

# SKASC BEATS

Newsletter

Weekly Edition 24 - 8

03.03.2024



## International Conference on "New Waves in Language and Literature" (NWLL'24)

மறவற்க மாசற்றார் கேண்மை துறவற்க  
துன்பத்துள் துப்பாயார் நட்பு.



The Department of English hosted a Two-day International Conference on "New Waves in Language and Literature" from February 29th to March 1st, 2024. The event attracted a global audience of scholars, researchers, and professionals, offering a rich diversity of insights into contemporary trends in the field.

The conference commenced with an engaging inaugural address by esteemed guests, including a notable presentation by Prof. Dr. Vijayaletchumy of University Putra Malaysia on "Learning Literature and Language through AI." Her exploration of artificial intelligence in literary and language studies highlighted its potential to transform educational approaches and textual analysis. The sessions that followed covered a range of topics from digital humanities to eco-criticism and linguistic studies, fostering discussions & exchanges.

On the second day, Dr. M. Natarajan from Alagappa University captivated attendees with his keynote on literature and cultural studies, emphasizing the importance of contextual analysis in literary interpretation. The day continued with sessions on various themes such as feminist literature and digital storytelling, showcasing innovative research and encouraging scholarly collaboration.

This international conference proved to be a dynamic forum for exchanging ideas and advancing knowledge in English literature and language studies. The contributions of speakers like Prof. Dr. Vijayaletchumy and Dr. Natarajan offered profound insights, leaving participants inspired and looking forward to future advancements and collaborations in the field.







English

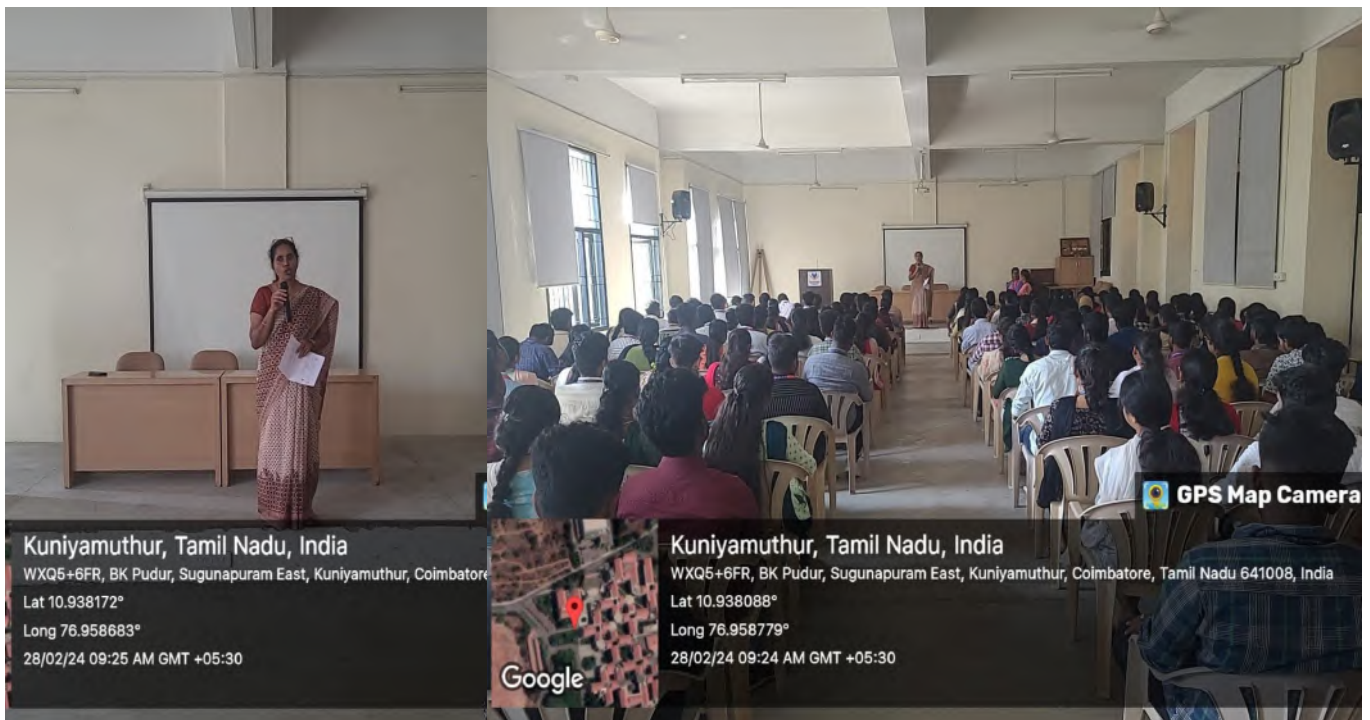
International Conference





SKASC organised the Student Council Meeting on 28<sup>th</sup> February, 2024. Dr. R. Vijayasamundeswari, the Vice Principal chaired the meeting. She emphasized several key points to the attending students. It was strongly advised for students to ensure timely payment of their semester fees, dedicate themselves to studying for any arrear and additional credit exams, and thoroughly prepare for the upcoming third CIA tests and practical examinations

Additionally, the importance of maintaining discipline both within and outside the college premises was highlighted. Students were also encouraged to adhere to the guidelines provided in the following email ID [competition@skasc](mailto:competition@skasc) for participating in external college competitions. This meeting underlines the institution's commitment to academic excellence and student discipline.





## Placement Cell

# Drive by Objectways Technologies

On February 28, 2024, the Placement Cell at SKASC hosted a significant Placement Drive conducted by Objectways Technologies, a company known for its dedication to socially responsible sourcing, specializing in data labeling services and machine learning. The event was highlighted by a Pre Placement Talk from Mr. Thangapandiyan, the HR Lead of Objectways Technologies. This drive offered a promising opportunity for both undergraduate and postgraduate students to secure positions as Data Labelers, with a competitive salary package ranging from 2.40 to 3.50 LPA.





# Placement Cell

# Drive by NAF



On February 28, 2024, the Placement Cell organised a Placement Drive by New American Funding (NAF), a renowned direct mortgage lender known for its wide range of mortgage loan options, including those for purchase, refinance, and first-time home buyers. The event featured a Pre Placement Talk by Mr. Balaji Natarajan, Director of the People and Culture Team at NAF India, who provided invaluable insights into the company and its operations. The drive opened up an excellent opportunity for both undergraduate and postgraduate students to apply for positions as Process Associates, offering competitive salary packages starting from 3 LPA.



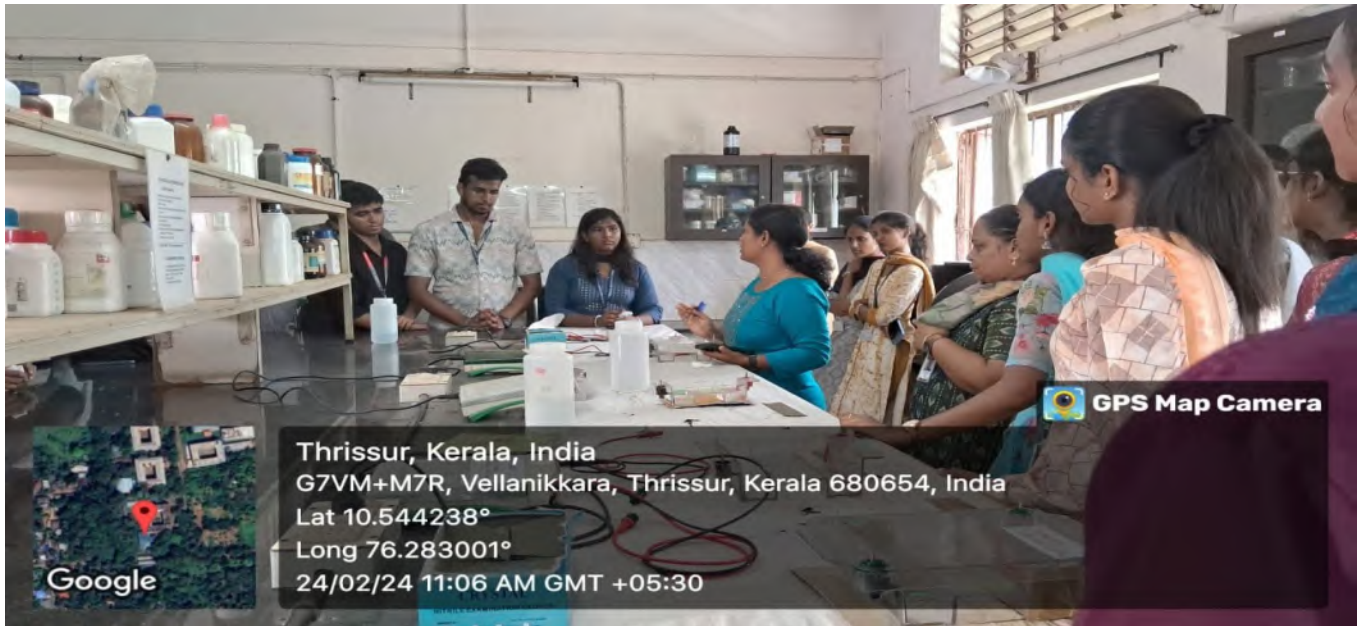
**SKASC**

# College Day Competitions Adapt Tune Contest

SKASC 13<sup>th</sup> February 2024 hosted an Adapt Tune Competition, a highlight of the College Day Competitions, inviting participation from students across various departments. This event provided a platform for students to exhibit their creativity and dancing skills, encouraging young talent to shine through competition. Dr. M. Pushpalatha from the Department of Commerce Business Applications, Ms. K. Nalini from the Department of Commerce Computer Applications, and Dr. B. Suchitra from the Department of IT & Cognitive Systems expertly coordinated the event, ensuring a display of exceptional performances.







On February 24, 2024, the Department of Bioscience facilitated an enriching industrial visit for its second-year B.Sc Biotechnology students to the Centre for Plant Biotechnology and Molecular Biology at Kerala Agricultural University in Vellanikkara, Thrissur.

Guided by Dr. K.P. Renuka Devi and Dr. A. Vinoth Kanna, the students had the opportunity to explore key laboratories, including the molecular diagnosis lab, plant breeding lab, molecular biology lab, microbiology lab, plant tissue culture lab, and microbial genetics lab.



# Software Systems

# Outreach Programme

On February 28, 2024, the Department of Software Systems successfully conducted its Outreach Programme for the academic year 2023-2024. The initiative saw Office Barriers and two esteemed faculty members visit the Government High School in Kuniyamuthur, Coimbatore, where they generously donated essential educational materials. The school's headmaster and teachers warmly received and expressed their appreciation for the contributions from both the department and the college. The headmaster also appealed for ongoing support for future events and programs, highlighting the positive impact of this collaboration.





# Social Work

# Intra-College Fest

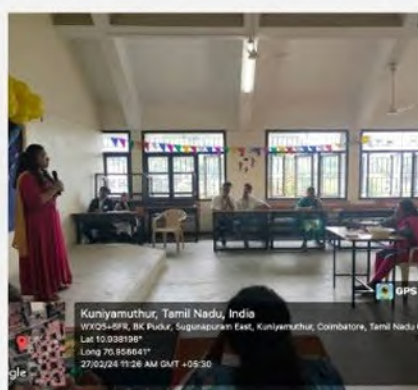
The Department of Social Work organised an Intra-College Fest on February 27, 2024. The event featured a range of captivating competitions and a vibrant cultural showcase, truly celebrating the talents and enthusiasm of our college community. Thanks to the meticulous planning of our organizing committee, the fest was well-received, garnering positive feedback from all participants

It provided an excellent platform for networking and collaboration, setting a solid foundation for future events. Special congratulations to the Department of Commerce PA for clinching the Overall Championship this year. The participation and display of talents from the students were remarkable and commendable.





**SWORD: Intra-  
College Fest,  
Department of  
Social Work, SKASC  
on 27/02/2024**





# Social Work

# Theatre Workshop

The Department of Social Work hosted a two-day Street Theatre Workshop on February 19<sup>th</sup> and 20<sup>th</sup> 2024, aimed at enriching the MSW and Public Administration students' learning experience. The workshop, held in Seminar Hall 2, welcomed Dr. Thileep Kumar, the esteemed Founder and Coordinator of Maatrakalam Drama School, as the chief guest, with Mr. Nandha Kishore providing valuable assistance.

Throughout the event, participants were not only introduced to various street theatre techniques but were also encouraged to understand and embrace moral values. The workshop concluded on a high note, receiving positive feedback from all attendees, marking it as a resounding success.





# தமிழ்மன்றம்

# திருக்குறள் - சொல் விளையாட்டு

ஸ்ரீகிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரியில் தமிழ்த்துறை - தமிழ்மன்றம் சார்பில் திருக்குறள் - சொல் விளையாட்டு எனும் நிகழ்வு 24.02.2024 அன்று காலை 10.00 மணியளவில் J205 வகுப்பறையில் | Cognitive Science, | Data science மாணாக்கர்களுக்கு நடைபெற்றது. புதிர், விடுபட்ட சொற்களை கண்டறி,படம் நோக்கி குறல் கூறல், பொருள் நோக்கி குறள் கண்டறிக, குறள் கூறும் நீதி போன்ற நிகழ்வுகள் நிகழ்த்தப்பட்டன. இந்நிகழ்வில் 70 - க்கும் மேற்பட்ட மாணாக்கர்கள் ஆர்வமுடன் கலந்து கொண்டனர்..





தமிழ்மன்றம்

பொங்கிப்பேசு  
சங்கத்தமிழை



Kuniamuthur, Tamil Nadu, India

WXP5+VRQ, BK Pudur, Sugunapuram East, Kuniamuthur, Coimbatore, Tamil Nadu 641008, India

Lat 10.93682°

Long 76.959435°

24/02/24 11:51 AM GMT +05:30

ஸ்ரீ கிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரியில் தமிழ்த்துறை - தமிழ்மன்றமும் மதுரை சங்கப்பலகையும் இணைந்து பொங்கிப்பேசு சங்கத்தமிழை எனும் நிகழ்வு 24.02.2024 அன்று காலை 11.30 மணியளவில் J 203 எனும் வகுப்பறையில் II BCA B, II PA B மாணாக்கர்களுக்கு நடைபெற்றது. நிகழ்வில் நாற்பதிற்கும் மேற்பட்ட மாணாக்கர்கள் ஆர்வமுடன் கலந்து கொண்டனர்.

# Mathematics

# Science Day Fest

In celebration of National Science Day on February 28<sup>th</sup> commemorating Sir C.V. Raman's ground-breaking discovery of the Raman Effect, which earned him the Nobel Prize in 1930, the Department of Mathematics hosted a special event on February 24, 2024, for all UG and PG students. The event featured activities like the Mindscape Ramble (a math puzzle), the Brainy Bowl (a quiz), Spell Bee, a recreation of a radio talk etc.,

Students showed great enthusiasm and demonstrated their diverse talents through participation in these events. Described as an engaging blend of educational games, these activities combined mathematical and scientific challenges with a captivating storyline, offering an innovative and interactive learning experience that appeals to students who are eager to enhance their skills in a fun and engaging manner.

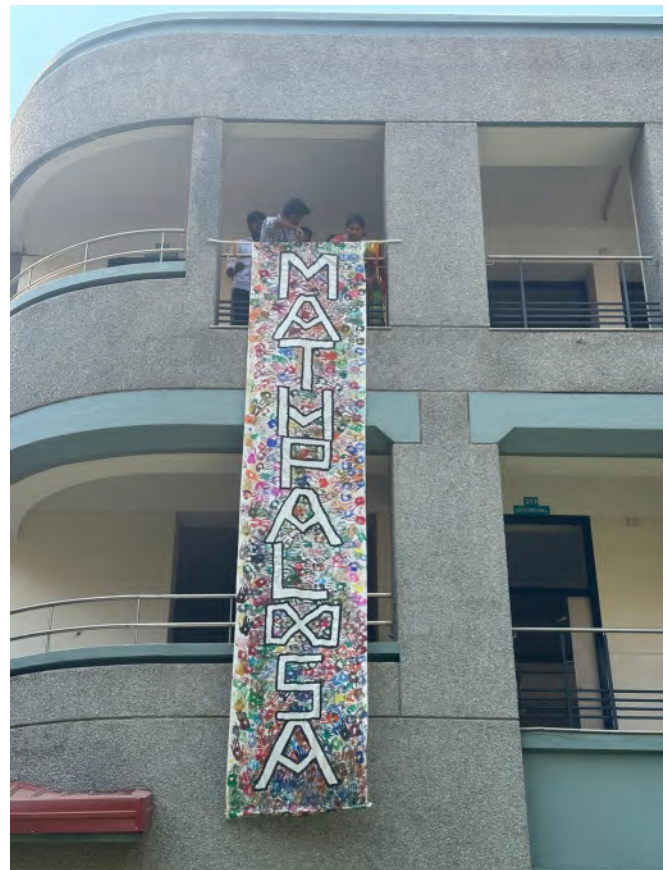
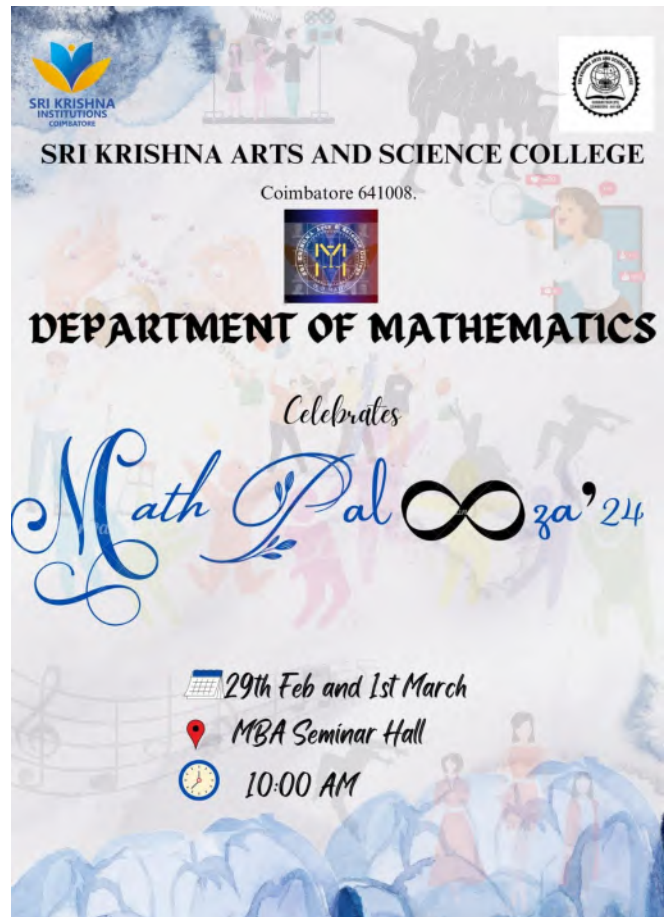




# Mathematics

The Department of Mathematics, in collaboration with Math@matore, proudly hosted 'MATH PALOOZA'24' on February 29th and March 1st, 2024. This Intra-Departmental Event was a showcase for the exceptional talents of both undergraduate and postgraduate students. Participants demonstrated their skills with enthusiasm on a platform traditionally not known for performance arts. The event aimed to foster enjoyment, encourage participation in preferred activities, and cultivate leadership skills among students. It also emphasized the significance of organizing such events for holistic development, highlighting the importance of teamwork. The celebration concluded with a valedictory session for the Math Department's association, Math@matore, where students were recognized and awarded for their academic and cultural contributions.

# Math Palooza' - 24



# Mathematics

# Math Palooza' - 24



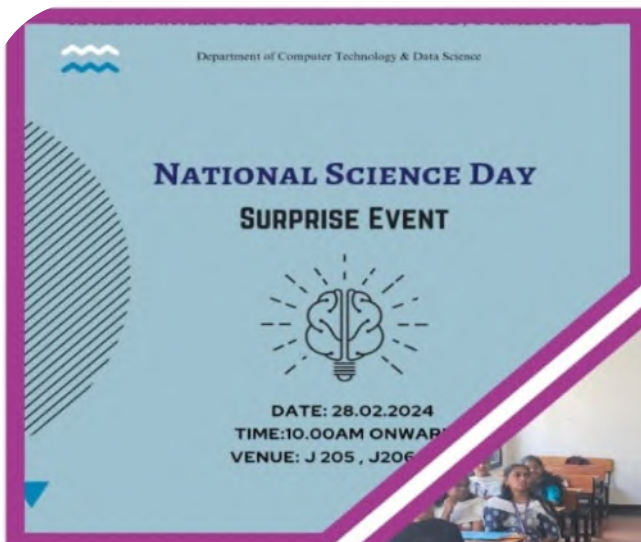


# CT & DS

# National Science Day Fest

Bustling with excitement, J205, J206, and J207 halls hosted the College's National Science Day on February 28th, 2024. Organized by first-year B.Sc. students, the event celebrated science and technology through engaging games, quizzes, and discussions.

From sparking scientific curiosity to fostering interdisciplinary camaraderie, the day aimed to showcase the college's collective passion for science and its impact on daily life. This unforgettable experience, filled with learning and laughter, embodied the spirit of the scientific community and left a lasting impact on the student body.



# Management Science

## Guest Lecture

On February 28, 2024, the Department of BBA / BBA CA hosted an enlightening introductory lecture titled "Importance of Certifications in Advancing One's Career in the Finance Sector." Dr. P. Radhakrishnan, esteemed head of the B.Com. BPS department, shared his expertise with the II BBA and BBA CA students. He delved into essential topics such as course content, fee structures, assessment techniques, and effective study strategies necessary for excelling in certification exams.

Dr. Radhakrishnan highlighted the importance of acquiring certifications from reputable institutions like the National Institute of Security Markets, Chartered Financial Analyst, and Insurance Institute of India, underscoring their value in securing top-tier positions in prestigious global organizations. The Department extends its gratitude towards all participating students for their enthusiastic involvement.







The Department of BBA/BBACA proudly hosted a Guest Lecture on February 28, 2024, with Mr. C. Arivazhagan as the distinguished speaker. The event focused on the critical role of the National Securities Depository Limited (NSDL) in the securities market. Mr. Arivazhagan enlightened attendees with his deep insights into NSDL's operations, emphasizing its pivotal role in ensuring secure, efficient transactions. Participants gained a thorough understanding of NSDL's contribution to the electronic holding and transfer of securities, thereby enhancing their knowledge on the impact of securities depository services on the financial sector. The lecture was a valuable educational experience for all.

The Department of Electronics and Communication Systems proudly hosted the one-day State Level Intercollegiate Technical Symposium "ECSNOVA Utsav'24" on February 28, 2024. The symposium aimed at enhancing electronic skills among students and included a variety of technical sessions, discussions, and opportunities for knowledge sharing. With a focus on innovation in Electronics and Communication Systems

The event provided a platform for students to demonstrate their abilities. We were honored to have Mr. S. Pradeepkumar, Hardware Department Manager at Valeo, Chennai, as our guest speaker. He delivered a special talk on "Advancements and Opportunities in Automotive Electronics." The event saw participation from over 80 students from various arts, science, and engineering colleges, with Hindustan Arts and Science College securing the overall championship trophy.









## Commerce BPS & BI

## Commarex 2024 - Expo

The Department of Commerce BPS & BI successfully hosted COMMAREX '24, a vibrant marketing expo, on February 27, 2024, under the esteemed guidance of our beloved Principal, Dr. R. Jagajeevan. Taking place on the ground floors of D and F blocks starting at 10:00 AM, the expo was ingeniously divided into various zones including Fun Zone, Garments Zone, Accessories Zone, Scented Candles, and Mehendi, offering a diverse range of attractions.

Aimed at enriching students' practical marketing and sales skills, COMMAREX '24 saw enthusiastic participation from over 85 students from our department, who organized 28 stalls. The event welcomed students from various departments, turning it into a grand affair. Its primary goal was to bolster entrepreneurship skills among students, preparing them for real-market challenges. Remarkably, many of the participating students are budding entrepreneurs, showcasing and selling their own creations.





# Commerce BPS & BI

# Commarex 2024 - Expo





# Commerce BPS & BI

Department of Commerce BPS & BI organized a Banking Expo on 27th Feb 2024. It was presided over by our beloved Principal Dr. R. Jagajeevan. The event was organized on the C block ground floor from 10:00 AM. The Banking expo mainly focuses on Online Banking solutions and E-payment gateways, as India is working dedicatedly towards cashless transactions. The students actively participated in the expo by preparing miniatures of Banks, Payment gateways, RTGS, NEFT, types of Cheques, Stock exchanges, ATMs, and Digital villages. Students also made video presentations on Parties of Creditors and Digital Banking.

## Banking Expo





# Mathematics

# Expert Talk

On Monday, February 26th, 2024, the Department of Mathematics proudly presented an Expert Talk on "Industry 4.0", delivered by Prof. T. Devi, the esteemed Former Professor and Head of the Department of Computer Applications at Bharathiar University, Coimbatore. Addressing final year undergraduates and first year postgraduates, Prof. Devi offered profound insights into the realms of the Industrial Internet of Things, cloud computing, cobots, and the intricacies of communication between machines and humans. Her lecture also covered pivotal topics such as Big Data, artificial intelligence, machine learning, sensor technology, augmented and virtual reality, cybersecurity, design thinking.

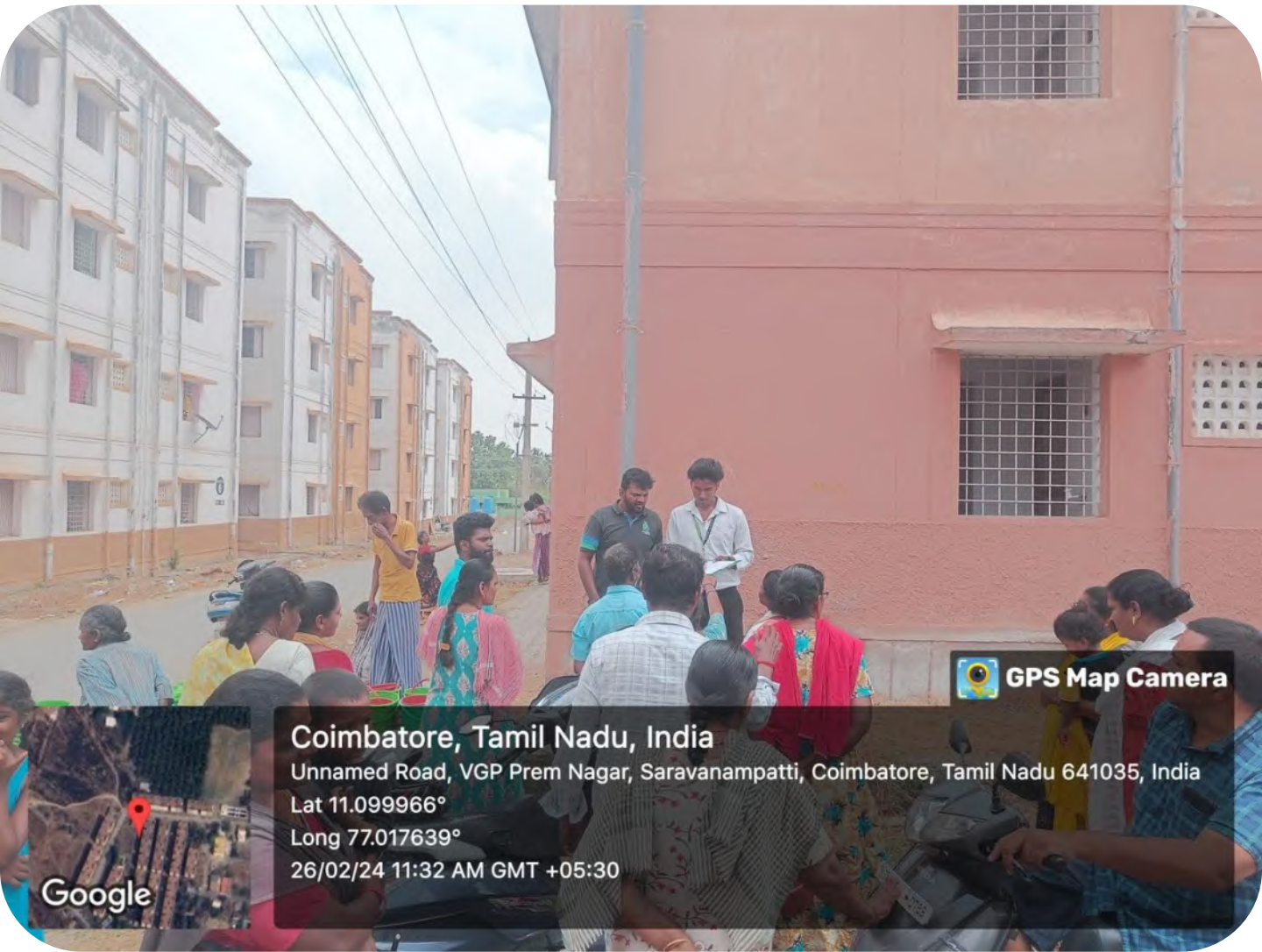
The poster is yellow and white with a decorative border. It features the logos of Sri Krishna Institutions Coimbatore and the Institution's Innovation Council. The text reads: 'SRI KRISHNA ARTS AND SCIENCE COLLEGE Coimbatore-641008 DEPARTMENT OF MATHEMATICS Organizes EXPERT TALK ON INDUSTRY 4.0'. A circular portrait of Prof. T. Devi is shown. Below the portrait, it says 'DR.T.DEVI Former Professor Department of Computer Applications Bharathiar University'. At the bottom, it lists the date '26/02/2024', location 'H-302', and time '10.30 AM'. It also lists the names and titles of the organizing staff: DR.K.S.JEEN MARSELINE (DEAN), DR.R.JAGAJEEVAN (PRINCIPAL), DR.N.GAYATHRI (STAFF COORDINATOR), and DR.D.MAHESWARI (HOD).



# Social Work

# Awareness Campaign

Students from the Department of Social Work hosted a "Solid Waste Management Awareness" program for the disabled. Led by Mr. Rohit, Mr. Sanjay, and Ms. Priya, it partnered with the Consumer Protection Club and RAAC. Guest speaker, Mr. Prasad, emphasized waste segregation. The program's success included not only raising awareness but also providing specially designed bins for organic and plastic waste in the Keeranatham slum board, making waste management easier for disabled residents.



**Coimbatore, Tamil Nadu, India**  
Unnamed Road, VGP Prem Nagar, Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
Lat 11.099966°  
Long 77.017639°  
26/02/24 11:32 AM GMT +05:30

Google

Google

26/02/24 11:32 AM GMT +05:30  
Long 77.017639°  
Lat 11.099966°  
Unnamed Road, VGP Prem Nagar, Saravanampatti, Coimbatore, Tamil Nadu 641035, India





The Department of IT and Cognitive Systems hosted the Robotronics Expo on February 15, 2024, at Seminar Hall III, engaging 196 students divided into 30 teams. This unique event aimed to immerse participants in the realms of robotics and electronics, offering hands-on experience and a deep dive into the latest technologies and emerging trends.

Second-year IT and Cognitive Systems students showcased their innovative projects, highlighting the application of basic electronic components and circuits in robotics. The expo emphasized teamwork, problem-solving, and critical thinking, culminating in a project showcase where participants shared their creations and insights.



# IT & Cog. Sys.

# Robotronics Expo



**Sri Krishna Arts and Science College**  
(An Autonomous Institution)

Department of IT & Cognitive Systems  
Organizes  
**ROBOTRONICS EXPO**  
by  
II B.Sc IT & CG Students  
15-02-2024  
Thursday  
Seminar Hall III  
10.00 A.M - 4.00 P.M

Mr.S.Vetrivel  
Event Co-ordinator

Dr.K.S.Jeen Marseilne  
HOD & Dean

Dr.R.Jagajeevan  
Principal





The Department of Computer Technology and Data Systems organised a Seminar 1 st March 2024. Industry Expert Mr. Arunraj Gopalsamy led an enlightening session aimed at fostering a proactive mindset among attendees, with a focus on harnessing Artificial Intelligence (AI) for societal betterment. The workshop, enriched with case studies and practical insights, was designed to ignite innovation and entrepreneurial spirit.

Emphasizing hands-on learning, the event encouraged participants to apply AI solutions to real-world challenges, promoting a blend of theoretical understanding and practical application. Additionally, the seminar facilitated networking, offering a platform for mentorship and professional growth, thereby aspiring to cultivate a generation adept in both the knowledge and ethical application of AI.



Coimbatore, TN, India  
Kuniyamuthur, Coimbatore, 641008, TN, India  
Lat 10.938083, Long 76.958750  
03/01/2024 10:27 AM GMT+05:30  
Note : Captured by GPS Map Camera

## Commerce AF-BI

The Department of Commerce A&F – BI conducted IPL auction preliminaries on 1<sup>st</sup> March 2023. The event witnessed an overwhelming turnout, drawing significant attention with an impressive 141 teams registering to participate. The spirited engagement was further underscored by the active involvement of 705 students, showcasing the event's broad appeal and the high level of interest it commands among the student body. This remarkable level of participation not only set the stage for a fiercely competitive atmosphere but also highlighted the palpable enthusiasm and keen interest in cricket management and strategy that permeates our college community. The event promises to be a cornerstone of student engagement, reflecting the vibrant spirit and passion our students hold for the sport.

## IPL Auction - Prelims





# Commerce AF-BI

# IPL Auction - Prelims





**Sri Krishna Arts and Science College**  
Department of Computer Science  
Organises

# BOOTCAMP ON C++

**I B.S.C CS 'B'**

**23 & 24 FEB**

**J-102**

Ms.M.Nivedha  
CO-ORDINATOR

Dr.K.Devika Rani Dhivya  
HOD

Dr.K.S.Jeen Marseline  
DEAN

Dr.R.Jagajeevan  
PRINCIPAL

In an engaging and educational initiative, the B. Sc. Computer Science 'B' section students participated in a C++ Bootcamp held on February 23rd and 24th, 2024, in room J102. The focus of the bootcamp was on game development, with students receiving detailed instructions on how to create a game application utilizing C++.

Designed to bolster programming skills, the event emphasized individual project work, enabling each participant to develop their own gaming application by applying the techniques and concepts introduced during the session. The bootcamp culminated in a presentation, where students had the opportunity to showcase their gaming projects. This session honed their coding skills & real-world applicability of C++ in the field of game development.



The Department of Catering Science and Hotel Management (CSHM) hosted an enriching Tandoor Workshop on February 27, 2024. The workshop was graced by the esteemed Sous Chef Mr. Hamid Khan from Afghan Grill Outlet, The Residency Towers Hotel, Coimbatore. During this session, attendees were introduced to the art of tandoori cooking, learning the secrets behind preparing a variety of sumptuous dishes straight from the tandoor pot. The menu featured an array of both vegetarian and non-vegetarian options, including popular items like Hariyali Tangdi Kebab, Tandoori Chicken, Paneer Tikka, and Malai Tandoori Broccoli, alongside a selection of Indian breads and vibrant chutneys.

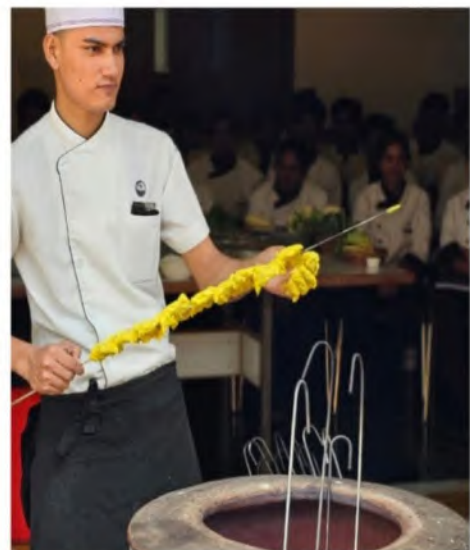
Chef Khan shared invaluable insights into the history of the tandoor pot, the different types of tandoor, and practical tips on using a tandoor pot effectively. Participants also learned about the nuances of marinating meats, the importance of tandoor temperature control for both vegetarian and non-vegetarian dishes, and the preparation of traditional and innovative masalas. This workshop not only provided a hands-on culinary experience but also enriched the participants' knowledge of traditional Indian cooking techniques.

## Tale of the Tandoor



CSHM

# Tandoor Workshop





## NSS – Faculty Club

The Faculty Club and NSS, in collaboration with the Swadharma Foundation, successfully hosted an engaging outreach program at Pups Elementary School, located near Pillur Dam in Karamadai. The event featured Mr. Ayyappan and Mr. Manibalan, esteemed teachers from the local government school, who showcased fundamental science concepts to the gathered audience. Our dedicated student volunteers played a pivotal role, guiding the children through interactive experiments involving sound, vibrations, and pressure, among other topics. This hands-on approach to learning was both educational and entertaining, embodying the initiative's goal to enlighten and extend opportunities to underserved communities.

## Outreach Programme

The program also included a thoughtful gesture by Mrs. Packiyam, the school's acting headmistress, and Mr. Murugan, the local Panchayat leader, who provided meals for all attendees. Additionally, Ms. Aruna, the founder of the Swadharma Foundation, organized essential supplies for the tribal communities in the surrounding areas, including Baralikkadu and Pillur Dam. The day was further enriched by the distribution of gifts to students and their parents by our volunteers. The event was expertly coordinated by Dr. V Thahira Banu and Mr. Jegatheesh Kumar, Assistant Professors, ensuring its success and positive impact on the community.



# NSS – Faculty Club

# Outreach Programme



GPS Map Camera

Coimbatore, Tamil Nadu, India

8/525, BK Pudur, Kuniyamuthur, Coimbatore, Kuniyamuthur, Tamil Nadu 641008, India

Lat 10.939443°

Long 76.949371°

01/03/24 01:03 PM GMT +05:30

Google



# NSS – Faculty Club

# Outreach Programme





In a delightful showcase of spirit and camaraderie, the Department of Physical Education hosted a series of engaging activities for the esteemed Non-teaching Staff at our college, offering them a much-needed break from their daily tasks. The event was marked by enthusiastic participation, filling the air with joy and infectious energy. A variety of entertaining games were organized, eliciting laughter and smiles from everyone involved. The presence of our respected Principal, Dr. R. Jagajeevan, who personally awarded prizes to the winners, significantly enhanced the festive mood. This initiative not only provided a well-deserved respite but also strengthened the sense of community and appreciation among our valued Non-teaching Staff members.





# Physical Education

# Sports Fest for Non-teaching Staff





NSS

## Voter's Day Awareness Rally

The National Service Scheme (NSS) volunteers of SKASC took part in an Awareness Rally on the occasion of National Voters' Day. This pivotal gathering took place at the Collector's Office, marking a day of awareness and civic engagement on January 25, 2024, the rally aimed to encourage and educate young voters about the importance of participating in the democratic process. The District Collector honoured the volunteers with a certificate.

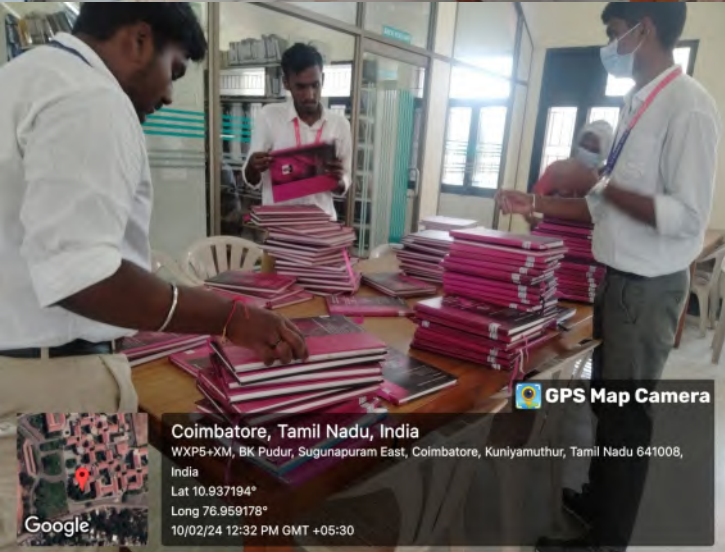




NSS

## Library Cleaning Event

The National Service Scheme (NSS) volunteers of SKASC took part in Library cleaning event on February 10, 2024. SKASC's library underwent a thorough cleaning, beginning at 10:40 AM. Aimed at reorganizing approximately 2000 project reports that had been disorganized by student usage, the initiative saw volunteers working in three dedicated teams. Their tasks included transferring reports from shelves to tables for sorting, arranging them numerically, and then meticulously shelving them once more. Guided by the librarians and staff, the event not only restored order but also offered volunteers valuable insights into library operations.







On February 2nd, 2024, Kovai Kulangal Pathukappu Amaippu and local NGOs held a wetland awareness event at Vellalore Lake. This event featured our enthusiastic NSS volunteers, who helped to educate participants about the importance of wetland preservation. School students explored the Butterfly Park, while volunteers managed registration, guided visitors, and shared information on bird and butterfly species. The event also offered lunch and refreshments. It successfully highlighted the lake's biodiversity and provided valuable lessons in event organization and environmental conservation.



On February 6, 2024, National Service Scheme (NSS) volunteers of SKASC participated in the Drug-Free World Record Award Ceremony at Park Engineering College. The event, commencing at 3 PM, honoured Kovai district with a World Record Union certificate for securing the world record in digital pledges against drug abuse.

SKASC was recognized for spearheading the digital pledge initiative, contributing significantly to the award. The ceremony, concluding at 5 PM, provided a platform for our volunteers to discuss strategies for a drug-free society and to express appreciation for the recognition.





On February 3 and 4, 2024, the SKASC NSS volunteers had the privilege of supporting the Marathon Run Challenge at Shanti Ashram, Kovaipudhur. The team arrived on the evening of February 3, at 5:30 p.m., to participate in a briefing and assist in organizing resources such as fruits and water for the event's hydration stations. The planning session concluded at 6:30 p.m. Early the next morning, at 5:10 a.m., volunteers donned event-provided T-shirts and took their positions at various stations and road junctions to guide runners and offer encouragement, along with water and fruits.

After the marathon, which began at 6:20 a.m., concluded, the team assisted in clearing the stations. At Shanti Ashram, they received breakfast, and the marathon organizers presented awards to the winners and participants. The volunteers were also honoured with shields bearing the college logo, acknowledging their contribution to the event's success. The event wrapped up at 10:30 a.m., leaving the volunteers with a profound sense of fulfillment for their role in supporting the 500 marathon runners.





NSS

# Volunteering @ Marathon Run



GPS Map Camera



Kovaipudur, Tamil Nadu, India  
WWGC+J75, Vivekanandapuram, Kovaipudur, Coimbatore, Tamil Nadu 641105, India  
Lat 10.927042°  
Long 76.921181°  
04/02/24 07:25 AM GMT +05:30





# NSS

## Volunteering @ Govt. Office

On January 30, 2024, a team of five NSS volunteers visited the Madhukarai VAO office at 10 a.m. to conduct a thorough review of registration work related to the previous "Makkaludan Muthalvar" event. Their tasks included verifying participants' salaries, castes, and other personal information against provided details, with certain volunteers assigned to record these verifications. The team successfully reviewed over 100 forms, concluding their work by 3 p.m., and returned to college by 3:30 p.m.





SKASC congratulates students from the third-year B. Sc. CSHM who have been selected for various positions at The Residency Towers Hotel in Coimbatore, a prestigious five-star deluxe property. This achievement highlights the exceptional talent and potential of our students in the hospitality management field.

S.no	Name of the student	Position Offered
1	Akash PV	HOT- Food and Beverage Service
2	Titus Cherian Joji	HOT- Food and Beverage Service
3	Yemil Stanly A	Housekeeping Associate
4	Radhika R	Food and Beverage Associate
5	Karthikeyan M	Food and Beverage Associate
6	Darshan	Food and Beverage Associate
7	Abdul Rahman M	Food and Beverage Associate
8	Sangeetha A	Food and Beverage Associate

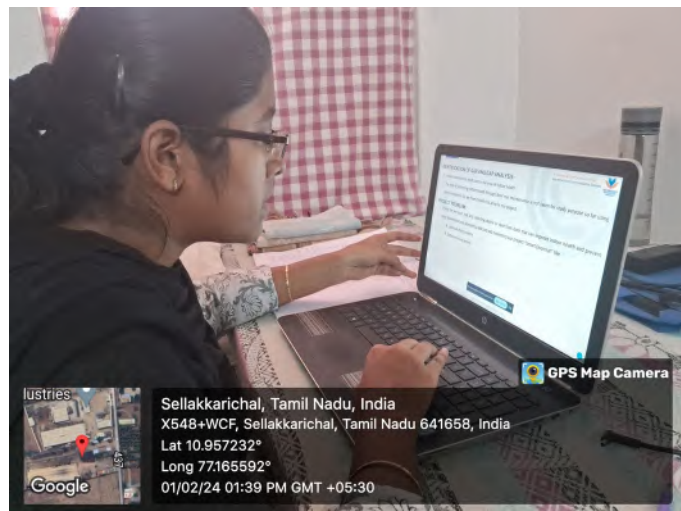




# ECS

# Staff & Student's Achievements

We are delighted to announce that Ms. Mounika. K, of second-year B.Sc. ECS has made significant strides in the field of technology. She co-authored and presented a paper titled "SMART DOORMAT USING ARDUINO UNO" at the 2nd International Virtual Conference on Material Science and Applications (ICMSA'24), hosted by the Department of Physics at Seethalakshmi Ramaswami College, Trichy, Tamil Nadu. The research, a collaboration with Dr. P. Ramesh Babu and Prof. Savitha. S from our college, showcases innovative use of Arduino technology for smart home applications.



icmsaphysrc Physics 23 Jan  
to asphsrc, bcc: me

From icmsaphysrc Physics - icmsaphysrc@gmail.com  
To asphsrc@gmail.com  
Bcc mounikak22bec034@skasc.ac.in  
Date 23 Jan 2024, 11:15 pm  
Standard encryption (TLS).  
[See security details](#)

Dear participant,  
Thank you for submitting your abstract for the 2nd International Virtual Conference on Material Science and Applications 2024 (ICMSA-2024). We are glad to inform you that **your abstract has been selected**. We owe our gratitude for your support. Kindly complete the registration process if you have not yet done so.  
Based on the interests of many participants, **we have also planned to publish full length articles in our conference proceedings with ISBN**. Considering the preparation time and your convenience, the last date for the submission of the full length article is set as 10th February 2024. **Kindly convey your willingness to submit the article through email.**

Deadline for full length article: 10.02.2024

Kindly go through the attached guidelines before preparing your article. For any other clarifications, please do not hesitate to contact us through email.

Looking forward to your active participation.



# Bioscience

# Students' Achievements

The Department of Bioscience proudly announces that Mr. Vanshe Karthic D.S. and Sujay Karthik S. from the first-year B.Sc. Biotechnology program have been awarded the first prize at the Talent Quest event. This prestigious competition was hosted by the Karunya Institute of Technology and Sciences in Coimbatore. Along with the top honors, they also received a cash prize of Rs. 5,000. This achievement highlights the exceptional talent and hard work of our students.









# Management Science

# Student's Achievement

In a splendid display of martial prowess, Mohan Babu V. from first year BBA B emerged victorious in the 23<sup>rd</sup> National Level Open Karate Championship 2024. The event took place at the prestigious Sri Kamatchi Ammal Thirumana Mahal in Thirupathiripuliyur, Cuddalore on February 25, 2024. Clinching the top spot, Mohan Babu showcased exceptional skill in the Individual Kata event. His triumph is celebrated by the SRK Martial Arts Academy and marks a significant milestone in his burgeoning karate journey.



# Software Systems

SKASC congratulates Mr. Sudhakar, a distinguished second-year B.Sc. AIML student and a proud member of the cricket team AGNI, led his team to victory at the annual sports meet of SKASC. This triumph not only showcases the athletic talents within the AIML program but also highlights the spirit of sportsmanship and teamwork cultivated at our college. The entire college community celebrates AGNI's success and Mr. Sudhakar's significant contribution to this achievement.

## Student's Achievement

### SPORTS ACHIEVEMENTS





# Software Systems

SKASC congratulates Mr. Harshadh Vimalan (23BAI025), a prodigious student from the I B. Sc. AIML who has been recognized for his exceptional accomplishments. The National Cadet Corps (NCC) awarded him the prestigious "Best Cadet" accolade, a testament to his dedication to discipline and leadership. Beyond his NCC achievements, Vimalan has also excelled athletically, earning silver and bronze in the competitive 1500-meter race and demonstrating strategic prowess with victories in chess competitions. His commitment to academic and extracurricular excellence inspires his peers and highlights his comprehensive achievements.

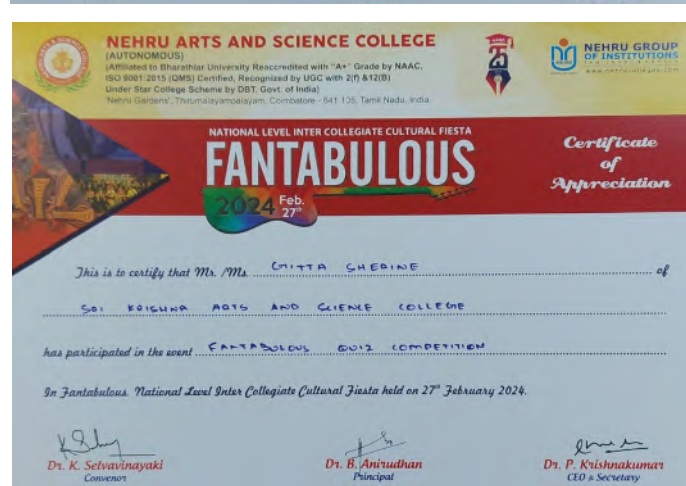
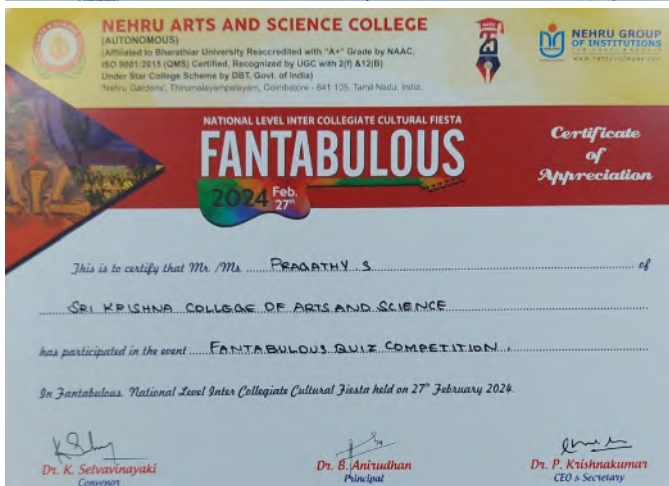
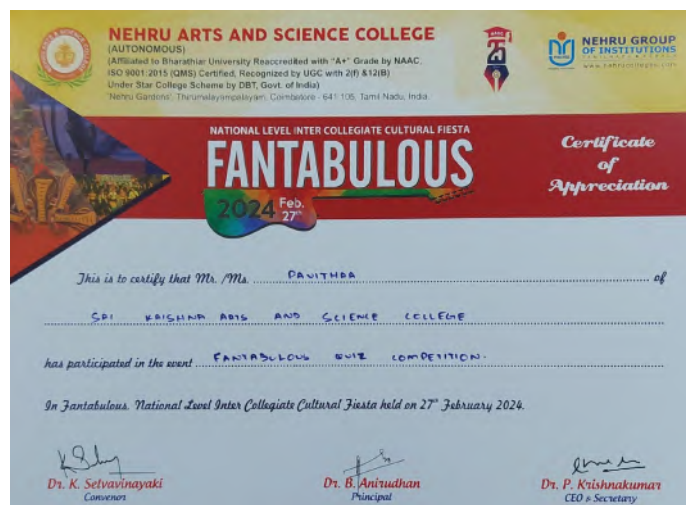
## Student's Achievement



# Software Systems

# Students' Achievements

On February 27, 2024, a group of students from the second-year B. Sc. AIML program, including Ms. Pavitha, Ms. Pragathy, Ms. Gitta Sherine, and Mr. Athul Krishna, showcased their knowledge and skills at the Fantabulous Quiz competition. This competition was a highlight of the Fantabulous National Level Inter-Collegiate Cultural Fiesta hosted by Nehru Arts and Science College. Their participation in such a prestigious event underscores the academic excellence and competitive spirit of our students.





# Library

# Staff Achievement

SKASC congratulates Librarian Dr. KR. Senthilkumar who has written a book entitled "AI-Assisted Library Reconstruction," a groundbreaking work that explores the innovative use of artificial intelligence in library refurbishment. Spanning 320 pages, this Scopus and WOS Science indexed book is set to revolutionize the field. Available in both print (ISBN: 9798369327821) and electronic formats (EISBN: 9798369327838), it promises to be an essential resource for enthusiasts and professionals alike.

IGI Global

Publisher of Peer-Reviewed, Timely, and Innovative Research Content

## AI-Assisted Library Reconstruction

Part of the Advances in Library and Information Science Book Series

K.R Senthilkumar (Sri Krishna Arts and Science College, India)

### Description:

In an era marked by rapid technological progress, libraries find themselves at a crossroads grappling with the challenges posed by an information-rich yet digitally fragmented landscape. The conventional role of libraries, once the steadfast guardians of knowledge, faces disruption as we navigate through a sea of information abundance. This conundrum gives rise to a critical issue - how can libraries adapt and thrive in an environment dominated by the rapid evolution of artificial intelligence (AI)? **AI-Assisted Library Reconstruction** is a compelling solution that promises to breathe new life into these institutions, making them more dynamic, accessible, and efficient in the face of unprecedented challenges.

This book addresses the pressing issues faced by libraries in the age of information technology. It doesn't merely scratch the surface; it delves deep into the heart of the matter, providing an exploration of the integration of artificial intelligence in the reconstruction and revitalization of libraries. Through an in-depth examination of technologies, methodologies, and applications, it offers a guide for libraries to not only survive but thrive in this technologically charged landscape.

Designed with academic scholars, librarians, and information professionals in mind, this book aims to resonate with those seeking a nuanced understanding of the challenges posed by AI integration in library services. Beyond the academic realm, it speaks to technologists, administrators, policymakers, and even the broader audience interested in the delicate dance between traditional library values and the dynamic advancements brought about by AI. As libraries stand at the brink of technological transformation, **AI-Assisted Library Reconstruction** paves the way for a future where traditional values harmonize seamlessly with the dynamic innovations brought forth by AI.

ISBN: 9798369327821    Pages: 320    Copyright: 2024    Release Date: April, 2024  
 Hardcover: \$235.00    E-Book: \$235.00    Hardcover + E-Book: \$280.00

### Topics Covered:

- Automatic Cataloging and Classification
- Case Studies from Leading Libraries
- Challenges and Solutions in AI Implementation
- Content Recommendation Systems
- Defining AI in Libraries
- Digitization Strategies
- Educational Programs for AI Literacy
- Emerging Trends in Libraries with AI
- Ethical Considerations in AI Implementation
- Future Possibilities for Library Services with AI
- Historical Overview of AI Adoption in Libraries
- Integration of AI Tools in Library Management
- Interdisciplinary Collaboration in Libraries
- Library Management Systems Powered by AI
- Metadata Enhancement with AI

Subject: Library & Information Science

Classification: Edited Reference

Readership Level: Advanced-Academic Level (Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

Order Information:  
 Phone: 717-533-8940 x130  
 Toll Free: 1-800-940-0877  
 Fax: 717-533-8981 or 717-533-7115  
 Online Bookstore: www.igi-global.com  
 Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA



Get IGI Global News

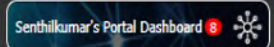
Language: English



US



China



Search title, author, ISBN...

All Products

Books | Journals | e-Collections | Open Access | Publish with Us | Resources | Catalogs | About Us | Newsroom | Special Offers

### Navigate This Page

- Description & Coverage
- Table of Contents
- Archiving



## AI-Assisted Library Reconstruction

K.R. Senthilkumar

Projected Release Date: June, 2024 | Copyright: © 2024 | Pages: 320

DOI: 10.4018/979-8-3693-2782-1

ISBN13: 9798369327821 | EISBN13: 9798369327838

### Buy Hardcover

Qty: 1    **\$117.50**

List Price: \$235.00

You Save: \$117.50

Add to Cart

### Benefits & Incentives

- 50% Contributor Discount
- Printed-On-Demand (POD)
- Usually ships one day from order

Hardcover: **\$117.50**  
 Forthcoming    List Price: \$235.00  
 Benefits & Incentives

E-Book: **\$117.50**  
 Forthcoming    List Price: \$235.00  
 Benefits & Incentives

Hardcover + E-Book: **\$140.00**  
 Forthcoming    List Price: \$280.00  
 Benefits & Incentives

Available in GOBI®

Available in OASIS®

Effective immediately, IGI Global has discontinued softcover book production. The softcover option is no longer available for direct purchase.

## Commerce

## Student's Achievements

Here is spotlight on the exceptional photography skills of Mr. Abishek, a final year B. Com. B student, 21BCO102, from the Department of Commerce.









Commerce

Student's Achievements





# SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous Institution affiliated to Bharathiar University  
Ranked 33<sup>rd</sup> in NIRF, MHRD; 1<sup>st</sup> in Institutional Swachhata Ranking  
**Kuniamuthur, Coimbatore – 641 008.**



**Editor-in-Chief**

**Dr. R. Jagajeevan**

Principal

**Co-editor**

**Dr. S. Henry Kishore**

HoD, English





# SKASC BEATS

Newsletter

Weekly Edition 24 - 9

13.03.2024





# SKASC | INTERNATIONAL WOMEN'S DAY CELEBRATIONS



The celebration of International Women's Day at SKASC by the Women Empowerment Cell was executed with great enthusiasm under the able coordination of Ms. Reshma.H , Dr. Sangeetha. R.K and Dr. Swapna. A diverse range of events unfolded throughout the week, culminating in the energetic Belledi workout event. Activities such as story writing and poetry contests were

organized, drawing participation from numerous girls across various departments. On March 7, 2024, an EmpowHer Expo was hosted, featuring over 20 girls showcasing stalls of their small businesses. The expo witnessed a remarkable surge in sales, with several stalls concluding their transactions by the afternoon. This platform provided a stage for girls to demonstrate their entrepreneurial skills.

A WORKOUT FOR WOMEN TO FEEL THE WOMAN IN YOU

**BELEDI**  
WOMENS DAY

CELEBRATE THE WOMANHOOD  
To know about BELEDI:  
[www.beledi.fit](http://www.beledi.fit)

EVENT STARTS 10AM  
**MARCH 8, 2024**  
KRISHNA HALL  
SRI KRISHNA ARTS AND SCIENCE COLLEGE  
bring a synthetic dupatta

SRI KRISHNA ARTS AND SCIENCE COLLEGE  
Women Empowerment Cell  
INTERNATIONAL WOMEN'S DAY EVENTS

**Poetry Writing**

Theme  
Celebrating Womenhood: Embrace the diverse experiences and expressions of femininity. From traditional to modern entrepreneurship, from activism to creativity.  
Maximum 20 lines

Date: 5.3.24  
Time: 10:30 am -11:30 am  
Venue: Library 2nd floor

For registrations, contact Student Co-ordinator -  
Ms. Jyoti Kulkarni (9944148779)

Ms. Reshma.H  
Dr. Sangeetha.R  
Dr. S. Swapna  
Women Empowerment Cell coordinators

Dr. R. Jagjeevan  
Principal

SRI KRISHNA ARTS AND SCIENCE COLLEGE  
Women Empowerment Cell  
INTERNATIONAL WOMEN'S DAY EVENTS

**Story Writing**

Theme  
Breaking Barriers: Tell stories of women breaking through societal norms and stereotypes to pursue their dreams and ambitions, challenging gender roles and achieving success in any field.

For registration, contact Student Co-ordinator -  
Ms. Jyoti Kulkarni (9944148779)

Date: 6.3.24  
Time: 10:30 am -11:30 am  
Venue: Library 2nd floor

Ms. Reshma.H  
Dr. Sangeetha.R  
Dr. S. Swapna  
Women Empowerment Cell coordinators

Dr. R. Jagjeevan  
Principal

SRI KRISHNA ARTS AND SCIENCE COLLEGE  
Women Empowerment Cell  
INTERNATIONAL WOMEN'S DAY EVENTS

**EmpowHer Expo!**

Date: 7.3.24  
Venue: C-Block

Ms. Reshma.H  
Dr. Sangeetha.R  
Dr. S. Swapna  
Women Empowerment Cell coordinators

Dr. R. Jagjeevan  
Principal

# INTERNATIONAL WOMEN'S DAY CELEBRATIONS



Continuing the festivities on March 8, 2024, members of the Women Empowerment Cell distributed colourful roses to every female faculty, administrative staff, and maintenance staff. The sight of women throughout the campus adorned with flowers in hand or in their hair was truly beautiful. The smiles on each staff member's face while receiving the flowers made the entire effort worthwhile.

Later in the day, the final year girls gathered at Sri Krishna Hall for Belledi, a belly dance workout routine. The troupe not only entertained but also imparted training on various belly dance routines, emphasizing the

importance of physical fitness. The ground-breaking "EmpowHer Expo" was organised by the Women Empowerment Cell on 07.03.2024 in celebration of International Women's Day aimed to provide a platform for women students of all streams to connect, learn, and grow in various aspects of their lives, including personal development, career advancement, and more. EmpowHer Expo made a vibrant array of stalls which beckoned attendees to explore the ingenuity, creativity, and resilience of women entrepreneurs of SKASC. More than 20 stalls were set-up today at C and D block by our women (students) Entrepreneurs



# INTERNATIONAL WOMEN'S DAY CELEBRATIONS





# CDF | LE TALENTO INVENCIBLE-2024

The Department of Costume Design and Fashion hosted an enchanting evening of style and creativity with their fashion show, "Le Talento Invencible-2024," on a serene evening. The event was graced by the presence of esteemed chief guests Mrs. Heena, founder of Go Glam Shopping, and Nishali Sivakumar, founder of Anipoo Adaiyakkam, along with Dr. R. Jagajeevan, the Principal of SKASC.

The runway came alive with the unique creations of various designers, showcasing their talent and vision in garment design. The accolades of the night highlighted the exceptional skills of the participants: Suja Shri received the Best Female Designer

award, while Amritha was honored as the Best Male Designer. Aswini took home the Best Kid Designer award, showcasing the diversity of talent among the participants.

The Best Theme Award was bestowed upon the entrant for "Dark Love Fest," and the Creative Garment Award was jointly awarded to Vijay Shri and Kishore, recognizing their innovative contributions.

As the sun set, the fashion show concluded, leaving attendees inspired and smiling, a testament to the successful celebration of fashion and creativity.





# CDF | LE TALENTO INVENCIBLE-2024





# CDF | LE TALENTO INVENCIBLE-2024





# CDF | LE TALENTO INVENCIBLE-2024





## PLACEMENT CELL | DRIVE BY CHEGG

On 7<sup>th</sup> March 2024, the Placement Cell of SKASC organised a Placement Drive by Chegg, an American education technology company based in Santa Clara, California. It provides homework help, digital and physical textbook rentals, textbooks, online tutoring, and other student services. The Drive was for all the final year UG and PG students for the Role of Subject Matter Expert the Salary offered was 3 LPA..

# Chegg







## SRI KRISHNA ARTS AND SCIENCE

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

**Congratulations!**

**44**

*Students*

*Placed in*



**TATA  
CONSULTANCY  
SERVICES**

**ROLE: TCS Smart Hiring/TCS Ignite**

**SALARY: 2.70 LPA**





# PHYSICAL EDUCATION | SPORTS DAY

The Department of Physical Education conducted 26<sup>th</sup> Annual Sports Day with great zeal on 26.2.24. Dr. STN Rajeswaran Professor and Director of Physical Education i/c Bharathiar University, Coimbatore graced the event with his presence as the chief guest. The opening ceremony was a sight to behold, as the national flag was unfurled, followed by a mesmerizing march past showcasing discipline and unity. The highlight of the opening ceremony was the lighting of the Olympic torch, symbolizing the spirit of sportsmanship and camaraderie. The sports events kicked off with various track and field competitions.





# PHYSICAL EDUCATION | SPORTS DAY

Prizes were awarded to the winners and runners-up of each event, recognizing their hard work, dedication, and sportsmanship. A Special thanks to the faculty members who had wholeheartedly encouraged the students to participate and also took part in the events. Special thanks goes to our esteemed Principal Dr. R. Jagajeevan, who has been the driving force behind the success of this grand event. The Sports Day was a resounding success, fostering a sense of unity, sportsmanship, and pride among the entire college community.






# ENGLISH | FANDOM ART COMPETITION

The English Literary Forum of the Department of English recently organized a "Fandom Art" competition on March 9, 2024, held in room N 306. This event, managed by coordinators Ms. Dharanya. R and Ms. Monika. S, highlighted the imaginative spirit and passion of students. Ms. Riswana Parveen. A served as a judge, evaluating artworks based on creativity, skill, and adherence to the chosen fandom theme.

The competition offered students a platform to showcase their artistic talents and express their love for various fandoms through a diverse range of art mediums. These mediums encompassed illustrations, paintings, digital art, sculptures, and even multimedia presentations, all revolving around cherished literary characters.



  INSTITUTIONS  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)   
**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE-08

DEPARTMENT OF ENGLISH  
ENGLISH LITERARY FORUM  
ORGANISES



## FANDOM ART

(LITERARY CHARACTERS)

***Event Coordinator***

Ms. Dharanya. R  
Mrs. Monika. S

***Head of the Department***

Dr. S. Henry kishore

***Dean***

Dr. R. Vijayasamundeswari

***Principal***

Dr. R. Jagajeevan

Time: 10:00 a.m - 1:00 p.m

Date: 09/03/2024

Venue: N 306



# SPEAKERS FORUM-VALEDICTION

The Speakers Forum organized an engaging Valedictory Function alongside an enlightening discourse on "Communication as the Key to Entrepreneurial Success" on March 7th, 2024, from 10:00 a.m. to 1:00 p.m. This event took place at Seminar Hall-II and saw active participation from students, faculty, and esteemed guests. The proceedings kicked off with a warm Welcome Address by Mr. R. Sakthivel, the Coordinator of the Speakers Forum. Dr. S. Anin Leema, Assistant Professor at Nirmala College for Women, graced the occasion as the esteemed Chief Guest.

The focal point of the event was Dr. S. Anin Leema's captivating Valedictory Address titled "Fueling Innovation: Communication as the Key to Entrepreneurial Success," wherein she shared practical strategies and insights on using effective communication to drive innovation and entrepreneurial ventures. Certificates were presented to winners of various competitions held throughout the academic year. Ms. S. Monika, the Coordinator of the Speakers Forum, expressed gratitude and delivered the Vote of Thanks during the event's closing remarks.



# SPEAKERS FORUM-VALEDICTION



**SRI KRISHNA ARTS AND SCIENCE COLLEGE  
COIMBATORE**

**SPEAKERS FORUM  
ORGANISES**

**VALEDICTORY FUNCTION**

**ON**

**FUELING  
INNOVATION**

**'THE KEY TO ENTREPRENEURIAL SUCCESS  
LIES IN COMMUNICATION'**

**Chief Guest**

**Dr. S. ANIN LEEMA**  
Assistant Professor  
Nirmala College for Women

**THURSDAY, MARCH 07, 2024**

**AT 10.00 a.m.**

**VENUE: SEMINAR HALL - 2**

**MR. R. SAKTHIVEL  
MRS. S. MONIKA**  
Coordinators

**Dr. R. JAGAJEEVAN**  
Principal, SKASC





# SOCIAL WORK | SELF HELP GROUP EXPO

The Department of Social Work teamed up with REST NGO to host the Community Organization Program (COPE) expo in honor of International Women's Day 2024. Approximately 12 self-help group members from Coimbatore displayed their entrepreneurial ventures.

The initiative successfully generated sales of Rs. 71,500 in a single-day event. Coordination for this impactful event was led by first-year MSW students Ms. Kowsalya. K, Ms. Praveena. G, and Ms. Sabariya. M, under the guidance of Mrs. B. Mohana Priya, Assistant Professor of Social Work.



# BIOSCIENCE | NATIONAL SCIENCE DAY

The Agogtech Association in the Department of Bioscience organized the National Science Day event on February 28th, 2024. Dr. K. Kadirvelu, Scientist F and Additional Director at the DRDO Industry Academia Center of Excellence, Coimbatore, graced the occasion as the chief guest. Dr. M. Manikandan, Head of Department and Dean of Bioscience at SKASC, delivered the welcome address.

Dr. R. Jagajeevan, the Principal, gave the presidential address. Winners of various Science Day competitions, including puzzles, amazing facts, face painting, short films, and science exhibits, were felicitated during the event. Dr. Kadirvelu's lecture focused on the theme of Indigenous Technologies in Vikshit Bharat, delivering an informative and thought-provoking presentation.





# BIOSCIENCE | WORKSHOP



## SRI KRISHNA ARTS AND SCIENCE COLLEGE

(An Autonomous College, Affiliated to Bharathiar University, Coimbatore)  
Re-accredited with 'A' grade by NAAC

DEPARTMENT OF BIOSCIENCE

Organizes  
**WORKSHOP**

On

### MUSHROOM CULTIVATION

"Commercial Scale Mushroom Spawn Production: A Practical  
Hands-On Training"



Mr. P. PRABHAKARAN DICE.  
(FARM TEC LAB & MUSHROOM CULTIVATION)



10:00 a.m.

MARCH  
**06**  
WEDNESDAY



UG MB LAB

Ms. S. JAYASHREE  
EVENT COORDINATOR

Dr. M. MANIKANDAN  
HOD & DEAN

Dr. R. JAGAJEEVAN  
PRINCIPAL  
SKASC

The Department of Bioscience organized a workshop focusing on commercial-scale mushroom cultivation and spawn production. The workshop welcomed Mr. Prabhakaran from Farm Tec Lab and Mushroom Cultivation as the chief guest. Thirty-five students from both B.Sc. Microbiology and B.Sc. Biotechnology enthusiastically participated and received training in spawn production techniques.



# COMPUTER SCIENCE | VALEDICTION

The Department of Computer Science recently held its Valedictory Function, marking the culmination of an enriching academic chapter. Led by Mr. Hari Lal, third-year student and Department Chairman, the event began with a heartfelt welcome address, fostering a sense of community. Mrs. M. Nivedha, Association In-charge, delivered an insightful Annual Report, showcasing the year's achievements and milestones.

The Prize Distribution ceremony recognized the dedication of association members, emphasizing teamwork's role in success. Noteworthy was the swift creation of a Newsletter by a dedicated editorial team under Dr. K. Devika Rani Divya's guidance, capturing the department's essence. This event served as a fitting tribute to the department's accomplishments, epitomizing its talent, hard work, and camaraderie.





# CT & DS – SEMINAR

The Department of Computer Technology and Data Science organized a seminar focusing on Intellectual Property Rights for first-year B.Sc. CT & DS students. The event took place at room J206 starting from 10 am. The seminar aimed to provide comprehensive insights into various aspects of intellectual property rights including patents, copyrights, trademarks,

and trade secrets. It underscored the significance of these rights in fostering innovation and driving economic development.



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**

COIMBATORE -641008

Department of Computer Technology and Data Science

organizes

**SEMINAR ON INTELLECTUAL  
PROPERTY RIGHTS**

**RESOURCE PERSON**

Dr.S.Narendharan  
Associate Professor  
Department of Bioscience  
Sri Krishna Arts and Science College

9 March 2024

10:00 AM Onwards

J206

I B.Sc CT & DS

Dr.R. Vijayashree  
Ms.S.Srisowmya  
Event Coordinators

Dr.B.Radha  
HoD

Dr.K.S. Jeen Marseline  
Dean

Dr.R.Jagajeevan  
Principal



# CT | SESSION ON VB NET

On March 5th, 2024, from 10:30 to 12:30, in room J408, the session "Exploring VB.NET Concepts" was conducted for the II CT - B class. The session provided valuable insights into the features and capabilities of the VB.NET language. Students

greatly expanded their understanding of VB.NET applications and its GUI features. Furthermore, students actively engaged in exploring the coding aspects of VB.NET, enhancing their practical skills in the language.



Google

05/03/24 10:31 AM GMT +05:30

Lat 10.93707°

Long 76.959752°

WXP5+VRQ

Kuniyamuthur, Tamil Nadu, India



# CS- ACADEX SPRING FEST

The Department of Computer Science hosted the AcadeX Spring Fest on March 4, 2024. This event celebrated innovation, creativity, and technology, drawing students, faculty, and notable guests into a vibrant community gathering. The fest commenced with a soul-stirring prayer song, setting a tone of reverence and unity for the day ahead.

Dr. K. Devika Rani, the Head of the Department, extended a warm welcome to all attendees, followed by the traditional lighting of the ceremonial lamp, a symbol of enlightenment and hopeful prospects. The inaugural address by Ms. M. Nivedha and the presidential address by Dr. R. Jagajeevan stirred the audience, highlighting the pivotal role of education in nurturing future pioneers.

The morning session featured 'Ideas Unveiled', a paper presentation, 'Byte Battle', a tech quiz, and 'Pixel Perfect', a UI/UX design competition, showcasing the innovative and technical prowess of students. Post-lunch, events like 'Pitch Power Play', an Adzap competition, 'Unity Unplugged', a team-building exercise, and 'Artistic Impression', a face painting contest, fostered a spirit of competition and camaraderie among participants. The fest concluded with a Valedictory Session, filled with reflections and celebrations. Mr. Hari Lal, Chairman of the Computer Science Department, delivered a heartfelt Vote of Thanks, acknowledging the collective efforts and achievements of all involved. The announcement of the Overall Trophy winners was a fitting end.





# TAMIL MANDRAM- BOOK REVIEW EVENT

The Tamil Mandram organised on a Book Review event on March 9<sup>th</sup> 2024. Students discussed the significance of the Mahabharata and Agni Siragugal. The insightful session drew over 30 students and faculty, fostering a lively engagement with the literary works.



ஸ்ரீ கிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரி  
கோயம்புத்தூர் - 641008

தமிழ் மன்றம்  
நூல் மதிப்புரை

தனஞ்செயன். ர  
I - B.COM - B  
மகாபாரதம் - அறத்தின் குரல்  
நா.பார்த்தசாரதி

புலனேஸ்வரி. சி  
1ST B. COM B  
அக்ஷி - சிறந்தவர்  
அ. பெ. ஜே அப்துல் கலாம்  
அருண் திவாரி

11.30 TO 01.00 AM  
09 மார்ச் 2024

I 201

DR. P. சில்பரசா  
குருவிலிணைப்பாளர்

DR. R. விஜயசாரதன்  
குருவிலிணைப்பாளர் - பொழுதுறை

DR. R. ஜெகதீசன்  
குருவிலிணைப்பாளர்





# TAMIL MANDRAM- THIRUKURAL COMPETITION

The Tamil Mandram organized a Thirukkural speech competition under the Tamil Mandram on 09.03.2024 at 10:00 AM in Room I 202 for Biotechnology students. The students eloquently delivered their speeches on the importance of moral values conveyed in Thirukkural. More than 30 participants enthusiastically participated in this event. Their presentations were characterized by eloquence and depth, showcasing their understanding of the timeless wisdom contained in Thirukkural.





# COMMERCE CA & BA- VALEDICTION

The Department of Commerce CA & BA organized a valedictory ceremony to commemorate the culmination of the academic year, during which students were honoured for their outstanding achievements in both academics and extracurricular activities. Awards were presented to students who excelled not only in their academic endeavours but also in various co-curricular activities, highlighting their well-rounded development and contributions to the department's vibrant community.





# MATHEMATICS | EXPERT TALK

The Department of Mathematics hosted a special Women's Day (8<sup>th</sup> March 2024) expert talk on entrepreneurship challenges. Ms. Sivaranjini.G, Founder of Narumugai Organics, delivered an insightful presentation to over 40 students. The event concluded with networking opportunities, encouraging collaboration and support for future entrepreneurial endeavours.



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

On the occasion of Women's Day  
**Department of Mathematics**  
Organises  
An Expert talk on  
**CHALLENGES IN ENTREPRENEURSHIP**

H 302

08 MARCH 2024  
@ 10 AM

**Ms. SIVARANJINI. G**  
FOUNDER- NARUMUGAI ORGANICS

**DR. R. JAGAJEEVAN**  
PRINCIPAL

**DR. K. S. JEEN MARSELINE**  
DEAN

**DR. D. MAHESWARI**  
HEAD OF THE DEPARTMENT

**MS. K. UMAMAHESWARI**  
EVENT CO-ORDINATOR





# BBA & IIC | BUSINESS MODEL

The "New Age Business Model-2024" venture, a collaboration between the Department of BBA/BBA (CA) and IIC, SKASC, reached a successful conclusion on March 6th, 2024. Mr. TA Syed Ibrahim, Business Head of Sales and Operations at The Chennai Mobiles, served as the Guest of Honour. Teams from SKASC showcased innovative tech-focused business ideas. The winner hailed from I BSC ISM, with II BCOM A&F securing the runner-up position.



# COMMERCE AF-BI | IPL AUCTION




The Department of Commerce A&F & IB held a captivating IPL Auction on March 6th in Seminar Hall 2. Guided by CA. D. Ramesh Kumar (Chartered Accountant) and Mr. Madhu (First-class Umpire, BCCI), the event showcased student auctioneering talent. The Principal Dr. R. Jagajeevan presided over the event. Beyond skill, the auction promoted teamwork, unity, and the parallels between cricket and business, highlighting the importance of transparency and fair play.





# MATHEMATICS | GUEST LECTURE




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


**DEPARTMENT OF MATHEMATICS**

organizes  
AN EXPERT TALK ON  
**KEYS TO BUILD A SUCCESSFUL  
STARTUP**



**MR. ARUN PRASAD. S**

*Former Intelligence  
Officer*



Seminar hall-I MARCH  
WEDNESDAY 06 AT 10:30 AM  
2024

**Dr. R. JAGAJEEVAN**  
PRINCIPAL

**Dr. D. MAHESWARI**  
HEAD OF THE DEPARTMENT

**Ms. M. PRIYA**  
STAFF CO-ORDINATOR

The Department of Mathematics welcomed former intelligence officer Mr. S. Arun Prasad for a guest lecture titled "Keys to Build a Successful Start-up" on 6<sup>th</sup> March 2024. Mr. Prasad shared his expertise on entrepreneurship, offering strategies to overcome common challenges. An engaged audience of 70 students benefited from the insightful session.

# COMMERCE AF & BI | MOTIVATIONAL SESSION

On March 5th, 2024, the Department of Commerce AF & IB, alongside the Institution's Innovation Council, held a "Motivational Session By Successful Entrepreneurs". I B.Com A & F students were addressed by esteemed guests Mr. Krishnan Varadharajan (B.Sc, CMA, MBA) and Mr. Sharavanakumar Rathinam (B.Com, CMA (USA)). Mr. Varadharajan delved into entrepreneurship's core principles, while Mr. Rathinam offered insights on idea generation. Students benefited from a lively Q&A session, gaining valuable knowledge and inspiration.



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
Coimbatore

**DEPARTMENT OF COMMERCE B.COM A&F / M.COM IB**

IN ASSOCIATION WITH IIC

WE CORDIALLY INVITE YOU FOR GUEST LECTURE ON

"MOTIVATIONAL SESSION BY SUCCESSFUL ENTREPRENEUR"



**SHARAVANAKUMAR RATHINAM**  
B.com, CMA ( USA )



**KRISHNAN VARADHARAJAN**  
B.sc, CMA, MBA

10 A.M. | 5 March, 2024

Seminar Hall II

Ms. K. P. SREERANJINI  
EVENT COORDINATOR

Dr. MARIA WILLIAMS  
DEAN OF COMMERCE

Dr. R. REENA  
HEAD OF THE DEPARTMENT

Dr. R. JAGAJEEVAN  
PRINCIPAL





# SOCIAL WORK | WORKSHOP

The Department of Social Work organized a comprehensive workshop, "Mastering the Methods: A Workshop on Research Excellence," on March 4th, 2024. Dr. R Madhulaa, Assistant Professor and Head of the Department of Social Work at Dr. N.G.P. Arts and Science College, Coimbatore, led this

impactful session. Designed for II MSW and MA PA students, the workshop covered research fundamentals and in-depth training on the Statistical Package for the Social Sciences (SPSS). Dr. Madhulaa's guidance equipped students with the essential tools to excel in their research endeavours.



# BBA-HR HUB

The Department of BBA/BBA CA successfully hosted "The HR Hub" on March 5th. The event featured 33 innovative HR models and digital videos, highlighting students' understanding of their curriculum and its creative applications. The esteemed Principal, Dr. R. Jagajeevan, graced the event as chief guest. He carefully reviewed each project, providing insightful feedback. The Principal's encouraging words inspired students to continue organizing similar events in the future.





# COMMERCE AF-BI | EXTENSION ACTIVITY

The Department of Commerce A&F-IB and OTPW Foundation, conducted a successful tree planting Extension Activity at Pallapalayam, Sullur on March 9th, 2024. M.Com 1B students, guided by a faculty member, actively participated in the event. The activity aimed to promote environmental sustainability and create a positive community impact.





# COMMERCE CA-BA - EXTENSION ACTIVITY

The Department of Commerce CA & BA organized a successful tree sapling planting Extension Activity on March 9th, 2024. Partnering with the NSS team, the event took place at Bolluvampatti Village Community Hall and the Government Middle School. The initiative aimed to promote environmental responsibility and community involvement among students. The department successfully contributed to the local ecosystem through this sustainable endeavour.





# MATHEMATICS | EXTENSION ACTIVITY

The Mathematics association, math@matores, led by the Begonia Team, organized an Extension Activity on March 5th, 2024, involving the Planting of Herbal Saplings at Government Hospital, Sundakkamuthur. Three faculty members, Prof. M. Rajkalpana, Prof. C. Karthikeyan, and

Prof. N. Bharath, along with 35 enthusiastic students from the Mathematics department, joined forces for this commendable initiative. The activity's objective was to contribute to the community and advocate for environmental sustainability by planting herbal saplings within the premises.





# ISM & LOGISTICS | EXTENSION ACTIVITY

On March 7th, 2024, the Department of B.Sc. ISM & BBA Logistics led a successful Extension Activity at T.E.L.C Middle School, Coimbatore. Guided by two faculty members and 21 students, the group distributed essential stationery and toiletries. They also hosted interactive games and delivered an informative talk on safety measures for the children. The event fostered learning, fun, and a sense of community.





# ECS-EXTENSION ACTIVITY

The Department of Electronics and Communication Systems successfully conducted an extension activity at Cheshire Homes in Coimbatore on March 9, 2024. The primary goal of this initiative was to enhance the well-being of the elderly residents and promote community engagement. A team of volunteers, consisting of both students and faculty members, collaborated with the staff at Cheshire Homes to organize the events and initiatives. Additionally, a donation of Rs 7,000 was made to support their cause..









# CT&DS | OUTREACH PROGRAM

On February 26th, 2024, the Department of CT & DS held an outreach program at Govt High School, S. Malayandipattinam, and Govt Higher Secondary School, Kinathukadavu in Pollachi. Faculty members Dr. N. Priyadharshini and Ms. S. Srisowmiya led technical sessions on computer fundamentals and provided hands-on training in Windows and MS Office. Students enthusiastically participated in competitions like Connections Game, MS Paint, Spell Bee, and Typing Speed Test, winning prizes and certificates. The program concluded with the distribution of Thirukural books to all participants, promoting knowledge sharing and interactive learning.



Rotary    

SRI KRISHNA ARTS AND SCIENCE COLLEGE, COIMBATORE

Department of Computer Technology & Data Science  
and  
Rotary Club of Avinashi Next Generation

Jointly organizes

**OUTREACH PROGRAMME**



RTN SENTHILPRABHU.K  
SECRETARY 23-24  
ROTARY CLUB OF AVINASHI NEXT GENERATION

26.02.2024

10 AM ONWARDS

Government High School,  
S.Malayandipattinam,  
Pollachi

**EVENTS ORGANISED**

- MOTIVATIONAL TALK
- HANDS ON TECHNICAL SESSION
- INTERACTIVE GAMES

Dr N Priyadharshini  
EVENT COORDINATOR

Dr S Radha  
HOD

Dr KS Jeen Manojana  
DEAN

Dr R Jagaveen  
PRINCIPAL

# COMMERCE BPS & BI-OUTREACH PROGRAM

The Department of Commerce BPS & BI, along with The United Educational & Social Welfare Trust, visited a rehabilitation centre on 6<sup>th</sup> March 2024. Students and faculty donated Rs. 23,000 in groceries and Rs. 15,600 in new shirts. The visit fostered connection between the students and orphans, offering hope and support to those who have been abandoned.





# NCC | FELICITATION CEREMONY

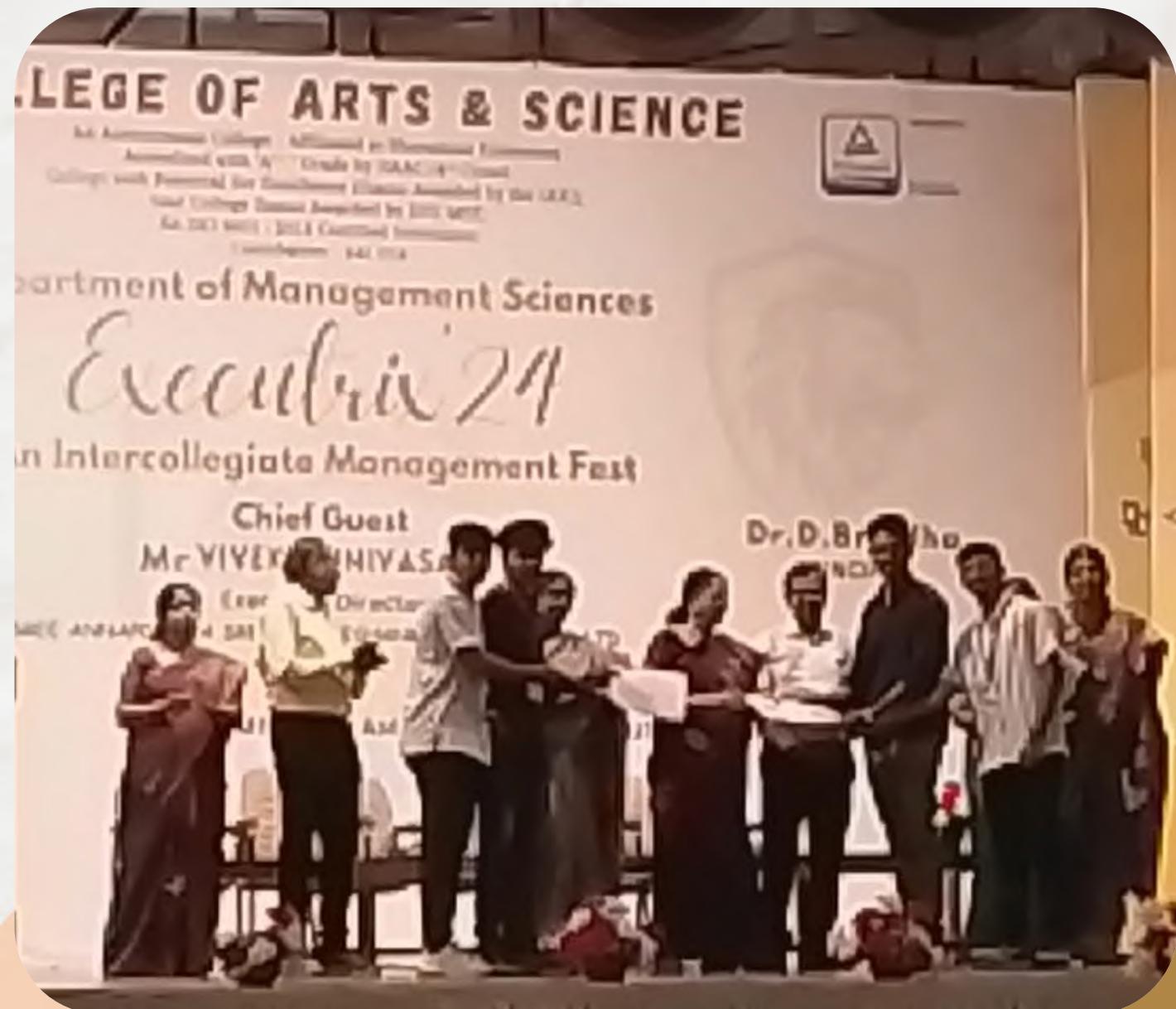
On February 26, 2024, the NCC unit at SKASC gathered for a felicitation ceremony to honour the achievements of its cadets. Distinguished guests, including a Group Captain and Subedar Major K. Mariappan, joined Principal Dr. R. Jagajeevan in recognizing the cadets' dedication. Under Lieutenant Dr. C. Manikandan's guidance, the ceremony began with a Guard of Honour, followed by a

captivating welcome dance by the NCC cadets. Inspirational speeches emphasized the values of discipline, service, and leadership. Proud parents witnessed their children being honored, culminating in the resonating melodies of the NCC song and national anthem, marking a memorable event in SKASC's history.



# BBA CA | STUDENTS' ACHIEVEMENT

SKASC extends its appreciation to Jinay P. Shah, Sahil D. Shah, Vignesh Ravi, and Advait Krishna, students of I BBA CA A, for their outstanding achievement. They secured the third place, along with a cash prize of Rs. 1000, in the event Strategem @ Executrix held by PSGCAS on February 29, 2024. Congratulations to these students for their remarkable success.





# ECS | STUDENTS' ACHIEVEMENT

SKASC IS delighted to announce that students from the ECS department participated and secured the overall trophy in the National Level Technical Symposium "Synchronics 2024," organized by the Department of Electronics at Sri Ramakrishna College of Arts and Science, Coimbatore, on 04.03.2024.



# CT & CS | STUDENTS' ACHIEVEMENT

SKASC proudly celebrates the success of its Computer Science and Computer Technology and Data Science students at "TECHNOTRY 2K24." The state-level technical symposium at Sri Ramakrishna College of Arts and Science for Women saw our students shine! BSc CS B students won the Overall Trophy, with Joshitha S taking 1st and Sandhiya A.B. taking 3rd in poster-making. Harini P, Madhumitha S, Ruthika P, and Lavanya A also excelled in paper presentation and poster-making. SKASC applauds their hard work and achievements..





# SOFTWARE SYSTEMS | STUDENTS' ACHIEVEMENT

SKASC appreciates the outstanding achievement of students Gowtham D, Naren Kumar S, Saravanan M, and Sanjev K from II M.Sc SS for their remarkable participation in IDEATHON. They secured the First Place in MIRARI 2024, a National level intercollegiate meet, held on 5/3/2024 at Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore. Congratulations to these students for their exceptional success and representation of SKASC.





# CS | STUDENTS' ACHIEVEMENT

On March 1, 2024, students from the Department of Computer Science demonstrated their skills at "UDHAYAM 2K24," an Intercollegiate Technical & Cultural Fest hosted at "KIT." Participating were students from I B.Sc CS-B, with Naga Vaishnavi A securing the 2nd Prize in "CODE DEBUGGING" and Dharika M achieving the 3rd Prize in the "TECHNICAL QUIZ" competition



Kannampalayam, Tamil Nadu, India  
X3XM+QGG, Pallapalayam, Kannampalayam  
Lat 10.999667°  
Long 77.083785°  
01/03/24 02:40 PM GMT +05:30



# COMPUTER SCIENCE | STUDENTS' ACHIEVEMENT

SKASC extends its congratulations to Vishal, I B. Sc. CS B for securing the 2nd prize in the Selfie Contest and the 2nd prize in the Brain Quiz, as well as to Sarath, I B. Sc. CS for clinching the 3rd prize in the Handcraft Competition. Their outstanding achievements have brought pride to our institution. Furthermore, we celebrate their combined efforts that led to winning the Overall Trophy at the VLB Janakiammal College Yuva Utsav Intercollegiate event.





# SOCIAL WORK | STUDENT'S ACHIEVEMENT

SKASC is pleased to acknowledge the active participation of Ms. Indhu Nishalini K (22MSW024) from II MSW who represented the Consumer Protection Club in the English elocution competition held during the District Level National Consumer Protection Day & World Consumer Rights Day Festival 2023 – 2024, organized by the Department

of Food Supply and Consumer Protection, Coimbatore District, on 17th February 2024 at Sri Ramakrishna Arts and Science College, Coimbatore. On 29th February 2024, Ms. Indhu Nishalini, was felicitated by Dr. M Sharmila, District Revenue Officer, Coimbatore District, at the Coimbatore Collectorate. For winning the first place.



Coimbatore, Tamil Nadu, India  
2X28+2MX, Gopalapuram, Coimbatore, Tam  
Lat 10.999606°  
Long 76.966852°  
29/02/24 04:50 PM GMT +05:30



உணவுப் பொருள் வழங்கல் மற்றும் நுகர்வோர் பாதுகாப்புத் துறை  
கோயம்புத்தூர் மாவட்டம்  
தேசிய நுகர்வோர் பாதுகாப்பினம் மற்றும் உலக நுகர்வோர் உரிமைகள்  
தின விழா 2023-2024

பாராட்டுச் சான்றிதழ்

2023-2024 ஆம் ஆண்டின் தேசிய நுகர்வோர் பாதுகாப்பு தினம்/உலக நுகர்வோர் உரிமைகள் தின விழாவினை முன்னிட்டு 17.02.2024 அன்று நடைபெற்ற கல்லூரிகளுக்கிடையேயான ஆங்கில பேச்சு போட்டியில் கலந்து கொண்டு முதலாம் பரிசு வென்ற செல்வி கே.இந்து நிஷாலினி (2<sup>nd</sup> Y<sup>r</sup> M.S.W) ஸ்ரீ கிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரி, குனியமுத்தூர், என்பவரை பாராட்டி இச்சான்று வழங்கப்படுகிறது.

*(Signature)*  
(இ.சா.கு.சேகரன்)  
மாவட்ட வழங்கல் மற்றும்  
நுகர்வோர் பாதுகாப்பு அலுவலர்  
கோயம்புத்தூர் மாவட்டம்

*(Signature)*  
(கிஷ்நிகுமார்,பா.இ.ஆ.ப)  
மாவட்ட ஆட்சித்தலைவர்,  
கோயம்புத்தூர் மாவட்டம்



# COMMERCE BPS-BI | FACULTY ACHIEVEMENT

SKASC extends heartfelt appreciation to Dr. S. Akhila from the Department of Commerce BPS and BI, who has been honoured with the prestigious "Super Women 2024" award by Forever Stars India Awards (FSIA) on the occasion of International Women's Day. This recognition, bestowed during the award ceremony in Jaipur, on March 10th, 2024, celebrates her outstanding achievements and expertise as a dedicated Professor in the field of education.



# ECS | FACULTY ACHIEVEMENT

SKASC congratulates Dr. P. Ramesh Babu, Assistant Professor in the Department of Electronics and Communication Systems, for his significant contributions to the recent events at Vellalar College for Women. As a resource person for the "One Day Workshop on Raspberry Pi and IoT," his expertise was vital to its success. Moreover, his presence as chief guest at the Department of Computer Science Association Valedictory function was an inspiration to all.



Latitude: 11.321623  
Longitude: 77.677167  
Elevation: 226.11±115 m  
Accuracy: 8.9 m  
Time: 29-02-2024 10:20  
Location: Department of Computer Science Association & P  
Workshop on



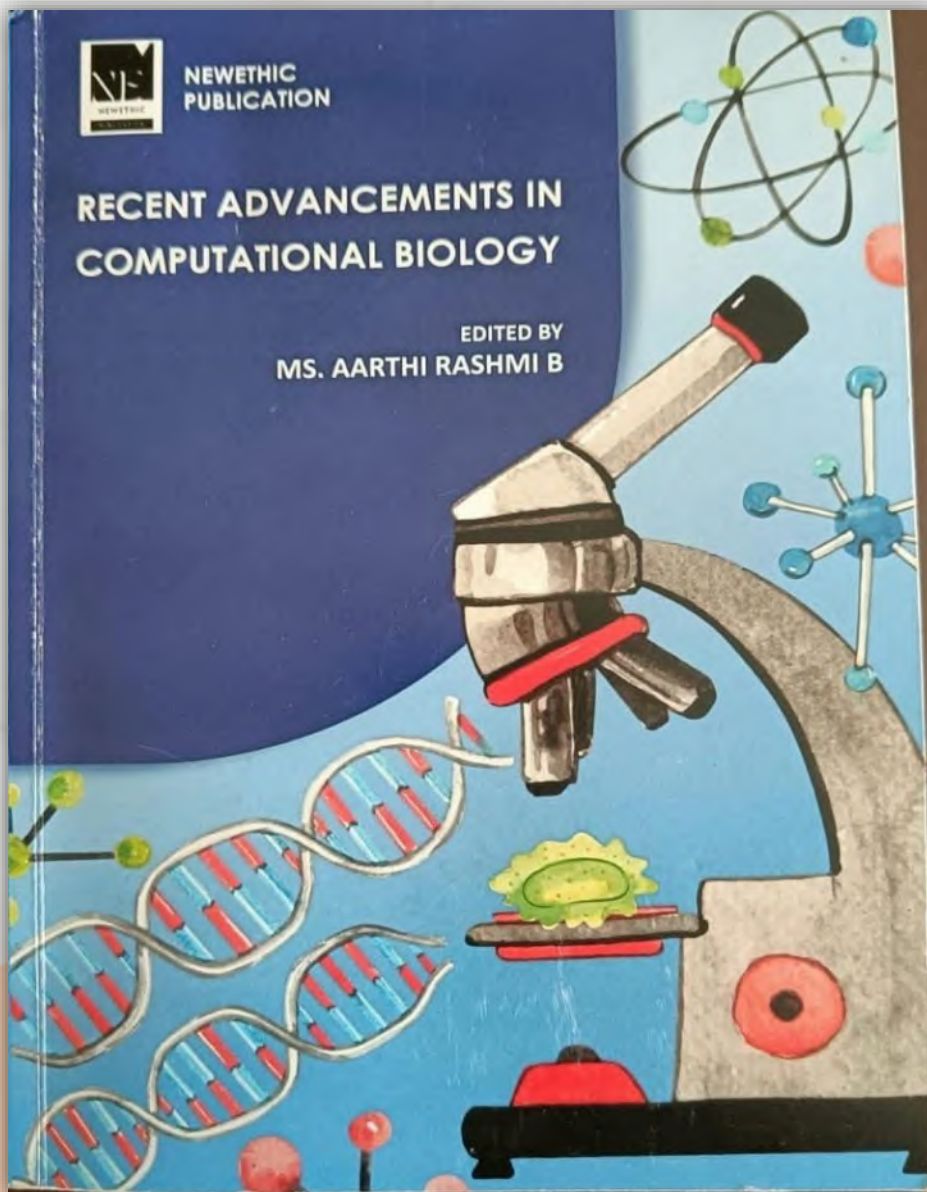
# CSHM | FACULTY ACHIEVEMENT

SKASC extends its congratulations to Mr. Sathish Kumar G, HOD of CSHM, for his invaluable contribution as a resource person in the Bartending Workshop held at Dr. N.G.P College of Arts and Science, Coimbatore, on March 8th, 2024. The workshop featured demonstrations of various cocktails and mocktails, insights into bar types and parts, explanations of glassware used for serving, hands-on training for cocktail preparation, and engaging interactive sessions with students.



# BIOSCIENCE | FACULTY ACHIEVEMENT

SKASC extends its congratulations to the Department of Bioscience and Mrs. B. Aarthi Rashmi, along with the I MSc. Bioinformatics students, on the publication of their book titled "Recent Advancements in Computational Biology" under Newethic Publications, Coimbatore. The book is available with ISBN 978-81-966558-1-5 and eISBN 978-81-966558-7-7.





# CS | FACULTY ACHIEVEMENT

SKASC appreciates Dr. B. Rajesh Kumar, Assistant Professor-CS, served as a resource person at PSGR Krishnammal College for Women from 1.3.24 to 2.3.24. It was a pleasure and an honor for him to share his knowledge with students during the lecture, which aimed to provide an overview of the

fundamental concepts of C++ Programming. The audience's response was overwhelmingly positive, with students expressing appreciation for the clarity of explanations and the relevance of the content to their academic and professional pursuits.





டார்வினின்  
கற்பிதங்களில்  
மூல பாடம்  
ஆதி  
சொல்லும்  
அறிவியல்

அதற்குள்  
குரங்காட்டம்

இயல்புதான்

ப.மோகன்



**Arts work by  
Nandhukrishnan S.R.  
II B. Sc. Maths**



**Nandhukrishnan S R  
II BS.C MATHS**





# SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous Institution affiliated to Bharathiar University, Coimbatore

Re-accredited with "A" grade in NAAC

Ranked 29th in NIRF, MHRD; 1st in Institutional Swachhata Ranking

**Kuniamuthur, Coimbatore – 641 008**



## **Editor-in-Chief**

**Dr. R. JAGAJEEVAN**

*Principal*

## **Co-Editor**

**Dr. S. HENRY KISHORE**

*Head, Dept. of English*

## **Editorial Team**

**Ms.RESHMA.H**

**Ms.R.SARANYA SRI**

**Mrs. M. USHA**

*Assistant Professors of English*



# SKASC BEATS

Newsletter

Weekly Edition 24 - 10

20.03.2024



26<sup>th</sup> College Day Celebrations



தமிழ் மன்ற நிறைவு விழா

## SKASC | COLLEGE DAY 2024

On March 14, 2024, the 26<sup>th</sup> College Day celebration was held at Sri Krishna Hall, marking a significant event for all final-year students. Dr. K. Sundararaman, our CEO, honoured the Krish Awardees for their notable contributions to society by presenting them with awards.

The occasion also featured an insightful Annual Report for the 2023-24 academic year, eloquently delivered by the Principal, Dr. R. Jagajeevan. The ceremony's prestige was further elevated by the attendance of the distinguished Chief Guest Kalaimamani Marabin Maindan Mr. M. Muthiah, along with Madhampatty Mr. T. P. Rangharaaj. The event celebrated the outstanding achievements of students across various disciplines, culminating in the presentation of awards to the exceptional winners.





## SKASC | COLLEGE DAY 2024

S. No	Particulars	Name of the Student	Department
1	Best Outgoing Student (UG Boy)	SETHURAJ N	B.COM PA & CS
2	Best Outgoing Student (UG Girl)	NANDANA PADMARAJ	B.COM PA & CS
3	Best Outgoing Student (PG Boy)	GOKUL S	M.SC SS
4	Best Outgoing Student (PG Girl)	INDHU NISHALINI K	MSW
5	NCC Student	SGT SOORYA	B.COM A&F
6	NCC Student	SGT BHUVANESH KUMAR	B.COM
7	NCC Student	CPL AADHIKESAVAN	B.COM CA
8	NCC Student	SUO SIBI VARSHAN	B.COM B&I
9	NSS Student	P. DHARANI	III-B.SC-CSA
10	NSS Student	K.S.HARIESH	III-B.SC-IT
11	NSS Student	A.DEEPIKA	III-B.SC-PSYCHOLOGY

In a ceremony that showcased the remarkable talents of students from diverse fields, the college celebrated outstanding achievements with a grand event. The highlight of the evening was the award presentation, recognizing the exceptional individuals who excelled in their respective disciplines.

As winners took the stage, each exemplifying the high standards and commitment to success that our institution upholds. This event honoured the achievements of distinguished students and served as an inspiration to all, reinforcing the values of dedication, hard work, and excellence.

# SKASC | COLLEGE DAY 2024





# தமிழ் மன்றம் நிறைவு விழா



ஸ்ரீ கிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரியின், தமிழ்த்துறை சார்பாக தமிழ் மன்றத்தின் நிறைவு விழா 13.03.2024 அன்று ஸ்ரீ கிருஷ்ணா கலையரங்கில் காலை 10 மணியளவில் நடைபெற்றது. இந்நிகழ்வில் சிறப்பு விருந்தினராக பிரபல பேச்சாளர், சொல்லின் செல்வர், திரு. மணிகண்டன் ஐயா அவர்கள் கலந்துக் கொண்டு மாணவர்களிடையே சிறப்புரையாற்றினார். விழா இனிதே நிறைவுப் பெற்றது.

The closing ceremony of the Tamil Association, on behalf of the Tamil Department of Sri Krishna College of Arts and Science, was held on 13.03.2024 at the Sri Krishna Auditorium at 10 AM. The event featured a special speech by the distinguished speaker and scholar, Mr. Manikandan, who interacted with the students. The ceremony concluded successfully.

# தமிழ் மன்றம் நிறைவு விழா





## PLACEMENT CELL | DRIVE BY FRACTAL ANALYTICS



The Placement Cell of SKASC organised a Placement Drive by Fractal Analytics exclusively for undergraduate students in Computer Science streams on 16<sup>th</sup> March, 2024. The selection process included an online test followed by interviews for the role of Software Developer. Fractal Analytics offers a starting salary of 5 Lakhs Per Annum (LPA), providing students with promising career prospects. This opportunity serves as a gateway to valuable professional growth in the IT industry.

## Library | ICSSR Sponsored Two-Day National Seminar

On March 11, 2024, the Department of Library organised a Two-day National Seminar sponsored by the ICSSR, titled "Innovative Research Practices in Social Sciences/Breaking Boundaries: Advancements in Social Science Research." The event kicked off with great enthusiasm and scholarly discussions. Dr. R. Jagajeevan, the principal, inaugurated the seminar with a presidential address, marking the beginning of an intellectually enriching event.

The inaugural day featured Dr. A. Ganesan and Dr. P. Sakthivel, whose insightful speeches explored innovative research practices in social science. They emphasized the importance of challenging conventional methodologies and embracing interdisciplinary approaches to tackle contemporary societal issues. Attendees were captivated by the profound knowledge and expertise shared by the esteemed speakers.





# Library | ICSSR Sponsored Two-Day National Seminar



# CSA | Student's Achievement

hirist  
.com

MONISH

is hereby awarded this certificate of achievement for successfully completing  
the *hirist.com tech recruiter certification* program on Mar 01, 2024

*Heartiest Congratulations and Best Wishes !*



Certificate ID: cert\_smq1135j

hirist  
.com

MONISH

is hereby awarded this certificate of achievement for successfully completing  
the *Employer Branding certification* program on Mar 01, 2024

*Heartiest Congratulations and Best Wishes !*



Certificate ID: cert\_44rvsajg

*Rajesh*

Rajesh Vashista  
EVP - Head Product & Technology,  
hirist.com



SKASC congratulates Mr. N. MONISH of final year B. Sc.CSA who has successfully completed the Hirist Tech Recruitment Certification and the Hirist Employer Branding Certification. These certifications have equipped me with valuable insights and expertise in the domains of tech recruitment and employer branding.



## ECO CLUB | EXTENSION ACTIVITY

On March 15, 2024, the Eco Club of our institution took a significant step towards environmental conservation by organizing an extension activity in Gudaloor Nagarachi Nadunilai Palli, Selvapuram, Coimbatore. The event saw the participation of school children along with our students in a session on Organic Farming and Seed Ball preparation, under the guidance of Dr. V.S. Ramachandran, a renowned Botanist.

Dr. Ramachandran, serving as the chief guest, shared his profound knowledge and demonstrated the ancient technique of seed ball preparation, emphasizing its crucial role in enhancing biodiversity and rejuvenating degraded ecosystems. This hands-on activity not only fostered an appreciation for nature among the participants but also educated them on the benefits of organic farming.

The event was marked by high spirits and active engagement from the children and students alike, who took part in the seed ball making process with zeal. Their enthusiasm was a testament to the importance of connecting the younger generation with environmental conservation efforts.

Recognition was given to outstanding participants with prizes, while everyone received gifts and sweets, symbolizing encouragement and appreciation for their involvement. The event was successfully coordinated by Ms. R. Joys Prathiba and Mrs. B. Aarthi Reshmi, whose efforts contributed significantly to the day's achievements and the broader goal of fostering a sustainable future. This initiative by the Eco Club has left an indelible mark on the hearts and minds of all those involved, paving the way for more eco-conscious citizens.

# ECO CLUB | EXTENSION ACTIVITY

## Eco Club

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
 (An Autonomous College, Affiliated to Bharathiar University, Coimbatore)  
 An ISO 9001:2015 & ISO 14001:2015 Certified  
**ECO CLUB**  
 Organizes an  
**AWARENESS PROGRAM**  
 on  
**ORGANIC FARMING AND SEED BALL PREPARATION**

Chief Guest:  
**Dr. V.S. RAMACHANDRAN**  
 Retired Professor,  
 Department of Botany,  
 Bharathiar University,  
 Coimbatore



March | 15 | 2024

Guests: Nagarachi Subashini Pathi  
 Subapriya, Coimbatore

10:30 AM

Mrs. K. Jaya Prathima  
 Mrs. R. Aarthi Bhanu  
 Club Coordinator

Mrs. S. Jayashree  
 Club Coordinator



Coimbatore, TN, India  
 Coimbatore North, Coimbatore, 641019, TN,  
 India  
 Lat 11.189548, Long 76.927033  
 03/15/2024 11:43 AM GMT+05:30  
 Note: Captured by GPS Map Camera



Lat 11.189553, Long 76.927211  
 03/15/2024 12:04 PM GMT+05:30  
 Note: Captured by GPS Map Camera



Mrs. K. Jaya Prathima



Gounder Mills, Tamil Nadu, India  
 11/34B, Udayampalayam Rd, Pallakattu Thottam, Gounder Mills, Coimbatore, Tamil Nadu 641029,  
 India

GPS Map Camera



Mrs. S. Jayashree

SILICON CITY  
 32A-B5 2016, 2017



# COMMERCE IT & E.COM | INTER-DEPT COMPETITION

In a splendid showcase of marketing acumen and creativity, the Department of Commerce IT and E-COM successfully conducted the "ADMAC SHOW" Inter-department Competition on March 8, 2024. This vibrant event took place in Seminar Hall II at 10:30 AM, drawing in a host of enthusiastic participants and onlookers.

The seminar was graced by the presence of Mr. Rakesh Menon, the esteemed CEO of Mantle Training and Consultancy based in Coimbatore. Mr. Menon, serving as the guest of honour, imparted valuable industry insights, enriching the event with his knowledge and experience. His participation underscored the importance of bridging academic learning with real-world industry expectations.

Participants from various departments seized this opportunity to demonstrate their marketing prowess, unveiling innovative advertisements that were not only creative but also showcased effective communication skills. The competition served as a platform for students to exhibit their talent and passion for marketing and advertising, encouraging a spirit of healthy competition and exploration in these fields.

Thanks to the unwavering dedication of the organizers, the enthusiastic participation of students, and the invaluable contributions of Mr. Menon, the "ADMAC SHOW" was hailed as a resounding success. It highlighted the importance of collaboration and innovation within the academic community, setting a benchmark for future events.

# COMMERCE IT & E.COM - INTER-DEPT COMPETITION



## SRI KRISHNA ARTS AND SCIENCE COLLEGE

(Autonomous, Affiliated to Bharathiar University)  
Coimbatore



DEPARTMENT OF COMMERCE IT & E-COM

Cordially Invites  
you all for

## ADMAC SHOW & VALEDICTORY

08 MARCH, 2024 10:00 AM



Venue: Seminar Hall II



**RAKESH MENON P**

FOUNDER & CEO  
Mantle Training &  
Consulting  
Coimbatore



# COMMERCE IT & E.COM | EXPERT TALK

In a significant initiative to bolster the understanding of crucial legal concepts in commerce, IT, and e-commerce, the Department of Commerce IT and E-COM hosted an insightful expert talk on March 9, 2024.

Advocate Mrs. N. Nageshwari, a renowned legal professional, enlightened first-year undergraduate students with her knowledge on Trade Secrets and Copyrights.

The session offered a deep dive into the intricacies of intellectual property rights and legal frameworks. The engaging discussions and interactive atmosphere of the event underscored the critical importance of safeguarding intellectual property in the business realm, marking it as a profoundly enriching experience for the attendees.



**SRI KRISHNA ARTS & SCIENCE COLLEGE**  
DEPARTMENT OF COMMERCE IT & E-COM  
*Cordially invites you all for the*  
**EXPERT TALK ON**  
**TRADE SECRETS AND COPYRIGHTS**

**Mrs.N.Nageshwari**  
Advocate

**09,MARCH,2024**  
**10.30 AM**  
**Venue: B115**

**HOD** Dr.N.Sivakumar  
**DEAN** Dr.Maria Williams  
**PRINCIPAL** Dr.R.Jaaieevan



# ECS | MODEL FOR SOCIETAL ILLS

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

Department of  
Electronics and Communication Systems

**MODEL CREATION FOR DAY TO  
DAY-ISSUE OF HUMAN BEING**

Participants:  
II BSc Artificial Intelligence and  
Machine Learning

Venue: D 132

Dr. R. Jagajeevan  
Principal

Dr. V.A. Rinsey Antony  
Dean

Dr. O.M. Saravanakumar  
HOD

Dr. S.R. Vijayalakshmi  
Event Coordinator

08.03.2024

10:00 a.m – 01:00 p.m



The Department of Electronics and Communication Systems recently organized an event, "Model Creation for Human Issues using Robotics and IoT," targeted at second-year BSc Artificial Intelligence and Machine Learning students. The focus was on the practical applications of robotics.

Aimed at offering real-world experience, the initiative encouraged students to develop innovative solutions for daily challenges through robotics and IoT. Participants presented projects on climate monitoring and health systems, demonstrating the role of robotics in addressing societal issues.



## ENGLISH - VALEDICTORY

On March 7, 2024, the English Department's Literary Forum concluded its year-long journey of literary exploration and accomplishment with a grand valedictory event held in Seminar Hall-I. This evening served as a beacon of celebration, illuminating the remarkable achievements and vibrant creativity nurtured within the department's community.

The focal point of the gathering was the crowning of the Lit Laureate, a prestigious accolade bestowed upon a student for their exceptional literary prowess and contributions. This honor symbolized not only individual excellence but also the collective spirit of literary passion and dedication that permeates through the English Department.





# ENGLISH - VALEDICTORY





## CT & DS – STUDENTS' ACHIEVEMENT



SKASC congratulates four I B.Sc. Data Science students Ms. Abinaya S, Ms. Anusha D, Ms. Abirami K and Ms. Rithikaa PS who presented their research paper at National Social Science Methods Seminar on campus. Their focus on innovative data analysis techniques impressed experts and highlighted the College's CT&DS program. This ICSSR-sponsored event explored advancements in social science research.

# CSHM - INDUSTRY VISIT



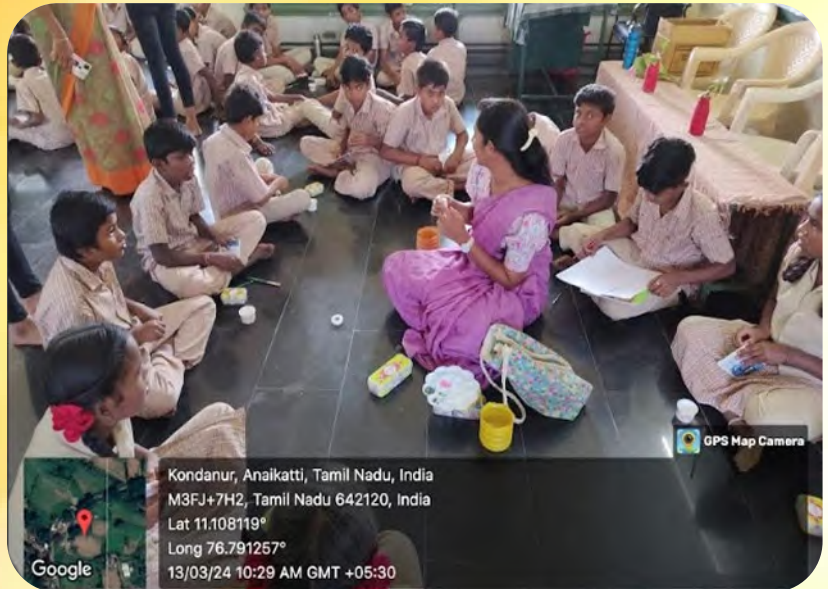
On March 9, 2024, final-year students from CSHM embarked on an educational field trip to the Annapoorna Masala Company's production plant. The visit aimed to provide them with a first-hand look at the complex processes involved in creating spices and masalas.

Through a detailed presentation, they were introduced to every stage of production, from the careful selection and procurement of raw materials to the drying, roasting, grinding, and blending processes. This experience enriched their understanding of the dedication and precision necessary to produce high-quality masalas.



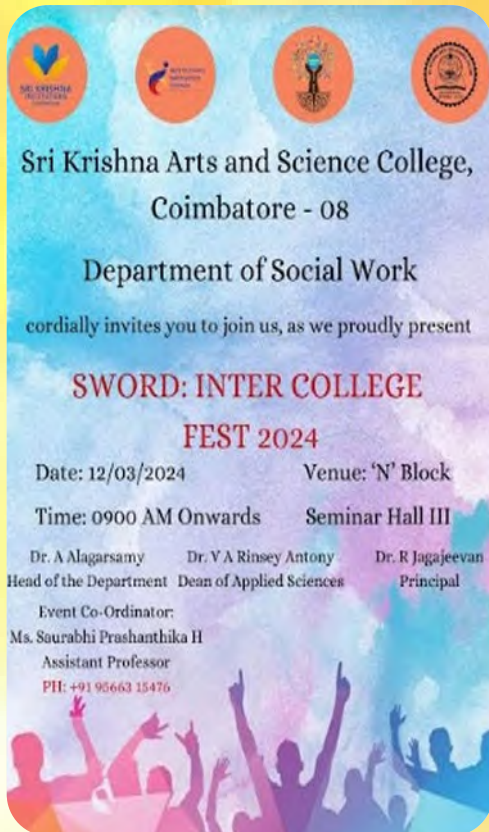
# SOCIAL WORK - ART THERAPY

The Department of Social Work at SKASC, in collaboration with RAAC Coimbatore, organized an Art Therapy COPE event at Panchayat Union Middle School in Kondanur. Led by Ms. S Devaki, the program aimed to introduce students to the therapeutic benefits of art expression. Through activities like drawing and painting, students explored emotional well-being under the guidance of Mr. Rohit V and Mr. Sanjay M, MSW students, and Mrs. B. Mohana Priya, Assistant Professor. The event showcased SKASC's commitment to holistic education, fostering emotional resilience and personal growth in students.





# SOCIAL WORK - INTER COLLEGE FEST



The poster features four circular logos at the top: Sri Krishna Arts and Science College, Department of Social Work, and two other institutions. The text is centered and reads: 'Sri Krishna Arts and Science College, Coimbatore - 08', 'Department of Social Work', 'cordially invites you to join us, as we proudly present', 'SWORD: INTER COLLEGE FEST 2024', 'Date: 12/03/2024', 'Venue: 'N' Block', 'Time: 0900 AM Onwards', 'Seminar Hall III', and lists the organizing staff: Dr. A Alagarsamy (Head of the Department), Dr. V A Rinsey Antony (Dean of Applied Sciences), Dr. R Jagajeevan (Principal), and Ms. Saurabhi Prashanthika H (Event Co-Ordinator, Assistant Professor, PH: +91 95663 15476). The background is a light blue and purple gradient with silhouettes of people celebrating.

Sri Krishna Arts and Science College,  
Coimbatore - 08

Department of Social Work

cordially invites you to join us, as we proudly present

**SWORD: INTER COLLEGE  
FEST 2024**

Date: 12/03/2024      Venue: 'N' Block  
Time: 0900 AM Onwards      Seminar Hall III

Dr. A Alagarsamy      Dr. V A Rinsey Antony      Dr. R Jagajeevan  
Head of the Department      Dean of Applied Sciences      Principal

Event Co-Ordinator  
Ms. Saurabhi Prashanthika H  
Assistant Professor  
PH: +91 95663 15476



On March 12, 2024 Social Work Organisation for Reconstruction and Development (SWORD) the Association of the Department of Social Work organised an Inter-collegiate Literary Fest, which saw enthusiastic participation from notable institutions including Sri Krishna College of Engineering and Technology, Dr. N.G.P. Arts and Science College, PSG College of Arts and Science, Info Institute of Engineering, and Bharathiar University.

The event was a celebration of creativity and collaboration, featuring a range of engaging activities such as Street Play, Project Management, Finding Boo Boo, and Solo Dance. These events provided a unique platform for students of diverse backgrounds to come together, exhibit their talents, and engage in discussions about social issues and personal development, thereby enriching their college experience.



# SOCIAL WORK | MEDICAL CAMP



In a commendable display of social responsibility and collaboration, the Department of Social Work, together with KMCH Medical College Hospital, hosted a Mega Free Medical Check-Up Camp on March 12, 2024. The event saw around 270 individuals receiving comprehensive medical services from expert doctors at KMCH, underscoring the college's dedication to community welfare. This successful endeavour showcased the synergy between academia and healthcare institutions in serving the community.

# CT & DS - WOMEN'S DAY

On March 8, 2024, the Department of Computer Technology and Data Science marked International Women's Day with a memorable celebration and closing ceremony. The event, expertly coordinated by Mr. R. Shankar and Ms. S. Srisowmiya, was graced by the presence of Mrs. Hemalatha, a distinguished personality from Coimbatore, as the chief guest. The occasion served as a vital platform to celebrate achievements, tackle ongoing challenges, and rally for a more inclusive future, emphasizing the continuous journey toward gender equality. Highlighting the day's success, over 400 students engaged in the festivities, leaving with smiles and awards for their dedication and intelligence, underscoring the event's significant impact.





# BIOSCIENCE | EXTENSION ACTIVITY



The poster features logos for Sri Krishna Institutions, Institution's Innovation Council, and the Department of Bioscience. It includes the college name, affiliation, and accreditation. The main title is 'Extension activity- Awareness on Dengue prevention and control in Kuniyamuthur'. It lists the date as 11 March 2024 at 10:00 AM, and names the event co-ordinator (Dr. K.P. Renuka Devi), HOD & Dean (Dr. M. Manikandan), and Principal (Dr. R. Jagajeevan). There are images of a mosquito and a dengue virus particle.

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

**DEPARTMENT OF BIOSCIENCE**

**Extension activity-  
Awareness on Dengue prevention  
and control in Kuniyamuthur**

**11 MARCH 2024**      **TIME: 10.00 AM**

**Dr. K. P. RENUKA DEVI**  
EVENT CO-ORDINATOR

**Dr. M. MANIKANDAN**  
HOD & DEAN

**Dr. R. JAGAJEEVAN**  
PRINCIPAL

On March 11, 2024, the Department of Bioscience hosted a proactive Dengue Awareness Program in Kuniyamuthur, under the leadership of Dr. K.P. Renuka Devi. This initiative aimed to educate the local community about Dengue fever, focusing on mosquito breeding sites and the disease's symptoms. Volunteers from the Bioscience department actively participated, distributing educational pamphlets and advocating for preventive measures.

The program highlighted the community's dedication to preventing Dengue, demonstrating a strong commitment to enhancing public health and well-being.



# CT & DS - VALEDICTORY



On March 8, 2024, the Department of Computer Technology and Data Science held a valedictory event to honor the accomplishments of our esteemed seniors. Organized by Mr. R. Shankar and Ms. S. Srisowmiya, the ceremony featured Shobana TJ as the distinguished chief guest. This significant occasion served as a heartfelt farewell to the seniors, recognizing their achievements and valuable contributions to the community.



# Commerce - Extension Activity

On 12<sup>th</sup> March 2024, the Department of Commerce, alongside the Westric Trust Organization, successfully conducted an Extension Activity in Kollupalayam, focusing on educating employees and women in self-help groups about Consumer Rights. Spearheaded by two faculty members, 25 enthusiastic final-year B.Com students volunteered, showcasing their commitment. The initiative featured interactive sessions and workshops, providing crucial information on product quality, fair pricing, and grievance redressal, thereby empowering the community to make informed marketplace decisions.





## Bioscience | Staff Achievement



On March 16, 2024, PSGR Krishnammal College for Women in Coimbatore hosted a significant event as the Bioscience Department's faculty and research scholars gathered for a Faculty Development Programme (FDP). This one-day seminar focused on interdisciplinary research, enhancing research quality, and the intricacies of publication. Esteemed Dr. Kasthuri Venkateswaran, a prominent figure in extremobiology and a Senior Research Scientist at NASA's Jet Propulsion Laboratory, California Institute of Technology, led the session. His expertise in Biotechnology and Planetary Protection significantly enriched the program, offering valuable insights and inspiration to all participants.



## தமிழ்த்துறை | புறத்திறன் மேம்பாட்டு நிகழ்வு

ஸ்ரீகிருஷ்ணா கலை அறிவியல் கல்லூரியின் தமிழ்த்துறை சார்பாக- புறத்திறன் மேம்பாட்டு நிகழ்வு - Extension Activitie( OUTREACH PROGRAM ) கோயம்புத்தூர் மாவட்டத்தில் இயங்கி வரும் அரசு மேல்நிலைப்பள்ளி குளத்துபாளையத்தில் நடைபெற்றது.

இந்நிகழ்வின் பொருண்மையாக - அரசு வேலைவாய்ப்பில் (TNPSC) தமிழ் மொழியின் பங்கு (The Role of Tamil language in TNPSC Examinations.) என்ற கருப்பொருளில் பள்ளி மாணவர்களுக்கு விழிப்புணர்வு மற்றும் மொழி ஆளுமையை எவ்வாறு மேம்படுத்திக் கொள்ள வேண்டும். நாம் கற்கும் பாடங்கள் எதிர்காலத்தில்.... அரசு வேலை வாய்ப்பில் (TNPSC) எவ்வாறு கேட்கப்படுகின்றன மற்றும் தேர்வு முறை, அதன் அமைப்பு, வினாக்களின் வடிவ முறை - ஆகியவை தெளிவாக ஆசிரியர் முனைவர் ப.மோகன் கற்பித்தார்..

# தமிழ்த்துறை | புறத்திறன் மேம்பாட்டு நிகழ்வு

## THE ROLE OF TAMIL LANGUAGE IN TNPSC EXAMINATIONS (OUTREACH PROGRAM)



**GOVT HR.SEC.SCHOOL**  
**KULLATHUPALAYAM-COIMBATORE DISTRICT**



## CSHM - IET



In an exciting development for the hospitality education sector, seven students from the II B. Sc. CSHM program have been awarded a chance to undertake a four-month industrial exposure training at the prestigious Avasa Hotel, Hyderabad. This modern 5-star hotel, boasting 217 rooms, will serve as a rich learning ground for Sai Krishna S., Pradeep P., Sabarish S., Hemachandran B., Midhun S., Sarankarthick A. N., and Chorko M. These students have exemplified dedication and excellence, earning them this opportunity. The program aims to provide invaluable, hands-on experience in the hospitality industry, allowing the students to hone their skills and gain critical insights into hotel operations, all under the mentorship of experienced professionals.

## Commerce BPS & BI | Valedictory



The Department of Commerce at BPS & BI celebrated the conclusion of the academic year with an impressive valedictory ceremony on March 15, 2024. The event was honored by the presence of Mr. SURA, a celebrated movie poet, who served as the chief guest, infusing the occasion with creativity and inspiration. The ceremony was presided over by Dr. R. Jagajeevan, the Principal, alongside Dr. Maria Williams, Dean of the School of Commerce. A highlight of the event was the unveiling of the academic year's Commerce Magazine, "Phoenix," symbolizing resilience and renewal. The ceremony also recognized outstanding students with medals and shields for their achievements, including the esteemed Best Outgoing Student award. This event underscored the commitment and excellence of the Commerce Department's students and faculty.





# **SRI KRISHNA ARTS AND SCIENCE COLLEGE**

An Autonomous Institution affiliated to Bharathiar University, Coimbatore

Re-accredited with "A" grade in NAAC

Kuniamuthur, Coimbatore – 641 008.

**Editor-in-Chief**

**Dr. R. JAGAJEEVAN**

**Principal**

**Co-Editor**

**Dr. S. HENRY KISHORE**

**HoD, English**

**Technical & Editorial Team**

**Mr. J. CHRISTY ANDREWS**

**Ms. R. JOYS PRATHIBA**





# SKASC BEATS

Newsletter

Weekly Edition 24 - 11

25.03.2024



## 12<sup>th</sup> INTERNATIONAL CONFERENCE ON COGNITIVE COMPUTING - A DISRUPTIVE TECHNOLOGY

பரியினும் ஆகாவாம் பாலல்ல உய்த்துச்  
சொரியினும் போகா தம.



The Science Streams of Sri Krishna Arts and Science College,

in association with

Avila University, USA

&

Saint Peter's University, USA,

hosted the

12<sup>th</sup> International Conference on Cognitive Computing.

Focused on disruptive technology, the conference took place on March 18<sup>th</sup>, 2024.

The event welcomed experts and those passionate about the field to delve into the latest developments and implications of cognitive computing within the ever-evolving technological world.





SKASC's Ground-breaking Conference, Merging Cognitive Science with Computational Biology, was held on March 18, 2024. The distinguished SKASC conference on the merger of cognitive science and computational methodologies commenced with an inspiring Welcome Address from the principal, Dr. R. Jagajeevan. His words echoed through the hall, warmly inviting participants to a day marked by intellectual exchange and visionary science. Dr. K.S. Jeen Marseline, the Dean of Computer Science and mathematics, adeptly set the stage by introducing the conference's ambitious theme, emphasizing the intersection of cognitive science and computational technologies.

Dr Sundararaman , CEO of Sri Krishna Institutions, delivered the Presidential Address. Dr. Debnath Pal, from the Department of Computational & Data Science at IISC, Bangalore, delivered a keynote address on "Cognitive Science and Computational Biology." The event also featured an inaugural address by Dr. Kasthuri Venkateswaran, a Senior Research Scientist at NASA's Jet Propulsion Laboratory, who shared insights on "Microbes in Space from NASA's Perspective." Dr. Jim Burkee, President of Avila University, and Dr. Frederick Bonato, Provost of St. Peter's University, shared their insights through virtual addresses, providing a global context for the conference proceedings.



Science  
Streams

International  
Conference



## SRI KRISHNA ARTS AND SCIENCE COLLEGE

Kuniamuthur, Coimbatore, Tamil Nadu - 641 008

in association with

Avila University, USA and Saint Peter's University, USA

*Cordially invite you all for the*

# 12<sup>th</sup> INTERNATIONAL CONFERENCE ON

## COGNITIVE COMPUTING - A DISRUPTIVE TECHNOLOGY

Date & Time

18<sup>th</sup> March 2024  
9.45 A.M.

Place

Convention Centre

Chief Guest



**Dr. Kasthuri Venkateswaran**

Senior Research Scientist, NASA - Jet Propulsion Laboratory  
California Institute of Technology  
Biotechnology & Planetary Protection Group, California



**Smt. S. Malarvizhi**

Chairperson & Managing Trustee  
Sri Krishna Institutions



**Shri. K. Adithya**

Trustee  
Sri Krishna Institutions



**Dr. K. Sundararaman**

CEO  
Sri Krishna Institutions



**Dr. R. Jagajeevan**

Principal, SKASC



## OUR SPEAKERS



**Dr. Jim Burkee**  
President, Avila University, USA



**Dr. Frederick Bonato**  
Provost, Saint Peter's University, USA



**Dr. Siva Prasath**  
Registrar (Retd.), IIT Madras



**Dr. Abigail Lambke**  
Professor in English, Avila University, USA



**Dr. Balakrishnan Athiyaman**  
Senior Scientist, Head Ministry of Earth Science



**Dr. Manju Bansal**  
Honorary Scientist (Retd.) INSA  
Dept. of Molecular Bio Physics, IISc, Bangalore



**Dr. Debnath Pal**  
Prof. Dept. of Computational &  
Data Science, IISc, Bangalore



**Dr. M. Sabarimalai Manikandan**  
Associate Professor, Dept. of Electrical Engineering,  
IIT Palakad



**Dr. S.R. Balasundaram**  
Professor in CA, NIT Trichy



**Prof. Balasubramanian S**  
Chief Mentor  
Director, GRG Centre for Advanced Studies



**Dr. Pattabiraman. V**  
Professor in CS, VIT, Chennai



**Dr. Daya Shankar**  
Dean- School of Science, Woxsen University,  
Hyderabad



**Dr. M. Dinesh Periyasami**  
Adolescent Counsellor, Medical Officer  
Coimbatore Corporation



**Dr. Sharath Kumar Jagannathan**  
Microsoft Coordinator and Assitant Professor  
Saint Peter's University

The networking break buzzed with intellectual exchange, embodying the collaborative spirit of the scholarly community. Dr. C. Sunitha, Head of the Department of Software Systems, opened the first plenary session on Cognitive Science and Man-Machine Cooperation. It featured insightful talks by Dr. Siva Prasath on 'Cognitive Computing in Industry 5.0' and Dr. Abigail Lambke on 'AI in Education'.

The second session, 'Cognitive Science in Bioinformatics', was inaugurated by Dr. M. Manikandan, Dean of Bio Science. Dr. Manju Bansal shared her expertise in computational biology, followed by Dr. Sharath Kumar Jagannathan's discussion of Microsoft's initiatives in the field.

Prof. Balasubramanian S chaired the third session, a panel discussion on Cognitive Science in Mathematical Engineering with AI. Dr. M. Sabarimalai Manikandan, Dr. S.R. Balasundaram, and Dr. Pattabiraman. V contributed valuable perspectives.

Dr. P.T. Saleendran led the fourth session on the Neuroscience Foundation of Information Processing. Highlights included Dr. Daya Shankar's talk on 'AI in Enhancing Nuclear Reactor Safety and Simulation' and Dr. M. Dinesh Periyasami's exploration of public health applications.

The conference's final session began with a welcome address by the Vice Principal and Dean Dr. R. Vijayasamundeswari and a summary by the rapporteurs. Dr. Balakrishnan Athiyaman highlighted the fascinating connections between cognitive science and meteorology.

Finally, Dr. B. Radha delivered a Vote of Thanks to conclude the event. This conference demonstrated the wide-reaching applications of cognitive science. The presence of esteemed experts highlighted the importance of cross-disciplinary research in pushing the boundaries of scientific discovery.



# Science Streams

# International Conference





The Department of Commerce AF & IB recently hosted the Leadership Series, a premier event that took place on March 11, 2024, aimed at postgraduate students. The event featured an Inspirational Talk by distinguished corporate leaders, designed to enlighten and motivate the next generation of leaders.

Dr. R Jagajeevan, the Principal of the institution, delivered the presidential address, highlighting the pivotal role of leadership in shaping the future. The Dean of Commerce, Dr. Maria Williams, offered her felicitations, further enhancing the event's prestige. Prominent figures such as Mr. Karunakaran Tirupathy, Director of Glosil International Pvt Ltd; Mr. Gopinath, CEO of Cymatics Drones; and Mr. Saifudeen, CEO of EXIM Shipping Services, graced the event with their presence, sharing invaluable insights and experiences. A highlight of the Leadership Series was the unveiling of a new Logo, symbolizing the essence and ongoing impact of the series.







The poster features a blue and red geometric background with a central white diamond shape. At the top left is the Sri Krishna Arts and Science College logo, and at the top right is the CSW Foundation logo. The text in the center reads: 'SRI KRISHNA ARTS AND SCIENCE COLLEGE', 'An Autonomous Institution affiliated to Bharathiar University', 'Accredited by NAAC with 'A' Grade', 'Sugunapuram, Kuniamuthur P.O., Coimbatore, Tamil Nadu, India.', 'in Associate with CSW Foundation', 'EXTENSION ACTIVITY on ONLINE DECEPTION PROGRAM organised by Department of Commerce PA & CS'. Below this, the names and titles of the organizers are listed: Dr. R. Jagajeevan (Principal), Dr. Maria Williams (Dean - Commerce), Dr. C. Dhanalakshmi (HOD - PA & CS), and Mr. M. Pravin Kubentra (Event Coordinator). At the bottom, there is a calendar icon for '07 MARCH 2024', a clock icon for '10:00 AM to 02:30 PM', and a location pin icon for 'Marappalam, Madukkaral, Tamil Nadu 641105'.

SKASC appreciates the Department of Commerce PA & CS's collaboration with the CSW Foundation to host a meticulously planned awareness program on banking fraud in rural areas on March 7<sup>th</sup>, 2024. The event aimed to educate the community about the various forms of banking fraud and empower them with the knowledge to safeguard their financial assets.

The collaboration between these organisations underscored a commitment to promoting financial literacy and ensuring the economic well-being of rural populations. Attendees left with a greater understanding of banking security, signalling a positive step towards combating financial deceit in the countryside. The event was not only educational but also an embodiment of the collective dedication to safeguarding the populace from economic threats.





Madukkarai, TN, India  
Marappalam, Madukkarai, 641105, TN, India  
Lat: 10.901875, Long: 76.940373  
03/03/2024 11:05 AM GMT+05:30  
Note: Captured by GPS Map Camera



Madukkarai, Tamil Nadu, India  
WW2R+C5Q, Marappalem, Ettimadai R.F., Madukkarai, Tamil Nadu 641105  
Lat: 10.901182°  
Long: 76.940373°  
07/03/24 10:43 AM GMT +05:30



Madukkarai, TN, India  
Palakkad Road, Marappalam, Madukkarai, 641105, TN, India  
Lat: 10.901184, Long: 76.940373  
05/03/2024 10:51 AM GMT+05:30  
Note: Captured by GPS Map Camera

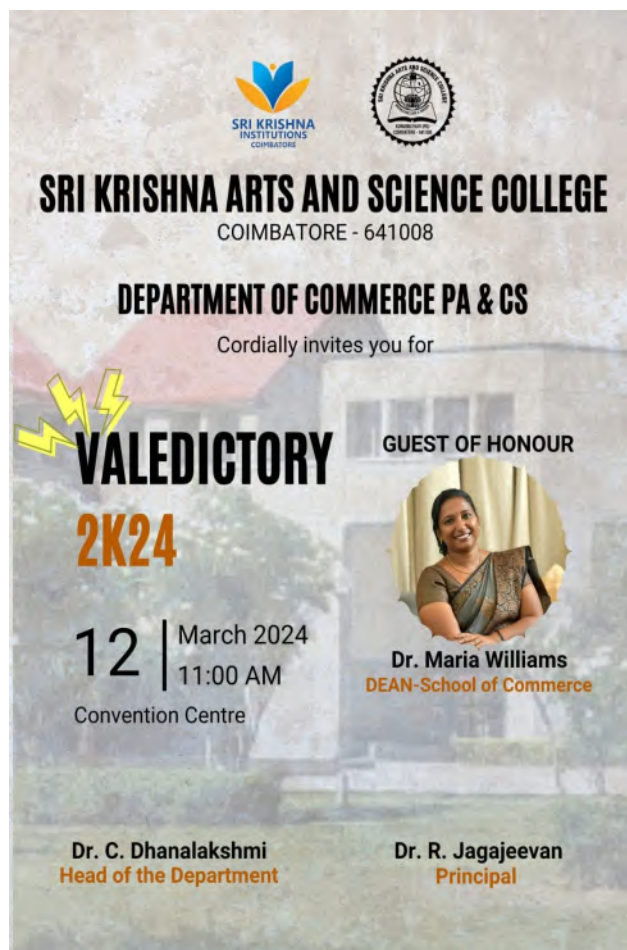


Madukkarai, TN, India  
Palakkad Road, Marappalam, Madukkarai, 641105, TN, India  
Lat: 10.901180, Long: 76.940442  
03/03/2024 10:45 AM GMT+05:30



Madukkarai, TN, India  
Palakkad Road, Marappalam, Madukkarai, 641105, TN, India  
Lat: 10.901196, Long: 76.940291  
03/03/2024 10:57 AM GMT+05:30  
Note: Captured by GPS Map Camera

The Department of Commerce PA and CS marked the conclusion of their academic year on the 12<sup>th</sup> of March, 2024, with an impressive valedictory ceremony. The event was graced by Dr. Maria Williams, the Dean of the School of Commerce, serving as the chief guest. It served as a touching farewell to the graduating students, filled with moments of joy and recognition. Throughout the day, the atmosphere was electrifying, punctuated by rounds of applause as distinguished students received medals and certificates for their exceptional achievements in both academics and extracurricular activities. The ceremony was more than a mere celebration; it was a reflection of the department's core values, emphasizing a shared dedication to academic rigor and the holistic development of each student. A highlight of the event was a heartfelt video tribute, which beautifully captured the memories and accomplishments of the students.



This poignant presentation underscored the journey of the students and the supportive environment fostered by both the faculty and their peers. Overall, the valedictory ceremony showcased the remarkable talent and commitment of the students and staff within the Commerce PA and CS departments, leaving an indelible mark on all those in attendance.



# Commerce PA & CS

# Valedictory







The Department of Bioscience concluded its Association activities with a valedictory ceremony on March 19th, 2024. Esteemed chief guest Dr. Lakshmanan Chandran, Director of Sales and Marketing at Greenzy, graced the event.

He addressed address on "Exploring the Entrepreneurial Opportunities in Vertical Farming", with a spotlight on Button Mushroom Cultivation and Hydroponics. Dr. Chandran's insights provided a stimulating perspective for students looking to innovate in the agricultural sector. The ceremony also acknowledged the students' hard work and achievements and distributed prizes to those who had distinguished themselves both academically and in extracurricular activities, highlighting the department's commitment to holistic development. The event celebrated the academic year's accomplishments and inspired the next steps in the students' journeys.







பாரதியார் பல்கலைக்கழகம்  
BHARATHIAR UNIVERSITY  
COIMBATORE - 641 046, TAMILNADU, INDIA

| State University | Accredited with A\*\* Grade - 3.63 CGPA by NAAC | 15<sup>th</sup> Rank among Indian Universities by MoE-NIRF |

BU/DIR-PE/AIU/Selection/Cycling-Men/2023-2024/4

28.02.2024

From

To

Dr. ST.N. Rajeswaran  
Director of Physical Education i/c  
Bharathiar University  
Coimbatore -641 046

The Principal  
Sri Krishna Arts and Science College  
Coimbatore

Sir/Madam,

The following students of your college have been selected to participate in the All India Inter - University Cycling - Track and Road (Men) Championship for the year 2023 – 2024.

1. K. Harshit

I therefore request you to accord her then necessary permission, attendance and facilities for attending the All India Inter - University Tournament as mentioned here under.

1	Date on which player(s) should report	29.02.2024, 10.30 am at Department of Physical Education, Bharathiar University
2	Date of which the team leaves Coimbatore for Participation in the South Zone / South West Zone / All India Inter University Tournament	01.03.2024
3	Duration of the South Zone / South West Zone / All India Inter - University Tournament to be held at	05.03.2024 to 08.03.2024 – Track and 11.03.2024 to 14.03.2024, Guru Nanak Dev University, Amritsar, Punjab

SKASC appreciates the impressive display of athleticism and determination of Mr. Harshit Kadhivel, of I-B.Com, who made his mark at the All India Inter-University Cycling - Track and Road (Men) Championship for the year 2023 – 2024. This prestigious event was hosted by Guru Nanak Dev University in Amritsar, Punjab, from March 5th to March 14th, 2024. Harshit Kadhivel's participation in such a competitive and nationally recognised event highlights his exceptional talent and dedication to the sport of cycling.





## SRI KRISHNA ARTS AND SCIENCE COLLEGE Coimbatore

### DEPARTMENT OF COMMERCE BPS & BI LEVEL II-TCS PLACED STUDENTS-2024

Hearty Congratulations



21BPS019  
HARITHARANGAN



21BPS035  
PREETHI.S



21BPS037  
RAGHUL.R



21BPS053  
SUJITH



21BPS034  
NIYASH SACHIN.K



218PS020  
HARSHINI.R.B



21BPS006  
ATHISH K.S



21BPS002  
ADVIKA VINOD



21BPS043  
SANGEETH KUMAR



21BPS041  
SAKTHIESWARAN



21BPS052  
SUDHARSON



21BPS048  
SANKARI.S

In a commendable achievement, 12 students from the B. Com. Business Process Services (BPS) program have successfully secured Level II positions at Tata Consultancy Services (TCS). These interviews were conducted on March 19, 2024, in Chennai. SKASC extends its heartfelt congratulations to the students for their outstanding accomplishment and wishes them success in their future endeavours.





SKASC lauds Dr. B. Meena Preethi, the esteemed Controller of Examination who delivered a Guest Lecture at Government Arts College, Coimbatore, on March 19<sup>th</sup>, 2024. The lecture, aptly titled "Project Design and Implementation," was aimed at equipping students with the necessary knowledge and skills to excel in their respective fields. Dr. B. Meena Preethi, known for her expertise and significant contributions to the academic community, shared valuable insights into the intricacies of project design and the critical aspects of successfully implementing projects.

**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. S. Henry Kishore**  
HoD, English

**Copy Editing**

**Dr. D. Solomon Paul Raj**  
Assistant Professor of English

**Technical Team**

**Dr. B. Rajesh Kumar,**  
Assistant Professor-SS