

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE
IQAC NEWS LETTER

(An Autonomous Institute, Affiliated to Bharathiar University, Coimbatore)

(Re-Accredited with “A+” Grade by NAAC)

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Annual News Letter

Secretary's Messages

I am very much delighted to know that the Annual news letter of the year of 2023 -2024 is being released. This exercise will pay way to bring out hidden talents and creativity of our students.

I congratulate all our faculty and students for this endeavor. I am certain that our students aim to get not only degree but also gain confidence, courage, commitment and skills required to achieve their goals. It is a sparkle in the eyes of the students that endear and energize the quest of life.

To be successful in life one should practice discipline. In order to obtain it, one should have honesty, punctuality, good behavior, obedience, orderliness and self-restraint. If these yard sticks are reached along with education the fruits of life can be tasted. So obtain knowledge, upgrade your skills and prove your competency for, 'You are the creator of your own destiny'.

Principal's Desk

Creativity is not the exclusive domain of great writers, artists and scientists. Everyone can be creative and even a child is creative in its play with clay. Creative people have done something different to remember. Imagination and creative thinking form part of a strong system of memory which provides opportunities to exhibit the inner talents.

Life is an endless series of opportunities awaiting exploration and with our ability, we must contribute to ourselves and to others by thinking positive thoughts and doing positive action.

Our mission is not just to attain excellence in academic but in nurturing and growing the fertile minds of students into productive and responsible citizens of our country with human values and character qualities. The impacting academic journey has added a new dimension towards empowering the students to face the challenges of the competitive globalized world.

Editorial Board

Chief Patron

Dr. K.A. Chinnaraju, Secretary

Patrons

Dr. N. Mala, Principal

Co-ordinator

Prof.S.Sowmiya, Department of Commerce (CA)

KKCAS Highlights

KKCAS has organized a Mega Inter-School Scholarship Examination for XII standard students on 04.02.2024.



Faculty Timeline

Dr.V.Vijayalakshmi NSS PO & Dean of Commerce has participated in **National Integration Camp 2023** organized by Madurai Kamaraj University at Annai Fathima College of Arts and Science, Thirumangalam, Madurai held on 11.12.2023 to 17.12.2023.



Dr.M.Selva Soundari acted as a Resource Person on **“Indian Banking Structure”** KVK Boys HSS, Punjai Puliampatti on 08.01.2024.

Dr.N.Mala, Principal, KKCAS acted as a resource person for **“NAAC PROCESS”** at Sri Ramalinga Sowdambikai College of Science and Commerce, on 12.02.2024.



முனைவர் அர.சுதா இலக்கியங்களில் சமுதாய சேவைகள் - NSS Camp - ஜாகிர் நாயக்கன்பாளையம் - 14.02.2024.

Dr.V.Vijayalakshmi, NSS PO & Dean of Commerce has participated in National Integration Camp from 05.03.2024 to 11.03.2024 at Bharathiar University, Coimbatore.



Dr.N.Mala, Principal, KKCAS acted as a resource person for **“Career Guidance Programme”** LIVE at UTV Channel on 07.05.2024.



Participation

Ms.M.Ragavi has attend virtually A Comprehensive Training on **NET/SET Preparatory Sessions** at Providence College, Coonoor, The Nilgiris from 27.11.2023 to 04.12.2023.

IOT Academy sponsored Three days Virtual FDP on **“Art of Research”** from 04.12.2023 to 06.12.2023.

Mrs.C.Umamaheswari, Mr.R.Lakshmanan, Mr.S.Manikandan and Mrs.C.Padma has attended Project Genesis **“Global Business Foundation Skills”** at Infosys BPM Ltd., Mangalore on 29.11.2023 to 07.12.2023.

Mrs.K.Anu Indravathi & Ms.R.Nivedha has attended virtual FDP on **“IPR & Patent and Design Filling”** at P.K.R College of Arts and science on 07.12.2023.

IOT Academy Seven Days National Level Virtual FDP on **“Personality Development for Teachers”** from 01.12.2023 to 08.12.2023.

Dr G.S.Gowri has attended One week International virtual Faculty Development programme on **“Emerging trends in Information Technology”** at Shasun Jain College for Women from 04.12.2023 to 11.12.2023.

Mrs.P.Sheeba, Ms.M.Ragavi and Ms.M.Aruna Devi has attended Three Days FDP on **“Digital Marketing”** at Infosys SEZ, Hyderabad from 13.12.2023 to 15.12.2023.

Mrs.Sneha has attended Seven days national level virtual FDP on **“Innovative and quality teaching and learning in HEI’s”** organized by IOT Academy from 11.12.2023 to 19.12.2023.

Mrs.S.Narmadha has attended Faculty Development programme on **“Gen AI & Data Analytics for HEIs”** at Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, on 05.01.2024.

Mrs.R.Sneha has attended Five days virtual Professional Development Programme on **“Developing your Professional Edge: Strategies for Career Growth and Financial Success”** organized by IOT Academy from 08.01.2024 to 12.01.2024.

IOT Academy sponsored Two days national level virtual FDP on **“Research Methodology – Sampling”** on 09.02.2024 to 10.02.2024.

முனைவர்.ச.மழலைசிலம்பு, முனைவர்.அரசுதா மற்றும் செல்வி.ச.கோகுல்பிரியா ஆகியோர் ஆசிரியர் திறன் மேம்பாட்டுப் பயிலரங்கம் “தேசியத் தரமதிப்பீட்டு அளவுகோள்களை முன்வைத்து தமிழ் கற்பித்தலில் மரபும் புதுமையாக்கமும்” ஜமால் முகமது கல்லூரி திருச்சிராப்பள்ளி - இணையவழியில் கலந்து கொண்டனர். 12.02.2024 - 16.02.2024.

Mrs.R.Sneha has attended Two days National level virtual FDP on **“IPR, Entrepreneurship Development& Start-ups”** organized by IOT Academy on 15.02.2024 to 16.02.2024.

IOT Academy sponsored Seven Days National Level Virtual FDP on **“Innovative Teaching and Learning in HEI's”** from 19.02.2024 to 27.02.2024.

Ms.M.Ragavi has attended Seven Days National virtual FDP on **“Exploring Cultures: Diversity in Travel Writing”** at PPG College of Arts and Science from 20.02.2024 to 27.02.2024.

Mrs.Tresa Varghees has attended Seven days virtual FDP on **“Fundamentals of research”** organized by IOT Academy on 18.03.2024 to 26.03.2024.

Dr.M.Selva Soundari has attended Seven days National level virtual FDP on **“PYTHON”** from 19.03.2024 to 25.03.2024.

Dr.V.Vijayalakshmi has attended virtual FDP on **“Indian knowledge system”** from 8.04.2024 to 13.04.2024.

Dr G.S.Gowri has attended virtual Faculty Development programme on **“File Handling”** at Marwadi University on 11.05.2024.

Mrs.S.Narmadha and Mrs.C.Bathma has attended virtual Faculty Development programme on **“Recruitment Trends in Emerging Technologies- Future and Bond”** organized by ICT Academy on 15.05.2024.

Mrs.C.Bathma and Mrs.K.Tharani has attended one week Faculty Development Program on **“Cloud Practitioner (AWS)”** organized by ICT Academy from 27.05.2024 to 31.05.2024.

Paper Presentation

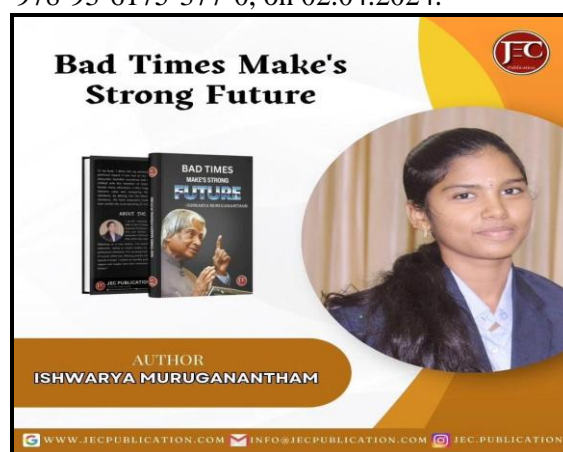
Ms.M.Ragavi Presented a Paper Conference on **“The characteristics of Technological Postmodernism in Don DeLillo’s White Noise (1985)”** at Holy Cross College, Tiruchirapalli on 27.02.2024.

Paper Publication

Mrs.K.Anu Indravathi, Assistant Professor of BBA CA has published a book on **“Congratulations! You’re Hired”** in JEC Publication, ISBN No: 978-93-5850-995-3, on 08.03.2024.



Ms.M.Iswarya of Assistant Professor of BBA CA has published a book on **“Bad Times Make's Strong Future”** in JEC Publication, ISBN No: 978-93-6175-377-0, on 02.04.2024.



Ms.R.Nivedha, Assistant Professor of BBA CA has published a book on **“Color Psychology uses in Marketing”** in JEC Publication, ISBN No: 978-93-6175-343-5, on 23.04.2024.



Dr.M.Selva Soundari published a paper on **“A Study on Financial Performance of Cement Industry”**, Industrial Engineering Journal, ISSN 0970-2555, Volume:53, Issue 4, No 2 on April 2024.

Mrs.S.Selvakumari published a paper on **“A Study on Financial Performance of Cement Industry”**, Industrial Engineering Journal, ISSN 0970-2555 Volume:53, Issue 4, No 2 on April 2024.

Students Corner

Mr.S.Hariharan from I B.Sc (IT) has won First place in 6th National Karate Championship 2023 organized by School Games Sports Development Foundation held at Goa from 01.12.2023 to 03.12.2023.



Ms.S.Pavithra from III BA English Literature Certificate of Achievement Writing Challenge – Different Colours of the sky by Maverick Thoughts Community on 02.12.2023.

Mr.B.Lingeswaran from I BBA (CA) won Bronze medal in Boxing Tournament at Bharathiar University held on 06.12.2023.

Ms.S.Pavithra from III BA English Literature Certificate of Achievement Writing Challenge – World by Shararat Inks Writing Community on 08.12.2023 to 09.12.2023.

Ms.S.Pavithra from III BA English Literature Certificate of Achievement Participate in the Picture Prompt Challenge by Wordsworth Community on 01.12.2023 to 12.12.2023.

Ms.S.Pavithra from III BA English Literature Certificate of Achievement Writing Challenge-Hurriedly by Pen and Pencil writing Community on 15.12.2023.

Ms.A.Swetha II B.Com (CA) won 1st place in the Hand Ball Passing Competition and 2nd place in the Kho-Kho Competition in **National Integration Camp 2023** organized by Madurai Kamaraj University at Annai Fathima College of Arts and Science, Thirumangalam, Madurai held on 11.12.2023 to 17.12.2023.



Mr.A.Mohammed Muzamil of III B Com CA for receiving India's Best Entrepreneur (Flower Business) Award under Best Business Excellence Award 2023 presented by IB Think Online Academy & Youngsters Time Organization at Madurai on 30.12.2023.



Ms.S.Pavithra from III BA English Literature Certificate of Achievement Writing Challenge – Memories on 01.01.2024.

Ms.S.Pavithra from III BA English Literature Certificate of Achievement Weekly Challenge – A Precious Gift –Family – WOW Community on 04.01.2024.

Ms.S.Pavithra from III BA English Literature Certificate of Achievement Daily Challenge – ALPHA Letters on 01.01.2024 to 05.01.2024.

Ms.K.Ragavi from II B.Com (CA) Third Place on திராவிடர் பண்பாட்டு கூட்டியக்கம் - தமிழ் பொங்கல் விழா - கலை இலக்கிய போட்டிகள் - கட்டுரை தலைப்பு “ திராவிட இந்தியா” - 12.01.2024.

Ms.S.Pavithra from III BA English Literature Certificate of Achievement Online writing contest by Inkwell community on 17.01.2024.

Ms.S.Pavithra from III BA English Literature Certificate of Achievement Writing Challenge-February The Month of Love by Inkwell Society on 01.02.2024 and 02.02.2024.

Mr.B.Lingeshwaran from I BBA (CA) won Gold medal in Tamil Nadu All Sports Association at Tirupur held on 03.02.2024 to 04.02.2024.



Ms.S.Pavithra from III BA English Literature Certificate of Achievement Writing Challenge – Love under the Language Category by SAMVN Publication on 04.02.2024.

Ms.S.Pavithra from III BA English Literature Certificate of Achievement Daily Challenge – Love by Sharat Ink writing community on 12.02.2024 and 14.02.2024.

Ms.S.Pavithra from III BA English Literature Certificate of Achievement Short story writing challenge – Twenty Ninth session by Mavericks Thought community on 19.02.2024 to 24.02.2024.

Ms.S.K.Madhusruthika from III B.Sc IT participate Quiz Deshbhakta Rathnappa Kumbhar College of Commerce, Kolhapur 26.02.2024.

Mr.S.Sabarish from II B.Com (CA) won 1st place in the Kumite men in the 18-19 years Category in 6th South India Open Karate Championship 2024 Organized by Aimsed Martial Arts India at Sengappakonar Thirumana Mandapam, Sundrapuram held on 10.03.2024.



Ms.Keerthi of II B.Com and Ms.Gayathri of II B.Com PA participated in National Integration Camp at Bharathiar University, Coimbatore on 05.03.2024 to 11.03.2024.



Mr.B.Lingeshwaran from I BBA (CA) won Gold medal in Boxing Tournament at Namakal held on 15.03.2024-18.03.2024.

Mr.B.Lingeshwaran from I BBA (CA) won Gold medal in Boxing Tournament at Namakal held on 25.03.2024.

Mr.N.Eswaramoorthi of I M.Com CA has received award **“Top Epic Pen Star Writer Pan India 2024”** from Epic Sphere Incorporated with Cosmic Inception Publication on 03.04.2024.



Mr.Dinesh of I B.Com and Mr.N.Eswaramoorthi of I M.Com CA has participated and won 2nd prize in qualified quiz competition at Akshaya College of Engineering and Technology on 13.04.2024.



Mr.N.Eswara moorthy from I M.Com (CA) has presented a paper Virtual Seminar on **“How to plan for StartUp and Legal & Ethical Steps”** at Rajiv Gandhi College of Management studies on 19.04.2024.

Mr.N.Eswara moorthy from I M.Com (CA) has presented a paper Virtual webinar **“Intellectual property Rights Issues and challenges in India”** at Yasshwantraochavan college on 26.04.2024.

Mr.N.Eswara moorthy from I M.Com (CA) has presented a paper Virtual Seminar “**Innovation in Ai Tools For Effective PR Communication**” at Sathyabama Institute of Science and Technology on 27.04.2024.

Mr.B.Lingeshwaran from I BBA (CA) won Gold medal in Boxing Tournament at Trichy held on 12.05.2024.

Commemorative Programmes

KKCAS has celebrated Death Anniversary of Dr.B.R.Ambedhkar on 06.12.2023.



KKCAS has celebrated Birth Anniversary of Srinivasa Ramanujan as a part of National Mathematics Day- A Mega Inter School Math Online Contest for School Students on 22.12.2023.



Republic Day Celebrated at KKCAS on 26.01.2024.



KKCAS has Celebrated Nightingale of India Sarojini Naidu on her birth anniversary on 13.02.2024.



KKCAS has Celebrated Ambedkar Jayanthi, National Equality Day on 14.04.2024.



Students Enrichment Programme

KKCAS organized One Day Workshop on Digital Marketing 22.12.2023.



KKCAS has organized Admission Pooja for the academic year 2024-2025 on 15.02.2024.

Common Programmes

KKCAS has celebrated Pongal Festival - 2024 on 12.01.2024.



KKCAS organized REELS-MAKING CONTEST (Theme: Life @ KKCAS) on 29.02.2024.



KKCAS has celebrated 23rd Graduation day, Chief Guest: Dr.N.Yesodha Devi, Secretary PSGR Krishnammal College for Women, Coimbatore on 09.03.2024.



KKCAS has Celebrated Annual Sports Day on 19.03.2024.



KKCAS has celebrated Cultural Meet - FESTEDIA 2024 on 26.03.2024.





Annual Day Celebration - NOVA 2024 at KKCAS on 27.03.2024.



Scholarship Confirmation letter has distributed to the selected students on 27.03.2024.



KKCAS has Celebrated Lighting Ceremony and Thanks Giving Day on 05.04.2024.





KKCAS has Celebrated Offer Letter Distribution Ceremony on 06.04.2024.



Department Activities

தமிழ்த்துறை

தமிழர் திருநாள் மற்றும் கால்நடை கண்காட்சி - திரு.புள்ளாக்கவுண்டர்; திரு.குட்டியப்பக்கவுண்டர் நரசிபுரம் 12.01.2024



Department of Computer Science

Department of Computer Science organized Extension Activity of Pongal Celebration in GHSS Sennanur School and MSSD Govt. Aided.Hr.Sec School on 11.01.2024.



Department of Information Technology

The Department of Information Technology is organizing an Extension Activity on “C++ Programming” on 20.12.2023.

The Department of Information Technology is organizing an Extension Activity on “PHP & MYSQL” on 23.12.2023.

Department of Information Technology organized Extension Activity of Pongal Celebration in GHSS Sennanur School and MSSD Govt.Aided.Hr.Sec School on 11.01.2024.



Department of Computer Application

Department of Computer Application organized Extension Activity of Pongal Celebration in GBHSS, Thondamuthur School on 11.01.2024.



Department of Commerce

Department of Commerce organized Extension Activity of Pongal celebration at GHSS, Kalveerampalayam on 09.01.2024.



Department of Commerce Celebrated Farewell on 17.04.2024.



Department of Commerce with CA

Department of Commerce with Computer Applications organized Extension Activity of Pongal Celebration at Govt Girls Higher Secondary School, Thondamuthur on 11.01.2024.



Department of Commerce with Computer Applications Celebrated Farewell on 22.04.2024.



Department of Commerce with PA

Department of Commerce with Professional Accounting organized Extension Activity of Pongal Celebration with School Students on 11.01.2024.



School of Computer Science

The School of Computer Science organized Technical Symposium “TECHNODIUM 2024” on 29.02.2024.



School of Commerce and Management

School of Commerce and Management organized Mega Market Mela 2024 on 23.02.2024.



NSS Units

National Voters Day Pledge took by our students on 24.01.2024.



NSS Units organized NSS Special Camp from 12.02.2024 to 18.02.2024 in Jakirnaickenpalayam Village, Selambanur, Narasipuram, Coimbatore.



UYIR CLUB

Uyir Club along with Coimbatore City Police Organized Mega Road Safety Awareness Campaign at Vadavalli on 05.01.2024.



Yoga Club

Yoga Club organized one week Programme “Yoga for Human Excellence” on 05.02.2024 to 09.02.2024.



Women Empowerment Cell

The Women Empowerment Cell has celebrated International Women’s Day on 08.03.2024.



Eco Club

Eco Club celebrated World Water Day (Poster making through online) on 22.03.2024.



Training and Placement Cell

Training and Placement Cell organized On Campus Drive **V3 Data Intelligence Pvt Ltd** on 05.01.2024.



Training and Placement Cell organized On Campus Drive **FSCM Factory Pvt Ltd** for School of Science Stream students on 10.01.2024.

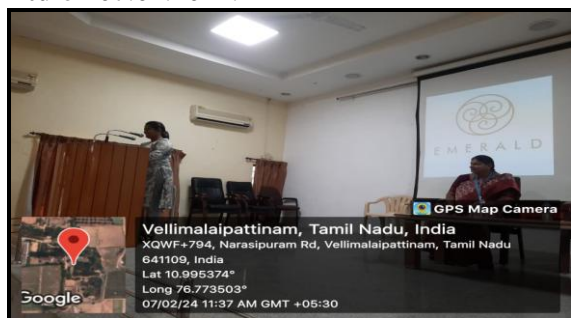
Training and Placement Cell organized On Campus Drive **Enthu Technologies** on 23.01.2024.



Training and Placement Cell organized On Campus Drive **Skyraan Technologies Pvt Ltd** on 24.01.2024.

Training and Placement Cell organized On Campus Drive **Alpha Solutions Pvt Ltd** on 29.01.2024.

Training and Placement Cell organized Virtual On Campus Drive **Emerald Jewel Industry Pvt Ltd** on 07.02.2024.



Training and Placement Cell organized Orientation Programme on **SKILLACTS** on 12.02.2024.



Training and Placement Cell organized On Campus Drive **HRH Next Services Limited** on 22.02.2024.

Training and Placement Cell organized On Campus Drive **Muthoot Finance Private Limited** on 26.02.2024.

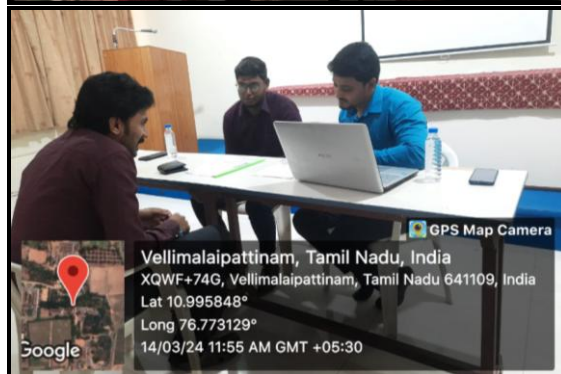
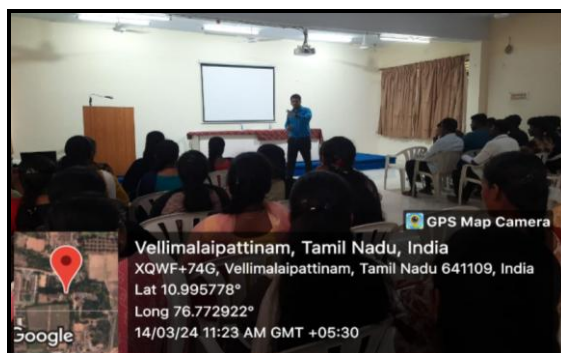
Training and Placement Cell organized Pool Campus Drive **Threems HR Solutions** on 01.03.2024.

Training and Placement Cell organized Skill Development Programme on "**Unlocking Your Career Potential: IT Job Search Essentials**" Chief Guest: Mr.Gowtham Murugan, Testing Engineer (Associate Analyst), Wipro Limited, Coimbatore on 12.03.2024.

Training and Placement Cell organized On Campus Drive **HDB Financial Services** on 13.03.2024.



Training and Placement Cell organized On Campus Drive **Adithya Birla Capital (Sun Life Insurance)** on 14.03.2024.



Training and Placement Cell organized On Campus Drive **KGISL** on 20.03.2024.

Training and Placement Cell organized On Campus Drive **Sri Kumaran Thangamalgai** on 28.03.2024.



S.No	Name of the Company	No.of. Offers
1	Diva Sprik Intelligence Pvt Ltd	1
2	FSCM Factory	3
3	Alpha solutions Pvt Ltd	5
4	V3 data intelligence	6
5	Kamalam Honda	30
6	Emerald jewel industry	25
7	HRH Next contact services	57
8	Muthoot Finance	29
9	Threems HR Solution	2
10	First Source	21
11	Quintessence Business Solutions & Services	2
12	HDB Financial Services	53
13	Aditya Birla Capitals	12
14	KGISL	4
15	RND Softech	22
16	Kumaran Thanga Maligai	45
17	Flint Solutions	1
18	Bright Star Educational Institution	3
19	Springzone	1
20	Kings Group of Company	1
21	Just Dial	1
Total		324

Industrial Visit

Field Visit for all UG first year students to Arivu Thirukovil, Aliyar, Pollachi on 10.02.2024.



Industrial visit by all the second year students to Bench Mark, Chocolate and Tea Factory, Ooty on 02.03.2024.



Our key Recruiters



Cognizant

