

# 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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**Bi-annual News Letter**

### Secretary's Messages

I am very much delighted to know that the bi-annual news letter of the odd semester of 2016 is being released. This exercise will pave the 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 behaviour, 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 so that they become 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. D.Muthuraj, Advisor

Dr. A. A. Sivakumar, Principal

#### Co-ordinators

Prof.N.Madhubala, Assistant Professor,  
Department of IT

Prof.S.Gnanapriya, Assistant Professor, Department  
of Computer Science

### IQAC



National Assessment and Accreditation Council, Bengaluru, Prof. Om Vikas (Chairperson), Former Director and Vice - Chancellor, ABV – IITM, Kanpur. Dr. A. Kumar (Member Co –ordinator), Professor in Management, Bhavnagar University, Gujarat. Dr. Johnny Jose (Member), Principal, Don Bosco College, Kannur, Kerala, visited on 3rd, 4th and 5th of October, 2016, for Assessment and Reaccreditation.

### Faculty Timeline

Prof.C.Selvi Pavithra and Prof.L. Sowmya attended the two days workshop on “Graph Theory and its Applications” at Hindustan College of Engineering and Technology, Coimbatore on 14.7.2016 and 15.07.2016.

Prof.A.Sumi attended a one day workshop on “LaTex a Type Setting Tool for Research Article Writing” at Dr. G.R.Damodaran College of Science on 18.08.2016.

Prof. A.Sumi attended an Outreach Programme on “Role of IT in Atomic Research” at Dr. G. R. Damodaran College of Science on 30.08.2016.

Prof.R.Jayasree attended a National Level Workshop on “Emerging Trends in Mathematics” (NWETM-2016) at KG College of Arts and Science, Coimbatore on 08.10.2016.

Dr.N.Mala acted as a resource person for the Inauguration of Mathematics Association at Bishop Ambrose College of Arts and Science, Coimbatore on 22.7.2016.

Prof.V.Deepa attended a seminar on “Cyber Security, High Performance Computing & Role of IT in Atomic Reserch” Connducted By Indian Nuclear Society(INS) at GRD School of IT and Science on 20.08.2016.

Prof.S.Kanimozhi, Prof.B.Preethi, Prof.S.Kawsalya, Prof.G.Lakshmi Priya, Prof.N.Renuka and Prof. C.Subha attended a National level seminar on “The Role of Women in Developing a Technology Driven Society” at Dr.G.R.D College of Arts and Science on 03.11.2016.

### Research and Publications

Dr.V.Vijayalakshmi published a paper on “Policy Holder Perception & Expectation with Service Quality of LIC,Thanjavur division of Tamilnadu” in Golden Research Thoughts, Volume-6 Issue-4, ISSN No:2231-5063.,IF 4.6052.

Dr.V.Vijayalakshmi published a paper on “Passengers Satisfaction with Special Reference to Thiruchirappalli Division of Southern Railways.” in Indian Streams Research Journal, Volume-6, Issue- 9, ISSN No: 2230-7850, IF 4.1625.

Dr.M.Sengaliappan published a paper on “Analysis Study of Routing Protocols in MANET” in International Journal of Innovative Research in Computer and Communication Engineering Volume 4, Issue 7. July 2016 ISSN(Online):2320-9801 ISSN(print) : 2320-9798

Dr.M.Sengaliappan published a paper on “Enhancing the Efficient Packet Routing in Wireless Mesh Networks using ANT – MESH” in International Journal of Advanced Research in Science, Engineering and Technology, Volume 3, Issue 10,October 2016, ISSN (online) : 2350 – 0328.

Dr.M.Sengaliappan published a paper on “A study on Multicast Routing MAODV Algorithm using Hybrid Swarm Intelligence” in International Journal of Science and Research Technology, Volume 2, Issue 11, ISSN(Online) 2395-1052.

Prof.Dr.M.Sengaliappan published a paper on “Performance Study of Adaptive Routing Algorithm using Swarm Intelligence” in International Research Journal of Advanced Engineering and Science Volume 1, Issue 4, Dec-2016, ISSN : 245-9024

Prof.N.Sowmya published a paper on “A Time Truncated Chain Sampling Plan for Compound Rayleigh Distribution” in International Journal of Advance Foundation and Research in Science and Engineering (IJAFRSE). Volume 2, Issue 11 and in International Journal of Mathematics and

its Applications Volume 4, Issue 2–A.

Prof.S.Kawsalya published a paper on “Data acquisition for Reliable and Efficient Radiation Affected Area in the Wireless Sensor Networks” in International Journal of Computer Scientific Research in Computer Science Applications and Management Studies ,Volume – 7, 2319-1953, 6.5(UIF)

Prof. S.Omprakash published a paper on “Survey on Recent Researches on High Level Image Retrieval” in International Journal of Computer Science & Engineering Vol 4(9), Sep-2016, E-ISSN:2347-2693, Impact Factor: 2.162

Dr.V.Vijayalakshmi and Prof.R.Muthukumar published a paper on “Satisfaction level of the consumer towards the broadband service providers” in IJMSRR Volume-1, Issue-29, ISSNNo:2349-6738, IF 3.996.

Dr.V.Vijayalakshmi published a paper on “A Study on Financial Performance of Pharmaceutical Industry in India” in IRJMC Volume 3, Issue- 11 ISSNNo: 2348-9766 IF 5.564.

Dr.M.S.Ramesh Kumar published a paper on “The Anti Organic Food Perception of Consumer- A Empirical Study in Tirupur District” in International Journal on Management and Social Science Research Review. Volume 2, ISSN: 2349-6738

Dr.M.S.Ramesh Kumar published a paper on “Consumption Patten of selected Vegetable Cooking Oils in Coimbatore District” in International Journal of Business Administration Research Review (IJBARR), Volume 2, ISSN: 2348-0653

Prof.S.Kanimozhi, published a paper on “International Marketing Environment“ in International Journal of Bonfring, Volume 1, SBN: 978-93-86176-32-5

Prof.C.Subha published a paper on “Influence of Internet Banking Services and ATM on Selection of Public Sector Banks with Special Reference to Coimbatore” in International Journal of Commerce & Management Research, Volume 1, ISSN : 2321 – 3604.

Prof.G.Lakshmi Priya published a paper on “Green

Marketing” in International Conference on Emerging Trends and Innovations in Digital marketing Vol 1, ISBN 978–93-86176 -32–5.

### Students' Corner

Mr.R.Arunkrishnan of II-B.Com won I Prize and Best Questionnaire award in Paper Presentation at Nehru Institute of Technology on 25.06.2016.

Mr.R.Arunkrishnan of II-B.Com won Best Paper Award in Paper Presentation at Kongunadu arts and science college on 04.08.2016.

Mr.Navaneetha Krishnan.S and Mr. A. Karthikeyan of II BBA (CA) won I Prize in ADZAP, Mr.V.Ashwin of II BCA won I Prize in Marketing held in National Level Intercollegiate Meet at Kongunadu Arts and Science College, Coimbatore on 10.8.2016.

Mr.Reyastheen. A and Mr.Kalicharan of III B.Sc. (CS) won I Prize in National-Marketing competition and Ms.Revathi.R and Ms.V.Manjuladevi of III B.Sc.(CS) won I Prize in National- Mehandi competition at Kongu Nadu College of Arts and Science on 10.08.2016.

Ms.Preethi.M of II B.Sc.(CS) won Silver Medal in State Boxing competition at Bharathiar University on 29.08.2016.

Mr. M.Vigneshwaran II-B.Com won Badminton Championship Award at Bharathiar University on 22.08.2016.

Mr.V.Ashwin of II BCA, Mr.R.Arun kumar of III BCA and Mr.L.Kishore Kumar of III B.Sc IT won II Prize in Paper presentation contest at Rathinam College of Arts & Science on 01.09.2016.

Mr.Karthikeyan.S of II BBA (CA) won III Prize in Minute To Win competition held in State Level Symposium IT at Rathinam College of Arts and Science, Coimbatore 01.09.2016.



10 NSS volunteers won I prize in the Quiz competition on Digital India conducted by Ministry of Electronics and Information Technology, Government of India at Bharathiar University on 26.10.2016.

### Department of Tamil



தமிழ் மன்றத் தொடக்க விழா - 02.09.2016 அன்று “நிகழ்த்துக்கலை - நாடகம்” என்ற நிகழ்வு நடைபெற்றது. இந்நிகழ்வில் கோவை இந்துஸ்தான் கலை அறிவியல் கல்லூரியின் தமிழ்த் துறைத்தலைவர் பேராசிரியர் திலீப்குமார் அவர்கள் நாடகம் நிகழ்த்தி, நாடகக் கலையின் நுணுக்கங்கள் மற்றும் சிறப்புக்களை எடுத்துரைத்தார்.

விரிவாக்கப் பணித் திட்டம்: 16.11.2016 மற்றும் 17.11.2016 ஆகிய தேதிகளில் நரசிபுரம், அரசு உயர்நிலைப் பள்ளி மாணவர்களுக்கு திறன்களை வளர்ப்பதற்கான நோக்கத்தில கலை இலக்கியப் போட்டிகளான பாட்டுப் போட்டி, பேச்சுப் போட்டி, ஓவியப்போட்டி, மற்றும் திருக்குறள் ஒப்புவித்தல் போன்ற போட்டிகள் நடத்தப்பட்டன.

### Department of English

Conducted a Bridge Course on “Fundamentals of English Grammar” on 22.08.2016.

An Inauguration of ELF 2016-17 with a seminar on “Communication Skills” was conducted on 30.08.2016.

Training Programme on “Listening, Speaking, Reading and Writing Skills” as a part of extension activity Programme on 16.11.2016 at Govt. High School, Narasipuram.

### Department of Mathematics with Computer Applications

Bridge Course was conducted for Non-Mathematics students from 11.7.2016 to 15.7.2016.



Inauguration of the Mathematics Association MAZE – 2016 with a seminar on “Real Life Applications of Mathematics in Science and Technology” was conducted and Dr.M.S. Mutharasu, Assistant Professor, CBM College, Coimbatore was the resource person on 19.8.2016.

Coaching classes were conducted on National Programme for Technology Enhanced Learning (NPTEL) on 09.09.2016.

Coaching classes were conducted on Massive Open Online Course (MOOC) on 30.09.2016.

### Department of Computer Science (UG & PG)



Inaugural of Department Associations "EXPEDIENT 16" was conducted for B.Sc.CS , B.Sc.IT and BCA and a lecture on "Current Trends in Computing Technologies." by Mr. Leslie A. George, Corporate Trainer, CTS, Coimbatore, Coimbatore on 18.08.2016.



A Seminar was conducted on "Android Application In Linux" by Mr. A.Suresh , Android Programmer, Crisp System , Coimbatore on 02.09.2016.

A Seminar was conducted on "Ethical Hacking" by Mr.Periyasamy YRSK Technologies, Coimbatore on 06.09.2016.

Dr.M.Sengaliappan presented a paper on "Performance Analysis of Routing Protocol in WSN" in International Conference On Contemporary Issues In

Engineering Management Information Technology And Life Services at Dr.Shri Sakdi Charmonaran ,President of Association for Computing Machinery, Member of IEEE council & President of College of council, Siam Technology College, Bangkok, Thailand.

### Department of Information Technology (UG & PG)



A Guest lecture on "Internet of Things" was conducted by Mr.Syed Haroon, Technical Head, Accent Techno Soft Solutions, Coimbatore on 30.08.2016.



A Guest lecture was conducted on "Project Development Methods" by Mr.S.Vignesh Manikandan, IT Manager, KALVI Higher Education, Coimbatore on 31.08.2016.

### Department of Computer Applications



ICT Training was conducted for Government School Teachers on 06.10.2016 & 07.10.2016

ICT Training for Government School Teachers on 10.11.2016.

Prof.V.Deepa presented a paper on “Brain computer interface -A-study” in NSTP 2016 on Big Data and Hadoop Workshop at Coimbatore Institute Management and Technology.

Prof.V.Deepa presented a paper on “Facial Expression Detection” in Outreach Programme on Science and Research in Baba Atomic Centre at GRD School of IT and Science.

### Department of Commerce with Computer Applications (UG & PG)



An Inauguration of Commerce CA Associations “SKILL and “GALAXY – 2016” was conducted with a Guest Lecture on “Role of Commerce in Inclusive Growth” by Mr. CS. A. R.Ramasubramania Raja, Chairman, The Institute of Company Secretaries of

India, Coimbatore on 29.07.2016.



A Guest Lecture on “Mutual Fund” by Mr. Dilip Kumar, Circle Business Manager, Axis Asset Management Private Ltd., Coimbatore on 09.09.2016.

Dr. B. Maheswari presented a paper on “Scheme for identification of Unorganized Sector”, Prof. G. Anitharathna presented a paper on “Scheme for identification of Unorganized Workers” and Prof. B. Ramya presented a paper on “Unorganized Public Sector” in the One Day National Level Seminar at Dr. N.G.P. Arts and Science College, Coimbatore on 24.08.2016.

Dr. J. Karthikeyani presented a paper on “Indian Shopkeepers Perceptive on FDI”, Dr. B.Maheswari presented a paper on “Communication influences in Business”, Prof.Tresa Varghese presented a paper on “FDI in Indian Banking Sector”, Prof. G. Anitharathna presented a paper on “Green Marketing” and Prof. S. Barathi presented a paper on “RICT Development in Indian Postal Services” in Two- Day International Conference of Commerce and Business Management at Bharathiar University Arts and Science College, Valparai on 15.09.2016 & 16.09.2016.

Dr. J. Karthikeyani presented a paper on “Factors Influencing ERP Implication in SMEs”, Prof. B. Ramya presented a paper on “A Study on Impact of Social Media on Market” and Prof. G. Anitharathna presented a paper on “A Study on Consumer’s Attitude towards Environmental Friendly Products” in International Conference at Sankara College of

Arts and Science, Coimbatore on 28.09.2016.

### Department of Commerce & Commerce PA



A Seminar was conducted on “Awareness on Capital Market” by Mr.Mahesh Kumar, Trainer, Lotus knowledge wealth, Coimbatore on 04.08.2016.

A Seminar was conducted on “Corporate Etiquettes” by Mr.A.Srinivasan, Chief Manager(HR), Retd,SBI,AO, Coimbatore on 05.08.2016.

Prof . E .Karthika presented a paper on “Women Entrepreneur”, Prof. R. Muthukumar presented a paper on “ Make in India & Digital India ”, Dr . B. Angamuthu presented a paper on “Political stability & Sustained Growth”, Prof .P . Pavithra presented a paper on “National Income and Growth Disparities”. Prof .N .

Priyadharshini presented a paper on “Sustainable Agriculture and Food security” and Prof.B.Vinoth presented a paper on “ FDI in India” in International Conference of Commerce and Business Management on “ Sustainable Development and Economic Growth on Global Perspective” at Bharathiar University Arts & Science College, Valparai.

### Department of Business Administration with Computer Applications & Department of International Business



A Guest Lecture on “Job Opportunities in Banking Sector” was conducted by Mr.A.Ramamoorthy, Manager, Vijaya Bank, Coimbatore and Sabhitha Bhojan, Senthil Kumar and Nivetha.S, Smart Training Resource India Pvt. Ltd., on 28.07.2016.



An Inaugural function FUENTS – 16 was conducted with a guest lecture on “Management – A Global Perspective” by Mr. V. Harish Kumar, Chief Trainer Step ahead, Coimbatore on 05.08.2016.



A Seminar was conducted on “Job Opportunities” by Mr.B.Saifudeen, CEO, Exim Shipping Services, Coimbatore on 26.08.2016.



Two days workshop was conducted on “Software Testing” by Mr. Harishankar Rangaraj, Director, Open Source Academic India Pvt. Ltd., Coimbatore on 01.09.2016 & 02.09.2016.



A Seminar was conducted on “Cultural Blenders in International business” by Mr.Rajamurthy, Director, Global Institute of Foreign Trade, Madurai on 01.09.2016.

Prof.S.Kanimozhi presented a paper on “Role of Service Marketing”, Prof.C.Subha and Prof.N.Renuka presented a paper on “Digital marketing Elixir of Business “ and Prof.B.Preethi presented a paper on “Bench Marking in Service Marketing” at P.K.R. Arts College for Women.

Prof.S.Kanimozhi and Prof.G.Lakshmi Priya presented a paper on “Micro Finance” at Sri Krishna College of Arts and Science, Coimbatore.

Prof.B.Preethi and Prof.N.Renuka presented a paper on “A Study on Trading and Development in Selected MNC Companies with reference to Coimbatore” and Prof.C.Subha presented a paper on “Influence of Internet Banking Services & ATMs on the selection of Public Sector Banks with Special Reference to Coimbatore” at Sri Krishna College of Arts and Science, Coimbatore.

Prof.S.Kanimozhi and Prof.G.Lakshmi Priya presented a paper on “FDI in Tourism Industry” and Prof.C.Subha and Prof.N.Renuka presented a paper on “FDI in Indian Retail Industry” at A.J.K College of Arts and Science, Coimbatore.

Prof.S.Kanimozhi presented a paper on “International Marketing Environment” at Sankara College of Science and Commerce, Coimbatore.

Prof.B.Preethi presented a paper on “International Marketing Strategies in India” at Sankara College of Science and Commerce,

Prof.B.Preethi presented a paper on “Impact of Non-Frill Airlines on Tourism Development in India” and Prof.C.Subha and Prof.N.Renuka presented a paper on “The Role of Travel and Tourism in Aviation Industry” at Nehru College of Aeronautic and Applied Science, Coimbatore



### Auditor's Club



Inaugural Function of “AUDITORS CLUB” with a seminar on “Current Trends in the Audit Industry” by Ms. V. S. Visvedhaa, B.Com. (E-Com), MBA, Audit Division, TDR Associates, Coimbatore, and Maithily,G, ACA, Tax Division, TDR Associates, Coimbatore on 19.08.2016.

### Citizen Consumer Club



Inaugural function was conducted with a guest lecture on “Consumer Awareness” by Mr. D.Kalaivanan, Mr.S.Rinojohn and Dr.N.Pratheep Kumar, BIS, Coimbatore on 24.08.2016.

### Entrepreneur Development Cell

Inauguration and Three days awareness Programme was conducted on “ Entrepreneurship and the Present Scenario” by Dr.A.K.Senthil kumar, National Accreditation Board for Hospitals and Health Care Providers, coimbatore from 09.08.2016 to 11.08.2016.

### Eco Club



Inauguration of Eco Club was conducted with speech on “ Nee for Nature Conservation” by Mr.Osai Kalidasan, President, OSAI Foundation , Coimbatore On 12.08.2016.

### Talker's Club

An Inter-Departmental story telling Competition “Tell a Tale” was conducted on 26.09.2016.

An Inter-Departmental Debate Competition was conducted on 20.10.2016.

### National Service Scheme

NSS volunteers participated in the celebration of International Yoga Day in our college campus and also at Bharathiar University Campus on 21.06.2016



NSS volunteers conducted cultural programmes on Independence day celebration at “Little Hearts” a vocational training center for Mentally retarded

students on 15.08.2016.

Door Canvas and Rally was conducted to create awareness in Dengue fever at Perur chettipalayam, Booluvampatti and Theethipaplyam on 17.08.2016 to 19.08.2016.

NSS volunteers participated in Hundi Cash counting work at Maruthmalai Temple on 23.08.2016.

NSS volunteers participated in Eye Donation Awareness Rally at RS Puram, organised by Vasan Eye Care Hospital on 08.09.2016.



50 NSS volunteers Participated in Campus cleaning work at Government Blind School, Uliyampalayam on 10.09.2016.

Eye Screening test was conducted to NSS volunteers by Vasan Eye Care hospital at our college campus on 20.09.2016.

Dental Check up was conducted to NSS volunteers by Vasen Dental hospital in our college campus on 21.09.2016.



To get awareness on “Environment and animal

protection” our NSS volunteers visited the Uyir Nizhal Exhibition at TamilNadu Agricultural University on 07.10.2016.

NSS volunteers participated in the Rally from College to Viraliur conducted by Thondamuthur Panchayat on the Occasion of World Disaster day on 13.10.2016.

**Women Empowerment Cell**

The Women Empowerment Cell was inaugurated with a lecture on “Stress Management by Mrs. Sheetal Gandhi, International Trainer, Junior Chamber International, Coimbatore on 02.08.2016.



**Kovai Kalaimagal Academy for Competitive Examinations**

Classes for appearing for TNPSC Group IV examinations were conducted (Every Day Evening 4.00 p.m to 5.00 p.m.)

Classes for appearing for TNUSRB examinations were conducted (Every Day Evening 4.00p.m to 6.00p.m)

**Placement Cell**

The following students were selected for placement in the companies as given below.

| S.No. | Name of the Company                         | No. of Offers |
|-------|---|---------------|
| 1.    | TCS - ITES                                  | 03            |
| 2.    | IDBI Federal Life Insurance Company Limited | 97            |

## Our Key Recruiters

