News Letter

Weekly Edition 05.08.2024

SKASC BEATS

நீர்இன்று அமையாது உலகெனின் யார்யார்க்கும் வான்இன்று அமையாது ஒழுக்கு

**AY 2024-2025**

Wheelchair Basketball Tournament - NSS

The **Sittrui Foundation** hosted the **South Zone Wheelchair Basketball Tournament** for men at the Nehru Stadium Basketball Ground. The NSS team from Sri Krishna Arts and Science College played a crucial role in the success of the event. A team of volunteers, divided into smaller groups led by a senior volunteer and assisted by two junior volunteers, took charge of various tasks such as providing refreshments and cheering on the players. Through their dedication and teamwork, the volunteers created a lively and supportive atmosphere, enabling the players to perform at their best and enjoy the competition. Their efforts were instrumental in making the tournament a memorable experience for all participants.

Thal Sainik Camp 2024 NCC

SRI KRISHNA INSTITUTIONS COIMBATORE

NCC

SRI KRISHNA ARTS AND SCIENCE COLLEGE

SRI KRISHNA ARTS AND SCIENCE COLLEGE
6 TAMILNADU MEDICAL COMPANY NCC

Congratulations

TSC IGC-2024, CHENNAI

CDT SURYA & CDT SONA

We are proud to announce that these SKASC NCC cadets got selected out of 25,000 NCC cadets to represent Coimbatore group in THAL SAINIK CAMP 2024 held at CHENNAI. We convey our best wishes to them.

CDT Surya from II B.Sc. IT and **CDT Sona** from II B.Sc. CSA emerged as luminaries among 25,000 NCC Cadets, securing a coveted spot to represent the Coimbatore group at the esteemed **Thal Sainik Camp** in Chennai. With unyielding resolve, CDT Sona demonstrated remarkable agility and fortitude in the Obstacle Training category, while CDT Surya exhibited exceptional prowess in Health and Hygiene. Their outstanding accomplishments catapulted the Coimbatore group to a commendable second position overall, a testament to their unwavering dedication and unrelenting passion.

Fieldwork Project NSS

The NSS volunteers participated in a fieldwork activity focused on cleaning and maintaining the **Vellalur Pond** and its surrounding forest areas, including the **Miyawaki Forest and Butterfly Park.** This initiative aimed to preserve the natural beauty and ecological balance of this vital ecosystem. The volunteers' efforts included removing litter, clearing overgrown vegetation, and enhancing the habitat for local wildlife, thereby contributing to environmental sustainability and community well-being. This hands-on experience not only fostered environmental stewardship but also deepened their connection to nature.

Essay Writing Competition IIC & Faculty Club

The Institution's Innovation Council of SKASC and Faculty Club jointly organized a Two-Day **Essay Writing Competition**, **Learning Unbound: Innovations in Education Polic**y inviting students to share innovative ideas on educational policies. The competition provided a platform for participants to demonstrate their knowledge, analytical skills, and presentation abilities. Winners were selected based on their performance, with awards presented to the top three participants who showcased exceptional understanding, analysis, and presentation skills.
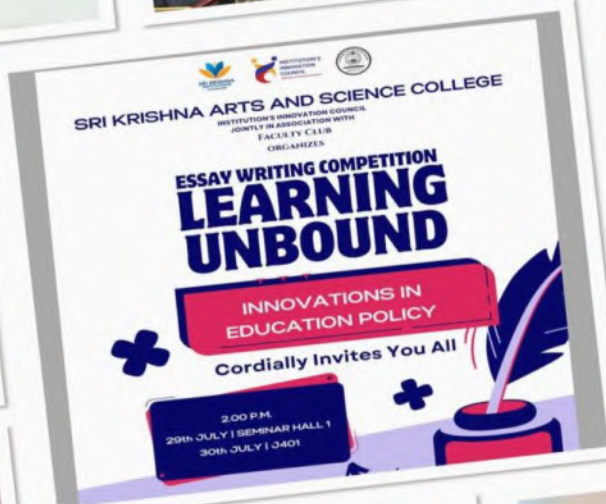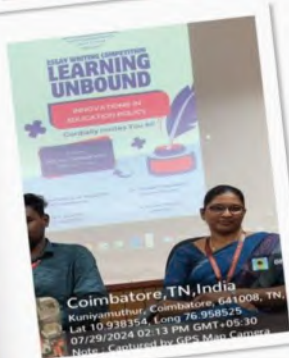
Seminar - CS

The Department of Computer Science hosted a **Seminar** on **Intellectual Property Rights** featuring **Ms. A. Gokila**, a seasoned Advocate from Coimbatore, as the Chief Guest. With her expertise in law, she enlightened students, faculty, and professionals on the significance of safeguarding intellectual property and the legal tools available for its protection. The seminar aimed to provide a thorough understanding of Intellectual Property Rights (IPR), explore various types of intellectual property, emphasize the role of IPR in fostering innovation and creativity and to inform participants about national and international legal frameworks governing IPR. Through this seminar, the Department of Computer Science endeavored to educate and raise awareness about the importance of intellectual property protection.

Eternix Fest '24 - CS

The Department of Computer Science hosted **Eternix Fest'24**, a Two-Day Intra-departmental event showcasing a series of engaging competitions. The festival featured a **UI/UX Designing Program,** and a **Poster Presentation Competition** focused on environmental issues and preventive measures, highlighting the ability to merge visual design with critical environmental topics. Additionally, the **Fireless Cooking competition** challenged participants to create innovative dishes without traditional cooking methods, demonstrating culinary creativity and adaptability.

The event concluded with a **Valediction Ceremony**, where Mrs. M. Nivedha, Association In-Charge, praised the enthusiasm and creativity of the participants. **Dr. R. Jagajeevan**, Principal, presided over the ceremony and awarded the winners with certificates and trophies. The festival was a resounding success, thanks to the efforts of coordinators Mrs. Kirubadevi and Mrs. M. Nivedha.

Glimpses of Eternix Fest'24

Workshop - SS

The Institution's Innovation Council, in collaboration with the Department of Software Systems, organized a **Two-Day Workshop** titled **Osphere: Innovation in OS & Virtualization** for all computer stream students. The workshop featured **Mr. P. Chandrasekar,** a DevOps Engineer from ec2cloud IT Solutions, Ramanathapuram, Coimbatore, as the lead speaker and instructor. With his extensive industry experience, he led interactive sessions that explored the latest advancements and innovative practices in operating systems and virtualization technologies. The workshop provided students with a comprehensive understanding of OS concepts and hands-on experience with virtualization applications in today's tech landscape. Participants gained valuable insights into current trends and future directions in the field, enhancing their academic and professional growth.

Guest Lecture - English

The Department of English organized a captivating Guest Lecture titled **A Roadmap to Rejoice English Literature**, featuring **Dr. P. Karthikeyan**, Assistant Professor of English at KGISL Institute of Technology, as the esteemed Chief Guest. The event drew a large and engaged audience of students and faculty members, making it a standout academic experience that fostered a deeper appreciation for English literature.

Seminar - Commerce

The Department of Commerce, in partnership with the Institution's Innovation Council of SKASC, hosted a Seminar on **Lean Start-up and Minimum Viable Product (MVP) / Business**. The event featured two esteemed experts in the start-up field: **Ms. Srisakthi Karthikeyan**, Incubation Manager at Cultiv8 and a prominent start-up funding enthusiast, and **Mr. M. Pranesh Kumar**, CEO of ICAM Tecnosys Ltd. They shared valuable insights on start-up funding methods and MVP businesses, enlightening the young audience. Following the lecture, I B.Com. students actively participated in a PowerPoint presentation activity, showcasing their understanding of topics such as prototyping, women entrepreneurship, social media tools for small businesses, and innovation accounting.

Estilo Viaggio - CDF

The launch of the Costume Design and Fashion Department, **Estilo Viaggio**, was formally commemorated with an inauguration ceremony, heralding a new chapter in the department's journey. This momentous occasion featured a series of speeches, oath-taking ceremonies, and captivating performances, bringing together esteemed guests and dignitaries to extend their support and well-wishes. The inaugural ceremony served as a joyous celebration of the department's inception, a moment for introspection, and a glimpse into the exciting possibilities that the future holds.

Awareness Program - MSW

The Department of Social Work organized an Awareness Program commemorating **World Day against Human Trafficking**. The event focused on Human Trafficking and Child Bonded Labour, featuring esteemed speakers who shed light on this critical issue. Dr. R. Jagajeevan, Principal, delivered the Inaugural Address, highlighting the exploitative nature of human trafficking and identifying vulnerable populations at risk.

Mrs. Gayathri, Assistant Commissioner of Labour (Enforcement), Coimbatore, discussed the dangers of trafficking, while **Mr. R. Senthil Kumar**, Inspector of the Anti-Human Trafficking Unit, Coimbatore, shared valuable insights on recognizing and supporting victims in their pursuit of justice. **Mr. Dinesh Kumar**, Inspector and Panel Advocate at the District Legal Service Authority, Coimbatore, emphasized the disproportionate impact of trafficking on women and girls, with nearly one-third of victims being children. **Mr. K. Prabhu**, Advocate at the Madras High Court, Chennai, concluded the program by outlining the support systems available to trafficking victims, offering a message of hope and resilience.

Guest Lecture - MSW

The Department of Social Work hosted a **Guest Lecture** on **Domestic Enquiry** for II MSW students, featuring **Mr. R. Bakthavatsalam**, a seasoned Freelance HR Trainer, Coimbatore. He shared his expertise on Key Labor Law aspects, elaborating on the domestic enquiry process and the essential principles of natural justice. Through his informative talk, Mr. Bakthavatsalam highlighted the significance of promoting a positive and efficient work culture, broadening the students' understanding of the subject.
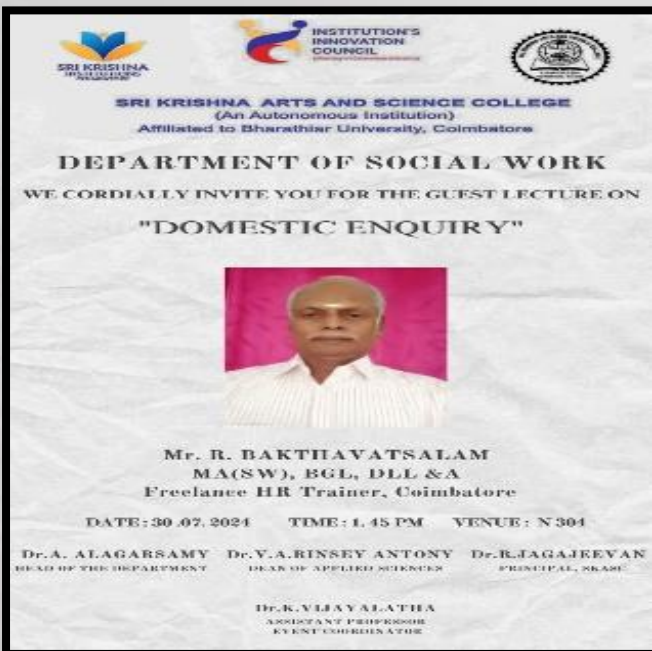
Workshop - CS

The Department of Computer Science and IIC organized a Workshop, **Mastering Python: From Basics to Beyond** which served as a catalyst for creativity, idea-sharing, and collective growth. Participants engaged in hands-on solution development, explored new avenues, and discovered novel insights, preparing them for a vast landscape of programming opportunities.

Flag Hoisting - NCC

Coimbatore, Tamil Nadu, India
WXP5+XM, BK Pudur, Sugunapuram East, Coimbatore, Kuniyamuthur, Tamil Nadu 641008, India
Lat 10.937598°
Long 76.958911°
31/07/24 09:09 AM GMT +05:30

Coimbatore, Tamil Nadu, India
WXP5+XM, BK Pudur, Sugunapuram East, Coimbatore, Kuniyamuthur, Tamil Nadu 641008, India
Lat 10.937577°
Long 76.958866°
31/07/24 09:08 AM GMT +05:30

Dr. B. Radha, Assistant Professor in the Department of Cognitive Science, had the honour of hoisting the flag alongside the NCC cadets.

Panel Discussion
Commerce IT & E-Commerce

The Institution Innovation Council, in partnership with the Department of Commerce IT & E-Commerce of SKASC, organized a Panel Discussion on **Innovation and Start-up Eco-System** offering students a unique opportunity to gain valuable insights and expert advice on launching and growing a successful start-up.

The discussion covered essential topics such as start-up programs, investment strategies, business development, and the fundamentals of entrepreneurship.

Additionally, it delved into various approaches to launching a business, providing students with a comprehensive understanding of effective business strategies and fostering professional growth.

Observation Visit - MSW

The students of MSW embarked on an observation visit to the **Tamil Nadu Water Board and AIM NGO**, where they participated in a rally on **Rainwater Harvesting**, organized by TWAD and AIM. The event was coordinated by **Mrs. B. Mohanapriya** and witnessed an active involvement from MSW students and NSS volunteers, who came together to promote awareness on the importance of rainwater harvesting.

Seminar - Mathematics

The Department of Mathematics hosted a seminar on **Application of Mathematics in Financial Aspects** for I and III B.Sc. Maths students. **Mr. K. Giridharan**, Assistant Professor of Mathematics at Sree Saraswathi Thyagaraja College, Pollachi, was the keynote speaker. The seminar covered the basics of financial mathematics, investment platforms, and the role of mathematical concepts in financial markets. The Resource Person shared his expertise, emphasizing continuous learning and adaptation in successful investment practices. The seminar provided students with a comprehensive understanding of various investment channels and the significance of mathematical models in finance.

Seminar - CS

The Department of Computer Science organized a Seminar on **Current Trends in IT with Industry 5.0** featuring **Dr. V. Deepa**, Associate Professor of Computer Science at Hindusthan College of Arts and Science, Coimbatore, as the Chief Guest. This event inspired creativity and idea-sharing, focusing on various aspects and sectors in IT, and provided a clear explanation of each sector and its perspectives. The seminar was attended by I B.Sc. SS students, who gained valuable insights and knowledge on the latest trends in the field, fostering learning and growth through interactive discussions.

Drug-Free Campuses
NSS

Dr. R. Annadurai, NSS Coordinator, led the program, which featured **Mr. V. Balakrishnan**, IPS, and the Commissioner of Police, Coimbatore, as keynote speakers. The initiative aligns with the establishment of anti-drug clubs in colleges and strict policies complying with federal laws, such as the Drug-Free Schools and Communities Act (DFSCA). These policies prohibit drug use, possession, or distribution on campus and implement educational programs to raise awareness about the dangers of drug use, its impact on health and academic performance, and legal repercussions, ultimately striving to create a safe and healthy environment for the university community.

The NSS Cell of Bharathiar University organized an Awareness Program on **"Drug-Free Campuses: A Campaign for Bharathiar University and its Affiliated Colleges"** **(NARCOTICS - Awareness Programme for the International Day Against Drug Abuse and Illicit Trafficking)** as per the direction of Honorable Vice-Chancellor, Committee Members, and Registrar on August 1, 2024. The NSS volunteers of SKASC participated in this event. The event, held at the Usha Kirtilal Mehta Convention Centre, aimed to educate NSS volunteers and Programme Officers from affiliated colleges on the importance of creating drug-free campuses.

National Child Labour Project NSS

The NSS Volunteers of SKASC visited the Collector's office as part of the **National Child Labour Project**, where they assisted in documenting the yearly transfer certifications from each district. Their primary focus was on meticulously recording the names and ages of the students at each workplace, contributing to the project's efforts in monitoring and addressing child labour.

Competition - English

Kuniyamuthur, Tamil Nadu, India
WXQ5+6FR, BK Pudur, Sugunapuram East, Kuniyamuthur, Coimbato
India
Lat 10.938273°
Long 76.958632°
31/07/24 01:13 PM GMT +05:30

     The English Literary Forum of the Department of English, hosted a **Literary Map Quest Competition** that drew fervent participation from students.

The event was a testament to the students' imagination and ingenuity, as they presented their concepts with remarkable creativity, skill, and originality, making it a resounding success.

hur, Tamil Nadu, India
K Pudur, Sugunapuram East, Kuniyamuthur, Coimbatore, Tamil Nadu 6

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PM GMT +05:30

Coimbatore,TN,India
Kuniyamuthur, Coimbatore, 641008, TN, India
Lat 10.938275, Long 76.958613
07/31/2024 01:44 PM GMT+05:30
Note : Captured by GPS Map Camera

Token Of Appreciation
Commerce

SKASC extends warm congratulations to **Ms. Riya C Shah** and **Ms. L. Sowdhaamini ,** students of II B.Com. PA 'A', on their outstanding achievement of passing the **CA Foundation Examination**, conducted by the Institute of Chartered Accountants of India (ICAI) in June 2024.

Placement Achievements - SKASC

SKASC extends its warmest congratulations to **Ms. R. Ranjana** and **Ms. G. Raja Shree** on their outstanding achievement in the placement drive organized by **STEAM A**. Both students have secured impressive packages ranging from 3-5 Lakhs Per Annum (LPA), a testament to their hard work and dedication.

SRI KRISHNA ARTS AND SCIENCE COLLEGE
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COIMBATORE-641008

Congratulations!

steam ⓐ

RANJANA R
20MSS023

RAJA SHREE G
23MIT043

ROLE: SOFTWARE DEVELOPER
SALARY: 3-5 LPA

Pre-Placement Talk

The Placement Cell of SKASC is pleased to announce a **Campus Drive** by **CODINGMART,** targeting the 2025 passing out batch, specifically for PG Computer and UG BBA streams. **Mr. Karthikeyan**, **Team Head at Coding Mart**, delivered a pre-placement talk, highlighting the role of Lead Generation-Sales with a salary package of 3 LPA, offering students an exciting opportunity to kickstart their careers.

Kuniyamuthur, Tamil Nadu, India
641008, BK Pudur, Sugunapuram East, Kuniyamuthur, Coimbatore

Placement Achievements - SKASC

Congratulations to **Mr. T. Balasurya**, a final-year BBA student at SKASC, for being selected as the **Lead Generation Specialist** - Sales role at Coding Mart! This is a significant achievement and a testament to his hard work and dedication.

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Congratulations!

CODINGMART

**BALA SURYA T
22BBA013**

ROLE: Lead Generation Specialist – Sales

SALARY: 3 LPA

Commemoration Days

World Nature Conservation Day
– JULY 28

International Tiger Day
– JULY 29

World Wide Web Day
– AUGUST 1

International Friendship Day
– AUGUST 4

📰 **Newsletter**

SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous Institution Affiliated to Bharathiar University, Coimbatore

Kuniamuthur, Coimbatore – 641 008.

Editor-in-Chief
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Co-Editor
Dr. I.J. Kavitha

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Dr. A. Vasanthi
Ms. C. Sree Resmi
Mrs. D. Brindha

Technical Team

Ms. J. Aiswarya

INDIA

HAPPY
Independence day

1947

HAPPY INDEPENDENCE DAY
15 TH AUGUST

INDIA

HAPPY
Independence Day

14 JULY

செறிவறிந்து சீர்மை பயக்கும் அறிவறிந்து ஆற்றின்
அடங்கப் பெறின்.

Independence Day Celebrations

SKASC | Independence Day Celebrations

SKASC celebrated the nation's **78th Independence Day** with grandeur and enthusiasm. The event commenced with a flag-raising ceremony led by Principal Dr. R. Jagajeevan. As the national flag was unfurled, the campus was filled with patriotic fervor. The event featured an impressive parade by NCC and NSS students, whose synchronized march and disciplined salute to the flag captivated the audience. Their performance showcased their dedication and respect for the nation, earning admiration from all and standing as a testament to the students' hard work and commitment.

Glimpses of Independence Day Celebrations

In addition to the parade, the event featured moving performances of patriotic songs and dances that evoked pride and honored the sacrifices of freedom fighters. The cultural displays beautifully reflected the unity and spirit of the nation, with the exceptional efforts of the NCC and NSS students receiving well-deserved praise. The event concluded with a reaffirmation of the commitment to uphold the values of equality, justice, and freedom, paying tribute to the past while looking forward to a brighter future.

Glimpses of Independence Day Celebrations
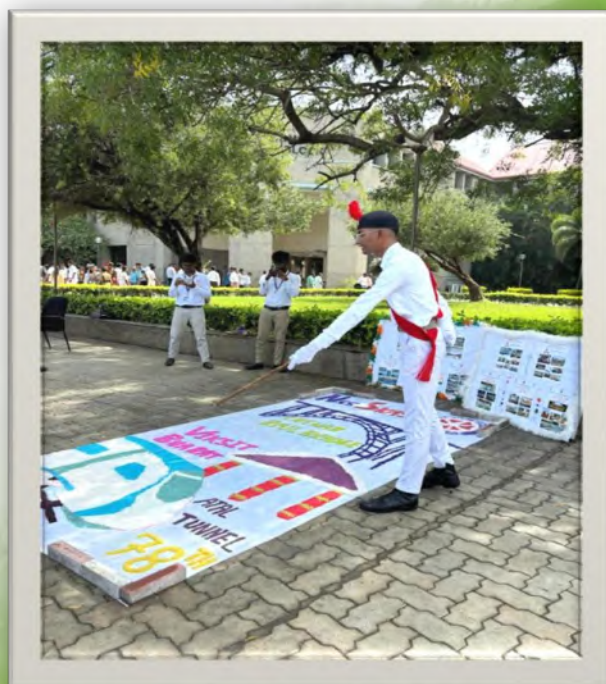
Placement News

IntelliPaat | Pre-Placement Talk

The Placement Cell organized a **Pre-Placement Talk** by **IntelliPaat** for the 2025 passing out batch students on August 13, 2024. **Ms. Kiruthika, Senior Lead HR at IntelliPaat**, led the session, presenting exciting roles as Business Development Associate and Technical Research Analyst, with attractive salary packages of 4.5 LPA and 9 LPA respectively. The resource person shared her personal experiences, knowledge, and suggestions to the students. This talk motivated the students to bridge the gap between academic learning and professional readiness, to approach the placement process with confidence and clarity.

Placement Accolades

SRI KRISHNA ARTS AND SCIENCE COLLEGE

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COIMBATORE-641008

Congratulations!

pickyourtrail
unwrap the world

ASHWATHI D.K
22BSY008

VYAS.S
22BPS152

NOUFIYA JASMINE S
22BSY135

ROLE: Management trainee – Sales

SALARY: 4.20 LPA

SRI KRISHNA
ARTS AND SCIENCE COLLEGE

Department Activities

Languages | நாயகன் நாயகி

    ஸ்ரீ கிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரியின் தமிழ் மன்றம் சார்பில் 12.8.2024 அன்று **நாயகன் நாயகி** எனும் நிகழ்வு அறை எண் I-202 ல் நடைபெற்றது. நிகழ்வின் தொடக்கமாக தமிழ்த்துறை உதவிப்பேராசிரியர் செல்வி ஈ.சௌந்தர்யா வரவேற்புரை வழங்கினார். தாய் மொழியின் மீது பற்றுதலையும் புரிதலையும் தூண்டும் வகையில் இந்நிகழ்வு வடிவமைக்கப்பட்டது. மாணாக்கர்களின் நடிப்புத்திறன், பேச்சுத்திறன், மொழித் திறன், சிந்தனைத் திறன், ஆகியவற்றை மேம்படுத்துதல் மற்றும் ஆளுமைத் திறனை வளர்க்கும் நோக்கத்துடனும் இந்நிகழ்வு நடத்தப்படுகிறது. இந்நிகழ்வில் பல்வேறு துறைகளைச் சார்ந்த மாணவர்கள் கலந்து கொண்டு இந்நிகழ்வைச் சிறப்பித்தனர்.

Languages | நாயகன் நாயகி

Kuniyamuthur, Tamil Nadu, India
WXP5+WVF, BK Pudur, Sugunapuram East, Kuniyamuthur, Coimbatore, Tamil Nadu 641008, India
Lat 10.937378°
Long 76.959778°
12/08/24 01:26 PM GMT +05:30

Kuniyamuthur, Tamil Nadu, India
WXP5+WVF, BK Pudur, Sugunapuram East, Kuniyamuthur, Coimbatore, Tamil Nadu 641008, India
Lat 10.937338°
Long 76.959743°
12/08/24 01:20 PM GMT +05:30

Academic Review Meeting

The **Academic Review Meeting** was held at SKASC on August 17, 2024, to inform parents on the progress of their children. The Class Advisors and the Tutors of all the departments convened this meeting for each class, engaging in thorough discussions with parents regarding their student's academic performance and discipline. The session served as a vital bridge between educators and families, ensuring a shared understanding of student development.

Glimpses of Academic Review Meeting

NSS Activities and Achievements

NSS | World Elephant Day Pledge

The NSS Units of SKASC observed **World Elephant Day** on August 12, 2024, with a pledge-taking ceremony attended by the Principal. The event emphasized the importance of conserving and protecting elephants, bringing attention to urgent threats such as habitat loss, poaching, and human-wildlife conflict. By taking the pledge, participants committed themselves to supporting elephant conservation and raising awareness about the significance of protecting these majestic animals and their habitats. The ceremony served as a call to action, encouraging individuals to contribute to the preservation of elephants and their natural environments.

NSS | Independence Day Pledge

The NSS Units of SKASC organized a pledge-taking ceremony on August 14, 2024, to commemorate the **78th Independence Day**. In the presence of Principal Dr. R. Jagajeevan, students and faculty took a solemn pledge to uphold the values of freedom, unity, and integrity. The ceremony served as a poignant reminder of the sacrifices made by the nation's freedom fighters and inspired everyone to work towards a brighter future for India.

NSS | Anti-Drug Awareness Pledge

The NSS Units of SKASC organized an **Anti-Drug Pledge ceremony** on August 12, 2024. The Principal Dr. R. Jagajeevan, along with students and faculty, took a vow to abstain from drugs and substances of abuse. The event aimed to raise awareness about the harmful effects of drug addiction and promote a healthy lifestyle within the college community. By taking the pledge, participants committed to supporting and encouraging others to lead drug-free lives, contributing to a safer and more responsible society.

NSS |Accolade

SKASC congratulates **Mr. Vignesh Kumar**, a student of III B. Com. A&F, on having the privilege of witnessing the **National Independence Day Celebration at the historic Red Fort in New Delhi.** This prestigious opportunity allowed Vignesh to be a part of the nation's grandeur and patriotic fervor as the country celebrated its hard-won freedom. Amidst the vibrant celebrations, Vignesh experienced the thrill of watching the hoisting of the Tricolor, the parade, and the cultural events, which showcased India's rich heritage and diversity. This once-in-a-lifetime experience will undoubtedly leave an indelible mark on Vignesh's heart, instilling a deeper sense of patriotism and national pride.

NSS | Flag Hoisting

Kuniyamuthur, Tamil Nadu, India
8/30-1, Ramanujam Nagar, BK Pudur, Kuniyamuthur, Coimbatore, Tamil Nadu 641008, India
Lat 10.942679°
Long 76.951347°
15/08/24 09:40 AM GMT +05:30

Coimbatore,TN,India
4th Main Road, Saravanampatti, Coimbatore,
641049, TN, India
Lat 11.079750, Long 76.979459
08/15/2024 08:08 GMT+05:30
Note : Captured by GPS Map Camera

On August 15, 2024, in celebration of Independence Day, the NSS Program Officers and volunteers proudly hoisted the national flag at their homes. This initiative, inspired by the Hon'ble Prime Minister of India, served as a heartfelt tribute to Pingali Venkayya, the visionary behind the design of our nation's Tricolor, on the occasion of his birth anniversary. His enduring contribution to the creation of the national flag is a legacy that will be cherished and remembered with deep respect for generations to come.

NSS | Special Children Cycling

On August 11, 2024, the Swadharma Foundation organized a **Special Children Cycling Match at Decathlon**, a heartwarming event that promoted inclusivity and empowerment. The NSS volunteers extended their support to this noble cause, helping to make the event a resounding success. The cycling match was a testament to the capabilities and determination of special children, who pedalled their way to triumph amidst cheers and applause. The event celebrated their spirit and talent, while also raising awareness about the importance of providing equal opportunities and support to individuals with disabilities. The NSS volunteers' involvement demonstrated their commitment to social responsibility and community service.

Faculty Corner

மொழிந்திடும் (கவிதை)

**Verses penned by
Dr. P. Mohan,
Assistant Professor of Tamil,
Department of Languages, SKASC.**

Faculty Achievements

Department of Mathematics
Thiruvalluvar College, Papanasam 627 425
(Affiliated to Manonmaniam Sundaranar University)

Certificate of Participation

This is certified that

Mr. V. Madhan,

Assistant Professor, Sri Krishna Arts And Science College, Coimbatore

has participated in the National Level Five-Day Faculty Development
Programme in Analysis (In Honor of Prof. S. Somasundaram)
organized by Department of Mathematics, Thiruvalluvar College,
Papanasam during 07- 11 August, 2024

Dr. K. Annathurai
Organizing Secretary

Dr. L. Ravisankar
Principal

HINDUSTHAN COLLEGE OF ARTS & SCIENCE
Autonomous Institution – Affiliated to Bharathiar University
Approved by AICTE and Government of Tamilnadu
Accredited by NAAC with 'A++' Grade
Hindusthan Gardens, Avinashi Road, Coimbatore-641 028.
hicas@hindusthan.net   www.hicas.ac.in   +91-422-4440555

NAAC GRADE A++

Department of Commerce with CA & Commerce (IT & BI)
JOINTLY ORGANIZE
SEVEN DAYS NATIONAL LEVEL ONLINE FACULTY DEVELOPMENT PROGRAMME
ON
"FUTURE – READY EDUCATORS: TRANSFORMING TEACHING AND
LEARNING IN THE PRESENT SCENARIO"
CERTIFICATE

Mrs. J. Radhika   Assistant Professor

Department of Commerce, Sri Krishna Arts &Science College,
Coimbatore

has Participated in Seven Days National Level Online Faculty Development Programme on " Future – Ready Educators:
Transforming Teaching and Learning in the Present Scenario" held from 07.08.2024 to 14.08.2024 organized by Department
of Commerce with CA & Commerce (IT & BI), Hindusthan College of Arts & Science (Autonomous), Coimbatore -641028.

Dr.M.S.Loganathan
Professor & Head
Commerce with CA
CONVENOR

Dr.R.Rajesh
Professor & Head
Commerce (IT & BI)
CONVENOR

Dr.A.Ponnusamy
Principal
PATRON

Made for free with Certify'em

Students Corner

Students' Achievements

SKASC congratulates **Ms. S.K. Haripriya** of II B.A. English Literature and **Ms. Sanjana** of II B.Sc. CDF for winning the first prize with a cash award of Rs. 500/- in the **'Fruit Carving'** competition conducted by YMCA, Coimbatore.

Student Achievement

On Independence Day, **Santhana Thanga Muthu**, a first-year student from the Department of Commerce, unveiled a remarkable painting on the floor that vividly captured the essence of India's journey to freedom and the unity of its people.

Shadows of History

Shadows of History

Gandhi's Silent Sacrifice

On August 15, 1947, as the nation rejoiced in its hard-won independence, the Father of the Nation, Mahatma Gandhi, remained away from the celebrations. At that time, he was in Bengal, engaged in a profound act of fasting to quell the violent Hindu-Muslim riots that had erupted in the region. Gandhi's commitment to peace and unity during this tumultuous period underscores his unwavering dedication to the nation's harmony and well-being.

Anthem's Delayed Dawn

India did not have an official national anthem at the time of independence in 1947. Although "Jana Gana Mana" was composed by Rabindranath Tagore and first published in 1911, it was officially adopted as the national anthem of India on January 24, 1950.

Global Independence Echo

Despite gaining freedom in different years, five other countries—Bahrain, North Korea, South Korea, the Republic of Congo, and Liechtenstein — celebrate their Independence Day on August 15, along with India.

NEWSLETTER

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SKASC BEATS

Newsletter

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கல்லா தவர்.

List of Activities in this Edition

Welcome to this edition of *SKASC BEATS*, where we unfold the vibrant tapestry of our institution's journey towards excellence. As you turn the pages, you'll discover a rich collection of stories that highlight our unwavering commitment to innovation, academic prowess, and community engagement. Inside, you'll find

✓ **Placement News**: Highlights of our students' career milestones and the latest trends in the job market.

✓ **Department Activities**: A glimpse into the dynamic initiatives and academic advancements within various departments.

✓ **Club Activities**: Showcasing the creative and collaborative projects spearheaded by our students and faculty.

✓ **IIC Activities**: Insights into the innovation and entrepreneurial spirit fostered within our institution.

✓ **Faculty Achievements**: Celebrating the exceptional contributions and accomplishments of our esteemed faculty members.

✓ **Students and Alumni Achievements**: Recognizing the outstanding successes of our students and alumni in various fields.

This edition captures the essence of what drives our institution forward—passion, perseverance, and a shared vision for a brighter future. We invite you to immerse yourself in the achievements, activities, and stories that make SKASC a beacon of excellence.

Placement News

Placement - Pre-Placement Talk

The Placement Cell of SKASC organized a **Pre-Placement Talk** by **Arvind Fashions**, representing renowned brands such as Arrow, US Polo Assn, Calvin Klein, Tommy Hilfiger, and Flying Machine, organized a pre-placement talk led by **Mr. Shyam Sunder**, Head of Talent Acquisition. The roles offered include Assistant Store Management Trainee and Fashion Consultant, with competitive salary packages of 5 LPA and 3 LPA, respectively. This event represents a promising step for our students as they begin their professional careers.

The Placement Cell organized a **Pre-Placement Talk** by **Cartrabbit. Ms. Kiruthika**, Senior Lead HR, discussed career opportunities by highlighting roles such as Content Writer, Digital Marketing, and International Sales positions. She also mentioned salary packages ranging from 2.50 to 3 LPA. This session provided valuable insights for students into potential career paths at Cartrabbit.

Department Activities

The Department of Software Systems hosted the **IoT Expo 2024** on August 5, 2024. This event provided an excellent opportunity for students to showcase their research and innovative ideas in the field of the Internet of Things (IoT). The expo emphasized the transformative impact of IoT on daily life, work, and interactions with the environment, encouraging participants to actively explore future possibilities and push the boundaries of what is achievable in the digital realm. The expo served as an ideal platform for students to present their research, stay informed about the latest trends, and engage with industry experts and peers. As a result, students from II M.Sc. Software Systems gained valuable insights into various themes reflecting the current and future applications of IoT technology.

RPA Orientation – CS, IT & CGS

The faculty of the Department of IT & CGS, along with students from III B.Sc. CS, attended a virtual event of the **Orientation and Launch of the Elective Enhancer Course on Robotic Process Automation (RPA) using UiPath, organized by Tata Consultancy Services (TCS)** on August 13, 2024. The key speakers from TCS, including Mr. Rajkumar Jayaraman, Mr. Puneet Garg, Mr. Sudip Mitra, and Mr. Kisha Shettu Kaup, provided an in-depth introduction to the Elective Enhancer Course on RPA using UiPath. Students were introduced to the UiPath platform, one of the leading tools in the RPA industry, and learned the fundamentals of RPA. This knowledge equips them with highly sought-after skills in today's job market. The orientation aimed to deepen participants' understanding of RPA technologies and their applications in automating business processes.

SKASC proudly applauds the Department of Electronics and Communication Systems (ECS) for orchestrating the inspiring **National Space Day Space Expo** on August 23, 2024, in collaboration with the Institution Innovation Council (IIC). This extraordinary event illuminated the pivotal role of space science in driving technological innovation. The Expo was inaugurated by Principal Dr. R. Jagajeevan, whose insightful remarks underscored the event's significance. Dr. V.A. Rinsey Antony, Dean of Applied Sciences, lauded the students for their imaginative and groundbreaking contributions.

National Space Day – Expo ECS

The Expo was a stellar showcase of talent, with B.Sc. and M.Sc. ECS students presented 26 cutting-edge technical projects that brilliantly reflected their research prowess and technical acumen in space technology. SKASC is immensely proud of the Department of ECS for their unwavering commitment and exceptional efforts in making this event an outstanding success. Dr. O.M. Saravanakumar, Head of ECS, graciously acknowledged the collaborative spirit and dedication of all participants and organisers, solidifying the Expo as a hallmark of SKASC's enduring dedication to nurturing innovation and excellence in space science.

Coimbatore Chapter Meet-up - SS & AIML

The Department of Software Systems hosted the **OWASP Coimbatore Chapter Meet-up on August 24, 2024.** Esteemed cybersecurity experts presented cutting-edge technologies and strategies to students from the Software Systems Department. The meet-up offered a valuable platform for both students and faculty to gain insights from industry professionals, fostering an environment of innovation and learning. This collaboration underscores SKASC's commitment to remaining at the forefront of technological advancements.

Club Activities – NSS & Uyir

NSS Accolade

SKASC extends its heartfelt congratulations to the NSS Volunteers for receiving the **Best Volunteer Award** from the **Sangamithra Arakattalai Trust**. This recognition is a testament to the hard work, dedication, and unwavering commitment of the students to serve the community. The NSS team has demonstrated an inspiring spirit of selflessness and a genuine desire to make a positive impact on society through countless hours of volunteering. This award recognises their efforts and reflects the institution's values – empathy, leadership, and social responsibility.

NSS - Accolade

On August 21, 2024, the **Lincoln Vidyalaya Government Aided School in Madukkarai** honored the NSS volunteers of SKASC for their outstanding efforts in beautifying the school through wall paintings. The recognition ceremony featured Ms. Aruna, Founder of Swadharma Foundation, as the Guest of Honor, who commended the volunteers for their remarkable work. This event served as an inspiration for other volunteers, encouraging them to continue their impactful journey in social service, marking a significant milestone for both the volunteers and the school community.

Helmet Awareness Campaign - Uyir Club

The Uyir Club of SKASC organized a Helmet Awareness Campaign on August 22, 2024, from 9:00 a.m. to 10:00 a.m. The students of SKASC were enlightened about the vital importance of wearing helmets to ensure safety on the roads.

Faculty Achievements

SKASC appreciates **Dr. K. Sathya Prasad**, Associate Professor of Commerce - B.Com./ M.Com. and Innovation Ambassador of IIC-SKASC for delivering a lecture on '**Networking and Building Relationships: Essential Skills for Entrepreneurs'** on August 20, 2024, at AVP College of Arts and Science, Tiruppur which is one of our mentee institution.

IIC Activity

Team IIC-SKASC proudly supported **Dr. Marina Joshy**, Innovation Ambassador, in delivering a lecture at AVP College of Arts and Science, Tiruppur. Additionally, **Mr. R. Sakthivel and Mrs. Angelin Prema**, Assistant Professors and Innovation Ambassadors from SKASC, delivered a series of lectures at Sri Krishna Adithya Arts and Science College as part of the Innovation Ambassador Training series under the Institution's Innovation Council. These engagements underscore SKASC's commitment to fostering innovation and sharing knowledge across institutions.

The Department of Commerce (A&F) and M.Com. (IB) hosted an insightful seminar titled **Pushing off the Notion of Faltering in Entrepreneurship** on August 21, 2024. The event was honored by the presence of **Ms. M. Janaranjani,** Innovation Ambassador, IIC - SKASC, who shared invaluable insights on overcoming the fear of failure in business. The session was attended by 129 enthusiastic students from I B.Com. (A&F), who were encouraged to embrace a growth mindset and set clear goals. Students learned that failure is an integral part of any business journey, and that resilience and creativity are keys to achieving success. This seminar served as a beacon for the budding entrepreneurs, equipping them with the confidence and tools needed to navigate the challenges of entrepreneurship.

World Entrepreneurship Day - IIC

SKASC appreciates **Ms. M. Janaranjani,** Innovation Ambassador of IIC at SKASC for delivering a powerful guest lecture on '**Moving over the Fear of Defeat in Business'** in commemoration of Udyamita Diwas on World Entrepreneurship Day at Sri Krishna Adithya College of Arts and Science on August 23, 2024. She emphasized the importance of overcoming the fear of failure in business by adopting goal-setting and a growth mindset. The students were unequivocally instructed to perceive failure as an essential step towards achieving success and fostering innovation. The session equipped aspiring entrepreneurs with practical strategies to confront challenges head-on, persist, and cultivate growth and resilience.

SKASC appreciates **Ms. H. Reshma**, Assistant Professor and IIC Ambassador of the Dept of English for handling a session on '**IPR and Copyrights in the Digital Era'** at Sri Krishna Adhithya College of Arts and Science on August 23, 2024, for the students of I B.Sc. CS.

Faculty Achievement | SS & AIML

SKASC proudly congratulates **Prof. M. Raju,** Assistant Professor of the Department of SS & AIML for her remarkable achievement in successfully defending her thesis and earning her doctorate. This milestone adds a brilliant feather to her cap, showcasing her dedication and academic prowess. Congratulations, Dr. Raju, on reaching this impressive peak in the scholarly journey!

Students Achievements

Oracle Certification – CS Stream

SKASC is proud to announce that 40 students from the Computer Science stream successfully earned the esteemed **Oracle Certification in Machine Learning on Oracle Cloud.** This remarkable achievement is a demonstration to their dedication and the exceptional quality of education provided by our faculty. Earning this certification marks a significant milestone in their academic journey and will undoubtedly serve as an asset in their future careers.

SKASC extends its heartfelt congratulations to Ms. S. **Joshika,** a third-year student of Computer Technology in the Department of Data Science and Computer Technology, for her remarkable performance at the **Open Meet Badminton Tournaments** held in the Coimbatore district. Joshika showcased exceptional skill and determination, **winning the Women's Doubles** title and securing the **Runner-up position in the Mixed Doubles** category. This impressive achievement took place at the prestigious SNS Academy on August 10, 2024.

Students Achievement - MSW Alumni

SKASC proudly acknowledges the Alumnus, **Mr. S. Arvin Krishna**, Managing Director of ADAIVOM SIGARRAM, for being honoured with the prestigious **'Best Social Service Organization of the Year'** award from the Aram Award 2024.

Students Achievement MSW Alumni

Mr. Venkatasubramanian, an alumnus of MSW, successfully climbed **Mt. Elbrus in Russia** at the age of 25, representing Tamil Nadu. His dream is to summit all seven of the world's highest peaks and to proudly raise the national flag on each. SKASC congratulates him on this remarkable achievement.

✍ Newsletter

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