



Sri Krishna Arts and Science College

Monthly Report: December 2016

Highlights:

Placements @ Capegemini, Infosys, Oracle Students @ IIT Chennai, IIM Bangalore Fruit Mixing Ceremony @ CSHM







12/31/2016

SRI KRISHNA ARTS AND SCIENCE COLLEGE (An Autonomous College Affiliated to Bharathiar University) Coimbatore – 641008

Monthly Report – December, 2016

I. Bibliography - Faculty Publication

- Baba Gananakumar. P, Principal (2016). Devising Competitive Viral Supply Chain of Agriculture Products during Festival Season – A case Study; *Biennial Supply Chain Management Conference*; IIM Bangalore; 15.12.2016 &16.12.2016.
- Baba Gananakumar. P, Principal (2016). Impact of Individualistic CSR Values on Productivity - a "Gear Man" Role"; *Fourteenth AIMS International Conference on Management;* MICA (Institute of Strategic Marketing and Communication), Ahmedabad; ISBN:978-1943295-05-0; 26.12.2016 – 28.12.2016.
- Devika Rani Dhivya. K of BCA & M.Sc (SS) (2016). A Review on Material Recommendation System; *International Journal of Computer Science & Engineering Technology (IJCSET)*; ISSN: 2229-3345; December, 2016.
- Anbumalar.S of Commerce (2016). Technology Shift from E-commerce to U-commerce; *International conference on U- Commerce Opportunities & Challenges;* Padmavani Arts & Science College for women, Salem; ISBN No: 936597759-6; December 2016.
- Sivabagayam.K.R of Commerce (2016). A Study on Mobile Phone Usage Among College Students in Palakkad; *Bonfiring International Journal of Industrial Engineering and Management Science in National Conference on sustainable development in Corporate Sector – Perspectives, Problems, and Prognosis;* Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.
- Gayathiri Devi. C of Commerce (2016). Level Of Green Human Recourses Management Practices As A Response To Strategic Requirements; *Bonfiring International Journal of Industrial Engineering and Management Science in National Conference on sustainable development in Corporate Sector – Perspectives, Problems, and Prognosis;* Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.
- Rajesh Kannan.S of Commerce (2016). A study on Effectiveness and behavioral Responses towards Brand Equity of Horlicks; *Bonfiring International Journal of Industrial Engineering and Management Science in National Conference on sustainable development in Corporate Sector – Perspectives, Problems, and Prognosis;* Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.
- Vanithamani.P of Commerce (2016). A study on Brand Preference and Consumption Patterns of Selected Home Appliances; *Bonfiring International Journal of Industrial Engineering and Management Science in National Conference on sustainable*



development in Corporate Sector – Perspectives, Problems, and Prognosis; Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.

- Aardhra Vasudevan of Commerce (2016). U-Commerce Expanding the Universe of Marketing; *International Conference on U-Commerce: Opportunities & Challenges*; Padmavani Arts & Science College For women, Salem; ISBN No: 936597759-6; December 2016.
- Anbumalar. S of Commerce (2016). Models of Crowd Funding; *UGC Sponsored National level Seminar on Dynamics of Crowdfunding;* Sri G.V.G Visalakshi College for Women, Udumalpet; 23.12.2016.
- Aardhra Vasudevan of Commerce (2016). Crowd funding Determinants-its Success and Failure; UGC Sponsored National level Seminar on Dynamics of Crowdfunding; Sri G.V.G Visalakshi College for Women, Udumalpet; 23.12.2016.
- Geetha. K of BBA (2016). A study on strategic decisions for sustainability and Growth in today's Scenario; *Indian Journal of Research;* ISSN No: 2250-1991; December, 2016.
- Sarulatha. K of BBA (2016). Marketing; *Primax International Journal of Commerce and Management Research;* ISSN No: 2321-3604; December, 2016.
- Mahalakshmi. S of BBA (2016). Human Resource Time Management; *Primax International Journal of Commerce and Management Research;* ISSN No: 2321-3604; December, 2016.
- Mary Saranya. J of BBA (2016). Reen Banking in India; *Primax International Journal of Commerce and Management Research;* ISSN No: 2321-3604; December, 2016.
- Subadradevi. B of BBA (2016). Customer preference towards organic food products; *Primax International Journal of Commerce and Management Research;* ISSN No: 2321-3604; December, 2016.
- Sumalatha. G of Computer Technology (2016). Enhanced Key Generation Based Proxy Server Using Key Protocol; *IRJAET;* Vol 2, Issue 6, November, 2016.

II. Faculty Progression

- Dr. T. Veeramanikandasamy of ECS organized Two day hands-on training on "Advanced Programming for the Arduino" for II M.Sc. ECS & III B.Sc (ECS) students during 03.12.2016.
- Dr. T. Veeramanikandasamy of ECS organized Two day hands-on training on "Embedded Systems using PIC Microcontroller" for I M.Sc. ECS students during 10.12.2016 and 12.12.2016.
- Prof. A. Alagarsamy of Social Work acted as Resource Person for State Level Training programme at Karpagam Polytechnic College and delivered the lecture on "Problems faced by polytechnic students" on 16.12.2016.
- Mr. S. Sudheesh of ECS organized a workshop on "Proteus Design Suite for Electronic Circuits" for I. M.Sc. ECS students on 20.12.2016.



- Prof. A. Alagarsamy of Social Work acted as Resource Person for YRC Inauguration at Sri Krishna Adithya College of Arts and Science on 22.12.2016.
- Dr. T. Veeramanikandasamy has designed and developed three PLC (Programmable Logic Controller ABB: 07KR51) modules (No. of Input Ports: 8 (24V DC) No. of Output Ports: 6 Relay outputs 24V DC) for ECS Department laboratory. The cost of the module is Rs.7,700/- per module during December, 2016.

III. Events Organized

- ECSNOVA Arts Club conducted "Creative Fingers" event for ECS Department Students on 02.12.2016.
- Department of Computer Science organized Faculty Development Programme on ".Net Framework" on 09.12.2016.
- Tamil Nadu Postal Department examination has been conducted on 11.12.2016 in our College premises.
- ECSNOVA Sports club conducted "Cricket tournament, Throw Ball" for ECS students on 14.12.2016.
- ECSNOVA Sports club conducted "Volley ball tournament, Shuttle tournament" for ECS students on 15.12.2016.
- ECSNOVA Arts Club conducted "Food Lovers" event for ECS Department Students on 15.12.2016.
- ECSNOVA Sports club conducted "Kabbadi tournament" for ECS students on 16.12.2016.
- Department of Catering Science and Hotel Management organized a Programme "Fruit Mixing Ceremony" on 16.12.2016.
- Department of Social Work organized a Guest Lecture on "How to select Research Topic" on 16.12.2016.
- Department of Languages organized "Nool Mathipurai" on 21.12.2016.
- Department of Mathematics celebrated "Ramanujam Day" on 22.12.2016.
- Department of Languages organized "Tamil Drama I round" on 23.12.2016.
- Department of ECS organized Interface Meeting with ISRO representative on 26.12.2016.
- Department of Information Technology organized Personality Development Programme for Final year students on 26.12.2016.
- Monthly Pooja was held at college premises on 27.12.2016.
- Department of Languages organized "Vivadha Medai" on 28.12.2016.
- Department of Costume Design and Fashion organized a guest lecture on "CAD Designing" on 28.12.2016.
- Department of Commerce (CA) organized a colloquium on "Entrepreneurial Traits" on 29.12.2016.



- Department of Commerce (ABC) organized Faculty Development Programme by TCS on 29.12.2016.
- Department of ECS organized awareness program on "Competitive exams conducted for Government services" for UG & PG ECS students on 29.12.2016.
- Department of Social Work organized a Guest Lecture on "HR in Health Care" on 30.12.2016.
- Department of Languages organized "Kavi Charal" on 30.12.2016.

IV. Bibliography – Student Publication

- Yuvaraj . V; III B.Com(CA)A (2016). Devising Competitive Viral Supply Chain for Agriculture products during festival season A Case Study; *Biennal Supply Chain Management Conference 2016*; IIM Bangalore; 15.12.2016 & 16.12.2016.
- Tharani . R; I B.Com(CA)B (2016). Panel Discussion with Corporate Leaders; *National level discussion on Effects of Demonetization in Indian Economy*; Dr.NGP Arts and Science College, Coimbatore; 16.12.2016.
- Dhamodharaprakash .S, Sathish Kumar .C, Sathish Kumar .C; Paulpradeeprakesh .C; Nandha Kumar . M & Nishanth. R.K; III B.Com(CA)B (2016). Panel Discussion with Corporate Leaders; *National level discussion on Effects of Demonetization in Indian Economy*; Dr.NGP Arts and Science College, Coimbatore; 16.12.2016.
- Swarnalatha and Priyadharshini.S. R; II. M.Com (2016). A Study on Mobile phone usage among college students in Palakkad; *Bonfiring International Journal of Industrial Engineering and Management Science in National Conference on sustainable development in Corporate Sector – Perspectives, Problems, and Prognosis;* Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.
- Lakshmi Kutty. M and Divya. R; II. M.Com (2016). Level of green human resources management Practices as a Response to strategic Requirements; *Bonfiring International Journal of Industrial Engineering and Management Science in National Conference on sustainable development in Corporate Sector – Perspectives, Problems, and Prognosis;* Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.
- Sathiya Priya .M and Srimathi. B; II. M.Com (2016). A study on Effectiveness and behavioral Responses towards Brand Equity of Horlicks; *Bonfiring International Journal* of Industrial Engineering and Management Science in National Conference on sustainable development in Corporate Sector – Perspectives, Problems, and Prognosis; Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.
- Ranjitha. C.J and Gomathi. V; II. M.Com (2016). A study on Brand Preference and Consumption Patterns of Selected Home Appliances; *Bonfiring International Journal of Industrial Engineering and Management Science in National Conference on sustainable development in Corporate Sector – Perspectives, Problems, and Prognosis;* Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.



- Rithra Niveda. D and Simran .K. Jadwani; III. B.com 'A' (2016). Technology Shift from E-commerce to U-commerce; *International Conference on U-Commerce: Opportunities & Challenges*; Padmavani Arts & Science College For women, Salem; ISBN No: 936597759-6; December 2016.
- M Angulakshmi, M Dhanalakshmi and C Gomathi; III B.Com 'B' (2016). U-Commerce Expanding the Universe of Marketing; *International Conference on U-Commerce: Opportunities & Challenges*; Padmavani Arts & Science College For women, Salem; ISBN No: 936597759-6; December 2016.
- Meenupriya.C and Rajeswari.G; II B.Com (2016). Models of Crowd Funding; *UGC Sponsored National level Seminar on Dynamics of Crowdfunding;* Sri G.V.G Visalakshi College for Women, Udumalpet; 23.12.2016.
- Medha.J.Dave and Manjusha.L; I M.Com (2016). Crowd funding Determinants-its Success And Failure; *UGC Sponsored National level Seminar on Dynamics of Crowdfunding;* Sri G.V.G Visalakshi College for Women, Udumalpet; 23.12.2016.
- Barath .K.B; III B.Com 'A' (2016). Impact of Individualistic CSR Values on Productivity

 a "Gear Man" Role"; *Fourteenth AIMS International Conference on Management;* MICA (Institute of Strategic Marketing and Communication), Ahmedabad; ISBN:978-1943295-05-0; 26.12.2016 – 28.12.2016.
- G.Santhiya of I BBA (2016). Marketing; *Primax International Journal of Commerce and Management Research;* ISSN No: 2321-3604; December, 2016.
- Aishwarya.R of I BBA (2016). Human Resource Time Management; *Primax International Journal of Commerce and Management Research;* ISSN No: 2321-3604; December, 2016.
- Anitha.A,Iswariya.K & Karunya.S of III IT A (2016). A Survey on Next Generation in Revolution Leap motion; International Journal of Trend in Research and Development. ISSN: 2394-9333; sep-oct 2016.

V. Student Progression

- Gokila A, Jesintha. A, Kaliya Devi.P of III B.Sc. (BT) delivered a speech entitled Nirkamal Sutturum Dadikara Mutkal and 3 more students were participated in All India Radio programme "Ilya Bharatham" (Young India) which is broadcasted on 06.12.2016 by 8.00 pm.
- Aiswarya . R, Ashreeth Hebbar.K.S, Deepika. S , Madhubala . T, Mahalakshmi. K, Muthu Kumar. M, Nelson E.J, Priyanka . S, Shamile . K, Shobana . S, Suganya. S, Uma Devi.J, Vidhya. T, Rejina. A.A &Yamuna Rani .M of I M.Com(IB) attended the training on Export/Import Trade procedures & Documentation held at Shikshak Sadhan, Palakkad organized by "PACHAPP" on 12.12.2016.
- Five students of III B.Sc. (BT) attended a Workshop on "Molecular modeling and drug Designing" organized by Karpagam university, Coimbatore on 12.12.2016.



- M.Anitha Devi (2013PR447) completed viva voce on "Cloud Assisted Safety Message Dissemination in Hybrid Vehicular Network" under the Guidance of Mrs.C.Sunitha, Head of the Department, BCA & SS on 21.12.2016.
- Eighteen students of II B.Sc. (MB) attended a Workshop on "Mushroom cultivation" organized by Karpagam university, Coimbatore on 22.12.2016.
- Eight students of III B.Sc. (MB) attended a Workshop on "Bioprospecting Instrumentation methods and phytochemical analysis" organized by Institute of Forest Genetics and Tree Breeding, Coimbatore on 22.12.2016.
- Pavithra.B.K, pechiyappan.R Mukil kannan.R and Vishnupriya.V of II BBA participated in Marketing event Organized by "Agro Green Bio Life" from 22.12.2016 to 24.12.2016
- Twelve students of Mathematics Department participated in an Inter Collegiate Meet organized by KG College of Arts and Science and won First Prize in Paper Presentation, Second Prize in Math Collage on 24.12.2016.
- Abinesh Barath.R.B, Rashika.V, Shiva Akshaya.S of II B.Sc (ISM) participated in Marketing event Organized by "Agro Green Bio Life" from 25.12.2016 to 31.12.2016.
- Twelve students of II B Sc Mathematics participated in an Inter Collegiate Meet organized by Sankara College for Science and Commerce and won Second Prize in Math Sketching on 30.12.2016.
- Twenty Seven students of Computer Science have participated in the event "Shaastra" organized by IIT, Chennai during 31.12.2016 to 03.01.2017.
- Mukilkannan.R and Vignesh.M of II BBA Presented Paper on "Social Entrepreneur" organized by Bishop Heber College, Trichy and Won II Prize.
- Muthupradesh.N, Gokul Sastivel.S, Narendran.S of II BBA participated in Management Quiz organized by Bishop Heber College, Trichy.
- Mukilkannan.R of II BBA participated and won in vivathamedai organized by Tamil Department.

VI. Placement Status

- Fifty Eight students got placed in off Campus Placement Drive organized for final year UG Students by Concentrix on 04.12.2016.
- Fifty Eight students got placed in off Campus Placement Drive organized for final year UG Students by Amazon on 13.12.2016 & 14.12.2016.
- Off Campus Placement Drive organized for final year Bio Science Students by AGS Health Care on 16.12.2016 & 17.12.2016.
- 226 students got placed in Placement Drive organized for final year UG students by Infosys BPO on 19.12.2016.
- Eighty Nine students got placed in Off Campus Placement Drive organized for final year Science students except bio sciences by Capgemini on 20.12.2016 & 21.12.2016.
- Off Campus Placement Drive organized for UG and PG Students by Oracle on 21.12.2016.



- Twenty Eight students got placed in Off Campus Placement Drive organized for final year UG students except bio sciences by AGS Health Care on 22.12.2016.
- Off Campus Placement Drive organized for final year bio science students by Technosoft on 23.12.2016.
- Placement Drive organized for final year UG & PG students by IDBI Federal Life Insurance on 28.12.2016 & 29.12.2016.
- Off Campus Placement Drive organized for final year bio science students by e4e Healthcare Business services Pvt. Ltd on 29.12.2016.
- The following are the consolidated placement report as of December, 2016

S. No	Date	Company Name	Offers
1	30.7.2016	Deloitte	07
2	05.08.2016 06.08.2016	Zifo Technology	-
3	22.09.16	Hotel Oberai	08
4	07.10.16	JARO Education	01
5	13.10.16 14.10.16	Grant Thornton	04
6	15.10.16 25.10.16	SAP	-
7	21.10.16 22.10.16	IBM	21
8	22.10.16 24.10.16	UGAM SOLUTIONS	05
9	21.10.16	TCS BPS	07
10	21.11.16 22.11.16	CTS	59
11	25.11.16 26.11.16	Hinduja Global Solutions	149
12	04.12.16	Concentrix	58
13	10.12.16	AEGIS Global	23
14	13.12.16	Amazon	08
15	14.12.16	Le Meridien	12
16	15.12.16	Vee Technologies	04
17	19.12.16	Infosys BPO	226
18	20.12.16 21.12.16	Capgemini	91
19	22.12.16	AGS Health	30
20	23.12.16	Techno Soft	05
21	28.12.16 29.12.16	IDBI Federal Bank	518
22	29.12.16	E4E	07
		TOTAL	1243*



VII. Meetings organized

- Result Passing Board Meeting was held on 23.12.2016.
- Meeting on Outcome Based Education based on Blooms Taxonomy and capstone model of evaluation held on 26.12.2016.
- One Tutor ward meeting was organized for all the classes during the month of December through Google Blogs.
- The HoDs Meeting was conducted thrice during December, 2016.

VIII. Teaching and Learning System

- 3298 files were uploaded through Myklassroom.com by faculty members and students for the purpose of academic and administration. 780 assignments were submitted by students, 64545 links have been uploaded to facilitate the students with recent information and comprehensive descriptions. A total of 261060 points was achieved by students. A total of 312101 points was achieved by faculty. A total of 875835 points was achieved by II B.Sc.(SS).
- Snap Talk and News Reading has been done in all the classes to enrich the communication skills daily.
- 372 Google classrooms, 16 blogs, 17 websites were created.
- Remedial action plan was prepared and executed for average and slow learners of all the classes.
- Edutainment is organized for II B.Com (BPS) on 17.12.2016.
- One candidate from Computer Science completed M.Phil Viva-voce on 21.12.2016.
- End Semester Examinations November 2016 results were published on 24.12.2016.
- Project First Review conducted for all the students during December 2016.

IX. Guest Visits

• Guests visited for various events during December 2016 given below

S. No	. Name of the Guest	Designation & Address	Date
1	Mr. Sujith Herbert	General Manager, Radisson Blu,	16.12.2016
		Coimbatore.	
2	Dr. Ravishankar	Retd. Professor, Sree Saraswathi	16.12.2016
		Thyagaraja College, Pollachi	
3	Dr. S. Selvakumar	Scientist, ISRO, SPROB, SDSC-	26.12.2016
		SHAR, Sriharikota.	
4	Muralidhar Makkapati	Speed Step, Coimbatore	28.12.2016
5	Mr. Ashok Pattabi	Speed Step, Coimbatore	28.12.2016
6	Mr. V. Harish Kumar	Director, Sri Sastha Precision	29.12.2016
		Products Private Limited,	
		Coimbatore.	



		7 Mr. P. Ajay Chandran		Director, Compazz, Coimbatore.			29.12.201	6	
		8 Mr. Saravana Kumaran &		Radian IAS Academy,			29.12.201	6	
		Mr. BalaSenthil		Coimbatore					
		9 Dr. T. Jayakumar			Head, KMCH			30.12.201	6
	Alumnae visited for various events during December 2016 given below								
S. No.		Nam	e of the Alumni	Batch	D	epartment	Designation	& Address	Date
1	Mr. Nevin Selvam			2011-20	14	IT	Software Test Er	26.12.2016	
				Verifone Techn			logies India		
							Pvt Ltd, Bangalo	ore.	
2	Ms.N	Nethr	a			CDF			28.12.2016

X. Social Activities

- Swachhata App Awareness Programme has been organized at College Premises and all the students are downloaded the app for Clean City.
- Department of Social Work celebrated Founder's Day at Cheshire home and Udhavum Karangal on 21.12.2016.
- Mukilkannan.R and Muthupradesh.N students of II-BBA and Karthikeyan.S student of I BBA participated in NSS work for Swachh Bharat Mission at Coimbatore South Zone.
- M.Dharani Prakash of I IT B participated in combined Annual Training Camp held at SSVM World School, Coimbatore from 21.12.16 to 30.12.16.
- Roshan John of II IT A participated in Football held at Hindusthan Matric Hr.Secondary school organized by 2 Tamil Nadu Battery NCC from 24.9.16 to 3.10.16, Coimbatore and also participated in National Integration Camp-1 from 13.11.16 to 24.11.16 conducted by 8 Tamil Nadu Battalion NCC Kumbakonam at AVC College, Nagapattinam.
- K.VISNUJITH of I B.Sc CT A attended the Combined Annual Training Camp-Air Wing and got the Rank CADET which is held at SSVM World School, Singanallur, Coimbatore from21.12.2016 to 30.12.2016.

XI. Sports

- Senthilramani. B of II.M.Com has won Bronze Medal in 4*100 Mts Relay, 400 Mts and 4*400 Mts Relay in Intercollegiate Tournaments organized by Bharathiar University on 22.12.2016 & 23.12.2016.
- T.Veera student of II B.Sc ISM Won the III Prize in 4x 400 Mts Relay in Inter-Collegiate Tournaments organized by Bharathiar University on 22.12.2016 & 23.12.2016.
- V.Manikandan student of II B.Sc ISM Won the III Prize in 20 Km Walk in Inter-Collegiate Tournaments organized by Bharathiar University on 22.12.2016 & 23.12.2016.
- K.VISNUJITH of I B.Sc CT A Participated in "Vodafone Coimbatore Marathon" held on 02.10.2016.

...End of Report...



Gallery



FDP on .Net Framework @ CS - 10.12.16



Prof Alagarsamy, Head, Department of Social Work has been conferred with Ph.D – 20.12.2016

Students along with faculty presented the Research Project on Agricultural Supply Chain in IIM Bangalore– 15.12.16



Dr. T. Veeramanikandasamy has designed and developed PLC Modules







Commerce student @ MICA, Ahmedabad- 27.12.2016

CS Students @ IIT Chennai - 30.12.2016



226 students placed in Infosys BPO



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NSS students for Green & Clean Coimbatore campaign @ Coimbatore corporation-22.12.2016



ECS Students @ Cricket Tournament - 14.12.2016



BBA Students Won Prizes @ Bharathiar University











