



Sri Krishna Arts and Science College

Monthly Report: March 2016

Highlights:

**Cricket Team won Red Bull Trophy
Out Reach Programme @ Ooty
College Day on 14.03.2016**



3/31/2016

SRI KRISHNA ARTS AND SCIENCE COLLEGE
(An Autonomous College Affiliated to Bharathiar University)
Coimbatore – 641008

Monthly Report – March, 2016

I. Faculty Progression

- Three Faculty members of commerce submitted Ph. D. Thesis on 01.03.2016.
- Dr.P.BabaGnanakumar, Principal, presented a paper titled “Behavioural Teaching of Finance – A case Study” in 17th National Conference of Association of Indian College Principals (AICP), organized by Ranchi college, Ranchi, during 04.03.2016 and 06.03.2016.
- Ms.S.Subha of Commerce presented a paper titled “Problems faced by workers in unorganized sector” in one day National Level Conference on Problems and prospects of workers in unorganized sector in Tamil Nadu, organized by at Parks College, Tirupur on 04.03.2016.
- Mrs. AardhraVasudevan of Commerce presented a paper titled “Opportunities for the growth of the workers in unorganized sector” in one day National Level Conference on Problems and prospects of workers in unorganized sector in Tamil Nadu, organized by at Parks College, Tirupur on 04.03.2016.
- Ms.P.Vanithamani of Commerce presented a paper titled “Problems and prospects of workers in unorganized sector” in one day National Level Conference on Problems and prospects of workers in unorganized sector in Tamil Nadu, organized by at Parks College, Tirupur on 04.03.2016.
- Dr.S.Anbumalar of Commerce presented and published an Empirical paper titled “A Study On Interaction Between Intellectual Capital and Profitability of Selected Cement Companies In India” in International Journal of Commerce and Management Research (PIJCMR), in International Conference on Innovative Strategies in Commerce at Bon Secours College for Women, Tanjore with ISSN NO: 2321-3604(Impact factor 2.532) during March 2016.
- Ms.C.Gayathiri Devi of Commerce presented and published an Empirical paper titled “A Study on Active Economic Performance of Hospital Services” in International Journal of Commerce and Management Research (PIJCMR), in International Conference on Innovative Strategies in Commerce at Bon Secours College for Women, Tanjore with ISSN NO: 2321-3604(Impact factor 2.532) during March 2016.
- Mr.P.ArunPrakash of Commerce presented and published an Empirical paper titled “A Study on Analytical Study on Gross Loan Portfolio and Profit Margin of Selected Microfinance Institutions in Andhra Pradesh” in International Journal of Commerce and

Management Research (PIJCMR), in International Conference on Innovative Strategies in Commerce at Bon Secours College for Women, Tanjore with ISSN NO: 2321-3604(Impact factor 2.532) during March 2016.

- Mr.D.Kulothungan of Commerce presented and published an Empirical paper titled “An in Depth Study on Effect of Leverage on Profitability of Select Cement Companies in India” in International Journal of Commerce and Management Research (PIJCMR), in International Conference on Innovative Strategies in Commerce at Bon Secours College for Women, Tanjore with ISSN NO: 2321-3604(Impact factor 2.532) during March 2016.
- Dr.S.Anbumalar of Commerce presented a paper titled “A Study on Impact of Distance Education in Coimbatore” in International conference on Mapping Business Excellence Through Innovation & Vibrant Practice organized by Nehru Institute of Technology, Coimbatore on 11.03.2016.
- Ms.S.Subha of Commerce presented a paper titled “Comparative study on customer satisfaction towards internet banking offered by SBI and ICICI bank” in International conference on Mapping Business Excellence Through Innovation & Vibrant Practice organized by Nehru Institute of Technology, Coimbatore on 11.03.2016.
- Ms.S.Subha of Commerce presented a paper titled “Study on Mall mania among students” in International conference on Mapping Business Excellence Through Innovation & Vibrant Practice organized by Nehru Institute of Technology, Coimbatore on 11.03.2016.
- Ms.P.Vanithamani of Commerce presented a paper titled “Green Marketing” in International conference on Mapping Business Excellence Through Innovation & Vibrant Practice organized by Nehru Institute of Technology, Coimbatore on 11.03.2016.
- Mr.S.KrishnaPrasath of Commerce presented a paper titled “Digital Marketing” in International conference on Mapping Business Excellence Through Innovation & Vibrant Practice organized by Nehru Institute of Technology, Coimbatore on 11.03.2016.
- Ms.M.Nithyapriya of Commerce presented a paper titled “Social Media and its role in marketing” in International conference on Mapping Business Excellence Through Innovation & Vibrant Practice organized by Nehru Institute of Technology, Coimbatore on 11.03.2016.
- Ms.B.Shanthi of Commerce presented a paper titled “Green Marketing” in International conference on Mapping Business Excellence Through Innovation & Vibrant Practice organized by Nehru Institute of Technology, Coimbatore on 11.03.2016.
- Ms.C.H.Shakeela of Commerce presented a paper titled “Green Marketing and sustainable challenges” in International conference on Mapping Business Excellence Through Innovation & Vibrant Practice organized by Nehru Institute of Technology, Coimbatore on 11.03.2016.
- Dr.S.Anbumalar of Commerce presented and Published a paper titled “Role of MSMEs and Indian Economy” in One Day National Seminar on MSMEs in India: Challenges &

Opportunities organized by Bharathidasan University Constituent Arts & Science College(Co-Ed), Trichirappalli with ISBN No: 978-9-83213-139 on 11.03.2016.

- Ms.S.Subha of Commerce presented and Published a paper titled “Rural Entrepreneurship in India” in One Day National Seminar on MSMEs in India: Challenges & Opportunities organized by Bharathidasan University Constituent Arts & Science College(Co-Ed), Trichirappalli with ISBN No: 978-9-83213-139 on 11.03.2016.
- Dr.P.Prasanna of Commerce presented and Published a paper in One Day National Seminar on MSMEs in India: Challenges & Opportunities organized by Bharathidasan University Constituent Arts & Science College(Co-Ed), Trichirappalli with ISBN No: 978-9-83213-139 on 11.03.2016.
- Mr. J. Vasanth Nirmal Bosco and Mrs. Arthi Rasmi of Bio Informatics published a research article entitled “ANTIVIRAL PROPERTIES OF PHYTOCHEMICALS FROM TOMATO” in International Journal of Engineering Sciences & Research Technology with Impact Factor of 3.785 during March, 2016.
- Mrs. C. sunitha of BCA & M.Sc (SS) published an article entitled “Implementation of Wireless Body Area Networks in Health Monitoring” in International Journal of Technical Research and Applications during March, 2016.
- N.Uthra, N.Kanimozhi & V.Valarmathi of Information Technology published a paper on “What is clustering: An Overview” in SS International Journal of Multidisciplinary Research with E- ISSN:2395-7964 during March, 2016.
- D.Shobana of Information Technology published a paper on “A Review on Green Marketing” in International Journal of Trend in Research & Development with E- ISSN:2395-7964 during March – April, 2016.
- S.Gomathi & R.Ranjani of Information Technology published a paper on “Electronic Student Leave Organizer” in International Journal of Trend in Research & Development with E- ISSN:2395-7964 during March - April, 2016.

II. Outreach Programmes

- Students of Management Science visited Ooty on Tutor Ward Outbound Programme on 07.03.2016.
- Students and Faculty of Commerce visited Indian Institute of Astrophysics, Kodaikanal on 13.03.2016.

III. Events Organized

- Department of Commerce organized “valedictory” on 01.03.2016.
- Department of English organized “Literary Programme” on 01.03.2016.
- Department of English organized “Technical Fest” on 01.03.2016.

- Department of BCA & M.Sc (SS) organized a workshop on “XML & Web services” for III BCA students on 01.03.2016.
- Department of Costume Design and Fashion released mobile app on “Fashion Trends” on 01.03.2016.
- Department of English organized “valedictory” on 02.03.2016.
- Departments of BBA and BBA(CA) organized “Budgetario’16” on 04.03.2016.
- Rotaract Club organized an event “Provoke” for first year UG students on 07.03.2016.
- Department of Tamil organized “Nadaga Vizha” on 08.03.2016.
- Department of Information Technology organized workshop on “Android” for I, II year UG students on 09.03.2016.
- Departments of BBA(CA) organized “Valedictory” on 11.03.2016.
- Departments of BBA organized “Valedictory” on 11.03.2016.
- SKASC NCC & Coimbatore Defense Academy Jointly organized a Seminar on “Leadership Training & Career in Indian Armed Forces” on 11.03.2016.
- College day and Valedictory of Tamil Mandram held on 15.03.2016.
- Annual Sports Day held on 16.03.2016.

IV. Student Progression

- Bellaro John Regan. A of II MSW met Mr. Sahayam IAS as a part of field visit on 29.02.2016 at Chennai.
- M.Manikandan of III IT A participated & won II place in photography organized by Karpagam Academy of Higher Education on 01.03.2016.
- Manisha Unni of III B.Sc (CDF) won first prize (Cash Rs.1000) in Designer Contest in intercollegiate competition organised by Bishop Appasamy College of Arts and Science on 02.03.2016.
- S.Prabhu, P.Muthupandian of II IT B won III Prize in IPL Auction organized by Sri Krishna College of Engineering and Technology on 02.03.2016.
- S.Prabhu, P.Muthupandian, R.Surendran, L.Sundar of II IT B won III Prize in Market Freek 2016 organized by Sri Krishna College of Engineering and Technology on 02.03.2016.
- Students of Computer Science won Overall Trophy in Intercollegiate Meet organized by Sri Krishna College of Engineering and Technology on 02.03.2016.
- Students of Management science won overall Championship award in Management Fest conducted by SoM, Sri Krishna College of Engineering and Technology on 03.03.2016.
- Students of ECS won overall Championship award in Synchronics’16 conducted by SNR Sons College, Cpoimbatore on 03.03.2016.
- R.Surendran of II IT B won I Prize in Photography of Colloquim 2k16 - National Level Technical Symposium organized by Sri Krishna College of Engineering & Technology on 03.03.2016.
- V. Divagar & Arun Das .D. Nair of II B.Com(CA)A presented and published a paper on “Prospects and Problems of MSDMEs in India” in One day National Seminar on “MSMEs in India : Challenges & Opportunities” organized by Bharathidasan University

Constituent Arts & Science College, Tiruchirappalli with ISBN No. 978-93-8-3213-13-9 on 11.03.2016.

- S. Aralakesi & R. Nivetha of II B.Com(CA)A presented and published a paper on “Marketing Management” in One day National Seminar on “MSMEs in India : Challenges & Opportunities” organized by Bharathidasan University Constituent Arts & Science College, Tiruchirappalli with ISBN No. 978-93-8-3213-13-9 on 11.03.2016.
- Anirudh.C & Dhruv Raghunath of I M.Com presented and published an Empirical paper titled “An in Depth Study on Effect of Leverage on Profitability of Select Cement Companies in India” in International Journal of Commerce and Management Research (PIJCMR), in International Conference on Innovative Strategies in Commerce at Bon Secours College for Women, Tanjore with ISSN NO: 2321-3604(Impact factor 2.532) during March 2016.
- V.Sindhu & P. Amal of II M.Com presented and published an Empirical paper titled “A Study On Interaction Between Intellectual Capital and Profitability of Selected Cement Companies In India” in International Journal of Commerce and Management Research (PIJCMR), in International Conference on Innovative Strategies in Commerce at Bon Secours College for Women, Tanjore with ISSN NO: 2321-3604(Impact factor 2.532) during March 2016.
- Mouli.B & Sreejith.P of II B. Com ‘A’ presented and Published a paper titled “Role of MSMEs and Indian Economy” in One Day National Seminar on MSMEs in India: Challenges & Opportunities organized by Bharathidasan University Constituent Arts & Science College(Co-Ed), Trichirappalli with ISBN No: 978-9-83213-139 on 11.03.2016.
- Abilash.G & Karthick.S of II B. Com ‘A’ presented and Published a paper in One Day National Seminar on MSMEs in India: Challenges & Opportunities organized by Bharathidasan University Constituent Arts & Science College(Co-Ed), Trichirappalli with ISBN No: 978-9-83213-139 on 11.03.2016.
- Ten students of I B.Com A presented a paper in International conference on Mapping Business Excellence Through Innovation & Vibrant Practice organized by Nehru Institute of Technology, Coimbatore on 11.03.2016.
- M. K. Shanthalakshmi , B. Raghu Rajkumar & R. Monisha of I M.Com(IB) presented a paper on “Innovation in Supply Chain Management” and won II Prize in National Level Technical Symposium – Blue Seaways ’16 organized by Coimbatore Marine College, Coimbatore on 12.03.2016.
- K.Santhiya of III IT A won Best outgoing student award in UG Level and Bellaro John Regan. A of II MSW won Best outgoing student award in PG Level on 15.03.2016.
- Andrews.J & Venkatraman of III M.Sc (SS) published an article entitled “Implementation of Wireless Body Area Networks in Health Monitoring” in International Journal of Technical Research and Applications during March, 2016.

- V.Kaviya & R.Rekha of I B.Sc IT B published a paper on “What is clustering: An Overview” in SS International Journal of Multidisciplinary Research with E- ISSN:2395-7964 during March, 2016.
- Pavikumar.K, & Vignesh.M of I M.Sc IT published a paper on “A Review on Green Marketing” in International Journal of Trend in Research & Development with E- ISSN:2395-7964 during March – April, 2016.
- Nabela.I of III B.Sc IT A published a paper on “Electronic Student Leave Organizer” in International Journal of Trend in Research & Development with E- ISSN:2395-7964 during March - April, 2016.

V. Placement Status

- Campus Drive has been organized for all UG & PG except M.Sc (Software Systems) by Hexaware BPS on 11.03.2016.
- Two students of II M.Sc (CS) and one student of B.Sc (CS) placed in off Campus Drive organized by J- Technologies, Coimbatore on 08.03.2016.
- Seventeen students got placed in AGS Health Care on 22.03.2016.

VI. Meetings organized

- Tutor ward meeting was organized once for all the classes through Google Apps.
- Four HoDs Meetings were conducted during February, 2016.
- MoU Renewal Meeting with TCS held on 10.03.2016.

VII. Teaching and Learning System

- 1352 files were uploaded through Myclassroom.com by faculty members and students for the purpose of academic and administration. 299 assignments were submitted by students, 2959 links have been uploaded to facilitate the students with recent information and comprehensive descriptions during the month of February 2016. A total of 117960 points was achieved by students. A total of 85500 points was achieved by faculty. A total of 28689 points was achieved by IV M.Sc (SS).
- Snap Talk and news Reading was conducted to improve the communication skills of the students.
- M. Phil viva-voce has been conducted for 2 candidates in Commerce on 02.03.2016.
- M. Phil viva-voce has been conducted for 3 candidates in Computer Science on 24.03.2016.
- M. Phil viva-voce has been conducted for a candidate in Computer Science on 31.03.2016.

VIII. Guest and Alumni Visits

- Guests visited for various events during February 2016 given below,

S. No.	Name of the Guest	Designation & Address	Date
1	Mr. Murali Krishnan	Chief Manager & Faculty, Management Development Institute, Bank of India, Coimbatore.	01.03.2016
	Mr. Sivakumar	Hospital Relationship Manager, Star Health and Allied Insurance Ltd, Coimbatore.	01.03.2016
	Mr. G. Kannadhasan	Zonal Training Manager, Star Health and Allied Insurance Ltd, Coimbatore.	01.03.2016
	Mr.Prabhu	SKCET	09.03.2016
	Lt. Esan	Ex. Navy Officer and Former AVP.	11.03.2016
	Anto	Director, Academic Relations, Coimbatore Defense Academy.	11.03.2016

IX. Social Activities

- Department of Social Work organized Tribal Camp at Dumanur village on 01.03.2016.
- Students of Management Science visited Ooty and conducted voting awareness Programme on 07.03.2016.
- NSS Students participated and donated organs in “Organ Donation Camp” organized by Sri Ramakrishna Hospitals on 19.03.2016.
- 212 Students participated in “Noyyal Yatra Campaign” organized by NGOs, Coimbatore on 26.03.2016.
- SKASC received certificate of appreciation for YRC activities on 28.03.2016.
- Voters Awareness programme has been organised by Pudiyathalaimurai Channel at SKASC on 29.03.2016.

X. Sports

- Cricket men team of SKASC won the 1st place in the RED FULL (suzuki)inter collegiate cricket tournament held at Coimbatore on 08.03.2016.

...End of Report...

Gallery

Guests Visit



TCS MoU Renewal





College Day & Valedictory of Tamil Mandram



Sports Day

Out Reach Programmes



Management Students @ Ooty

Faculty Progression



Principal @ Ranchi



Commerce Faculty @ Kodaikanal

Sports



Winner – Cricket Men Team



Cricket Winners – Faculty

Student Progression



CS Students with Overall Trophy of SKCET



Management Students with Overall Trophy of SKCET



ECS, SKASC – Overall Champion in Synchronics'2016 – A Technical Symposium in Electronics, conducted by SNR & Sons College, CBE.



Good intentions are not enough. It takes the right action, performed with the right consciousness, to produce the necessary results.

ECS Students with overall Trophy of SNR



Bellaro John Regan. A of II MSW with Mr. Sahayam IAS,

Social Activities



Tribal Camp @ Dumanur – 01.03.2016



Voting Pledge on College Day – 15.03.2016



Organ Donation



Noyyal Yatra Campaign



YRC Certificate of Appreciation



Voters Awareness by Puthiaya Thalaimurai

Various Events



Literay Programme @ English



Technical Fest @ ECS



Mobile App Launch @ CDF



Valedictory @ Commerce



Poster Presentation @ CS



Budgetario'16 @ BBA & BBA (CA)



Nadaga Vizha @ Tamil



Viva-Voce @ English