

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 year of 2024 -2025 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

Patron

Dr. N. Mala, Principal

Co-Ordinators

Prof.S.Sowmiya, Department of Commerce CA

Prof.V.Divya, Department of English

Prof.D.Srivasanthagokila, Department of Commerce

KKCAS Highlights

Recognized as **Knowledge Centre** to train students under ITC Infotech' STEM education programme Enabling IT industry readiness.



Education World Magazine Ranking 2025:
63rd place in Tamilnadu and
8th place in Coimbatore.



Grand Alumni Reconnect 25,
Batch: 1996-2024 on 05.01.2025



Venue partner for RR Takies debut Project
RAASATHIYAE – A Grand Album Song
Release on 23.01.2025



கோவை கலைமகள் கலை மற்றும் அறிவியல் கல்லூரி, உலகத் திருக்குறள் மையம் இணைந்து நடத்திய திருக்குறள் உலக நூல் உலகச் சாதனை மாநாடு 100 நிகழ்வில் நமது கல்லூரியில் திருவள்ளுவர் கூறும் செல்வங்கள் என்ற தலைப்பில் ஆய்வரங்கு நடைபெற்றது. இவ்வாய்வு அரங்கிற்கு 14 பேராசிரியப் பெருமக்கள் கட்டுரைகளை எழுதினர். அவற்றை நூலாக்கம் செய்து நூல் வெளியீட்டு விழாவும் நடைபெற்றது - 25.01.2025.



Mrs.P.Sheeba, Ms.M.Stefi Flora, Mrs.S.Gokulpriya and Mr.R.Lakshmanan received the **Thirukural Maamani Award** and for presenting the best paper at the World Thirukural Research Conference on 25.01.2025.



Dr.G.S.Gowri, Ms.M.Arunadevi and Ms.S.Sowmiya received the **Thirukural Peroli Award** and for presenting the best paper at the World Thirukural Research Conference on 25.01.2025.



Ms.M.Stefi Flora, Assistant Professor, Department of English cleared the UGC NET Examination on 22.02.2025.



Comprehensive Green Audit was conducted by The Nature Science Foundation on 03.02.2025



MOU has been signed with YI (Young Indians) Coimbatore for Industry Exchange Collaboration on 28.04.2025.



Faculty Timeline

Dr. R.Sudha served as resource person in Tamil Kuudal “**Ilakkiyankalil Manitham**” on 30.01.2025 at Govt.Hr.Sec.School, Narasipuram, Coimbatore.



Dr.N.Mala Principal, KKCAS served as NAAC Peer Team Member at Shikshan Mandal Karad's Mahila Mahavidhyalaya College , Maharastra on 06.02.2025 & 07.02.2025.



Dr.G.S.Gowri served as a resource person and delivered a motivational speech at the Tamil Kuudal event organized at Government Higher Secondary School, Narasipuram, on 07.02.2025.



Faculty Participation

Ms.Ishwarya M has attended one week virtual FDP on **“Data Analysis Using SPSS in Quantitative Research – ISRT”** from 05.11.2024 to 09.11.2024.

Mrs.Radhapriyadharshini K, Ms.Ishwarya M and Ms. Rajakumari R attended a Three days FDP on **“Digital Marketing”** at Infosys BPM Campus, Mysore from 12.11.2024 to 14.11.2024.



Mrs.Tresa Varghese, Ms.Priyadharshini M, Mrs.S.Santhya, Ms.S.Maalathi, and Ms.R.Myvizhi attended Five days FDP on **“Sales Force Platform Developer”** at Hindusthan College of Arts and Science from 25.11.2024 to 29.11.2024.



Ms. Kiruthika R and Ms.S.Smriti has attended One Day Teachers Conference on the theme **“Empowering Educators”** at ICSI Coimbatore on 29.11.2024.



Ms.G.Dharshana, Mrs.A.Nivetha, Mrs.A.Kirubha, Mrs.V.Ompriya and Mr.K.Vignesh have attended Five days FDP on **“Microsoft Power BI Data Analyst”** organized by ICT Academy, CIET from 02.12.2024 to 06.12.2024.



Dr.D.Umanandhini, Mrs.C.Senbagavalli, Mrs.S.Narmadha and Mrs.A.Kirubha attended a One Day National Level virtual Faculty Development Programme on **“ICT Tools for Teaching and Learning in HEIs”**, held on 06.12.2024.

Dr.D.Umanandhini, Mrs.A.Nivedha Mrs.C.Senbagavalli, Mrs.V.Ompriya, Mrs.S.Narmadha and Mrs.A.Kirubha participated in a virtual FDP on **“Financial Education – A Life skill under NEP 2020”** on 11.12.2024.

Ms.L.Dharani Priya, Dr.G.S.Gowri, Ms.S.Maalathi and Mrs.K.Tharani have attended One Day National Level Virtual FDP on **“AI Tools for Research in HEI’s”** sponsored by IOT Academy on 14.12.2024.

Faculty members of KKCAS have attended one day National Level virtual FDP on **“Teaching Pedagogy and the Art of Teaching”** sponsored by IOT Academy on 21.12.2024.

Dr.V.Vijayalakshmi has attended One day National Level Virtual FDP on **“Research Methodology”** sponsored by IOT Academy on 31.12.2024

Dr.V.Vijayalakshmi has attended National Level Workshop on **“GST Accounting with Tally Prime”** at St. Joseph’s College for Women, Tirupur from 08.01.2025 to 10.01.2025

Dr.V.Vijayalakshmi has attended one week virtual FDP on **“The Art of Research”** sponsored by IOT Academy from 06.01.2025 to 13.01.2025.

Ms.Smrithi.S has attended One week virtual FDP on **“AI Powered Learning: Shaping the Future of Education”** organized by Vivekanandha Arts and Science College for Women from 20.01.2025- 25.01.2025

Dr.V.Vijayalakshmi has attended Organ Donation Awareness Programme on **“Gift Organ Give Life”** organized by NSS, Bharathiar University at SNR Auditorium on 22.01.2025.

Mrs.P.Narmadha, Ms.P.Vela Muruga Anuragini and Mr.K.Vignesh have attended three Days FDP on **“Data Analytics”** at Infosys BPM, Chennai from 22.01.2025 to 24.01.2025.



The Faculty member of KKCAS has attended one day National Level Virtual Conference on **“The Emerging Technologies in Computer Science”** organized by KKCAS and IOT Academy on 24.01.2025.

Ms. Kiruthika R has attended one day virtual FDP on **“AI Tools for Teaching and Research”** sponsored by IOT Academy on 24.01.2025.

திருமதி ச. கோகுல்பிரியா – “தமிழ்மொழி மற்றும் இலக்கியத்தின் பரிணாமத்தைக் கணிப்பதில் செயற்கை நுண்ணறிவு” என்ற தலைப்பில் இணையவழி இரண்டு நாள் பன்னாட்டு ஆசிரியர் திறன் மேம்பாட்டு பயிற்சியில் கலந்து கொண்டார். நிகழ்வு: பூசாகோ அரகிருஷ்ணம்மாள் மகளிர் கல்லூரி, தமிழ்த்துறை. 27.01.2025 – 28.01.2025

Dr.V.Vijayalakshmi has attended NSS State level Workshop on “**Youth for Social Justice-2025**” at Bharathiar University from 31.01.2025 to 02.02.2025.

Ms. R. Myvizhi attended a virtual Webinar on “**Basics of Word Press**” organized by SEMS Welfare Foundation & DIGISAMAKSH (P) Ltd held on 04.02.2025.

Mrs. C. Senbagavalli and Mrs. V. Ompriya attended a virtual Webinar on “**Cyber Security**” organized by SEMS Welfare Foundation & DIGISAMAKSH (P) Ltd held on 05.02.2025.

The Faculty members of School of Computer Science have participated in the five-day virtual Faculty Development Programme on “**AI Tools**”, organized by Dayananda Sagar Academy of Technology and Management in association with Brainovision Solutions Private Limited in collaboration with AICTE from 17.02.2025 to 21.02.2025

திருமதி ச. கோகுல்பிரியா அவர்கள் 17.02.2025 – 21.02.2025 அன்று தேனி கம்மவார்சங்கம் கலை மற்றும் அறிவியல் கல்லூரி கொடுவிலார்பட்டி தேனி நடத்திய “தமிழ் இலக்கியங்களில்

பன்முகநோக்கு” என்ற தலைப்பிலான இணையவழி ஆசிரியர் திறன் மேம்பாட்டு பயிற்சியில்கலந்துகொண்டார்

Dr.V.Vijayalakshmi has attended “**National Integration Camp 2025**” at Vivekananda College Kanyakumari from 22.02.2025 to 28.02.2025

Ms. Ishwarya M has attended Three Days virtual FDP on “**Research Ascent**” at GRG School of Management from 25.02.2025 to 27.02.2025

Ms.B.Dhanya has attended International Conference on “**Rethinking Business Strategies in Digital era**” at VLB Janakiammal College of Arts and Science on 28.02.2025.

Ms.S.Sowmiya and Ms.Smrithi.S have attended One Day virtual FDP on “**Innovative Teaching Pedagogy & Skills Component of NEP**” organized by Rev.Jacob Memorial Christian College on 01.03.2025

The Faculty members of School of Commerce & Management has attended one day virtual FDP on “**AI Tools in Business Management**” at VLB Janakiammal College of Arts and Science, Coimbatore on 26.03.2025

Faculty Paper Presentation

Ms.Ishwarya M presented a paper International Conference on “**Perception of Gen X, Millennials, and Gen Z towards the Indian Film**” at Knowskills TVET College laxenia international Institute of Switzerland Malaysia Campus on 22.11.2024

Ms.Ishwarya M presented a paper virtual International Conference on **“Exploring the Future of Automation in HR: Trends, Challenges, and Opportunities”** at Sunway University, Malaysia from 15.12.2024 to 16.12.2024

Ms.S.Sowmiya presented a paper **“Artificial Intelligence and Machine Learning: Implications & Applications”** in One day National Level seminar on Digitalization in Insurance Industry: A New Era at Sri Ramakrishna College of Arts & Science, Coimbatore on 24.01.2025

Dr.D.Umanandhini and Mrs.A.Nivedha presented their paper entitled **“Early Detection of Autism Spectrum Disorder Using Neural Networks and Deep Learning”** in a one day virtual conference on Emerging Technologies in computer science organized by School of Computer Science on 24.01.2025

Dr.P.Ponsekaran exhibited his research paper titled **“Improving the Energy Efficiency of Wireless Sensor Networks for Applications in the Mine Industry”** in a one day virtual conference on Emerging Technologies in computer science organized by School of Computer Science on 24.01.2025

Mr.G.Arunkumar presented a paper titled **“A Review of User Stories for Model Explanations In The Direction of Human-Centred Explainable AI”** in a one day virtual conference on Emerging Technologies in Computer Science organized by School of Computer Science on 24.01.2025.

Ms.S.Malaathi presented her paper on **“Internet of Things (IoT)”** in a one day virtual conference on Emerging Technologies in

Computer Science organized by School of Computer Science on 24.01.2025.

Mrs.S.Santhya presented her paper titled **“Detection of Plant Leaf Diseases Using Image Segmentation and Soft Computing Techniques”** in a one day virtual conference on Emerging Technologies in Computer Science organized by School of Computer Science on 24.01.2025.

Mrs.C.Senbagavalli and Mrs.S.Narmadha presented their research paper entitled as **“An Overview Of Early Detection Of Bone Cancer Using Machine Learning: Challenges, Advances, And Opportunities”** in a one day virtual conference on Emerging Technologies in Computer Science organized by School of Computer Science on 24.01.2025.

Mrs.V.Ompriya presented her paper titled **“Cancer Detection Using Machine Learning Techniques: A Comprehensive Study”** in a one day virtual conference on Emerging Technologies in computer science organized by School of Computer Science on 24.01.2025.

Mr.S.Manikandan presented his paper entitled **“Brain Image Classification Based on Segmentation Using Enhanced Neural Network Methods”** in a one day virtual conference on Emerging Technologies in computer science organized by School of Computer Science on 24.01.2025.

Dr.S.Gowri and Ms.R.Myvizhi presented their paper on **“Deploying Data Science with Blockchain”** in a one day virtual conference on Emerging Technologies in computer science organized by School of Computer Science on 24.01.2025.

Mrs.A.Kirubha presented her paper titled **“Cancer Detecting using Machine learning techniques: A comprehensive study”** in a one day virtual conference on Emerging Technologies in computer science organized by School of Computer Science on 24.01.2025.

Mrs.K.Tharani presented her paper entitled **“5 G Network A New Expression into the upcoming: Beyond All Generation Networks”** in a one day virtual conference on Emerging Technologies in computer science organized by School of Computer Science on 24.01.2025.

Ms.S.Sowmiya presented a paper one day National Level seminar on **“The Role of Technology in Enhancing Sustainable Development”** at Sri Ramakrishna College of Arts and Science on 31.01.2025 (ISBN: 978-93-341-7435-9)

Ms.Ishwarya M presented a paper virtually on **“Role of Emerging Technologies in Modern HR Practices”** in International Conference on Management & Information Technology in Industry 5.0 at NGI B' School from 31.01.2025 to 01.02.2025

Mrs. Tresa Vargheese presented a paper on **“Application of technology in commerce management and economics”** at PPG College of Arts and Science on 13.02.2025

Ms.S.Sowmiya presented a paper **“Women Entrepreneurs”** in International Level Case Study Analysis & Presentation at Hindusthan College of Arts and Science, Coimbatore on 27.02.2025

Ms.G.Dharshana presented a paper **“E-Commerce and Digital Supply Chain”** in International Conference on rethinking business

strategies in digital era at VLB Janakkiammal college of Arts and Science on 28.02.2025

Mrs.S.Selvakumari presented a paper **“Digital marketing and consumer engagement”** in International Conference on rethinking business strategies in digital era at VLB Janakkiammal college of Arts and Science on 28.02.2025

Ms.Yogavarshini.A presented a paper **“E-Commerce and Emerging Marketing Trends”** in International Conference on rethinking business strategies in digital era at VLB Janakkiammal college of Arts and Science on 28.02.2025

Ms.M.Arunadevi presented a paper **“Data Driven Decision Marketing”** in International Conference on rethinking business strategies in digital era at VLB Janakkiammal college of Arts and Science on 28.02.2025

Ms.Smrithi.S presented a paper **“AI- Powered Customer Insights for personalized Marketing Strategies”** in International Conference on navigating the digital revolution at Sree Saraswathi Thyagaraja College on 05.03.2025

Mrs.Shanmugapriya.B presented a paper **“Financial management and its concepts”** in International Conference on Navigating the digital revolution at Sree Saraswathi Thyagaraja College on 05.03.2025

Ms. Ishwarya M presented a paper on **“Employee Engagements Level across Generations: A Comparative Analysis”** at Xavier Institute of Management and Entrepreneurship, Chennai on 12.03.2025

Ms.P.Vennila and Mrs.K.Radhapriyadharshini presented a paper on **“Exploring Gen. AI in Multidisciplinary innovations and contemporary landscape”** at Dr.SNS College from 12.03.2025 to 13.03.2025

Dr.D.Umanandhini, Mrs.C.Senbagavalli and Mrs.A.Nivedha presented their paper on **“Artificial Intelligence in Medicine: A Deep Learning Approach to Healthcare Innovation”** in a International Virtual Conference organized by Sri Ramakrishna College of Arts and Science, Coimbatore on 21.03.2025.

Mrs.A.Kirubha presented a paper on **“Advances in robotics and artificial intelligence: A Comprehensive Review”** in a International Virtual Conference organized by Sri Ramakrishna College of Arts and Science, Coimbatore on 21.03.2025.

Faculty Paper Publications

Ms. Vennila.P and Ms. Rajakumari R published a paper on **“The Study of Strategic Management in E - Commerce Enterprises”**, INSPIRA, Volume:10, Book No:4, Page No:37-42, ISSN:2395-7069, Impact factor - 6.751 on 18.11.2024

Ms. Kiruthika R published a paper on **“An Analysis of Restaurants in Coimbatore with Emphasise on Chick burg”**, UGC CARE Journal, Volume/Pg.No Series:22, Book No:28 ISSN 0972-9682 - Impact Factor 7.138 on 25.11.2024

Ms.B.Dhanya published a paper on **“A Study on Customer Perception Towards The E-Banking Services Provided by the Federal Bank with Special Reference to Coimbatore City”**, Peer Reviewed Journal, International

Journal of Scientific Research and Engineering Development, ISSN: 2581-7175, Volume 7, Issue 6, Impact factor 5.735 on 06.12.2024

Mrs.S.Selvakumari published a paper on **“Shopper’s Demographics influencing shopping preferences in malls at Coimbatore city”**, Business Studies journal - XLV,No:2, Impact factor - 6.986 on December 2024.

Dr.V.Vijayalakshmi published a paper on **“Financial Ability and Risk Analysis of Multi-Level Marketing Companies in India: A Comparative Study using the Z-Score model”**, UGC CARE Approved, Group I Peer Reviewed, Indian Journal of Economics and Research, ISSN:2278-1811, Vol 13, Issue 03,No.03, impact factor 6.718 on December 2024.

Dr.V.Vijayalakshmi published a paper on **“Challenges in Multi-Level Marketing Industry”**, Double-Blind Peer Reviewed, UGC CARE Listed Journal, IPE Journal of Management, ISSN: 2249-9040, Vol 14, No 06, impact factor 7.138 on December 2024.

Ms.S.Sowmiya published a chapter **“Retail and Brand Management”** (ISBN: 978-81-984393-7-6) in Book chapter SHODHCOLD: Innovative Pathway on Multidisciplinary Approach to Sustainable Development in Multi Spectrum Publication on January 2025.

Dr. D. Umanandhini and Mrs. A. Nivedha published a paper titled **“Early Detection of Autism Spectrum Disorder Using Convolutional Neural Networks and Deep Learning”** through IOT Academy, with ISBN 978-93-93622-65-5 in January 2025.

Dr. P. Ponsekar has published his research paper on **“Enhancing the energy efficiency of wireless sensor networks for applications in the mining industry”** through IOT Academy, with ISBN 978-93-93622-65-5 2025in January 2025.

Mr.G.Arunkumar authored a paper **“Review of user stories for model explanations, focusing on human-centered explainable AI”** through IOT Academy, with ISBN 978-93-93622-65-5 in January 2025.

Ms.S.Maalathi published a paper on the **“Concepts and applications of the Internet of Things (IoT)”** through IOT Academy, with ISBN 978-93-93622-65-5 in January 2025.

Mrs.S.Santhya published her research on the **“Detection of plant leaf diseases using image segmentation and soft computing techniques”** through IOT Academy, with ISBN 978-93-93622-65-5 in January 2025.

Mrs.C.Senbagavalli and Mrs.S.Narmadha published **“An Overview of Early Detection of Bone Cancer Using Machine Learning: Challenges, Advances, and Opportunities”** through IOT Academy (ISBN: 978-93-93622-65-5) in January 2025.

Mrs.V.Ompriya and Mrs.A.Kirubha published a comprehensive study titled **“Cancer Detection Using Machine Learning Techniques”** through IOT Academy (ISBN: 978-93-93622-65-5) in January 2025.

Mr.S.Manikandan published a paper on **“Brain Image Classification Based on Segmentation Using Enhanced Neural Network Methods”** through IOT Academy (ISBN: 978-93-93622-65-5) in January 2025.

Dr. G. S. Gowri and Ms. R. Myvizhi published a paper on **“Deploying Data Science with Blockchain”** through IOT Academy (ISBN: 978-93-93622-65-5) in January 2025.

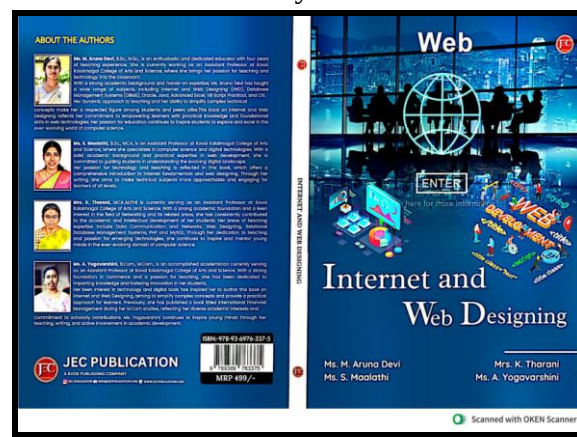
Mrs. K. Tharani authored a paper titled **“5G Network: A New Expression Into the Upcoming – Beyond All Generation Networks”** through IOT Academy (ISBN: 978-93-93622-65-5) in January 2025.

Ms.B.Dhanya, published a Chapter on **“Internet of Things”**, IOT Academy journal, ISBN: 978-93-48990 on 02.02.2025

Ms. Rajakumari R published a Book on **“Marketing Management”**, JEC Publication, ISBN No 978-93-6175-191-2 on 18.03.2025

Ms.S.Smrithi and Ms.B.Dhanya published a paper on **“Blockchain Technology in E-Commerce: Improving Trust and Transparency”**, JSER-Multidisciplinary Research in Innovation & Technology book, SJ Publication, ISSN No: 978-81-986573-4-3 on March 2025.

Ms.M.Aruna Devi, Ms.S.Maalathi Mrs.K.Tharani, and Ms.A.Yogavarshini published a Book on **“Internet and Web Designing”**, JEC Publication, ISBN No: 978-93-6976-337-5 on May 2025.



Students Corner

Ms.P. Bhavatharani of II B.Sc. IT won the 1st Prize in the Divisional Level **Throwball Tournament** on 08.12.2024.



Mr.B. Lingeshwaran of BBA (CA) won **First Place (Gold Medal)** in Bharathiar University Tournament in Boxing (Men) on 08.12.2024.



Mr.S.Varun of I B.Com (CA) won **3rd Prize Cash Reward Rs.1500** received in the Science Exhibition in District Level Youth Mela organized by Nehru Yuva Kendra, Central Ministry of Youth Affairs and Sports at Kongunadu College of Arts and Science held on 11.12.2024



Ms.P. Amsaveni and Ms.G. Sneha of I B.Sc. Computer Science participated in the **Face Painting competition at Phronesis**, secured the Runner position with a **cash prize of Rs.1000** at Karunya University on 13.12.2024.



Mr.B.Lingeshwaran of BBA (CA) participated in the All India Inter-University Boxing (Men) Guru Kashi University, Bathinda, Punjab from 26.12.2024 to 30.12.2024

Mr.S.Sabarish of III B.Com (CA) won **Bronze Medal** in the Senior Mens under 30 QWAN Individual categories, Weapons Senior under 30 Mens category, and Full Contact Fighting Senior Boys under 65 Kg categories in 6th National QWAN KI DO Championship 2024 – 25 Organized by Amateur Qwan Ki Do Association Madhya Pradesh at Indore Public School, Indore, Madhya Pradesh held on 03.01.2025 to 05.01.2025



Mr.G. Kishore Kumar of I B.SC IT participated in Male Senior Kata Category in 2ND TGKF TN Karate DO Selection & Championship2025 (Men) and won **Third Place** on 05.01.2025



Mr.Kishore Kumar.G of I B.Sc (IT) won **Gold Medal** in Kata organized by National Youth Sports and Education Federation India held on 19.01.2025



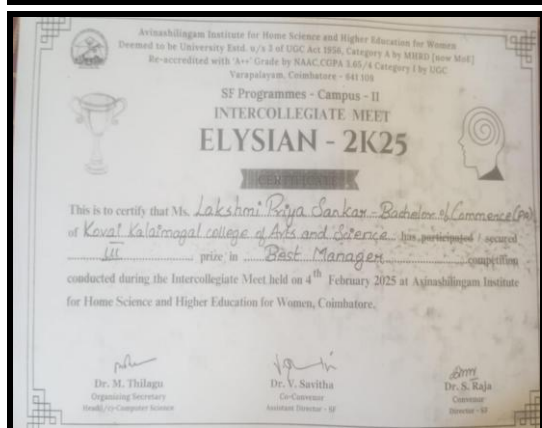
Mr.Kishore Kumar.G of I B.Sc (IT) won **Gold Medal** in Karate under 17 men category organized by Open State Silambam Karate & Yoga Championship 2025 held on 19.01.2025

Mr.S.Sabarish of III B.Com (CA) won **Best Student Performer in NUNCHAKU for 60 minutes** in the Noble Book of World Records Organized by The Golden Stars Academy held on 02.02.2025





Ms.S.Lakshmipriya of I B.Com (PA) won **III Prize** in Best Manager Competition conducted during the Intercollegiate Meet 2025 at Avinashilingam Institute of Home Science and Higher Education for Women held on 04.02.2025



Mr.Kishore Kumar.G of I B.Sc (IT) won **Gold Medal** in Karate organized by National Youth Sports and Education Federation India held on 02.03.2025

Ms.S.Lakshmipriya of I B.Com (PA) won **I Prize** in Paper Presentation and **II Prize** in Best Manger at CIET held on 27.03.2025



Paper Presentation & Publication by Students

Mr.R.Reji of II B.Com (CA) presented a paper on “**Green Finance and Impact Investing: Strategies for Accelerating India’s Green and Blue Economy**” ICSSR – SRC Sponsored one day seminar by Rathinam College of Arts and Science on 29.01.2025

Mr.N.Eswaramoorthy of II M.Com (CA) and Ms.N.Nandhini of II B.Com (CA) presented a paper in one day National Level seminar on “**The Role of Technology in Enhancing Sustainable Development**” at Sri Ramakrishna College of Arts and Science on 31.01.2025 (ISBN: 978-93-341-7435-9)

Mr.N.Eswaramoorthy of II M.Com (CA) and Ms.N.Nandhini of II B.Com (CA) published a chapter on “**Retail and Brand Management**” (ISBN: 978-81-984393-7-6) in Book chapter SHODHCOLD: Innovative Pathway on Multidisciplinary Approach to Sustainable Development in Multi Spectrum Publication on January 2025.

Ms.K.Ragavi of III B.Com (CA) presented a paper on **“Women Entrepreneurs”** in International Level Case Study Analysis & Presentation at Hindusthan College of Arts and Science, Coimbatore on 27.02.2025

Students of II B.Com presented a paper on **“E-Commerce and Digital Supply Chain”** in International Conference at VLB Janakiammal College of Arts and Science, Coimbatore on 28.02.2025

Students of I B.Com presented a paper on **“Rethinking Business Strategies in Digital era”** in International Conference at VLB Janakiammal College of Arts and Science, Coimbatore on 28.02.2025

Students of I B.Com (CA) presented a paper various topics on **“E-Commerce and Emerging Marketing Trends, Drives of Digital Transformation, AI & Automation and Digital Marketing and Consumer Engagement”** in International Conference at VLB Janakiammal College of Arts and Science, Coimbatore on 28.02.2025

Mr.Muruganantham.J and Sabeena.R of II M.Com (CA) presented a paper on **“AI-Powered Customer Insights for personalized Marketing Strategies”** in International Conference on Navigating the digital revolution at Sree Saraswathi Thyagaraja College on 05.03.2025

Mr.N.Eswaramoorthy of II M.Com (CA) presented a paper on **“Financial management and its concepts”** in International Conference on Navigating the digital revolution at Sree Saraswathi Thyagaraja College on 05.03.2025

Online Course Completion

Nine students of School of Commerce completed the Online Course on **Project Management** and Six students School of Computer Science completed the online course **Foundation of Cloud IoT Edge ML** in NPTEL Online Platform.

Celebration of Commemorative Days

Celebrated Bharathiar Birth Anniversary on 11.12.2024



Republic Day celebrated on 26.01.2025.

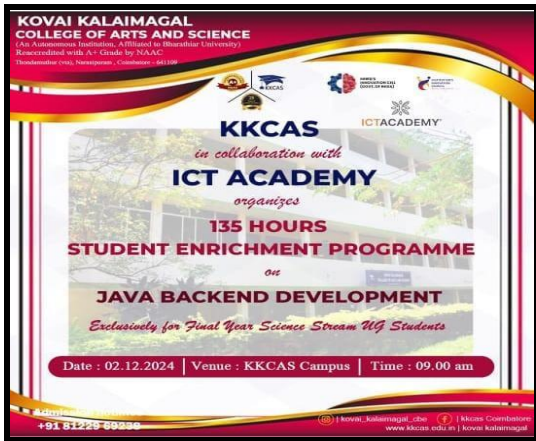


Celebrated Mahatma Gandhi Memorial Day on 30.01.2025



Student Enrichment Programme

A 135-hours Valued Added Programme on
“JAVA BACKEND DEVELOPMENT”
 sponsored by ICT Academy from 02.12.2024 to
 13.02.2025



Common Programme

29th Annual Day Celebration on 19.03.2025.

Chief Guest: Madurai V.Ramakrishnan,
Dynamic Speaker, Author, VJ, Entrepreneur.



Lighting Ceremony & Thanks Giving Day Celebration on 03.04.2025



Farewell Party on 26.04.2025





Market Mela 2K25 - organized on 18.02.2025.

Department Activities

School of Commerce and Management

One day Seminar on “**Impact of Company Secretarial Practice in Business**” organized by School of Commerce and Management held on 26.12.2024 at college auditorium. Resource Person: CA C. Sakunthala, Practicing Chartered Accountant, Vice Chairman of ICSI Coimbatore Chapter.



Pongal Celebration as Extension activity on 10.01.2025 at Little Hearts Vocational Training Center for Mentally Challenged, Iruttupallam, Coimbatore.



School of Computer Science

Pongal Celebration at Senior Citizen Home, Sennanur on 10.01.2025



One Day Virtual National Conference on “Emerging Technologies in Computer Science” held on 24.01.2025 organized by School of Computer Science.

Clubs, Cells, Centres and Academy

Citizen Consumer Club

Slogan Writing, Drawing, Poetry and Essay Writing Competition on “Fair and Responsible Artificial Intelligence for Consumers” on 11.12.2024



Talker's Club

Oratory Competition on 23.12.2024



PI Club

Quiz and Dumb Charades Competitions on the occasion of Srinivasa Ramanujam Birth Anniversary on 24.12.2024.



Fine Arts Club

Cultural Meet-FESTEDIA 2025 on 21.02.2025
Chief Guest: “THE SHE UNIT”, Instagram Influencers.



An Inter Collegiate Cultural Fest “FLABBERGAST - 2025” on 14.03.2025.
Chief Guest: Ms.Pranika Dhakshu, Actress, Chennai.



Sports Club

Kalaimagal Trophy 2024 An Inter- School Sports Meet on 30.11.2024



Annual Sports Meet 2025 on 10.03.2025.
Chief Guest: Mr.S.Felix Edward, International Football Player, Indian Bank Senior Manager, Head Quarters, Chennai.

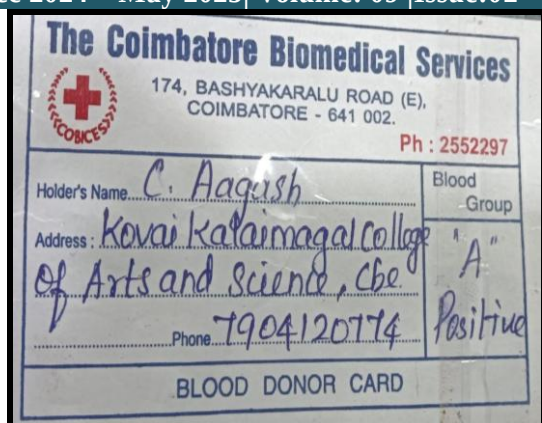


Youth Red Cross (YRC)

Mrs. C. Umamaheswari attended Inauguration of DANA Blood Center at Koundampalayam on 20.11.2024



Mr.C.Aagash of III-B.Com (CA) donated blood at The Coimbatore Biomedical Services on 18.12.2024



Red Ribbon Club (RRC)

Pledge taken on AIDS Awareness Day on 02.12.2024



Blood Donation Camp on 27.12.2024



National Service Scheme (NSS)

21 students attended Central Digital Library Inauguration at Gandhipuram, Coimbatore on 06.11.2024



Mega Free Medical Camp in collaboration with KMCH-IHSR for nearby villagers on 10.11.2024



Mr.K.Vignesh received appreciation certificate for Blood Donation from our District Collector Dr. Kiranthi Kumar on 22.11.2024



A slogan-writing contest was conducted as a part of the “**Celebration of National Youth Day**” and Birth Anniversary of Swami Vivekananda on 12.01.2025



Online quiz on the topic “**Indian Constitution Day**” on 25.11.2024

Celebrated Dr.B.R.Ambedkar Birth Anniversary and Pledge taken on “**Indian Constitution Day**”- 26.11.2024



Mr.R.Krithick Roshan and Mr.B.Lokeshkumar of III B.Com participated in Organ Donation Awareness Programme at Sri Ramakrishna College of Arts & Science on 22.01.2025



Pledge taken on Human Rights Day on 10.12.2024



Pledge taken on National Voters Day on 25.01.2025



Dr.V.Vijayalakshmi NSS PO & the students Mr.Dinesh of II B.Com Mr.Rubanraj of II B.Com (CA) and Lakshmipriya of I B.Com (PA) attended State Level Workshop on Youth for Social Justice from 31.01.2025 -02.02.2025



Pledge taken on Social Equality and Justice on 01.02.2025



Pledge taken on Abolition of Debt Slavery on 07.02.2025



NSS Special Camp on “Youth for Mybharat” at Jahirnaikanpalayam from 03.02.2025 to 09.02.2025



Mr.E.Rubanraj of II B.Com (CA) attended State level workshop on “Youth for Reviving Traditional Sports & Games” at Trichy from 07.02.2025 to 09.02.2025



Distributed Deworming Tablets to students on 17.02.2025



Dr.V.Vijayalakshmi, NSS PO and Mr.R.Karthick of II BBA (CA) attended the National Integration Camp at Nagarkovil from 22.02.2025 to 28.02.2025



Ms.S. Lakshmi Priya of Ist B.Com (PA) participated in TN NSS Youth Festival – 2025 at VIT Campus, Chennai from 13.03.2025 to 17.03.2025



Ms.M.Dhivya Shasha of II B.Com (CA), Mr.R. Rajesh of I B.Sc AI & ML and Ms.S.Sathya of I B.Sc (IT) were selected to participate in District level Youth Parliament at Sri Ramakrishna College of Arts & Science on 20.03.2025



All NSS PO's attended PFMS Orientation and "Trainers for Training" (Buds) on 24.03.2025

Online quiz conducted in commemoration with Dr.B.R.Ambedkar's Birth Anniversary on 16.04.2025

ECO Club

Environmental Awareness drama on 29.01.2025



Anti-Drug Club

Seminar on "Redefining life: A Future without Drugs", Resource Person: Dr.M.Helena Selvakodi, Satellite clinic Psychiatrist, DMHP Coimbatore, Founder Anandham Mind Care Foundation, Coimbatore on 12.12.2024



Peer Education on Drug Abuse on 31.01.2025

Awareness Seminar on Drug Abuse - “Causes and Effects of Drug Abuse” on 06.02.2025

Road Safety Club (Uyir Club)

Helmet & Road Safety Awareness Rally at Selvapuram on 30.01.2025



Helmet Awareness Rally at College Campus to promote the importance of Helmet on 31.01.2025



Road Safety and Helmet Awareness Rally at Jagirnaicken Palayam associated with rural panchayat on 05.02.2025



Women Empowerment Cell

Women's Day Celebration on 08.03.2025



Mrs.K.Tharani attended a seminar on the Topic “Magudam Sudum Mangaiyar Orunaal” at sundapalayam on 15.03.2025.



IPR cell

Ms.D.Srivasanthagokila and Ms. Ishwarya M have attended One day FDP on “IPR translating Research From campus to corporate world” organized by IPR cell, Bharathiar University on 31.01.2025.



Entrepreneurship Development Cell

Industrial Visit to “Tamila Industry Private Limited” Kalapatti, Coimbatore on 12.03.2025



Best Manager Activity on 13.03.2025



தமிழ் மன்றம்

மடல் எழுதுதல் போட்டி - 17.12.2024



தமிழர் திருநாள் கொண்டாட்டம் - 11.01.2025 -

திரு.ப.நடராஜன், திரு.குட்டியண்ணகவுண்டர்
நரசிபுரம்.



மகளிர் தின விழா கொண்டாட்டம் - இணைந்து
நடத்தியவர்: திரு.அப்துல் மதின்
சந்தைபடுத்துதல் மேலாளர், மலபார் கோல்டு &
டைமண்ட்ஸ், ஒப்பணக்கார வீதி,
கோயம்புத்தூர்- 08.03.2025



யாழிசை மன்றம்

கதை சொல்லிகள் போட்டி-18.12.2024



விவேகானந்தர் வாசகர் வட்டம்

தேசிய இளைஞர் தின விழா - இணையவழி
வினாடி – வினா 12.01.2025

Centre for Faculty Development

One week FDP on “AI Tools for Teaching and Learning” from 11.11.2024 to 15.11.2024



KKACE

Awareness Programme on Competitive Examinations, Resource Person: Mrs.Christy Lavanya, Branch Head and Mr.Velumani Selvam, Head of operations, Veranda Race Learning Solutions, Coimbatore on 04.02.2025



IQAC

One week FDP programme: “Hands-on Workshop on AI Tools” from 04.11.2024 to 08.11.2024



FDP on “API Score” on 10.12.2024



Seminar on “**Transforming Indian Education: Unpacking the Vision of NEP 2020**” on 30.01.2025.

Resource Person: Dr. Gayathri Suresh, Educationalist, Consultant and Administrator.



Institution Innovation Council (IIC)

FDP on “**Navigating Changes in Institution Innovation Ecosystem**” by IIC on 13.12.2024. Resource Person: Dr. V. Sulochana, Assistant Professor, PG Department of Computer Applications, Hindusthan College of Arts and Science, Coimbatore.



Career Guidance & Counseling Cell

Communication Skills Boot Camp by Sprout Knowledge Solutions Pvt Ltd. Resource Person: Aparna M, Lead Trainer, Sprout Knowledge Solutions Pvt Ltd on 05.12.2024



Mock Group Discussion and Interview on 29.01.2025



Training & Placement Cell

Certificate Programme in Banking Finance Services and Insurance (CPBFSI) in collaboration with Bajaj Finserv from 02.12.2024 to 24.12.2024



On Campus Drive by PRESSANA HONDA on 14.12.2024.

On Campus Drive by Harrington Medical Billing Solutions on 17.12.2024.



On Campus Drive by First Source Solutions Limited on 27.12.2024



On Campus Drive by Isha Foundation on 23.01.2025



On Campus Drive by Literact Fintech on 30.01.2025



On Campus Drive by The Muthoot Group on 07.02.2025



On Campus Drive by The Sara Infotech on 12.02.2025



On Campus Drive by RND Soft Tech on 14.02.2025



On Campus Drive by WEBNOX on 24.02.2025



On Campus Drive by Elewayte Technologies on 28.02.2025



On Campus Drive by HRH NEXT on 04.03.2025



S.No	Name of the Company	No.of. Offers
1	KGIS	9
2	LIC	3
3	PRESSANA HONDA	3
4	HARRINGTON MEDICAL BILLING SOLUTIONS	19
5	FIRST SOURCE	6
6	ISHA FOUNDATION	3
7	LITERACT FINTECH	19
8	THE MUTHOOT GROUP	25
9	SARA INFOTECH	47
10	RND SOFT	8
11	WEBNOX	4
12	ELEWAYTE	8
13	HRH NEXT	8
14	SKYRAMS	1
15	SREE LABEL TECH	1
16	GET SET GO	1
17	HEPTAGON GLOBAL SERVICES	2
18	STYLISH INTERIOR	1
19	RED NOUGHT ARCHITECTS	20
20	MMC INFO TECH	18
21	VITECH FINANCIAL SERVICE	11
22	CEDAR BUSINESS SOLUTION	21
23	PSS GROUPS	2
24	CROSS FIELDS	2
25	GRANTLY EDU TECH	3
26	BABA MOBILE WORLD	1
27	KOVAN TECH SOLUTIONS	1
28	PRESSANA AUTOMOBILE	1
29	SURETI IMF PVT LTD	5
30	TAKE MY BIKE (INTERNSHIP)	2
31	VELAVAN ENTERPRISES (INTERNSHIP)	1

32	DHANVI INFOTECH (INTERNSHIP)	2
33	DINA KATHIR (INTERNSHIP)	1
34	JUST DIAL	1
35	VR FOUNDRIES	1
36	SCIONTECH	1
37	AKKAM SEVENTH MIND ACADEMY	2
38	SUPER SARAVANA STORES	2
39	RND SOFTECH	1
40	TIMES ENTERPRISES	1
41	PAYTM	1
42	QUESS	1
TOTAL		270



Industrial / Field Visit

One-day Industrial Visit to Cognizant, Keeranatham, Coimbatore, on 21.12.2024.



Three days Industrial Visit to Infosys, Bangalore from 14.02.2025 to 16.02.2025.

One-day Industrial Visit to the Sugarcane Breeding Institution, Coimbatore on 28.02.2025.



Offer Letter Distribution on 03.04.2025



School of Commerce organized an Industrial Visit to Munnar and Jaggery Making Center, Marayoor, Kanthaloor from 29.03.2025 to 01.04.2025.



Training Partners



Our Key Recruiters

