

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 2022 -2023 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-ordinators

Prof.P.Kowsalya, Department of IT

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

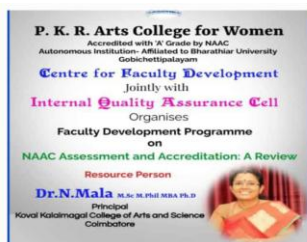
KKCAS Highlights

Faculty Timeline

Dr.N.Mala, Principal, KKCAS acted as a resource person at Isha Foundation and distributed Isha Scholarship for the Students



Dr.N.Mala, Principal, KKCAS acted as a resource person at P.K.R Arts College for Women , Gobichettipalayam for Faculty Development programme on NAAC Assessment and Accreditation- A Review on 28.01.2023



முனைவர் அர.சுதா பன்னிரண்டு மணிநேர தொடர் திருக்குறள் உலக சாதனை நிகழ்வு – கலந்துரையாடல் 18-12-22

முனைவர் அர.சுதா கோணியம்மன் கோவில் பட்டிமன்றம் -வாழ்வில்சிறந்திட மற்றோர் எதிர்பார்ப்பது அருளா? பொருளா? 2-3-2023

Dr..S.Gnanapriya has acted as the resource person for “**Skill Development Programme on Web Development**” at Sri Ramakrishna College of Arts and Science, Coimbatore on 04.03.2023

PPG College of Arts and Science organize a FDP on **Emerging Technologies** in Computer Science Research from 19.12.2022to 27.12.2022.

Participation

Ms.P.Kowsalya and Ms.K.S.Dhanashree attended One day **NIRF Orientation Program** at Bharathiar University on 29.12.2022.

Our faculty members have participated in five days International Virtual FDP on “**Personality Grooming – Handling Stress and Emotional Intelligence**” organized by PPG College of Arts and Science from 02.01.2023 to 06.01.2023.

IOT Sponsored National Level Faculty Refresher Programme on “**Teaching, Learning and Research in HEI's**” from 3.1.2023 to 13.1.2023.

Ms.P.Kowsalya and Ms.M.Arunadevi attended three days FDP programme at Kongunadu Arts and Science College organized by ICT Academy from 05.01.2023 to 07.01.2023.

IOT Sponsored virtual seven days FDP on “**Research Axioms and Practicum Mathematical Applications**” at KG College of Arts and Science from 9.01.2023 to 13.01.2023.

IOT Sponsored Two days National Level Virtual FDP on “**Innovative Teaching & Online Resources**” from 23.01.2023 to 24.01.2023.

IOT Sponsored Three Days National Level FDP on “**Basics of Research**” from 30.01.2023 to 01.02.2023.

IOT sponsored seven days National level Online Workshop on “**E-Teaching for E-era**” from 1.02.2023 to 08.02.2023.

IOT Sponsored seven day FDP on “**Outcome Based Education**” PPG Institute of Technology from 1.02.2023 to 09.02.2023.

The Faculty members of KKCAS attended in-house FDP on “**Outcome Based Education: Rubrics & Attainment**” organized by KKCAS on 04.02.2023.

IOT sponsored Seven days National Level FDP on “**Teaching and Learning Process in HEL’s**” from 07.02.2023 to 15.02.2023.

Mrs.A Kirubha, Assistant Professor, Department of Computer Applications and Mrs.S.Amutha, Assistant Professor, Department of Computer Science attended two days National Level Seminar on “**NAAC Sponsored on Emerging Trends in Higher Education Insights Challenges & Opportunities**” at Sri Ramakrishna College of Arts & Science 09.02.2023 and 10.02.2023.

IOT sponsored One day National Level FDP on “**Research Methodology-How to Write the Powerful thesis**” on 17.02.2023.

IOT sponsored Two Days National Level FDP on “**Innovative Teaching Methods and ICT Tools & Online Resources**” on 27.02.2023 and 28.02.2023.

IOT sponsored Seven days National Level FDP on “**Impact of Industry 4.0 in 21st century Higher education**” from 01.03.2023 to 08.03.2023.

IOT sponsored two days FDP on “**IPR Entrepreneur Development and Start-ups**” on 03.03.2023 and 04.03.2023.

IOT sponsored Two days National FDP on “**Research Methodology & Research Tools**” on 09.03.2023 and 10.03.2023.

IOT sponsored Seven Days National Level FDP on “**Innovative Teaching & Learning**” from 13.03.2023 to 20.03.2023.

Ms.L.Dharani Priya, Mrs.T.Santhiya, Mrs.Tresa Varghese attended One Day National Seminar on “**Women’s Employment, Entrepreneurship and Empowerment**”, National Seminar at Nallamuthu Gounder Mahalingam College, Pollachi. on 15.03.2023.

IOT sponsored Two Days National Level FDP on “**Research Proposal and Article Writing**” on 24.03.2023 and 25.03.2023.

M.Ragavi attended “**Multicultural conflicts in Zadie Smith’s White Teeth**” Karpagam Academy Higher Education, Conference on 30.03.2023 and 31.03.2023.

Dr.M.Selva Soundari and Mrs.K.Radha priyadarshini attended One Day Faculty Development programme on “**OBE implementation and ICT Tools for Effective Teaching**” organized by Department of Mathematics, at Kongunadu –Arts and Science College on 27.03.2023.

Dr.M.Selva Soundari, Ms.L.Dharani Priya and Ms.N.Karthika attended 5 Days International Faculty Development Programme on “**AI Applications and Its Impact on Business Practices**” at Sri Ramakrishna College of Arts and Science, Coimbatore from 18.04.2023 to 22.04.2023.

IOT Sponsored Seven days National level FDP on “**Quality Teaching in HEI’S**” from 20.04.2023 to 28.04.2023.

IOT Sponsored seven day FDP on “**Advanced Teaching Skills**” from 24.05.2023 to 31.05.2023.

Paper Presentation

Dr.S.Gnanapriya and Mrs.D.Umanandhini presented a paper on “**Features Selection in**

Genetic Algorithm Based Sentiment Classification used Five Layered Artificial Neural Network for Cross Domain Option” at CIT Symposium on 25.01.2023.

Dr.M.Selva Soundari presented a paper on **“Rural Women Empowerment through Entrepreneurship”** at NGM College, Pollachi on 20.02.2023.

Dr.M.Selva Soundari presented a paper on National Conference on **“Digital marketing”** at Sri Ramakrishna college of Arts and Science.

Dr.M.Selva Soundari presented a paper on National Conference on **“Gender Equality”** at Sri Ramakrishna College of Arts and Science on 16.03.2023.

Dr.M.Selva Soundari presented a paper on two days National Level Seminar on **“Impact of Changing Banking Practices on the Indian Economy”** 28.03.2023 & 29.03.2023.

M.Ragavi presented a paper on **“ Psychological study of a dystopian world in Manjula Padmanabhan’s Escape”** at Annai Violet Arts and Science College, Chennai on 30.03.2023.

Paper Publication

Dr.M.Selva Soundari published a paper **“Rural Women Entrepreneurship, Rural Women Empowerment Through Entrepreneurship”**, NGM College, Pollachi. Vol – 2 Page No –59 ISBN- 978-93-5786-367-4 on 20.02.2023

D.Umanandhini published a paper on **“Feature Selection in Genetic Algorithm Based Sentiment Classification Used Five Layered Artificial Neural Network for Cross Domain Opinion Mining”** International Research Journal of Innovations in Engineering and Technology Volume 7, Issue 2, pg no 80-85 on February

Dr.R.Beulah published a paper on **“The Brain Computer Interface”** Volume 13 Issue :2 ISSN No:1934-7197 **“Journal of Engineering,**

Computing and Architecture” Pg no:9-15 on February

Dr.M.Selva Soundari published a paper on **“Skills Development for Sustainable Growth and Empowerment”**NCSDSGE 2023 ISBN-978-93-91347-53-6 Pg.No182 on 28.03.2023

Dr.M.Selva Soundari published a paper on **“A study on Digital Banking Multi Spectrum Publications”**, Kerala Pg.No 101-111 on March 2023

Dr.M.Selva Soundari published a paper on **“Impact of Changing Banking Practices on the Indian Economy”** Paper selected for publication Mail received –reg on 28.03.2023 and 29.03.2023

Dr.M.Selva Soundari published a paper on Digital Marketing NCIPCT – 2023 Proceedings of the national conference on **“Innovative Sustainability Practice in Commerce and Technology”** ISBN-978-93-91347-46-8 P.No.88 April 2023 on 16.04.2023.

Dr.S.Gnanapriya published a paper on **“Sentiment Analysis Based on Fine Grained Feature Representation of Domain Sentiment Dictionary”** ICTAT Journal on Soft Computing Volume 13, Issue 03 on March

Students Corner

R.Sathya of II B.Com won First Prize in (Shutter up – photography) organized by Nirmala College for Women, Coimbatore held on 05.11.2022.

N.Eswaramoorthy and K.Vanisri of III B.Com Won III Prize (Rs.2000 Cash Award and Certificate) in Hilaricas - Flower Arrangement organized by Hindustan College of Arts and Science, Coimbatore held on 24.02.2023.

N.Eswaramoorthy of III B.Com won II Place Trophy with Cash prize Rs 500 in Poster making organized by KG College of Arts and Science held on 25.03.2023.

Bharathkumar R of III B.Com PA attended Seminar on **“An Over View of Research Article”** at Sankara College of Commerce and Science held on 11.11.2022.

Anasooya Santhosh of II B.Com PA attended One day National Seminar on **“Women’s Employment, Entrepreneurship and Empowerment”** organized by Nallamuthu Gounder Mahalingam College, Pollachi, held on 15.03.2023.

Hariprasath.M and Nandhini.C won 1st Place in Quiz Competition as a part of the Photo Exhibition on Unsung Freedom Fighters and Central Government Welfare Schemes organized by Sri Lakshmi Palace Thirumana Mahal, Annur Road, Mettupalayam. Held on 19.11.2022.

S.Sabarish won 3rd Place in the Individual Kata Men in the 17 Year’s Category in 4th National Karate Open Championship 2023 organized by Nehru Aeronautical College, Palakkad road, Kuniyamuthur, Coimbatore held on 29.01.2023.

S.Sabarish won 2nd Place in the Individual Kumite Men in the 16 to 17 Year’s Category in 4th National Karate Open Championship 2023 Organized by Nehru Aeronautical college, Palakkad road, Kuniyamuthur, Coimbatore-641008 on 29.01.2023.

M.Preethidevi of II B.Com CA attended SNGC CREDISE-2023 Inter Collegiate Cultural Fest at Sree Narayana Guru College, K.G.Chavadi, Coimbatore -641105 on 3.2.2023 & 4.2.2023.

Students from Computer Science won 1st Prize in Cricket tournament organized by Sri Ranganathan Engineering College on 13.02.2023.

Students from Computer Science won IV th Place in Cricket tournament organized by Bharathiar University on 13.02.2023.

C.Swathi of II BCA won 1st prize in Online Photography challenge-Topic:Seashores, Mountain.

Aiyasha of III BBA CA and Mr.Eswara Moorthy of III BCOM won 2nd prize in Poster Making at Inter Collegiate Tech Fest organized by KG College of arts and Science on 24.03.2023

Research Publication by students in Journals

N.Eswaramoorthy of III B.Com published a paper on Emerging Trends and Innovations in Business, Commerce and Management for sustainable Entrepreneurship – “Level of Satisfaction Among Customer to select Pizza Brand” – Dec 2022 Internal Quality Assurance Cell (IQAC), Rajapalayam Raju’s College, Rajapalayam, Vol – 1 Page No – 455 ISBN 978- on 11.02.2023

N.Eswaramoorthy of III B.Com published a paper on Women Entrepreneurship Rural Women Empowerment through Entrepreneurship, NGM College, Pollachi. Vol – 2 Page No –59 ISBN- 978-93-5786-367-4 on 20.02.2023

Achievements

KKCAS has been re-accredited by NAAC with A+ Grade with CGPA of 3.34 score in the third Cycle of Accreditation.

The banner is for Kovai Kalaimagal College of Arts and Science (KKCAS), which is re-accredited with 'A' Grade by NAAC. It is an autonomous institute affiliated with Bharathiar University, located at Vellimalaipattinam, Narasipuram Post, Thondamuthur Via, Coimbatore - 641 109. Contact details include Ph: 0422-2970131/132, Fax: 0422-2970427, 9500564940. The banner welcomes NAAC Peer Team Members for the Third Cycle of Accreditation, held on 14th & 15th December 2022. The members are: Dr. Gopal Chandra Hazarika (Chairperson, Retd.) from the Centre for Computer Science and Applications, Dibrugarh University, Assam; Dr. Srinidhi K Parthasarathi (Chief Operating Officer) from the Indian Academy Group of Institutions, Bengaluru, Karnataka; and Dr. P.K. Babu (Principal) from Al Shifa College of Arts & Science, Malappuram, Kerala. The banner also includes the college's contact number (9500564940), social media icons for Facebook, Instagram, and YouTube, and the website address www.kkcas.edu.in.



Education World Magazine Ranking India 42, Tamilnadu 22 ,Coimbatore-8.



Common Programmes

Annual Sports Meet was organized on 18.03.2023



Lighting Ceremony and Thanks Giving Day was celebrated on 27.04.2023



27th Annual day was celebrated on 12.04.2023



The students of KKCAS attended Yoga For Youth Empowerment Course offered by Vedathri Maharishi

Manavakalai Mandram on 17.03.2023



Pongal Fest was celebrated at KKCAS



Pongal Sirappu Pattimandram organized by KKCAS in collaboration with Velicham Television.



KKCAS Oyilattam team participated in 74th Republic Day Celebration Cultural Events Selection Process held at CSI Girls Higher Secondary School, Coimbatore

22nd Graduation day was celebrated at KKCAS on 08.04.2023



School of Computer Science

The School of Computer Science organized a BPM Training & Certification Programme by NASSCOM Foundation Mr.N.Arul Mani, Training Manager & Content Writer, Skillda, Coimbatore from 9.3.2023 to 10.3.2023.



The School of Computer Science organized a National Level Workshop on “Arduino Robotics” Techradance and IIT, Hyderabad by Kishore Kumar on 7.2.2023 to 8.2.2023.



Department of Commerce with Computer Applications

The department of Commerce with Computer Applications organized a Inter departmental competitions like Cook without fire, Best out of waste, PPT Presentation, Mehandhi, Connection on 07.02.2023.

Department of Commerce

The Department of Commerce organized a Job Oriented Course(JOC).Resource Person: Mr.A.Sathish Kumar,Aakam Industrial Training and Research Institute, R.S.Puram held on 19.12.2022 to 23.12.2022



The Department of Commerce organized Business Connect'23 on 6.1.2023





The Department of Commerce organized a Skill Enhancement Programme on “Recent Trends in Commodities and Derivatives, Under the Aegis of National Commodity and Derivatives Exchange “(NCDEX) on 28.02.2023

The department of Commerce organized a Seminar by Mr.C.Arivazhagan, Certified Trainer, Ministry of Entrepreneurship and Profession Skills Sector Council, Skill India Mission/ Consultant Trainer, Coimbatore held on 24.02.2023



Department of Commerce with Professional Accounting

The Department of Commerce with Professional Accounting organized a Job Oriented Course (JOC) Resource Person: Mr.A.Sathish Kumar, Aakam Industrial Training and Research Institute, R.S.Puram on 19.12.2023 to 23.12.2023



The Department of Commerce with Professional Accounting arranged a Field Visit to “GD Science Museum and Car Museum “on 25.03.2023



Department of Tamil

பட்டிமன்றம் - நடுத்தர வயதினருக்கு சவாலாக இருப்பது பொருளைச் சேர்ப்பதா! உறவைச் சேர்ப்பதா! திரு.இராமேஸ்வரம் இராமன், வழக்குரைஞர், கோவை 10-1-2023.

Department of Mathematics (CA)

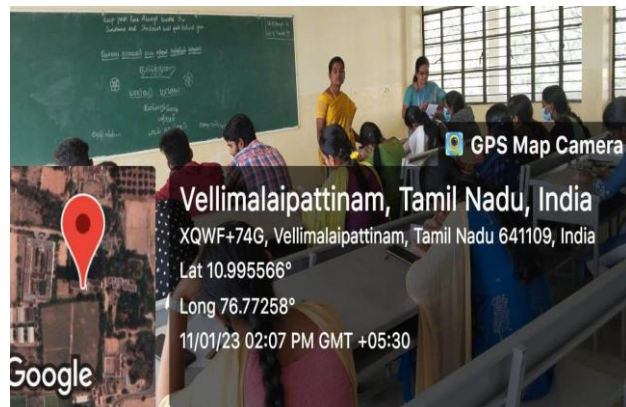
The Department of Mathematics organized Soft Skill Development Programme on “Goal Setting”. Resource Person: Mr.M.Ashwin Digital Marketer and content writer Founder and CEO of Login Money on 22.02.2023



மார்கழி மாலை திருப்பாவை, திருவெம்பாவை பாடல் ஒப்புவித்தல், கட்டுரைப் போட்டி தமிழ்த்துறைப் பேராசிரியர்கள் 11-1-2023



The Department of Mathematics organized Departmental Competitions “Math Puzzles and Riddles Math Jumbled Words , Finding the shapes” on the eve of National Mathematics Day on 23.12.2022.



Department of English

The Inauguration of Department Student Association
“**Tamil Saaral, ELF and MAZE -2022**” Resource
Person: Dr. K. Ramamurthi, Principal,
V.L.B.Janakiammal College of Arts and Science,
Coimbatore on 13.09.2022



The Department of English organized a Language
and Communication Skills Programme on
“**English and the World**”. Resource Person:
Dr.T. Suriyaprabha Assistant Professor,
NGM College, Pollachi, Coimbatore on
28.02.2023



Citizen Consumer Club

Citizen Consumer Club organized inter
departmental Competition like Drawing,
Elocution, Essay Writing on 01.03.2023



Citizen Consumer Club organized a E-Quiz on
“**Significant Rights of the Consumer**” on
15.03.2023

Fine Arts Club

The Fine Arts Club organized a Oyilattam Dance
Practice by P.Kanagaraj ,Sangamam Kalai Kuzhu
organizer Head master – Karumathampatti on
01.11.2022.



The Fine Arts Club organized a NAAC Cultural Programme on 15.12.2022.



The Fine Arts Club organized Annual day Cultural Programme Resource Person by Dr.N.Sankara Raman,Asst.Prof of Tamil, SSM College Of Arts & Science, Namakkal on 12.04.2023.

Vivekanandar Study Circle

கவிதை, கட்டுரை வாசித்தல்.ஓவியம் வரைதல் தமிழ்த்துறைப் பேராசிரியர்கள் 12-1-2023



ராமகிருஷ்ணா மிஷன் வித்யாலயா கலை மற்றும் அறிவியல் கல்லூரி (பெரியநாயக்கம்பாளையம்) – அருங்காட்சியகம் பார்வையிடச் சென்றனர் அவர்களுடன் பேராசிரியர் திரு. அபிமன்யு 22-2-2023.



Yazhisai Mandram

பழமொழி மற்றும் விடுகதை சேகரித்து வாசித்தல் போட்டி தமிழ்த்துறைப் பேராசிரியர்கள் 20-2-2023



KKACE

KKACE organized a Seminar on “**Career Opportunities and Employability**” Resource Person: Mr.Velumani Selvam, Mr.Elangovan, Veranda Learning Solutions on 07.02.2023



Talkers Club

The Inauguration of Talkers Club and Guest lecture on “**Creativity in Oration**” Resource Person:Dr. R. Panguni Malar,Department of English ,Government Arts and Science College Thodamuthur, Coimbatore on 11.10.2022



Talkers Club organized an Inter Departmental Competition (**Elocution, Just A Minute, News Bulletin, Cook up a Story**) on 23.01.2023



Pi Club

The Pi Club organized an Inter-Departmental Competition Math Quiz, Open Book on 28.02.2023



The Pi Club organized an Inter-Departmental Competition Math Connection, Shapes Bingo on 27.01.2023



Auditor's Club

The Inauguration of Auditors Club and Guest Lecture on “Recent Trends in Auditing and its Importance” Resource Person: Mrs.Geetha Mani, Principal, ICP Academy, Coimbatore on 27.01.2023.



ECO Club

The Eco Club organized an Exhibition on “Best out of Waste” on 20.02.2023



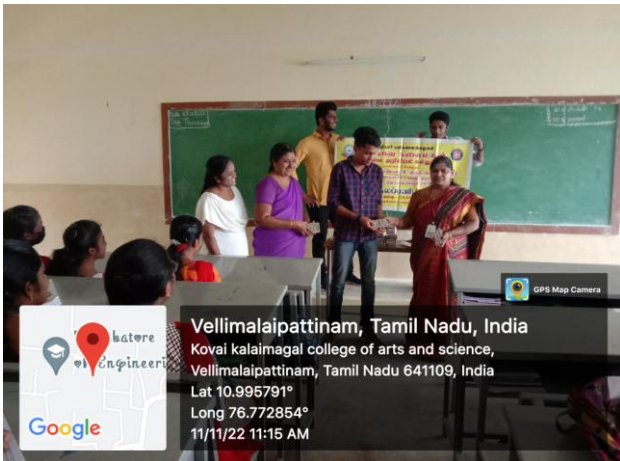
Entrepreneurship Development Cell

The Entrepreneurship Development Cell organized a Skill Development Programme - Seminar on “Emerging Trends of Women at Work place” Ms.G.Preethi Founder, Unifly Couture Coimbatore on 08.04.2023

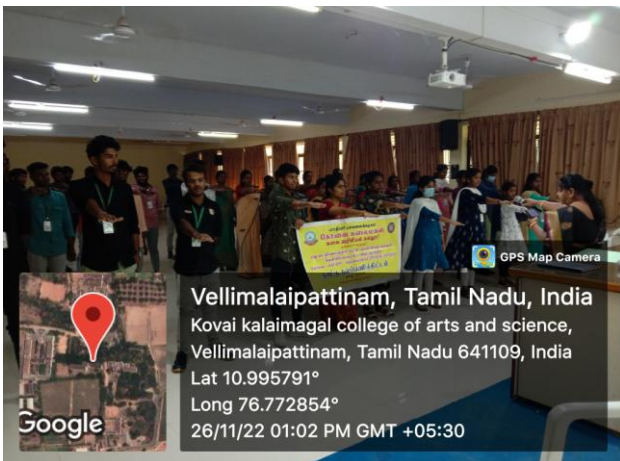


NSS

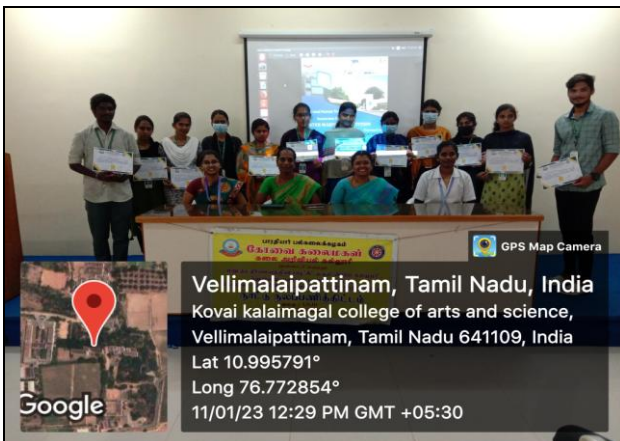
The NSS Scheme organized a Distribution of Iron Tablets Primary Health Centre, Narasipuram on 11.11.2022



KKCAS NSS Unit organized an Celebration of Indian Constitution Day on 26.11.2022



KKCAS NSS Unit organized a Poster Making Competition on the occasion of National Human Trafficking Awareness Day on 11.01.2023



KKCAS NSS Unit organized Tobacco Awareness Programme Dr. M. Saranya Devi, District Consultant, K.Murali Krishnan MSW., - Social Worker and Mr. Thoufiq MSW., MBA., M.Sc.,- Psychologist on 09.02.2023.



RRC

Red Ribbon Club has organized a Seminar on “Awareness on HIV/AIDS” and Life Skill Education Mr.S.Dinesh Babu ICTC (HIV/AIDS,STI,ART) Counsellor, Rkbai UPHC, Ms.R.Meenakshi, ICTC (HIV/AIDS,STI,ART) Counsellor, GH Thondamuthur and Ms G.Vasanthi, CDHUNS – President on 16.11.2022



Photography Club

Photography Club arranged a Visit to DJMPC Photography Exhibition on 28.02.2023.



03.03.2023 - Motivational Talk on “Empowering Women – Voice of the Society” by **Dr.N.Mala, Principal, KKCAS**

Women Empowerment Cell

Women Empowerment Cell organized an Awareness Programme on "A Girl Child -An Uncut Diamond" on the occasion of National Girl Child Day on 24.01.2023.



06.03.2023- Awareness Programme on “Gender Sensitization and Gender Parity” by **Dr.M.Thiruchelvi, Head, Department of Mathematics, Sankara College of Science and Commerce, Coimbatore**

The Women Empowerment Cell has celebrated International Women’s Day as one week long programme from **01.03.2023 to 08.03.2023**

01.03.2023 - Interdepartmental Competitions

02.03.2023 - Self Defense Programme for Women by Mr.Gopinath, B.Sc CS, KKCAS



07.03.2023 -Student Talk on Success Profile by **Ms.K.Aiysha, III BBA CA, KKCAS & Ms.M.Pavithra, II B.Com CA, KKCAS**



Industrial Visit

8.03.2023 - Seminar on “Emerging Power of Women at Workplace” **Ms.G.Preethe, Founder, Unifly Couture, Coimbatore.**

The Industrial Visit by III B.Com to Vagamon, Cochin- Water plant from 01.03.2023 to 03.03.2023



The Women Empowerment Cell organized Health Awareness Programme on “Management of Women Health in Ayurveda”. Resource Person : **Dr.Sandhiyalakshmi, Medical Officer, Ayurveda Chikitsalaya, Coimbatore** on 15.03.2023.





The Industrial Visit by Commercto INDCO’S Ooty, INDCOSERVE Kaikatti Factory, Church Road, Coonoor – 643101 on 24.02.2023

Training and Placement Cell

S.No	Name of the Company	No.of.offers
1	KGISL Private Limited Coimbatore	10
2	SURETI IMF, Coimbatore	29
3	HRH NEXT	57
4	Quintessence Business Solutions & Services Pvt Ltd	14
5	Future Generali	27
6	Indian Co-operative Credit Society India Ltd	51
7	Meark Enterprise Pvt Ltd	16
8	Dream guys Technologies Pvt Ltd.	14
9	Isha Outreach (Isha Foundation)	02
10	HDB Financial Services Ltd.	13



Our Key Recruiters

