



## Sri Krishna Arts and Science College

*Monthly Report: January 2016*

### **Highlights:**

**Re-accredited by NAAC with 'A' Grade – 3.26 Points**  
**International Conference on Crowd Funding**  
**Out Reach Programme @Pune, Delhi, Goa**



1/31/2016

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
**(An Autonomous College Affiliated to Bharathiar University)**

**Coimbatore – 641008**

**Monthly Report – January, 2016**

**I. Faculty Progression**

- Dr. K. Sambath and Mr. T. Veeramanikandasamy of Electronics and Communication Systems published an article entitled “Effect of Cu-doping on optical, electrical and magnetic properties of chemically synthesized MnS nanocrystals” in Science Direct Materials Chemistry and Physics, Elsevier Publications with Impact Factor of 2.5 during January 2016.
- Dr.S.Anbumalar of commerce presented and published a paper on “A Pecuniary Analysis On Bharat Petroleum Corporation Limited” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Ms. C. Gayathiri Devi of Commerce presented and published a paper on “A Study On Financial Analysis Of Banking Sector” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Mr. S.Krishna Prasath of Commerce published a paper on “A Study On Financial Analysis Of City Union Bank And Bank Of India” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Mr. P. Arun Prakash of Commerce presented and published a paper on “An Empirical Study On Stressed Assets Of New Private Banks And Macroeconomic Indicators In India – A Econometric Perspectives” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Dr.S.Anbumalar of commerce published a paper on “A study on Risk – Return Analysis of banking sector with respect to public and private sector” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Mrs. V. Aardhra of Commerce presented and published a paper on “A Study On Financial Analysis Of Selected Members Of Capital Market” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).



- Ms. M.Nithya Priya of Commerce presented and published a paper on “Financial Performance of SBI and ICICI Bank” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Dr.K.R.Sivabhakiyam of Commerce published a paper on “Financial Performance Analysis Of Selected Oil Refinery Corporation In India” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Ms. P.Vanithamani of Commerce presented and published a paper on “Financial Analysis Of South Indian Bank And Indian Overseas Bank” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Ms. S.Subha of Commerce presented and published a paper on “Financial Analysis Of Bank Of Baroda Bank And HDFC Bank” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Ms. C. Gayathiri Devi of Commerce published a paper on “Role Of Credit Rating In Modern Financial System” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Ms. C.H.Shakeela of Commerce presented and published a paper on “Comparative Analysis On Indian Bank and ICICI” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Ms.B.Shanthi of Commerce presented and published a paper on “A Study On Financial Analysis Of Selected Private Banks” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Mr. S.Krishna Prasathof Commerce presented and published a paper on “A Study on the Evaluation of Capital Structure and Profitability of Selected IT Companies in India” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Ms. C. Gayathiri Devi of Commerce published a paper on “A Study On The Risk And Return Analysis Of Five Public Sector Banks Listed In BSE and NSE” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).

- Dr. K.Senthilkumar of Commerce(CA) published a paper on “A Study on Interface between stressed assets of new private sector banks in India and micro indicators – An econometric perspective” in UGC sponsored International Conference on Financial Market Issues And Challenges organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016 with ISSN NO:2321-2012(online).
- Dr.V.Kumutha of Computer Science got Ph.D degree during 36<sup>th</sup> Convocation of Anna University at Chennai on 20.01.2016.
- Mrs. V. Aardhra of Commerce presented and published a paper on “Corporate Responsibility” in the International Conference on Panorama of Marketing in the Digital Era organized by KSR college of Arts and Science for Women, Tiruchengode on 21.01.2016.
- Dr.S.Anbumalar of commerce presented a paper on “Branding” in the International Conference on Panorama of Marketing in the Digital Era organized by KSR college of Arts and Science for Women, Tiruchengode on 21.01.2016.
- Mr. P. Arun Prakash of Commerce published a paper on “A Study on Effect of Intellectual Capital on Corporate Performance of Listed Fertilizer Companies in India: A Multivariate Approach” in the ICSSR Sponsored International Conference on Innovative Strategies in Commerce held at Bon Secours College for Women, Tanjore on 22.01.2016 and 23.01.2016 with ISSN NO: 2321-3604(impact factor 2.532) and won **BEST PAPER Award**.
- Mr.D.Kulothungan of Commerce presented and published a paper on “An In-Depth Study on Effect of Leverage on Profitability of Selected Cement Companies in India” in the ICSSR Sponsored International Conference on Innovative Strategies in Commerce organized by Bon Secours College for Women, Tanjore on 22.01.2016 and 23.01.2016 with ISSN NO: 2321-3604(impact factor 2.532).
- Dr. K.Senthilkumar of Commerce(CA) presented and published a paper on “A Study on association between intellectual capital and corporate performance of listed fertiliser companies in India – A Multivariate Approach” in the ICSSR Sponsored International Conference on Innovative Strategies in Commerce organized by Bon Secours College for Women, Tanjore on 22.01.2016 and 23.01.2016 with ISSN NO: 2321-3604(impact factor 2.532).
- Mr. S.Krishna Prasath of Commerce published a paper on “An Empirical Study on Effectiveness of Modern Social Media Marketing in Managing Brand” in Creating Global Organizations – Challenges and Strategies for Emerging Market Companies organized by Alkesh Dinesh Mody Institute for Financial & Management Studies - University of Mumbai during January, 2015 with ISBN NO.978-93-5249-028-8.
- Shakeela C.H of Commerce published a paper on “Entrepreneurship Education and Training” in a National Seminar on Role of Entrepreneurship in Economic Development

of India and published in Pauline Journal of Research and Studies during January 2015 special edition with ISSN No.2347-3843.

- Mrs. D. Shona of Computer Science participated in a DRDO sponsored Workshop on “Data Analysis in Wireless Sensor Networks Tools and Techniques” organized by PSGR Krishnammal College for women, Coimbatore on 28.01.2016 and 29.01.2016.
- Mr. S.Krishna Prasath of Commerce presented and published a paper “Enterprise Collaborative Systems For Ensuring Enthusiasm In Education” in International Conference of “Innovative Management practices” organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Dr.S.Anbumalar of commerce presented and published a paper on “A Study On Innovative Management In banking” in International Conference of “Innovative Management practices” organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Ms. C. Gayathiri Devi of Commerce presented and published a paper on “Innovative Management Practices Of SBI Bank” in International Conference of “Innovative Management practices” organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Ms. S.Subha of Commerce presented and published a paper “Innovative And Management Practices On Finanace” in International Conference of “Innovative Management practices” organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Mr. S.Krishna Prasath of Commerce presented and published a paper on “Brands And Branding: Research Findings And Future Priorities” in International Conference of “Innovative Management practices” organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Ms. M.Nithya Priya of Commerce presented and published a paper on “Customer Behavior Towards Service Quality In Retail Store” in International Conference of “Innovative Management practices” organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Mr. S.Krishna Prasath of Commerce presented and published a paper on “Innovative Management Practices In Human Resource” in International Conference of “Innovative Management practices” organized by Department of Management Studies, Sri Vidya

College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.

- Mrs. V. Aardhra of Commerce presented and published a paper on “Financial Innovations And Their Role in The Modern Financial System –Identification And Systematization Of The Problem” in International Conference of “Innovative Management practices” organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Mrs. V. Aardhra of Commerce presented and published a paper on “Innovative Practice Management In Human Resource” in International Conference of “Innovative Management practices” organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Ms. C.H.Shakeela of Commerce presented and published a paper on “Innovative Management Practices In Human Resource” in International Conference of “Innovative Management practices” organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Ms. C. Gayathiri Devi of Commerce presented and published a paper on “A Study on Innovative Performances and Practices in Service Industries” organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Ms. C. Gayathiri Devi of Commerce presented and published a paper on “A Study on Impact of Social Media Marketing Business" in International Conference of “Innovative Management practices” organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Mrs. G.Sumalatha of Computer technology participated in the “One day National Workshop on “Publishing Research Articles and Applying for Research Grants/IPR” organized by the Department of Mechanical Engineering and R & D Cell at Kalaigarnar Karunanidhi Institute of Technology on 29.01.2016.
- Mrs. S. Saraswathi of CSA and B.Sc (SS), Mrs. S. Dhanalakshmi and Ms. M. Viveka of BCA and M.Sc (SS), Mrs. G. Ramajayam, Mrs. S. Sandhya of Computer Science attended National level workshop on “Big Data Hadoop” on organized by IIT Bombay and SNR Sons College, Coimbatore on 29.01.2016 and 30.01.2016.
- All faculty members attended Faculty Development Programme on “Goal Setting” organized by CPDT on 30.01.2016 and 31.01.2016.

- Mrs. S. Kowsalya of Commerce (CA) published a paper on “An empirical study on determinants of capital structure of large scale steel companies in India” in International Conference on Crowdfunding, Excel Publishers, Delhi with ISBN – 978-93-84869-91-5, pp.35-39 during January, 2016.
- Mrs. S. Asha of Commerce (CA) published a paper on “A study on best business strategies adopted by supermarket on buying behavior with special reference to selected supermarkets in Coimbatore City” in Indian Journal of applied research; Volume 5; Issue 12; ISSN: 2249-555X; pp. 65-68 during December, 2015.
- Ms.N.Uthra of Information Technology published a paper on “What is cloud computing:An overview” in International Journal of Trend in Research & Development” Vol.2, Issue :6, ISSN:2394-9333, during December 2015.
- Ms.N.Uthra of Information Technology published a paper on “Data communication & Networks:A Review” in International Journal of Trend in Research & Development” Vol.2, Issue :6, ISSN:2394-9333, during December 2015.
- Ms.M.Priyadharshini & C.Subha of Information Technology published a paper on “Virtual Private Network-A Survey ” in International Journal of Trend in Research & Development” Vol.2, Issue :6, ISSN:2394-9333, during January 2016.
- Mrs.D.Shobana of Information Technology published a paper on “An Analysis on Distributed Computing” in International Journal of Trend in Research & Development” Vol.3, Issue :1, ISSN:2394-9333, during January 2016.
- Mrs.D.Shobana of Information Technology published a paper on “Application of Datamining in the field of Bioinformatics” in International Journal of Trend in Research & Development” Vol.3, Issue :1, ISSN:2394-9333, during January 2016.
- Ms.K.Ketzial Jebaseeli, Mrs.C.Subha of Information Technology published a paper on “Port Knocking” in International Journal of Advanced Research in & Biology,Engineering,Science &Technology Vol.2, Issue :1, ISSN:2395-695X, during January 2016.
- Dr. N. Murali of Tamil published an article entitled “Nilagiri vaazh pazhangudi makkalin veedu patriya nambikkaigal” in International journal of Multidisciplinary Research with ISSN: 2278 – 2311 during January.

## II. Outreach Programmes

- Students of I B. Sc (CT) ‘A’ & ‘B’ visited Parambikulam on Tutor ward outbound programme held on 12.01.2016.
- Students of Commerce visited Pune on Educational Tour from 14.01.2016 to 19.01.2016.
- Students of MA English visited Delhi on Educational Tour.
- Students of III B.Sc (CT) ‘A’ & ‘B’ visited Cochin, Munnar, Wayanadu on Educational Tour from 22.01.2016 to 26.01.2016.



- Students of I B.Com A & B visited Nelliampathy, Palakkad, Kerala on Tutor ward outbound Programme along with Go Green Campaign on 26.01.2016.
- Students of III B.Sc (ECS) visited Goa on Educational Tour and Visited CSIR-National Institute of Oceanography from 27.01.2016 to 01.02.2016.
- Students of II B.Sc (ECS) visited Masinagudi and Ooty on Tutor Ward Outbound Programme on 30.01.2016 and 31.01.2016.

### III. Events Organized

- Book review conducted by Tamil mandram on 05.01.2016.
- Department of BBA(CA) organized Guest Lecture on “Careers in Financial Services” on 05.01.2016.
- Department of Mathematics conducted Students Enrichment Programme on 06.01.2016.
- Department of CSA & B.Sc (SS) organized a workshop on “Java” for II B.Sc (CSA) and II B.Sc (SS) students on 06.01.2016.
- ECSNOVA Science club conducted event on “Marketing Electronic Gadgets” for ECS students on 06.01.2016.
- Department of Bioscience organized Tech Fair on 12.01.2016.
- ECSNOVA Science club conducted event on “Inventions and Inventors” for ECS students on 13.01.2016.
- Department of CSA & B.Sc (SS) organized a Guest lecture on “Android App” for III B.Sc(CSA) and III B.Sc (SS) students on 13.01.2016.
- Department of BCA & M.Sc(SS) organized a Seminar on “JAVA” for II BCA A, II BCA B and II M.Sc. SS Students on 20.01.2016.
- Department of CSA&B.Sc SS organized State level intercollegiate technical symposium INNERVE 2016 on 21.01.2016.
- Department of Mathematics & Statistics organized Intercollegiate meet “INFFINOVATION 16” on 22.01.2016.
- Department of BBA organized Work Shop on “Employability Skills for Successful career” on 23.01.2016.
- Department of BCA & M.Sc(SS) organized a Workshop on “FLASH” for I BCA B and I M.Sc (SS) Students on 24.01.2016.
- ECSNOVA Arts club conducted an event “English Elocution” for ECS students on 25.01.2016.
- Intercollegiate meet organized by Tamil mandram on 25.01.2016.
- Department of Computer Science organized seminar on “Oracle” for II B.Sc (CS) ‘B’ students on 25.01.2016.
- Vivadha Medai organized by Tamil mandram on 27.01.2016.
- Department of Costume Design and Fashion organised CDF Expo on 27.01.2016.
- Department of Computer Science organized workshop on “Java” for II B.Sc (CS) ‘B’ students on 27.01.2016.
- Department of Mathematics organized guest lecture on “Soft skill Development” on 27.01.2016.



- Department of BCA & M.Sc(SS) organized workshop on “OSS” for II M.Sc. SS Students on 27.01.2016.
- Department of BCA & M.Sc(SS) organized a Guest Lecture on “Software Testing” for II BCA A, II BCA B and III M.Sc. SS Students on 27.01.2016.
- Department of Commerce (IT & PA) organized a Guest Lecture on “RECENT TAX REFORMS & G S T” on 28.01.2016.
- Department of Commerce (CA) organized a Guest Lecture on “Global Marketing” for MIB and II B.Com(CA) students on 28.01.2016.
- Department of Computer Technology organized a Seminar on “Java” for II B.Sc (CT) ‘A’ & ‘B’ students on 28.01.2016.
- Department of Computer Technology organized a Seminar on “Java” for I M.Sc (IT) students on 29.01.2016.
- Department of Computer Science organized a Guest Lecture on “Mobile App Development” for I M.Sc (CS) students on 29.01.2016.
- Department of Information Technology organized an Intercollegiate Technical Meet TECHWIZARD’16 on 29.01.2016.

#### **IV. Student Progression**

- R.Prashanth and M.Divya of IV M.Sc.SS participated in Debugging organized by Dr. NGP College of Arts and Science, Coimbatore and won I prize on 05.01.2016.
- R.Prashanth and Geethanjali of IV M.Sc.SS participated in Web Development organized by Dr. NGP College of Arts and Science, Coimbatore and won I prize on 05.01.2016.
- R.Prashanth of IV M.Sc.SS participated in Paper Presentation organized by Dr. NGP College of Arts and Science, Coimbatore and won II prize on 05.01.2016.
- Rijo Rajan of I B.Sc (CS) ‘A’ participated in Gaming organized by Dr. NGP College of Arts and Science, Coimbatore and won I prize on 05.01.2016.
- Sreenand.K of I B.Sc (CS) ‘A’ participated in Gaming organized by Dr. NGP College of Arts and Science, Coimbatore and won II prize on 05.01.2016.
- Thirty three students of Computer Science participated in an intercollegiate meet organized by Dr. NGP College of Arts and Science, Coimbatore on 05.01.2016.
- Uthra Gandhi. G, Vaishnavi. R, Aishwarya.M, Rashika.B of II B.Sc CT A students presented the paper in the National Level Technical Symposium organized by Dr.N.G.P Arts and Science College held on 05.01.2016.
- Twenty Six students of Computer Technology participated in the National Level Technical Symposium organized by Dr.N.G.P Arts and Science College held on 05.01.2016.
- BCA and Computer Science students won Over All Trophy in the intercollegiate technical meet organized by Dr. NGP College of Arts and Science, Coimbatore on 05.01.2016.
- S.Harivardhini and S.Nishnathi of II B.Sc CT B participated in Rangoli and P.Divya of II B.Sc CT B participated in Mehendi at National Level Intercollegiate Meet organized by Kongunadu Arts and Science College on 07.01.2016.

- Twenty eight students of I M.COM presented and published papers in UGC sponsored International Conference on “Financial Market Issues and Challenges with ISSN NO:2321-2012(online) organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016.
- Twenty eight students of II M.COM presented and published papers in UGC sponsored International Conference on “Financial Market Issues and Challenges with ISSN NO:2321-2012(online) organized by Bharathidasan University, Trichy on 09.01.2016 and 10.01.2016.
- Nine students of II B.Sc. ECS participated in one day National Level Seminar on “PLC and SCADA” organized by Bharathiar University on 11.01.2016.
- K. Naveen Kumar & V. Divagar of II B.Com(CA)A presented and published a paper on “HRM” in National Conference on HR Technology Trends – A Revolution in the world of work with ISBN No. 978-93-853996-4-0 organized by SNR Sons College, Coimbatore on 12.01.2016.
- M.G. Arunkumar & K. Kaviarasu of II B.Com(CA)A presented and published a paper on “Business Process Outsourcing” in National Conference on HR Technology Trends – A Revolution in the world of work with ISBN No. 978-93-853996-4-0 organized by SNR Sons College, Coimbatore on 12.01.2016.
- N. Keshav & S. Jeevanandham of II B.Com(CA)A presented and published a paper on “HR ways” in National Conference on HR Technology Trends – A Revolution in the world of work with ISBN No. 978-93-853996-4-0 organized by SNR Sons College, Coimbatore on 12.01.2016.
- S.Balamurugan & K.S.Raghulof II B.Com(CA)A presented a paper on “Digital HR” in National Conference on HR Technology Trends – A Revolution in the world of work organized by SNR Sons College, Coimbatore on 12.01.2016.
- S. Pavithra, R. Nivetha & G. Bhuvaneswari of II B.Com(CA)A presented and published a paper on “Business Process Outsourcing” in National Conference on HR Technology Trends – A Revolution in the world of work with ISBN No. 978-93-853996-4-0 organized by SNR Sons College, Coimbatore on 12.01.2016.
- Thota Balaji Gayathri & S. Aaralakesi of II B.Com(CA)A presented a paper on “Business Process Outsourcing” in National Conference on HR Technology Trends – A Revolution in the world of work organized by SNR Sons College, Coimbatore on 12.01.2016.
- M. Meena & M. Kreethika of I B.Com(CA)A presented a paper on “HRM” in National Conference on HR Technology Trends – A Revolution in the world of work organized by SNR Sons College, Coimbatore on 12.01.2016.
- R. Nasreen & S. Iswarya of I B.Com(CA)A presented and published a paper on “Strategic HRM” in National Conference on HR Technology Trends – A Revolution in the world of work with ISBN No. 978-93-853996-4-0 organized by SNR Sons College, Coimbatore on 12.01.2016.

- S. Shilpa Sharin & R. KamilaParveen of I B.Com(CA)A presented a paper on “BPO” in National Conference on HR Technology Trends – A Revolution in the world of work organized by SNR Sons College, Coimbatore on 12.01.2016.
- S. Lavanya & V. Swathi of II B.Com(CA)A presented a paper on “Banking role in interest free financing for economic development” in National Seminar on practical application of interest free financing for the economic Development organized by Jamal Mohammed College (Autonomous), Tiruchirapalli on 13.01.2016.
- D. Divya & S. Kavitha of II B.Com(CA)A presented a paper on “Micro Finance” in National Seminar on practical application of interest free financing for the economic Development organized by Jamal Mohammed College (Autonomous), Tiruchirapalli on 13.01.2016.
- Anusapriya . S & Preethy V.G. of II B.Com(CA)A presented a paper on “Role of Commercial Banks in economic development” in National Seminar on practical application of interest free financing for the economic Development organized by Jamal Mohammed College (Autonomous), Tiruchirapalli on 13.01.2016.
- B. Roseline Anna Mary & Krip K. Das of II B.Com(CA)A presented a paper on “Financial Sector” in National Seminar on practical application of interest free financing for the economic Development organized by Jamal Mohammed College (Autonomous), Tiruchirapalli on 13.01.2016.
- G. Mohanapriya & G. Vishnu Priya of II B.Com(CA)A presented a paper on “Role of agriculture in economic development” in National Seminar on practical application of interest free financing for the economic Development organized by Jamal Mohammed College (Autonomous), Tiruchirapalli on 13.01.2016.
- P. Anupam & Roopesh Bala Menon of II B.Com(CA)A presented a paper on “Banking” in National Seminar on practical application of interest free financing for the economic Development organized by Jamal Mohammed College (Autonomous), Tiruchirapalli on 13.01.2016.
- G. Bhnuvaneswari & Anusooya. D of II B.Com(CA)A presented a paper on “Micro finance institution in India” in National Seminar on practical application of interest free financing for the economic Development organized by Jamal Mohammed College (Autonomous), Tiruchirapalli on 13.01.2016.
- K.Dharani Dharan, Ravekanth . A & Srinivasan @ Rishi.V of I B.Com(CA)A presented a paper on “Banking” in National Seminar on practical application of interest free financing for the economic Development organized by Jamal Mohammed College (Autonomous), Tiruchirapalli on 13.01.2016.
- B.Saisanjai & S.Pragaatheesh of I B.Com(CA)A presented a paper on “Monetary Policy” in National Seminar on practical application of interest free financing for the economic Development organized by Jamal Mohammed College (Autonomous), Tiruchirapalli on 13.01.2016.
- D. Dinesh Kumar & V. Vikash of I B.Com(CA)A presented a paper on “Economic Banking” in National Seminar on practical application of interest free financing for the

economic Development organized by Jamal Mohammed College (Autonomous), Tiruchirapalli on 13.01.2016.

- Two Students of I B.Com(CA)A presented paper at Jamal Mohamed College, Trichy on 18.01.2016.
- M.Dhanalakshmi & Sowmya .C of II B.Com 'B' presented a paper on "Corporate Responsibility" in the International Conference on Panorama of Marketing in the Digital Era organized by KSR college of Arts and Science for Women, Tiruchengode on 21.01.2016.
- R.Sudha & K.Priyadharshini of II B.Com 'B' presented a paper on "Branding" in the International Conference on Panorama of Marketing in the Digital Era organized by KSR college of Arts and Science for Women, Tiruchengode on 21.01.2016.
- Dhriya Ragunath & Anirudh .C. Nair of I M.Com presented and published a paper on "An In-Depth Study on Effect of Leverage on Profitability of Selected Cement Companies in India" in the ICSSR Sponsored International Conference on Innovative Strategies in Commerce organized by Bon Secours College for Women, Tanjore on 22.01.2016 and 23.01.2016 with ISSN NO: 2321-3604.( impact factor 2.532).
- R.T.R Gowthaman of I B.Sc CT B participated in the event Instrumental (Group) conducted by the Rotract Club of Coimbatore Institute of Technology on 24.01.2016 and won second Place.
- Fourty Three students of Computer Science visited IIT, Chennai from 23.01.2016 to 26.01.2016 and participated in various workshops and events.
- SKASC Rotaract Club won the overall championship in the cultural event EUPHORIA - 16 hosted by Rotaract club of CIT, Coimbatore on 25.01.2016.
- Six students of II B.Com A participated in various programs conducted by the Youth Activities Section of ALL INDIA RADIO and received Honorarium on 28.01.2016. Their participation is for about 30 minutes and the same scheduled for broadcast on 16.02.2016.
- Shruthi P.R of II B.Com A participated in "Ilaya Bharatham" programme organized by All India Radio on theme of "World Peace and Understanding Day" and received honorarium on 28.01.2016.
- Four students of II B.Com A & Six students of II B.Com B attended one day workshop on "ET MARKET & E- FILING" organized by PG Department of Finance and Computer Applications, SNR Sons College, Coimbatore on 29.01.2016.
- Eighteen students of I M.COM presented and published a paper in International Conference of "Innovative Management practices" organized by Department of Management Studies, Sri Vidya College of Engineering & Technology, Virudhunagar on 29.01.2016 with ISBN no: 978 81 931500-0-9 and softcopy of Journal Publication with ISSN No: 2395-4396.
- Six Students of BCA and M.Sc (SS) participated in "Quiz" organized by Coimbatore Institute of Technology, Coimbatore on 29.01.2016.
- Six Students of II M.Sc (SS) participated in "Group Dance" organized by Kamadhenu College of Arts and Science, Erode on 29.01.2016.



- SKASC NSS students performed cultural events for Shanthi Ashram in PSG IM on 30.01.2016.
- SKASC ladies hostel students visited Anaikatti for Youth Trekking Programme on 30.01.2016.
- Mr. M. Arun Prasad, M. Phil Research scholar of ECS published a paper entitled “Security and Power Saving System using Embedded Technology” in international journal of research in electronics with ISSN: 2349-252X during January 2016.
- Six students of II B.Sc (SS) participated in workshop on “Android, PHP, Angular” organized by Dr. Mahalingam college of engineering and Technology, Pollachi on 29.01.2016.
- Seven students of II B.Sc (CSA) participated in Symposium organized by Coimbatore Institute of Technology, Coimbatore on 29.01.2016.
- Avinash.R & Sri Vignesh.G of I B.Sc(CSA) ‘A’ participated in State level Technical workshop on “Ethical Hacking and Cyber Security” organized by KAYPEEYS College of Arts and Science, Kotagiri on 30.01.2016.
- K.Ramya & K.M.Shrinithi of I B.Sc IT B published a paper on “What is cloud computing:An overview” in International Journal of Trend in Research & Development” Vol.2, Issue :6, ISSN:2394-9333, during December 2015.
- R.Rekha & A.Dhivya Dharshana of I B.Sc IT B published a paper on “Data communication & Networks:A Review” in International Journal of Trend in Research & Development” Vol.2, Issue :6, ISSN:2394-9333, during December 2015.
- M.Kirthika of II B.Sc IT A published a paper on “Virtual Private Network-A Survey ” in International Journal of Trend in Research & Development” Vol.2, Issue :6, ISSN:2394-9333, during January 2016.
- Sajna.S & J.Sabari sowdhanya of II B.Sc IT A published a paper on “An Analysis on Distributed Computing” in International Journal of Trend in Research & Development” Vol.3, Issue :1, ISSN:2394-9333, during January 2016.
- B.Vinothini & P.Nithyakumari of II B.Sc IT A published a paper on “Application of Datamining in the field of Bioinformatics” in International Journal of Trend in Research & Development” Vol.3, Issue :1, ISSN:2394-9333, during January 2016.
- M.Benaiah Deva Kumar of II B.Sc IT B published a paper on “Port Knocking” in International Journal of Advanced Research in & Biology,Engineering,Science &Technology Vol.2, Issue :1, ISSN:2395-695X, during January 2016.

## VI. Placement Status

- 108 students got placed and 114 offres were received in the Job Fair organized by Gocvernment of Tamilnadu on 10.01.2016.
- 82 Commerce stream students got placed in campus Drive organized by HCL Services on 14.01.2016.
- 180 students were placed in TCS as on 23.01.2016.

- Placement Status as on 31.01.2016,

S. No	Company Name	Offers
1	TCS	425
2	INFOSYS	344
3	WIPRO	281
4	CTS	94
5	STATE STREET HCL	82
6	ACCENTURE	81
7	ORACLE	47
8	TECH MAHINDRA	49
9	VEE TECHNOLOGIES	27
10	VISIONARY RCM	22
11	MAHINDRA NEXT WEALTH	18
12	IBM	12
13	VWR	9
14	GRANT THORNTON	8
15	R & D SOFTWARE	7
16	IDBI FEDERAL	6
17	LIC	5
18	PUNJAB NATIONAL BANK	4
19	ICICI BANK	3
20	HOTEL OBERAI	2
21	YOSHNA'S BOUTIQUE	2
22	ZIFO TECHNOLOGY	2
23	AISHWARYA DESIGN STUDIO PVT LTD	1
24	MAYA GARMENTS	1
25	OTHERS	108
	<b>TOTAL</b>	<b>1640*</b>

## VII. Meetings organized

- Class Committee Meeting for UG and I PG students was held on 27.01.2016 and 28.01.2016.
- Student Council Meeting was held on 13.01.2016 and 30.01.2016.
- Tutor ward meeting was organized twice for all the classes through Google Apps.
- The HoDs Meeting was conducted Twice in January 2016.

## VIII. Teaching and Learning System

- 1102 files were uploaded through Myclassroom.com by faculty members and students for the purpose of academic and administration. 299 assignments were submitted by students, 2959 links have been uploaded to facilitate the students with recent information and

comprehensive descriptions during the month of January 2016. A total of 81460 points was achieved by students. A total of 70600 points was achieved by faculty. A total of 28009 points was achieved by IV M.Sc (SS).

- Snap Talk and News Reading were conducted to improve the communication skills of the students.
- Project Review was conducted in all the departments.
- Three Smart teaching programmes (Edutainment) were conducted by M.Sc(CS), BCA & M.Sc(SS), Computer Technology.
- Remedial action plan was prepared and executed based on the review comments of Class Committee Meeting for all the classes.

## IX. Guest and Alumni Visits

- Guests visited for various events during January 2016 given below

S. No.	Name of the Guest	Designation & Address	Date
1	Dr. Jaya prakash,	Director, Dr.JP IAS academy, Coimbatore	06.01.2016
2	Dr. Tim Hynes President	Clayton State University, Atlanta, U.S.A	07.01.2016 & 08.01.2016
3	Dr. Kevin Demmit Provost	Clayton State University, Atlanta, U.S.A	07.01.2016 & 08.01.2016
4	Smt. Sudha P Rao	IES Chief Economic Advisor, Union Government of India	07.01.2016 & 08.01.2016
5	Mr. Siddartha. S	Senior Vice President Global Banking & Financial Services, HCL Business Services, USA.	07.01.2016 & 08.01.2016
6	Dr. Avinandan Mukerjee	Dean, School of Business, Clayton State University, Georgia, U.S.A.	07.01.2016 & 08.01.2016
7	Prof. Scott E. McIntyre	Director, Office of the Provost, Student Entrepreneurship & Engagement, University of Toledo, U.S.A	07.01.2016 & 08.01.2016
8	Mr. Sriraman, P.K	Chief Finance Officer, HelpAge India, India	07.01.2016 & 08.01.2016
9	Mr. Shishir Mankad	Senior Vice President, Transaction Banking, Axis Bank, Mumbai	07.01.2016 & 08.01.2016
10	Mr. Sandeep Chatterjee	Associate Director, KPMG Hyderabad.	07.01.2016 & 08.01.2016
11	Dr. Rudra Prakash Pradhan	Professor, IIT Kharagpur	07.01.2016 &

			08.01.2016
12	Dr. T. Mallikaarjunappa	Professor & Chairman, Faculty of Commerce, Mangalore University	07.01.2016 & 08.01.2016
13	Dr. X. L. X. Wilson	Associate Professor of co-operation, SRMV College of Arts and Science	07.01.2016 & 08.01.2016
14	Dr. Parasuraman N.R	Director, SDMIMD, Mysore, India	07.01.2016 & 08.01.2016
15	Dr. NK. Totala	Head of finance, Institute of Management, Devi Ahilya University, Indore	07.01.2016 & 08.01.2016
16	Mr. Sreejith Gopalakrishnan	Co-founder & CEO, Continues Intelligence Lab Pvt Ltd, Bangalore.	07.01.2016 & 08.01.2016
17	Dr. Unus Molla	Director – International, Management Centre, Jadavpur University, Kolkata	07.01.2016 & 08.01.2016
18	Dr. Sireesha Nanduri	Academic Associate, IIM - B, Bangalore	07.01.2016 & 08.01.2016
19	Mr. Umanath Kumarasamy	Deputy Manager, HCL	07.01.2016 & 08.01.2016
20	Mr.P. S. Ramachandran	General Manager, State Street HCL	07.01.2016 & 08.01.2016
21	Mr. Ashwini Kumar	General Manager, HCL	07.01.2016 & 08.01.2016
22	Ms. K. Mahalakshmi	Associate General Manager, HCL	07.01.2016 & 08.01.2016
23	Dr. G. Uppili Srinivasan	SASTRA University, Thanjavur	07.01.2016 & 08.01.2016
24	Mr. Nishant Saxena	Analytics Delivery Manager, Global e-Business Operations Pvt Ltd (HP), Bangalore	07.01.2016 & 08.01.2016
25	Prof. Smita Kavetakar	Assistant Professor, Jain University School of Commerce and Management Studies, Bangalore	07.01.2016 & 08.01.2016
26	Mr. Sankar Narayan	General Manager, HCL	07.01.2016 & 08.01.2016
27	Mr. J. V. S. N. Ravi sanker	Chief Manager, Indian Bank	07.01.2016 & 08.01.2016
28	Mr. Kumaravel Thangaraj	Senior Manager, Mutual Funds, HCL.	07.01.2016 & 08.01.2016
29	Mr. Krishna Kumar	Manager, Mutual Funds, HCL.	07.01.2016 & 08.01.2016
30	Dr. R. Rajasekhar	Associate Professor, Department of Commerce, PSG College of	07.01.2016 & 08.01.2016



		Arts and Science, Coimbatore	
31	Mrs. N. Hamsaleka	Java Certified Trainer, Sri Krishna I-tech, Coimbatore	20.01.2016
32	Mr. S. Arvindan	Managing Director, CLUSTERS Technology, Coimbatore	24.01.2016
33	Mr. Pradeepkumar	Oracle Certified Trainer, Sri Krishna I-tech, Coimbatore.	25.01.2016
34	Mr. S. Arvindan	Managing Director, CLUSTERS Technology, Coimbatore	25.01.2016
35	Mr. Senthil Kumar	Java Certified Trainer, Sri Krishna I-tech, Coimbatore	27.01.2016 & 29.01.2016
36	Ms. Ramya	AGAM Technologies, Coimbatore	27.01.2016
37	Dr. B. Radha	Asstant Professor, Sree Saraswathy Thyagaraja College, Pollachi	27.01.2016
38	Mr.V.S.Prsanna venkatesan	Dean - industry interface & strategic planning, SRIET, Coimbatore.	27.01.2016
39	Dr. R. Chandrasekhar	Professor and Consultant , Director, M/s SwiftMba & Consultant for NAAC/NBA, Coimbatore	28.01.2016

## X. Social Activities

- I B.Sc CDF students visited Government Hospital, Coimbatore and distributed New Dresses and Towels for new born babies on 01.01.2016.
- Students of Commerce conducted “Save the Earth” campaign at Pune along with School students on 16.01.2016.
- Students took voters day pledge on 25.01.2016.
- Students of Mathematics visited orphanage “Sathya jeevan Kulanthaikal Illam”, Chettipalayam on 26.01.2016.
- Students of BBA(CA) celebrated Republic Day at Thai Anbu Illam, Pollachi on 26.01.2016.
- Students of III B.Sc (CT) celebrated Republic Day at Govt. Vocational Higher Secondary School, Munnar on 26.01.2016.
- Students of I B.Com and I B.Com IT participated in Swach Bharath Campaign at Malampuzha on 30.01.2016.

## XI. Sports

- Tharunkumar of II B.Sc. SS participated in the event organized by Coimbatore Racing Academy on 29.01.2016 and 30.01.2016.

...End of Report...

## Action Plan for the Month of February

Feb '16						
			SH1	SH2	SKIM	KRIHNA HALL
1	Mo	Day 51	III	INTERCOLLEGIATE MEET - BBA CA		
2	Tu	Day 52	IV	Robotics - ECS	PADAI PILAKIYA - TAMIL	SEFY - MSW
3	We	Day 53	V	GUEST LECTURE - MATHS	EDUTAINMENT - CS	
4	Th	Day 54	VI	SEMINAR -IT		YOUTH PARLIAMENT-COM
5	Fr	Day 55	I	INTER COLLEGIATE-CT	QUIZ- BBA	NOOL MADHIPURAI
6	Sa	Day 56	II		EDUTAINMENT - CS	GUEST LECTURE - BBA CA
7	Su					
8	Mo	Day 57	III	GUEST LECTURE - CSA		
9	Tu	Day 58	IV	BEST MANAGER- BBA	VIVAADHA MEDAI	GuestLecture-CDF
10	We	Day 59	V	CONFERENCE-BIO	DEBATE - ENGLISH	WORKSHOP-BCA
11	Th	Day 60	VI	Guest Lecture-com ABC	WORKSHOP-COM IT,PA	
12	Fr	Day 61	I	NATIONAL SEMINAR - MATHS	SEMINAR -IT	
13	Sa				FDP=CSA	
14	Su					
15	Mo	Day 62	II CIA Test			
16	Tu	Day 63	III	Seminar - ECS		
17	We	Day 64	IV	SEMINAR-BCA		
18	Th	Day 65	V			
19	Fr	Day 66	VI			
20	Sa	Day 67	I			
21	Su					
22	Mo	Day 68	II	NATIONAL CONFERENCE - CS		
23	Tu	Day 69	III	GUEST LECTURE- BIO	GUEST LECTURE- BBA	KAVI MANDRAM
24	We	Day 70	IV	DEXIA, ITEMENDOUS, VALEDICTORY - BCA		
25	Th	Day 71	V	WORKSHOP-COM CA	WORKSHOP-COM	
26	Fr	Day 72	VI	MOCK MARKET - BBA CA	GUEST LECTURE-CT	FDP-BIO
27	Sa					
28	Su					
29	Mo	Day 73	I	INTER COLLEGIATE MEET - ENGLISH		National Seminar - MSW

# Gallery

## International Guests Visit



## Out Reach Programmes







### Faculty Progression



### Student Progression



BCA & CS Students won Overall Trophy



Students @ Jamal Mohammed College, Trichy





**Overall Trophy**



**Students @ IIT, Chennai**



**NSS Students @ PSG IM**



**Hostel Students @ Anaikatti**

## Social Activities



**Dress Distribution @ Government Hospital – 01.01.2016**



**Voters Day Pledge – 25.01.2016**





**Republic Day Celebration @ Pollachi – 26.01.2016**



**Republic Day Celebration @ Munnar – 26.01.2016**



**Orphanage Visit @ Chettipalayam – 26.01.2015**



**Swachh Bharat @ Malampuzha – 30.01.2016**

## Various Events

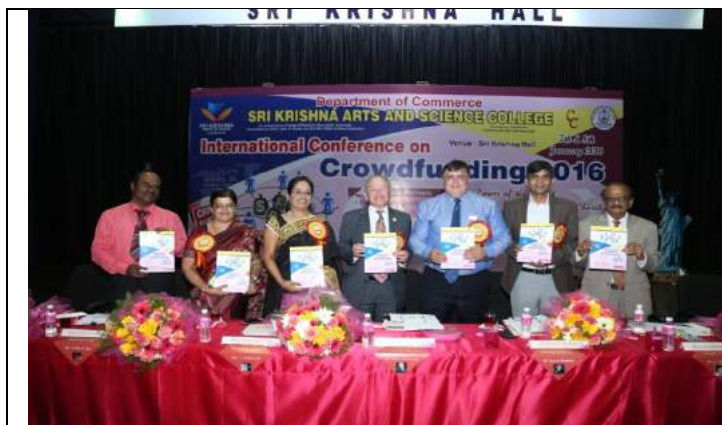


**Edutainment @ CS**



**Enrichment Programme @ Maths**





**International Conference @ Commerce Chamber**



**Tech Fair @ Bio Science**



**Edutainment @ BCA**



**Seminar @ BCA & M.Sc(SS)**



**Inter Collegiate Meet @ CSA & B.Sc(SS)**



**Inter Collegiate Meet @ Maths**





**Inter Collegiate Meet @ Tamil Mandram**



**Seminar @ CS**



**Workshop @ CS**



**Guest Lecture @ Mathematics**

**Workshop @ BCA**



**Expo @ CDF**



**Guest Lecture @ Commerce(IT & PA)**



**Guest Lecture @ Commerce(CA)**





**Inter Collegiate Meet @ IT**



**Workshop @ M.Sc (SS)**



**Guest Lecture @ BCA & M.Sc (SS)**



**Snap Talk**