



# SKASC BEATS



இந்த உலகில் நிகரில்லாத செல்வம் தன்னம்பிக்கையே.  
- ஓளவையார்.

**WEEKLY  
EDITION**

**NEWSLETTER**

**AY 2024 - 25  
Issue No.: 5**



# NSS | Blood Cancer - Awareness Program



The Red Ribbon Club, SKASC, in collaboration with DKMS BMST Foundation, organized an impactful program on **'Blood Cancer Observation and Awareness'** on June 25, 2024. The Guests Ms. Ashitha and Mr. Rohith from DKMS BMST Foundation provided comprehensive presentations on blood cancer, focusing on peripheral stem cell donation, lymphoma, and leukemia. They emphasized the importance of stem cell donation and encouraged the attendees to become donors. The program concluded with a successful registration drive and promoted awareness for community participation in combating blood cancer.





# NSS | Say No to Drugs – Awareness Rally



The National Service Scheme in association with Exemplar Club of SKASC organized for a rally in order to observe **International Day against Drug Abuse and Illicit Trafficking 2024** on June 26, 2024. The rally was started from the campus, where the volunteers painted their faces to get the attention of the public. It was inaugurated by Dr. R. Jagajeevan, Principal - SKASC, Dr. M.V. Ajay Thangam, Assistant Commissioner of Police, and Thiru. V. Baskaran, Inspector, D4 Police Station, Kuniamuthur. The Principal and the officials briefed about the need of observing the day and how narcotic drugs would create a demoralized society that threaten the integrity of the nation. The volunteers carried placards and went till Milekal, where they performed a mime.

Following this, they took pledge against the usage of narcotic drug and its causes. The public on the rally route and in the destination witnessed the awareness program and they expressed that they would also take responsibility in creating a healthy nation. While in the rally, the volunteers made door-to-door campaign, met the individuals and briefed on harmful side of the illicit substances.





# NSS | Volunteering for Differently Abled Personalities in Exhibition with Swadharma Foundations



The NSS Units of SKASC in association with Swadharma Foundation paid a visit to Anugraha Home, Vadukapalayam and took the home members - who are physically and intellectually impaired - to VOC Park on June 25, 2024, where the Government Exhibition was arranged. The volunteers supported and lifted the home members to the places wherever they needed to explore in the park. The home members were so emotional and happy towards the volunteers, who gave them an astonishing moment to cherish throughout their lifetime.



## BBA & BBA CA | Expert Talk



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE - 641008  
DEPARTMENT OF BBA & BBA CA  
organizes  
an Expert Talk on  
**ENTREPRENEURSHIP**  
**THE POWER OF INNOVATION**



DATE : 28.06.2024  
TIME : 1.00 PM

VENUE: MBA SEMINAR HALL

**Mr.Noel Iruthiraj**  
Managing Director - Renoj Systems  
Coimbatore

Event Coordinator Prof. K. Geetha	HoD Prof. C. Julian Gnana Dhas
Dean Prof. P. Rajan	Principal Dr. R. Jagajeevan



The Department of BBA and BBA CA organized an Expert Talk on **‘Entrepreneurship - The Power of Innovation’** for the students of I year BBA & BBA (CA) on June 28, 2024. **Mr. Noel Iruthiraj**, Managing Director, Renoj Systems, Coimbatore, was the Guest Speaker. He delivered his valuable insights on innovation and shared his entrepreneurial experience with the students about attaining success in the business world. His lecture provided a platform for networking and establishing valuable connections within the entrepreneurial ecosystem.





## Library | Orientation Program



SKASC organized the **Library Orientation Program** for the I year students. The program started on June 27, 2024, and it aimed to familiarize new students with the library's resources, services, and facilities. The program included a comprehensive tour of the library, demonstrations of online databases and catalog systems, and informative sessions on borrowing policies, research assistance, and study spaces. The orientation also highlighted the library's digital initiatives, such as e-books, online journals, and remote access services. Through this program, participants gained a deeper understanding of the library's role in supporting their academic and research pursuits, and **Dr. K.R. Senthil Kumar**, Librarian and the library staff were available to address questions and provided guidance, ensuring a smooth transition into the academic community.





# NSS | Blood Donation Camp



SKASC appreciates the NSS volunteers, Mr. R. Ramanathan, Mr. C. Indirajith, Mr. V. Krishna Prabhu, and Mr. S. Tharakesh of B.Sc. IT for their selfless sacrifices. There was an urgent requirement for 4 units of blood at Coimbatore Government Hospital for a cancer patient's operation. They immediately donated blood, exemplifying their commitment to this noble cause. This practice reflects the service of NSS volunteers towards the welfare of society.



Coimbatore, Tamil Nadu, India  
13, Davey And Co Ln, Opp.Railway Station, Gopalapuram, Coimbatore, Tamil Nadu 641018, India  
Lat 10.995903°  
Long 76.969727°  
27/06/24 12:45 PM GMT +05:30



Coimbatore, Tamil Nadu, India  
13, Davey And Co Ln, Opp.Railway Station, Gopalapuram, Coimbatore, Tamil Nadu 641018, India  
Lat 10.995902°  
Long 76.969656°  
27/06/24 12:49 PM GMT +05:30



# NSS | Temple Cleaning



SKASC, NSS  
PERUR PATEESWARAR TEMPLE CLEANING  
28.06.2024 17:28



SKASC, NSS  
PERUR PATEESWARAR TEMPLE CLEANING  
28.06.2024 17:28



SKASC, NSS  
PERUR PATEESWARAR TEMPLE CLEANING  
28.06.2024 17:28



SKASC, NSS  
PERUR PATEESWARAR TEMPLE CLEANING  
28.06.2024 17:28



SKASC, NSS  
PERUR PATEESWARAR TEMPLE CLEANING  
28.06.2024 17:28

The NSS Volunteers visited Perur Temple on June 28, 2024, for a cleaning service as per the request made by the temple administration. The places around the sanctum, arthamandapam, the statues on the pillars, and veranda were cleaned. The students were appreciated by the people and the temple administration thanked the volunteers for their service.





# BBA & BBA CA | Career Development Program

The Department of BBA & BBA CA organized an empowering career development program titled 'Kick Start your Career' on June 27, 2024, for the students of BBA and BBA CA. Ms. Sindhuja Mahendran, Assistant Manager - HR, RND SOFTECH imparted invaluable insights and strategies for navigating the stages of interviews. Her session was replete with engaging activities centered around leadership, teamwork, and communication. The event highlighted a mock interview exercise, where students assumed the roles of HR and candidate, respectively, to simulate real-world interview scenarios.



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE-641008

Department of BBA & BBA CA  
**Kick Start your Career**

Date  
**27 JUNE 2024**

Time  
**10.00 AM**

Venue  
**MBA HALL**

**Ms. Sindhuja Mahendran**  
Assistant Manager HR  
RND SOFTECH PVT. LTD.  
Coimbatore

<b>EVENT COORDINATOR:</b> Mrs.M SATHIYA	<b>HOD</b> PROF.C.JULIAN GNANA DHAS	<b>DEAN</b> PROF.P. RAJAN	<b>PRINCIPAL</b> DR. R. JAGAJEEVAN
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# BSc ISM & BBA Logistics | Talent Trade Off



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
**COIMBATORE-641008**  
**DEPARTMENT OF B.Sc ISM & BBA LOGISTICS**

## TALENT TRADE-OFF

**Cheerful Challenge Day**

**Dr.J.MARY SARANYA**  
HOD

**Prof.ADARSH**  
**Dr.G.LAKSHMI**  
EVENT COORDINATORS

**Prof.P.RAJAN**  
DEAN

**Dr.R.JAGAJEEVAN**  
PRINCIPAL

**JUNE 28**  
**2024**

**SEMINAR HALL - 3**

**9.30 AM**

The Department of ISM & BBA Logistics organized 'Talent Trade-off' on June 28, 2024. The faculty coordinators, Prof. Adarsh and Dr. G. Lakshmi, engaged the event exclusively for the students of I year. This ice-breaking event created a positive energy among the students, setting a vibrant tone for the academic year. The event received enthusiastic participation, with students showcasing a diverse array of talents. It served as an excellent opportunity for them to connect and collaborate, fostering a sense of community and camaraderie. The 'Talent Trade-off' highlighted the rich creativity and dynamism within the student body, marking a successful beginning to their journey in the college.





# CDF | Workshop

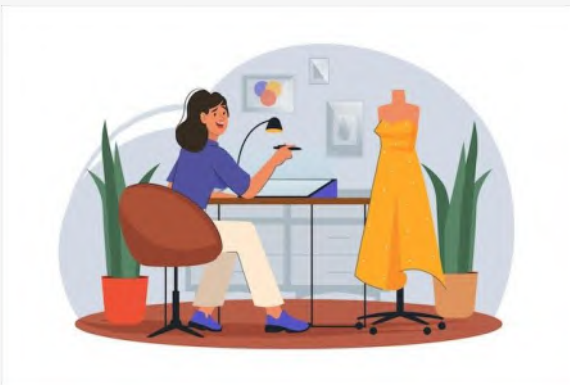
SRI KRISHNA COLLEGE OF ARTS AND SCIENCE  
The Department Of Costume Design And Fashion  
Presents,  
*Workshop On Basic Grooming Etiquette*

**Resource Person :**  
Mrs.R.Nisha Banu  
Beauty Therapist, Cosmetologist,  
Aesthetician & Makeup Artist,  
Shal Institutions, Hopes  
Coimbatore.

FRIDAY, 28.06.24  
📍 DRAPING LAB  
10.00am - 1.00pm

Event Coordinator: Mrs.S.Devaki  
HOD and Dean: Dr.V.A.Rinsey Antony  
Principal: Dr.R.Jagajeevan

The Department of Costume Design and Fashion organized a workshop on **'Basic Grooming Etiquette'** on June 28, 2024. The Resource Person, **Mrs. R. Nisha Banu**, guided the students through the essentials of grooming. She shared valuable health tips and demonstrated techniques for creating stunning makeup looks. The interactive session allowed students to clear their doubts and gain practical insights into personal grooming. The workshop was well-received, with participants appreciating the mentors' expertise and approachable teaching style. The event equipped the students with enhanced grooming skills and knowledge.





# CDF | Ramp Flix

Sri Krishna College Of Arts And Science



The Department Of Costume Design & Fashion

Presents

# "Ramp - Flix"

Unveiling The Inner Personas



Recreating The Gems of Indian Cinema



DRAPING LAB



24.06.24



2.00-4.00PM

Event-Coordinator

Mrs.S.Devaki

HOD & Dean

Dr.V.A.Rinsey Antony

Principal

Dr.R.Jagajeevan

The Department of Costume Design and Fashion organized 'Ramp-Flix', an event of fun and limitless fashion on June 24, 2024. The show challenged II year students to recreate the phenomenal works of several Indian costume designers, showcasing the beautiful portrayal of characters in Indian cinema. The students, in groups, took to the ramp and displayed their recreated fits with elegance and creativity.

Dr. V. Rinsey Antony, Head & Dean of the Department appreciated the students' efforts and creativity. The event concluded with a lively session of dancing, wrapping up a day that celebrated fashion and artistic expression.





# Bioscience | Inauguration



The poster features logos for Sri Krishna Institutions, Institution's Innovation Council, Agoghtech, and Bharathiar University. It includes the college name, accreditation details, department name, and the title of the event. A portrait of the Chief Guest, Dr. P. Subramanian, is shown along with his credentials. The event date and location are also specified.

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
(An Autonomous College, Affiliated to Bharathiar University, Coimbatore )  
Re-accredited with 'A' grade by NAAC

**Department of Bioscience**  
Cordially invites you all for the  
*Bioscience Association Inauguration*  
**Agoghtech**

**Chief Guest**  
**Dr. P. SUBRAMANIAN**  
Professor  
Department of Renewable Energy Engineering  
Tamil Nadu Agricultural University , Coimbatore

**Title: Techniques to generate fuels and carbonaceous products from biological resources**

**Ms. S. JAYASHREE** Event Coordinator    **Dr. M. MANIKANDAN** HoD & Dean    **Dr. R. JAGAJEEVAN** Principal

**26<sup>th</sup> JUNE 2024**    **CONVENTION HALL**  
at 10.30am

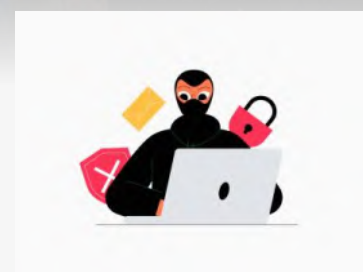
The Department of Bioscience inaugurated the Department Association on June 26, 2024. The Principal, Dr. R. Jagajeevan, delivered the Presidential Address, emphasizing the importance of encouraging more students to Bioscience. The Chief Guest, Dr. P. Subramanian from Tamil Nadu Agricultural University, spoke on 'Techniques to Generate Fuels and Carbonaceous Products from Biological Resources'. He discussed new techniques such as C-Dot, biofuels, and bioremediation, highlighting their environmental significance. Additionally, he addressed the potential for combining biofuels with gasoline in the future. Around 219 students from the I and II year B.Sc. Microbiology and Biotechnology actively participated in the event.





## IT & Cognitive Systems | Workshop

The Department of IT and Cognitive Systems organized a Workshop on Cyber Security for the students of III year B.Sc. IT & Cognitive Systems on June 25, 2024. The workshop aimed to educate students on the importance of cyber security, its threats, and measures to prevent them. The Resource Persons were **Mr. Sambath Tamil & Mr. R. Prabhu**, Senior Security Analysts, Cyfotok Infosec, Coimbatore. They shared their expertise on network security, cryptography, and ethical hacking, providing hands-on experience to the students. The workshop enabled students to gain practical knowledge and skills in cyber security, enhancing their understanding of the subject and preparing them to face the challenges of the rapidly evolving digital world.





# Mathematics | Expert Talk

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
**DEPARTMENT OF MATHEMATICS**

ORGANIZES  
AN EXPERT TALK ON  
**STUDENT WELLNESS -  
LIFE STYLE ASPECTS**

**MS. PARIMALADEVI KUMARASAMY**  
FOUNDER & CONSULTANT DIETITIAN  
PARIMS NUTRITION  
COIMBATORE

28 JUNE 2024  
10.00 AM  
MBA HALL

**DR. V. JEYANTHI** EVENT COORDINATOR  
**DR. D. MAHESWARI** HOD  
**DR. K. S. JEEN MARSELINE** DEAN  
**DR. R. JAGAJEEVAN** PRINCIPAL

The Department of Mathematics organized an Expert Talk on 'Student Wellness: Lifestyle Aspects' for the students of I and II year B.Sc. Mathematics on June 28, 2024. Ms. Parimala Devi Kumaraswamy, Founder and Consultant Dietitian at Parims Nutrition, Coimbatore, was the Chief Guest. She enriched students with knowledge about nutritious food, snacks, and healthy drinks, emphasizing the importance of consuming breakfast and explaining the effects of skipping it. She also discussed the concept of a balanced diet, detailing the necessary percentages of proteins, vitamins, and minerals. The students were benefitted from the session by engaging actively in discussion and clearing doubts regarding the quality and quantity of food.



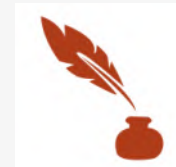


# Languages | கவிமேடை, வழக்காடு மன்றம்

The Department of Languages, organized a **Poetry Writing Competition** on June 28, 2024. **Dr. A. Chandrasekar**, Assistant Professor of Tamil, explained the multifaceted nature of poetry and the poetic talents of the students in a very profound and impressive way. Around ten students wrote poems and recited them to the audience. The students and faculties participated and appreciated the event. **Dr. P. Mohan**, Assistant Professor of Tamil was the coordinator of the event.



The Department of Languages organized a Debate Competition on June 25, 2024. **Ms. E. Soundarya**, Assistant Professor, Department of Tamil, delivered the welcome address at the beginning of the event. **Dr. B. Radha**, Head of the Department of Computer Technology and Data Science, served as the event judge. **Dr. R. Vijayasamundeswari**, Dean of Languages, honored the judge. The event was designed to foster attachment to and understanding of the mother tongue. It aimed to improve the speaking ability, language proficiency, critical thinking, and personality development of the students. Students from various departments participated in the event and graced the occasion.





## BSc ISM & BBA Logistics | Event



The Department of ISM & BBA Logistics organized an event on **'Preparing for Professional Journey: Skills and Strategies'** for the students of II year B.Sc. ISM & II BBA Logistics on June 28, 2024. **Mr. M.J. Sathish Babu**, Programme Manager of Product Development at Texmo Industries, Coimbatore, served as the Chief Guest. The program focused on soft skill development, aiming to prepare students for future academic and professional success. It emphasized equipping students with essential personal and interpersonal skills. The event fostered healthier interpersonal relationships and the importance of the soft skills in professional settings.





# Commerce CA & BA | Debate



## SRI KRISHNA ARTS AND SCIENCE COLLEGE COIMBATORE - 641008

DEPARTMENT OF COMMERCE CA & BA  
Organises  
Debate

FREEDOM OF SPEECH

"SHOULD THERE BE LIMITS TO FREEDOM OF SPEECH ON COLLEGE  
CAMPUSES?"

June 28, 2024 | 10:00 AM

CLASSROOM



DR. J. VIJIMOL  
HOD

DR. R. JAGAJEEVAN  
PRINCIPAL

DR. MARIA WILLIAMS  
DEAN

The Department of Commerce CA & BA organized a Debate on the topic 'Should there be limits to freedom of speech on college campuses?' on June 28, 2024. Ms. A. Revathy, Assistant Professor organized the event for the students of I and II year B.Com. CA and B.Com. BA. Participants debated between the need for restrictions to maintain a respectful environment and the importance of free expression for fostering intellectual growth. The program created an opportunity for the students to analyse their rights and responsibilities within the educational institutions.



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Kuniyamuthur, Coimbatore, 641008, TN, India  
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06/28/2024 10:41 AM GMT+05:30  
Note : Captured by GPS Map Camera



Note : Captured by GPS Map Camera  
06/28/2024 10:41 AM GMT+05:30  
Lat 10.937239, Long 76.958871  
Coimbatore, TN, India



## ECS | Expert Talk

The Department of Electronics and Communication Systems organized an Expert Talk on 'Pixel to Progress: AI in Image Processing' on June 28, 2024. Mr. D. Srinivasan, Technical Director at Wilson Equipment Pvt. Ltd., Coimbatore, delivered valuable insights into the transformative power of AI in enhancing image processing techniques. He shared a range of topics, from the basics of AI to recent technical advancements. The audience gained a deeper understanding of how AI is revolutionising image processing. Participants appreciated the practical evidence and detailed explanations provided. The event successfully highlighted the impact of AI on various image processing applications.



The poster features logos for Sri Krishna Institutions Coimbatore, Institution's Innovation Council, ECSNOVA, and Bharathiar University. The text reads: 'SRI KRISHNA ARTS AND SCIENCE COLLEGE An autonomous Institution Affiliated to Bharathiar University, Coimbatore Department of Electronics and Communication Systems in Association With IIC Organizes an Expert Talk On Pixels to Progress: AI in Digital Image Processing'. It includes a photo of Mr. D. Srinivasan, Technical Director at Wilson Equipments Pvt.Ltd, and lists the venue as Seminar Hall II. Organizers include Prof. G. Lavanya (Event Coordinator), Dr. V. A. Rinsey Antony (Dean), Dr. O. M. Saravanakumar (HoD), and Dr. R. Jagajeevan (Principal). The date is 28.06.2024 and the time is 10:00 a.m. - 01:00 p.m.





# Commerce CA & BA | Alumni Interaction

**SRI KRISHNA ARTS AND SCIENCE COLLEGE  
COIMBATORE - 641008**

**DEPARTMENT OF COMMERCE CA & BA  
ORGANISES**

**ALUMNI INTERACTION**

*Alumni Liaison*



**25 JUN, 2024**  
**01.00 PM**  
**SEMINAR HALL 1**

**RTR. PP. SRINATH**  
**CERTIFIED DISTRICT TRAINER**

**DR. J. VIJIMOL**  
HOD

**DR. R. JAGAJEEVAN**  
PRINCIPAL

**DR. MARIA WILLIAMS**  
DEAN

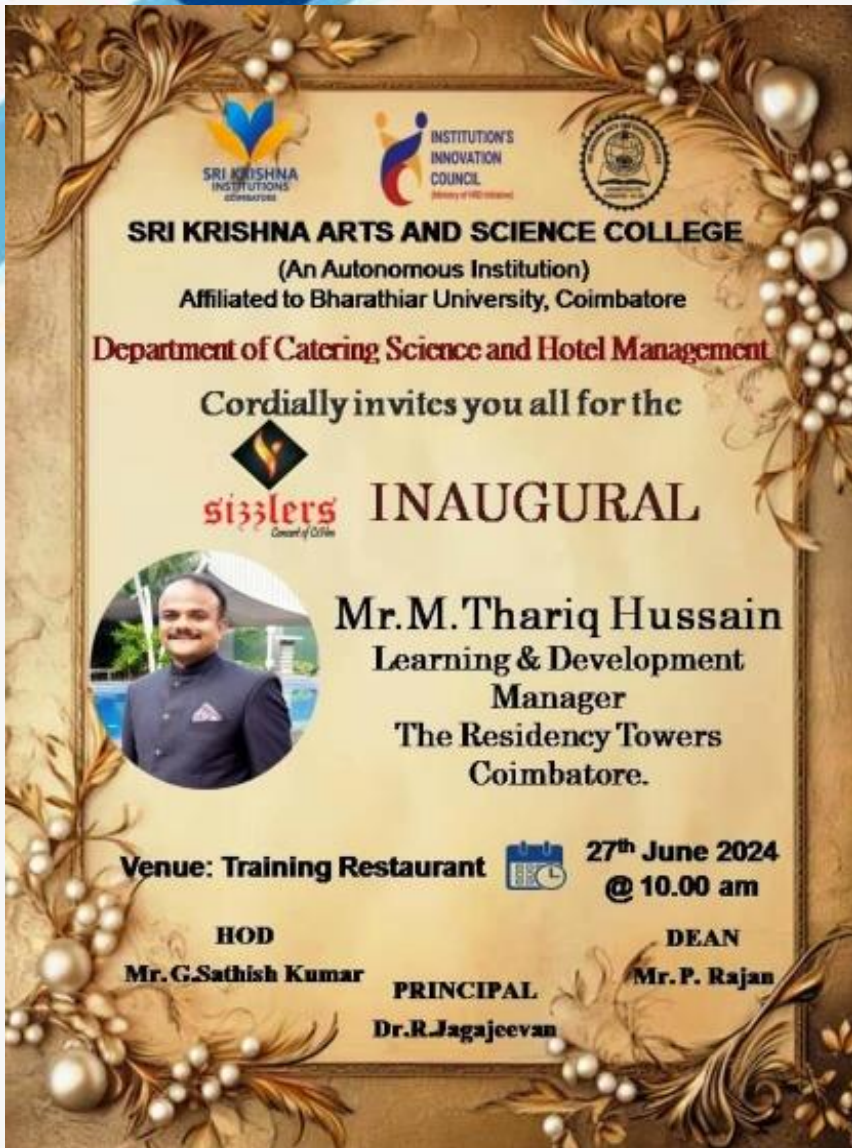
The Department of Commerce CA & BA organized an Alumni Interaction on 'Corporate Ethics' for the students of B.Com. CA and B.Com. BA June 25, 2024. Rtr. PP. Srinath, a Certified District Trainer from the Rotaract Club of Coimbatore Spectrum, interacted with the students as a guest speaker. This program focused on the significant theme of Corporate Ethics, emphasizing the importance of moral values and principles to shape individual behaviour in a professional environment.

Rtr. PP. Srinath shared valuable insights on ethical practices that guide the students to understand a positive corporate culture and contribute to the long-term success of a business. He shared his insights on various real-world scenarios and ethical dilemmas, offering practical advice on navigating these challenges with integrity. The interactive session allowed students to engage with the speaker and gain a deeper understanding of corporate ethics.





# CSHM | Sizzlers Inauguration



The Department of Catering Science and Hotel Management organized the **Sizzlers Inaugural** event on June 27, 2024. **Mr. M. Thariq Hussain**, Learning & Development Manager at The Residency Towers, Coimbatore, graced the event as the Chief Guest. He eloquently highlighted the pivotal role of the hospitality industry in the global economy, emphasizing its profound impact on tourism and travel. Mr. Hussain elaborated on the promising career opportunities for catering and hotel management students, underscoring technological advancements like AI in enhancing service efficiency. The students gained insights into emerging trends in food services and the significance of impeccable customer service and strong leadership skills.





## Languages | Book Review



ஸ்ரீ கிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரி

கோமுத்தூர்-641008

தமிழ்த்துறை - தமிழ் மன்றம்

படத்தல்

நூல் மதிப்புரை



ர. தனஞ்செயன்  
II B.Com B  
(அரிச்சந்திரன் புராணம்)

27.06.2024

வியாழக்கிழமை

131 D Block

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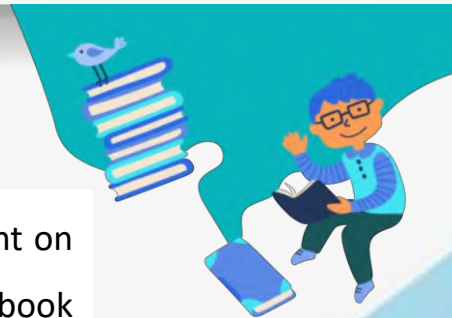
முனைவர் சி.கதிர்வேல்  
ஒருப்பிணைப்பாளர்

Dr. R. விஜயா முன்மூலகர்  
முதல்வர் - பொதுத்துறை

Dr. R. ஜெகதீசன்  
முதல்வர்



The Department of Languages organized a **Book Review** event on June 27, 2024. Mr. R. Dhananjayan of II B.Com. Reviewed the book *Arichandran Puranam*. The students from various disciplines attended the event and shared their ideas.





# MSW | Workshop



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
(An Autonomous Institution)  
Affiliated to Bharathiar University, Coimbatore  
Accredited by NAAC with 'A' Grade.



## DEPARTMENT OF SOCIAL WORK

We cordially invite you For a workshop on

# "HR ANALYTICS"

Chief Guest



**Mr. N. Saravanan**  
*Senior Manager-HR*  
*Milacron India Pvt,Ltd , CBE*

Date: 25/06/2024

Time: 10:30Am

Venue: N304

Dr.A.Alagarsamy  
Head of The Department

Dr.V.A.Rinsey Antony  
Dean of Applied Sciences

Dr.R.Jagajeevan  
Principal,SKASC

Event Coordinator  
Mrs.B.Mohana Priya  
Assistant Professor

The Department of Social Work organized a Workshop on 'HR Analytics' on June 25, 2024. **Mr. N. Saravanan**, Senior Manager of HR at Milacron India Private Limited in Coimbatore, was the guest speaker. He highlighted the significance of using analytics in the HR department, emphasizing its relevance in the modern work environment. Around 40 students participated in the event.



GPS Map Camera

Kuniamuthur, Tamil Nadu, India  
251E, BK Pudur, Kuniamuthur, Coimbatore, Tamil Nadu 641008, India  
Lat 10.93932°  
Long 76.951686°  
25/06/24 10:59 AM GMT +05:30

Google





# MSW | Workshop



The Department of Social Work organized an interactive **Workshop on Psychotherapy** for the students of II MSW on June 25, 2024. The esteemed Psychologist **Dr. Nancy Kurian**, the Wellness Architect, Founder and Managing Director, Wings and Dreams Pvt. Ltd. was the Resource Person, who explored the science of psychology, its various disciplines and subfields. She elaborated on different schools of psychology and types of psychological research, emphasizing the ethical issues involved. Additionally, she highlighted the significance of the American Psychological Association and various psychotherapies.

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
(An Autonomous Institution)  
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Accredited by NAAC with 'A' Grade.

**DEPARTMENT OF SOCIAL WORK**  
ORGANIZING  
" **WORKSHOP ON PSYCHOTHERAPY** "

**CHIEF GUEST**  
**Dr. Nancy Kurian PhD**  
The Wellness Architect  
Founder and Managing Director  
Wings and Dreamz Pvt. Ltd.

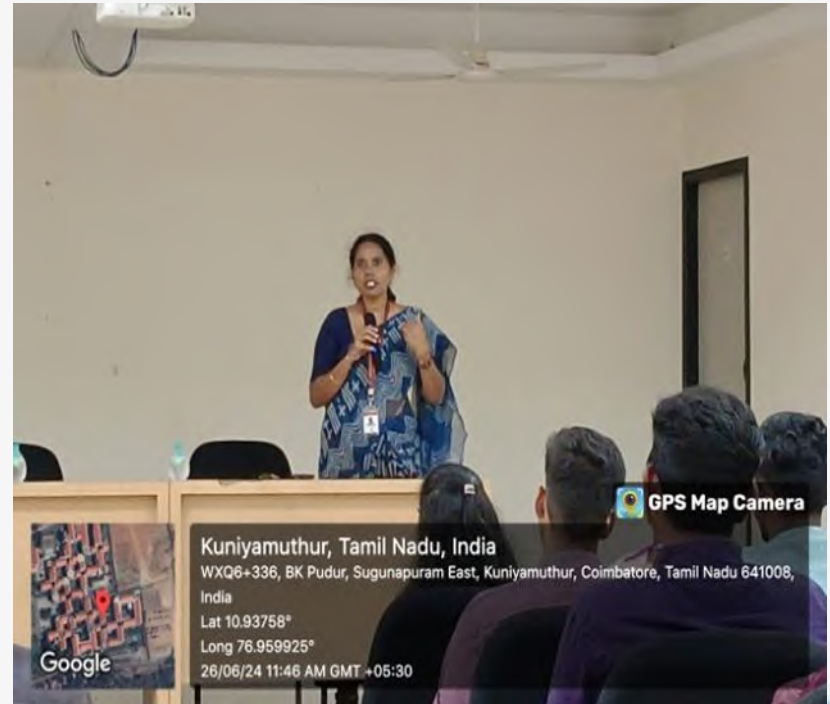
**VENUE :** SEMINAR HALL 2  
**DATE :** 25TH JUNE 2024  
**TIME :** 9:30 am

**Dr. A. Alagarsamy**  
Head of the Department  
**Dr. V A Rinsey Antony**  
Dean of Applied Sciences  
**Dr. R Jagajeevan**  
Principal  
Event Co-ordinator  
Mrs. B Mohana priya  
Assistant Professor





# SKASC | Student Council Meeting



SKASC organized a **Student Council Meeting** for all student representatives on June 26, 2024. The Principal, Dr. R. Jagajeevan, and the Vice-Principal, Dr. R. Vijayasamundeswari, addressed the students on various aspects such as discipline, dress code, attendance, semester fees, NPTEL exams, IET viva voce, placement, Coursera, association activities, college timings, ragging, and IIC activities. They also received feedback from the students on all college activities.



# Commerce PA & CS | Activity



## SRI KRISHNA ARTS AND SCIENCE COLLEGE

(An Autonomous Institution)  
Affiliated to Bharathiar University  
COIMBATORE-641008

### DEPARTMENT OF COMMERCE PA & CS

**"ACTIVITY FOR  
ENTREPRENEURSHIP"**

**PIONEERING A STARTUP  
FROM CONCEPT TO  
CREATION**



MR. KAILAASH B  
Radiant Digital Solutions

**PRINCIPAL**

DR.R.JAGAJEEVAN

**DEAN**

DR.MARIA WILLIAMS

**HOD**

DR.C.DHANALAKSHMI

**EVENT COORDINATOR**

DR.T.SHENBHAGAVADIVU



24.06.2024



10:00 AM to 01:00 PM



MBA-SEMINAR  
HALL



The Department of Commerce (PA & CS) organized a session on **'Activity for Entrepreneurship - Pioneering a Startup from Concept to Creation'** on June 24, 2024, for the students of II & III year of B.Com. PA & CS. **Mr. B. Kailaash**, Market Research Analyst at Radiant Digital Solutions in Coimbatore was the Resource Person. The activity aimed to achieve measurable outcomes by offering a clear roadmap for transforming a concept into a successful startup.

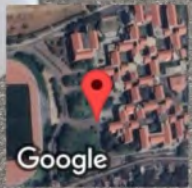


# NSS | Flag Hoisting



**Coimbatore, Tamil Nadu, India**  
WXP5+XM, BK Pudur, Sugunapuram East, Coimbatore, Kuniyamuthur, Tamil Nadu 641008, India  
Lat 10.937617°  
Long 76.958834°  
26/06/24 08:52 AM GMT +05:30

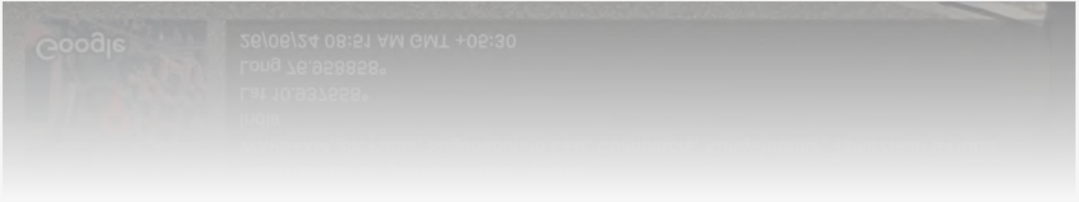
GPS Map Camera



**Coimbatore, Tamil Nadu, India**  
WXP5+XM, BK Pudur, Sugunapuram East, Coimbatore, Kuniyamuthur, Tamil Nadu 641008, India  
Lat 10.937558°  
Long 76.958858°  
26/06/24 08:51 AM GMT +05:30

GPS Map Camera

Dr. S. Balaji Assistant Professor, Department of Commerce and Computer Applications hoisted the national flag on June 26, 2024, The NCC cadets and NSS volunteers were present in the event.





# Drug Awareness Program

**NAMAKKU VENDAM 2.0**  
Towards a Drug Free Coimbatore

**Guest Speakers**

**S. Arunkumar**  
Intelligence Officer  
Narcotics Control Bureau, Chennai

**P. Karthick Selvam**  
Intelligence officer  
Narcotics Control Bureau, Chennai

**Dr. Srinidhi R**  
Psychiatrist, KMCH Hospitals,  
Coimbatore

**Dr. Venkateswaran A**  
Senior Psychiatrist & Founder  
Natchiyar Minda Care, Coimbatore

**Dr. Naveen Kumar V**  
Medical Director, Abhasa  
Rehabilitation & Wellness Home

**Panel Discussion on Creating Awareness  
and Promoting Advocacy**

**#drugfreekovai**  
26 June 2024 | 1400hrs - 1630hrs



On June 26, 2024, around sixty students from various departments of our college attended an event '**Namakku Vendam 2.0**' organized by the Yuva Club at Dr. NGP Institute of Technology. The event focused on drug awareness and promoting a drug-free Covai. The event featured esteemed speakers from the Narcotics Control Bureau, Chennai, who provided valuable insights into the issues surrounding drug usage and prohibition. A session was handled by Mr. B.R. Lakshman, a student of III year B.Com. PA. His session enhanced the students' understanding of the dangers of drug use and the importance of maintaining a drug-free community.





## Placement | Pre-Placement Talk



The Placement Cell of SKASC organized a **Pre-Placement Talk** on June 27, 2024, for all postgraduates of the Computer Science streams and ECS. The Chief Guest, **Mr. Venkatesh**, Head of Steam-A, Coimbatore, addressed the 2025 passing out batch students. He shared valuable insights into the corporate vision, goals, and expectations for potential candidates. This talk benefitted the outgoing students by providing information about the company's culture, job responsibilities, and professional prospects.



# Faculty Achievement



**GOKUL  
GLOBAL  
UNIVERSITY**



## Certificate of Participation

This certificate is proudly awarded to

**DR. K. JAYA**

From ASSISTANT PROFESSOR OF ENGLISH, SRI KRISHNA ARTS  
AND SCIENCE COLLEGE, COIMBATORE

Participated in the One week Online National Level Faculty Development Program on **"TEACHING  
"CONTENT WRITING SKILLS FOR WEB WORLD"**  
organized by Gokul Global University, Siddhpur, Gujarat in collaboration with Nucleus of Learning and  
Development (NLD) from 17 June to 23 June 2024.

**Mr. Manoj Patel**  
Co-ordinator

**Dr. Himmantsinh Rajput**  
Registrar



Certificate No: BPI/PR/Cert/BPR\_1414/SMO

**B P International**

### Certificate of Excellence in Peer-Reviewing

awarded to

**S. Monika**

Sri Krishna Arts and Science College, India

**in recognition of an outstanding contribution to the quality of the book.**

Date: 27-Jun-2024

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Chief Managing Editor  
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**SRI KRISHNA ARTS AND SCIENCE COLLEGE**

**Kuniamuthur, Coimbatore – 641 008.**

**(An Autonomous Institution Affiliated to Bharathiar University)**

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# SKASC BEATS

Newsletter

Weekly Edition  
08.07.2024



முயற்சி திருவினை ஆக்கும் முயற்றின்மை  
இன்மை புகுத்தி விடும்

AY 2024-25  
Issue No.: 06



# Placement Accolades



## SRI KRISHNA ARTS AND SCIENCE COLLEGE

Re-accredited with "A" grade by NAAC  
COIMBATORE-641008

**Congratulations!**

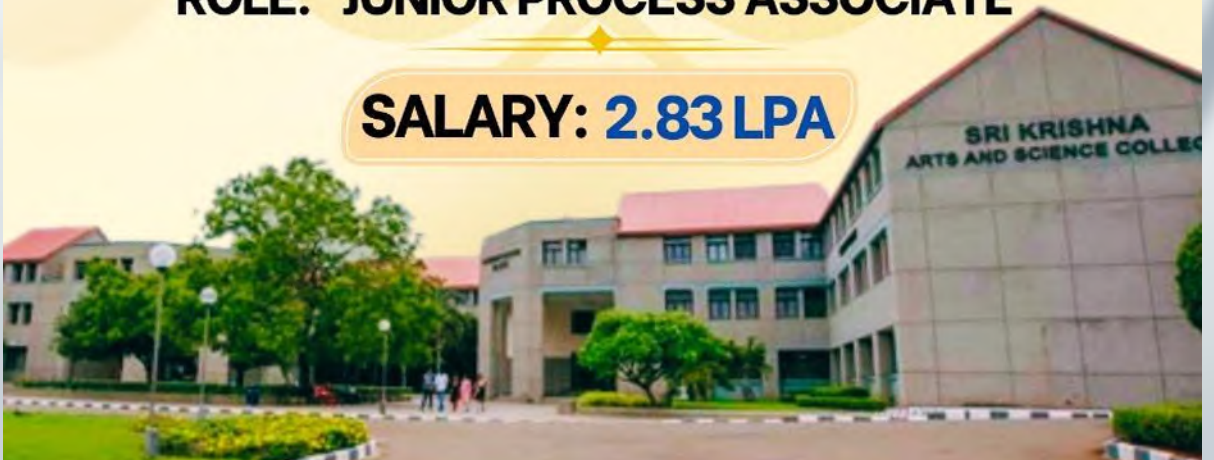
**276** *Students*  
*Placed in*

**KGI SL**



**ROLE: JUNIOR PROCESS ASSOCIATE**

**SALARY: 2.83 LPA**





# Pre-Placement Talk



Kuniamuthur, Tamil Nadu, India

The Placement Cell of SKASC organized a **Pre-Placement Talk** for 2025 passing out batches of PG students on July 3, 2024. **Mr. Monish, Senior Head, Network Domain, Chennai**, addressed the students. He explained the role of the Installation Engineer. The offered salary package was 2.40 LPA. This event marks a significant milestone for SKASC, underscoring our commitment to bridging academic excellence and real-world success.



# Pre-Placement Training

The Placement Cell of SKASC in collaboration with FACE Academy organized its 5-Day **Pre-Placement Training** for its final year students. The training was focused on the key areas such as Quantitative Aptitude, Verbal Ability, Logical Reasoning, Body Language, Professionalism, Resume Building, Group Discussion, and Personal Interview skills. Their enthusiastic participation and eagerness to learn were truly inspiring.





# Nasscom Future Work Meet - 2024



Team SKI is dedicated to building the next generation workforce through innovative educational practices and strong industry collaborations. The focus was on integrating AIML into curriculum and research is revolutionizing various sectors. By bridging the gap between academia and industry, particularly in niche technologies like Machine Learning, Cybersecurity, VLSI, and Embedded IoT, SKI is ensured that the students are highly employable and industry-ready. Emphasizing engineering R&D enhances their job market readiness. On July 5, 2024, the esteemed leaders of SKI, Dr. K. Sundararaman (CEO), Dr. C.N. Narayanan (Group Director), and Dr. K. Porkumaran (Principal, SKCET), along with the SKI Placement team, attended the **Nasscom Future Workforce** meeting in Chennai, reinforcing the commitment to educational innovation and workforce development.



# Flag Hoisting



In the vibrant tapestry of academic journey, moments of unity and pride stand out as beacons of shared purpose. On July 3, 2024, **Mrs. Ambiga, Physical Director** unfurled the National Flag alongside the spirited NCC cadets and dedicated NSS volunteers. As the flag billowed gracefully, it whispered tales of our unwavering commitment to academic excellence, community spirit, and societal responsibility. SKASC, true to its essence, never fails to uphold its duty. Not just towards education, but also in shaping conscientious, compassionate individuals ready to make a positive impact on the world.



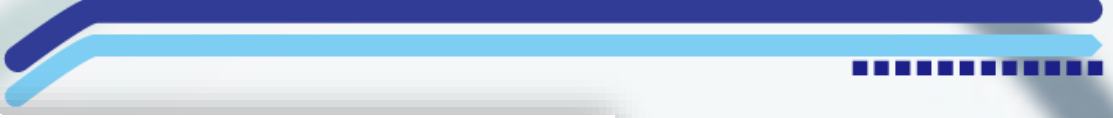
# SKASC NSS



SKASC express its gratitude to the NSS Volunteers Mr. K. Harish, Mr. R. Abdul Vahap, Mr. S. Jairam, Mr. A. Niranjana Kumar of the Department of Commerce and Mr. A. Jerosine of CT Department for their selfless sacrifices. There was an urgent requirement for 5 units of blood at Coimbatore at KMCH Hospital for a patient injured in an accident. SKASC NSS volunteers donated blood to the patients in need, demonstrating their commitment to this noble cause. This act reflects the dedication of NSS volunteers to the welfare of society.



# SKASC NSS



தொடர்ந்து சமூக பணியில் ஈடுபட்டுக் கொண்டிருக்கும் நமது நாட்டு நலப்பணித்திட்ட தன்னார்வலர் மாணவர்களுக்கு புத்துணர்ச்சி நிகழ்வை நிகழ்த்தி கொடுத்த நம் கல்லூரியின் முதல்வர் Dr. R. ஜெகஜீவன் ஐயா அவர்களுக்கு நாட்டு நலப்பணித்திட்டத்தின் சார்பாக மனமார்ந்த நன்றிகள்.



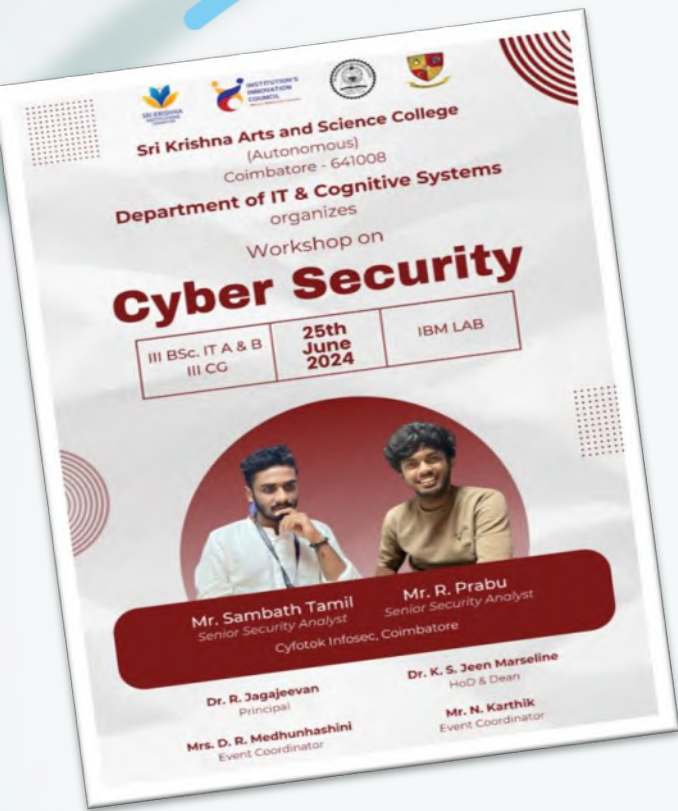
# Commerce | Competition & Expo



In commemoration of **National Logistics Day**, the Department of Commerce B. Com. A&F/ M.Com IB conducted a competition on June 26, 2024. The Proactive Expo 2024 was a landmark event that showcased the innovative spirit and collaborative efforts of participants in the field of logistics. The event brought together 60 enthusiastic students organized into 10 dynamic teams. It was graced by the esteemed presence of Chief Guest, **Mr. Kamal Raju, Regional Head of Flipkart**, who shared invaluable industry insights. Teams explored essential logistics themes such as Cold Chain Management, emphasizing strategies for maintaining product integrity across various temperature conditions. They delved into the impacts of disruptions like the Suez Canal issue on global supply chains, proposing resilient strategies to mitigate risks and ensure continuity.



# Workshop | IT & Cognitive Systems






On June 27, 2024, the Department of IT & Cognitive Systems hosted an engaging workshop on **Ethical Hacking** for the students of II B.Sc. IT & II B.Sc. CG. The primary objective was to empower students with crucial cyber security skills and knowledge. During the workshop, students were actively involved in hands-on activities, designed to provide a comprehensive understanding of ethical hacking practices for addressing and mitigating cyber threats.



# Pop Quiz | B.Com. CA & BA

The Department of Commerce CA & BA organized a dynamic 'Pop Quiz' event on July 1 and 2, 2024, to commemorate **GST Implementation Day**.



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
**COIMBATORE - 641008**

**DEPARTMENT OF COMMERCE CA & BA**  
ORGANISES

**POP QUIZ**

ON ACCORD OF  
**GST IMPLEMENTATION DAY**

01 JULY 2024  
12:00 PM  
CLASSROOM - B317

**P.J.VIJIMOL**  
MOD

**DR.R.JAGAJEEVAN**  
PRINCIPAL

**DR.MARIA WILLIAMS**  
DEAN

This event highlighted the significance of GST, a transformative Tax reform introduced in India on July 1, 2017.

The quiz was structured in two rounds—preliminary and final—with three teams emerging as winners. The event saw enthusiastic participation from third-year students across six departments of commerce, fostering a deeper understanding of GST and its impact on the economy.



# Guest Lecture | B.Com BPS & BI



The Department of Commerce BPS & BI organized a Guest Lecture on **‘One Nation One Tax’** to commemorate GST Day on July 1, 2024. The event was graced by **Mr. N. Senthil Kumar, a State Tax Officer** from the GST Audit Team - 1 in Coimbatore, who attended as the Chief Guest. The implementation of GST serves as a significant reminder of India's commitment to economic reform and its journey towards becoming a more integrated and competitive economy on the global stage. Overall, the session was highly informative and engaging, reflecting the department's commitment to providing quality education on contemporary economic issues.

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
**DEPARTMENT OF COMMERCE BPS&BI**  
Cordially invites you all for  
**COMMEMORATIVE DAY**  
One Nation One Tax - Celebrating GST Day

**Mr. N. SENTHILKUMAR**  
B.Sc., M.A., (HIS) M.A., (SOC),  
B.Ed., M.Phil., B.L.,  
State Tax Officer,  
GST Audit Team-1, Coimbatore.

01/07/2024  
11:00 am  
Seminar Hall 1

Dr. F. Radhakrishnan  
HEAD OF THE DEPARTMENT  
Dr. Maria Williams  
DEAN  
Dr. R. Jagajeevan  
PRINCIPAL

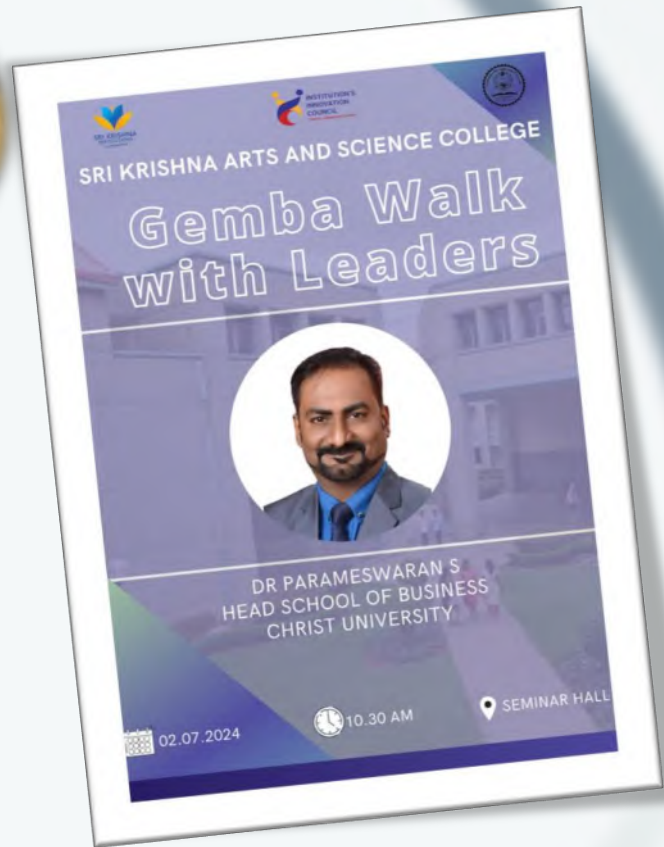


# Commerce | Gemba Walk with Leaders



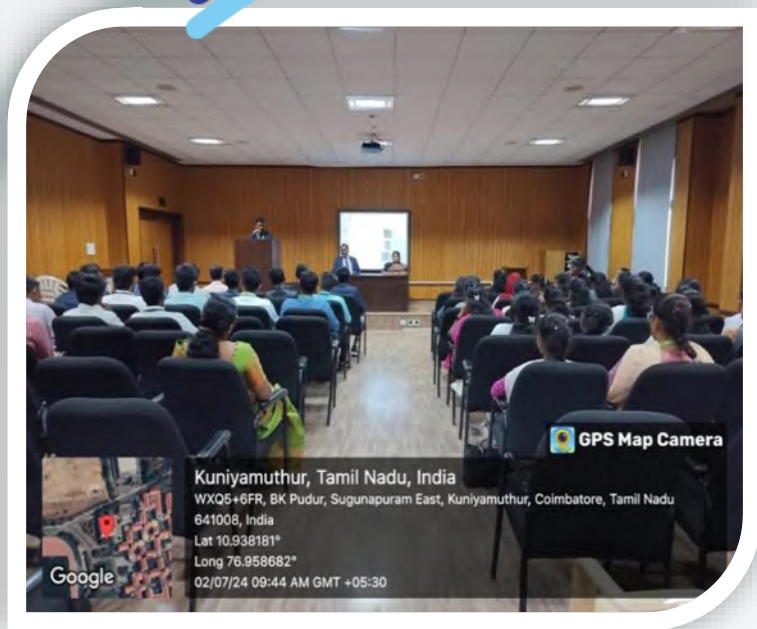
The School of Commerce organized a session on '**Gemba Walk with Leaders**' on July 2, 2024, for its office bearers and class representatives.

**Dr. S. Parameswaran, Head, School of Business, Christ University,** led the session. The focus of the session was on essential leadership skills such as observing, listening, and learning. The trainer emphasized the importance of understanding workflow and processes to identify opportunities for improvement. The Gemba Walk session aimed to enhance efficiency, boost team engagement, and promote balanced behavior among leaders.





# Commerce | Guest Lecture



The Department of Commerce – B.Com A&F / M.Com IB organized a Guest Lecture titled ‘C's of Walk the Talk’ on July 2, 2024.

**Dr. S. Parameswaran, Head, School of Business, Christ University,** was the Chief Guest of the program. The event aimed to actively involve students and promote positive change among them. Through this event, students gained valuable insights into leadership, which helped boost their confidence in academics and corporate life. The event also highlighted the essential qualities required to become a leader and the importance of communication.





# Guest Lecture | B.Com. PA & CS



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
(An Autonomous Institution)  
Affiliated to Bharathiar University  
COIMBATORE - 641008

**DEPARTMENT OF COMMERCE PA & CS**

**GUEST LECTURE ON**  
"AI LED STRATEGIC INTERVENTIONS"



**MANIBHARATHI KARUNAKARAN**  
FOUNDER & CEO - CSUITE TECH LABS

**July 02 2024**  
Tuesday

**Venue:** Seminar hall :02  
**Time:** 1:45 - 3:45PM

**PRINCIPAL:** Dr.R.JAGAJEEVAN  
**HOOD:** Dr.C.DHANALAKSHMI

**DEAN:** Dr.MARIA WILLIAMS  
**EVENT COORDINATOR:** Dr.P.V.AMUTHA

The Department of B.Com. PA & CS organized a Guest Lecture on 'AI Led Strategic Interventions' on July 2, 2024. **Mr. Manibharathi Karunakaran**, Founder and CEO of CSUITE Tech Labs. His insights on technology provided a valuable perspective on the use of Artificial Intelligence and Machine Learning. The session offered detailed information about AI and its applications in various fields, including the medical and educational sectors. Overall, the session was a resounding success.





# Campaign | B.Sc. ISM & BBA Logistics



In a commendable initiative to combat environmental degradation, the Department of BBA/BBA CA conducted an Awareness Campaign on **International Plastic Bag Free Day** on July 03, 2024. This event aimed to educate the residents of Kuniamuthur, especially focusing on street food vendors in Kovaipudur, about the detrimental effects of plastic bags. Students passionately engaged with the public, highlighting that plastic bags take centuries to decompose, leading to long-lasting environmental harm.





# Campaign | BBA & BBA CA



The Department of B.Sc. ISM and BBA Logistics organized an Event for **International Plastic Bag Free Day** on July 3, 2024, in Arumuga Goundanur village, Coimbatore. The event aimed to raise awareness about the importance of a plastic-free planet and promote sustainable practices like refusing single-use plastics, opting for reusable alternatives, and supporting plastic-free policies and businesses.





# Computer Science | Seminar



The Department of Computer Science hosted a seminar on **Life Skills** on July 4, 2024, led by **Mrs. S. Akila**, a renowned writer and motivational speaker. The seminar emphasized the definition and importance of life skills in both personal and professional development. Mrs. Akila discussed how life skills complement technical skills in the workplace, techniques for prioritization, setting and achieving SMART goals, the importance of teamwork, conflict resolution strategies, and building trust and fostering collaboration. The event, attended by 186 first-year B.Sc. CS students, provided valuable insights into essential life skills that enhance both career and personal growth.





# Seminar on Study Opportunities in International Universities



The Career Guidance Cell organized a Seminar on ‘**Study Opportunities in International Universities**’ on July 5, 2024. **Ms. S. Nagalakshmi, Career Zone** discussed the benefits of studying abroad, including career prospects, personal growth, and cultural exposure. She covered the importance of choosing the right destination, understanding visa requirements, and financial planning. Ms. Nagalakshmi also shared tips on cultural adaptation and networking to enhance the study abroad experience. Nearly 88 final year UG students attended and benefitted by the session.



# English | Guest Lecture



The Department of English organized a Guest Lecture on **‘New Perspectives on the English Language’** for undergraduate and postgraduate students. **Dr. P. Nagaraj, Associate Professor and Head, Department of English, Bharathiar University, Coimbatore,** delivered a thought-provoking lecture. Dr. P. Nagaraj focused on the evolving nature of the English language, emphasizing its adaptability and resilience in the face of globalization, technology, and cultural exchange.

He highlighted the emergence of new linguistic forms, such as hybrid languages and digital communication platforms. He encouraged students to reconsider their understanding of language and its role in shaping identity, culture, and communication.



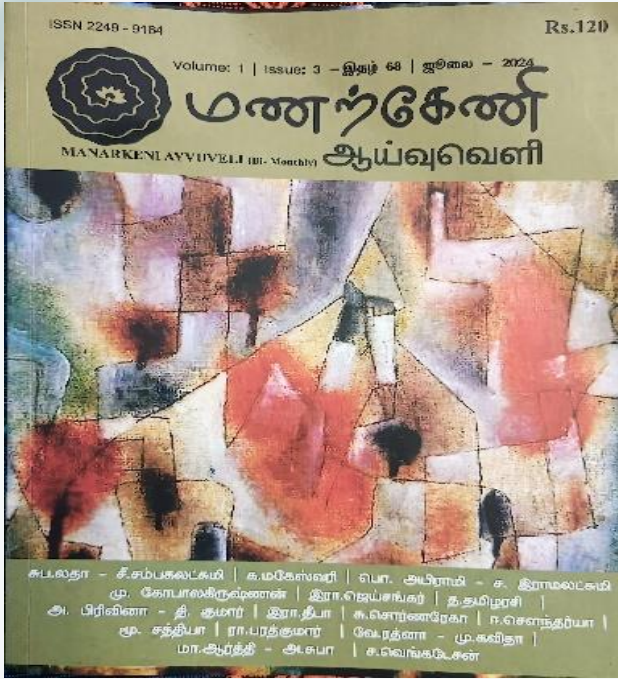
# Faculty Achievements



SKASC congratulates **Dr. B. Rajesh Kumar**, Assistant Professor of Software Systems, for completing a 21-day online **Masterclass on Machine Learning by Pantech E-Learning Pvt. Ltd** in Chennai. He gained knowledge in predictive analytics, enhanced security, and data analysis and insights. In addition, he received live demos of AutoML tools, data visualization tools, and libraries and frameworks.



# Faculty Achievements



SKASC proudly congratulates **Dr. M. Gopalakrishnan, Assistant Professor of Tamil**, who achieved a remarkable milestone by publishing his **‘Eye Environment and Anthropology of Weaving’** thesis in the esteemed UGC Care-listed journal, **Sanakanni Research Space**.

SKASC heartily congratulates **Ms. E. Soundarya, Assistant Professor of Tamil**, for achieving a significant landmark with the publication of her dissertation titled **‘Meaning in Grammar’** in the prestigious **UGC CARE-listed Journal Manalkeni Study Space**, approved by the **University Grants Commission**.

உணவாய்க்கும் கனகத்தூதலில் கல்விமீயும் நீட நேரவு என்னும் கோசலமயம்	2
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# Faculty Achievements



SKASC extends its hearty congratulations to **Dr. P. Ganesan, Assistant Professor of Hindi**, for reaching a commendable milestone by publishing his paper titled '**Village Life in Kedarnath Agarwal's Poetry: The Cultural Life**' in the prestigious Journal **Sanshodhak**. This inclusion in the UGC CARE Current List 2024 reflects his significant contribution to literary scholarship.



# Faculty Achievements Sports



SKASC heartily congratulates the Women's Team for winning the **Overall Trophy** for the second consecutive time at **Gurushektra 2024**, held at **Rathinam College on July 6, 2024**. The faculty members showcased remarkable talent in various events like carrom, chess, badminton, throwball, and basketball. Despite fierce competition in every event, they emerged victorious.





# Students' Achievements | Sports



SKASC is elated in acknowledging the remarkable achievement of Mr. K.S. Dharaneendra, a student of III B.Sc. Cognitive Systems for excelling in the Tamil Nadu State Ranking Badminton Tournament held at Coliseum Badminton Academy, Coimbatore, Tamil Nadu. He secured silver medals in singles, doubles, and mixed doubles categories, showcasing exceptional skill and determination on the court. His outstanding performance reflects the dedication and training fostered by the Department.





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# SKASC BEATS

AY 2024–25

Weekly Edition

Issue - 07



## NEWSLETTER

மன்னர்க்குத் தன்தேசம் அல்லால் சிறப்பு இல்லை;  
கற்றோர்க்குச் சென்ற இடம் எல்லாம் சிறப்பு

- ஔவையார்



## Inauguration | Commerce Cluster



The School of Commerce proudly inaugurated the **Commerce Cluster** in a grand ceremony held at Sri Krishna Hall on July 9, 2024. The inaugural ceremony was graced by the esteemed **Chief Guest, Mr. Jayasankaran Balasubramanian, National Head of Service at TVS Mobility Pvt. Ltd., Sundaram Honda**. His address highlighted the event, as he enlightened the students with his extensive career experiences. Mr. Balasubramanian emphasised the importance of skill development and cultivating a positive attitude, which is crucial for success in the competitive corporate world.





Our Principal, Dr. R. Jagajeevan, further enriched the event by elucidating social commerce insights, providing students with a comprehensive understanding of the evolving commercial landscape. This insight was precious in helping students appreciate the dynamic nature of commerce and the opportunities it presents.



The event also featured several noteworthy highlights that added to its significance. The release of "Stratagem," a strategic initiative to enhance student engagement and learning, was a momentous occasion. Additionally, the colour theme for the academic year 2024-25 was unveiled, setting a vibrant tone for the year ahead.





One of the most anticipated moments was the investiture of the office bearers for the new academic year. This ceremony symbolised the passing of the torch to a new generation of leaders who will drive the Commerce Cluster's initiatives. Another inspiring highlight was the introduction of "Willing Hearts 2024-25," an initiative to promote student volunteerism and community service. Finally, the theme of "Phoenix 2024-25" was introduced, symbolising resilience, renewal, and the continuous pursuit of excellence. This theme encapsulates the spirit of the School of Commerce and its commitment to nurturing well-rounded individuals who are prepared to excel in their professional journeys. The event witnessed the enthusiastic participation of the commerce department, with a remarkable turnout of 2,500 students. The presence of such a large number of students underscored the importance of the event and the collective commitment to the goals of the Commerce Cluster.



# BBA / BBA CA | Campus to Corporate



The Department of BBA/BBACA at SKASC organised an enlightening '**Campus to Corporate**' event on July 08, 2024. This event aimed at preparing students for a seamless transition from the academic world to the professional corporate environment. The program was meticulously designed to equip students with practical skills beyond their academic knowledge, fostering their confidence and preparedness for success in the business world.

**Mr. V. Jothipandian, Chief Manager**

**of Tamil Nadu at ICFAI Business School, ICFAI Group**, graced the event. With his extensive experience and profound insights into the corporate sector, he highlighted the importance of adopting a professional work environment and the soft skills required to thrive in the corporate world. His discourse covered critical areas such as effective communication, teamwork, problem-solving, adaptability, and the significance of a positive attitude, continuous learning, and networking.



# CT & DS | SEMINAR

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE - 641008

Department of Computer Technology & Data Science  
Organizes

## MAKING THE IMPOSSIBLE POSSIBLE

**3 JULY, 2024**

**MR. B. GAYATHRINADHAN**  
DIRECTOR & FOUNDER  
1 CORPORATE GURU

**9:30 AM TO 12:30 PM**

**PARTICIPANTS : I.B. SC. CT - A & B**

**SEMINAR HALL 1**

Mr. V J. Rajakumar Mrs. V. Haripriya Mrs. R. Rohini Event Coordinator	Dr. B. Radha HOD	Dr. K. S. Jeen Marseline Dean	Dr. R. Jagajeevan Principal
--	---------------------	----------------------------------	--------------------------------

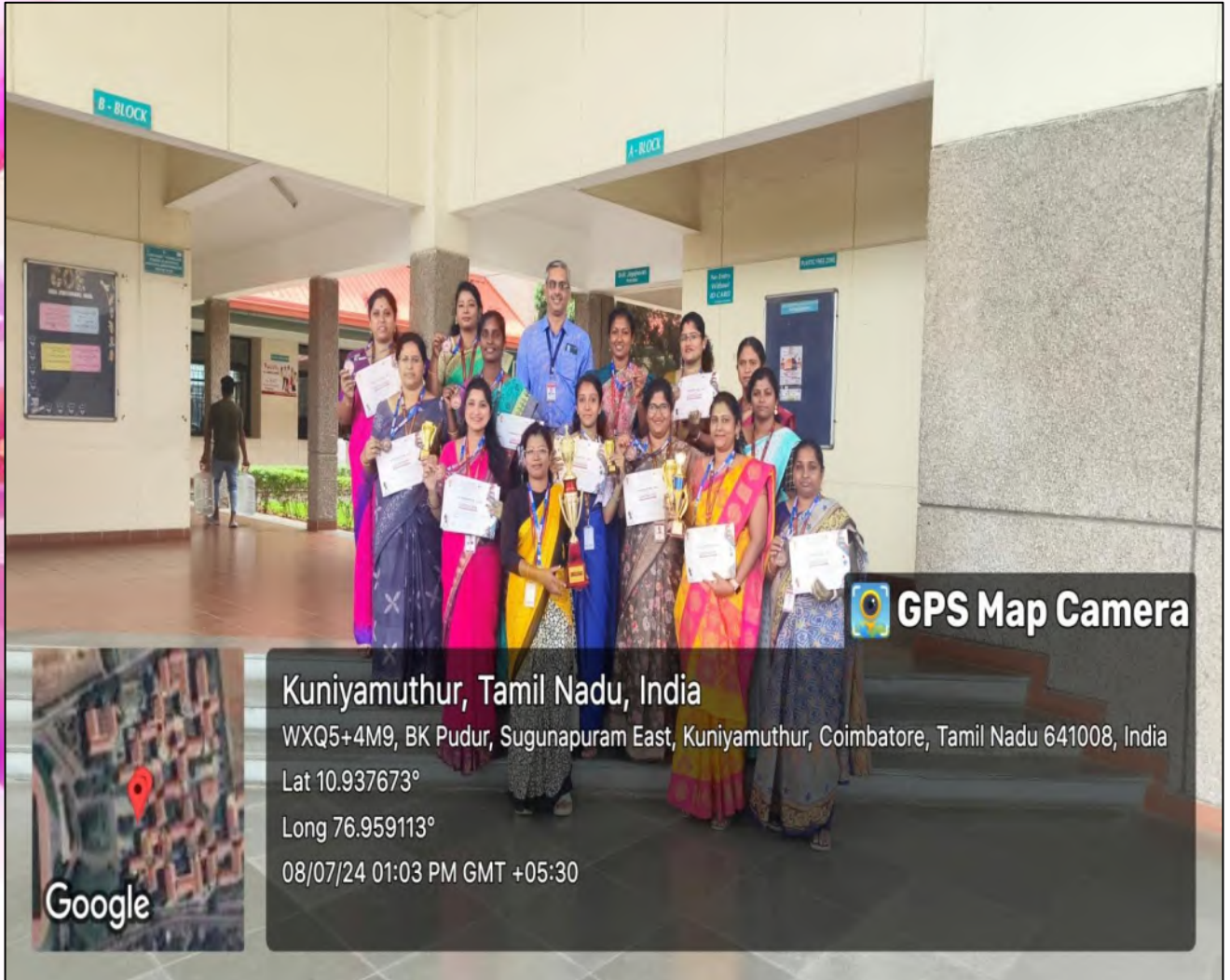


The Department of Computer Technology & Data Science organised an inspiring **'Making the Impossible Possible'** seminar on July 3, 2024. The chief guest, **Mr. B. Gayathrinathan, Director and Founder of 1 Corporate Guru**, significantly impacted the seminar with his renowned motivational prowess, greatly enhancing the students' interest. The seminar aimed to instill confidence among students.

Mr. Gayathrinathan shared personal anecdotes and success stories from various industries, highlighting the importance of resilience and a positive outlook. He introduced techniques for overcoming obstacles, such as strategic planning, continuous learning, and maintaining a proactive attitude. The highly interactive session encouraged students to discuss and ask questions about their personal and professional challenges.



# Gurukshetra 2024



The winners of Gurukshetra 2024 had the privilege of meeting our esteemed Principal, Dr. R. Jagajeevan. He congratulated the team on winning the overall trophy and medals, acknowledging the hard work and dedication that led to this remarkable achievement. His words of encouragement for continued participation in upcoming events were motivating and inspiring. This recognition significantly benefits the faculty members, fueling their enthusiasm for future competitions.



# CT & DS | Entrepreneurship talk



The poster is for a seminar titled "Embarking on the Entrepreneurial Odyssey: Navigating Challenges and Opportunities". It is organized by the Department of Computer Technology and Data Science at Sri Krishna Arts and Science College, Coimbatore. The event is scheduled for June 20, 2024, from 10:30 AM to 1:00 PM in Seminar Hall-1. The guest speaker is Mr. Krithiasan, Co-founder of Urbanwallah Private Limited and Principal Operations Officer and Director. The poster also lists the event coordinator, HOD, Dean, and Principal.

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE 641-008

DEPARTMENT OF COMPUTER TECHNOLOGY AND DATA SCIENCE ORGANIZES

*"Embarking on the Entrepreneurial Odyssey: Navigating Challenges and Opportunities"*

DATE: **20/06/2024**

VENUE: **SEMINAR HALL-1**

**Mr. KRITHIASAN**  
CO-FOUNDER URBANWALLAH PRIVATE LIMITED  
PRINCIPAL OPERATIONS OFFICER AND DIRECTOR

TIME: **10:30 AM - 1:00 PM**

PARTICIPANTS: **II B.Sc CT (A,B)&DS**

Dr. R. Vijayashree | Dr. B. Radha | Dr. K. S. Jeen Marseline | Dr. R. Jagajeevan  
Event Coordinator | HOD | Dean | Principal



The Department of Computer Technology and Data Science hosted a significant event titled '**Embarking on the Entrepreneurial Odyssey: Navigating Challenges and Opportunities**' on June 20, 2024. **Mr. R. Krithiasan, Co-founder of Urbanwalla Private Ltd. and Principal Operations Officer and Director**, was the Chief Guest, sharing his entrepreneurial journey with the II B.Sc. CT & DS students.

Mr. Krithiasan provided invaluable insights into entrepreneurship, discussing his challenges in finding investors and establishing his business. He emphasised the importance of resilience, adaptability, and seizing opportunities in the modern industrial era, offering practical advice that resonated deeply with the young, aspiring entrepreneurs. His experiences and strategies left them feeling equipped and confident for their future endeavours.



# CT & DS | Alumni Interaction

The Department of CT and DS organized an **'Alumni Interaction'** on June 14, 2024. Ms. M. Deiva Darshini, an accomplished alumna of SKASC, provided valuable insights into the tech industry. This dynamic gathering aimed to bridge academic knowledge with industry practices. Alumni from various tech sectors shared their career journeys, highlighting the importance of coding, data analysis, and machine learning skills. The event was attended by 58 enthusiastic students from I year Data Science, who actively participated and gained practical insights from the discussions. This interaction inspired the students and equipped them with tangible knowledge of navigating their future careers in technology.



SRI KRISHNA ARTS AND SCIENCE COLLEGE  
COIMBATORE

DEPARTMENT OF COMPUTER TECHNOLOGY AND DATA SCIENCE  
ORGANISES

# ALUMNI INTERACTION

NEW FACES, NEW STORIES, ENDLESS POSSIBILITIES

**DEIVA DARSHINI M**  
ALUMNI SKASC

DATE - JUNE 14 2024  
TIME - 2 PM - 3 PM  
VENUE - J BLOCK 407

PARTICIPANTS  
1 - DS B

Dr. R.VIJAYSHREE  
EVENT COORDINATOR

Dr. B. RADHA  
HOD

Dr. K.S. JEEN MARSELINE  
DEAN

Dr. R. JAGAJEEVAN  
PRINCIPAL



# Speakers Forum | Inauguration & Guest Lecture



The Speakers Forum was inaugurated on July 8, 2024. **Ms. Gayathri is an esteemed English Language Trainer and Assistant Professor at PSGR Krishnammal College for Women.** Her talk, **'The Art of Professional Communication for Career Success'**, provided practical tips and strategies for career advancement, captivating the audience and marking a significant step in enhancing students' communication skills. The Principal, Dr. R. Jagajeevan delivered the presidential address, commending the forum's initiative and emphasizing its role in developing future leaders. Dignitaries presented badges to office bearers to recognize their commitment. The event underscored the importance of effective communication in achieving career success. With a strong start, the Speakers Forum is set to offer more enriching events, continuing its mission to empower students with essential communication skills.



# Anti-Ragging Committee Meeting 2024




SKASC organised the **Anti-Ragging Committee Meeting 2024** on July 4, 2024. The event featured distinguished guests, including Mr. V. Baskaran, Inspector of Police—Law & Order, D-4 Kuniyamuthur Police Station; Mr. S. Sakthivel, Village Administrative Officer, Kuniyamuthur; Mr. S. Sudharsan, DGM, Dinamalar, Sundarapuram; and Mr. G. Vijayaragavan, Head, Youth Leadership Programme, Shanti Ashram. Dr. R. Jagajeevan, the Principal, welcomed the attendees and emphasised the college's proactive measures against ragging, including moral education and student developmental activities. Mr. Sudharsan highlighted media support

in preventing ragging, noting its detrimental effect on students' educational progress. Mr. Vijayaragavan discussed the impact of volunteerism among students. Representatives from various departments participated in the meeting. 32 attendees were present, comprising 28 internal and 4 external participants. The collaborative efforts of the police, government, media, and NGOs, highlighted in the meeting, showcased SKASC's commitment to creating a safe and supportive educational environment, making everyone feel involved in the collective efforts against ragging.






# CSHM | Alumni Interaction


**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
(An Autonomous Institution)  
Affiliated to Bharathiar University, Coimbatore


 **Department of Catering Science  
and Hotel Management**

Cordially invites you all for the

**Elegance in Hospitality Program**

**Resource Person:**  
**Mr. Nizar Anwar**  
General Manager  
Seagull Soft  
Salem



**Venue: Training Restaurant**  **10<sup>th</sup> July 2024  
@ 02.00 am**

**HOD** **DEAN** **PRINCIPAL**  
**Mr. G.Sathish Kumar** **Mr. P. Rajan** **Dr.R.Jagajeevan**



The Department of Catering Science and Hotel Management at SKASC organised an enlightening Guest Lecture titled '**Elegance in Hospitality Program**'. The Chief Guest was **Mr. Nizar Anwar, General Manager of Seagull Soft, Salem**. His vast experience in the hospitality industry delivered an engaging and insightful lecture to provide a solid foundation for aspiring hoteliers.



# CDF | WORKSHOP



The Department of Costume Design and Fashion organised an **Art and Craft** Workshop on July 10, 2024. **Mrs. Archana Prasad, Founder and Designer of Archana's Aakriti and a Fevicryl Expert Teacher**, was the Resource Person. She delivered informative and innovative ideas, offering basic lessons on various art and craft techniques. The workshop provided an incredible opportunity for students to dive into the vast world of creativity, enhancing their fine motor skills through engaging art activities. Forty-three students of the I B.Sc. CDF class enthusiastically participated in the event. They explored new avenues of creativity, gaining practical skills and insights beyond their regular curriculum.



# CT & DS | Life Skill - Yoga

The Department of Computer Technology & Data Science organised a rejuvenating 'Life Skills – Yoga' event on July 4, 2024. **Mr. K.R. Ganesh Babu, Proprietor of AUM Yoga Therapy Centre, Coimbatore**, was the Resource Person. This unique event aimed to promote physical and mental well-being among the techsavvy students. The session began with an insightful thought that emphasized the importance of yoga in enhancing

concentration, reducing stress, and maintaining a balanced lifestyle amidst the rigorous demands of academic and professional pursuits. His guidance and practical demonstrations made the session highly engaging and beneficial. Students learned various yoga techniques to help them stay focused and relaxed, which are crucial skills for their future careers.



The poster features logos for Sri Krishna Arts and Science College, Department of Computer Technology and Data Science, and the Institution Innovation Council. It includes a central image of a person in a yoga pose against a sunset background. The text provides event details: date (July 04 2024), time (9.45 AM to 12.45 PM), location (Sri Krishna Hall 3rd Floor), and category (BSc DS 'A'). It also lists the resource person, Mr. K.R. Ganesh Babu, and the organizing department.

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE - 641008

DEPARTMENT OF COMPUTER TECHNOLOGY AND DATA SCIENCE  
organizes

**LIFESKILLS - YOGA**

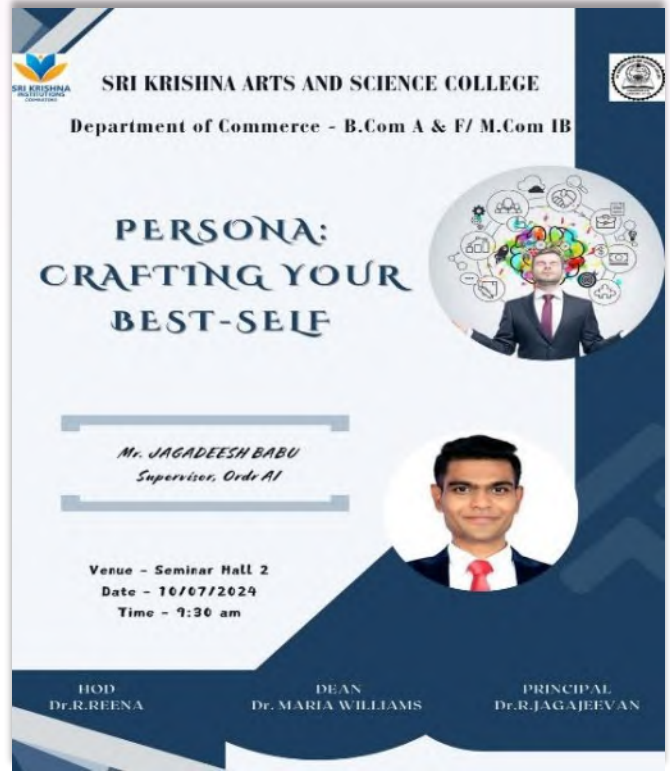
**RESOURCE PERSON**  
Mr. K.R.Ganesh Babu  
Proprietor, AUM Yoga Therapy Centre , Coimbatore

July 04 2024 | 9.45 AM to 12.45 PM | Sri Krishna Hall 3rd Floor | BSc DS 'A'

Dr.M.Puotpa | Dr.B.Radhika | Dr.X.S.Jeen Marsaline | Dr.R.Jagjeevan  
Event Coordinator | HoD | Dean | Principal



# B.Com. A & F / M.Com. IB | Soft Skill Program



The Department of B.Com. A&F/M.Com. IB organized a Soft Skill Program titled '**Persona: Crafting your Best-Self**'. **Mr. Jagadesh Babu, Supervisor at Ordr AI, was the Chief Guest.** He shared valuable tips on effective communication, personal grooming, and building a professional online presence. The program covered crucial topics such as effective body language, confident communication, and teamwork skills, all aimed at enhancing students' employability and helping them stand out during placements. The interactive workshop was well-received, providing students practical strategies to succeed in a competitive job market. This session was benefitted by II M.Com. IB students, with 46 participants. The students found the program highly informative and relevant to their career aspirations, making it a successful and enriching experience.



# Social Work | Workshop

The Department of Social Work organised a One-Day **School and Organizational Counselling** Workshop on July 9, 2024. The event featured **Mrs. Poornima Ganesh**, a **Psychologist from Nitya Gurukula, Coimbatore**, engaged II MSW students in discussing the importance of counselling at the school level. Through insightful case studies, she emphasised empathetic listening and problem-solving in educational settings. The afternoon session was led by **Mrs. Shipra Shukla**, an **Outreach Executive and Counsellor**. Her thought-provoking presentations and interactive exercises highlighted the critical role of promoting mental health, emotional resilience, and organisational productivity. The workshop saw active participation from 57 attendees, including 55 internal and 2 external participants, who gained a deeper understanding of the essential role of counselling in educational and organisational contexts.



The poster features logos for Sri Krishna Institutions Coimbatore, the Institution's Innovation Council, and the Department of Social Work. It includes the college name, affiliation, and a list of speakers and organizers.

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
(An Autonomous Institution)  
Affiliated to Bharathiar University, Coimbatore

DEPARTMENT OF SOCIAL WORK

WE CORDIALLY INVITE YOU FOR THE WORKSHOP ON  
**SCHOOL COUNSELLING**  
&  
**ORGANIZATIONAL COUNSELLING**

  
Mrs. POORNIMA GANESH  
Psychologist  
Nitya Gurukula, Coimbatore

  
Mrs. SHIPRA SHUKLA  
Outreach Executive, Counsellor  
Nitya Gurukula, Coimbatore

DATE: 09.07.2024    TIME: 10.00 am    VENUE: SEMINAR HALL 2

Dr.A.ALAGARSAMY    Dr.V.A.RINSEY ANTONY    Dr.R.JAGAJEEVAN  
HEAD OF THE DEPARTMENT    DEAN OF APPLIED SCIENCES    PRINCIPAL

Dr.K.VIJAYALATHA  
ASSISTANT PROFESSOR  
EVENT COORDINATOR





# CS | Workshop

The Department of Computer Science organized a Workshop titled **'Future-Proofing Your Skills: Staying Ahead of the Curve in IT'** on July 11, 2024. **Mr. K. Vignesh, Associate Analyst at Deloitte, Chennai**, served as the Chief Guest, offering valuable insights into the evolving IT landscape and emphasizing the importance of continuous learning. The workshop included interactive discussions, presentations, and real-world examples, providing

students with a comprehensive understanding of the skills needed to stay competitive in the IT industry. Attendees, comprising the students of I year B.Sc. CS and I year B.Sc. SS, actively participated in the event, engaging in lively Q&A sessions and gaining practical knowledge to enhance their career prospects. The workshop was a resounding success, leaving students inspired and well-prepared for future challenges.



  
**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
DEPARTMENT OF COMPUTER SCIENCE  
ORGANISES

---

**Future-Proofing Your Skills Staying Ahead of the Curve in IT**

---

 11/7/2024 - 1.45PM  
 II B.SC CS( A& B), B.SC SS  
 SEMINAR HALL II

**PROF.A.JEEVARATHNAM**  
PROF.MHVEDHA  
DR.S.SUGANYADEVI  
EVENT COORDINATOR  
PROF.MHVEDHA  
ASSOCIATION INCHARGE

  
**MR.K.VIGNESH**  
ASSOCIATE ANALYST  
DELOITTE ,CHENNAI

**DR.K.DEVKA RANI DHIVYA**  
HOD  
**DR.R.JAGAJEEVAN**  
PRINCIPAL





# B.Com. IT / E – Commerce | Career Guidance Program

The Department of Commerce IT and E-Commerce organized a **Career Guidance Program** on July 11, 2024. **Ms. S. Nagalakshmi, VP of Academics at Career Zone Consulting Pvt Ltd., Coimbatore**, was the Chief Guest. With her extensive experience in training for placements, GRE, GMAT, IELTS, TOEFL, PTE, and business communication, Ms. Nagalakshmi provided valuable insights into career planning, resume building, interview techniques, and current industry trends. The program included interactive sessions and one-on-one counseling opportunities, allowing students to gain personalized advice and guidance. Nearly 126 students from III B.Com. IT & E-Com actively participated and benefitted from the comprehensive and practical knowledge shared during the event.



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE - 08  
DEPARTMENT OF COMMERCE IT & E-COM  
Cordially invites you all for the  
**Career Guidance Program**

**Ms. S. NAGALAKSHMI**  
VP Academics  
Career Zone Consulting Pvt Ltd.  
Coimbatore

11.07.2024 10:00 AM  
Seminar Hall - 3  
Presided By  
DR. R. JAGADEVAN  
PRINCIPAL  
DR. M. PUSHPALATHIA  
EVENT COORDINATOR  
DR. N. SIVAKUMAR  
HOD  
DR. MARIA WILLIAMS  
DEAN





# BBA / BBA CA | Workshop

The Department of BBA/BBA CA organized a 'Business Model Canvas' Workshop on July 11 and 12, 2024. The event featured **Mr. K. Gowri Shankar, Founder and CEO**, and **Mr. M. Raj Kumar, Head of Training and Development at AGS Management Consultancy** as Chief Guests. The workshop provided a platform for students to share their entrepreneurial ideas, receive feedback, and explore potential collaborations. The business model canvas, a powerful tool for analysing a company's business strategy, was the focal point of the workshop. It comprises nine essential components, covering customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key partnerships, key activities, and cost structure.



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE- 641008

**INSTITUTION'S INNOVATION COUNCIL**  
DEPARTMENT OF BBA & BBA CA  
Jointly Organizes

**BUSINESS MODEL CANVAS WORKSHOP**

11 & 12 TH JULY 2024 10.00 AM

**RESOURCE PERSONS**

**MR. K. GOWRI SHANKAR** MBA, JMT  
FOUNDER AND CEO  
M/S AGS MANAGEMENT CONSULTANCY

**MR. M. RAJ KUMAR** BE, MBA, IAS INTERVIEW  
Head-Training and Development  
M/s AGS Management Consultancy  
Founder & CEO- E-Paws Academy

**Dr. Y. Benazir**  
IIC Coordinator

**Mr. M. Rajesh**  
IIC- Convenor

**Mr. C. Julian Gnana Dhas**  
HoD

**Mr. P. Rajan**  
Dean

**Dr. R. Jagajeevan**  
Principal





# BBA / BBA CA | Certification Course

The Department of Commerce BPS & BI organised a Guest Lecture on **'Employability Enhancement Certification Courses - Certified Success: The NISM Pathway'** on July 11, 2024. The Chief Guest was **Mr. C.P. Hariharan, Branch Head at Sharekhan Ltd, Coimbatore**. He covered various modules, including securities operations, mutual funds, and derivatives, highlighting the

importance of NISM certification in demonstrating expertise and compliance with regulatory standards. This certification significantly enhances career prospects in the financial industry. The session was attended by NISM-certified and registered students who actively participated and engaged in a lively Q&A session to clarify their doubts.

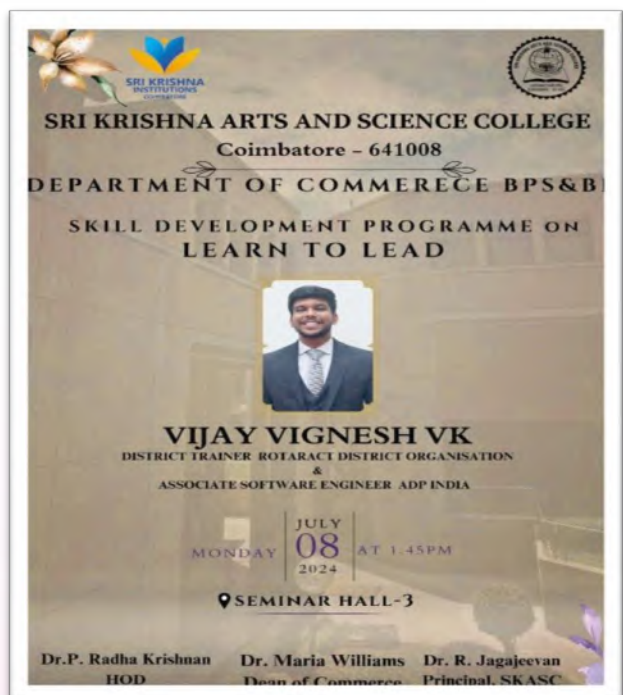




# BBA / BBA CA | Skill Development Program

The Department of Commerce BPS & BI organised a Skill Development Program on 'Learn to Lead' on July 8, 2024. **Mr. Vijay Vignesh, District Trainer at Rotaract District Organization and Associate Software Engineer at ADP India**, was the Chief Guest. His insights on effective leadership captivated the audience, emphasising the importance of being genuine rather than using artificial intelligence wisely

Mr. Vignesh also advised students on the value of pursuing online certification courses and volunteering in various activities. He stressed the importance of seizing available opportunities to advance their careers. The program was attended by 300 students from II B. Com BI, II B. Com BPS, III B. Com BI, and III B. Com BPS, who left with a renewed sense of motivation and practical tips for their future endeavours





# Commerce CA & BA | Workshop

The Department of Commerce CA & BA organised a Workshop on **‘Essential Skills for the Modern Workplace’** on July 12, 2024. **Mr. Jeganathan Palanisamy, Consultant and Coach**, shared his expertise on the critical skills necessary for today's work environment. He motivated the students to hone their problem-solving, teamwork, emotional intelligence, adaptability, and communication skills. These skills are essential for navigating changing environments, embracing new challenges, and fostering collaboration and understanding among team members.

Nearly 120 students of Commerce CA & BA participated and gained valuable insights into enhancing their professional competencies through engaging discussions and interactive sessions. The event was a significant success, inspiring students to develop the skills needed to thrive in the modern workplace.



The poster features a blue and white geometric design. At the top left is the Sri Krishna Institutions logo. In the center, it reads 'SRI KRISHNA ARTS AND SCIENCE COLLEGE COIMBATORE - 641008'. Below this is the title 'WORKSHOP ON ESSENTIAL SKILLS FOR MODERN WORKPLACE'. A circular portrait of Mr. Jeganathan Palanisamy is shown, with his name and title 'JEGANATHAN PALANISAMY CONSULTANT AND COACH' below it. At the bottom, the date '12 JULY 2024', time '1:30 PM-3:30 PM', and location 'MBA SEMINAR HALL' are listed. Logos for the Institution's Innovation Council and the college are also present.

**SRI KRISHNA INSTITUTIONS**  
Institution's Innovation Council

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE - 641008

**WORKSHOP ON ESSENTIAL SKILLS FOR MODERN WORKPLACE**

**JEGANATHAN PALANISAMY**  
CONSULTANT AND COACH

12 JULY 2024  
1:30 PM-3:30 PM  
MBA SEMINAR HALL

DR.J.VIJIMOL HOD      DR.R.JAGAJEEVAN PRINCIPAL      DR.MARIA WILLIAMS DEAN





# Eco Club | Activity



The Eco Club of SKASC, in association with the NGO AIM (Associates of Intellectual Mission), organized an Extension Activity on **'Biocompost Preparation'** on July 9, 2024. The event was held at Corporation Girls Higher Secondary School, R.S. Puram, with **Dr. S. R. Prabakaran, Assistant Professor, Department of Biotechnology, Bharathiar University, Coimbatore**, was the Chief Guest. Around 124 school students alongside 9 internal participants from

II B.Sc. Microbiology, I B.Sc. Microbiology, and I B.Sc. Biotechnology participated. Dr. Prabakaran provided hands-on training in biocompost production, highlighting its benefits as a natural fertilizer. He emphasized that biocompost is easily produced using readily available bio-waste and cost-effective household materials. This practical session helped students understand the decomposition cycle and the importance of sustainable practices.

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
(An Autonomous College Affiliated to Bharathiar University, Coimbatore)  
Re-accredited with 'A' Grade by NAAC

**ECO CLUB**  
Jointly in association with  
**ASSOCIATE OF INTELLECTUAL MISSION(AIM)**  
Conduct an Extension Activity on  
**"BIOCOMPOST PRODUCTION"**

**CHIEF GUEST**  
**Dr. S. R. PRABAGARAN**  
Professor  
Department of Biotechnology  
Bharathiar University, Coimbatore

*Cordially invite you all for the event*

Special thanks to  
**P.A. THEBUNAVUKARASU**  
Managing Trustee, AIM

Dr.S.Narendran  
Event Coordinator  
SKASC

Ms.S.Jayashree  
Eco Club Coordinator  
SKASC

Dr.R.Jagajeevan  
Principal  
SKASC

09.07.2024  
Tuesday

02:00 pm

Corporation Girls Higher Secondary School,  
R.S.Puram, Coimbatore - 02





# CT & DS | Alumni Interaction

The Department of CT and DS organised an 'Alumni Interaction' on July 5, 2024. **Mr. V. Madesh, a Technical Consultant in Strategic Account Management at ManageEngine, a division of Zoho Corp,** was the Chief Guest. Mr. Madesh shared his professional journey, offering practical advice and highlighting current industry trends. His interaction helped bridge the gap between classroom learning and practical application, providing

students guidance, mentorship, and networking opportunities. The insights and experiences shared by Mr. Madesh were aimed at helping students make decisions about their academic and career paths. More than 62 students benefited from this alumni interaction, a significant step in enhancing their educational and professional journeys and offering them a clearer perspective on their future in the industry.





# Campus Placements



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**



Re-accredited with "A" grade by NAAC  
COIMBATORE-641008

**Congratulations!**

**109** *Students*  
*Placed in*



**Internz Learn**

Your Career . Our Responsibility

**ROLE: Business Development Associate**

**SALARY: 5 LPA**





# Commemorative Days

SRI KRISHNA ARTS AND SCIENCE COLLEGE



## WORLD POPULATION DAY

11 JULY

"Raising awareness about population growth is essential to creating a balanced and sustainable world."



SRI KRISHNA ARTS AND SCIENCE COLLEGE



## WORLD PAPER BAG DAY



12 JULY

"Say 'no' to plastic and 'yes' to paper bags – Even a small change can have a profound impact."

SRI KRISHNA ARTS AND SCIENCE COLLEGE



10 JULY

## NATIONAL FISH FARMERS DAY



"Let's appreciate fish farmers who cultivate marine life ensuring a sustainable future for our planet and its inhabitants"

SRI KRISHNA ARTS AND SCIENCE COLLEGE



10 JULY

"Energy conservation is the foundation of energy independence."





**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
**An Autonomous Institution Affiliated to Bharathiar University**  
**Kuniamuthur, Coimbatore – 641 008.**

**Editor-in-Chief**

Dr. R. Jagajeevan  
Principal

**Co-Editor**

Dr. I.J. Kavitha  
Head, Dept. of English

**Editorial Team**

Dr. D. Solomon Paul Raj  
Ms. H. Reshma  
Ms. M. Saphna

Assistant Professors – Dept. of English

**Technical Team**

Ms. V. Haripriya  
Assistant Professor – Dept. of Computer  
Technology & Data Science



# SKASC BEATS

Newsletter

29.07.2024

Weekly Edition



அருமை உமைத்ததன்று அசாவாமை வண்  
டுை தெருமை முயற்சி தருண்.



AY 2024-2025  
Issue # 09



# PG Inauguration

In a momentous event that marked a new chapter in academic excellence, SKASC proudly inaugurated its Postgraduate Programmes on Wednesday, July 24, 2024. The ceremony was a convergence of intellectual prowess and visionary leadership.

The event commenced with a warm welcome address by Dr. Maria Williams, Dean of Commerce, who set an inspiring tone for the gathering. The ceremony's highlight was the Felicitation Address by the CEO, Dr. K. Sundararaman. His address resonated with the audience as he shared insights into the evolving landscape of higher education and the critical role of Postgraduate studies in driving societal progress.

The esteemed Principal, Dr. R. Jagajeevan delivered the Inaugural Address. He emphasised the importance of advanced education in shaping future leaders and professionals, reiterating the institution's dedication to providing world-class education.

Concluding the event, Dr. B. Meena Preethi, Controller of Examinations, proposed the vote of thanks to all the attendees acknowledging their contributions to the successful inauguration and promised an aspiring academic journey ahead.





# Code of Conduct – CEO's Address



In a crucial meeting held on July 26, 2024, by the CEO, Dr. K. Sundararaman, all students were reminded of the importance of adhering to the institution's code of conduct and maintaining decorum within the campus. Dr. K. Sundararaman emphasized the necessity of upholding high attendance percentages and insisted on maintaining a drug-free campus, highlighting its critical role in fostering strong personal development and ensuring a better future for all students. The address underscored the institution's commitment to creating a supportive and disciplined learning environment.





# Internal Complaint Committee Meeting



The Internal Complaint Committee held a significant meeting on July 16, 2024, with an external member Lawyer Mr. M. Madhivanan. During the session, Mr. M. Madhivanan emphasized various legal rules regarding abuse within the campus. All committee members attended, along with student representatives from all first-year classes. Students were instructed on creating a harmonious and safe campus environment, ensuring an atmosphere free from conflicts and distress.





# Importance of Research Continuity



In a meeting held at the Council Hall on July 27, 2024, the Principal underscored the critical importance of continuous research, instructing that the process should not be diverted. Research guides were urged to ensure the regular presence of their wards and strengthen the research efforts without undue delays. He also insisted on addressing long absences promptly and avoiding any further withholdings regarding research activities.



# Spotlight on Student Placement Success

SKASC proudly congratulates the students of BA English Literature for their remarkable success in administrative support. Notably, Ms. P.A. Basima of III BA English has achieved the significant milestone of securing a position as an Administrative Support professional in Qatar, UAE. Her accomplishment exemplifies the exceptional talent and dedication of our students.



SKASC extends heartfelt appreciation to the 59 students who have been successfully placed in Corizo. Their remarkable achievements highlight their dedication and talent, reflecting the high standards of excellence fostered within the institution.





# Spotlight on Student Placement Success



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
Re-accredited with "A" grade by NAAC  
COIMBATORE-641008

**Congratulations!**

**TECHNIBIT SOLUTIONS**

 <b>ABUASLAM.MS</b> 22BEN001	 <b>ARSHIYA THBASUM. H</b> 22BEN005	 <b>SAVITHA. S</b> 22BEN036
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**ROLE: CONTENT WRITER**  
**SALARY: 2.40 LPA**

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
Re-accredited with "A" grade by NAAC  
COIMBATORE-641008

**Congratulations!**

**withum**<sup>+</sup>  
AUDIT TAX ADVISORY

 <b>PAVITHRA R</b> 23MC0035	 <b>ISHWARYA S</b> 23MIB017	 <b>SUVESHA T</b> 23MIB056
--	--	---

**ROLE: Staff Level 1 Accountant**  
**SALARY: 6.19 LPA**

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**

SKASC proudly recognizes and celebrates the outstanding achievements of its students for their unwavering commitment to academic excellence. Their consistent progression and dedication have set a high standard, reflecting the institution's core values and dedication to fostering scholarly success.



# Spotlight on Student Placement Success



The SKASC Placement Cell is pleased to announce a campus drive by Solvers India for the 2025 graduating batch. This opportunity is specifically for Master of Social Work students, offering a role as an HR Intern with a salary package ranging from 1.80 to 2 LPA. As part of the event, Ms. Tanu, HR from Solvers India, delivered a pre-placement talk to provide insights and guidance.

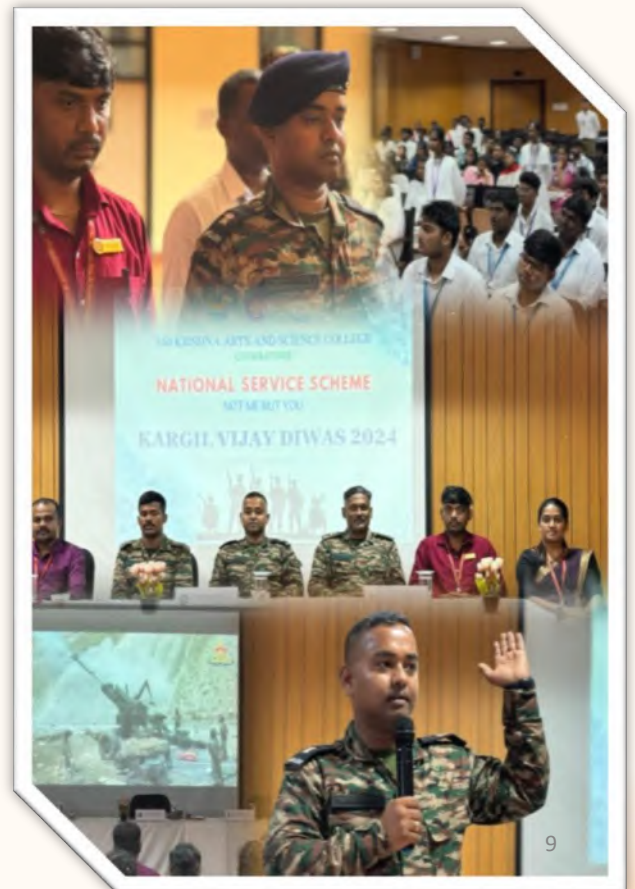


# Commemorating Heroes – Kargil Vijay Diwas



Sri Krishna Arts and Science College solemnly commemorated Kargil Vijay Diwas, paying tribute to the bravery and sacrifice of our nation's heroes who fought valiantly to defend our country's sovereignty. The event began with a parade, showcasing the discipline and dedication of our students. Following the parade, a poignant tribute was paid to the martyrs who laid down their lives during the Kargil War, reminding everyone of the immense sacrifices made by our soldiers.

Major Rajasekar, the esteemed chief guest, delivered a stirring address that left a lasting impact on all present. His address highlighted the importance of courage, duty, and patriotism, resonating deeply with the audience. The event reaffirmed our commitment to the values of courage, duty, and patriotism, reminding us all of the sacrifices made by our soldiers and the importance of upholding these values in our daily lives.





# Student Achievement | NCC



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
**6 TAMILNADU MEDICAL COMPANY NCC**

**Congratulations**  
**49TH TAMILNADU STATE SHOOTING COMPETITION**

**SGT HARI HARA SUDHAN**  
**III BCOM**

SGT HARIHRASUDHAN from III B COM was selected out of 160,000 cadets to represent the TAMILNADU NCC DIRECTORATE at Coimbatore in the PRS police ground, where he won three bronze medals in the TAMILNADU STATE SHOOTING COMPETITION. We convey our best wishes to him.

SKASC extends its heartfelt congratulations to NCC student SGT Hari Hara Sudhan for securing the 49th position in the shooting competition. His remarkable achievement exemplifies dedication and skill, bringing pride to the institution.



# International Conference Bioscience

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
An Autonomous Institution, Affiliated to Bharathiar University  
Ranked 33<sup>rd</sup> in NIRF 2023, Re-accredited by NAAC with 'A' - Grade  
Coimbatore - 641008, Tamil Nadu, INDIA.

**DEPARTMENT OF BIOSCIENCE**  
We Cordially Invite you with Great Pleasure to the  
**Three-Day International Conference on  
'ANTIBIOTICS AND ALTERNATIVE STRATEGIES FOR  
COMBATING ANTIMICROBIAL RESISTANCE'**

Sponsored By  
Department of Biotechnology  
Ministry of Science & Technology  
Government of India  
24<sup>th</sup> to 26<sup>th</sup>, July 2024

**Chief Patrons**

**Smt. S. Malarvizi**  
Chairperson & Managing Trustee  
Sri Krishna Institutions

**Mr. K. Adithya**  
In-charge and Secretary  
Sri Krishna Institutions

**Patron**  
**Dr. K. Sundararaman**  
Chief Executive Officer  
Sri Krishna Institutions

**Chairman**  
**Dr. R. Jagajeevan**  
Principal  
Sri Krishna Arts and Science College

**Key Speakers**

**Prof. Dr. Jamunarani S Vadivelu**  
Head, Medical Education & Research Development Unit,  
Professor, Department of Medical Microbiology,  
Faculty of Medicine  
University of Malaya, Malaysia

**Dr. Bruno Silvester Lopes**  
Lecturer in Microbiology  
School of Health and Life Sciences  
Teesside University, United Kingdom

**Dr. Suparna Mitra**  
Senior Lecturer in Microbiology  
University of Leeds  
United Kingdom

**Dr. Saravanan Matheshwaran**  
Associate Professor  
Chromatin Dynamics and DNA Repair Laboratory  
Indian Institute of Technology, Kharagpur

**Prof. Dr. Saravanan Muthupandian**  
Professor, AMB and MembraneLab Lab  
Department of Pharmacology  
Sreechitra Institute of Medical and Technical Science  
Chennai

**Prof. Dr. Jayaseelan Murugaiyan**  
Associate Dean (Science)  
SRM University AP, Amravathi  
Aurangabad, India

**Dr. Ramendra Pati Pandey**  
Associate Professor  
School Science and Technology  
UPES, Bidhol Campus, Jhansi  
Aurangabad, Royal Society of Biology, UK, London

**Dr. M. Manikandan**  
Dean, Bioscience  
Convener

**Dr.S. Narendhran**  
Assistant Professor, Bioscience  
Co-Coordinator



The Department of Bioscience organized a Three-Day International Conference on '**Antibiotics and Alternative Strategies for Combating Antimicrobial Resistance**', under the sponsorship of the Department of Biotechnology-CTEP, Government of India. Dr. M. Manikandan, Convenor of the Conference, warmly welcomed the gathering and initiated the conference proceedings.

The Chief Guest, Dr. Jamunarani S. Vadivelu, Head of MERDU, Department of Medical Microbiology, University of Malaya, Malaysia delivered an inaugural address on the emergence of antimicrobial resistance due to environmental and climatic changes, providing a profound understanding of the challenges and potential solutions in the field.

Joining her, the Guests of Honor, Dr. Bruno Sylvester Lopes, Lecturer in Microbiology, School of Health and Life Sciences, Teesside University, UK, and Dr. Jayaseelan Murugaiyan, Professor and Dean of Biological Sciences, SRM University, Amravathi, graced the occasion with their presence.



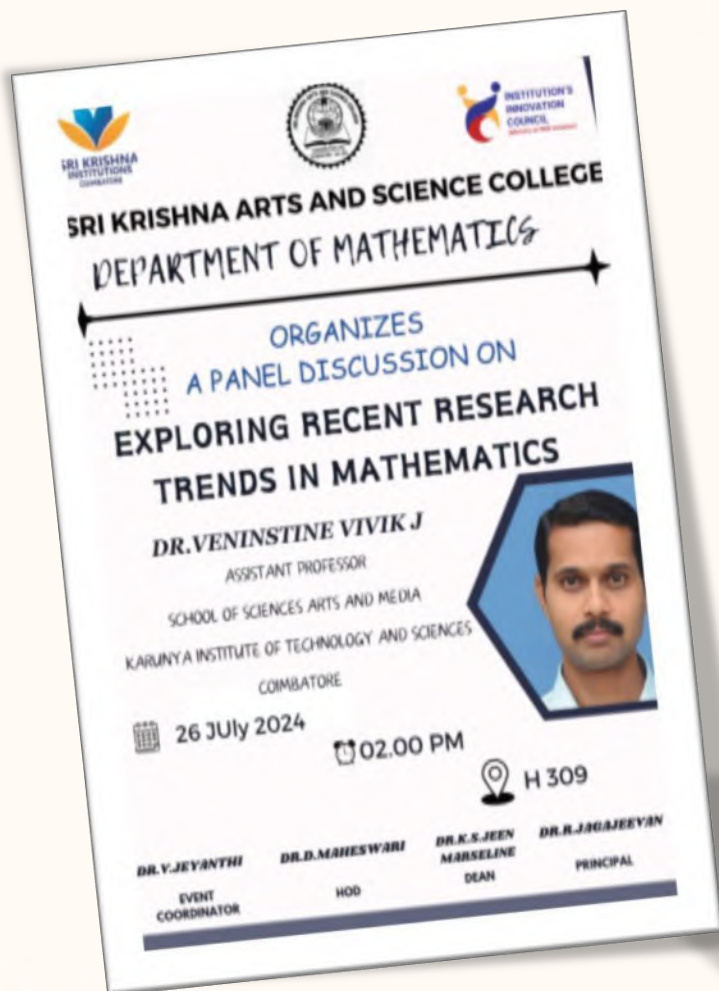
# International Conference Bioscience

Bioscience Conference was a resounding success, marked by enthusiastic participation from various classes within our institution. Students from B.Sc. Microbiology, Biotechnology, PG students of Biotechnology & Bioinformatics actively engaged in the event. In addition to our internal participants, the conference attracted external participants from 12 esteemed colleges and 6 universities around the globe. This diverse and dynamic mix of attendees contributed to a rich exchange of ideas and knowledge, enhancing the overall impact and reach of the conference. The event underscored the importance of collaborative learning and showcased the exceptional talent and dedication of our students, as well as those from other institutions worldwide.





# Panel Discussion | Mathematics



A panel discussion on 'Exploring Recent Research Trends in Mathematics' was organised by the Department of Mathematics. The Resource Person Dr. J. Veninstine Vivik, Assistant Professor/ School of Sciences, Arts and Media, Karunya Institute of Technology and Sciences, Coimbatore, opened up the session with a motivation towards the study of Mathematics and Mathematical research with applications. The session was fruitful and eye opening to PG students and the session was interactive. The event was headed by Dr.D. Maheswari and coordinated by Dr.V.Jeyanthi.



# Expert Talk | Commerce

The Department of Commerce organized an insightful expert talk on **'Awareness about Mutual Fund Investment and Opportunities'** on July 23, 2024, at Seminar Hall - II. Mr. S. Satish Kumar, a renowned expert in the field, was the Resource Person for the event. Taking time out of his busy schedule, Mr. Kumar provided valuable insights into mutual fund investments, shedding light on various opportunities and strategies for effective investment. The session was well-received by attendees, who benefited greatly from his expertise and practical advice on navigating the complexities of mutual fund investments.



The poster features the logos of Sri Krishna Arts and Science College, the Government of India, and the Institution's Innovation Council. The text reads: "Sri Krishna Arts and Science College Department of Commerce organises An Expert Talk on Awareness on Mutual Fund Investment". It includes a circular portrait of Sathish Kumar.K.S., Founder & CEO of IFI Group of Companies. Below the portrait is an illustration of a money bag with a dollar sign and a rising line graph. At the bottom, it lists the time (2:00 p.m.), date (23.07.2024), and location (Seminar Hall - II). It also lists the HOD (Dr.S.Anbumalar), Dean (Dr.Maria Williams), and Principal (Dr.R.Jagajeeva).





# Intra-Departmental Event | Software Systems



The poster features logos for Sri Krishna Arts and Science College, Institution's Innovation Council, and the Department of Software Systems. It lists the event date as 24/07/2024 and includes a list of activities: Connections, Mini Mashers, Brain Teaser, and Melody Moves. The event coordinators are listed as Prof. Shri Ram B, Dr. C. Sunitha, Dr. K. Sjeen Marseline, and Dr. R. Jagajeevan.

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE-641008  
**DEPARTMENT OF SOFTWARE SYSTEMS**

## Dexia'24

**NON-TECHNICAL EVENTS**

- CONNECTIONS
- MINI MASHES
- BRAIN TEASER
- MELODY MOVES

**Date: 24/07/2024**

Dr. B. RAJESH KUMAR  
Prof. SHRI RAM B  
EVENT COORDINATOR

Dr. C. SUNITHA  
HOD

Dr. K. SJEEN MARSELINE  
DEAN

Dr. R. JAGAJEEVAN  
PRINCIPAL



The Department of Software Systems proudly hosted **Dexia 2024**, a two-day intra-departmental event that took place on July 23 and 24, 2024. This vibrant event was a blend of technical and non-technical competitions, showcasing the diverse talents and skills of our students. The first day of Dexia 2024 was packed with technical competitions that tested the participants' coding prowess, problem-solving abilities, and innovative thinking. The second day of Dexia 2024 was dedicated to non-technical competitions, offering a platform for students to showcase their creativity and soft skills.





# Workshop | CDF



The Department of Costume Design and Fashion successfully organized a Two-Day Workshop on **'Apparel Production'** on July 26 & 27, 2024. The event took place in the Pattern Making and Garment Construction Lab and the Sewing Lab, providing an ideal environment for hands-on learning. Mrs. R. Anitha, Assistant Professor in the Department of Costume Design and Fashion, coordinated the workshop. The workshop featured sessions on shirt pattern making and shirt construction, led by experienced sewing trainers Mr. J. Balaji, a freelancing academic advisor for colleges and universities, and Mrs. J. Sapna, a seasoned sewing trainer. Participants found the sessions to be both interesting and highly informative. The workshop provided valuable knowledge and hands-on experience in apparel production, equipping attendees with practical skills essential for their future career.



# Signing of an MoU | BBA

The Department of BBA/BBA (CA) entered into a Memorandum of Understanding (MoU) with Women Entrepreneurs India, Chennai. This significant partnership was formalized in a virtual signing ceremony held on July 23, 2024. The collaboration aims to foster entrepreneurship and provide valuable opportunities for students, particularly in supporting and promoting women entrepreneurs. This MoU marks a step forward in enhancing the educational and professional prospects for BBA students at SKASC.





# Expert Talk | B.Sc. ISM & BBA Logistics

The Department of B.Sc ISM and BBA Logistics recently organized an enlightening expert talk for BBA CA and BBA Logistics students. The event featured Mr. S. Prabhakaran, a renowned expert in entrepreneurship, who delivered an engaging lecture on **'Ethical and Legal Measures for Startups'**. His insights provided students with a deeper understanding of the ethical considerations and legal frameworks essential for launching and sustaining successful startups. The talk was well-received, inspiring students to approach entrepreneurship with a strong ethical foundation and awareness of legal responsibilities.





# Workshop | CS

The poster is for a workshop titled "EFFICIENT CODING WITH C: A Practical Workshop". It is organized by the Department of Computer Science at Sri Krishna Arts and Science College, Coimbatore - 641008. The workshop is led by Dr. K. Devika Rani Dhivya, Head of Department, and is co-ordinated by Prof. J. Christy Andrews. It is held at the Vista Lab on July 25, 2024, from 1:45 PM to 3:45 PM. The poster also lists the Dean, Dr. K. S. Jeen Marseline, and the Principal, Dr. R. Jagajeevan. Logos of various institutions are at the top.

**Sri Krishna Arts and Science College**  
Coimbatore - 641008  
Department of Computer Science  
Organizes

## EFFICIENT CODING WITH C

A Practical Workshop

CANTONY METHILDA DEVERA, MSc, MCA, M.Phil.,  
Assistant Professor  
Department of Computer Science  
BISHOP AMBROSE COLLEGE  
COIMBATORE

25/07/2024 - 1:45 TO 3:45  
VISTA LAB

**PROF. J. CHRISTY ANDREWS**  
Event Co-ordinator

**Dr. K. DEVIKA RANI DHIVYA**  
Head of department

**Dr. K. S. JEEN MARSELINE**  
Dean

**Dr. R. JAGAJEEVAN**  
Principal



The Department of Computer Science organized a Workshop on **‘Efficient Coding with C’**. This workshop inspired creativity and shared ideas to learn and grow together. It developed and implemented solutions, as well as explored new possibilities and perspectives. This prepared the students for a ‘world of programming possibilities.



# Industrial Visit | CSHM



The Department of CSHM organized an Industrial Visit to **The Residency Towers Hotel**, as a part of their curriculum. First year students were taken to a 5-star deluxe property for a Hotel visit. During this visit the students had a chance to see the hotel operation in different departments.

# Outreach Programme | Commerce PA & CS



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
( AN AUTONOMOUS INSTITUTION )

INSTITUTION'S INNOVATION COUNCIL  
IN ASSOCIATION WITH  
DEPARTMENT OF B.COM PA & CS  
ORGANIZES

**INNOVATION  
&  
ENTREPRENEURSHIP  
OUTREACH PROGRAMME**

VENUE : ASHRAM MATRICULATION HIGHER  
SECONDARY SCHOOL , COIMBATORE

19TH  
JULY  
2024

Dr.C.MARINA JOSHY  
IIC CO-ORDINATOR

Mr.M.RAJESH  
IIC CONVENER

DR.C.DHANALAKSHMI  
HOD

DR.MARIA WILLIAMS  
DEAN

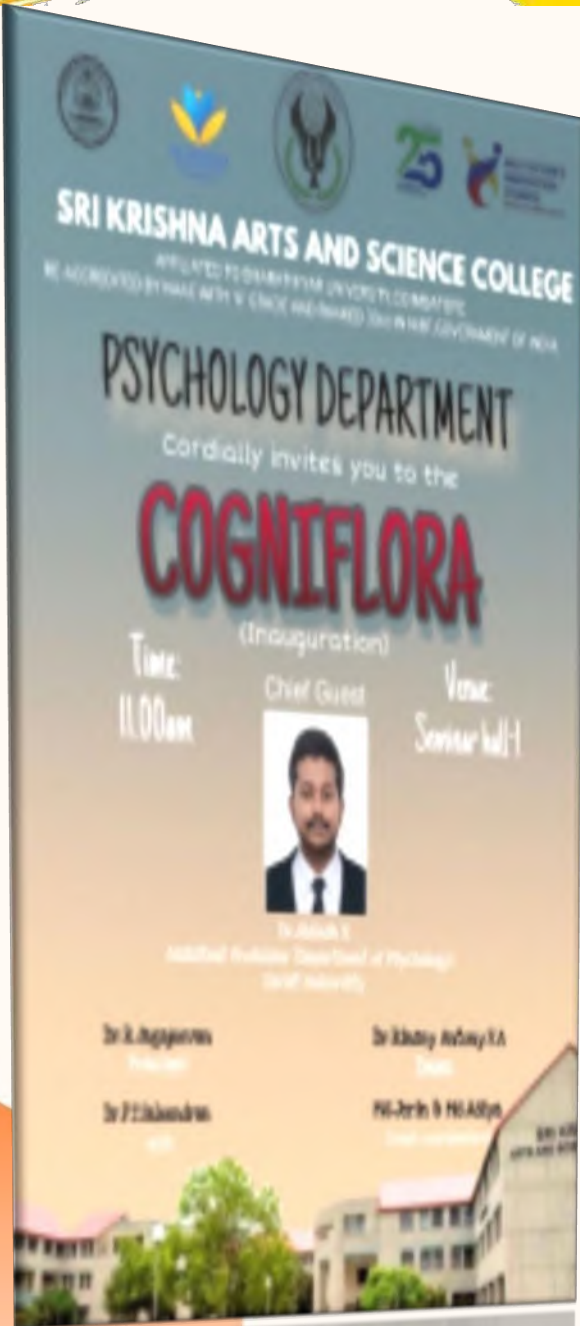
DR.R.JAGAJEEVAN  
PRINCIPAL

In an effort to cultivate innovation and creativity among young minds, the Department of B.Com PA & CS, in collaboration with the Institution's Innovation Council (IIC), hosted an Outreach Programme at Ashram Matriculation Higher Secondary School on July 19, 2024.

The primary goal of the event was to introduce students to the concepts of innovation and entrepreneurship, inspire creative thinking, and raise awareness about the significance of innovation in daily life. Additionally, it provided students with a valuable platform to showcase their ideas. The outreach programme was thoughtfully planned and executed to maximize student engagement and learning.



# Association Inauguration | Psychology



A ceremony to inaugurate 'Psygemonas', the Psychology Department's association for the academic year 2024-2025, was held under the theme "Cogniflora." Dr. K. Abhilash, joined the event, adding gravitas to the proceedings. In conclusion, department students and the college's official dance team performed captivating cultural performances.

# Orientation Programme | MSW



On July 25, 2024, the Department of Social Work organized an Orientation Program for first-year MSW students, focusing on the Methods of Social Work. The program featured Mr. Arputhasamy Devaraj, Trainer and Consultant Social Worker from Coimbatore, who discussed the application of social work methods in addressing issues faced by individuals, groups, and communities.

In the afternoon session, Mr. Muralikrishnan, a Social Worker with the District Tobacco Control Cell, Department of Public Health, Coimbatore, highlighted the importance of sociological knowledge in social work practice.

The orientation continued on July 26, 2024, with a session dedicated to understanding the role of psychology in social work. Mr. S. Bharat Kumar, Team Lead for Talent Acquisition in Coimbatore, explained how psychological principles can enhance social work practice. In the afternoon, Mr. Vishnukannan Maruthasalam, Manager of CSR at the Adani Foundation, Coimbatore, provided insights into various fields within social work.



# Faculty Achievements



Dr. H. Vignesh Ramamoorthy, Assistant Professor in the Department of IT and Cognitive Systems, participated in a Two-Day Workshop on '**GenAI for Educators - Transforming Education**'. The event was organized by the Centre for Artificial Intelligence at Christ University, Bangalore, and took place on July 25 & 26, 2024. The workshop focused on the transformative potential of Generative AI in the educational sector, offering innovative strategies and tools for educators. Dr. Ramamoorthy's participation in this event underscores the college's commitment to staying at the forefront of educational technology and integrating cutting-edge AI advancements into its curriculum.

# Student Achievement Commerce PA & CS

The Department of Commerce PA & CS takes pride in congratulating the students who cleared the CSEET Foundation Exam held by ICSI in July 2024.



## *Congratulations*

Department of commerce PA & CS



Saai Krishna R  
|| BCOM CS



Pravin Kumar K  
|| BCOM CS



Mohammed Niyaz A  
|| BCOM CS



Suryaraj S  
|| BCOM CS



Vishwa R  
|| BCOM CS

Have successfully completed the test - CSEET  
held by ICSI in July 2024.



# Student Achievements

Ms. A. Madhumitha, I B.Sc. Computer Science student has demonstrated exceptional skill and dedication in Taekwondo. Ms. Madhumitha clinched the gold medal in the Junior U-55 kg category at the prestigious 15th Coimbatore District Taekwondo Championship 2024.

The championship took place at the Maranna Gowder Schools Indoor Stadium in Coimbatore. In addition to her success at the district level, she also secured the gold medal in the Junior U-55 kg category at the 35th Tamil Nadu State Taekwondo Championships 2024.

This event was held at the SDAT Indoor Stadium in Srirangam, Tiruchirappalli. Her accomplishments are a testament to her hard work and commitment.



# Commemoration Days

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**



JULY


# KARGIL

VIJAY DIWAS

Let us remember and honor the courage of our soldiers who gave their lives to protect our country.




**SRI KRISHNA ARTS AND SCIENCE COLLEGE**



World  
**BRAIN**  
**DAY**

22 JULY

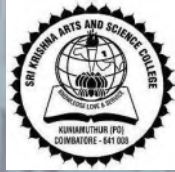


"The brain is like a muscle. The more you use it, the stronger it gets."

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**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
**An Autonomous Institution Affiliated to**  
**Bharathiar University,**  
**Kuniamuthur, Coimbatore – 641 008.**



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