maths CA completed a course titled Complete Beginners Course to Master Microsoft Excel.
- 20 students of I PG completed courses through Coursera.
- 25 students of II PG completed courses through Coursera.

## STUDENT PLACEMENT

- 3 students of III UG Maths CA got placed in FR8 new Logistics Pvt Ltd.
- 2 students of III UG Maths CA got placed in Ambal Auto.
- 1 student of III UG Maths CA got placed in Elgi Ultra Industry.
- 1 student of III UG Maths CA got placed in Wipro.
- 1 student of III UG Maths CA got placed in CTS.

## Physics

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

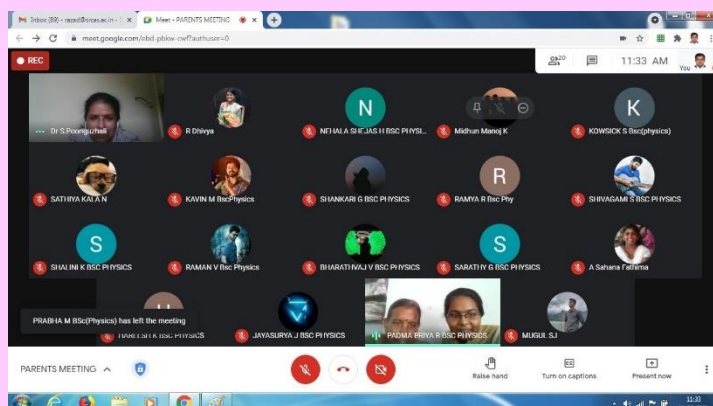
- A webinar on **Transition to Clean Energy - Renewable Energy** was delivered by Mr Gowtham M, Research Scholar, Department of Physics, Kongunadu Arts and Science College, Coimbatore on 17 Apr 2021.
- A webinar on **Embedded System - An Overview** was delivered by Ms Indira S, Assistant Professor, Department of Electronics, Sri Ramakrishna College of Arts and Science, Coimbatore on 20 Apr 2021.
- A webinar on **Cosmic Furnace- The Big Bang** was delivered by Mr.Sriram Swamynathan, Master in Astrophysics, Argelander Institute for Astronomy, University of Bor, Germany on 28 Apr 2021.
- A webinar on **Application of Semiconducting Material** was delivered by Mr Prasannakumar, Assistant Professor, Department of Electronics, Sri Ramakrishna Arts and Science College, Coimbatore on 12 May. 2021.

#### CHANNEL LAUNCH

- Vigyan2021-Project Expo & Newtonian Nation - YouTube Channel was launched on 29 Mar 2021. A Total of 50 Projects were exhibited by the students of II & III BSc Physics.

#### JOC OFFERED

- A course named Astronomy Exploring Time and Space through Coursera was offered to II UG students between Feb 2021 and Mar 2021.





## VIRTUAL PARENTS-TEACHERS MEET

- A virtual Parents and Teachers meet was held for the 2020 Batch on 11 May 2021.

## SDP

- Mr Satheesh Kumar S, Ms Hemamalini S, Ms. Bhoomika S, Ms Sneka Sivagami A and Mr Harish K of II B.Sc Physics were the resource persons for the Virtual Students Development Program on Muon g-2 – Hope in Particle Physics on 22 Apr. 2021.
- Ms Dhivya R, Assistant Professor, Department of Physics, Ms Sahana Fathima A, Assistant Professor, Department of Physics, Ms Jeevithashree, III B.Sc Physics and Ms Shwetha, II B.Sc Physics were the resource persons for the Virtual Students Development Program on Video Editing Apps – An Insight for the Students was conducted on 21 May 2021.

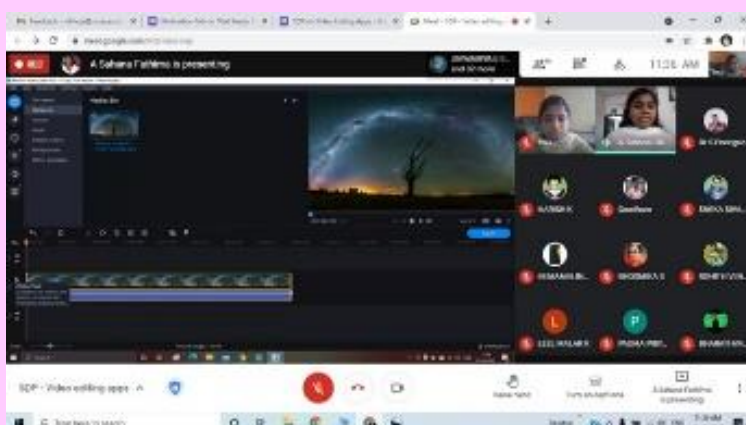
## FACULTY PARTICIPATIONS

- Dr. Poonguzhali S attended 1 International FDP.
- Mr Gowrishankar G attended 1 International Conference and 2 National Level FDPs.
- Ms Dhivya R attended 1 International and 1 National Level FDP.
- Ms Sahana Fathima A attended 1 International Conference, 1 International and 1 National Level FDP.
- Dr Razad P M attended 1 International and 1 National Level FDP.

## FACULTY PUBLICATIONS

- Dr. Poonguzhali S published a paper titled A Review on The Status Quo of Artificial Intelligence in Pharmacy Sector in European Journal of Pharmaceutical And Medical Research.
- Ms Sahana Fathima A published a paper titled Facile Synthesis of Iron doped Lanthanum Nickel Oxide in International Journal of Advanced Research in





- Ms Sahana Fathima A published a paper titled Facile Synthesis of Iron doped Lanthanum Nickel Oxide in International Journal of Advanced Research in Engineering and Technology.
- Ms Sahana Fathima A presented a paper titled Impedance and Dielectric Analysis of Fe and Mn Co-doped LaCoO<sub>3</sub> in an International Conference at NIT, Trichy between 11 and 13 Mar. 2021.
- Dr Razad P M published a paper titled Tailoring the Size and Magnetization of Titanium-Doped BiFeO<sub>3</sub> Nanorods in Journal of Electronic Materials.

### FACULTY ONLINE COURSE COMPLETED

- Ms Dhivya R completed 1 course through Coursera.
- Ms Sahana Fathima A completed 1 course through Coursera.

### GUEST LECTURE DELIVERED

- Dr. Manoharan D delivered a Guest Lecture in a National Webinar on Historical Development of Atom organized by the Department of Physics, Vivekanandha Arts and Science College for Women, Salem.

### FACULTY RECOGNITION

- **Dr. Poonguzhali S** nominated as a **Governing Body Member** in Sri Ramakrishna College of Arts and Science, Coimbatore.
- **Dr. Poonguzhali S** nominated as a **Senate Member** in Bharathiar University, Coimbatore.

## STUDENTS' ACHIEVEMENTS

### PARTICIPATION

- 27 students of III UG participated in an International Seminar organized by Karpagam Institute of Higher Education
- 30 students of III UG participated in an International Seminar organized by Sacred Heart College, Thevara

### ONLINE COURSES

- 17 students of I UG completed a course through Spoken Tutorial
- 53 students of II UG completed a course titled Astronomy Exploring time and Space through Coursera, 58 students of II UG completed a course titled Chem Collective Lab and C & C++ through Spoken Tutorial
- 28 students of III UG completed a course titled Medical Applications of Particle Accelerators through Coursera

### PLACEMENT

- 1 student of III UG got placed in KGISL and HRH Mexd





## CHEMISTRY

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- A one day workshop titled **Entrepreneurship in Chemistry** was conducted by Ms Geetha Baskaran, Director, Subha Plastics, Coimbatore, and Dr.Ragunathan R, Director, Centre for Bioscience and Nanoscience Research (CBNR), Coimbatore on 23 Feb 2021.
- A Guest Lecture on **Introduction to Electrochemistry** was delivered by Dr Raja C, Assistant Professor, Department of Chemistry, Sri Ramakrishna Mission Vidhyalaya College of Arts and Science, Coimbatore on 9 Mar 2021.
- A National seminar on **Opportunities in Textile and Pharmaceutical Industry** was conducted by Dr.Ammayappan L, Principal Scientist, ICAR – National Institute of Natural Fibre Engineering and Technology, West Bengal and Mr. Praveen Asokan M, Associate Scientist, Syngene International Bangalore on 12 Mar 2021.
- A Guest Lecture on **Chemistry of Noble Gasses** was delivered by Dr Karthikeyan M S, Associate Professor and Head, Department of Science and Humanities, KPR Institute of Engineering and Technology, Coimbatore on 16 Mar 2021.
- A Webinar on **Chemistry for Healthy Lifestyle** was delivered by Dr Vimala V, Assistant Professor, Department of Chemistry, Chellammal Women's College, Chennai on 21 May 2021.

#### JOC OFFERED

- A course named Structure and Solutions & Introduction to Molecular Spectroscopy through Coursera was offered to II UG and III UG students.

#### STAFF PARTICIPATIONS

- Dr Sasikala T Attended 1 International Conference, 1 National Workshop and 3 National Level FDPs.
- Ms Greeshma K P attended 1 International Conference and 1 National Level FDP.

- Dr Gnanapriya K attended 1 International Conference and 3 National Level FDPs.
- Dr Akila A Attended 1 National Workshop, 1 National Level FDP and 1 State Level FDP.

#### ONLINE COURSE COMPLETED - FACULTY

- Dr Akila A Completed 1 course through Coursera.
- Ms Greeshma K P Completed 1 course through Coursera.

#### FACULTY RECOGNITION

- Dr Sasikala T Educational Development Trust, Thirunindravur, Tamil Nadu bestowed Global Eminent Academician Award.
- Dr Akila A Material Science Research India bestowed Outstanding Reviewer Award.

#### FACULTY PUBLICATIONS

- Ms Greeshma K P Published a paper titled Surfactant Free Synthesis of Carbon Quantum Dots Adorned Copper Oxide Nanocomposites and Their Photocatalytic Activity of Commercial Dyes in Environmental Nanotechnology, Monitoring & Management Journal.
- Dr Gnanapriya K Published a paper titled An Investigation of Modal Fibre Based on Absorption Characteristics in Recent Trends in Chemical and Material Science Vol I.
- Dr Muthulingam published a paper titled Surfactant Free Synthesis of Carbon Quantum Dots Adorned Copper Oxide Nanocomposites and Their Photocatalytic Activity of Commercial Dyes in Environmental Nanotechnology, Monitoring & Management Journal.

#### STUDENT PARTICIPATIONS

- 1 student of I UG participated in an Interdepartmental Competition for an event Sketch a Poem organized by Department of English, SRCAS on 22 Apr 2021
- 2 students of II UG participated in an Intercollegiate Competition for an event Virtual Poster organized Nirmala College for Women on 18 May 2021



## CATERING SCIENCE AND HOTEL MANAGEMENT

### DEPARTMENT ACTIVITIES

#### GUEST LECTURE ORGANIZED

- A guest lecture on **Professionalism in Grooming and Etiquette** for second year students was delivered by Capt. Ram Sunder SV, HR Manager, ITC Welcom Hotel, Coimbatore on 17 Mar 2021.

மாலைமுரசு 8-1-2021



கோவை ராமகிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரியில் 15 வகையான பொங்கல் வைத்து விழா கொண்டாடப்பட்டது. இதில் கல்லூரி முதல்வர் சிவசுக்குமார், கல்லூரி துணை முதல்வர் தீனா மற்றும் மாணவ - மாணவிகள் பங்கேற்றனர்.

#### PONGAL VIZHA

- Pongal Vizha 2021 was celebrated by making 15 varieties of pongal using different millets and natural sugar substances on 8 Jan 2021.

### DEMONSTRATIONS

- Demonstration on Wok to Plate- Pan Asian Cuisine by Chef Aji Demi Chef de Partie, Seychelles to the II year students on 11 Mar 2021.
- Demonstration on Trends in Presentation of Desserts in Buffet 2021 by Chef Jeyachandran Commis Chef, Pondicherry to the II year students on 12 Mar 2021.

### JOC OFFERED

- A course named HACCP, Food Safety Management System and the role of FSSAI in the Hotel Industry was offered to II UG on 9 and 10 Mar 2021.

### STAFF PARTICIPATIONS

- Dr. Deena S attended 2 National Webinars.
- Mr. Sri Hari M attended 1 Webinar and 2 National FDP.
- Mr. Shankar G attended 1 National Level FDP.
- Mr. Renjith P attended 1 National Level FDP.

### STUDENTS' ACHIEVEMENTS - AWARDS

- Mohammed Ashiq of III UG won Gold Medal in Sanshou on 20 Jan 2021 and Gold Medal in Sanshou for Senior Category on 21 Feb 2021.
- Manoj Nathan R won the Culinary Student of the Year Award in Jan 2021.







## ELECTRONICS AND COMMUNICATION SYSTEMS

### DEPARTMENT ACTIVITIES

#### GUEST LECTURE ORGANIZED

- An Online Workshop on **Artificial Intelligence** was conducted by Pantech eLearning, Coimbatore in which 60 students participated on 17 and 18 Feb .2021.
- An International Webinar on **The Path to Embedded System** was delivered by Mr Jayakumar M, Test Engineer, Nord-Micro GmbH, Frankfurt, Germany in which 60 students participated on 20 Feb 2021.
- A National Webinar on **Applications of Microcontrollers in Biomedical Field** was delivered by Mr Antony P James, Assistant Professor, Department of Electronics, Don Bosco College, Thrissur, Kerala in which 55 students participated on 22 Feb 2021.
- An Online Workshop on **Prototype Design and Development** was delivered by Mr Prasanna Kumar D, Development Engineer, Prisms India Pvt. Ltd., Pondicherry in which 60 students participated on 19 Mar 2021.
- An Online Workshop on **PCB Design and Fabrication** was delivered by Mr Guru Prasanna A, Senior Design Engineer, Pactron India Pvt. Ltd., Coimbatore in which 71 students participated on 26 Mar 2021.
- An Online Workshop on **Learn Electronics with ARDUINO** was delivered by Mr Prasannakumar M Assistant Professor and Mr. Sathishkumar V Assistant Professor of Sri Ramakrishna College of Arts and Science, Coimbatore on 27 Mar 2021.
- A National Webinar on **Explore Career in Electronics Industry** was delivered by Mr Nandagopal T, Hardware PCB Design Engineer HCL Technologies, Chennai in which 62 students participated on 29 Mar 2021.
- A National Webinar on **Robotics Contribution in Healthcare** was delivered by Dr Nandhakumar N, Proprietor, Prime Biomedical Systems, Coimbatore 2021 in which 56 students participated on 8 Apr 2021.
- A National Webinar on **Convolutional Neural Network for Biomedical Image Processing** was delivered by Mr Arun Prasad, Assistant Professor and Head, KG College of Arts and Science, Coimbatore in which 51 students participated on 9 Apr 2021.
- A National Webinar on **Technology Scaling Beyond Nanometer and its Application in Bio medical Engineering** was delivered by Dr Vijayak, Senior Member- IEEE Associate Professor, SITAMS, Chittoor, Andhra Pradesh in which 63 students participated on 27 Apr 2021.

- A National Webinar on **Wireline Engineering in Telecommunication** was delivered by Mr Pushpa Kumar, Senior Planner Engineer Lumen Technologies, Bangalore in which 54 students participated on 28 Apr 2021.
- A National Webinar on Sensors and its Applications was delivered by Mr Loganathan P, Sr. Project Manager, Robert Bosch Engineering and Business Solutions Pvt. Ltd., Coimbatore in which 56 students participated on 3 May 2021.

## DBT RECOGNITION

- The DBT (New Delhi) recommended and awarded Grade "A" to step into Second year with Financial Grant based on the successful progression of Star College Activities by Electronics, Biotechnology, Computer Science and Information Technology on 11 Jan 2021.

## JOC OFFERED

- A course named **IoT and Robotics** was conducted by Pantech Learning, Coimbatore from 27 Apr 2021 to 3 May 2021.

## FACULTY PARTICIPATIONS

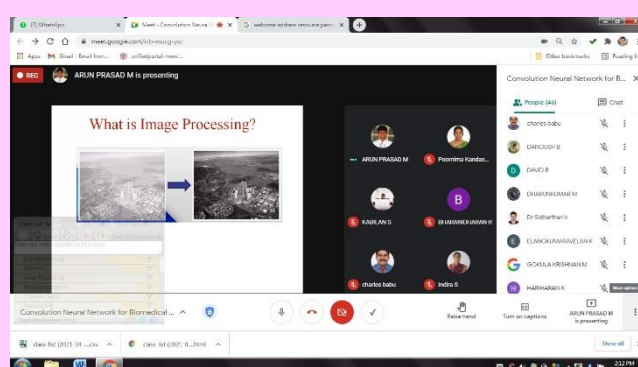
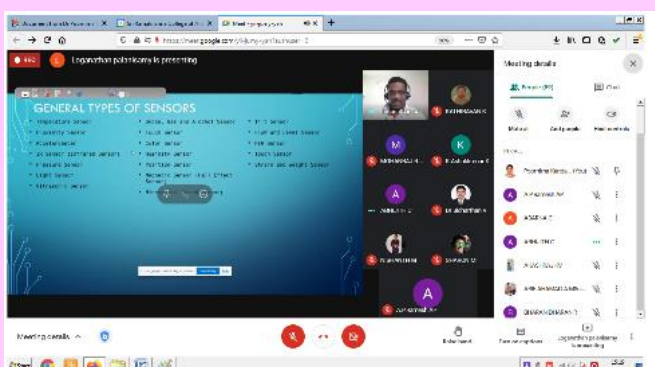
- Dr. Poornima K attended 2 National Workshop.
- Ramesh A P attended 1 National Refresher Program and 1 National Faculty Refresher Program cum Training.
- Dr. Thamarai Selvan M attended 1 International Virtual Conference, 3 International Level FDP and 3 National Workshop.
- Ashok Kumar K attended 1 National Webinar.
- Dr. Sidharthan V attended 1 International Level FDP.
- Sathish Kumar V attended 1 International AICTE-IST approved Refresher Programme, 1 National Faculty

Refresher Program cum Training, 2 National Workshops.

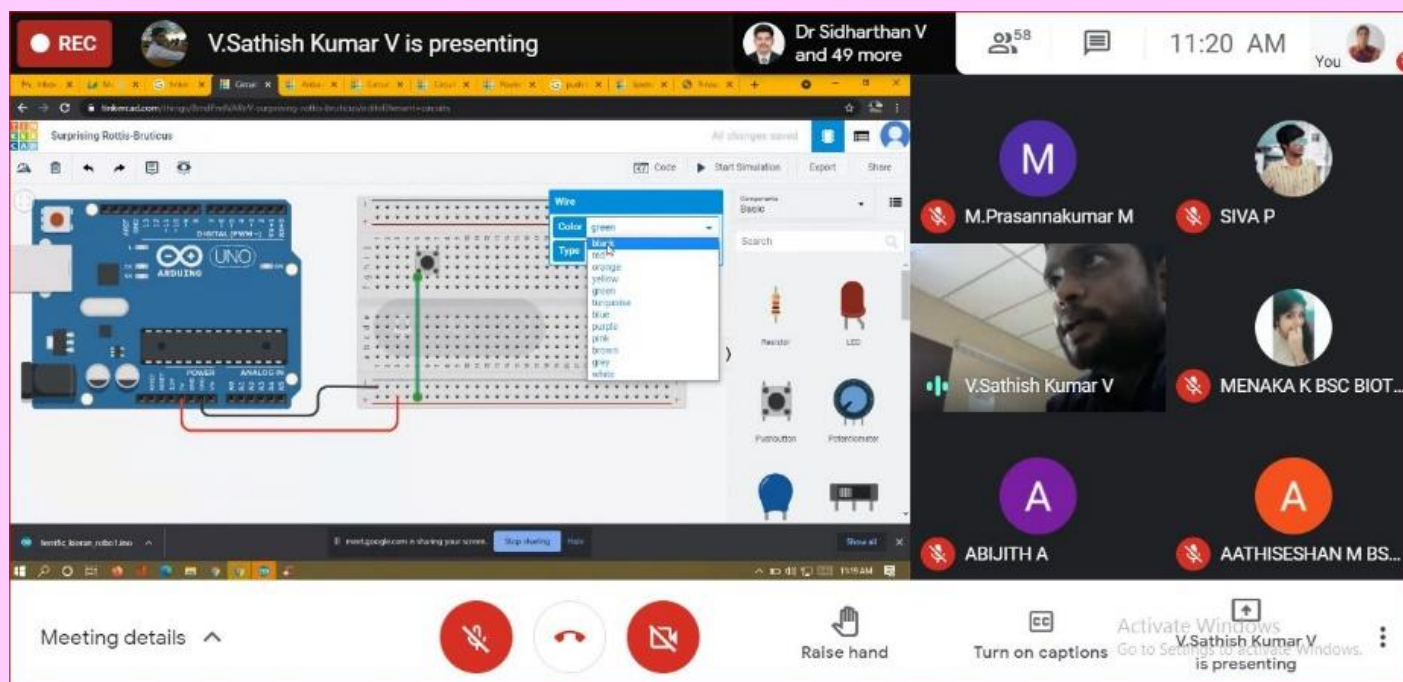
- Mr. Prasanna Kumar V attended 1 International Level FDP, 1 National Faculty Refresher Program cum Training and 3 National Workshops.
- Indira S attended 1 International AICTE-FDP.

## FACULTY PUBLICATIONS

- Ramesh A P published a paper titled Water Quality Monitoring System using Arduino IoT in Kala Sarovar (UGC Care Group-I Journal)
- Dr. Thamarai Selvan M and Prasanna Kumar M published a paper titled FPGA Based Battery Energy Storage System Using Solar Cells in Lap Lambert Academic Publishing.
- Ashok Kumar K published a paper titled IoT Based Advance E-voting System in Lap Lambert Academic Publishing
- Ashok Kumar K published a paper titled College Bus Tracking System Using Wi-Fi/GSM Using Mobile (IoT) in Kala Sarovar (UGC Care Group-I Journal).
- Ashok Kumar K published a paper titled Water Quality Monitoring System using Arduino IoT in Kala Sarovar.
- Dr. Sidharthan V published a paper titled High speed, Low speed and Area Efficient using MAC in Kala Sarovar (UGC Care Group-I Journal).
- Prasanna Kumar M published a paper titled Implementation of Carry Select Adder Based Vedic Multiplier for Minimizing the POath Delay and to Increase the Efficiency of the Processor in Kala Sarovar (UGC Care Group-I Journal).
- Ms. Indira S published a paper titled IoT Based Advance E-voting System in Lap Lambert Academic Publishing.







## FACULTY - PRESENTATION

- Dr. Thamarai Selvan M presented a paper titled Implementation of Low Power FIFO Routing Technique in FPGA in KG College of Arts and Science, Coimbatore on 22 May 2021.
- Dr. Thamarai Selvan M presented a paper titled A Review on - Performance of Division Operation Algorithms in KG College of Arts and Science, Coimbatore on 22 May 2021.
- Prasanna Kumar M presented a paper titled Implementation of Low Power FIFO Routing Technique in FPGA in KG College of Arts and Science, Coimbatore on 22 May 2021.
- Prasanna Kumar M presented a paper titled A Review on - Performance of Division Operation Algorithms in KG College of Arts and Science, Coimbatore on 22 May 2021.

## FACULTY RECOGNITION

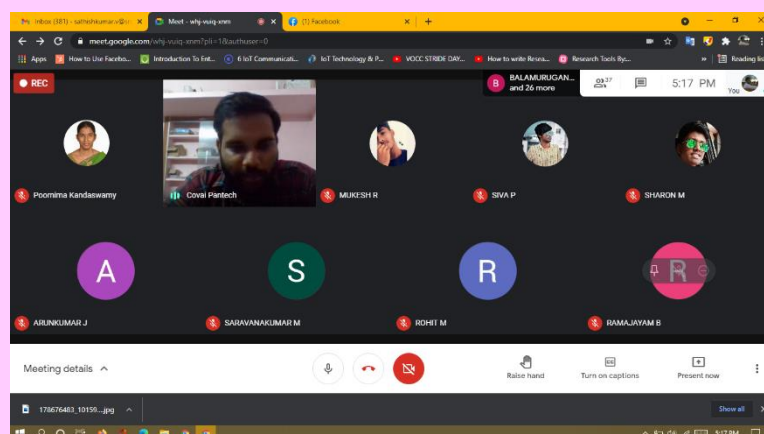
- Mr. Sathish Kumar V received Certificate of Appreciation by Arduino on 27 Mar 2021.

## STUDENT PARTICIPATIONS

- 21 students of I UG, 52 students of II UG and 9 students of I PG participated in a workshop organized by IEEE sponsored Pantech eLearning, Coimbatore.

## STUDENT PLACEMENT

- 3 Students of III UG got placed in HRH Next Services.
- 2 Students of III UG got placed in Sureti IMF.
- 4 Students of III UG got placed in IDBI Federal.
- 2 Students of III UG got placed in Triemp.
- 1 Student of III UG got placed in Focus Edumatics.
- 1 Student of III UG got placed in PPTS, Coimbatore.
- 1 student of II PG got placed in Prisms India.

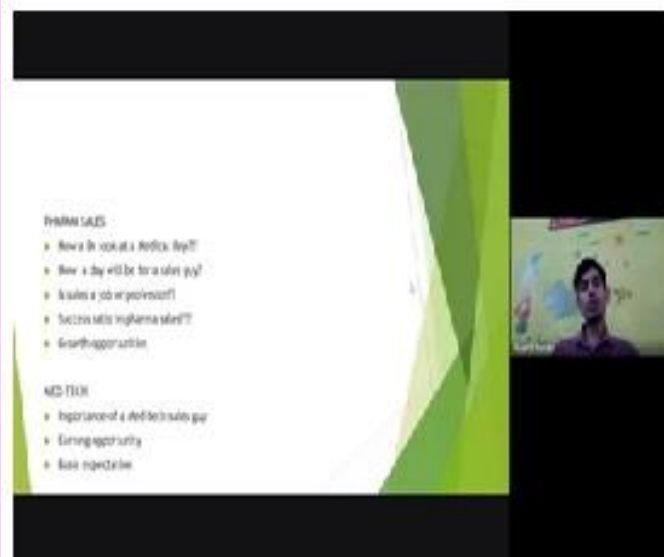
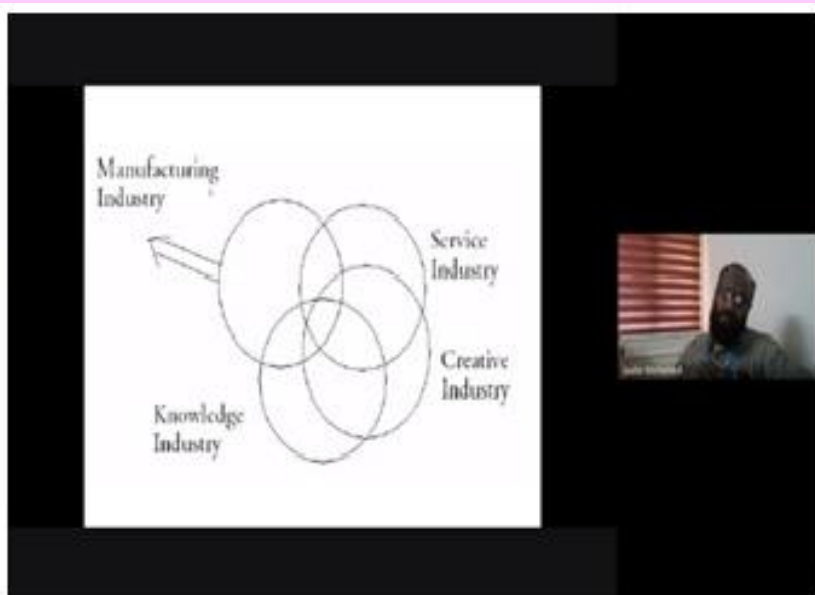


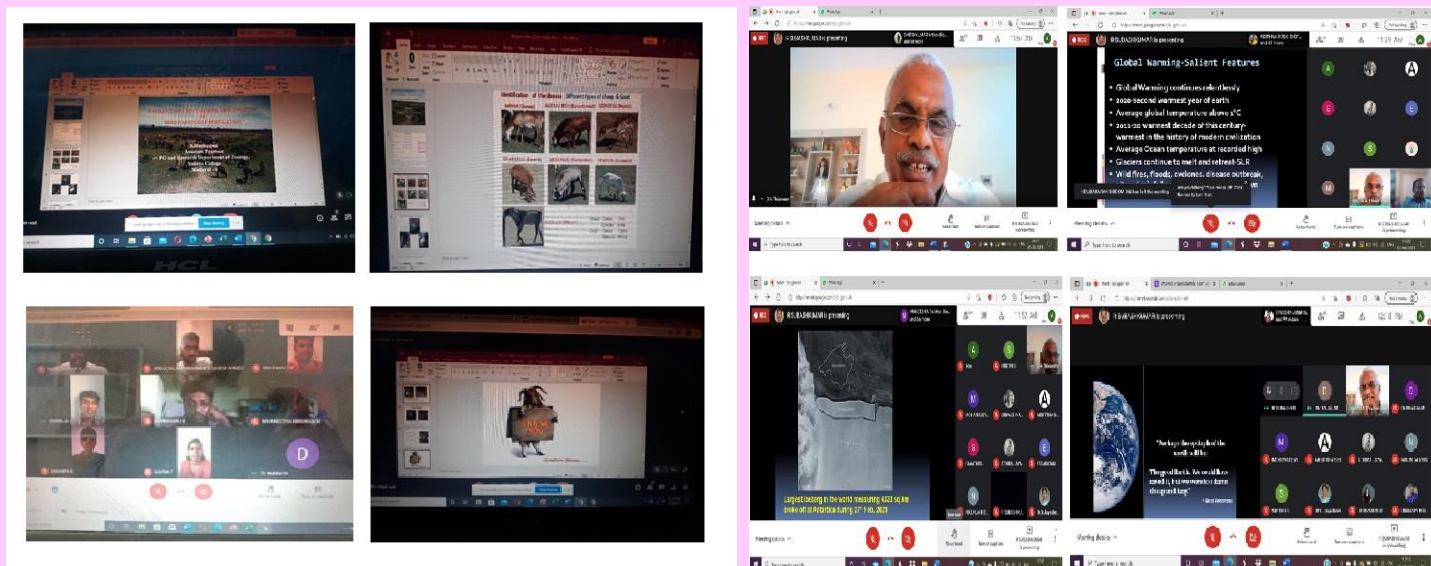
## BIOTECHNOLOGY

### DEPARTMENT ACTIVITIES

#### GUEST LECTURE ORGANIZED

- Four days training on Professional Training Programme on Plant and Microbial Metabolites as a potent Therapeutic Agents was organised from 15 Mar. 2021 to 18 Mar. 2021.
- One day webinar on Bacterial Abscessation was delivered by Dr. Mariappan S, PG & Research Department of Zoology, Yadava College, Madurai on 19 Mar. 2021.
- One day webinar on Down Syndrome was delivered by Dr. Sivaranjini A, Assistant Professor, Department of Biotechnology, DG Vaishnav College, Chennai on 22 Mar. 2021.
- One day FDP on Skill Development for Innovations in Academic and Research was conducted by Dr. Wesely Academic and Research was conducted by Dr. Wesely E G, Assistant Professor, Aringar Anna Government Arts College, Namakkal; Dr. Ayyapa Das M P, Vice Principal, RVS College of Arts and Science, Coimbatore; Dr. Jayashree D, Director, KSG College of Arts and Science, Coimbatore; Dr. Srinath N, Assistant Professor - Biotechnology, Department of Sciences, St. Mary's College, Yousufguda, Hyderabad, Telangana.
- One day webinar on Global Warming and Sea-level Rise-Cause, Effect and Mitigation was delivered by Dr.Thivakaran G A, Director, Blue Bay Coastal Research Foundation, Chennai on 5 Jun. 2021.





## FACULTY PARTICIPATION

- Dr. Subash Kumar R participated in 1 International FDP, 1 National Webinar and 1 National Workshop.
- Dr. Jayasheela D participated in 1 International Workshop and Webinar, 2 National FDPs and 1 National Workshop.
- Ms. Aswini A participated in 1 International FDP and Workshop, 1 National FDP and Workshop.
- Dr. Mukilan M participated in 2 International Conferences, 2 International Webinars, 1 International Workshop and 2 National Webinar.
- Dr. Dinesh Babu J participated in 3 National Conferences, 1 National FDP, and 1 National Workshop.
- Dr. Rathish Kumar S participated in 1 International Workshop and 1 National FDP.
- Dr. Helan Soundara Rani M participated in 1 International Webinar, 2 National Webinars and 1 National Workshop.

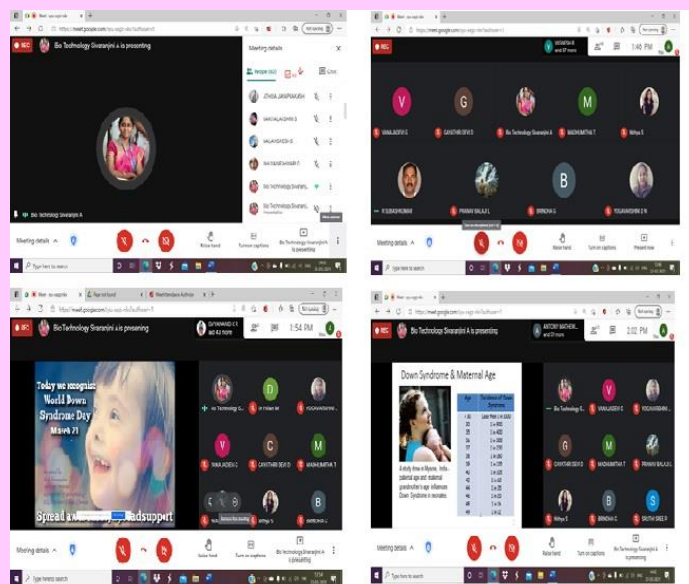
## COURSE COMPLETED

- Dr. Subash Kumar R completed a course titled Guide to reference managers: How to effectively manage your references, Researcher Academy, Elsevier.

## GUEST SPEAKER AND PROGRAMMES ORGANIZED

- Dr. Subash Kumar R gave a guest lecture on Frontiers in Biological Sciences – Lecture Series at National College, Trichy conducted between 10 -20 Feb. 2021.

- Dr. Subash Kumar R and Dr. Helan Soundara Rani M gave a guest lecture on Advances in Biotechnology - Gene Technology (ICAB 2021) at DDGD Vaishnav College, Chennai from 17 Feb. 2021 to 18 Feb. 2021.
- Dr. Helan Soundara Rani M and Ms. Aswini A conducted Professional Training Program on Plant and Microbial Metabolites as a Potential Therapeutic Agent at Sri Ramakrishna College of Arts and Science between 15 Mar. 2021 and 18 Mar. 2021.
- Dr. Helan Soundara Rani M organized Women's Day celebration for National Forum of Pharmacy students on 1 Mar. 2021.
- Dr. Rathish Kumar S gave a guest lecture on Codon Optimization in Recombinant Technology at Selvam Arts & Science College, Namakkal on 5 Jun. 2021.





## ENGLISH

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- An E-Quiz on Business English Vocabulary was organised on 2 Mar. 2021. Nearly 150 students of various departments participated in the E-Quiz and were certified.

#### FACULTY PARTICIPATIONS

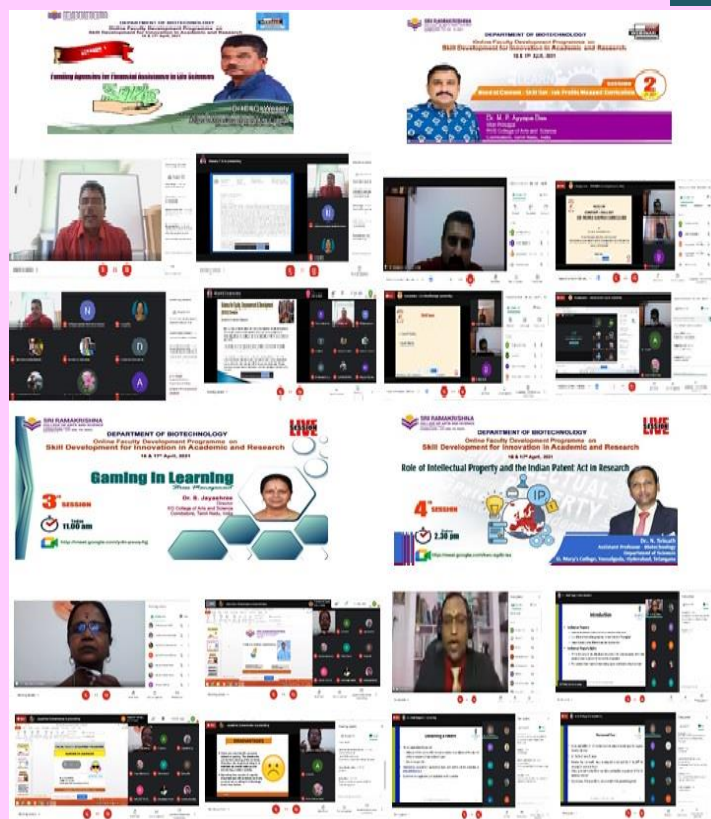
- **Dr. Karunambigai R** participated in 2 National Workshops.
- **Dr. Balamayuranathan B** participated in a One Week STTP, One Online Content development Programme and 1 National Workshop.
- **Mr. Balamurugan C** participated in 2 National Level FDPs.
- Ms. Vijayalakshmi S participated in 1 National Webinar.
- Ms. Mary Velanganni M Participated in 3 National Webinars.
- Mr. Dinesh Kumar G participated in 2 National Webinars.

#### FACULTY PUBLICATIONS

- Mr. Dinesh Kumar G published an e-book titled Inspire with Google Classroom: A Practical Guide to Teach Online in Honeygold Publications, Coimbatore with ISBN: 9789385967177 on 22 Feb. 2021.
- Mr. Dinesh Kumar G published a paper titled Challenges in Teaching English as a Second Language on a Learning Management System in Journal of Interdisciplinary Cycle Research in Feb. 2021.
- Ms. Krithika Devi published a paper titled Impacts of Capitalism in Pre Colonial Culture in The Heart of Redness by ZakesMda in Journal of Interdisciplinary Cycle Research in Apr. 2021.

#### ACTED AS A RESOURCE PERSON

- Dr. Karunambigai R gave a guest lecture at Sri Amaravathi College of Arts and Science on 9 Mar. 2021.
- Dr. Karunambigai R gave a guest lecture at VET Institute of Arts and Science on 20 May 2021.



#### STUDENT'S PARTICIPATION

- 40 students of I B.A. English participated in an International Seminar on Incredible Women at Nirmala College for Women, Coimbatore on 4 May 2021.

#### STUDENT'S PUBLICATION

- Aishwarya Bharathi of I M.A. English published an article titled The Quest for Identity in Sudha Murthy's Mahaswetha in New Perspectives in Language and Literature in Forschung Publications
- Meera N of II B.A. English Co-authored and Published a book titled Coming of Age Compiled by Flairs and Glairs, ISBN-978-93-90799-93-0.
- Meera N of II B.A. English Co-authored and Published a book titled Quirky Thoughts in Thoughts Quests Publications, ISBN 978-93-90523-79-5.
- Yukthika Raghavendran S P of II B.A. English co-authored and published a book titled The Benchmark by Spotwire Publications, ISBN: 978-81-94918-94-3.

#### PRIZES WON

- Joelin Sherril J of I M.A. English won I Prize in Poetry Writing - Spooky Society in the Intercollegiate Literary Competitions conducted by NGM College, Pollachi on 10 Jun. 2021.



**SINCE  
1987**



# **SCHOOL OF MANAGEMENT**

**MBA • Social Work • Business Administration  
Business Administration CA**





# School of Management

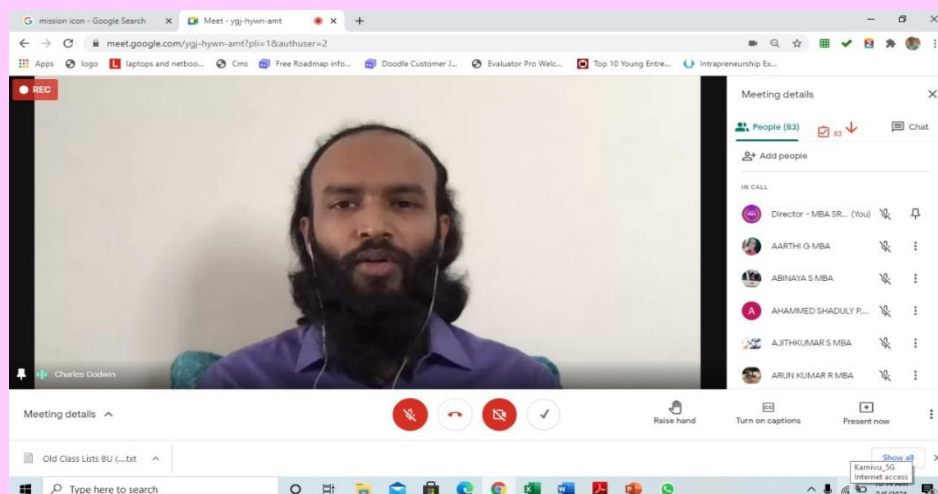
## MBA

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- Department organised a Hard talk - Students discussion forum on the topic **Ways to Recover Indian Business** was organised on 5 Jan 2021.
- Department organised a Hard talk - Students discussion forum on the topic **Leadership Lesson from Indian Business** was organised on 12 Jan 2021.
- Department organised a Hard talk - Students discussion forum on the topic **Dissects Pros and Cons of Union Budget** was organised on 02 Feb 2021.
- A **live budget** session was organised by the department on 02 Feb 2021 for the students during the Budget Presentation by Dr Nirmala Sitharaman, Minister of Finance and Corporate Finance.
- A Webinar on **Indian Financial System** was organised for I & II MBA on 03 Feb 2021. The guest speaker for the session was Mr Alaudeen Basha S, Director, ALEN Securities Pvt Ltd, Chennai.
- A Webinar on **Brand You** was organised for the I & II Year MBA students on 06 Feb 2021 and the guest speaker for the Session was Mr Charles Godwin P, HR Leader & Public Speaker.
- Department organised a Hard talk - Students discussion forum on the topic **Dissects Chinese goods are Cheaper and Surplus lesson from Indian business** was organised on 23 Feb 2021.
- A CXO talk on **Non Performing Assets and its Impact on the Indian Economy** was organised for the I & II Year MBA students on 01 Mar 2021. The guest speaker for the Session was Mr Vasantha Kumar M, Location Head, Varthana Finance Ltd, Coimbatore.
- A One Day Workshop on **Tally** was organised on 5 Mar 2021 for the benefit of the students and faculty. The Resource person for the session was Dr Hari Hara Sudhan R, Assistant Professor, Hindustan University, Chennai and Dr Saravana Alagappan, Hindustan University, Chennai. The Workshop provided hands-on training to the participants about the Tally Software and helped them learn essential accounting ideas and standards.
- On the eve of the Women's Day Celebration, the Department organized a **Health Awareness program for Women** on 08 Mar 2021. Dr Asha R Rao, MD DGO FICOG, Managing Director, Chief Consultant, Rao Hospital, Coimbatore was the resource person.
- A **Virtual Voting Awareness** session had been organized for both parents and Students on 11 Mar 2021 for II MBA.
- A Virtual Parents Teachers Meet was organised for the students of II MBA on 11 Mar 2021.
- A One Day International Workshop on Pedagogical Tools for the Effective Implementation of National Educational Policy on 12 Mar 2021 was organised by the department. The Resource Person was Dr Christopher Devakumar, Associate Professor, PES University, Bangalore and Dr Kandappan





Balasubramanian, Associate Professor, School of Hospitality, Tourism and Event Taylor's University, Malaysia. In the Workshop, latest Pedagogical Tools used for teaching and implementing the National Educational Policy were discussed.

- A Virtual Voting Awareness session had been organized for both parents and Students on 15 Mar 2021 for I MBA.
- A Virtual Parents Teachers Meet was organised for the students of I MBA on 15 Mar 2021.
- Orientation Session on Business Law was organised for I MBA students on 18 Mar 2021. The Resource person for the session was Mr Maruthavijayan S, Assistant Professor, School of Excellence in Law, The TamilNadu Dr Ambedkar Law University, Chennai. Students gained knowledge about various types of contracts, breach of contract, sale of goods Act, warrants etc.,
- A Webinar on Capital Market was organised for the I & II year MBA students on 29 Apr 2021. The guest speaker for the Session was Dr Sharan Kumar Shetty, Financial Advisor, Motivational Speaker and Educational Consultant, Ideator and Founder of Capital Advisors (start up Firm).
- An Awareness Session on Competitive Examination was organised for I & II MBA students on 19 May 2021. The guest speaker for the session was Mr Praveen A, IFS, Maharashtra.
- Student Discussion Forum on Harvard Business Review Article for the I MBA students on 25 May 2021. The students were divided into groups and were

asked to take and discuss the article in the Forum.

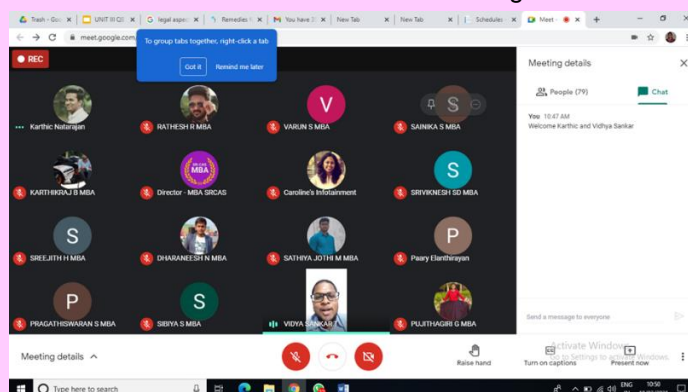
- A Webinar on Building an Innovation /Product fit for a Market was organised for the I & II year MBA students on 27 May 2021. The guest speaker for the Session was Mr Hussain Ahamed, Managing Director, Cheran Academy.

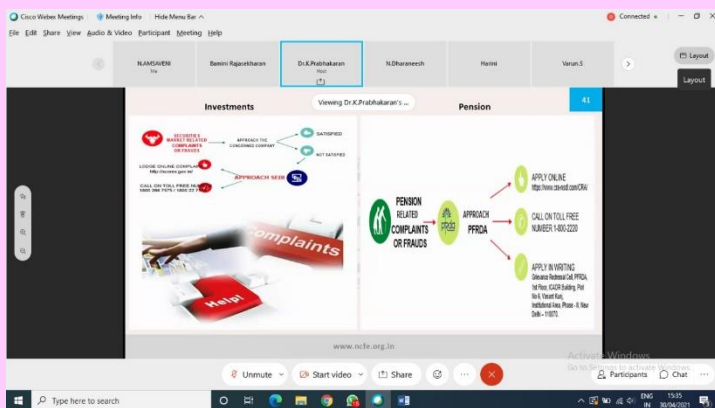
### Inter/Intra College Competitions Organised

- A national level intercollegiate competition IDEATHON 2021 was organised on 08 Feb 2021 and 180 students participated and benefited.

### FACULTY PARTICIPATIONS

- Dr Pon Meenakshi P attended 2 National level FDPs, 1 International Workshop and 2 National Level AICTE Refresher Programmes.
- Dr Merceline Anitha B attended 4 National level FDPs and 2 National Level AICTE Refresher Programmes.
- Dr Divya D attended 4 National level FDPs, 1 International Conference, 5 National Webinars and 2 National Level AICTE Refresher Programmes.





- Dr Amsaveni N attended 4 National level FDPs, 1 International Conference, 1 National Workshop, 4 National Webinars and 2 National Level AICTE Refresher Programmes.

## FACULTY PUBLICATIONS

- Dr Pon Meenakshi P published a chapter entitled on Factors affecting Brand Recognition of Ayurvedic Food Products during Pandemic Period in International Journal (Scopus)- (European Journal of Molecular & Clinical Medicine), ISBN: 2515-8260, Volume 07(02).

## FACULTY ACTED AS A PERSON

- Dr Pon Meenakshi P acted as Guest Speaker for the Guest Lecture on Tips- How to ace your Job Interview

organised by the Department of BCom (CA), Kongunadu Arts & Science college on 21 Jan 2021.

- Dr Pon Meenakshi P acted as Guest Speaker for the Guest Lecture on A Pathway to Research organised by the School of Management for BBA, MBA and Research scholars at VelTech University, Chennai on 20 May 2021.
- Dr Amsaveni N acted as Guest Speaker for a Webinar on Believe in yourself organised by the Department of BCom (CA), Pioneer College of Arts and Science on 19 Feb 2021.
- Dr Amsaveni N acted as Guest Speaker for a Webinar on Role of Women Entrepreneurs in India organised by Kamadhenu Arts and Science College on 31 May 2021.

## FACULTY – AWARDS & RECOGNITIONS

- Dr Pon Meenakshi P received Best Senior Faculty Award from Novel Research Academy, Puducherry on 02 Apr 2021.

## FACULTY - ONLINE COURSES COMPLETED

- Dr Pon Meenakshi P completed 3 online courses in the platform Coursera.



## Social Work

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

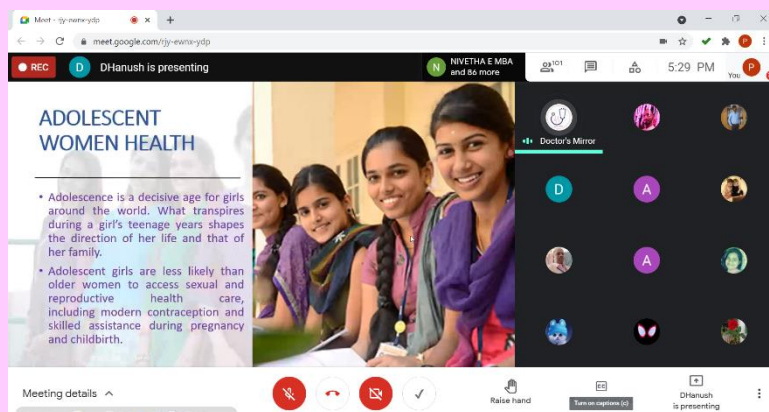
- A Discussion on **Life after Puberty** was organised on account of Menstrual Hygiene Day on 28 May 2021. Dr Raja Rajashwari V, Advisor – Guide Foundation for Young Generation, Public Speaker, Youtuber was the guest speaker.

## BBA

### DEPARTMENT ACTIVITIES

#### EVENT ORGANIZED

- A One day webinar was organized on **Persuasion and Negotiation** for the students on 17 Mar 2021. Ms.Shakila Mathew, Dean, Academics, VET Institute of Arts and Science, Erode was the guest speaker of the day.
- A One day webinar on **Statistical Tools for Innovative Research** was organized for the students on 19 Mar 2021. Dr Senthil Kumar, Statistical consultant was the guest speaker.
- A One day webinar on **Success of Entrepreneurs** was organized for the students on 08 Apr 2021. Ms.Sathya M, Assistant professor, Department of Commerce, Angappa College of Arts and Science was the guest speaker.
- A One day webinar was organized on **Career in Logistics** for the students on 09 Apr 2021. Mr Veerababu, Director -SACCA was the guest speaker.
- A One day webinar on **New Age of Branding Digital Eco System** was organized on 01 May 2021. Mr.Gerald R, State Head, Tamilnadu, Amway India Enterprise was the guest speaker.
- A One day webinar on **Innovative Strategies in Distribution Management: Success Mantra for Entrepreneurs** was organized on 20 Apr 2021. Dr.Balaji Vignesh R, Assistant Professor, Head -



- Marketing, SIIMS -Pollachi was the guest speaker.

### FACULTY PARTICIPATIONS

- Dr Jeyanthi G attended 3 Webinars and 1 FDP.
- Dr Sivakumar G attended 1 National Level FDP.
- Prof Gowtham R attended 1 National Webinar.
- Prof Venkatalakshmi attended 1 National Webinar.



**SRI RAMAKRISHNA**  
COLLEGE OF ARTS & SCIENCE  
Formerly SRM Sora College

**Department of BBA**  
Presents webinar on

**"CAREER IN LOGISTICS"**

Guest Speaker



On 9th April 2021  
Friday @ 11.30 am  
Via - Google Meet



**Mr. M.VEERABABU**  
DIRECTOR -SACCA

**Dr.K.SABARINATHAN**  
HEAD -BBA  
CONVENER

**Prof.REKHA R**  
Co ordinator

**SRI RAMAKRISHNA**  
COLLEGE OF ARTS & SCIENCE  
Formerly SRM Sora College

**Department of BBA**  
Presents webinar on

**INNOVATIVE STRATEGIES IN  
DISTRIBUTION MANAGEMENT :  
"SUCCESS MANTRA FOR  
ENTREPRENEURS"**

Guest Speaker

**Dr.R.BALAJI VIGNESH**  
Assistant Professor,  
Head-Marketing,  
SIIMS-Pollachi



Via   
meeting code - nkg-nero-axr  
@  
10.30 am  
on  
20, April 2021  
Tuesday

CONVENER  
**Dr.K.SABARINATHAN**  
Head-BBA

Co ordinator  
**Prof.N.ILANGO**  
Asst.Professor-BBA

## STUDENT PARTICIPATIONS

### Students Online Courses Completed

- 110 students of the BBA department had completed various online courses offered by the platform Coursera.

### Students Awards/ Recognition

- Ramya Krishnan K of I BBA got III Prize in Junior level National Throwball championship on 22 Mar 2021.
- Muthu Akilarasu of II BBA got Gold in 17th Sub-junior, Youth & Senior State Wushu Championship – 2021 on 19 Feb 2021 to 21 Feb 2021.
- Jaya Priya R of I BBA got I Place in Virtual inter departmental literary competition on 22 Apr 2021.

**SRI RAMAKRISHNA**  
COLLEGE OF ARTS & SCIENCE (Autonomous)  
Formerly SRM Sora College

**School of Management**  
Department of Management Sciences - UG

**WEBINAR ON**  
**NEW AGE OF BRANDING - DIGITAL ECO-SYSTEM**



**MR R. GERALD**  
State Head, Tamil Nadu  
(AMWAY INDIA ENTERPRISE)

**DATE: 01-05-2021**  
**TIME:10.30AM**

CONVENERS  
**DR K SABARINATHAN (HOD-BBA)**  
**DR K GUNASEELAPRABHU (HOD-BBA CA)**

COORDINATORS  
**PROF M GOWTHAM**  
**PROF M KARTHIKA**

SCAN TO JOIN




## BBA CA

## DEPARTMENT ACTIVITIES

## EVENT ORGANIZED

- A One day webinar on **Union Budget 2021-2022** for the students was organized on 08 Feb 2021. Dr Manimalathi, Assistant Professor, Sri Ramakrishna College of Arts and Science, Coimbatore was the guest speaker.
- A One day webinar on **Recent Trends in Retail Management** for the students was organized on 25 Feb 2021. Mr Ramani K S, Zonal, Business HR-TN, Spar Hypermarket, Coimbatore was the guest speaker.
- A One day webinar was organized on **Statistics in Business Research** for the students on 08 Mar 2021. Mr Mani N, Assistant Professor of Statistics, Sri Ramakrishna College of Arts and Science, Coimbatore was the guest speaker.
- A One day webinar on **Skills and Qualities for Budding Entrepreneur** was organized for the students on 09 Mar 2021. Dr Parikshit Kala, Head-Department of Management, HIMIGIRI ZEE University, Dehradun was the guest speaker.
- A One day webinar on **Mentoring Session on the Cultural Impact of Business Communication** was organized on 29 Mar 2021. Dr Poonkodishri N, Assistant Professor of English, Government Arts College, Coimbatore was the guest speaker.
- A One day webinar on R Programming Nuts and Bolts was organized for the students on 09 Apr 2021. Dr Kumares N, Associate Professor, Department of Computer Applications, Dr N.G.P Arts and Science, Coimbatore was the guest speaker.
- A One day webinar on Healthy Relationship for Healthy Life was organized for the students on 10 Apr 2021. Dr Badrinarayanan M K, Professor & Head, School of Management, Hindustan Institute of Technology and Science, Chennai was the guest speaker.
- A One day webinar was organized on Alumni Interaction for the students on 15 Apr 2021.



Mr. Gowtham S, Team Lead, HR Talent Acquisition, Chennai and Mr Murugan S, Marketing Executive, Lupin Limited, Coimbatore were the guest speakers.

- A One day webinar on Role of RDBMS in Industrial Perspectives for the students on 26 Apr 2021. Dr Rajeev R, Associate Professor, Department of Information Technology, Sri Ramakrishna College of Arts and Science was the guest speaker.
- A One day webinar on New Age of Branding-Digital Eco- System for the students on 01 May 2021. Mr Gerald R, State Head, Tamil Nadu (AMWAY INDIA ENTERPRISE) was the guest speaker.

## FACULTY PARTICIPATIONS

- Dr Gunaseelaprabhu K attended 1 National Level Workshop and 1 National Webinar.
- Dr Jainshankar R attended 1 National Level Workshop and 4 National Webinars.
- Dinesh A attended 1 National FDP.
- Karthika M attended 1 National FDP and 1 Webinar.
- Manimalathi P attended 1 National Level FDP and 2 National STTPs.
- Subhasheni R attended 1 National FDP.

## FACULTY PUBLICATIONS

- Dr Gunaseelaprabhu K published a paper entitled A Study on Employee Satisfaction with Reference to Monarch Industrial Product p. Ltd., Theni in ANVESAK journal, 0378 – 4568, 51, 2021.
- Dr Gunaseelaprabhu K published a paper entitled Customer Preference and Satisfaction Level Towards Maruti Suzuki (arena) in Coimbatore district in ANVESAK journal, 0378 – 4568, 51, 2021.



**SINCE  
1987**

# CLUBS

**NSS • EDC • YRC • NCC • Campus to Corporate • Tamil Mandram  
WEC • i2i – Idea to Innovation Club • Consumer Club • YRC**





# CLUBS

## NATIONAL SERVICE SCHEME

### CLUB ACTIVITIES

- NSS organized Road Safety Day Awareness programme near Women's Polytechnic signal, Coimbatore on 22 Jan 2021.
- NSS organized Martyrs day - Untouchability Pledge at SRCAS on 31 Jan 2021
- NSS organized an Online awareness pledge on Vote for Change using Google form on 17 Mar 2021 in which 1900 students and 75 faculties attended.
- NSS organized an Awareness E-quiz on Vote for Change in Online mode using Google form on 22 Mar 2021 in which 180 students and 38 faculties participated
- NSS organized a Door to Door - Awareness on COVID-19 Vaccination at Kaniyur, Karumathampatti and Ooty on 11 Apr 2021.
- NSS organized a Door to Door - Awareness on COVID-19 Vaccination at Vadavalli, Trichy District, Thathiengerpet and Thiruvavarur District Vadugakkudi on 14 Apr 2021.
- NSS organized an E Drawing - Awareness on COVID-19 Vaccination on 14 Apr 2021.
- NSS organized a Door to Door - Awareness on COVID-19 Vaccination at Covai (Ramanathapuram & OndiPudur), Neyveli on 14 Apr 2021.

- NSS organized a Door to Door - Awareness on COVID-19 Vaccination at Thudiyalur & Nallampalayam, Coimbatore on 15 Apr 2021
- NSS organized an E-Drawing - Awareness on COVID-19 Vaccination on 19 Apr 2021 and 20 Apr 2021.
- NSS organized an E-Drawing Competition and Awareness Poster Designing Competition for World Earth Day on 22 Apr 2021.
- NSS organized an Awareness session on Importance of Wearing Mask on 23 Apr 2021.
- NSS organized a webinar on Protecting Nation against COVID-19 in Online mode (Google meet) on 7 May 2021.







al is presenting

SHARMILA M B... and 98 more

Dear Sri Ramakrishna Hospital is presenting

## PROTECTING NATION AGAINST COVID - 19

Dear Sri Ramakrishna Hospital is presenting

## SURGICAL MASK

- \* 3 layer
- \* Outer layer- hydrophobic material ( prevents respiratory droplets)
- \* Middle- filter which filters the microorganism
- \* Inner layer- soft absorbent material (light color)
- \* Advised to replace every 3-4 hours ( max 6 hrs)

entering

BAGAVI S BCOM... and 71 more

Dear Sri Ramakrishna Hospital is presenting

## COVID-19 Coronavirus Symptoms

SERIOUS COVID-19 SYMPTOMS REQUIRING IMMEDIATE MEDICAL CARE

- \* If you develop any of these symptoms, call your healthcare provider or facility facility and seek medical care immediately.
- \* This is not an exhaustive list. There are the most common symptoms of serious illness, but you could get very sick with other symptoms - If you have any symptoms, call for help immediately.

MOST COMMON SYMPTOMS

- Fever
- Cough
- Tiredness
- Loss of taste or smell

LESS COMMON SYMPTOMS

- Shortness of breath or difficulty breathing
- Loss of speech or inability to coordinate
- Chest pain
- Sore throat
- Headache
- Arches and joints
- Diarrhea
- A rash on the skin
- Red or irritated eyes



- NSS organized Free Food Delivery to the economically weaker section on 8 May 2021.
- NSS organized an Online Awareness Pledge on No Tobacco Day in Online mode (Google form) on 31 May 2021.
- NSS organized the events World Environment Day - Awareness Video and Plantation and Feeding Birds at Coimbatore, Ramanathapuram, Cuddalore District (Neyveli), and Coimbatore (Ondipudhur) on 5 Jun 2021.
- NSS organized an E-Drawing competition on World Day Against Child Labour on 12 Jun 2021.
- NSS organized an E-Drawing competition on World Blood Donors on 15 Jun 2021.
- NSS organized a session on International Yoga Day – Video on 21 Jun 2021.
- NSS organized a session on International Day Against Drug Abuse - Poster and Drawing on 26 Jun 2021.

## i2i – IDEA TO INNOVATE CLUB

### CLUB ACTIVITIES

- A workshop on Prototype Design and Development was organized on 19 Mar 2021 and Mr Prasanna Kumar D, Development Engineer - Optoelectronics Prisms India Pvt. Ltd, Pondicherry was the guest speaker. 78 students participated and benefited from the workshop.

## CONSUMER CLUB

### CLUB ACTIVITIES

- On account of World Consumer Rights Day, Essay Writing & Slogan Creation competitions were conducted for the students of all the departments on 12 Mar 2021. Students actively took part and gave their contributions.
- A Guest lecture on the topic Role of Intellectual Property in Protecting the Consumers was organized on 15 Mar 2021. Mr. Jeffry Andrew, Assistant Professor, (Intellectual Property Law), The Tamilnadu Dr. Ambedkar Law University, Chennai, was the guest speaker.



**SRI RAMAKRISHNA**  
COLLEGE OF ARTS & SCIENCE (Autonomous)  
Formerly SNR Sons College

**INSTITUTION'S INNOVATION COUNCIL**  
University of Education Initiatives

**Post Graduate and Research Department of Electronics**  
in association with  
**Innovation Centre SRCAS**

**Workshop**

**PROTOTYPE DESIGN AND DEVELOPMENT**

**Mr. Prasanna Kumar D**  
Development Engineer - Optoelectronics  
Prisms India Pvt. Ltd.  
Pondicherry

Google Meet  
**March 19 - 2021, 02.30 p.m.**

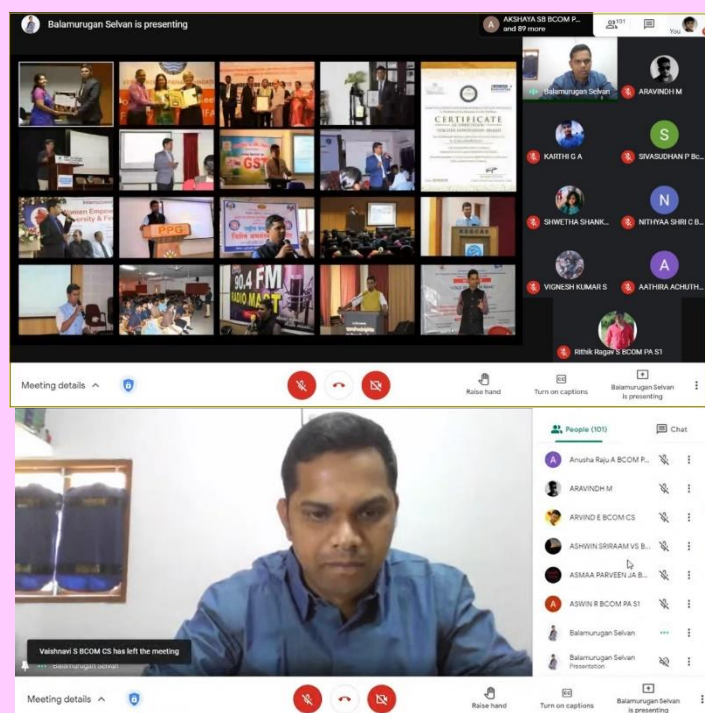
**Mr. Sathishkumar.V**  
Assistant Professor  
Coordinator

[www.srcas.ac.in](http://www.srcas.ac.in)

## ENTREPRENEURSHIP DEVELOPMENT CELL

### CLUB ACTIVITIES

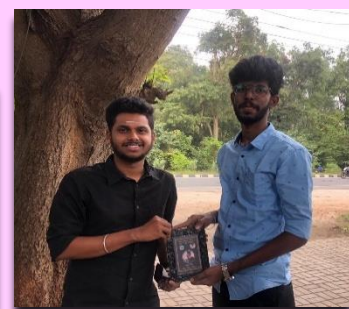
- A Student Development Programme on Entrepreneurial Thoughts: A Student Perspective was organized on 22 Mar 2021 and Dr Balamurugan S, Asst. Professor & Head, Department of Commerce IB, Govt. Arts College, Avinashi was the guest speaker. 541 students actively participated in the event and benefited.



## ROTARACT CLUB

### CLUB ACTIVITIES

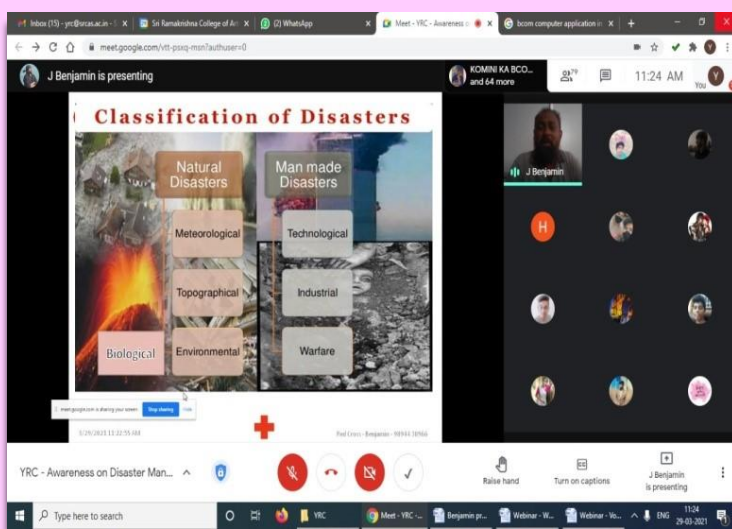
- The Rotaract Club of Sri Ramakrishna College of Arts and Science, in collaboration with Sri Krishna Arts and Science College, conducted a thought-provoking session called Human Destiny - My Biggest Concern for the Future is on 3 Mar 2021. The session, handled by Rtr. Varalakshmi, District Trainer Designate, focused on the biggest concern of the future.
- The Rotaract Club of Sri Ramakrishna College of Arts and Science, in collaboration with Sri Krishna Arts and Science College, took the initiative to distribute blankets to the people living on the streets on 14 Mar 2021.
- World Water Day was celebrated in a grand manner by the Rotaract clubs belonging to the Rotary Club of Coimbatore Midtown, Zenith, Town and Downtown. Dr. Ilangovan, Former Special Chief Engineer, Public Works Department, Water Resources Department, the chief guest, presented a talk which focused on water conservation and its uses on 22 Mar 2021.



## YOUTH RED CROSS

### CLUB ACTIVITIES

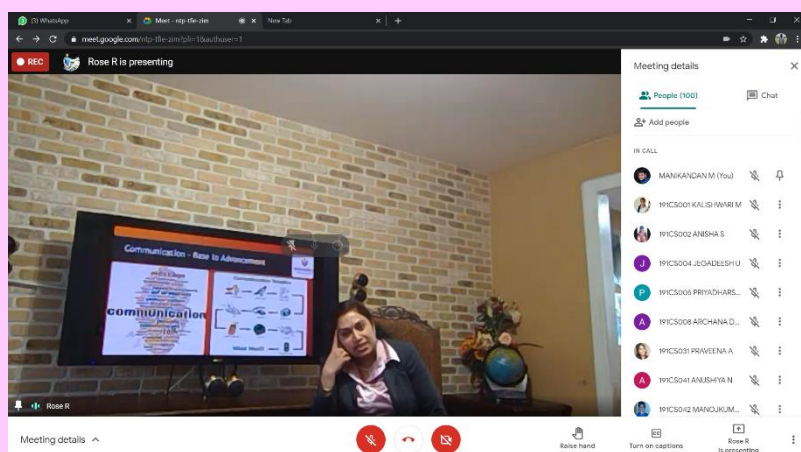
- YRC organized a webinar on Awareness of Disaster Management, which was led by Mr Benjamin J, DM/First Aid Training cum Field Coordinator, Indian Red Cross Society, TNB on 29 Mar 2021.
- YRC organized an awareness programme on Health and Safety Measures about COVID-19 on 29 Apr 2021. Mrs Vijayalakshmi, President, CSC Village Level Entrepreneur, CSC Women Entrepreneur of Tamilnadu enunciated a talk on the occasion.



## CAMPUS TO CORPORATE

### CLUB ACTIVITIES

- An Expert Lecture on **Aligning Talent to Corporate Requirement** was delivered by Ms Rose Oviya Ramasamy, Lead Software Engineer, Senovi Software Consultants, New York, United States of America, on 26.02.2021.





## NATIONAL CADET CORPS

### CLUB ACTIVITIES

- A Webinar on **Crossed Path-4** with Major.Shanmugavadivel was organised on 9 Jan. 2021.
- **72 Republic Day Celebration** was conducted on 26 Jan. 2021 in SRCAS Campus.
- **Obstacles Training Area** was inaugurated in college by the Chief Guest Col.LCS.Naidu, Group Commander, NCC Group Coimbatore. Mrs. Swathy Rohit, COO, SNR Sons Trust presided the function on 04 Feb. 2021.
- All cadets registered and took pledge during the Revamped Gallantry Awards Portal, organised on 10 Feb 2021.
- NCC cadets involved in welcoming NAAC Peer Team in SRCAS Campus. Cadets did a demonstration on Obstacles & Tent Pitching in front of the NAAC Team. They also observed the photos displayed on NCC activities on 11 Feb. 2021.
- 18 cadets attended the B Certificate Examination on 06 Mar. 2021.
- 15 cadets participated in Battalion Swarnim Vijay Varsh War memorial on 6 Mar. 21, organized by 110 Battalion.
- NCC SRCAS & Exncc Cadet organization jointly organized a Webinar on Successful Path of Women –through Google Meet on 08 Mar. 2021.
- S.Gokul, B.Jayasoorya and S.Jenagaraj received NCC – Award of Tamil Nadu Government Scholarship for Outstanding NCC Cadets 2020-21 on 26 Mar. 2021.



- 14 cadets attended the C Certificate Examination on 27 Mar 2021.
- Voting Awareness Rally was organised on 03 Mar.2021. The rally started at Coimbatore Group NCC and ended at Singanallur Bus Stop, nearly 50 students took part in this event.
- A Cadet to Youth Ambassador - Webinar was organised through Google Meet on 23 Apr. 2021.

## TAMIL MANDRAM

### CLUB ACTIVITIES

- ஸ்ரீ ராமகிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரியில் 11.01.2021 திங்கட்கிழமைன்று பொங்கல் சிறப்புப் பட்டிமன்றம் நடத்தப்பட்டது. இந்நிகழ்வில் கல்லூரியின் முதல்வர் மற்றும் செயலர் முனைவர் பி.எல்.சிவக்குமார் அவர்கள் தலைமையேற்ற, மொழித்துறைத்தலைவர் முனைவர் த.விஸ்வநாதன் அவர்கள் வரவேற்புரை நல்கியதுடன் பட்டிமன்ற நடுவராகவும் இருந்து திரைப்படங்களில் கருத்தால் மனதை அதிகம் கவர்ந்தவை பழைய பாடல்களே! புதிய பாடல்களே! என்னும் தலைப்பில் கல்லூரியில் பணிபுரியும் பேராசிரியர்களே பேச்சாளர்களாகக் கொண்டு பட்டிமன்றம் நிகழ்த்தப்பட்டது.

## WOMEN EMPOWERMENT CELL

### CLUB ACTIVITIES

- International Women's Day was organised on 8 Mar. 2021.
- Sales Force Foundation Programme was organised



**EXPLORE.**

**EXPERIMENT.**

**EXCEL.**



**SRI RAMAKRISHNA**

**COLLEGE OF ARTS & SCIENCE (Autonomous)**

Formerly SNR Sons College

**Re-Accredited with 'A+' Grade by NAAC**

Avinashi Road, Nava India, Coimbatore – 641006, Tamil Nadu, India.

Phone: 0422 – 2562788 | [www.srcas.ac.in](http://www.srcas.ac.in)



Expect your valuable feedback to: [srcastimes@srcas.ac.in](mailto:srcastimes@srcas.ac.in)