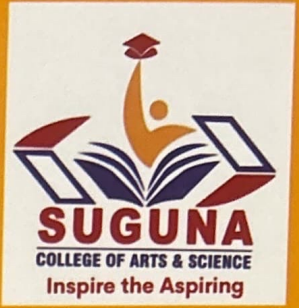


# SUGUNA COLLEGE OF ARTS AND SCIENCE

Approved by Department of Higher Education, Chennai.  
Affiliated to Bharathiar University, Coimbatore.

Civil Aerodrome Post, Nehru Nagar(W), Kalapatti Road,  
Coimbatore - 641014, Tamilnadu.



## TIDBITS APRIL 2022



### EDITORIAL BOARD

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"EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD"

## CHAIRMAN DESK



### CHAIRMAN'S MESSAGE

**"A WISE AND POSITIVELY, A STUBBORN MAN CAN SAIL A CLAY BOAT"**

At Suguna College of Arts and Science, the academic fraternity is an active community of learners who pursue knowledge as an active and dynamic phenomenon with infinite and immense possibilities. We invest in the younger generations to instill in them the passion for knowledge and the seeds of research and learning. We strive to build a community of learners and teachers who believe that learning is not possible without teaching and teaching is not at all possible without learning. As Chairman it is my privilege to assure you that SCAS will continue to stay in pursuit of greater degree of academic and research excellences and I welcome the young minds as citizens of Suguna group.

**All the very best With warm regards**

**V.Lakshminarayanasaamy**

**Chairman**

## PRESIDENT DESK

### PRESIDENT'S MESSAGE

**"When Knowledge Speaks, Wisdom Listens"**

Pursuit of knowledge is the pursuit of truth that should lead us to the motto and vision of this institution.

It is my immense pleasure to send the academic and social message as President of the Suguna educational institutions. Suguna College of Arts and Science is one of the finest educational and holy ventures of Suguna group which is in the industrial existence of 60 years.

**L.SUGUNA**

**President, Suguna Institutions**



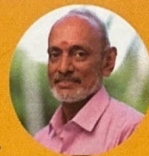
## SECRETARY DESK

### SECRETARY'S MESSAGE

In this global scenario, success comes to those who dedicate everything to their passion. However, your endeavour in opting SUGUNA as your temple of education should be your best choice. Here I am glad to welcome you for our lively premises. I am delighted to mention that SUGUNA is a cornerstone for shaping the novice to make them to unlock their hidden talents and insightful learning. This enriches the scope for the students to seek for an astute progress both in academics and in common life. With technical outlook, our institutions pursue strengthened spirit of openness for global arena. It inculcates optimistic academic environment for every learners. I assure that your exploration for knowledge will absolutely find its satisfaction here and living in SUGUNA Campus will provide a luminous forum for the beginners.

**Dr. SRIKANTH KANNAN** B.com., M.A., MBA., PGDM, Ph.D.

**SECRETARY - SUGUNA CHARITABLE TRUST**



## DIRECTOR DESK

### DIRECTOR'S MESSAGE

Suguna College of Arts and Science is one of the very few institutions which will be of world class in nature focussing mainly on Commerce and Management streams which is very vital at this need of hour. The State of the Art infrastructure, experienced faculties coupled with innovative curriculum will enable the College to achieve greater heights in the days to come not only in Coimbatore but also in national and international levels. The College shall march forward in alignment with core values of discipline, brotherhood, academic excellence, use of latest technology which will help in our National Development. With the set up of a world class Arts and Science College under the brand Suguna group of Educational Institutions, the farsighted vision of our Founder father, Late. Shri V. Ramasamy Naidu and our beloved Chairman, Shri. V. Lakshminarayanasaamy and President, Mrs. Suguna Lakshminarayanasaamy, has been realised in a great way now.

**Dr. V. SEKAR** B.Sc., M.A., LL.B, CAIIB, PGDBA, MBA, M. Phil, Ph.D.

**DIRECTOR ADMIN - SUGUNA INSTITUTIONS**



## PRINCIPAL DESK

### PRINCIPAL'S MESSAGE

Prepare the next generation of leaders through inculcation of core area skills along with continuous industry exposure and polishing the students soft skills their ability to work in teams while instilling a sense of excellence in students.

To empower students to assume leadership and develop as critical thinkers, guided by professionally committed faculty members. Help students become global citizens through our numerous national exchange programmes with other colleges, focused on rooting them in their social contexts. The students participate in many (Village/elder homes/orphanages) outreach programmes that allows them to transform lives around them.

**Dr. R. RAJKUMAR** M.Com., MBA., M.Phil., Ph.D., B.Ed., PGDCA

**PRINCIPAL**



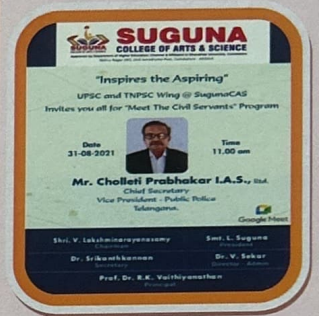
## INAUGURATION OF IQAC WING

Our esteemed institution Suguna CAS, inaugurated IQAC wing in the campus on 19<sup>th</sup> Aug 2021, a special day. Chairman Shri. V. Lakshminarayanamsamy, President Smt.L.Suguna, welcomed the gathering and addressed the importance of IQAC. Secretary Dr. Shrikanth Kannan and Director Admin Dr. V. Sekar gave keynote address. The guest of Honor, Prof. Dr. M.G. Sethuraman, Director of IQAC, Gandhigram rural institute, Deemed to be University, Dindugal explained about the importance of IQAC.



## UPSC and TNPSC WING @SUGUNA CAS

Suguna College of Arts and Science inaugurated UPSC and TNPSC coaching wing in our campus on the momentous day on 31<sup>st</sup> Aug 2021. Secretary Dr. Srikanth Kannan welcomed the gathering and Dr.V. Sekar, Director Admin gave keynote address in the event. The details of the coaching and placement opportunities for students was given by Mr. Cholleti Prabhakar I.A.S. Rtd., Chief Secretary, Vice president, Public notice. Telangana.



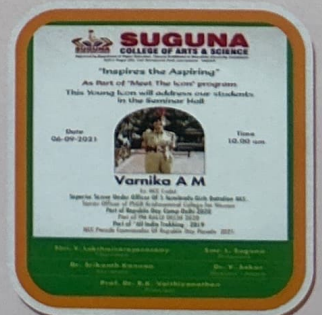
## INAUGURATION OF COMMERCE AND MANAGEMENT CLUB

Suguna College of Arts and Science inaugurated "Commerce and Management club" in our campus on 24<sup>th</sup> Aug 2021. Director Admin Dr. V. Sekar and Principal welcomed the gathering and addressed the importance of clubs in a college and a special note was given on that occasion by our guest of Honor, Dr. R. Rangarajan, University of Madras.



## MEET THE ICON

Suguna College of Arts and Science, Coimbatore, Organized an event, Meet the Icon in the seminar hall on 06<sup>th</sup> September 2021. The guest of Honor, Ms. A M Varnika Ex NCC Cadet addressed our students with her energetic sport, the ways to become a NCC cadet and achieve heights in life of the students and also her personal experiences when marching in the Republic Day parade 2021.



## WORKSHOP ON TALLY

On behalf of Department of commerce with computer applications and professional accounting, a workshop was organized. So the department arranged for the resource person Mr. JOEL M ANDREW, Director KARAM's I TECH SOLUTIONS. He is an authorized Associate training provider on TALLY EDUCATION PVT LTD. Tally Solutions Pvt. Ltd. is an Indian multinational technology company, that provides enterprise resource planning software and is headquartered in Bangalore. Dr R Rajkumar, Principal and Dr J Nithya, HOD Department of Commerce presided the function along with 110 students for the 1st Technical session. He gave an intro speech on his company and the various services offered along with Tally Education Pvt ltd.



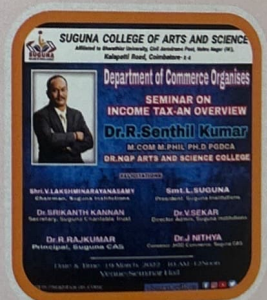
## MOU WITH ICT ACADEMY

- Our institution signed MOU with ICT Academy to provide various skill developing programs for Faculties and our beloved students.
- Dr. J. Nithya along with 30 students of various departments participated in Educators conclave on preparing post pandemic graduates on the occasion of world students' day.
- Suguna College of arts and science with ICT Acadedmy received a certification of Ui Path Academic alliance 2021.



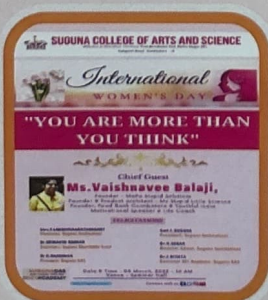
## SEMINAR ON INCOME-TAX

On behalf of Department of commerce with computer applications and professional accounting, a seminar was organized. Chief guest Dr. R. Senthil Kumar has given an eye opening session with basic GST and Tax details to the students. At the end of the session a Q & A was conducted and the session went very interactive.



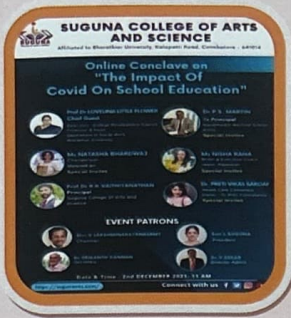
## WOMEN'S DAY CELEBRATION

International Women's Day Was celebrated in Suguna CAS. Our guest of Honor, Ms. Vaishnavee Balaji, Founder of Mapa Stupid Solutions, Founder & Product Architect – My Stupid Little Science, Founder of food bank Coimbatore and Little, has given a motivational speech through her personal life experiences to the students. Students were eagerly interacted with the Chief Guest.



## THE IMPACT OF COVID ON SCHOOL EDUCATION

An online Conclave was conducted by our esteemed institution Suguna College of Arts and Science, on the “Impact of Covid on School Education” and various staff from different schools and colleges attended the session. Our esteemed Chairman Shri. V. Lakshminarayananasamy and President Smt. L. Suguna welcomed the gathering and gave an impactful speech on 2<sup>nd</sup> Dec 2021. Dr. Srikanth Kannan Secretary and Dr.V. Sekar along with the Principal gave presidential address to the gathering. A special note was given by Prof. Dr. Lovelina Little Flower, Dean, Department of Social Work, BU.



## GST AND TAXATION

Suguna College of Arts and Science conducted a online webinar as a skill development programme on 19<sup>th</sup> Aug 2021, for the all the students on “GST and Taxation”. The resource person Mr. Sarfudeen, SAP trainer, Neogenics Private Limited, has given an eye opening session with basic GST and Tax details to the students. At the end of the session a Q & A was conducted and the session went very interactive.



## ENTREPRENEURSHIP SUMMIT

Department of Management, Suguna CAS, conducted an Entrepreneurship Summit on 10<sup>th</sup> Dec 2021 in seminar hall, Suguna CAS, for the students of our college to create awareness about the entrepreneurship and the subsidies they get when they become entrepreneur from the government by the distinguished guests of the day. The guest of Honor Mr. Rajesh Kumar Palanisamy, MSME, Chennai, gave a special note on the topic “Startup India”

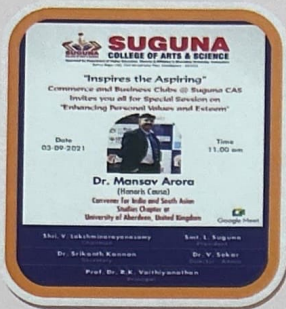


## WORKSHOP IN HARDWARE AND NETWORKING

On 24<sup>th</sup> March, Department of Computer Science and Applications conducted a one day workshop in Hardware and Networking. Resource person was Ms.G.Sharmila, Computer Engineering department, Suguna Polytechnic College . Ms.GSharmila, started the workshop with a neat presentation and videos to explain the components and working of Computer Hardware and Networking. The main objective of this workshop was to provide some knowledge about the networking to the students.



## COMMERCE AND BUSINESS CLUB



Suguna College of Arts and Science, as a part of commerce and business club activity, a small interactive session was handled by Dr. Mansav Arora (UK), Convener for India and South Asian Studies Chapter at University of Aberdeen, United Kingdom on 03<sup>rd</sup> September 2021, for the students and they actively participated with more questions which helps them to enhance their life skills.

## FUNDAMENTAL OF MODEL CONSTRUCTION IN MACRO-ECONOMICS

Suguna College of Arts and Science organized a webinar on 11<sup>th</sup> October 2021, for all the students regarding the “Fundamental of Model Construction in Macro-Economics” in economics and the guest Prof. Aanchal Tyagi, Research Scholar, Banasthali Vidyapith, Rajasthan addressed the gathering with her macroeconomic views and the models of construction in the society.



## EFFECTIVE LIFE TOWARDS ELITE LEARNING



Department of management studies, Suguna College of Arts and Science, organized a seminar on 11<sup>th</sup> Oct 2021, for all the I year students and the guest Ms. Aishwarya Devi, Assurance Associate, Ernst & Young, Chennai, enriched with knowledge. Director Admin Dr. V. Sekar and the Principal addressed the gathering. The guest of Honor educated the students regarding elective learning and imparted with various skills like goal setting, planning, decision making and communication.

## THE ELIXIER OF LIFE

Suguna College of Arts and Science, Department of English organized a webinar to make the students aware of different accents. Ms Jahnvi Panwar, the wonder girl of India interacted with the students and cleared the doubts on how to learn a language and be an excellent speaker. She highlighted that practice only makes an individual to acquire a skill. She focused on how listening would develop the skill. The webinar ended with question answer session.



## BUSINESS QUIZ - 2021



Suguna College of Arts and Science, as a part of Business club activity, Department of management organized a business quiz for the students that consist of two rounds, Prelims and Finals conducted on November 17<sup>th</sup> and November 19<sup>th</sup> respectively which includes general knowledge, Music and Picture findings as game parts. Students from different classes participated as teams and prelims and finals were conducted and team from class II B.Com won the first place.

## DIGITAL DIVIDE AND ROLE OF SOCIAL MEDIA

Department of Management Studies, Suguna CAS organized a power pact seminar on the topic "Digital divide and Role of Social media" on 30<sup>th</sup> October 2021. Lightening ceremony for the occasion was done by Dr. V. Sekar, Director Admin, Suguna CAS and the guest Mr. Prasanth Ganesh, Co-Founder Preskale, Co Founder Athleap Foundation. On the day, the guest gave an eminent speech and role of social media in our day to day life.



## MEETING THE IT ICON

"Meeting the IT Icon", was an event conducted by the department of computer science and applications on 30.10.2021. Guest of Honor, Mr. C K Abu Backer Sidhique, alumni of Suguna Group of Institutions, presently working as Senior Software Developer in Mission CRM Limited, Canada, gave a stimulating speech on the topic "Current trends in Software technology" with his presentation.



## I CAN

Department of Mathematics, Suguna College of Arts and Science, Coimbatore organized a motivational speech for the students on 12<sup>th</sup> November 2021 in the Seminar Hall, Suguna CAS. Dr. Anjum Khan, Department of English, Avinashilingam Institute of Home Science and Higher education for women, Coimbatore, shared her personal life experience in the world. Through the motivational story, she insisted smart work is better than the hard work to the students.



## COMMERCE CLUB

The Commerce Forum 2021, was conducted by the Department of Commerce; Suguna CAS Coimbatore. The Students of commerce department took initiatives and a variety of events like Personality speech, News Reading, Motivational Speech, Quiz, Just a Minute, cultural programme like dance, Singing etc were conducted. The forum helps the students to enrich their personality and also create a sense of teamwork among them.



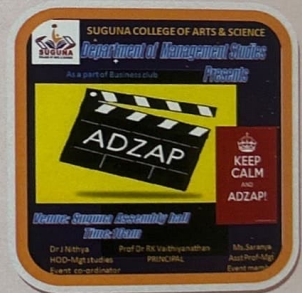
## COMMERCIAL PRIORITIES VS TAX OBLIGATIONS

Department of Management, Suguna CAS, organized a seminar on the topic “Commercial Priorities Vs Tax Obligations” on 17<sup>th</sup> Nov 2021, @Assembly Hall, Suguna CAS. Secretary Dr. Srikanth Kannan, Secretary, and Dr. V. Sekar, Director-Admin welcomed the gathering. The guest of Honor Mr. Manimohan, Superintendent (CBIC), Department of Revenue and Ministry of Finance addressed the gathering with the common commercial priorities in relation with the tax obligations of each and every citizen in the country. Dr. J. Nithya, Head, Department of Management gave vote of Thanks.



## ADZAP

Suguna College of Arts and Science, as a part of enhancing marketing skills, the Department of Management Science, an ADZAP activity was conducted on 29<sup>th</sup> Sep 2021 and the students of management studies participated with different their own imaginary products and their marketing strategies and they were encouraged for enhance their marketing skills.



## CARREER OPPORTUNITIES IN BANKING SECTOR

Commerce Club of Suguna College of Arts and Science organized a seminar on Career Opportunities in Banking Sector” on 27<sup>th</sup> Nov 2021. Our Director Admin Dr. V.Sekar welcomed the gathering and shared his experience in the banking field. The resource person Ms. D. Devasena, Assistant Vice President, Retail Trade and Forex, Yes Bank, addressed the students initially about the entire banking sector structure in India and explained about the different opportunities available in banking sector. She further elaborated how the career progression will be there in public sector banking. Dr. A. Nagalaxmi, Department of Commerce proposed vote of thanks.





## CLOUD COMPUTING



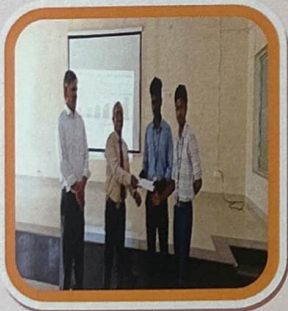
On 25<sup>th</sup> March 2022, Dept of Computer Science and Applications, Suguna CAS, organized a webinar on Cloud Computing. The resource person the program was Mr.G. Vinoth Kumar, Software Architect. Mr.Vinoth Kumar explained about Cloud Computing and its concepts with real time examples. Students got an insight about the scope of Cloud Computing in IT industry .Students also got an idea in defining a service that provide users to work and how the internet users can access data on the cloud.

## DATA DRIVEN DECISION SCIENCE

On 30<sup>th</sup> March 2022, Department of Computer Science and Applications conducted a seminar on “Data Driven Decision Science”. Resource person was Mr Bastin Robin, Chief Data Scientist, Clever Insight. He is a Visiting Professor in IIT Rourkee, IIM Nagpur, NIT Trichy. He explained about Data science and how it is applied for making decisions with real life examples. Students of Computer Science and Applications presented seminar in various topics like Blockchain Management, Artificial Intelligence, Machine Learning etc.



## BUDGET 2022-23



Suguna College of Arts and Science, Department of Management has conducted a seminar titled “**Highlights of Tamilnadu Budget 2022-2023**” on **28<sup>th</sup> March 2022**. The session started with welcome note by Dr.R.Rajkumar, Principal. The Chief Guest of the day was Mr.K.Thangaraj, CEO, Aashirvaadh Financial Services. Around seven presentations were done by the students and Mr.K.Thangaraj reviewed the presentation of the students and the best presentation was rewarded. He gave lot of insights regarding the budget in different sectors. He also discussed with students about the various causes of Covid across Indian Economy and he specified that the overall budget stimulating the economy growth.

## WORKSHOP ON STHARE TRADING

On 21<sup>st</sup> March 2022, Department of Management has conducted workshop on “Stock Market Trading” at Suguna College of Arts and Science, The session started with welcome note by Dr.R.Rajkumar, Principal. The Chief Guest of the day was Mr.A.C.SIVA BA (PS) MA (HR), Fou nder of MCX School. The resource person imparted knowledge to the students about the basics of stock market and also gave inputs regarding the technical analysis of the stock market. The entire session was very informative and the students were interactive.

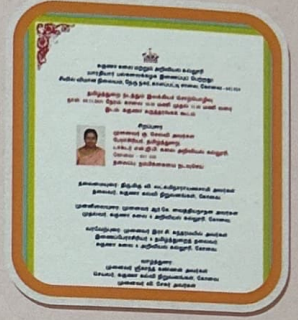


## தமிழ்த்துறை



சுகுணா கலை மற்றும் அறிவியல் கல்லூரி திறன்மேம்பாடு செயல் திட்டத்தின் ஒரு பங்காக 18.07.2021 அன்று "வாழ்வியல் சிந்தனை" என்ற தலைப்பில் நிகழ்ச்சி நடத்தப்பட்டது. அதில் சிறப்பு விருந்தினராக "வெ.பிரேமசுதா" அழைக்கப்பட்டார் அவர், இன்றைய தலைமுறையினர் வாழ்வில் கடைபிடிக்க வேண்டிய அறங்களை, இலக்கியங்களில் சங்க தமிழர் கடைபிடித்த கொள்கைகள், வீரம், கல்வி, கொடை, விருந்தோம்பல் தனிப்பண்புகள் வலியுறுத்தினார்.

இலக்கியச் சொற்பொழிவு 09.11.2021 சுகுணா கலை & அறிவியல் கல்லூரி தமிழ்த்துறை நடத்திய இலக்கியச் சொற்பொழிவில் கவிஞர் திருமதி செல்வி அவர்கள் நம்பிக்கையை நடவு செய் என்ற தலைப்பில் உரையாற்றினார். நிகழ்வில் கல்லூரி மாணவர்கள் அனைவரும் பங்கேற்றனர்



இலக்கியச் சொற்பொழிவு 25.11.2021 சுகுணா கலை & அறிவியல் கல்லூரி தமிழ்த்துறை நடத்திய இலக்கியச் சொற்பொழிவில் பட்டிமன்றப் பேச்சாளர் திருமதி நீ பகவதி அம்மாள் அவர்கள் படைப்பின் உச்சி நீ என்ற தலைப்பில் சிறப்புரையாற்றினார். நிகழ்வில் சுகுணா பல்தொழிற்கல்லூரி மாணவர்களும் கலை அறிவியல் கல்லூரி மாணவர்களும் பங்கேற்றுச் சிறப்பித்தனர்.



மகாகவி பாரதியின் பிறந்த நாள் விழா 14.12.2021 சுகுணா கலை அறிவியல் கல்லூரி தமிழ்த்துறை நடத்திய பாரதியாரின் பிறந்த நாள் விழா நிகழ்வில் கவிஞர் திருமதி திருவேணி அவர்கள் குன்றென நிமிர்ந்து நில் என்ற தலைப்பில் சிறப்புரையாற்றினார். தொடர்ந்து மாணவர்களின் கவியரங்கமும் சிறுரையும் நிகழ்ந்தது.



## FESTIVALS AND CELEBRATIONS

### PONGAL CELEBRATION



Suguna College of Arts and Science celebrated "Pongal festival 2022" with various Traditional and Cultural activities. Dr. V. Sekar, Director Admin, Suguna CAS, along with all the teaching and non-teaching staff members took part in the event.



பழையன கழித்து புதியன புகுத்தி தித்திக்கும் பொங்கல் படைத்து இனிய தமிழர் திருநாள், இயக்குனர் தலைமையில் பேராசிரியர்கள் அனைவரும் கலந்து சிறப்பான முறையில் கொண்டாடப்பட்டது.

### HOLI CELEBRATION

The festival of Holi in India, a celebration of the victory of good over the evil, the destruction of the demoness Holika, was celebrated by the Students of Suguna College of Arts and Science in the campus by spraying and pouring colors on each another and enjoyed the day took back colorful memories.



## SPORTS ACHIEVEMENTS

### Bharathiar University Inter collegiate Athletic

S. No	Names	Year/ Department	Events	Position
1	G. Guhan	II B.Com	Shotput	II Place
2	Vengatesh	II B.Com	400M	III Place
3	K. Lalithkumar	I B.Com CA	High jump	III Place
4	Gnanasekar	II B.Com CA	4*100M Relay	IV Place
5	K. Lalithkumar	I B.Com CA		
6	Z. Fiyas Khan	II B.Com		
7	V. Lilithkumar	I BBA		
8	K. Sivamaran	I BCA	4* 400M Relay	IV Place
9	M. Karthick	IBBA		
10	P. Dhanush	I BBA		
11	Vengatesh	II B.Com		

### University Representation in Games

Name	Year/ Department	Games	University & Place of inter University Competition held
Kavishri	II B.Com	Football	Christ University, Bangalore
Sonai	II BBA	Kabaddi	Bharathidasan University, Trichy

Our college students participated and won the prizes in **Coimbatore District Athletic Association Meet at Nehru Stadium**

### Achievements at Open Tournaments

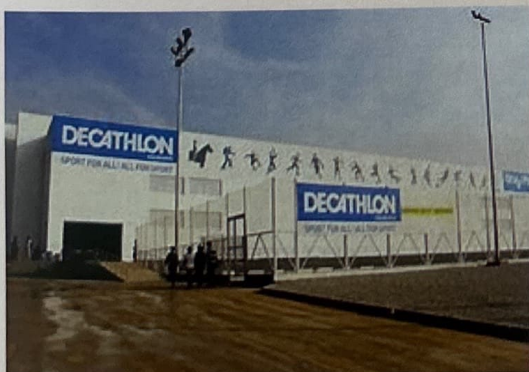
Games	Tournament	Venue	Position
Football	5's Football Tournament	Sri saravana sports club at Pollachi, Coimbatore	III Place
Volleyball	Boy's Volleyball Tournament	SRS college at Coimbatore	III Place
Kabaddi	State Level Open Men's Kabaddi Tournament	Thiravida Thendral Kabaddi Club at Vellalakundam, Salem	IV Place
Football	5's Football Tournament	Sports Academy at Alandurai, Coimbatore	III Place
Volleyball (Women)	Volleyball women's Tournament	Texcity Arts and Science College at Madhukarai Coimbatore	IV Place
Football	5's Football Tournament	Heats FC at Saravanampatti, Coimbatore	III Place

Names	Year/Department	Events	Position
G. Guhan	II B.Com	Shotput	I Place
V. Lilithkumar	I BBA	Long Jump	I Place
K. Lalithkumar	I B.Com CA	110M Hurdles	II Place
K. Lalithkumar	I B.Com CA	High Jump	II Place
G. Abinesh Gunasekar	I B.Com	3000M	II Place
M. Karthick	I BBA	1500M	II Place
K. Sivamaran	I BCA	800M	II Place
Mukesh		4*100M Relay	III Place
K. Lalithkumar	I B.Com CA		
Z. Fiyas khan	II B.Com		
P. Dhanush	I BBA		

Name	Year/Department	Events	Tournament	Venue	Position
J. R. Franco	II B.Com	Swimming	Bharathiyar University Inter collegiate Swimming Competition	Sri Vasuvi College at Erode	IV Place
J. Vishnu	II BBA	Boxing	Bharathiyar University Inter collegiate Boxing Competition	Kongu Arts and Science College at Erode	III Place

Games	Tournament	Venue	Position
Volleyball (Women)	Bharathiyar University Inter collegiate Women Volleyball Tournament	NGM College at Pollachi, Coimbatore	IV Place
Kabaddi	Bharathiyar University 'A' Zone Kabaddi Tournament	Suguna College of Arts and Science at Nehru Nagar, Coimbatore	II place

## DECATHLON - COIMBATORE, PLACEMENTS & INTERNSHIPS



FRANCO J R  
II B.COM

KEITHLIN KEZIAH  
II B.COM PA

SREE NITHYA S  
I B.COM CA

Career guidance cell, Suguna CAS provides unique learning experiences to its students in pursuit of their education excellence by lending them from corporate connect. The purpose of internship was enabled for students to get an in depth knowledge about an organization and to have hands on experience in corporate practices.

## STAFF ACHIEVEMENTS

### STAFF NAME: DR. J. NITHYA

HEAD

DEPARTMENT OF COMMERCE



- "THE DENOUEMENT: THRUST MODE AND EFFECT ANALYSIS OF KINGFISHER AIRLINES", International Journal of Advances in Engineering and Management (IJAEM) ISSN: 2395-5252, DOI:10.35629/5252-0309943947 Impact Factor value 7.429, ISO 9001: 2008 Certified Journal, Volume 3, Issue 9 Sep 2021, pp: 943-947.
- TANGIBLE EFFECT OF SALES PERSONS OWNED LOYALTY AND CONSUMER BUYING EXPERIENCES- AN ANALYTICAL STUDY WITH REFERENCE TO RETAIL TEXTILE MARKETING- The International Journal of analytical and experimental modal analysis-An UGC Care approved Journal-IMPACT FACTOR 6.3- Volume XIII, Issue X, October 2021: ISSN- 9367- PP: 1644-1654
- " EXPERIENTIAL LEARNING METHODOLOGIES: VALUE DELIVERED TO LEARNERS- A CRITICAL REVIEW " in NAAC sponsored Two-day National seminar on "Defining, Designing and Developing Learning outcomes-based curriculum Framework in Arts and Science colleges organized by Internal Quality Assurance Cell (IQAC) held on 18th 19th Nov 2021 with proceedings published with ISBN 978-93-5578-229-8 pp 79-82
- " A STUDY OF PRE PANDEMIC COMPARITIVE INCOME STATEMENTS - A FLEETING REVIEW" in the One day International Conference on Business and Innovation" ICON 2021" Organised by the Department of Management (MBA & Research), Sri Ramakrishna College of Arts and Science on 15.09.2021 in Business and Innovation- ISBN: 978-93-90454-72- pp279-284.
- Participated in 'Design Thinking workshop\_ Leveraging the power of mind' by School of Design Thinking, Mr. Arun Jain CMD, Intellect Design Arena on 22nd January 2022
- Actively participated and presented a Case study in LIBA's Faculty Development Program as part of the National Case Development Conference held on 17th February 2022 organised by LOYOLA COLLEGE, Chennai
- Participated in 3 day International Faculty Development Programme on Supply Chain 4.0 organised by School of Commerce, PRESIDENCY UNIVERSITY, Bangalore from MARCH 7th TO 11th, 2022.
- A chapter contribution for the Book 'Emerging Trends in Banking 'titled 'GLOBAL TRENDS IN BANKING' with ISBN 978-93-5578-115-4 - under print.

### STAFF NAME: DR. A. NAGALAXMI

ASSOCIATE PROFESSOR, HEAD i/c

DEPARTMENT OF COMMERCE



- Participated, Presented and Published " A STUDY OF PRE PANDEMIC COMPARITIVE INCOME STATEMENTS - A FLEETING REVIEW" in the One day International Conference on Business and Innovation" ICON 2021" Organised by the Department of Management (MBA & Research), Sri Ramakrishna College of Arts and Science in Business and Innovation
- Published "Infrastructure and Infrastructural facilities Status Indian Multi Modal Transportation Sectors in Marine Trade - an Analytical Study" in Vichaara International Journal of Management.
- As a Resource person at Pioneer College of Arts and Science, Coimbatore presented on the title " Introduction of Accounting" exclusively for the commerce students
- As a resource person at Dr. R.V. Arts and Science college, Coimbatore and presented a speech entitled, " Fundamental and Basics of Accountancy" conducted by the Department of Commerce.

### STAFF NAME: DR. M. PARIMALAM

ASSISTANT PROFESSOR, HEAD i/c

DEPARTMENT OF MANAGEMENT



- Appointed as "Executive Editor for the journal: Vichaara An International Journal
- Completed one week online certification course on Digital Teaching Techniques - Organized by ICT Academy
- Attended an FDP on "Data Analytics Tools for Business Research" (R Tools & AMOS)
- Organized a Guest Lecture on "CAREER OPPORTUNITIES IN BANKING SECTOR"
- Submitted a proposal to Tamilnadu State Council for Science and Technology titled "Entrepreneurship Development Training Programme for Rural Women in Producing Low Cost Sanitary Napkins from Knit Wear Wastage
- Submitted a proposal to ICSSR titled "NATIONAL LEVEL SEMINAR ON DIGITAL FINANCIAL INCLUSION"
- Attended one day Faculty Development Program on Case Development conducted on 17th February 2022.
- Attended International Conference and presented a paper titled "Experiencing the Exploitation of Employees during Pandemic"

### STAFF NAME: DR. R.S. SUNDARAMAIL

ASSOCIATE PROFESSOR, HEAD, DEPARTMENT OF TAMIL



- Member of Board of Studies and Subject Matter Expert at Rathinam College of Arts and Science, Coimbatore.

### STAFF NAME: MS. MENAKA

ASSISTANT PROFESSOR,

DEPARTMENT OF MATHEMATICS



- Participated, Presented and Published "Ordering Multi Criteria Decision Making Problems using Octagonal Intuitionistic Fuzzy Numbers" in the Two Days International Conference on Current Scenario in Pure and Applied Mathematics, Kongunadu Arts and Science College, Coimbatore.

### STAFF NAME: A. SARANYA

ASSISTANT PROFESSOR,

DEPARTMENT OF MANAGEMENT



- Participated, Presented and Published "Impact of Psychological Flexibility on LMX (Leader – Member exchange) in the Two Day International Conference on Enterprise Management and Business Intelligence (ICEMBI 2021) in Dr. N.G.P. Institute of Technology, Coimbatore.
- Presented and Published the paper titled on Lessons to be remembered from global financial crisis amidst the pandemic in the international conference on Business and Innovation ICON 2021" at Sri Ramakrishna College of Arts and Science, Coimbatore.

### STAFF NAME: MS. N.V. BRINDHA

ASSISTANT PROFESSOR,

DEPARTMENT OF COMPUTER SCIENCE



- Participated, Presented and Published "Improving Robustness in Multimodal Biometric System using Fourth Quadrant in the International Conference on "Research Practices of Cutting Edge Technologies in Computing" organized by PG & Research Department of Computer Science, Sri Ramakrishna College of Arts & Science, Coimbatore Watermarking for Efficient Manet Routing"
- Improving Robustness in Multimodal Biometric System using Fourth Quadrant Watermarking for Efficient MANET Routing. International Conference on Research Practices of Cutting Edge Technologies in Computing 2021.
- Improving robustness in MANET by optimization of AOMDV routing using flower pollination algorithm. Innovative Research in Computer Science and Information Technology 2021.
- A Secured optimised AOMDV routing protocol in MANET using lightweight continuous multimodal biometric authentication. Journal of Ambient Intelligence and Humanized Computing, March 2022
- Attended FDP on UiPath Robotic Process Automation Design & Development Duration - 17th Jan - 21st Jan 2022

### STAFF NAME: DR. M. KIRUTHIKA

ASSISTANT PROFESSOR, HEAD i/c


DEPARTMENT OF MATHEMATICS



- Published "Matrix Representation of Finite Soft Topologies", International Journal of Mathematical Archive(IJA).
- Participated, Presented and Published "Separation Axioms on Soft Topology" in the Three Days International Conference on Innovation and Application in Science & Technology, Galgotias College of Engineering and Technology, Greater Noida, U.P, India.
- Participated, Presented and Published "Soft  $\mu$ - Open sets" in the Two Days International Web Conference on Smart Engineering Technologies, Ramco Institute of Technology, Rajapalayam.
- Participated, Presented and Published "Soft  $\alpha$ - Open sets Where  $\alpha \in \{p, q, P\}$ " in the Two Days International Conference on Current Scenario in Pure and Applied Mathematics, Kongunadu Arts and Science College, Coimbatore.

## TALENTS OF STUDENTS

Once, I was as brave as a SHARK  
Magistically making my way between the lusty green  
BARK.

But then,  
I fell in love with a girl  
Who was immensely beautiful   
regardless of her tone, dark.

She stands with me against an army  
as a lone warrior  
the sense of terror could be felt in the Warfield.  
Yet the warfare should be practiced

He stood there, armed, ready to face them.  
She, a queen always a queen, ready to show her support.

The war began,  
I started to fight the army, with all my courage.  
Each time the feel of anxiety and depression, and the fear  
of losing the war creeps, inside me,  
the look of her glittering eyes, holding lot of tears, makes  
me fall for her, all over again.  
And make me fight with more enthu than before.

Days passed,  
The army began to lose its hold,  
i started to defeat the army of my hopelessness,  
depression and the feeling of being alone.  
I enjoyed my own company accompanied by her,  
words are like diamond, not beautiful just rare to portray  
the immense beauty she holds!

Lust, romance and love crawl inside me each time i see  
her Nychthemeron!

She is the only one who has seen the original me! Faced  
my anger and frustration eye to eye! Though there for me  
when i feel low!

Ohh what a pity!

The feel of lust and love towards her made me learn the  
life saving lessons!

She stimulates the vital hormones in me, which i don't  
know i am worth for or not!

The war between me and the army, army of my  
responsibilities is not yet over.

But She, the night, ever gorgeous night is the only one,  
I could cherish forever 

~ Sai Pranav C R

நான் என்னை தொலைத்துவிட்டேன்!  
மக்கள் கூட்டத்தின் மத்தியில்!  
மோசமான சித்தாந்தத்திற்கும்!  
தரம் அற்ற யோசனைகளுக்கும்!  
தேவையற்ற வார்த்தைகளுக்கும்!  
செவி சாய்த்து, நான் என்னை  
தொலைத்துவிட்டேன்!

யார் என்று தெரியாத நால்வருக்காக  
நான் சதை பிண்டமாக வாழ  
விரும்பவில்லை!  
நான் வீழ்வதற்கு வேலை செய்யும்  
துரோகத்திற்கு அடிபணியவும்  
இயலாது!  
எனது சித்தாந்தத்தையும் விருப்ப  
வெறுப்புகளை மாற்றி எழுத முடியாது!

நான் கற்களில் பொறிக்கப்பட்ட  
வரலாறு!  
என்னையும் என் சித்தாந்தத்தையும்  
அழிக்க தான் முடியும்!  
நான் அழிந்தால் மட்டுமே அது முடியும்!

இது எனது வாழ்க்கை பயணம்!  
தனியாக கம்பிரமாக பயணிக்க  
விரும்புகிறேன்!

~ சாய் பிரணவ் கோ ர

மௌனம் பேசுமிடம்!  
தென்றல் வீசுமிடம்!  
மரங்கள் ஆடுமிடம்!  
அருவிகள் பிறக்குமிடம்!  
மேகங்கள் வானத்தை  
முத்தமிடும் இடம்!  
விலங்குகள் வாழுமிடம்!  
இயற்கை அன்னை  
கொஞ்சுமிடம்!-இதில்  
இந்த கால மனிதர்கள்  
வாழ ஏது இடம்??

- Dhanush

YourQuote.in

A. DHANUSH  
I BBA

SAI PRANAV C  
R

## RANGOLI BY OUR STUDENTS



C. Kaviya Bharathi,  
S. Suji  
I BCA

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S. Annapoorani,  
I BBA

R. PoojaSri,  
I B.Sc CS

Subitha p  
Logeshwari R

I B.COM CA



**PROGRAMMES OFFERED**

• B.COM	• B.COM (CA)	• B.COM (PA)	• BBA	• BBA (CA)
• B.A ENGLISH	• B.COM B&I	• BSC CS	• BCA	• BSC MATHS

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