

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 2017 is being released. This exercise will pay way to bring out hidden talent and creativity of our students.

I congratulate all our staff 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. N. Mala, Principal

Co-ordinators

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

Prof.S.Gnanapriya, Assistant Professor,
Department of CS

Memorandum of Understanding

KKCAS signed an MOU with EDEX Academy (NZ) Ltd., (New Zealand Education Facilitators with license to counsel students and promote International Education) on 27th October 2017.

IQAC

The Internal Quality Assurance Cell organised a Faculty Development Programme on “Outcome Based Education” on 15.11.2017 in which Dr.M.Jayakumar, Chief Administrator, Sri Krishna Institutions, Coimbatore was the resource person.



Dr. S. Babu, Professor and Director, VIT Centre for Agricultural Innovations and Advanced Learning, VIT University, Vellore conducted a Faculty Development Programme on “Quality Aspects in Teaching Learning Process” on 30.11.2017 organised by Internal Quality Assurance Cell.

Highlights

National Level Technical Symposium organized by the Department of Computer Science on 08.09.2017 in which Mr.Chandrashekar Shivanna Shetty, Marketing Head, Glosil International Pvt Ltd, Coimbatore, was the guest speaker.



The Faculty of Commerce organised a National Conference on “Disruptive Technologies in Financial Services” on 22.09.2017. Two technical sessions were chaired by Dr. S. Kanthimathinathan, Associate Professor and Head, PG Department of Commerce, Vivekananda Institute of Management, Bangalore and CA R. Sathish, Partner, SRKM and Associates, Coimbatore respectively.



Faculty Timeline

Prof.D. Prakash attended Faculty Development Programme on “Internet of Things” organised Bharathiar University, Coimbatore on 10.07.2017 and 11.07.2017.

Prof.M.Vijetha, Assistant Professor, Department of Information Technology attended Faculty Development Programme on “Innovation in Entrepreneurship Development” at Anna University, Coimbatore from 02.08.2017 to 04.08.2017.

Prof.S.Kawsalya, Prof.Lakshmi Priya and Prof.C.Subha, Assistant Professors, Department of BBA CA attended National Level Faculty Development Programme on “Goods and Service Tax” organised by the Department of Commerce with Computer Applications, NGM College, Pollachi on 05.08.2017.



Dr. V.Vijayalakshmi, Dean of Commerce and Dr. J.Karthikeyani, Head, Department of Commerce with Computer Applications attended Faculty Knowledge Program organised by IBS, Chennai at The Grand Regent, Coimbatore, on 10.08.2017.

Prof.K.E.Hemapriya, Assistant Professor, Department of Commerce and Mr.D.Prakash, Assistant Professor, Department of Information Technology attended UGC Sponsored National Level Workshop on “Free open Source Software” at Gobi Arts and Science College, Gobi on 19.08.2017.



Prof.B. Preethi Asst. Prof., Department of Business Administration with Computer Applications, Prof.R.Jayasree and Prof.N.Sowmya, Asst.Prof. Department of Mathematics -CA, Prof. D. Brindha, Asst. Prof., Department of English and Prof.K. Gowri, Asst. Prof., Computer Science attended Faculty Development Programme organised by Infosys in Association with NASSCOM at Mysore from 12.09.2017 to 20.09.2017.



Prof.V.Deepa gave a Guest Lecture on “IOT and Networking” at Sri Krishna Arts and Science College, Coimbatore on 25.09.2017.

Prof.M.Vijetha, Assistant Professor, Department of Information Technology attended Faculty Workshop on “Trailhead Developer Educator Workshop” conducted by ICT Academy at Dr. NGP Institute of Technology, Coimbatore on 06.11.2017 and 07.11.2017.

Research and Publications

Dr.M.Sengaliappan published a paper entitled “Improved General Self-organized Tree Based Routing Protocol for Wireless Sensor Network” in the International Journal of Scientific and Engineering Research, ISSN 2229-5518.

Prof.V.Deepa published a paper entitled “A Study on Skin Tone Based ROI Segmentation to Extract New-reader Region from Hearing Impaired News Videos” in International Journal of Engineering, Volume 6, Issue 6, 2277-9655, Impact Factor: 4.11, June 2017

Students' Corner

Fifty five final year students attended Infosys – GBFS-SDP conducted by Mrs.Seema, Trainer, Infosys from 17.07.2017 to 02.08.2017.

Mr.C.Sakthivel and Mr.S.Jagadees of III B.Sc., Maths(CA) got second place in the event “Fun with Math” and MsP.J. Eswari and Ms.K.Vijayalakshmi of II B.Sc.Maths(CA) got Third place in the event “Math Quiz” in Inter College Meet “Mazetics-2017” at Hindusthan College of Arts and Science on 10.08.2017.



Mr.K.Vigneshwar of III B.Sc. IT presented a paper entitled “Wired and Wireless Communications” in the International Conference on “Emerging Trends in Engineering, Management and Social Sciences” held in Universiti Tenaga Nasional, Putrajaya Campus, Malaysia on 21.09.2017

Mr.Adarsh.C.R of III BCA and Ms.Sowmiya.R of II BCA won second prize in short film in “ANTHARIKSH-2017” at Nehru College of Aeronautical and Applied Science on 22.09.2017

Mr.K.Vadivel, Mr.M. Navaneedhan, Ms.G. Indira and Ms.G.Bargavi of II B.Sc IT bagged II Prize in “Adzap” Competition at AJK College of Arts and Science, Coimbatore on 22.09.2017. M.Niyas of II B.Sc.IT won third Prize in the event Short film ARISTA -17 in National Cultural Fest at KiTE on 06.10.2017.

Mr.K.Vigneshwar of III B.Sc.IT won I Prize in the event Mimicry in ARISTA -17 a National Cultural Fest at KiTE on 07.10.2017.

Ms.V.S.Swetha of III B.Sc.IT won II Prize in the event “Mock Press” in CREDISE-17 Cultural fest at Sree Narayana Guru College on 12.10.2017.

Ms.V.S.Swetha of III B.Sc.IT got III Place in “Treasure Hunt” in Inter State youth festival Astoriya'17 at Nehru Institute of Technology on 20.10.2017 and 21.10.2017.

Department of Tamil



தமிழ் மன்றம் - “தமிழ்ச்சாரல்” தொடக்க விழா : 30.06.2017 அன்று நடைபெற்றது. தமிழாசிரியர், கவிஞர் சிவ.விஜயபாரதி, பத்ம சேஷாத்ரி பாலபவன் பள்ளி, சோமையம்பாளையம் அவர்கள் “தமிழ் மொழியின் சிறப்புக்கள்” என்ற தலைப்பில் சிறப்புரையாற்றினார்.

நேசத்தோடு வாசிப்போம் - 27.07.2017 அன்று கோவை கலைமகள் கலை அறிவியல் கல்லூரியின் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் இரா.வீரபத்திரன் அவர்கள் மாணவர்களுக்கு புத்தகம் வாசிக்க பயிற்சியளித்து. மாணவர்களுக்கு ஈடுபாட்டுடன் வாசிக்கும் பழக்கத்தினை ஏற்படுத்தினார்.

08.08.2017 முதல் 16.08.2017 வரை அனைத்துத்துறை மாணவர்களுக்கும் சுதந்திர தின விழா போட்டிகள் : பேச்சு, ஓவியம், பாட்டு, கட்டுரை, கவிதை போன்ற போட்டிகள் நடைபெற்றன.

கருத்தரங்கம்: 15.09.2017 அன்று முனைவர் ஜெகதீசன், வானவராயர் நிறுவனம், ஒருங்கிணைப்பாளர் கோயம்புத்தூர், “தொல்லியல் காட்டும் கொங்குநாடு” என்ற கருத்தரங்கத்தில் பங்குபெற்று, கொங்கு நாட்டின் பழமையையும், சான்றுகளையும் ஒளி விளக்கக்காட்சிப் படத்துடன் விளக்கிச் சிறப்புரையாற்றினார்.

Department of English

Bridge course on “Fundamentals of English Grammar” on 27.06.2017.



Inauguration of the English Association “ELF-2017” by Dr. K. A. Chinnaraju, Secretary, Kovai Kalaimagal College of Arts and Science and a Lecture on “Communication Skills” on 16.08.2017.

Training Programme on ‘Learn English-The Easy Way’ was conducted on 22.08.2017.

Department of Mathematics with Computer Applications

Bridge Course for Non-Mathematics Students of I year classes was conducted from 23.06.2017 to 30.06.2017.

Inauguration of Mathematics Association “MAZE-2017” by Dr.A.Vinodkumar, Assistenat professor, Amirtha School of Engineering, Amritha Vishwa Vidhyapeetham University, Coimbatore and a lecture on “Applied Mathematics and Computing” on 19.07.2017.



Online Aptitude tests for the students of III year UG classes were conducted from 28.08.2017 to 30.08.2017.

A Workshop on “Robotics” was conducted by Mr.D.Kannan, Associate Software Engineer, SPIRO Solutions Pvt Ltd., Coimbatore on 06.09.2017.

Department of Computer Science (UG & PG)



Inauguration of B.Sc CS, B.Sc IT and BCA associations by Mr.N.Vivek, Senior Associate, CTS, Coimbatore and a lecture on “Campus to Corporate” on 20.07.2017.

Personality Development Programme on “Easy Ways to Change Your Image” was organised on 21.07.2017. Mr. Sugumar, YRSK Technologies, Coimbatore, was the resource person.

Workshop on “PHP Programming and its Applications” on 10.08.2017 by Mr.Vijayakannan, PHP Developer, Net Tel Solutions, Coimbatore.

Faculty Development Programme on “Python” was conducted by Mr.M.Naveenkumar Web Developer, Accent Technosoft, Coimbatore.

Department of Information Technology (UG & PG)

An Inter Department Competition on “Best Programmer” was conducted and Mr.M.Pradeep of II BCA won the I Prize on 21.07.2017.

A Guest lecture on “Big Data Analytics” on 28.07.2017 by Mr. Goutham Kumar Shanmugam,

Technical Head, Accent Techno Soft, Coimbatore

One day Workshop on “Networking” on 09.08.2017 by Mr.C.Vijayakannan, Information Security Analyst, Accent Techno Soft, Coimbatore.

Intra Department competitions: Oral presentation on “Latest Technology Products” and Ms.PL.Valliyammai of I.B.Com won the I Prize on 11.08.2017.

One day Workshop on “Animation” on 24.08.2017 by Mr.C.Sivaprasad, Director, Operations Real work Studios, Coimbatore

Faculty Development Programme on “Cloud Computing” was organised on 22.09.2017. Mr.Mohan Leo Francis, Cloud Marketing Specialist, South Asia Thermofisher Scientific, Bangalore, was the resource person.



A Value Based Programme on “Think and Grow Rich” on 28.09.2017 by Mr.S.Sukumar, Founder and Director, Global Vision Training Academy, Coimbatore.

Department of Computer Applications

Guest Lecture on “Cloud Computing” was conducted on 04.08.17 by Mr.K.Periyaswamy, Software Trainer, YRSK Technologies, Coimbatore.

Intra Departmental Competitions on Paper Presentation, Movie Making, Logo Identification activities were conducted on 21.08.2017.



Personality Development Programme “Grooming on Personal Skills” by Mr.B.Narasimhan, Assistant Professor, NGP Arts and Science College, Coimbatore on 11.09.17

Department of Commerce with Computer Applications (UG & PG)

Art and Craft – Silk Threading” training Programme to the students of LML Orphanage, Thondamuthur on 24.06.2017 as extension activity.

Inauguration of Commerce CA Association “SKILL 2017” by Dr. M.Ganesan, Former Prof and Head, PG and Research Department of Commerce, NGM College. Pollachi and a lecture on “Winning Strategies” on 05.07.2017.

Guest Lecture on “Export Import Procedures and Documentation” on 21.07.2017 by Mr. R. Panjanathan, Senior Director, NPR Business Coaching Institute, Coimbatore.



Soft Skill Development Programme on “Power of

Mind” was conducted on 04.08.2017 in which Ganesh P.Arumugam, Head- Training and Development, Academy for Professional Development, NGM College, Pollachi, was the resource person.

Value Based Programme on “Abuse of Social Media on 09.08.2017 by Mr.S.M.Nathan, Android and Python Consultant, Accent Techno Soft, Coimbatore.

Industrial visit to Auto Shell Groups, SIDCO, Coimbatore.

Inter Department Competitions “ANTAR SAKHA MATASARAM” – Connection, Personality Identification, Quiz, Slogan, etc. were conducted on 18.08.2017.

Workshop on “Digital Marketing” was conducted by Mr.K.Santhoshkumar, Business Development Manager, Net Tel India Private Limited, Coimbatore, on 27.09.2017.

Workshop on “Multimedia Applications” for M.Com CA students on 27.09.2017 by Mr. M. Naveenkumar, Web Developer, Ample Tech, Coimbatore.

Dr. J.Karthikeyani presented a paper on “Goods and Services Tax (GST)”and Prof. B. Ramya presented a paper on “Impact of GST on Indian Economy” in One Day National Level Seminar on “Impact of Goods and Services Tax (GST)” at Dr. NGP Arts and Science College, Coimbatore.

Dr. B. Maheswari presented a paper on “Role of CSR Activities of Insurance Sector” in a National Conference on “Changing Landscape of the Insurance Sector” at Karpagam University, Coimbatore.

Department of Commerce & Commerce PA

Inauguration of Commerce association “CARVE-2017” by Mr.A.R. Ramasubramania Raja, Chairman, ICSI Coimbatore Chapter, Coimbatore and a lecture on “Knowledge Management” on 07.07.2017.



A Lecture on “Importance of Yoga” was organised on 02.08.2017. Mr.A.S.Sureash Kumar, Secretary, Vedam Kuluma Spiritual Trust, Coimbatore, was the guest speaker.

A Lecture on “Personality Development” on 03.08.2017 by Mr.Sakthivel Murugan, Managing Director, Be Positive Institute Private Limited, Coimbatore.

Inter Department Competitions: Facial Painting and Mehendi were conducted on 11.08.2017.

Industrial visit to Arivu Thiru Kovil, Aaliyar, Pollachi on 12.08.2017.

A Seminar on “Financial Education for Young Investors” was organised on 20.09.2017 in which Dr.P.Radhakrishnan, Professor and Head, Department of Management, Sree Narayana Guru Institute for Management and Studies, Coimbatore, was the guest speaker.

Industrial Visit to Chip Software, Cochin from 15.09.2017 to 17.09.2017.

Prof.E.Karthika and Prof.P.Pavithra presented a paper on “Challenges & opportunities of Digitalised Economy” in International Conference on “New Digital Economy in India” at Rathinam College of Arts & Science.

Prof.K.E.Hemapriya presented a paper on “Challenges & opportunities in Cyber Security” in International Conference on “New Digital Economy

in India” at Rathinam College of Arts & Science.

Department of Business Administration with Computer Applications

Hands on Training Programme on “Resume Preparation” for II BBA (CA) students was conducted on 07.06.2017.

In-House training Programme on “Team Building” for I BBA (CA) Students was arranged by Ms.C.Subha, Assistant Professor, Department of Business Administration (CA) on 27.06.2017.



Inauguration of Department Association “FUENTS-17” by Mr.N.Mahesh Kumar, Trainer, Lotus Knowlwealth Pvt Ltd.,Coimbatore and a lecture on “Capital Market” on 14.07.2017.

Inter Department Rangoli Competition on 10.08.2017.

An Employability Skill Development Programme on “Silk Thread Jewellery Making” for BBA (CA) girls Students was conducted by Ms.B.Preethi, Assistant Professor, PG Department of Commerce (IB) on 18.08.2017.

Skill Development Programme on “News paper Review” for I BBA (CA) boys students was conducted by Ms.S.Kanimozhi, Assistant Professor, PG Department of Commerce (IB) on 18.08.2017.

Hands-on training in “Libre-Office” for I BBA(CA) students on 24.08.2017 by Mrs.S.Kawsalya,

Assistant Professor, Department of Business Administration (CA).

A Seminar on “Science of Body Language” on 27.09.2017 in which Mr.K.K.Prasad, Business Consultant, Coimbatore was the resource person.

Department of International Business



Inauguration of the department association “INGENUITAS - 2017” and a lecture on “Export Opportunities for Entrepreneurs” on 19.09.2017 by Mr. N. Moosa, Director, Agro Corbons, Coimbatore. Visit to Coimbatore Marine College on 28.09.2017

Women Empowerment Cell

Lecture on “Legal Rights for Women” on 13.07.2017 by Mrs. M.Vennila, President, Women Advocates Association, Coimbatore.



A Workshop on “Self Defence for Women” was organised on 06.09.2017. Mr.R.V.B.Madhavan, Self

Vigilance and Counsellor, Aram Foundations, Coimbatore trained the volunteers.

Talkers Club

Talkers Club organised 'Role play and Tell a Tale' on 23.08.2017.

Students from Talkers Club participated in a 'Debate' on 27.09.2017.

Sports and Games

Bharathiar University Inter Collegiate Volley Ball Men Tournament was conducted on 21.09.17 and 22.09.17.



National Service Scheme

70 volunteers of NSS participated in the International Yoga Day Celebration organized by Bharathiar University on 21.06.2017

100 NSS Volunteers attended Hundial Counting work at Maruthamalai Temple on 27.06.2017.

10 NSS Volunteers attended an awareness programme and a Demo regarding the enrolment of names in Voters List on 30.06.2017.

Nearly 75 students who have completed 18 years enrolled their names in the voters list and 10 faculty members made changes in Voter - id card through

online in our college lab with the help of NSS Volunteers and a team of members from Perur Taluk office on 18.07.2017.



Fifty girl students participated in the Handloom Fashion Show and Quiz Competition conducted for the celebration of National Handloom Day on 02.08.2017 at 10.00 am in College Auditorium.

All the second year students attended a Seminar on "Aids Awareness and Blood Donation Awareness" conducted by Mr.J.Regin Kumar, ICTC Counsellor, Govt Hospital, Thondamuthur, Coimbatore on 22.08.2017.

All the first year students attended a Seminar on "Dengue Fever Awareness" conducted by Mr.G.Rajasekar, Health Inspector, Vadavalli, Coimbatore, on 22.08.2017.

A Seminar on "World Population Day" was conducted by M.R.Krishnan, Block Health Statistician, Govt Primary Health Centre, on 22.08.2017. 121 students attended and also participated in an essay writing competition. Three of our students won first, second and third places and received Cash Prizes.

“Child Labour Eradication Rally” was conducted in Thondamuthur, in association with National Child Labour Project, Coimbatore Division, on 07.09.2017. Sixty five NSS Volunteers participated in the rally.

23 NSS volunteers participated in the Quiz Competition on “Eye Awareness Program” organised by Vasan Eye Care Hospital, Coimbatore on 23.09.2017

Red Ribbon Club

Eye Screening Test by a team doctors from Lotus Eye Care Hospital, Coimbatore on 01.09.2017.



ECO Club



The members of ECO Club visited Gass Forest Museum at Coimbatore on 23.07.2017.

Citizen Consumer Club

A Seminar on “Consumer Protection Act” was organised on 17.07.2017 in which Dr.N.Pratheep kumar, General Secretary, Tamil Nadu Consumer Association and Mr.Guhan, Partner, Annai Abirami Gas Agency, Vadavalli were the resource persons.

Auditors' Club

Inauguration of Auditors' club by CA. S.Sasikala, Auditor Coimbatore and Lecture on “Recent Trends in Auditing” on 18.07.2017.



Fine Arts Club



The members of Fine Arts Club visited DJM Photography Exhibition on 02.08.2017, organised at Kasthuri Sreenivasan Cultural Center, Peelamedu. Inter Department Drawing Competition was conducted on 04.08.2017.

Placement Cell

S.No.	Name of the Company	No. of Offers
1	IDBI Federal Life Insurance	49
2	KGISL BPO	01
3	Apollo Munich Health	63

Our Key Recruiters

