

INTERNAL QUALITY ASSURANCE CELL (IQAC)

Annual Report

2011-12



**Sri Krishna Arts and Science College
Coimbatore**

Sri Krishna Arts and Science College
An Autonomous College
Affiliated to Bharathiar University
Accredited with "A" Grade by NAAC
An ISO 9001:2008 Certified Institution
Coimbatore 641 008



The Annual Quality Assurance Report

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Sri Krishna Arts and Science College

An Autonomous College

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Sugunapuram, Kuniyamuthur Post,
Coimbatore 641 008, Tamil Nadu

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**ANNUAL QUALITY ASSURANCE REPORT
OF THE
INTERNAL QUALITY ASSURANCE CELL**

2011-12



**Sri Krishna Arts and Science College
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Coimbatore**

INTERNAL QUALITY ASSURANCE CELL (IQAC)

Internal Quality Assurance Cell (IQAC) has been constituted in Sri Krishna Arts and Science, Coimbatore 641 008 with the following members:

Chairperson	Dr.K.Sundararaman, Principal, Sri Krishna Arts and Science College, Coimbatore 641 008
Senior Administrative Officer	Mr.K.Kondasamy, Office Superintendent
Teaching Faculty Members	1. P.Baba gnanakumar, HOD of Commerce 2. K. Sampath, HOD of ECS 3. V.Radhika, HOD of Computer Science 4. C.Sunitha, HOD of CA & SS 5. K.S. JeenMarseline, HOD of IT & CT 6. T. Nagaprakash, HOD of Management Science
Management Representative	Dr. K. Palaniappan, Secretary
Nominees from Local Society	Mr. G. Karuppasamy, Manager, Punjab National Bank, Tirupur (RES : 11 /70 A14 Mudaliar Street Sundarapuram, Coimbatore-641024.)
Coordinator of the IQAC	K.Sambath. HOD, ECS

Section A

The plan of action chalked out by the IQAC in June 2011

1. Quantifiable Objectives

➤ Placement

To place at least 600 students and offer at least 1000 placement offers to the outgoing students.

➤ Students' performance in the University Examinations:

To produce 75% pass percentage in all subjects in UG and PG level

➤ University rank

To motivate the students to get at least 20 ranks in Bharathiar university examinations

➤ Infrastructure:

To establish green field environment in the first phase.

➤ Library:

To procure at least 4000 books and add 10 journals.

➤ Sports and Games:

To establish gym facilities to the sports persons.

2. Target Fixed by various committees

2.1 Statutory committees

S.No	Committee	Date of Meeting	Resolutions taken
1.	Board of Studies	10-09-2011	The proposed syllabus for the academic year 2011-12 has been drafted by the respective departments.
2.	Academic Council	19-09-2011	The council approved the syllabus for the academic year 2011-12
3.	Finance Committee	21-10-2011	Approval of <ul style="list-style-type: none"> The budget for the academic year 2011-12.

			<ul style="list-style-type: none"> The examination fee for the academic year 2011-12. The remuneration for the examination related work for the academic year 2011-12. The sitting fee for the members of Board of Studies, Academic Council and Governing Body meeting for the academic year 2011-12.
4.	Governing Body	28-01-2012	The Governing body approved the various proposals passed in academic council and finance committee. It has been decided to introduce programmes such as BA (Eng.lit), B.Sc(Maths), BCSEA, MA (Eng.lit), M.Phil and Ph.D (FT) in Commerce during the academic year 2012-13
5.	Finance Committee	21-03-2012	Approval of <ul style="list-style-type: none"> The budget for the academic year 2012-13. The revised examination fee for the academic year 2012-13. The revised remuneration for the examination related work for the academic year 2012-13. The sitting fee for the members of Board of Studies, Academic Council and Governing Body meeting for the academic year 2012-13.
6.	Board of Studies	12-04-2012	The proposed syllabus for the academic year 2012-13 has been drafted the respective departments.
7.	Academic Council	16-06-2012	The council approved the syllabus for the academic year 2012-13.

2.2 Non-Statutory Committees

S.no	Committee	Date	Resolutions taken
1.	Library Committee	27-09-2011	Discussed about <ul style="list-style-type: none"> Review of Periodicals Requisition Form. Purchase of CD's & DVD's.



			<ul style="list-style-type: none"> Digital library Services. Conduct of Book Fair.
2.	Academic Audit Committee	28-09-2011	<p>The Committee decided</p> <ul style="list-style-type: none"> To have five security features in the Mark Statement. To go for Re-Certification Audit under ISO 9001-2008 in the month of June 2012. To form a committee of External Experts to perform Academic Audit every year from 2012-13. The plan to conduct Internal Audit during the month of October and April.
3.	Admission Committee	29-09-2011	The committee approved the students admitted in the academic year 2011-12
4.	Planning and Evaluation Committee	24-10-2011	<p>Approval of</p> <ul style="list-style-type: none"> Academic calendar for the year 2011-12. Examination schedule for the odd semester, November 2011. Examination schedule for the even semester, April 2012.
5.	Grievance Appeal Committee	25-10-2011	<p>Review of</p> <ul style="list-style-type: none"> Class committee and tutor-ward meetings. <p>Approved the</p> <ul style="list-style-type: none"> Rules framed for the conduct of student. Rules framed for the undertaking to be signed by the student and the parent/guardian.
6.	Examination Committee	26-10-2011	<p>Approval of</p> <ul style="list-style-type: none"> End Semester Examination Time table. Regulations for attendance and leave of absentee. Regulations for Examination. Rules for students to earn additional credits. <p>Framed and Approved</p> <ul style="list-style-type: none"> The rules for the conduct of CIA test.



			<ul style="list-style-type: none"> The procedure for Transparency and Revaluation.
7.	Student Welfare Committee	27-10-2011	<ul style="list-style-type: none"> The committee members reviewed the details of the Tutor-ward meetings conducted fortnightly and expressed satisfaction over the remedial measures taken. The additional requirements for the academic year 2011-12 were approved.
8.	Extra-curricular Activity Committee	28-10-2011	<p>The committee decided</p> <ul style="list-style-type: none"> To apply for NCC to be started in the academic year 2012-2013. To conduct the NSS camp in the month of December 2011. <p>Approved</p> <ul style="list-style-type: none"> The other activities of NSS planned for the year 2011-12. The sports calendar for the year 2011-12. The activities of RRC and YRC for the academic year 2011-12.
9.	Admission Committee	22-03-2012	The committee decided to adhere the reservation policy of the Government of Tamilnadu for the academic year 2012-13
10.	Planning and Evaluation Committee	22-03-2012	<p>Resolved to approve</p> <ul style="list-style-type: none"> Academic calendar for the year 2012-13. Examination schedule for the odd semester, November 2012.



Section B

ACADEMIC PROGRESSION 2011-12

1. Vision of the institution

The Vision of the college is “FITNESS FOR PURPOSE” BY

- Preparing students for placements in MNCs.
- Strengthening the research activities in various Departments
- Encouraging the consultancy and extension activities.
- Creating a brand equity and brand image.

Accordingly, several activities have been conducted during the academic year 2011-12. List of expertise programmes organized are as follows:

1.1 Commerce

Mr.P.Karthik, Solution Architect, Hewlett Packard, Bengaluru; Dr.P.S.Premnath, Chairman and CEO, RK group of Hospitals, Bengaluru; Mr.T.Francis Paul Antony, Director, Prominent Ventures Int Ltd, Chennai; K.V.Mohan Menon, Chairman, Gomovius Group of companies, Coimbatore; Kunal Banthia, Director, Evershine Pvt Ltd, Coimbatore; Madhusuthanan, Keartiman Group; Mr.Ravichandran.S.N,Treasurer, Cyber society of India, Coimbatore; Er.P.Annadurai, Superintendent Engineer, CEDC- South, Coimbatore, Mr. Mukesh Kumar Mittal, Asst general manager, SAIL,New Delhi, Dr. Prasanta Kumar Padhy from Berhampur University, Odisha (Orissa) and Prof.R.Chandrasekar, Advisor, Aegis Global Academy, Coimbatore delivered guest lectures during various occasion. Department of Commerce organised National level conference on ‘Convergence of Financial Reporting Standards’ (CFRS’2012) on 3rd and 4th February, 2012. The conference was inaugurated by Mr.Raju Iyer, Secretary & Chairman of ICWAI (SIRC) of Chennai. Dr.Arun, Professor of Accounting, IIT Chennai flagged of the ceremony by lifting balloons. Dr.T.Maligarjunappa, Head – Department of Management of Mangalore University released the book titled “Convergence of Financial Reporting Standards”, edited by Dr.K.Sundaraman and Dr.P.Baba Gnanakumar of



Sri Krishna Arts and Science College. Thirteen technical sessions were held throughout the two days. On the valedictory function, Mr.Kapilesvara Balla, Chartered Accountant of New Delhi Chapter, delivered the winding up address. Mr.Ravi, Chief Finance Officer of Roots industries, Coimbatore, distributed the prizes for the best papers. Mr.Rajendran, Chief Finance Officer of LMW, Coimbatore, delivered felicitation address. Thirty Chartered Accountants from all over India participated and shared their views in technical sessions. Fifteen posters with respect to accounting standards of different countries were presented by the students. The conference set an agenda for future accounting practices to be followed in India for convergence to International Financial Reporting Standards.

1.2 Bio-Science

Dr. P. Balasubramanian, Principal Scientist, SACON, Coimbatore; Mr. A Bharath Raman and Mr. B. Rajesh, Agro Bio Care, Dharmapuri; Dr. Sangu Muthuraju, University Sans Malaysia, Mr. Pon Rathnavel, Mr M.Ganesh Karthick, Mr Syed Samiullah and Dr P.R. Padma delivered guest lectures during various occasions.

1.3 Information Technology

Mrs. B. Abirami, Software Testing Incharge, Mazenet, Mr. Saravanan, CEE , L&T Private Ltd, Mr. R. Prabhu, Executive, CSC computer Education and Mr. Sakthi Saravanan, Executive, CSC computer Education delivered lectures in different occasions.

1.4 Social Work

Mr. Vijayakumar, Project Director, NCLP, Mr. Sethunathan DSP (Retd.), Mr. V. Manoharan, Deputy Chief Inspector of Factories, Mr. C.K. Reji, Former Regional Director, Central Board of Worker Education, Mr. Sabapathy, Soft skill trainer, Mr. Senthil Kumar, Helikx Centre, Mr. S.Rao, Manager – HR, Spanco BPO Services, Mr. Rajkumar, PJV Associates, Mr. Murugesan, Manager – HR, Virgo Industries, Mrs. Nancy Kurien, Psychologist, Good Shepard Counselling Care, Mr. Swaminathan, Joint Director, Maltnb construction engineering Pvt Ltd, Mrs. Shanthi Duraisamy, Head – CSR, ABT ltd and Mrs. Geetha, Sivesh Autism Centre



delivered guest lectures.

1.5 Electronics

Mr. M. Baalaji Venkatesh, Director, MC – TECH, Coimbatore, Mr. S. Ashokan, Senior Manager, R&D, Salzer Electronics Limited, Coimbatore and S. K. Senthil Kumar, Assistant Professor, Faculty of computer Science and Engineering, Jansons Institute of Technology, delivered lectures in different occasions.

1.6 Catering Science

Mr. Pradeep Andrews, Director, Shaken N Stirred, Bangaluru, Mr. Maran Narayanasamy Chief Sommelier, Crystal Cruises, USA, Mr. S. Chandrasekar, Hospitality Consultant, Twist Consultancy, Mr. R. Sreedhar, Beverage Consultant, Twist Consultancy, Dr. Chef .K. Damodaran, Hospitality consultant, Jaya TV, Chennai, Chef. Jacob Sahaya Kumar Aruni, *aaha enna rusi*, Presenter SUN TV, and Mr.Thariq Hussain Training Manager, Fortune select Palms, Chennai delivered guest lectures during various occasion.

1.7 Computer Science

Mr.Akash Kumar Vaidh , CTS; Mr.R.Vignesh, WIPRO; Mr.S.Sri Ram, INFOSYS; Mr.Vinay Kurup, IBM; Mr.Sabarinathan Muthu, Team Lead, Software Solutions; Mr.S.Deepak, ADORO Multimedias; Ms.S.Deva Subha & Mr.Umesk Kumar, NIIT; Mr.N.Karthikeyan,CEO, Ms.Dheepthi, Manager, N2K Technology Consultant, Mr.Shanmugam, Dream Zone; Dr.J.Venkatapirabhu and Mr.J.Parthiban MD, J & J Media Solutions; delivered lectures in different occasions.

1.8 Computer Applications

Mr.B.S.Senthil Kumar, Managing partner, Arena Animation, Coimbatore;; Mr.V. Ramesh Programmer, Nile Software solutions Coimbatore; Mrs.V. Parimala, Asst. Prof in Dept of Computer Science, Sri Guru College Of Technology Coimbatore; Mr. Srikanth Software Engineer in CTS Coimbatore; and Mr.S.N. Ravichandran, Coordinator, Cyber Crime of India, Coimbatore, delivered lectures in different occasions.

1.9 Costume Design

Mr. Bandi Boomaiah, MD, Designer, Yotsana Pvt. Ltd., Andra Pradesh and



Mr. Muralidharan, Coordinator, Nodal Centre for Up Gradation of Textile Education, Sardar Vallabhai Patel International School of Textile and Management, Coimbatore delivered speeches in different occasion.

1.10 Management Science

Dr. M.S.K. Muhaiyuddin, Ph.D (Psy)., Soft Skill Trainer, Six Sigma Consultant & Psychologist, Life Clinic Foundation, Coimbatore, Dr.N.Namasivayam, Director, St. Michael College of Engineering and Technology, Kalayarkoil, Sivagangai District, Mr. S. Jagannathan, Consultant – NEN, Mr.V.Nagarajan, Life coach & founder “Mind Scaping”, Pondicherry, Mr.Subramaniam Kumar, Chief manager (Finance) ACC Ltd., Madhukarai cement works, Coimbatore, Sri Sathya Sai organization Tamilnadu, Col. M. P. Varghese, Director, Army Recruitment Office, Coimbatore, V. P Sathyanarayana, Branch Manager, Future Capital Security limited, Coimbatore, P. Subramaniam Office, RBI, Bangaluru, Dr. S. Gajendra Raj, Advocate-High court, Chennai, Thiyagarajan Balakrishnan, Senior analyst, Royal Bank of Scotland, Chennai, W.Joky, Senior Business Manager, Mafai Management Consultant Ltd., Coimbatore, R. Karuppasamy, Director-MBA, SNS College of Technology, Coimbatore, Shri. Karthikeyan Jawahar, Partner & Chief Innovator, Adhithiya Medical System and Director, Finerva Financial Solutions Pvt., Ltd., Bangaluru, E. Arunachalm, P. Muruganatham, A. Velingiri from Samurai Karat School, Sundarapuram, Coimbatore and Mr. R.P. Pandiyarajan, Asst. Manager- Business Development Tally Solutions Pvt., Ltd., Bangaluru, delivered guest lectures during various occasions.

2. New academic programmes initiated (UG and PG)

B.Com with Professional Accounting and Diploma in Food & Beverages programmes were introduced in the year 2011-12. Additional section in B.Sc (Information Technology) was introduced.



3. Innovations in curricular design and transaction

Since the college is obtained autonomy status from UGC, syllabi is framed by the institution itself. For this purpose separate board of studies for each discipline was constituted. Faculties of reputed institutions and universities such as IIMs and IITs, industrial experts and alumni constitute the board of studies. The curriculum is designed according to the feedback of students, industry expectations and panel member's recommendation. Every year the board of studies meeting has been organized by individual departments. The present curriculum design as formulated by the constituted IQAC cell is as follows.



3.1 Design Plan

All undergraduate and post graduate programmes offered by the College shall be under Choice Based Credit System (CBCS) to enhance the quality and mobility of the students within and between the Universities in the country and abroad. A total of 140 credits are prescribed for the undergraduate programmes and 90 credits for the post graduate programmes with the following objectives. The objectives are reviewed for their continuing suitability through Management review meetings.

3.2 Objectives

- To provide career opportunities
- To provide many program options
- To bring horizontal mobility into practice
- To establish academic flexibility
- To empower the youth and make them as socially responsible citizen

3.3 Design Inputs

The College has planned and adopted the following seven tier structure in curriculum designing under CBCS, in response to the current realities and emerging trends, with the following inputs.

3.3.1 Languages and Foundation Courses

Part – I: Tamil or any one of the modern/classical languages i.e. Malayalam, Hindi, French, Sanskrit. The course shall be offered during the first four semesters with one

examination at the end of each semester (4 courses – 12 credits). For Para-professional branches it shall be offered in the first two semesters with one examination at the end of each semester (2 courses – 6 credits)

Part – II: English. The course shall be offered during the first four semesters with one examination at the end of each semester (4 courses – 12 credits). For Para-professional programmes, there shall be only two papers for the first two semesters with one examination at the end of each semester (2 courses – 6 credits). During second semester, Part II English shall be offered as communication skills. English II-1 will be offered for slow learners. English II-2 will be offered for others.

Part IV- Basic Tamil: Basic orientation in Tamil language offered under Part IV of the Program for those students who have not studied Tamil up to XII standard. The course content shall be equivalent to that prescribed for the 6th standard by the Board of Secondary Education and they shall be offered in the third and fourth semesters.

Part IV - Advance Tamil: Advanced level Tamil is offered under Part IV of the program to students who have studied Tamil language up to XII standard and chosen other than Tamil language under Part I of the program but would like to advance their Tamil language skills and they shall be offered in the third and fourth semesters.

Part IV - Foundation Courses: Environmental Studies and Value Education - Human Rights are offered during the first and second semester for all the under graduate programmes. Yoga for Human Excellence / Women's Right / Constitution of India offered as per the directions of Supreme Court of India / Indian Culture and Heritage / General Awareness. These Non-Major elective courses are offered during third and fourth semester under Part IV, option is being given not concerned with major but are to be selected by students who have not opted for Advance Tamil or Basic Tamil (as mandated). Part IV courses (4 courses – 6 credits) are offered during the first four semesters with one course in each semester.

For post graduate programmes languages and foundation courses are not applicable

3.3.2 Intra Departmental Courses

These are the traditional ancillary courses offered under Part–III. Under the present system each student will have to take one compulsory course for four semesters one



each in I, II, III and IV semester for a total of 12 credits with 4 or more courses if any relevant practical.

3.3.3 Multi Disciplinary Courses

Extra Departmental Course (EDC): These courses are inter-disciplinary courses designed to facilitate horizontal movement. Students shall choose any one compulsory Extra Departmental Course offered by various departments during the fourth semester (2 credits)

Additional Credit Courses (ACC): The cafeteria system enables the students to choose any number of Additional Credit Courses (self study) outside the class hours to earn more credits.

3.3.4 Optional Courses

Optional Group Courses: Three optional courses with 12 credits shall be offered one in the fifth semester and two in the sixth Semester. Optional subjects are to be selected from the list of optional groups prescribed by the Board of Studies concerned.

Industrial Exposure Training: Students can opt for Industrial Exposure Training in fifth semester. Two core papers with 10 credits shall be exempted for the students opting for the Industrial Exposure Training. The respective department will define the exempted papers excluding Catering Science and Hotel Management and Costume Design and Fashion.

Extension Activities – Part V: Every student shall participate compulsorily for period of not less than two years (4 semesters) in any one of the following options which empowers the students to serve the society and to contribute the national development.

NSS ,NCC ,Sports ,YRC ,RAAC ,Subject Associations, other extra-curricular activities, and co-curricular activities as recognized by the Board of Studies.

The student's performance shall be examined by the staff in-charge of extension activities along with the Head of the respective Department and a senior member of the Department. The above activities shall be conducted outside the regular working hours of the college. The mark sheet shall carry the gradation relevant to the marks awarded to the candidates.



3.3.5 Skill Based Courses

Skill Based Courses: All the UG programmes shall offer two skill based courses one each in fifth and sixth semester with 2 credits each (4 credits) for which examination shall be conducted at the end of the respective semesters.

Talent Management Courses: All the UG programmes shall offer two talent management courses one each in fifth and sixth semester with 1 credits each (2 credits). Continuous assessment tests will be conducted. English for Competitive Examinations and Mathematics for Competitive Examinations will be conducted on fifth and sixth semester respectively.

3.3.6 Core Courses

These courses deal with the fundamental concepts of each subject and lead the students towards taking up the Core Applied Courses in the final year. The Core Courses consist of the key papers without which the respective degree course will be incomplete.

3.3.7 Core Applied Courses

These courses are purely application-oriented, case studies, and projects. They are offered in the final two semesters.

3.4 Design Outputs

The above inputs are used for the outputs of frame work designing and detailed designing. The frame work design of curriculum with the scheme of examinations is prepared at the department level by incorporating the seven tier structure under CBCS. The frame work design is reviewed and verified in the department meeting. According to the objectives the college, interest of the stakeholders and national requirements the Chairperson of Board Studies allots the courses to be developed for the detailed design in the department meeting based on the subject expertise/specialization of the faculty members. The faculty members or BoS members prepare and submit the detailed syllabi for the allotted courses to the Chairperson of Board of Studies. The inputs for designing and developing the syllabi are obtained from reputed universities, institutions, news and research media, feedback from alumni, and industrialist and maintained in a file or in a CD.

3.5 Design review

The detailed design is reviewed and discussed at the department level with series of meetings. The detailed design is further reviewed and discussed with the outside subject experts, industrial experts, university nominee and alumni of the department before or



during the Board of Studies meeting. The inputs given by the reviewer or board of study members are considered to design the detailed syllabi for various courses. Any minor or major changes suggested by the BoS members during the BoS meeting are recorded in the BoS meeting minutes and considered for the implementations.

3.6 Design verification and approval

The BoS recommends detailed syllabi with scheme of examinations and regulations to the Academic Council for consideration and approval. The Academic Council which consists of all board of study chairmen, four experts from outside the College representing such areas as Industry, Commerce, Law, Education, Medicine, Engineering etc., and three University nominees scrutinizes and approve the proposals with or without modification of the Boards of Studies with regard to courses of study, academic regulations, curricula, syllabi and modifications thereof, instructional and evaluation arrangements, methods, procedures relevant thereto etc.,

3.7 Design implementation and validations

The recommended syllabi of Academic council are implemented after the Governing Body approval. Feedbacks are received from subject experts, industrialist, students and alumni during the implementation period for validation. The changes identified based on the updating of plan, feedbacks etc., are reviewed and recorded as the design inputs for the next cycle.

4. Inter disciplinary programmes

Inter-disciplinary courses were introduced in all UG and PG programmes. Inter-disciplinary courses were introduced for first four semesters in UG programmes and for first two semesters for PG programmes. In addition to that, to imbibe the additional learning skill in vocational subjects, Extra Departmental Course (EDC) has been introduced to all UG students.

5. Examination reforms implemented

On-line tests were introduced under the autonomous examination scheme for all final years. Practical exam system has been revamped in such way as to synchronise with the conceptual papers. Case study has been introduced for PG programmes. Open book



system will be introduced from the academic year 2012-13. To check the analytical ability of the students, multiple-choice questions were introduced for all the programmes.

6. Candidates qualified: NET/SLET/GATE etc.

Eight faculty members passed NET examination.

7. Initiative towards faculty development program

The college has been continuously guiding the faculty members to participate in Faculty Development Program, Management Development Programme, and Research Conferences etc. 77 faculty members participated in various faculty development programs. Students are motivated to participate in corporate training programmes organized by institutions like Bombay Stock Exchange, World Trade Centre, NASSCOM, etc. The teaching staffs are allowed for paper presentations in various institutions. Further the college conducts several programmes for developing the working skills of both teaching and non-teaching staff.

8. Total number of seminars/workshops conducted

During the year five national level conferences, twenty nine seminars, thirteen workshops and six symposiums were organized by various departments.

9. Patents generated, if any

NIL

10. New collaborative research programmes

NIL

11. Research grants received from various agencies

NIL



12. Details of research scholars

12.1 M.Phil Scholars

S.No.	Department	No. of candidates
1	Computer Science	28
2	Social work	1
3	Electronics	5
	Total	34

12.2 Ph.D Scholars

S.No.	Department	No. of Candidates
1	Commerce	11
2	Electronics	4
	Total	15

13. Citation index of faculty members and impact factor

13.1 Presentations

Sl No	Department	International	National	Total	Students Presentation
1	Commerce	17	49	66	214
2	Bio Science	8	5	13	42
3	Information technology		2	2	61
4	Social Work	4	14	18	7
5	Electronics	8	1	9	15
6	Catering science		2	2	
7	Computer science	9	9	18	182
8	Computer application	2	8	10	31
9	Management science	3	9	12	32
10	Costume design		4	4	
11	English		12	12	
	Total	51	115	166	584

13.1.1 Commerce

- Baba gnanakumar.P; 11 – 12 ,Nov,2011; Intensity of IPO markets in India; National Conference on Banking and Finance; Saintgits Institute of Management, Kottayam, Kerala.
- Baba gnanakumar.P; 11-12, Dec,2011; Flexible Interest Rate Grid System; 11th Global Conference on Flexible Management; IIM-Kozhikode.
- Baba gnanakumar.P; 13-15, Dec,2011; Convergence in Accounting; 64th All India Commerce Conference; Pondicherry University; Puducherry.
- Baba gnanakumar.P; 1-4, January, 2012; Transforming Data Driven SCM to Demand driven SCM; 9th AIMS International Conference; FLAME, Pune.
- Baba gnanakumar.P; 21-23, Dec,2011; Intensity of Jump Effects; India Finance Conference; IIM- C and IIM-Bangalore.
- Baba gnanakumar.P; 28-30, Dec 2011; Contagion Effect in Infrastructure financing: International conference on Frontiers of Infrastructure finance: IIT- Karapur.
- Baba gnanakumar.P; 7- 9,July,2011; Viral Marketing Synergies; International Conference on Tourism and Technology 2011; Indian Institute of Technology, New Delhi.
- Baba gnanakumar.P; 8-10, Dec,2011; SFMS – To reduce Social stigma; ICER-BRIC International Conference; IIM-Bangalore.
- Baba gnanakumar.P; 2-3, March, 2012; Jump effect momentum on acquiring company share prices; 6th National conference on Indian Capital Market: Emerging Issues; IBS, Gurgaon. New Delhi.
- Baba gnanakumar P; 22 & 23 Mar 2012; Fostering Transportation Through Customer Service Level Matrix (A Study Done in Southern Railways); Maharashtra Institute of Technology – CMSR, Pune.
- Janaki.P; 1,Oct ,2011; Emerging Trends in Rural Banking; National Seminar on Emerging Trends in Global business; KSG CAS, Coimbatore.
- Janaki.P; 1,Oct, 2011; Impact of Global Recession; National Seminar on Emerging Trends in Global business; KSG CAS, Coimbatore.



13. Janaki.P; 10, Sep, 2011; Customer Relationship Management; National Level Conference on Emerging Trends in Global Business; RVS Institute of Management Studies, Coimbatore.
14. Janaki.P; 13 – 15, Dec, 2011; Assessment of Customer Involvement in Purchase of Home Appliance; Pondicherry University, Puducherry.
15. Janaki.P; 15 – 16, Dec, 2011; Health Insurance; International Conference on Health Economics and Management; Rajah Serfoji Government College, Thanjavur.
16. Janaki.P; 26, Aug, 2011; Current Scenario of FDI; National Level Conference on Financial Sector Reforms; Sakthi Kailassh Women's College, Salem.
17. Kalakumari.T; 22, Dec, 2011; FDI Entering Indian Telecommunication Sector; National Conference on I-ROBOT; Tamil Nadu College of Engineering, Coimbatore.
18. Kalakumari.T; 23, Sep, 2011; Farm loan facilities and its issues to farmers; National Seminar on Role of Banking Sector in Rural Economic Development; Dr.NGP Arts & Science College, Coimbatore.
19. Kavitha.R; 08 – 09, Sep, 2011; Brand Resonance; National Seminar on the Rise of Indian Brands; SRM University, Chennai.
20. Kavitha.R; 15 – 16, Dec, 2011; Global Shifts and Local Effects; International Conference on Business Growth in Emerging Markets: Global Shifts and Local Effects; Institute of Public Enterprise, Hyderabad.
21. Kavitha.R; 23, Sep, 2011; Farm loan facilities and its issues to farmers; National Seminar on Role of Banking Sector in Rural Economic Development; Dr.NGP Arts & Science College, Coimbatore.
22. Shanthana Lakshmi.M; 08 – 09, Sep, 2011; A Study on FMCG Brands in India & effective marketing strategies to be adopted; National Seminar on the Rise of Indian Brands; SRM University, Chennai.
23. Shanthana Lakshmi.M; 15 – 16, Dec, 2011; Business Growth in Emerging Markets: Global Shifts and Local Effects; International Conference on Business Growth; Institute of Public Enterprise,

- Hyderabad.
24. Pandiselvi.S; 10, Sep, 2011; Corporate Social Responsibilities; National Level Conference on Emerging Trends in Global Business; RVS Institute of Management Studies, Coimbatore.
25. Pandiselvi.S; 16, Sep, 2011; Inclusive Growth for Indian Economy - National Seminar on Inclusive Economic Growth in India: ICI; Queen Mary's College, Chennai.
26. Pandiselvi.S; 22 – 23, Sep, 2011; Cyber-crime cases in India – An Analysis; International Conference on Competency Building strategies in Business and technology for sustainable development; Sai Ram Institute of Management Studies, Chennai.
27. Pandiselvi.S; Jun 4-5, 2011; CDM & Carbon Credit; International Conference. Society of Management and Behavioral Science (SMBS)
28. Prasanna.P; 13-15, Dec, 2011; Regulatory framework For Emerging Telecom Environment; 64th All India Commerce Conference; Pondicherry University, Puduchery.
29. Prasanna.P; 1-4, Jan, 2012; Market Capitalization of Equity Payouts – A study on Infrastructure Companies; International Conference on Management; FLAME, Pune.
30. Priya.P; 23, Sep, 2011; Financial Inclusion; National Seminar on Role of Banking Sector in Rural Economic Development; Dr.NGP Arts & Science College, Coimbatore.
31. Priya.P; 24 – 25, Sep, 2011; Financial Inclusiveness; UGC Sponsored State level Seminar on Financial Inclusion-Issues, Opportunities and Challenges if Indian Commercial Banks; Aditanar College of Arts and Science, Tiruchendaur.
32. Priya.P; 7 - 8, Jan, 2012; Financial Engineering and Innovations; International Seminar on Capital Markets; Bharathidasan University, Tiruchirappalli.
33. Punitham.M; 10, Sep, 2011; Human Resource Talent Management; National Level Conference on Emerging Trends in Global Business; RVS Institute of Management Studies, Coimbatore.



34. Sumathy.N; 22 – 23, Sep, 2011; Retailing Customers of Life time; International Conference on Competency Building strategies in Business and technology for sustainable development; Sai Ram Institute of Management Studies-Chennai.
35. Swarnamughi.T; 15 – 16, Dec,2011; Economic situations-inflation and recession; International Conference; Institute of Public Enterprise, Hyderabad.
36. Swarnamughi.T; 26, Aug, 2011; A Study on FMCG brand associations; National Level Conference; SES College of Management Studies.
37. Usharani.T; 15 - 16, Dec ,2011; Bilateral agreement between India and Malaysia; International Conference on Business Growth in Emerging Markets : Global Shifts and Local Effects; Institute of Public Enterprise, Hyderabad and Egade Business school, Mexico City, Mexico.
38. Vasuki.M; 08 – 09 ,Sep, 2011; Architecture of Nestle under the theme of FMCG Brands; National Seminar on the Rise of Indian Brands; SRM University, Chennai.
39. Vasuki.M; 10, Sep, 2011; Emerging Trends in Global Business; National Level Conference on Emerging Trends in Global Business; RVS Institute of Management Studies, Coimbatore.
40. Vasuki.M; 26, Aug, 2011; Changing Business Practices in Current Scenario; National Level Conference on Business ventures; SES College of Management Studies.
41. Vennila.R; 1,Oct, 2011; Emerging Trends in Rural Banking Focus on RRB; National Seminar on Emerging Trends in Global business; KSG College, Coimbatore.
42. Vennila.R; 15 – 17, Dec, 2011; Tailoring the diversified distribution layouts of Competitive Logistics Movements in India; International Confernece on "Business Growth in Emerging Markets: Global Shifts and Local Effects."; Institute of Public Enterprise, Hyderabad.
43. Vijayalakshmi.P; 08 – 09, Sep, 2011; Sumptuous to Sensuous; National Seminar on the Rise of Indian Brands; SRM University, Chennai.
44. Vijimol.J; 12 – 14, Jan, 2012; Fragmented Marketing; International

- conference in Marketing; Indian Institute of Management- Lucknow, Noida Campus.
45. Vijimol.J; 26, Aug, 2011; Brand personality; National Seminar on the Rise of Indian Brands ; SRM University, Chennai.
46. M.Santhana Lakshmi; 21 & 22 Feb 2012; Promotional Effects on India after the introduction of IFRS; Christ University Bangalore
47. P.Priya; 27 Feb 2012; Impact of Euro Zone Debt Crisis in Banking Sector; Vidyasagar College of Arts & Science, Udumalpet
48. R.Sudha; 27 Feb 2012; Impact of Euro Zone Debt Crisis on Indian Economy (on poverty); Vidyasagar College of Arts & Science, Udumalpet
49. A.Sujethra; P.Janaki; 27 Feb 2012; Impact of Euro Zone Debt Crisis on Indian Economy (on inflation); Vidyasagar College of Arts & Science, Udumalpet
50. P.Janaki; 27 Feb 2012; Impact of Euro Zone Debt Crisis on Indian Economy (unemployment); Vidyasagar College of Arts & Science, Udumalpet
51. P.Janaki; 10 Feb 2012; Inclusive Human Resource Practices; Bon Secours College for women, Thanjavur
52. P.Janaki; 10 Feb 2012; Inclusive Marketing Practices ;Bon Secours College for women, Thanjavur
53. K.Senthilkumar; 10 Feb 2012; Brand Management, Inclusive Marketing Practices; Bon Secours College for women, Thanjavur
54. S.Premila; 10 Feb 2012; Market Segmentation in cotton, Inclusive Human Resource Practices; Bon Secours College for women, Thanjavur
55. M.Vasuki; 10 Feb 2012; Marketing of Food products in Coimbatore, Inclusive Financial Practices; Bon Secours College for women, Thanjavur
56. R.Vennila; 10 Feb 2012, CRM in Retailing, Inclusive Business Practices; Bon Secours College for women, Thanjavur
57. P.Kanagaraj; 22 Feb 2012; Agricultural supply Chain, Agriculture Sector; Dr. NGP College of Arts & Science.



58. P.Priya; 22 & 23 Mar 2012; HR Practices; Annamalai University
59. P.Priya; 24 Mar 2012; Mobile Banking; Pondichery University
60. P.Priya; 17 Mar 2012; Analysis Of Service Quality Parameters In Commercial Bank; SNR Institute of Management, Coimbatore
61. P.Vijayalakshmi; 24 Mar 2012; Cyber crime; Pondichery University
62. S.Pandiselvi; 22 & 23 Mar 2012; Financial planning in IFRS; Annamalai University
63. K.Senthilkumar; 22 & 23 Mar 2012; Ways to deal with different types of Customers; Maharashtra Institute of Technology – CMSR, Pune
64. P.Prasanna; 22 & 23 Mar 2012; Financial planning in IFRS; Annamalai University
65. T.Swarnamughi; 10 Feb 2012; Life style Marketing, Inclusive Marketing Practices; Bon Secours College for women, Thanjavur
66. T.Swarnamughi; 21 & 22 Feb 2012; Branding and Consumer Behaviour; Christ University, Bangalore.

13.1.2 Bio-Science

1. S.F.Maleeka Begum; Dec 12-16th 2011; Bioremediation of Textile Dye effluent by low cost agricultural waste; International Conference on Advance Materials (ICAM-2011), PSG College of Technology, Coimbatore.
2. S.F.Maleeka Begum; Jan 20- 23rd 2012; The effect of Zinc oxide nanostructures on Photocatalytic degradation of model textile dyes; International Conference on Nanoscience and Technology , International Advanced Research Centre for Powder Metallurgy & New Materials (ARCI)
3. S.Chandrasekar; Dec 12-16th 2011; Bioprocessing of cotton fabric for the Development of Antimicrobial textile using Methanolic extract of Pricklychaff flower; International Conference on Advance Materials (ICAM-2011), PSG College of Technology, Coimbatore.
4. S.F.Maleeka Begum; Feb 24th; Antimicrobial, antioxidant, antitumor activity of the Garine mangostana.; National Conference on Biosummit, 2011 , Hindustan College of Arts and Science College, Coimbatore
5. S.F.Maleeka Begum; Feb 24th; Nanorobotics and its applications in

- medical field; National Conference on Biosummit, 2011 , Hindustan College of Arts and Science College, Coimbatore
6. S.F.Maleeka Begum; Feb 24th; Antimicrobial activity of Piper nigrum against urinary tract infection.; National Conference on Biosummit, 2011 ,Hindustan College of Arts and Science College, Coimbatore
7. S.F.Maleeka Begum; Jan 17th-18th; Use of Gene Therapy in treatment of disease; National Conference on Frontiers in emerging trends in Physical & Biological Sciences, Nanda Arts and Science College, Erode.
8. S.F.Maleeka Begum; Jan 17th-18th; Immunopotency of medicinal plants- Ginseng; National Conference on Frontiers in emerging trends in Physical & Biological Sciences, Nanda Arts and Science College, Erode.
9. S.Chandrasekar; Jan 17th-18th; Wild Life Conservation; National Conference on Frontiers in emerging trends in Physical & Biological Sciences, Nanda Arts and Science College, Erode.
10. S.Chandrasekar; Jan 17th-18th; Conservation of Water; National Conference on Frontiers in emerging trends in Physical & Biological Sciences, Nanda Arts and Science College, Erode.
11. B. Aarathi Rashmi; Jan 24-25; Animals welfare and Urban wet land conservation; Nirmala college for women, Coimbatore.
12. C. Savitha; Jan 17th-18th; Identificaton and characterization of the antioxidant fraction in medicinal plant Coptis teeta; National Conference on Frontiers in emerging trends in Physical & Biological Sciences, Nanda Arts and Science College, Erode.
13. V.Ramya; Jan 17th-18th; Compatibility of Agrochemical with Entomo pathogenic fungi- A biological nematicide; National Conference on Frontiers in emerging trends in Physical & Biological Sciences, Nanda Arts and Science College, Erode.

13.1.3 Information Technology

1. K.S. Jeen Marseline, A survey of L1 graph algorithms ; International Conference ; JKK Nattraja College of Engineering & Technology, Kumarapalayam, Erode, 29/7/11
2. S. Gomathi.; Metrics for Component Based Measurement Tools for Object Oriented Programmes; International Conference; JKK Nataraja



College of Engineering & Technology, Kumarapalayam, Erode, 29/7/11

13.1.4 Social Work

1. Alagarsamy Success stories of RTI – A Case Study Novronha Academy of Administration & Management, Bhopal, Madhya Pradesh ; Dept. of Personnel & Training, Ministry of Personnel PG & Pension, Govt of India.
2. Kavitha.R Gender Sensitive Governance & Puberty in Tribal Girls at Tata Institute of Social Sciences (Nov 24- Nov 26Th) Tata Institute of Social sciences, Mumbai
3. Kavitha.R, A Study on Adjustment Level of early puberty in Tribal adolescent girls, Tata Institute of Social sciences, Mumbai
4. Kavitha.R Role and status of Industrial Social workers , National Conference on Professional Social work in India, Bharathiyar University, Coimbatore
5. Kavitha.R, Social Work Practice in Health Care, Recovery & Challenges, National Conference on Social work, SNGC , Coimbatore
6. Kavitha.R, Social Work – Human Rights based Approach, National Conference on Social work, SNGC , Coimbatore
7. Kavitha.R Role of professional social worker in Human rights based Approach, Sri Dharmasthala Manjunatheshwara College, Ujire,Karnataka.
8. Kavitha.R Role of school Social worker & Psycho social problems of adolescents at National seminar organized by PSG CAS (Dec 8 & 9, 2011), Coimbatore.
9. Kavitha.R Women health Status IASSH Conference Held at Sri Venkateswara University,Tirupathi
10. Kavitha.R; Transgenders – Need for Policy intervention, St. Xavier's college, Tirunelveli,
11. Kavitha.R “HRM in Health Care Sector” International national seminar on Health Economics & management sponsored by Indian Council of medical research (ICMR) New Delhi & TNSCST along with Research Department of economics Rajah Serfoji Government



College,Tanjavur.(Dec 15th & 16th, 2011)

12. Kavitha.R, A Work Life Balance of Women Police Personnels in Coimbatore City, National conference, GRD college, Coimbatore.
13. Kavitha.R Role of HR Manager in effective an innovative Retention Strategies for the Sustainable Development of the Organization in the International conference on Innovative Business & technology strategies for Developing Countries by Asian management Science Association (AMSA) in association with Putra Inteltek International College, Imperial Suits, **Dubai** (Dec 16th & 17th, 2011).
14. Sangeetha paul[Depression Care management & Rehabilitation at National Seminar organized, SNGC College, Coimbatore
15. Sangeetha paul; School Social Workers - An effective instrument in molding the students life at the National seminar organized, PSG CAS, Coimbatore.
16. Mohan Prasath - The Psycho social problems of Parents with Cerebral palsy Children at the National seminar organized by PSG CAS (Dec 3 & 4, 2011) , Coimbatore.
17. Mohan Prasath Role of Indian NGOs in Eco Social justice at DePaul university, Angamaly, Cochin, Kerala (Nov 10 & 11 2011)
18. Dhivya; Crisis Counselling, National Seminar organized by SNGC College, Coimbatore.

13.1.5 Electronics

1. K. Sambath, M. Saroja, M. Venkatachalam, K. Rajendran and M. Vijay Albert William “Controllable synthesis of ZnO nanostructures by simply varying pH value”, Indo-US International conference on “Nanotechnology and Ultrasound”,Department of Physics, St. Joseph College, Trichy, 12-14 Jan'2011
2. K. Sambath, M. Saroja, M. Venkatachalam, K. Rajendran, and K. Jagatheeswaran “Microcontroller based Dip Coating Machine for preparing nanomaterials in chemical engineering”, National conference on NanoScience and Technology, Department of Chemistry, Kongu Engineering College, Erode, Feb'2011
3. K. Sambath, M. Saroja, M. Venkatachalam, K. Rajendran, and K.



- Jagatheeswaran “Hydrothermal synthesis of flower-like ZnO nanostructures and their optical properties”, International Conference on Nanoscience and Nanotechnology, Department of Physics, Coimbatore Institute of Technology, India and Cinvestav, Mexico, 6–8 July’2011
4. K. Sambath, M. Saroja, M. Venkatachalam, K. Rajendran, and K. Jagatheeswaran “Hydrothermal synthesis of ZnO nanostructures and their optical properties”, International conference on Nanoscience and Technology (COCHIN NANO-2011), Department of Physics, Cochin University of Science and Technology, Cochin, 14-17 Aug’2011
 5. K. Sambath, M. Saroja, M. Venkatachalam, K. Rajendran, and K. Tamil Selvan “Hydrothermal synthesis of ZnO hexagonal nanorod clusters and their optical properties” IEEE Sponsored International Conferences on Nano Science, Technology and Societal Implications (NSTSI11), Department of Physics, C. V. Raman College of Engineering, Bhubaneswar, Odisha, 8-10 Dec’2011
 6. K. Sambath, M. Saroja, M. Venkatachalam, K. Rajendran, and R. Kannusamy “Synthesis and characterization of ZnO nano-flakes as semiconductor catalyst for photocatalytic remediation of water pollutants”, International Conference on Advanced Materials (ICAM-2011), Department of Physics, PSG College of Technology, Coimbatore, 12-16 Dec’2011
 7. K. Sambath, M. Saroja, M. Venkatachalam, K. Rajendran, and K. Jagatheeswaran “Development of dip coating machine and characterization of ZnO thin film”, IEEE Sponsored International Conference on Recent Advancements in Electrical, Electronics and Control Engineering, Department of Electrical and Electronics Engineering, Mepco Schlenk Engineering College, Sivakasi, 15-17 Dec’2011
 8. K. Sambath, M. Saroja, M. Venkatachalam, K. Rajendran, and S.F. Maleeka Begum “The effect of zinc oxide nanostructures on photocatalytic degradation of model textile dyes” International Conference on Nano Science and Technology (ICONSAT-2012),

International Advanced Research Centre for Powder Metallurgy and New Materials (ARCI) Hyderabad, Hyderabad, 20-23 Jan’2012 .

9. K. Sambath, M. Saroja, M. Venkatachalam, K. Rajendran, and K. Jagatheeswaran; 6-8 Apr’2012, “Design and Development of a Microcontroller based dip coating machine and Band gap energy determination of ZnO thin film” in the IEEE Sponsored 4th International Conference on Electronics Computer Technology (ICECT-2012), Vivekananda Institute of Technology, Kanyakumari,

13.1.6 Catering Science

1. Vadivu.S; 20, Feb, 2012; Sree Amman Arts & Science college, Chithode, Erode.
2. Santhosh Kumar.M; 20,January 2012; Bartending techniques; CMS College of Arts & Science, Coimbatore

13.1.7 Computer Science

1. V.Radhika, “Comparative approach for Speckle Reduction in medical Ultrasound Images” in J.K.K.Nataraja College of Engineering and Technology; 29.07.2011 and 30.07.2011.
2. V.Radhika, “IEEE” on “Survey on Despeckling algorithm in oil spill SAR imagery”,
3. V.Radhika, “Generalized deSpeckling filter for Medical Ultra sound Images”, International Conference , Annamalai University, Chidambaram; 22.03.12 and 23.03.12
4. A.Vijaya, “Evaluation and Power saving Protocols for Multicast service in 802.11 wireless LANS” J.K.K.Nataraja College of Engineering and Technology, 29.07.2011 and 30.07.2011.
5. T.Shanmuga Vadivu, “Political Corruption – An Introduction to the Issues” in UGC sponsored National level seminar on “Combating Corruption in India”; 19.08.2011 & 20.08.2011
6. T.Shanmuga Vadivu, “Probability Routing Algorithms for Mobile Adhoc Network Resource Management”; National Conference Karpagam University; 06.09.2011, Coimbatore.
7. T.Shanmuga Vadivu, “Hack Proofing Offline Computers” in National Level Technical Symposium held in Nehru College of Management;



- 12.10.2011. Coimbatore.
8. T.Shanmuga Vadivu, "A cooperative Diversing in wireless AdHoc Networks" , Bharathiar University - National Conference on "Innovations in Computing Methodologies"; 16.12.2011.
 9. T.Kiruba Rani, "Probability Routing Algorithms for Mobile AdHoc Network Resource Management" , National Conference, Karpagam University; 06.09.2011, Coimbatore.
 10. R.Shobana Devi, "Survey of Genetic Algorithms" National Conference Karpagam University ; 06.09.2011, Coimbatore.
 11. J.Lekha, "A triplet key approach for secret key distribution in dynamic WSA"; National Conference held in Karpagam University; 06.09.2011
 12. M.Jagadheeswari, "Mobile Computing" Dr.N.G.P Arts and Science College, Coimbatore ; 03.02.12
 13. T.Shanmuga Vadivu, "Probability Routing Algorithms for mobile AdHoc Networks" in Dr.N.G.P Arts and Science College, Coimbatore, 03.02.12
 14. R.Shobana Devi, "Face Detection – A Soft Computing Approach" in Dr.N.G.P Arts and Science College, Coimbatore, 03.02.12
 15. M.Sindhana Devi, "Removal of Noise in Medical Ultrasound Images" ; Dr.N.G.P Arts and Science College, Coimbatore; 03.02.12
 16. T.Shanmuga Vadivu, "DAPR: A Protocol for Wireless Networks utilizing an application based Routing cost " PRRM Engineering College, Hyderabad, 2.3.12
 17. D. Seema Dev Aksatha, "An Intelligent Search Engine System for Web Mining", in D.J Academy for Managerial Excellence, 03.03.2012, Coimbatore.
 18. M.S.Janani, T.Kiruba Rani, M.Sindhana Devi, B.Priyadharsini, "Wireless Sensor Networks for Potato Cultivation", International Conference, Annamalai University, Chidhambaram, 22.03.12 and 23.03.12

13.1.8 Computer Applications

1. C.Sunitha; 27-2-12; Clouding Computing in Future; Erode Builders Educational trust. Erode

2. C.Sunitha; 27-2-12; Use of support vector machine in speaker authentication; Erode Builders Educational trust. Erode.
3. D.Gandhimathi; 6-9-11; Object oriented data Modelling for spatial database; Karpagam University, Coimbatore
4. S.Rajanandini; 6-9-11; Bio-Metrics; Karpagam University, Coimbatore.
5. K.M.Poornima; 27-2-12; Clouding Computing; Erode Builders Educational trust. Erode.
6. K.M.Poornima; 27-2-12; Software maintenance as part of the software life cycle; Erode Builders Educational trust. Erode.
7. R. Raghavi Tharani; 27-2-12; Clouding Computing; Erode Builders Educational trust. Erode.
8. R. Raghavi Tharani; 27-2-12; Software maintenance as part of the software life cycle; Erode Builders Educational trust. Erode.
9. M.Kundalakesi; 27-2-12; Artificial Intelligence and knowledge based system; Erode Builders Educational trust. Erode
10. S.Sathya; 27-2-12; Clouding Computing in Future; Erode Builders Educational trust, Erode.

13.1.9 Management Science

1. T. Naga Prakash, "Management Research Design Using Descriptive and Inferential Methods" , DJ Academy for Managerial Excellence, Coimbatore.
2. Shobanapriya. P; 14, Sep 2011; Corporal Punishment in Schools: Violation of Child Rights; National Level Seminar on Human Rights: Victims and Rehabilitation; Loganathan Narayanaswamy Government College, Chennai.
3. Lakshmi Priya .S; 10, Sep, 2011; Importance of Competency mapping in employee's Loyalty; National Conference; RVS Institute of Management Studies, Coimbatore.
4. Lakshmi Priya .S; 24, Sep, 2011; India's Battle against corruption; National Level Seminar; Guruvayurappan Institute of Management, Coimbatore.
5. Lakshmi Priya .S; 29, Sep, 2011; Innovation in Entrepreneurship; National Level Seminar; PSGR Krishnammal College for women,



Coimbatore.

6. Lakshmi Priya .S; 22, Oct, 2011; Foreign institutional investor and Indian Money market; National Conference; Tamilnadu college of Engineering and Technology, Coimbatore.
7. Lakshmi Priya .S; 29, Oct, 2011; Media and Disaster management; National Conference; SSK college of Engineering and Technology, Coimbatore.
8. Lakshmi Priya .S; 04, Nov, 2011; Managing and solving workplace negativity; National Conference on Emerging trends in management; St.Michael college of engineering and technology, Sivagangai.
9. Suganya. P; 29, Sep, 2011; Innovators DNA – Is it a dream or reality in India higher education system; National level seminar on Innovation & Entrepreneurship; PSGR Krishnammal College for women, Coimbatore.
10. Dhilsathbegam.M; 25-26, Aug, 2011; Micro Finance and Rural Women Entrepreneurship; National level seminar on Rural Entrepreneurship development programmes; Government Arts College, Madurai.
11. Devika.P; 25-26, Aug, 2011; Women Entrepreneurship and Micro Finance; National level seminar on Rural Entrepreneurship development programmes; Government Arts College, Madurai.
12. Bijili. J.; 14, Sep 2011; Victims of Manmade and Natural Disaster; National Level Seminar on Human Rights: Victims and Rehabilitation; Loganathan Narayanaswamy Government College, Chennai.

13.1.10 Costume Design

1. Yasotha.P; 11-12, Dec, 2011; Anti microbial activity of Swietenia microthyllah (mahogany); International conference on Advances in Textiles, Machinery, Nonwoven and Technical Textiles, Kumaraguru College of Technology, Coimbatore.
2. Yasotha.P; 11-12, Dec, 2011; Anti microbial activity of Swietenia microthyllah (mahogany); Faculty development program and seminar on Fashion Insights; Bharathiar University in collaboration with Pearl Academy of Fashion, Chennai.
3. Geetha Margret.S;11-12,Dec,2011; Comparative study of anti-UV and anti bacterial property on woven and knitted bamboo fabric with selected

natural dyes; International conference on Advances in Textiles, Machinery, Nonwoven and Technical Textiles; Kumaraguru College of Technology, Coimbatore.

4. Lalitha Lakshmi.S; 11-12, Dec, 2011; Suitability of Spun Silk and Cotton for Knitting; Faculty development program and seminar on Fashion Insights; Bharathiar University in collaboration with Pearl Academy of Fashion; Chennai.

13.1.10 English

1. D.Shanthi , 12th & 13th March 2012, “Metaphor in race in Eudora Welty works, Nirmala College for Women, Coimbatore.
2. M.Carolina Dass, 20th January 2012, ‘The Inheritance of Loss’, Vasavi Arts and Science College, Erode.
3. X. Princess Carmel Mary, 1st & 2nd April, “The Epitome of transitional culture as depicted in Bharati Mukherjee’s “Wife”, St. John’s College, Palayamkottai.
4. X. Princess Carmel Mary ,26th and 27th December 2011, “The Total Alienation of Women’, D.R.M Science College, Mysore.
5. P.M. Manjusha, 20th January 2012, Culture and Consciousness: Study on the novels of Indian Writers in English of 21st century, Vasavi Arts and Science College, Erode
6. P.M. Manjusha, 1 & 2 April 2012, “Literature as cultural diversity in Bharathi Mukherjee’s Tiger’s Daughter”, St. John’s College, Palayamkottai.
7. I J Kavitha, 26th December 2011, Quest for human identity in Rohiton mistry’s “Fine Balance”, D.R.M Science College, Mysore.
8. V.Gayathiri, 26th & 27th December 2011, “Canadian Literature in The Edible Women”, D.R.M Science College, Mysore.
9. V.Gayathiri, 20th January 2012, Identity in Anita Desai’s “Bye Bye Black Bird”, Vasavi Arts and Science College, Erode
10. V.Gayathiri, 2nd & 3rd March 2012, “Digital Dictionaries and its manipulated contribution to English Language Teaching”, Kumaraguru College of Technology, Coimbatore.
11. V.Gayathiri, 12th & 13th March 2012, diverse cultures, A Survey of



- Toni Morrison novels”, Nirmala College for Women, Coimbatore.
12. V.Gayathiri, 1st& 2nd April 2012, A Cornucopia of cultures converging to metamorphosis in “Bharathi Mukarjee’s Desirable Daughter”, St. John’s College, Palayamkottai.

13.2 Publications

SI No:	Department	Publication by Faculty	Publication by Students
1	Commerce	29	9
2	Bio Science	5	2
3	Information technology	2	
4	Social Work	8	1
5	Electronics	4	
6	Computer science	8	2
7	Computer application	3	
8	Management science	21	2
Total		80	16

13.2.1 Commerce

1. K.Sundararaman; P.Baba Gnanakumar; Feb 2012; “Convergence of Financial Reporting Standards”; Excel India Publishers; New Delhi. ISBN No: 978-93-81361-92-4
2. P.Baba gnanakumar; June, 2011; Aggressive Supply Chain for Agricultural Commodities through Passenger Cabs - A Study on Alliance Network Model; International Journal of Management Research and Technology; Serials Publications; ISSN 0974-3502.
3. P.Baba gnanakumar; December,2011; Spill over synergies of Indian IT Companies Acquisition; Management Education in 2020; AIMS International, USA; Ulrich Directory.
4. P.Baba gnanakumar; November, 2011; Convergence in Accounting the Deferred Taxes; Asian Journal of Research in Banking and Finance; Asian Research Consortium; ISSN 2249-7323.
5. Baba gnanakumar.P; March 2012; Social Fluidity Mapping System ;

- South Asian Journal of Management; AMDISA, SAARC Countries; ISSN: 0971-5428
6. P.Baba gnanakumar; Mar 2012; “Fostering Transportation through Customer Service Level Matrix (A Study Done in Southern Railways)” IJESR – International Journal of Engineering Science and Research. ISSN No: 2231-5535.
 7. T. Kalakumari; September 2011; Farm Loan Facilities and its issues to Farmers; Role of Banking Sector In Rural Economic Development; Dr. N.G.P Arts and Science College; ISBN 978-81-920808-2-6.
 8. T. Kalakumari; June, 2012; A Conceptual Study of Building A Strong Brand With CBBE Model; A Conceptual Study of Building a Strong Brand With CBBE Model. ZENITH International Academic Foundation; ISSN 2231-5780.
 9. T. Kalakumari; Feb 2012; “Accounting for Intangible Assets-IAS 38”, Excel India Publishers- New Delhi, February 2012. ISBN No:978-93-81361-92-4
 10. T. Kalakumari; September 2011; Experiential Marketing - Connecting Customers with Brands; International Journal of Golden Research Thoughts; ISBN 2231-5063.
 11. N.Sumathy; September 2011; Retaining Customers for life time; Conference Proceedings; Sai Ram Institute of Management Studies; ISBN 819217643-6.
 12. N.Sumathy; Feb 2012; “Implementation of IFRS”, Excel India Publishers- New Delhi. ISBN No: 978-93-81361-92-4
 13. T.Usharani; September 2011; Managerial Challenges & Linking Innovations in Entrepreneurship; Articles on Management. MBA-infoline; Online Publication.
 14. T.Usharani; Feb 2012; “Treatment of Fixed Assets under IFRS”, Excel India Publishers- New Delhi. ISBN No: 978-93-81361-92-4
 15. R.Kavitha; September 2011; Brand Resonance; Rise of Indian Brands SRM University; ISBN 978-81-921765-0-5.
 16. S.Pandiselvi; September 2011; Inclusive Growth for Indian Economy;



- Rise of Indian Brands, SRM University; ISBN 978-81-921765-0-5
17. S.Pandiselvi; Feb2012; "IFRS Vs GAPP", Excel India Publishers- New Delhi. ISBN No: 978-93-81361-92-4
 18. M.Shanthanalakshmi; September 2011; A Study on FMCG Brands in India & effective marketing strategies to be adopted; Rise of Indian Brands SRM University; ISBN 978-81-921765-0-5
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3. M.Manikandan; 2011; "Cytotoxic activity of Partially purified 7-D Methoxy Rapamycin derived from Steptomyces hygroscopicus BDUS 49" ; International Journal of Medicobiological Research. ISSN No: 0976-8971
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17. Lakshmi Priya .S; July, 2012; Published a book International Marketing- Text and Cases; Agasthiar Publication.
18. Lakshmi Priya .S; Aug, 2012; An analytical scrutiny on awareness of fringe benefits offered to credit card holders in Coimbatore city; Zenith International Journal of Business Economics and Management.
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20. Devika. P; Aug, 2011; Women Entrepreneurship and Micro Finance; Rural Entrepreneurship development programmes; Daify & Daerin Publishing; ISBN 978-81-921895-0-5.
21. Bijili. J; Sep 2011; Victims of Manmade and Natural Disaster; Human Rights: Victims and Rehabilitation; L&G College Publications; ISBN 978-81-908633-9-1.

14. Honors/Awards to the faculty: National and International

- Dr.P.Baba gnanakumar received the award for best empirical paper in ICER BRIC countries' Conference on Entrepreneurship from Dr.Jay, University of Essex, UK, held at IIM-Bangalore on December, 2011. He also received Rastriya Gaurav Award from the Civil Society of Inida, New Delhi on July, 2011.
- Prisca Helen, Asst. Professor - BBM has received a best paper award in the stream of HR on the topic "Bad Apple Teammates."
- C.Sunitha, Asst. Professor in Computer application received the Best Faculty Award in March 2011 at the Women' Day celebrations.



- A.Alagarsamy awarded “Best Social Worker award” an appreciated by Lions Club of Kuruchi Industrial Estate, Coimbatore for his contributions towards Social work.
- A.Alagarsamy awarded Best Paper by RGVP Novronha Academy of Administration & Management, Bhopal, Madhya Pradesh, sponsored by Dept. of Personnel & Training, Ministry of Personnel PG & Pension, Govt of India
- A special coverage of Mr.Alagarsamy and his achievements was covered in Tannambbaikai Magazine in December 2011 issue.

15. Internal resources generated

For funding the individual projects, management is contributing.

16. Details of departments getting assistance/recognition under DST, FIST,

- Nil

17. Community services

The college always strengthens its extension activities through National Service Scheme. The following are the activities for the year. The following activities were carried out :

- NSS students organized programmes to commemorate World Earth Day, Labour Day, Literacy day, Teachers day and Environment day.
- To spread social literacy among the public, students organized ten outreach programmes such as, road safety programme, saplings planting, legal awareness programme and save eco-system programmes.
- To have the sustainable living standards among the en-mass, eight health care programmes such as AIDS awareness camp, Polio camps, Cancer awareness programmes and ‘have-good health’ programmes.
- To imbibe philanthropy values among the students community, four programmes such as orphanage visits, ‘contribute a hand pick of rice’ and ‘save the abandoned BPL families’.
- Kunitipathy - a village has been adapted by the NSS students. NSS camp has been organized in that village for ten days. 200 students participated in the camp.



- Two social research projects were completed and they are presented in IIM-Bangalore and IIM-Calicut.
- To create public awareness on different rallies were organised. It include helmet awareness rally, eye camp rally, bird awareness programme, breast cancer, heart camp, “Save forest” awareness skit and child labour awareness programme.

19. Teachers newly recruited

S.No	Faculty	Department	Date of Appointment
1	Mrs.V.Gayathri Hariharan	English	01.07.2011
2	Mr.A.C.Sountharraj	Computer Application	01.06.2011
3	Mrs.M.Kundalakesi	Computer Application	09.06.2011
4	Ms.S.Sathya	Computer Application	09.06.2011
5	Ms.B.S.Iaranya	Computer Science	09.06.2011
6	Ms.D.Abinaya	Computer Science	13.06.2011
7	Mrs.Seema Dev Aksatha	Computer Science	15.06.2011
8	Ms.B.Priyadarshini	Computer Science	20.06.2011
9	Ms.M.S.Janani	Computer Science	20.06.2011
10	Mrs.B.Umadevi	Statistics	13.06.2011
11	Mr.S.Karthik	Statistics	15.06.2011
12	Ms.R.Sudha	Commerce	19.01.2011
13	Mrs.S.Kowsalya	Commerce	09.06.2011
14	Mr.K.Senthil Kumar	Commerce	13.06.2011
15	Mrs.A.Sujethra	Commerce	09.06.2011
16	Ms.S.Premila	Commerce	10.06.2011
17	Ms.P.Janaki	Commerce	10.06.2011
18	Ms.S.Gomathi	Computer Technology	10.06.2011
19	Ms.S.Dharani	Computer Technology	13.06.2011
20	Mrs.N.Kanimozhi	Computer Technology	15.06.2011
21	Ms.T.T.Dhivyaprabha	Computer Technology	20.06.2011
22	Ms.S.Madhumitha	Computer Technology	20.06.2011
23	Mrs.Sangeetha Paul	Social Work	06.06.2011



24	Ms.D.Dhivya	Social Work	13.06.2011
25	Ms.V.Ramya	Microbiology	08.07.2011
26	Mr.P.Rajkumar	Electronics	08.06.2011
27	Mr.Rajesh.A.P	Electronics	01.07.2011
28	Mr.S.Sudheesh	Electronics	12.09.2011
29	Mr.R.Babu	Management Science	10.06.2011
30	Mrs.J.Bijili	Management Science	09.06.2011
31	Ms.M.Rajalakshmi	Languages	11.07.2011

20. Teaching and Non-teaching Ratio

The ratio of teaching to non-teaching staff ratio was 0.37 during 2011-12.

21. Improvements in the Library Science

Library area in Sq ft. : 30,000 Sq. ft.
 Seating Capacity of the Library : 300
 Library Working Hours : 8.30 a.m. to 7.00 p.m

Following sections are available in library.

- Circulation Services
- Periodical Section Services
- Digital Library Services
- TV Room Facilities
- Career Guidance Services
- Research Scholars Section
- Current Awareness Services
- Newspaper Clipping Services
- Inter Library Loan facilities
- Reprographic Services
- Project Reports and Back volume section
- Reference Services
- Discussion Room/Group Study Room
- OPAC Facilities (Online Public Access Catalogue)



- Free Internet Browsing facilities
- Average Number of users visiting the Library per day : 400
- Average Number of Transactions per day : 300

22. New books / journals

4,135 books worth Rs 7,20,116 have been purchased for the library. Sixteen journals have been added at an incremental cost of Rs 8,430 per year.

23. Courses in which students assessment of teachers is introduced and the action Taken on student feedback.

Students' feed- back has been received in three ways. Tutor-ward meeting will be conducted once in fifteen working days. Class- committee meeting will be conducted once in middle of the semester. Feed-back questionnaire will be circulated at the end of every semester. During the academic year class committee meetings were conducted in the months of August and January. Based on the feedback, remedial classes were conducted.

24. Feed-back from other Stake holders

- Feed-back from recruiting agencies were gathered at the end of semester. Accordingly new focus area were introduced in different courses.
- Feed-back from industrial personnel were gathered during the guest lectures/national conferences/ symposiums. Accordingly students are stratified in groups to do group projects.
- Feed-back from government agencies were also received with respect to community services. Accordingly, students went to District collector office, DGP offices to render services to public.
- Feed-back from industrial training centers were collected at the end of training period. Accordingly, the training modules were revamped.

25. Unit cost of education.

The unit cost of education was Rs 14,550 per student during 2011-12.



26. Computerization of administration

College office was fully computerized. Sixty systems were installed. Integrated ERP based accounting software has been introduced.

27. Infrastructural facilities

The college has Air-conditioned Auditorium which can accommodate 3000 persons, 2 Airconditioned Seminar Halls, and an open Air Theatre to accommodate 650 persons for the events carried out in the college. The various facilities include:

- Spacious and airy Lecture Halls with comfortable seating and lighting arrangements.
- Air-conditioned computer labs with latest Pentium processors and software.
- Air-conditioned seminar halls
- Fully computerized library with a vast collection of CDs.
- Provision of facilities like LCD projector and DATA cables in each class room.
- State of art multi theatre.
- Free Internet access for all the students.
- Bus facilities available from Kovaipudur pirivu, Kovaipudur, Sundarapuram and also college buses from different parts of Coimbatore city and Palakkad town.
- Bank extension counter with ATM.
- Public telephone coin box.

28. Technology up gradation.

All the systems have been upgraded with MS Office 2010. ERP integrated accounting system has been introduced in office automation.

29. Computer and internet access Facilities

All the departments are furnished with computer and internet access. To enable ICT enabled teaching pedagogy, ten LCD projectors are installed in class rooms.

S. No.	Name of the Equipment	Specifications	Nos.
1	Computer	-	617
2	Scanner	HP	2
3	Laptops	-	2



4	Network	-	42
5	Printer	Laser TVS Dot matrix	17 12
6	Fax	-	1
7	LCD Projector	-	8
8	Smart Class	-	2
9	Net Connection	4 MBPS Leased line	-
10	Software/Data base	MS OFFICE, WINXP, WINDOWS 7, VISTA, VISUAL STUDIO 2008, SQL SERVER 2005 & 2008. Tally	-

30. Financial aid to students.

Nature of Scholarship	U.G		P.G		Amount
	M	F	M	F	
SC/ST (State)	08	06	01	02	94,095
Free Education Scheme	04	-	-	-	-
TOTAL	12	06	01	02	94,095

31. Activities and support from the Alumni Association.

Annual Alumni meet was conducted on 07.04.2012 at Krishna Hall. 483 Students made their presence. "Marabin Maindhan" Muthiaah, orator and editor of "Self-confidence" addressed the gathering. Placement Training was organized by alumni students Akash Kumar Vaidh (CTS), Sriram.S (WIPRO), Vignesh.R(INFOSYS), Vinay Kurup, Team Lead, IBM and Ambalavanan.T.



32. Activities and support from the Parents –Teachers Association.

Parents – teachers’ association was organized at various department levels. Parents were given due representation in anti-ragging committee. No such incident of ragging was reported in the year 2011-12. Parents also gave feed-back with regard to placement activities. After considering the feed-back from parents, placement drives were organised at department level.

33. Health services.

Health camps were organized for students and employees of the institution. Fitness camp was organized by the physical education department. All the students and faculty were covered under the medical insurance scheme. Group-insurance scheme for faculty has been introduced. In tie-up with a hospital, “body check up” programme was organized. An ambulance vehicle was purchased by the trust.

34. Performance in sports activities.

R. Senthil nathan, Director of Physical Education selected as a Coach for Bharathiar University volleyball men team. The team won the third place in the south zone inter university volleyball tournament from 27th to 31st Dec 2011 Organised by Bharathiar University Coimbatore. Bharathiar University volleyball men team Qualified for All India Inter University Volleyball Tournament held at Sagar University, Rajasthan from 21st to 25th Feb 2012. Mr. R. Senthil nathan, Director of Physical Education act as a Tournament Technical Committee member for south zone inter university volleyball tournament from 27th to 31st Dec 2011 organised by Bharathiar University Coimbatore. **Four students** represented the Indian team in volley ball.

34.1 Sports Achievements

Sl.No	Name of the Competition	Position	Dates	Conducted by
1	Bharathiar University Inter-Collegiate Tournament	Runners	10 to 13 Oct 2011	Saraswati Thiyagaraja College, Pollachi

2	State Level Inter-Collegiate Tournament	Third	12 to 15 Aug 2011	Sivakasi
3	State Level Inter-Collegiate Tournament	Third	16 to 19 Sep 2011	Kongu Engineering College, Erode.
4	State Level Inter-Collegiate Tournament	Third	05 to 07 Sep 2011	Ayya Nadar Janaki Ammal College, Sivakasi.
5	State Level Inter-Collegiate Tournament	Third	09 to 11 Sep 2011	Vellaichamy Nadar College, Madurai.
6	Senior State Championship	Fourth Place	21st to 26th Nov 2011	Nehru Stadium, Chennai
7	District Level PIKA Tournament	Runners	14th & 15th Nov 2011	Nehru Stadium, Coimbatore

35. Incentives to sports persons

Free boarding and lodging facilities are provided to outstanding sports persons.

36. Student achievements and awards.

- On 24th August-26th August 2011, 13 students of III B.Sc(CDF) participated in the Fashion show and won the second prize. It was organized by the Kamadhenu Arts and Science College, Sathyamangalam.
- On 24th August-26th August 2011, Megala Priya.A, of III B.Sc won “Best Cat Walk Award” in Kamadhenu Arts and Science College, Sathyamangalam.
- On 24th August-26th August 2011, Nishana Parveen. S, of III B.Sc won 1st prize in Designer Contest in Kamadhenu Arts and Science College, Sathyamangalam.
- On 7th Jan 2012, Hello FM organized an Inter college event at Sri Krishna Arts and Science College, Kuniamuthur, Coimbatore, III B.Sc CDF students participated and won 1st prize in the fashion show.
- On 11th to 12th February 2012, Krishna Priya. P of II B.Sc won III Prize in 3D Sketching organized by PSG College of Technology, Coimbatore.



- On 16th and 17th February 2012, III B.Sc CDF students participated and won I Prize in Fashion show “Fashion Glitz ‘12” organized by the SSM College of Arts and Science, Komarapalayam, Salem.
- III B. Sc CDF Students Participated in various events “FEDORA 12” organized by Muthayammal College of Arts and Science, Namakkal and won 1st prize in fashion show.
- Krishna priya of II B Sc CDF Participated in Designer Contest, Won 1st Prize in “FEST 12” organized by Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore.
- P.Krishna priya & M.Pooja Kumari of II B Sc CDF Participated in “Panache” Event organized by Bannari Amman Institute of Technology, Satyamangalam and won 2nd place.
- Three students from Commerce department won the best paper award in the national level seminar organized by Saraswathy Thyagaraja College – Pollachi, RVS College Coimbatore and Tamilnadu College of Engineering- Coimbatore.
- Twenty one students passed preliminary examination (CPT) of Chartered Accountant of India and two students passed ACS group-I exam. Two hundred and ten students passed the National Accounting Talent exam conducted by All India Accounting Association.
- Ninety two students participated in conferences organized by IIM-B, IIM-K, IIM –C, IIT-K, IIT-D, CII, FICC and ICAI. Two students went to Malaysia and Dubai for presenting the papers in the International Conferences.
- Thirty two students visited Singapore and Malaysia for five days. They participated in Asia-Pacific Management Conference held in Singapore.
- V. Thivya of II M.Sc IT won first place in Pastiche and M. Babu of II M.Sc IT won II place in Gaffe in “TECH ONTOGENESIS 11” state Level Technical Symposium held at Kongunadu Arts & Science College on 12/08/11.
- P. Sathish Babu, G. Kiran, M. Dinesh and S. Santhoshkumar of III B.Sc CT has won I place in MARKETING in SAXON ‘11 held at Sree Saraswathi Thyagaraja College, Pollachi on 25-08-11
- P.Sathish Babu and G.Kiran, of III B.Sc CT has won I place in quiz in SAXON11 held at Sree Saraswathi Thyagaraja College, Pollachi on 25-08-11



- P.Sathish Babu and G.Kiran, of III B.Sc CT has won I place in QUIZ and word hunt in intercollegiate meet held at Kamadhenu Arts & Science College, Sathyamangalam on 25-08-11.
- M. Dinesh and S. Santhoshkumar of III B.Sc CT has won III place in Marketing in intercollegiate meet held at Erode Arts & Science College, Erode on 24-09-11
- Priyadharshini of III BBM has received a best paper award in the stream of HR on the topic “Bad Apple Teammates.”
- Anjali.K and M.Nimisha of II BBM CA participated and Won Best Paper Award with Rs 1000/- Cash Price in the State Level Seminar On “Industrial & Sustainable Development for Growth of Indian Economy” held at Sri Ramalinga Sowdambigi College of Science and Commerce, Coimbatore on 21st January 2011.
- Rashmin Meeraj of II BBM CA participated and Won Best Paper Award with Rs 5000/- cash Price in the International Conference On “Globalization and Consumer Protection” held at Kasiligam University, Madurai from 29th & 30th January 2011.
- A student from Bio-science department secured second prize in poster presentation held at Hindustan Arts and Science College, Coimbatore
- A student from Bio-science department secured second prize in bio quiz held at Hindustan Arts and Science College, Coimbatore
- Two students from Bio-science department secured third prize in bio quiz held at SNR College, Coimbatore
- 12 students from Bio-science department participated in the National conference held at Nirmala College for Women, Coimbatore and won third prize in paper and poster presentations.
- Ms. Arabhi of I M.Sc ECS student won the 3rd place on Hindustani Instrumental music– Senior (Violin) Conducted by All India Postal Cultural meet held at Vadodara, Gujarat.
- E-Leaders and E-Members, E-Cell of Sri Krishna Arts and Science College participated in National Level Entrepreneurship week on the theme, ‘Invent the Future’ from 11th February 2012 to 18th February 2012 where the students went to school and interacted with the school students, took part in the rally, organized and participated in the Intra and Inter department competitions, and took part in many other entrepreneurship related activities.



37. Activities of the Guidance Cell

The following activities are carried out as part of pre placement training programme in the academic year 2011-2012.

- 60(sixty) hours of aptitude coaching including GD skills, Interview technique and resume preparation was conducted for the UG/PG programmes.
- Regular weekend (on all Saturdays) placement training classes are conducted for commerce and electronics students.
- Wipro and Infosys HR personnel trained the Computer science students.

38. Placement services provided to students.

S.No	Company Name	Offers
1	Wipro	259
2	Infosys	137
3	Dell	132
4	KGISL	56
5	Kean Technologies	33
6	Genpact	30
7	CTS ITES	18
8	Mahindra Sathyam	18
9	Ugam Solutions	18
10	Ford Business Services	18
11	HCL	130
12	I – Gate	6
13	US Global Technologies	4
14	Accenture	4
15	Zifo Technologies	1
16	TCS	86
17	Ashok Leyland	4
18	Standard Chartered Bank	44
19	Biocon	2

20	E & Y Ltd	11
21	Asiana	5
22	Oberoi	4
23	Green park	5
24	Hyaat	12
25	ITC	10
26	Mariot	3
27	Taj	1
28	GRT Grant	3
29	Ista	1
30	Arisen	4
31	Federal Bank	28
32	Sanmar	1
33	L&T	10
34	Indian Air Force	1
	TOTAL	1099

39. Development programmes for non- teaching staff.

One –day training programme on clerical skills was organized for the non-teaching staff.

40. Good practices in Academic Planning and execution

40.1 Academic Planning

The HOD maintains list of faculty with their specialized courses. Based on additional training provided or qualification acquired, the list is updated. List is also updated based on the expertise gained by handling specialized courses/projects. At the end of each semester the HOD after consulting the members of faculty of the department for their preferences, allot the courses to the faculty members. Then the Departmental timetable committee prepares course wise, semester wise class time table and faculty time table for the forthcoming semester. The HOD issues the copy of the time table/list of courses to each faculty before the commencement of each



semester. The timetable provides details such as course, name of the faculty responsible, day and period of all courses.

40.2 Course planning

For each semester, course plan is prepared by the class advisor based on the inputs received from the concerned faculty members. This includes list of faculty members offering courses, portions for each internal test, question paper pattern, assignment/seminar topics with submission dates, class time table, laboratory regulations and any other departmental components as decided by the course coordinator based on lesson plan. Topics for CIA tests are generally planned as one and half units each for I & II tests and all units for III test. Course plan is approved by the HOD and issued to individual students within one week on commencement of the semester.

40.3 Lesson Planning

Faculty members prepare lesson plan indicating the course topics to be covered and the numbers of hours allotted for each chapter. Normally, the total number of instructional hours is planned by multiplying 11 (weeks) on the number of hours per week prescribed by the scheme of examination of the respective course. Additional topics/hours if any required to be covered in a particular unit/chapter is also incorporated in the lesson plan as decided by the concerned faculty. Tutorials based on lesson plan are provided to the students during the progress of the semester if needed. On completion of specific topics the dates are entered in the plan. 1½ Units are to be completed before I CIA Test, 3 Units are to be completed before the commencement of II CIA Test and all the units to be completed before the Model test. Any deviation from the plan is also recorded with reason for delay in the plan. The HoD reviews the lesson plan progress one in 15 working days.

40.4 Laboratory Planning

The list of experiments and/or cycle of experiments along with group of students as applicable is maintained as per the laboratory plan. Experiments are allocated in cyclic order for different groups or all students are given the same experiments (in case of software lab, fashion designing etc). In addition to the course coordinator in charge of the laboratory, additional faculty member is allotted if the student's strength per batch exceeds 25. Laboratory manuals for laboratory sessions are



prepared and maintained in the department (in case of laboratory sessions where manuals are required, list of practical requiring laboratory manuals are decided by the HoD and maintained in the department with the approval of HOD). For the other sessions handled in the form of projects in the areas of software/fashion designing separate laboratory manuals are not maintained.

40.5 Project Work Planning

For the programmes offering project work or institutional training as per the syllabus, the HOD allots guide for each student or batch of students and announces it on the notice board with review dates during the beginning of the semester. The guide briefs his/her students and the student and the guide mutually agrees on the project title. Based on the feedback received from the concerned guides and students, project plan with project title along with students and guide's names are released by the class advisor within two weeks of the commencement of the semester. Students have to maintain a project work diary to record their project works and report the progress to the guide twice before the completion of the project. Two reviews will be conducted as per the schedule. During the first review 20-30% of their project work is to be completed. During the second review 70-80% of the project work is to be completed and guide will inform a date to submit rough draft. Students have to submit their rough draft of the report for correction at least 15 days before the viva-voce examination. The correction shall be done and the draft shall be approved by the guide at least 7 days before the viva-voce examination.

40.6 Planning For Offering Optional Group and EDC Courses

Before the commencement of the academic year during which, optional group courses and extra departmental courses (EDC) are to be offered, the class advisor informs the list of courses being offered to the students and advises the students to select the courses from the list. After the counseling, final list of courses chosen by the students is forwarded to the HOD by the class advisor.

40.7 Orientation Programme for Students

One week orientation programme is organized for students during the first week of the commencement of the first semester including the first day induction where parents are also invited. The programme includes briefing on academic requirements for successful completion of the programme, college rules, library rules, hostel rules, introduction of various concepts in subject area, communication skills and value



education. At the end of the programme, evaluation is made by conducting test for 2 hours. The marks are entered in the student tutorial record. The HOD discusses the performance of the students in the Department meeting and specific actions required if any are planned and recorded in the minutes of the meeting .

40.8 Induction Programme for Faculty Members

For all the newly recruited faculty members, induction program is conducted at the beginning of every academic year by the Principal. For, those who are joining during the middle of the year, they are briefed about the relevant information individually by the concerned HODs and they join the next induction program. The induction program covers the rules and regulations of the college, teaching method, evaluation system, relevant QMS requirements and their responsibilities/authorities.

40.9 Conduct of Theory Class

Theory classes are handled based on lesson plan. Progress against the plan is recorded and is reviewed by the HODs once in 15 working days. In case the faculty goes on leave or on permission (for preplanned), alternate arrangement for class work has to be made by the concerned faculty to engage the students as recorded in leave application.

40.10 Conduct of Laboratory Sessions

For conducting laboratory sessions, one faculty is given the responsibility along with an additional faculty. The course co-coordinator in-charge prepares and delivers the list or cycle of experiments based on the syllabus at the beginning of every semester. In the laboratory classes, the students are divided into groups wherever required. In case of experiment requiring system, each student is provided with an individual system. The laboratory class duration is two or three or five periods as per the syllabus. A laboratory manual, which consists of experiments details for the respective laboratories, is also given to the students for reference. For certain laboratories, students have to produce an indent slip or they have to write their apparatus requirements in issue register to get their apparatus from the laboratory assistant. On return, receipt is also recorded in issue/return register. The students come prepared with the preparatory work either in the observation notebook or required data is prepared for the laboratory classes. The course coordinator(s) verifies the working experiment and the same is approved for recording in the laboratory record note book. Students shall submit laboratory record in the



subsequent lab session or at the end of each cycle as per the date given in lab plan for correction by the course coordinator in-charge. If the student is absent for any particular laboratory class, he/she has to do that experiment in the revision or extra sessions planned for the purpose or he/she has to complete the experiment before the closure of the semester in consultation with the course coordinator in-charge. Additional laboratory sessions are planned at the end of the semester or in between the cycle of experiments.

41. Linkages with other Institutions

- The institution is association with South Indian Textile Research Association trained forty two international participants in financial management. As part of it, a joint interactive programme was organized on September 2011.
- Due to linkage with Confederation of Indian Industries (CII), sixty two students participated in various industry-academy linkages programmes of CII in New Delhi, Mumbai, Hyderabad, Bangalore and Chennai.
- Due to linkages with industries, 214 students went for industrial training. Students were trained by 81 industrial units in India. Five students went for industrial training in Dubai.

42. Action Taken Report on Curriculum

42.1 Commerce

Board of studies in Commerce was held on 10/9/2011 The members suggested about the introduction of the basic concepts of International Financial Reporting Standards for under graduate programmes in Commerce. To motivate the students to participate in various outreach programmes, drive through course has been introduced to under graduate programmes. To encapsulate the concept of financial engineering, a course on computational finance has been introduced for M.Com programme.

42.2 Bio-Science

The Board of studies in Biosciences was held on 10/9/2011

UG Programme

- Curriculum was designed to leave flexibility and motivate the students to inculcate professional excellence and imbibe innovative thinking ability to explore the field of Biological sciences.



- Introduction of Inter disciplinary courses viz., Biomedical Instrumentation, Chemistry, Biochemistry, Biomathematics and Biostatistics, and C- programming.
- Introduction of Professional optional electives viz., in Health care and computational Biology.
- Nutritional orientation to the course content, underlying concepts of diet as complementary medicine with Compulsory Case study for Health care courses.
- Compulsory Industrial and Institutional training and submission of report and vivavoce examination in the final year end semester practical exam.
- Introduction of EDC paper on health perspectives to non-Bioscience Students.

PG Programme

- The courses focus on the development of Analytical understanding and implementation of core values.
- Introduction of Biostatistics as a IDC course to provide a innovative research foundation.
- Introduction of Corporate Biotechnology (Self-study) course to create self-employment
- Introduction to computational analysis of genetic variation
- Introduction of Optional course Pharma-Nanoscience / Pharmacokinetics and Genomics
- Preclinical evaluation of Cheminformatic tools.
- Introduction of research topics and issues in Genetic Engineering for students to tailored them with individual interest.

42.3 Information Technology

Board of studies in Information and Computer Technologies was held on 10/9/2011 The members suggested to motivate the students to do Certification Courses and attend Online exams conducted by IT related Multinational companies.

42.4 Social Work

Board of studies in Social work was held on 10/9/2011 The members

suggested about the introduction of the basic concepts of Corporate Social Responsibility is introduced to the MSW students, Based on industrial needs. Apart from the regular field work programme, In first semester, one observation visit should be made outside the District. Only reputed organization must be visited either at State or National level. Minimum four compulsory community outreach programmes should be conducted in groups by students. In the Second semester the students placed in the social welfare organizations like government offices, non governmental organization each student must successfully complete Social Case Work process, Group Work and one individual Community Organization programme at the respective field work agencies.

42.5 Electronics

Dr. R. Kannusamy, Professor & Head, Department of Electronics, PSG College of Arts and Science, Dr. R. Thangavel, Professor & Head, Dr. Thirunavukarasu, Associate professor, Department of Electronics, Sri Rama Krishna Mission Vidhyalaya, M. Baalaji Venkatesh, Managing Director, MC-TECH, Coimbatore, and P. Sampath Kumar, Robert-Bosh have been invited to become a member of Board of Study in ECS to frame the syllabus for B.Sc and M.Sc (ECS). Research methodology paper is introduced in the curriculum of M.Sc ECS to motivate the PG students in research works. VHDL & PLC Programming have been introduced in the B.Sc ECS curriculum as one of the optional group based on the industrial needs. Equipments worth of 4.7 lakhs have been purchased for Microcontroller, DSP, and Communication laboratories during July 2011 Seven computers with latest configuration and internet connectivity have been provided for faculty members and research scholars in the research lab.

42.6 Catering Science

Board of studies in catering science & Hotel Management was held on 10/9/2011. The members suggested about the introduction of winter training for the students in second Semester to improve the skills and talents in Hospitality Industry. The board suggested introducing Accommodation Operation as in relation with the industrial standards prevailing now.. Communicative Hindi has been introduced to students, to meet the basic



requirements needed to industry. Diploma in Food Production and Certificate course in Bakery & Confectionary has been introduced as new Courses.

42.7 Computer Science and Application

Board of studies was held on 10/9/2011. BOS members suggested about the introduction of additional current lab papers for under graduate programmes. To motivate the students to participate in various outreach programmes, Drive through course has been introduced to under graduate programmes.

42.8 Management Science

- Introduction of superior course structure and contents to cater the needs and wants of all segments.
- Attempt to introduce 'Best in Class' curriculum within the purview of UGC rules and regulations for autonomous colleges and provide better scope for further enhancement of contents in future.
- Suitable and different combinations of courses among wide variety of subjects in the management domain.
- Introduction of specialization in the functional areas of Management-Marketing, Finance, HR and Systems at the undergraduate level that gives room for domain-specific placement opportunities.

42.9 Costume Design

Board of studies in costume design and fashion was held on 10/9/2011. The expert committee gave suggestion about the enhancement of the formulated syllabi. They appreciated the introduction of fashion sketching paper II, which is an advance paper in illustration skill. A course based on basic and advanced textile testing and technical textile were introduced to help students adopting industrial carrier. The syllabus for optional group stream was designed to specialise student's skill to adopt carrier in industry as well as to become an entrepreneur.



Section C

OUTCOMES ACHIEVED BY THE END OF THE YEAR

1.1 Quantifiable Objectives

- **Placement**
 - 681 students were placed and 1099 placement offers were received by the students.
- **University ranks**
 - 14 students got university ranks in Bharathiar university examinations including two university first rank.
- **Infrastructure:**
 - Green lawn was established. 125 computer systems were purchased. Laboratory equipment worth Rs.15,40,000 were purchased.
- **Library**
 - 4135 books were purchased for the library at a total cost of Rs 7,20,116. Sixteen journals were added at an additional cost of Rs 8430.
- **Sports and Games**
 - A gym facility along with a fitness center was established.

1.2 Research Activities

- Two faculty members completed Ph.D in the academic year 2011-12. Four faculty members submitted their Ph.D thesis. At present there are 11 teachers with Ph. D and 92 faculty with M. Phil qualification.
- Nine faculty members obtained M.Phil degree and three faculty members submitted the dissertation.
- Eleven faculty members are pursuing Ph.D and thirty nine faculties are pursuing M.Phil programmes.
- Five individual projects were completed by the faculty members.



12.3 Result Analysis – Autonomous Results**1.3.1 Odd Semester**

<i>Programme</i>	<i>No. of Courses</i>	<i>100 % Pass</i>	<i>85 – 100 % pass</i>	<i>75 – 85%</i>	<i>Less than 75%</i>
B.Sc. CS	11	7	4		
B.Sc. IT	10	6	4		
B.Sc. CT	9	3	6		
B.C.A	11	3	5	1	2
B.Sc. ECS	6	4	2		
B.Sc. BT	8	5	1		2
B.Sc. MI	8	7	1		
B.Sc. CDF	10	8	2		
B.Sc. CSHM	6	1	5		
B.COM	10	7	3		
B.COM CA	10	8	2		
B.COM IT	10	7	3		
B.COM PA	10	6	4		
BBA	9	4	1	3	1
BBA CA	10	6	2	1	1
CHMB	4	4			
DHMF	4	4			
M.SC CS	7	3	4		
M.SC IT	7	3	4		
M.SC ECS	5		5		
M.SC BT	6	5	1		
M.S.W	6	6			
M.COM	5	5			
Total	182	112	59	5	6

1.3.2 Even Semester

<i>Programme</i>	<i>No. of Courses</i>	<i>100 % Pass</i>	<i>85 – 100 % pass</i>	<i>75 – 85%</i>	<i>Less than 75%</i>
B.Sc. CS	12	7	5		
B.Sc. IT	11	7	4		
B.Sc. CT	9	3	6		

B.C.A	12	9	3		
B.Sc. ECS	9	7	2		
B.Sc. BT	11	10	1		
B.Sc. MI	12	10	1		
B.Sc. CDF	12	8	2		2
B.Sc. CSHM	11		8	2	1
B.COM	9	5	3	1	
B.COM CA	11	6	5		
B.COM IT	11	7	2	1	1
B.COM PA	9	6	3		
BBA	10	3	3	3	1
BBA CA	12	6	4	1	1
CHMB	3	3			
DHMF	3	3			
M.SC CS	7	4	3		
M.SC IT	7	3	4		
M.SC ECS	7	4	3		
M.SC BT	6	6			
M.S.W	7	5	2		
M.COM	6	6			
Total	194	101	59	8	6

12.4 No. of students Passed Out

<i>Program</i>	<i>Appeared</i>	<i>Passed</i>	<i>Percentage</i>
<u>Commerce</u>			
B.Com	58	56	96.5
B.Com(CA)	109	101	92.6
B.Com(IT)	48	45	93.7
M.Com	30	28	93.3
<u>Bio-science</u>			
Bsc.Biotechnology	43	43	100
Bsc.Microbiology	30	28	93
Msc.Biotechnology	14	14	100
Msc.Bioinformatics	04	04	100



<u>Information Technology</u>			
Bsc.IT	48	46	95.8
Bsc.CT	45	43	95.55
Msc.IT	46	46	100
<u>Social Work</u>			
MSW	20	19	95
<u>Electronics</u>			
Bsc.ECS	46	46	100
Msc.ECS	42	42	100
<u>Catering Science</u>			
Bsc.Catering Science	45	26	57.7
Dip.Food Production	05	05	100
Certificate Course in Bakery Production	03	03	100
<u>Computer Science</u>			
<u>B.Sc (CS)</u>	112	94	83.92
<u>M.Sc (CS)</u>	48	48	100
<u>Computer Application</u>			
BCA	116	97	83.6
<u>Management Science</u>			
<u>BBM</u>	50	47	98
<u>BBM CA</u>	56	50	89.28
<u>Bsc.CDF</u>	41	37	90.24

SECTION D

THE IQAC CHALKED OUT THE PLAN OF ACTION FOR 2012-13 BY TAKING TO CONSIDERATION OF THE PLAN OF ACTION OF THE DEPARTMENTS & QUALITY CIRCLES

Segment	Objectives	Targets for 2012 - 13
Academic	Improving pass percentage in the End Semester examinations	Over All : Min. 80% Individual Subject : 80%
	Upgradation of facilities	Laboratories: Computer Sciences: Rs 2,00,000 Bio-Sciences : Rs.1,00,000 ECS: Rs.50,000 CDF: Rs.2,00,000 CSHM: Rs.50,000 Other Infrastructures: Rs.4,00,000
	Improving Industry Institution interaction	– One Industrial Visit Two Guest lectures from Industrialists per department Two Industrial Internship programmes and Five Industrial Projects per Department
Library	Increase in No. of books / periodicals	5 % increase in Books and Journals
Placement	Increase in No. of Pre-placement training	Minimum 2 week or 40 Hrs training
Admission	Reducing number of unfilled vacancies	Less than 5%



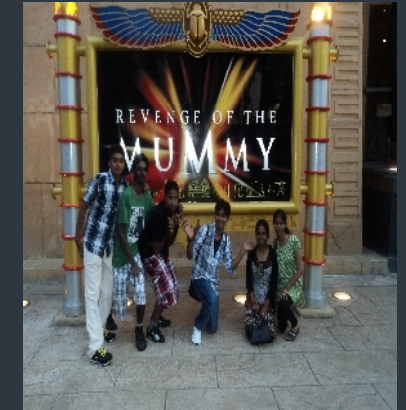
Training	Improving the competency / awareness of faculty / staff	<ul style="list-style-type: none">• Minimum 50% faculty participation in seminars, conferences, training programmes and pursuit of higher qualifications• 20% of faculty publications• Minimum 2 training programmes for staff members.
Teaching	<ul style="list-style-type: none">• E learning for I and II years	Rs10,00,000

K.Sampath
IQAC - Coordinator

Dr.K.Sundararaman
Principal



Gallery..



SUPPORTING ACTIVITIES

- ACADEMIC ASSOCIATIONS
- CULTURAL DIVERSITY
- STUDENTS PUBLICATIONS
- CONFERENCES
- LITERARY EVENTS
- SOCIAL SERVICE
- DEBATE
- HEALTH FOR SOCIETY
- OUTBOUND PROGRAMMES

Empowering Youth



SETTING THE VISION

- LEADERSHIP TRAITS
- GROUP DYNAMICS
- TECHNOLOGICAL SKILL
- MOTIVATION
- COHESION
- LIFE STYLE CHALLENGES

