



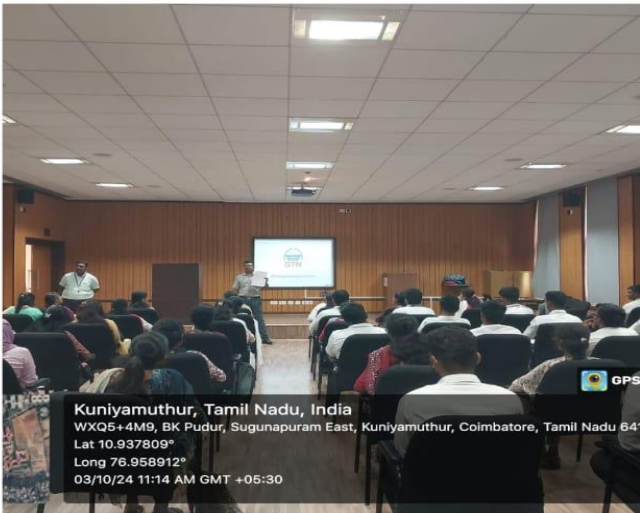
எண்ணென்ப ஏனை எழுத்தென்ப இவ்விரண்டும்  
கண்ணென்ப வாழும் உயிர்க்கு.



# Placement News



## Placement - Pre-Placement Talk



The SKASC Placement Cell, in collaboration with GTN Engineering, Coimbatore, organized a Pre-Placement Talk for the students of UG Commerce, BBA, Maths, and PG-MSW programmes. It was delivered by **Mr. Gnanavel, Senior Head of HR, GTN Engineering**. He provided insights into the role of Management Trainee, offering a salary package of ₹2.35 LPA.



# Department Activities



# MSW – Guest lecture



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)



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

**DEPARTMENT OF SOCIAL WORK**

Cordially invites you for the Guest Lecture on  
**PSYCHOLOGY FOR SOCIAL WORK PRACTICE**



**Dr. P.T. SALEENDRAN**  
Head, Department of Psychology, SKASC

DATE : 27.09.2024      TIME : 10.00 AM      VENUE : N 304

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

Event coordinator : **Ms. SAURABHI PRASHANTHIKA . H**  
Assistant Professor



The Department of Social Work organized a Guest Lecture on “**Psychology for Social Work Practice**” for the first year PG students of Social Work, focusing on various psychological insights, on September 27, 2024. **Dr. P.T. Saleendran**, Head, Department of Psychology, was the Resource Person for this event. He delivered a lecture on the psychology of individuals and provided guidelines for effective communication. He explored concepts such as unconditioned stimuli and responses, conditioned stimuli and responses, and various psychological theories. He also addressed the questions raised by the students. Overall, the session was highly beneficial for the students in enhancing their understanding of human psychology.

# Commerce – Alumni Interaction Cum Guest Lecture



**SRI KRISHNA ARTS AND SCIENCE COLLEGE  
COIMBATORE**

**DEPARTMENT OF COMMERCE  
GUEST LECTURE ON  
CAREER GUIDANCE**

**Date:  
27/09/24  
10.00AM**



**Venue:  
A 105**

**KOUSHIK RAHUL S**

**EDUVANTAGE SOLUTIONS  
US TAXATION CONSULTANCY**

**Dr.S.MURUGAN  
Event Coordinator**

**Dr.S.ANBUMALAR  
HoD**

**Dr.MARIA WILLIAMS  
Dean**

**Dr.R.JAGAJEEVAN  
Principal**



The Department of Commerce organized an Alumni Interaction cum Guest Lecture on "**Career Guidance**" on September 27, 2024, for first-year students of B.Com. and E.Com. The Chief Guest was **Mr. S. Koushik Rahul**, a prominent alumnus and a distinguished professional from **Eduvantage Solutions**, a firm renowned for training candidates in US taxation and placing them in top auditing firms. The session was designed to help aspiring finance and commerce graduates navigate potential career paths in US accounting and taxation. His insights into the US taxation system, along with the global relevance of accounting standards such as GAAP and IFRS, emphasized that pursuing a career in this field is not only rewarding but also offers long-term career growth. This session was a valuable opportunity for students and professionals interested in expanding their knowledge and exploring international career prospects in finance and taxation.



# Computer Applications – Guest Lecture

The Department of Computer Applications organized an insightful session on “**Corporate Social Responsibility**” for the first-year B.Sc. CSA students on September 30, 2024. **Dr. M. Vidya**, Assistant Professor in the Departments of B.Sc. ISM and BBA Logistics, was the guest for this session. The focus of the session was to educate students on the importance of CSR in the modern business world. She highlighted how companies incorporate ethical practices and social accountability into their operations. She explored the benefits of CSR, such as enhancing sustainability, improving brand reputation, and creating a positive social impact. The session provided students with a comprehensive understanding of corporate responsibilities in today's world.



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
Department Of Computer Applications  
A Session on  
Corporate Social Responsibility  
By  
**Dr.M.Vidya**  
Assistant Professor  
[Department of BSC ISM & BBA Logistics]  
Sri Krishna Arts And Science College

DATE: 30-09-2024  
TIME: 10.45 AM  
VENUE- J106

**Dr.B.Anuja Beatrice** HOD  
**Dr.K.S.Jeen Marseline** DEAN  
**Dr.R.Jagajeevan** PRINCIPAL

Event Coordinator: Mrs.S.Kowsalya





# ECS | Seminar



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**

(An Autonomous Institution)  
Affiliated to Bharathiar University,  
Coimbatore

**Department of  
Electronics and Communication Systems**

**INTERPERSONAL COMMUNICATION  
IN DIGITAL SPACE**



**SREE RESMI C**

Professor of English,  
Sri Krishna Arts and Science College,  
Coimbatore

Dr. V.A. Rinsey Antony  
Dean

Dr. R. Jagajeevan  
Principal

Venue: DSP LAB

Dr.S.R.Vijayalakshmi  
Event Coordinator

Dr. O.M. Saravanakumar  
HoD

30/09/2024

02:30 p.m. – 04:30 p.m.



Kuniyamuthur, Tamil Nadu, India  
641008, BK Pudur, Sugunapuram East, Kuniyamuthur, Tamil Nadu 641008, India  
Lat 10.938035°  
Long 76.959788°  
30/09/24 01:56 PM GMT +05:30

The Department of Electronics and Communication Systems organized a thought-provoking seminar on "**Interpersonal Communication in Digital Space**" for third-year B.Sc. ECS students on September 30, 2024. **Prof. C. Sree Resmi** from the Department of English guided the students by exploring the nuances of effective communication in today's digital landscape. Prof. Resmi elaborated on key communication components, including verbal communication, active listening, non-verbal cues, problem-solving strategies, and decision-making techniques. Through engaging examples and interactive discussions, students gained valuable insights into enhancing their interpersonal skills in both personal and professional settings. The seminar empowered students to navigate digital communication platforms effectively, fostering meaningful connections and successful collaborations.



# Mathematics – Seminar



The Department of Mathematics organized a Seminar on "**Exploring Psychological Well-Being**" on September 30, 2024. The event focused on the concepts of psychology and strategies to enhance mental health. **Ms. A.R. Arsheen Fathima**, Assistant Professor from the Department of Psychology at SKASC, was the Guest Speaker, delivering an insightful talk on the importance of psychological well-being, key contributing factors, and practical strategies for improvement. The seminar provided students with valuable awareness and tools for addressing real-life challenges. Approximately 32 students from the Department of Mathematics participated actively, benefiting from the session's focus on the multifaceted nature of well-being. By understanding its components and applying effective strategies, students can improve both their mental health and overall quality of life.



# Library – Seminar



## Sri Krishna Arts and Science College

An Autonomous Institution  
Kuniyamuththur, Coimbatore - 641008

**THE LIBRARY TEAM INVITES**



**Professor (Dr.) Ramesh C. Gaur**

DEAN, DIRECTOR (LIB. & INF.) & HEAD  
KALANIDHI DIVISION, INDIRA GANDHI NATIONAL CENTRE FOR ARTS (IGNCA)  
(AN AUTONOMOUS BODY, MINISTRY OF CULTURE, GOVT. OF INDIA)

# Recent trends in **RESEARCH** & **PLAGIARISM**

**05**

**OCTOBER, 2024**

**10:30 AM**



**SEMINAR HALL**

**2**

**Dr. K R. Senthilkumar**  
Librarian

**Dr. R. Jagajeevan**  
Principal

The Library Team organized an enlightening lecture on "**Recent Trends in Research and Plagiarism**" on October 5, 2024, to the Research Scholars and Faculty of SKASC. **Dr. C. Ramesh Gaur, Dean, Director (Library & Information) & Head - Kalanidhi Division, Indira Gandhi National Centre for the Arts (IGNCA), Ministry of Culture, New Delhi,** was the Resource Person for this session. He graciously shared his insights on research methodology and the need of eradicating plagiarism. His valuable guidance enriched the research skills and knowledge of the participants. The research guides and the research candidates received a new outlook from this programme.





# **NCC & NSS Activities**

# **SRI KRISHNA ARTS AND SCIENCE COLLEGE**

**6 TAMILNADU MEDICAL COMPANY NCC**

## ***CONGRATULATIONS***

***ANDHRA PRADESH TREKKING CAMP - II***



**LT.DR.C.MANIKANDAN  
ASSOCIATE NCC OFFICER**



**CDT SRIRAGUL S  
II BSC IT**



**SGT VIGNESH S  
III BA ENG**



**SGT NISANTH R  
III BCA**



## NSS – Special Employment Camp



The NSS Units of SKASC played a pivotal role in supporting the Government of Tamil Nadu's Special Private Sector Employment Camp held at Coimbatore Collectorate on September 28, 2024. This pioneering initiative aimed to empower individuals with special abilities, promoting their inclusion in the work force. The camp, held in collaboration with multinational companies, successfully placed 125 differently-abled individuals in various roles, marking a significant milestone in promoting equal employment opportunities. SKASC NSS volunteers actively contributed to the camp's success, demonstrating their commitment to community service and social welfare.



## NSS – Blood Donation Pledge



The NSS volunteers of SKASC took a solemn pledge on October 1, 2024, as part of **National Volunteer Blood Donation Day**, to promote blood donation and community service. In the presence of the Principal and NSS Programme Officers, the volunteers vowed to organize regular blood donation camps, spread awareness about the importance of blood donation, and inspire others to join this noble cause. This commitment underscores the college's unwavering dedication to social responsibility and community welfare.



## NSS – Swachhata Hi Seva



The NSS volunteers of SKASC played an important role in **Swachhata Hi Seva 2024** campaign held on September 28, 2024, at Marudhamali Hill, Coimbatore. The campaign was organized by the National Service Scheme of Bharathiar University. The NSS volunteers worked diligently to clean the temple, a major cultural landmark in Tamil Nadu. Dignitaries, including **Deputy Programme Advisor Ministry of Youth Affairs and Sports, Govt. of India** NSS Regional Directorate Chennai, **Dr. C. Sam Chelliah** and **University Coordinator Dr. R. Annadurai**, addressed the event, commending the volunteers for their dedication to community service. Volunteers received certificates in recognition of their efforts. The event highlighted the importance of collective action, instilling values of teamwork, discipline, and civic responsibility among the participants.



# NSS - YRC Volunteers on Selection to District Disaster Response Team

**SRI KRISHNA INSTITUTIONS COIMBATORE**

**YOUTH RED CROSS SKASC**

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

**YOUTH RED CROSS**  
Proudly Announcing and Wishing Our  
**YRC VOLUNTEERS**

**SUGANTHI. K**  
228C1158  
III B.Sc CT - 'B'

**SANJAY. S**  
228C0141  
III B.Com - 'B'

**VIJAYALAKSHMI. S. V**  
238S1039  
II B.Sc PSY - 'A'

**JAI AKASH KUMAR. S**  
238C0321  
II B.Com CA - 'B'

**THARUN. A**  
238C0156  
II B.Sc CSA - 'B'

**GOT SELECTED FOR**  
**DISTRICT DISASTER RESPONSE TEAM FORMATION AND TRAINING PROGRAM**  
**ORGANIZED BY**  
**INDIAN RED CROSS SOCIETY**  
**COIMBATORE BRANCH**

Adithya International School,  
Idigarai,  
Coimbatore.

04.10.2024 TO 09.10.2024

Dr. R. JAGAJEEVAN  
Principal, SKASC

Dr. K. SUNDARARAMAN  
CEO, SKI

PREVENTION  
RECOVERY  
DISASTER RESPONSE

SKASC extends hearty congratulations to five outstanding volunteers of the Youth Red Cross (YRC) unit — **Ms. K. Suganthi** of III B.Sc CT 'B', **Mr. S. Sanjay** of III B.Com. 'B', **Ms. S.V. Vijayalakshmi** of II B.Sc. Psychology 'A', **Mr. S. Jai Akash Kumar** of II B.Com. CA, and **Mr. A. Tharun** of II B.Sc. CSA 'B' — who have been selected for the prestigious **District Disaster Response Team Formation and Training Program**. The intensive training, organized by the Indian Red Cross Society, Coimbatore Branch, will take place from October 4 to October 9, 2024, at Adithya International School, Idigarai, Coimbatore.



## NSS – Cleaning Campaign



The NSS unit of SKASC organized Swachhata Hi Seva campaign at Kovaipudhur on September 28, 2024. Dedicated volunteers came together to clean public places, collecting plastic waste and promoting environmental awareness. The initiative aimed to inspire community involvement in maintaining a clean and healthy environment. The volunteers' tireless efforts resulted in the collection of numerous garbage bags, which were promptly handed over to Municipal workers for proper disposal. The volunteers were addressed by esteemed guests, who applauded their commitment to social responsibility. Mr. Ramesh, Councilor, Kovaipudur, and Murugan, Corporation Officer, emphasized the impact of such initiatives.

Dr. R. Jagajeevan, the Principal; Dr. A. Alagarsamy, Head of the Department of Social Work; and Prof. Rajan, Dean of Management Science, encouraged the students to continue their community service endeavours. The campaign demonstrated the power of collective action.



# NSS – Cleaning Campaign







# Faculty Achievements



# தமிழ்த்துறை



ஆசிரியப் பணியினைப் பாராட்டி குளித்தலை தமிழ்ச் சங்கம் நடத்திய ஐம்பெரும் விழாவில் 2024ஆம் ஆண்டிற்கான 'நல்லாசிரியர் மாமணி விருது 2024' தமிழ்த்துறை, உதவிப்பேராசிரியர் முனைவர் ஆ.சந்திரசேகர், அவர்களுக்கு வழங்கப்பட்டது.



## Faculty Achievements



SKASC congratulates **Dr. K.R. Senthil Kumar**, Librarian, on his distinguished role as Chairperson at the National Conference held at Nirmala College for Women on October 4, 2024. His expertise and leadership in library science were recognized through this prestigious invitation. His participation as Chairperson underscores SKASC's commitment to academic excellence and knowledge sharing.







# Students' Achievements



## Commerce PA & CS – Student Achievement



The Department of Commerce PA & CS proudly announces that **Mr. G. Kathirvel, Mr. A. Hareeharan, Mr. A. Praveen Kumar, and Mr. B.R. Lakshman** of III B.Com. PA 'B' secured 3<sup>rd</sup> place in the Treasure Hunt competition conducted by Hindustan College of Arts and Science, Coimbatore, on October 1, 2024.





# Commerce – Student Achievement



SKASC congratulates **Ms. Mohitha Vinoth Khanna** and **Mr. Abhishek** of III B.Com. 'A' for securing the 1<sup>st</sup> Place in the Business Model event "IMPRESS'2024". It was an intercollegiate techno fest held at Rathinam College of Arts and Science on October 5, 2024. The Students showcased their innovative thinking, entrepreneurial spirit, and exceptional presentation skills.





# Commemorative Days



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**



**Gandhi Jayanti**

**2 October**

**"Be the change that you want to see in the world."**

*- Mahatma Gandhi*

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**



**WORLD ANIMAL WELFARE DAY**

**4 OCTOBER**

**"Animal protection is education to humanity."**

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**



**WORLD TEACHER'S DAY**

Teaching is the profession that teaches all the other professions.

*05 October*







**Editor-in-chief**

Dr. R. Jagajeevan  
Principal

**Co-Editor**

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Head, Department of English

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Ms. R. Saranya Sri  
Assistant Professors  
Department of English

**Technical Team**

Mr. V. Arun Karthik  
Assistant Professor  
Department of Software Systems



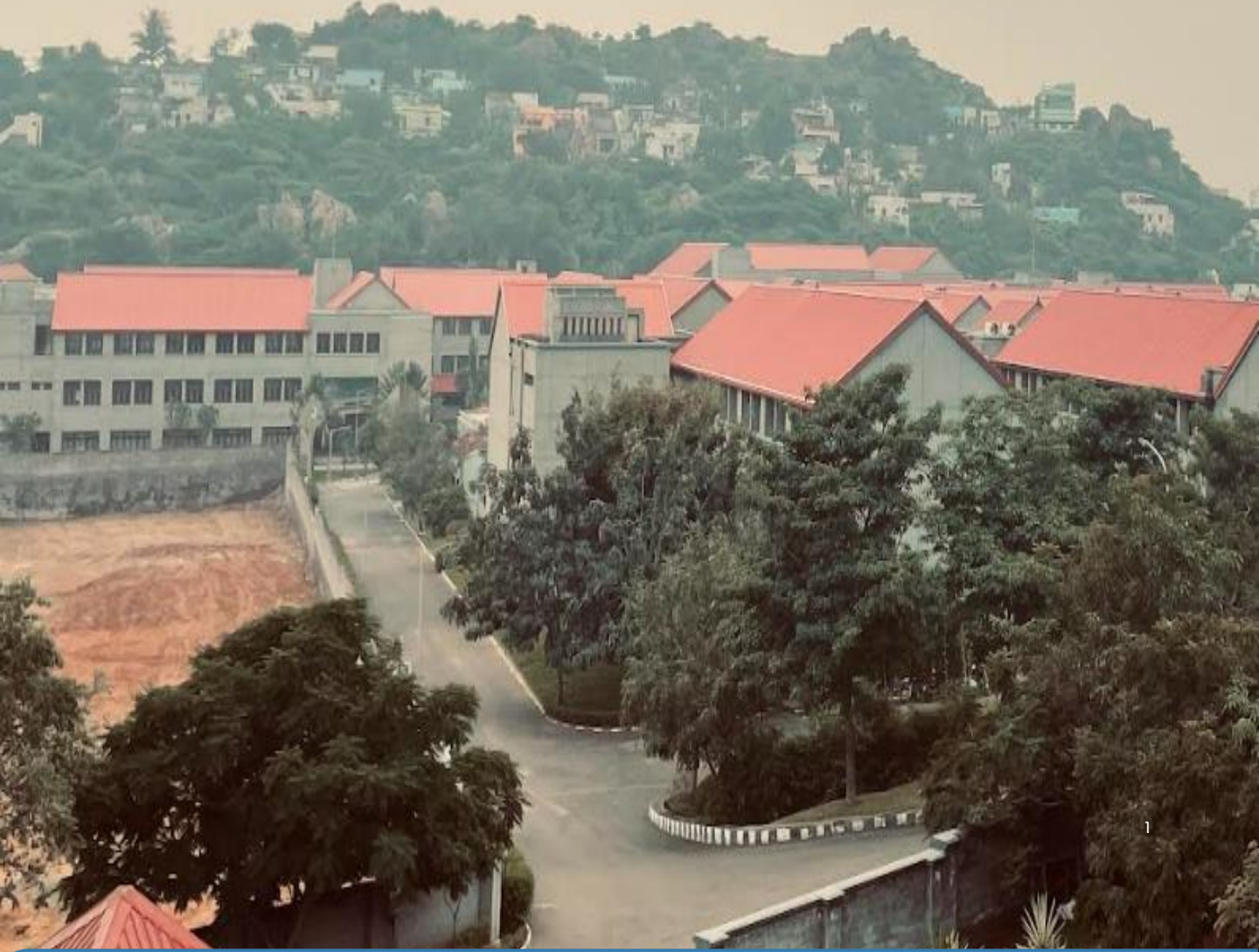


# SKASC BEATS

AY 2024-25

Weekly Edition

Issue No. 20



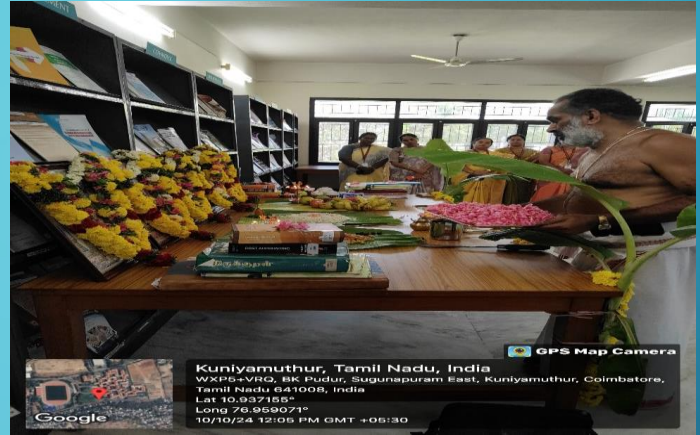
கற்றதனால் ஆய பயனென்கொல்  
வாலறிவன் நற்றாள் தொழார் எனின்



# SKASC - Pooja Celebrations



# SKASC - Pooja Celebrations



SKASC organized **Saraswati Pooja and Ayudha Pooja** on the occasion of **Navaratri** on October 10, 2024, at 12 p.m. in the library. The library was beautifully decorated with vibrant flowers, traditional lamps, and an elegant idol of Goddess Saraswati, symbolizing knowledge and enlightenment. The serene atmosphere of the library was filled with the sounds of devotional hymns and chants, invoking the goddess's divine presence. The auspicious occasion was graced by the Principal, Faculty members, and Staff. The pooja was conducted with traditional rituals by the college priest and concluded with the distribution of sacred offerings to all attendees.



# Department Activities



# Guest Lecture - Psychology



The poster features logos at the top for Sri Krishna Institutions, Department of Psychology, and IIC. The text reads: 'SRI KRISHNA ARTS AND SCIENCE COLLEGE COIMBATORE DEPARTMENT OF PSYCHOLOGY WITH IIC ORGANISES GUEST LECTURE ON MASTERING MONEY IN YOUR 20s: WEALTH CREATION, RISK MANAGEMENT, AND FINANCIAL WELL-BEING'. A portrait of Mr. Ashok Guruparan is shown with his name below. The date is 21/9/2024, time is 12-2pm, and location is I 305. Organizers listed include Mr. S. Santhosh Kumar (Event Coordinator), Dr. P. T. Saleendran (Head of the Department), Dr. V. A. Rinsey Antony (Dean of the Department), and Dr. R. Jagajeevan (Principal).



The Department of Psychology in collaboration with the IIC, organized a Guest Lecture on 'Mastering Money in Your 20s: Wealth Creation, Risk Management, and Financial Well-being'. Mr. Ashok Guruparan, Assistant Professor, Department of B.Sc. ISM & BBA Logistics on September 21, 2024. The session was aimed to enhance financial literacy among young adults. Mr. Guruparan covered essential topics, including wealth creation strategies, risk management, and maintaining financial stability. He emphasized the importance of early investment, budgeting, and managing financial risks, providing students with practical insights. Over 70 undergraduate students benefited from the lecture, gaining a better understanding of financial decision-making, investment options, and strategies for long-term growth and security.



# Guest Lecture - B.Com. AF & M.Com. IB



**SRI KRISHNA ARTS AND SCIENCE COLLEGE  
COIMBATORE**

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

We cordially invite you for a session on  
**FINANCIAL PLANNING FOR YOUNG INVESTORS**



**DR.P.RADHAKRISHNAN**  
HEAD OF THE DEPARTMENT  
COMMERCE INDUSTRY INTEGRATED

**DATE**  
08/10/2024

**TIME**  
10 : 00 AM

**VENUE**  
C 323

**HOD**  
DR.R.REENA

**DEAN**  
DR.MARIA WILLIAMS

**PRINCIPAL**  
DR.R.JAGAJEEVAN

EVENT COORDINATOR : DR.P.ANNAMUTHU



The Department of B.Com. A&F/M.Com. IB organized an insightful seminar on **'Financial Planning for Young Investors'** for first-year M.Com. IB students. Esteemed Guest Speaker **Dr. P. Radhakrishnan, Head of the Department of Commerce Industry Integrated**, provided valuable insights into financial investments and planning. His interactive session addressed students' questions, enhancing their understanding of essential investment strategies. This initiative demonstrated the department's commitment to preparing students to navigate the financial landscape with confidence



# Hall of Achievements

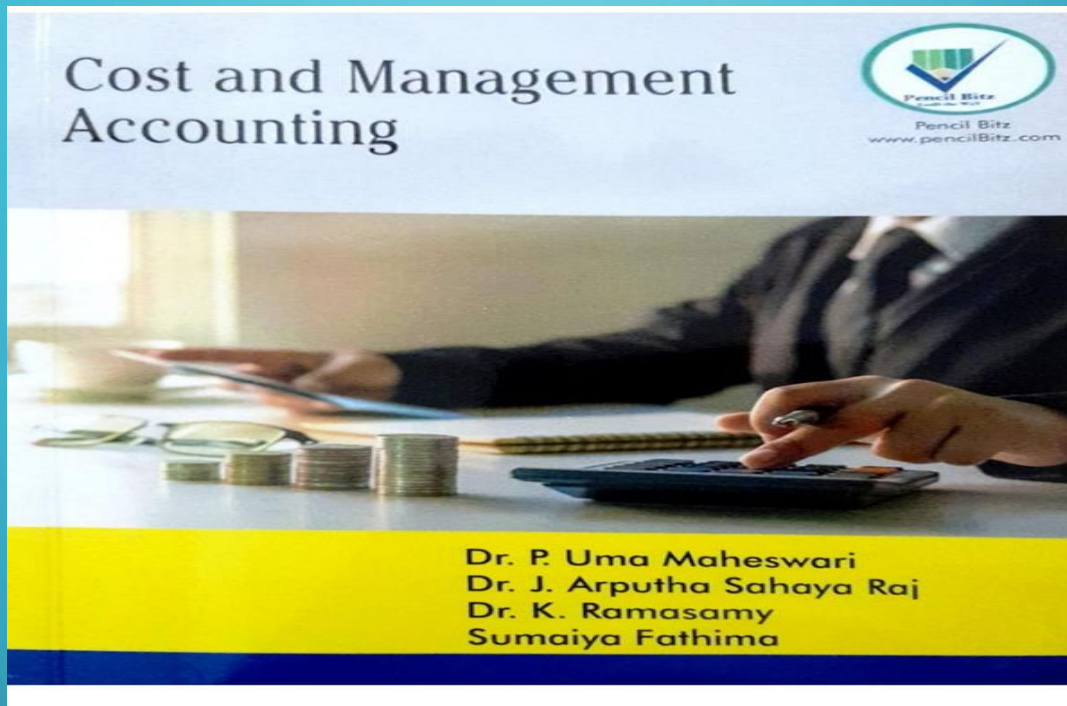


## Faculty Achievement - English



SKASC congratulates **Dr. A. Vasanthi**, Assistant Professor, Department of English, for completing the **Short-Term Course in Cultural Studies** organized by **MMTTC**, from August 18th to August 27th, 2024. Her exceptional performance, culminating in an A grade, reflects her dedication and expertise in the field, further enhancing her contributions to the academic community.

## Faculty Achievement - ISM & BBA Logistics



SKASC extends its heartfelt congratulations to **Dr. K. Ramasamy**, Assistant Professor in the Department of ISM and BBA Logistics, for his notable contribution to academic literature with the publication of the book '**Cost and Management Accounting**'. Co-authored with three esteemed experts, this comprehensive textbook offers invaluable insights into cost accounting principles and management accounting practices.



# Students' Accolades

# NSS Achievement



The certificate is a rectangular document with a light pink background and decorative borders. At the top, it features three logos: Sri Krishna Institutions Coimbatore, Bharathiya University, and the National Service Scheme. The main text reads: 'SRI KRISHNA ARTS AND SCIENCE COLLEGE COIMBATORE - 641008 NATIONAL SERVICE SCHEME Proudly Announcing and Wishing Our NSS VOLUNTEER'. In the center, there is a circular portrait of Ms. K. Dharani, a young woman with dark hair, wearing a white shirt and a dark jacket, set against a background of the Indian national flag's saffron, white, and green stripes. Below the portrait, the text identifies her as 'MS. K. DHARANI II - B.SC BIOTECHNOLOGY'. Further down, it states 'GOT SELECTED FOR PRE - REPUBLIC DAY PARADE CAMP'. At the bottom, it specifies the location as 'Karnataka State' and the dates '05.11.24 to 16.11.24'. The names of the Principal, Dr. R. Jagajeevan, and the CEO, Dr. K. Sundararaman, are listed on either side of a central illustration of a marching band. The motto 'NOT ME : BUT YOU' is printed at the very bottom.

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**  
COIMBATORE - 641008  
**NATIONAL SERVICE SCHEME**  
Proudly Announcing and Wishing Our  
**NSS VOLUNTEER**

**MS. K. DHARANI**  
II - B.SC BIOTECHNOLOGY

**GOT SELECTED FOR**  
**PRE - REPUBLIC DAY PARADE CAMP**

**Karnataka State**  
05.11.24 to 16.11.24

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

**Dr. K. SUNDARARAMAN**  
CEO, SKI

NOT ME : BUT YOU

SKASC is proud to announce that **Ms. K. Dharani** of II B.Sc. Biotechnology has been selected for the prestigious **Pre-Republic Day Parade in Karnataka**. Out of 246 contestants from 123 colleges under Bharathiar University, Dharani secured the top spot, showcasing her exceptional skills. Esteemed experts, including Dr. Samuel Chelliah and Dr. Annadurai, recognized her outstanding performance. This achievement brings pride to SKASC and inspires fellow students to excel in community service. SKASC congratulates Dharani and the NSS unit.



## Student's Accolades – IT and Cognitive Systems



SKASC proudly congratulates **Mr. V. Kirubakaran** of I M.Sc. IT for his outstanding achievement in winning the First Place at the **National Level Powerlifting Championship**, organized by the Amateur Powerlifting Federation of India in Gwalior, Madhya Pradesh, from October 4th to 6th, 2024. Kirubakaran's dedication, discipline, and exceptional performance have brought honour to our institution and showcased the spirit of excellence that SKASC fosters. His success serves as an inspiration to all students, demonstrating that with hard work and perseverance, remarkable goals can be achieved. We celebrate this milestone and look forward to Kirubakaran's continued success in his athletic endeavours and beyond.

## Students' Accolades – BCA



SKASC proudly congratulates the first-year BCA-B students for their exceptional performance at the **Bharathiar University International Conference** held online on September 26 and 27, 2024. A total of **sixty students** formed **20 teams** to present their research papers, showcased their unwavering commitment to academic excellence. Their active participation not only demonstrated their passion for research but also played a pivotal role in the event's success. The Principal and Head of the Department wholeheartedly commended the students for their hard work and dedication, acknowledging their remarkable scholarly contributions during the conference.



## Students' Accolades – Commerce PA & CS



SKASC congratulates the outstanding achievements of B.Com. PA & CS students - **Mr. M. Charan Sendur, Mr. S. Mohammed Fazil, Ms. S.V. Madhumithaa, Mr. R.A. Ragavidesh, and Mr. S.V. Yaswanth Babu** for participating in the Department of Commerce **Model United Nations (DOCMUN) 2024** conference, held from October 7<sup>th</sup> to 9<sup>th</sup> 2024 at **Christ (Deemed to be University), Bangalore**. These aspiring students represented various portfolios across different committees, showcasing their exceptional abilities in diplomacy, debate, and critical thinking. Their dedication to tackling global issues, fostering peace, and advocating for sustainable solutions was truly inspiring. As they return from this prestigious event, their newfound skills and knowledge are sure to create a positive impact within the community and beyond. Congratulations for making the SKASC community proud with such remarkable achievements!

The page features a teal-to-blue gradient background. In the corners, there are decorative white line-art elements resembling circuit traces or fiber optic paths, with small circles at the end of the lines. A dark blue rounded rectangle is centered horizontally, containing the text.

# Commemorative Days



**SRI KRISHNA ARTS AND SCIENCE COLLEGE**




# INDIAN AIR FORCE DAY

8 OCTOBER



"On Indian Air Force Day, we salute the brave warriors who soar high, defending our skies and our nation."


**SRI KRISHNA ARTS AND SCIENCE COLLEGE**




# World Post Day

In a world of digital communication, let's not forget the magic of handwritten letters and the postal service.

9 OCTOBER





**SRI KRISHNA ARTS AND SCIENCE COLLEGE**



# Happy World MENTAL HEALTH Day

October 10

"On this day, let's vow to be a source of understanding, compassion, and hope for those who need it."

**SRI KRISHNA ARTS AND SCIENCE COLLEGE**



# International Day of the Girl Child

October 11



"On this day, let's pledge to break down barriers, challenge stereotypes, and create a world where every girl can thrive."



# SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous Institution Affiliated to Bharathiar University  
Kuniamuthur, Coimbatore – 641 008.

**Editor-in-Chief**

**Dr. R. Jagajeevan**

**Principal**

**Co-Editor**

**Dr. I.J. Kavitha**

**HoD, English**

**Editorial Team**

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**Mrs. M. Usha**

**Mrs. R. Dharanya**

**Assistant Professors**

**Dept. of English**

**Technical Team**

**Mr. J. Christy Andrews**

**Assistant Professor**

**Dept. of Computer Science**



# SKASC BEATS

## NEWSLETTER

21-10-2024

WEEKLY EDITION

ISSUE NO .21



தொட்டனைத் தூறும் மணற்கேணி மாந்தர்க்குக்  
கற்றனைத் தூறும் அறிவு

- திருவள்ளுவர்

# IT & Cognitive systems: Workshop

The Department of Information Technology and Cognitive Systems, in collaboration with Tata Consultancy Services (TCS), held a workshop titled "Robotic Process Automation—Ui Path" on 9<sup>th</sup> October 2024. It aimed to equip participants with essential RPA skills to enhance operational efficiency. Mr. Shashikant Desai from TCS led the session, sharing insights on RPA implementation, focusing on change management, governance, and scalability.

Attendees gained practical knowledge of streamlining operations using RPA. The workshop aimed to empower participants to drive innovation and optimise processes through Ui Path, while addressing challenges and opportunities for sustainable growth.



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

Department of IT & Cognitive Systems  
in association with TCS organizes  
**Workshop**  
on  
**Robotic Process Automation - Ui Path**

**RESOURCE PERSON**

**tcs**



**Mr. Shashikant Desai**  
Trainer & Solutions Architect: RPA  
Tata Consultancy Services

**Class**  
III B.Sc. CS with  
Cognitive Systems

**Dr. K. S. Jeen Marseline**  
HOD & Dean

**Dr. R. Jagajeevan**  
Principal

**09.10.2024**

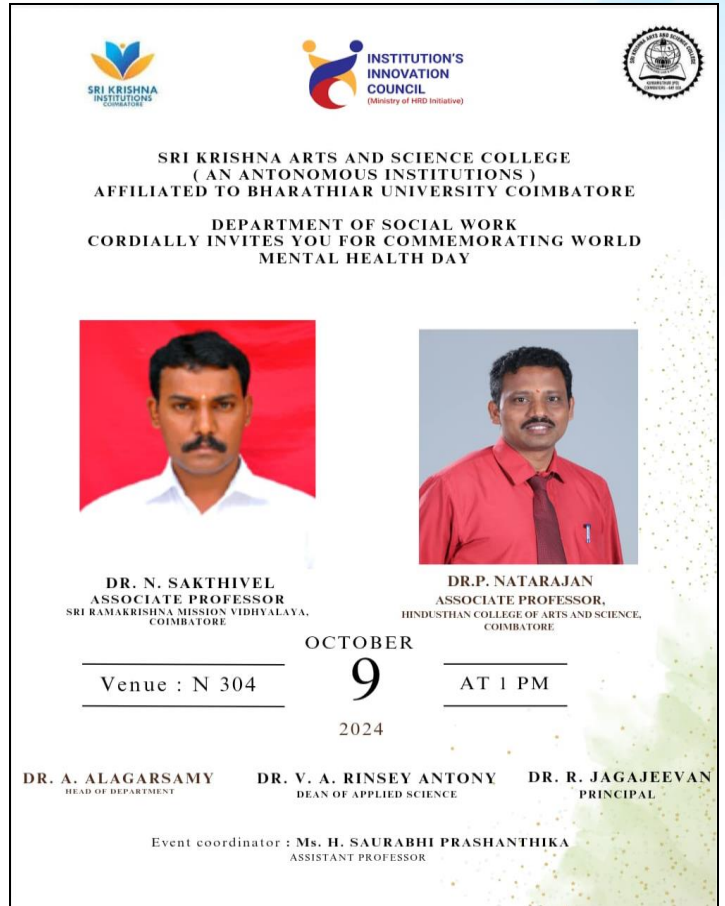
**02.00 PM**

**Debian Lab**



# MSW: Commemorating World Mental Health Day

The Department of Social Work observed World Mental Health Day with a lecture on 9 October 2024, featuring Dr. N. Sakthivel from Sri Ramakrishna Mission Vidyalaya and Dr. P. Natarajan from Hindusthan College of Arts and Science. Attended by 59 participants, including 57 students and two external attendees, the session focused on mental health awareness, common issues, and well-being strategies. The speakers shared practical insights on managing stress and maintaining peace of mind. The event, actively supported by second-year MSW students, promoted mental health initiatives and effectively equipped participants with essential tools to address mental health challenges.



The poster features logos for Sri Krishna Institutions Coimbatore, the Institution's Innovation Council (Ministry of HRD Initiative), and the University of Applied Sciences. The text reads: 'SRI KRISHNA ARTS AND SCIENCE COLLEGE (AN ANTONOMOUS INSTITUTIONS) AFFILIATED TO BHARATHIAR UNIVERSITY COIMBATORE. DEPARTMENT OF SOCIAL WORK CORDIALLY INVITES YOU FOR COMMEMORATING WORLD MENTAL HEALTH DAY'. It includes portraits of Dr. N. Sakthivel (Associate Professor, Sri Ramakrishna Mission Vidyalaya, Coimbatore) and Dr. P. Natarajan (Associate Professor, Hindusthan College of Arts and Science, Coimbatore). The event is on October 9, 2024, at 1 PM, Venue: N 304. Organizers listed are Dr. A. Alagarsamy (Head of Department), Dr. V. A. Rinsey Antony (Dean of Applied Science), and Dr. R. Jagajeevan (Principal). The event coordinator is Ms. H. Saurabhi Prashanthika, Assistant Professor.



## Placement Cell : Campus Drive - ALTRUIST

The Placement Cell of SKASC is pleased to announce that Altruist Technologies conducted a campus drive for the 2025 passing-out batch on October 15, 2024. Ms. Antina, Chief Executive and Head of HR, delivered a pre-placement talk at Sri Krishna Hall to all undergraduate students. This drive offers an exciting opportunity to join as a Business Process Specialist (BPS) with a competitive salary package of ₹2.38 LPA.





## Placement Cell: Campus Drive - VIVA



The Placement Cell of SKASC is delighted to announce that ViVA conducted a campus drive on October 18, 2024, for the 2025 passing-out batch. Mr. Deepak Babu, HR-Viva-IT, delivered a pre-placement talk at Sri Krishna Hall to all the undergraduate students. This drive offers an exciting opportunity to join ViVA's ITES-Powerhouse team with a competitive salary package of ₹3 LPA.

## Placement Cell: Pre-placement Talk (TEAL)

The Placement Cell of SKASC is pleased to announce a campus drive by Titan Engineering and Automation Limited (TEAL) exclusively for 2025 passing-out batch UG Maths students. On October 17, 2024, Mr. Gokul, HR-Titan conducted a pre-placement talk at TEAL's Office Premises in Hosur, offering insights into the company and the Officer Executive role. Successful candidates will receive a competitive salary package of ₹3.25 LPA.





## Faculty Achievement: IIC Gandhian Entrepreneur Quiz

SKASC is delighted to extend our heartfelt congratulations to Mr. M Rajesh for his outstanding achievement in the 'Gandhian Entrepreneur Quiz' organised by the Innovation and Entrepreneurship Development Cell (IEDC) and the Institution's Innovation Council (IIC) of Puducherry Technological University on 6 October 2024. Mr. Rajesh showcased exceptional knowledge and dedication by securing an impressive 250 out of 280 score. He has embodied the values of perseverance and entrepreneurial spirit, aligning with the legacy of Mahatma Gandhi.



## Faculty Achievement: Best Paper Award

SKASC congratulates Ms R. Dharanya, Assistant Professor, Department of English, Sri Krishna Arts and Science College, Coimbatore, for receiving the Best Paper Award at the International Seminar on "Transcending Borders through Translation and Comparative Literature," organised by A.D.M. College for Women (Autonomous), Nagapattinam. The paper, titled "Dichotomy of Tradition and Modernity: Balancing Heritage and Progress in Easterine Kire's A Respectable Woman and Temecula Ao's Aosenla's Story," exemplifies a profound exploration of cultural narratives, skillfully addressing the intersection of tradition and modernity. This achievement reflects scholarly excellence and dedication to contributing meaningful insights to the field of literature.

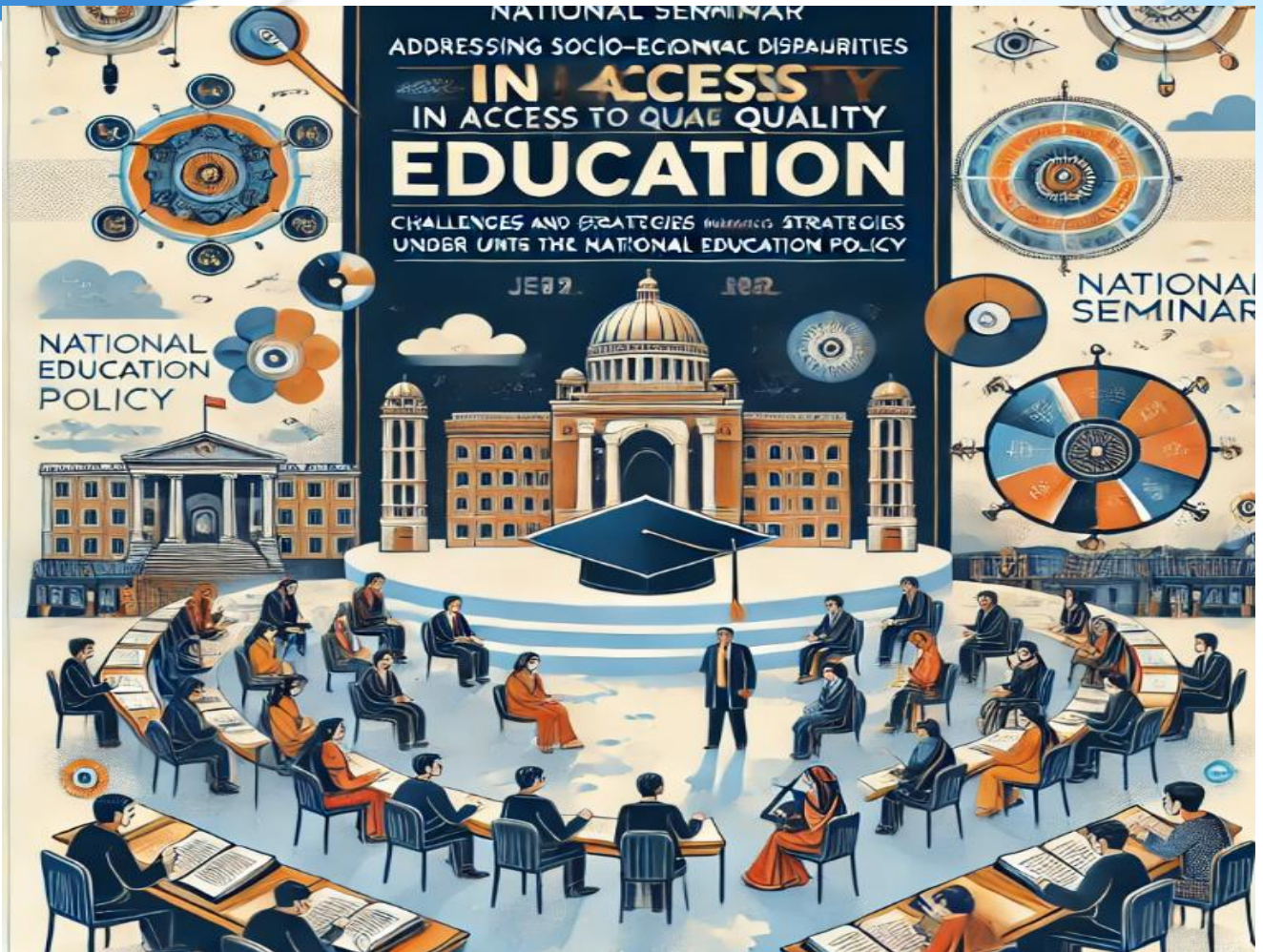








## Faculty Achievement: ICSSR



SKASC is thrilled to announce that our esteemed faculty members: Dr. Priyadharshini N (CT & Data Science) and Dr. Vignesh Ramamoorthy H (IT & Cognitive Systems) have secured a prestigious grant of ₹ 1,10,000 from the Indian Council of Social Science Research (ICSSR). Their proposed National Seminar: "Addressing Socio-economic Disparities in Access to Quality Education: Challenges and Strategies under the National Education Policy" will foster crucial discussions on bridging the gaps in education, aligning with our institution's commitment to inclusivity and excellence.



## Faculty Achievement: Workshop

SKASC lauds Mrs. J. Radhika, Assistant Professor in the Department of Commerce, for her participation in the workshop on "AI, Data, Inclusive Digitalisation for the Future of Cooperative Research" as well as "Training and Crafting Research Posters for Academia." This workshop was organized by the Young and Emerging Scholar Network (CCR-YES Network) in collaboration with the Young Scholar Initiative at the Institute for New Economic Thinking, New York, and took place at the Indian Institute of Management (IIM) Kozhikode on 15 October 2024. This notable achievement showcases Mrs. Radhika's dedication to enhancing her expertise and her contributions to academic research through interdisciplinary study.



## Faculty & Student Achievement: Research Conference

SKASC appreciates Mrs. Radhika J., Assistant Professor of Commerce, along with III B.Com A students Ms. Mohiita, Ms. Nirupama, Mr. Manoj Kumar, Mr. Jeffrey, and Mr. Gokul, for their remarkable achievement. The team presented a paper titled "Cooperative Directory to Digitalisation—An Inductive Approach" on 18 October 2024 at the 18th ICA Asia Pacific Research Conference held at IIM Kozhikode.

Their paper was recognised among the top 50 papers from 250 abstracts, earning accolades for the innovative faculty-student collaboration. Competing with research scholars from prestigious institutions, the team made us proud by showcasing the excellence of an Arts and Science College on such a reputed international platform. Our heartfelt congratulations to the entire team for their exceptional effort, bringing honour to the college and setting an inspiring example for future academic endeavours.





## Faculty Achievement: NET EXAM

SKASC is proud to announce that three of our faculty members have cleared the NET exam: **Ms. Aiswaryalakshmi** (Commerce AF & IB), **Dr. S. Dhanalakshmi** (S S) and **Dr. Spelman Vimalraj** (IT & Cognitive Systems). Congratulations on this outstanding achievement. Your dedication, expertise, and hard work inspire us all. Wishing you continued success.

## Student Achievement: NCC

SKASC is thrilled to recognize CDT. Saniya E. B of II B A English Literature for her outstanding achievement! Out of 13,000 talented SW cadets, she has been selected to represent the Coimbatore group in the Cultural category for the NCC.



## Student Achievement: 6th International Yoga Competition

SKASC Congratulates Mr. S. Nishok Narayanan of I B. Com IT B on his outstanding achievement of winning the 1st place in the 6th International Yoga Competition, held in Sri Lanka and organized by the Sri Lankan Youth Yoga Federation and International Youth Yoga Federation. This prestigious recognition is a testament to his dedication, hard work, and mastery of yoga. We are proud to have talented students like Nishok representing SKASC globally.





## Student's Achievement: பேச்சுப்போட்டி



முத்தமிழறிஞர் கலைஞர் கருணாநிதி பிறந்தநாள் விழாவை முன்னிட்டு தமிழ் வளர்ச்சித் துறையின் சார்பாக 11.07.24 அன்று நடைபெற்ற கோவை மாவட்ட கல்லூரி மாணவர்களுக்கு இடையேயான பேச்சுப்போட்டியில் நமது கல்லூரியின் சார்பாகப் பங்கேற்ற மாணவி பிரத்திஷ்டா.ர (II Bsc biotechnology) இரண்டாம் பரிசாக ரூபாய் 3000/- பெற்றுள்ளார் என்பதை மகிழ்வோடு தெரிவிக்கிறோம்.



Coimbatore, Tamil Nadu, India

Department of Tamil Literature, Gopalapuram, Coimbatore, Tamil Nadu 641018, India

Lat 10.998537°

Long 76.972575°

16/10/24 05:27 PM GMT +05:30



GPS Map Camera

Google

# Student Achievement: ACCA Examination



Sri Krishna College of Arts & Science  
Coimbatore



## CONGRATULATIONS!

### DEPARTMENT OF B.COM A&F / M.COM IB



SUBHAM



RAMANAN



ABHINAV RAGHU



SRIVISHALAKSHI



SHREYA


The Department of Commerce B.COM A&F / M.COM IB is proud to announce that Mr.Subham, Mr.Ramanan, Mr.Abhinav Raghu, Ms.Srivishalakshi, Ms.Shreya has successfully cleared financial management paper of ACCA Examination. The department congratulates their achievement and wishes them for continued success in future endeavours.

The Department of Commerce at SKASC proudly celebrates the remarkable achievements of its outstanding students from Commerce (A&F) and M. Com. International Business (IB). Mr. Subham, Mr. Ramanan, Mr. Abhinav Raghu, Ms. Srivishalakshi, and Ms. Shreya have successfully passed the Financial Management paper of the prestigious ACCA Examination. Their accomplishment reflects both their dedication and the support of our exceptional faculty. SKASC congratulates them on this significant milestone and wishes them continued success in their future endeavours.



# Commemorative Days

SRI KRISHNA ARTS AND SCIENCE COLLEGE

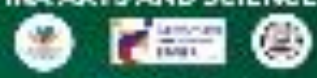


**International Day of Rural Women**  
15 October

"The focus should be on addressing the needs and care for the backbone of humanity: rural women."



SRI KRISHNA ARTS AND SCIENCE COLLEGE

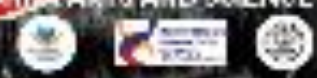


**WORLD STUDENTS' DAY**  
15 October

"To all the members of the student body, the college and the world: Happy World Student Day!"




SRI KRISHNA ARTS AND SCIENCE COLLEGE



**INTERNATIONAL DAY FOR THE ERADICATION OF POVERTY**  
17 October

"The eradication of poverty is more important than ever, and it is a global challenge."



SRI KRISHNA ARTS AND SCIENCE COLLEGE



**International Day for Disaster Reduction**  
15 October

"The goal is to reduce the number of people affected by disasters, and to reduce the damage caused by disasters."





# Sri Krishna Arts and Science College

An Autonomous College Affiliated to Bharathiar University

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Principal

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Technology & Data Science



# SKASC BEATS

Newsletter

Weekly Edition

28.10.2024

Issue No.: 22



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Oct 24, 2024, 17:52

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vivo v29 pro

## SKASC wins Laurels at Bharathiar University Intercollegiate Taekwondo Women Tournaments

ஓதி உணர்ந்தும் பிறர்க்குரைத்தும் தானடங்காப்  
பேதையின் பேதையார் இல்.

# Physical Education | Students' Achievement

SKASC is thrilled to recognize the achievements of **Ms. A. Madhumitha** (I B.Sc. Computer Science) and **Ms. V.V. Krishna Sri** (I B.Sc. Cognitive Science) for their stellar performances in the Bharathiar University Intercollegiate Taekwondo Women's Tournament, held on October 24, 2024, at Kongunadu Arts and Science College, Coimbatore.

Ms. A. Madhumitha clinched the prestigious Gold Medal, while Ms. V.V. Krishna Sri earned the Bronze Medal. We are immensely proud of their accomplishments and extend our heartfelt wishes for their continued success in future endeavours.

Our college **Taekwondo Men's Team** secured the overall **III Place** in the **Bharathiar University Inter-Collegiate Taekwondo Tournament for Men**, held at **Kongunadu Arts and Science College, Coimbatore**.

## ***Taekwondo Men's Team Winners:***

- 1. Mr. S. Theeksith** (II B.Sc. ISM) – Bronze Medal (63 to 68 KG category)
- 2. Mr. J. Angameswaran** (I B.Sc. CS) – Bronze Medal (68 to 74 KG category)
- 3. Mr. Kirubakaran** (I M.Sc. IT) – Bronze Medal (74 to 80 KG category)
- 4. Mr. P.R. Abishek** (II B.Com E-Com) – Bronze Medal (80 to 87 KG category)
- 5. Mr. K. Vishnu Shankar** (II B.Com. A&F) – Bronze Medal (above 87 KG category)



# Physical Education | Students' Achievement



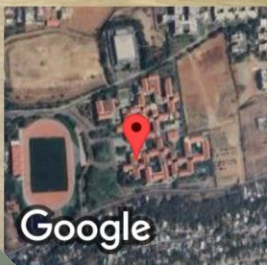


# Physical Education | Students' Achievement

The Principal, **Dr. R. Jagajeevan**, along with the **Director of Physical Education**, congratulated the winners and commended them for bringing pride to the institution. We extend our heartfelt wishes for their continued success in all future endeavours.



GPS Map Camera



Kuniyamuthur, Tamil Nadu, India

WXQ5+4M9, BK Pudur, Sugunapuram East, Kuniyamuthur, Coimbatore, Tamil Nadu 641008, India

Lat 10.937707°

Long 76.959255°

24/10/24 01:41 PM GMT +05:30



## Placement Cell | Pre-Placement Talk



The Placement Cell organised a Pre-Placement Talk on October 28, 2024, by InfoMindz Solutions (Company in Malaysia), a top-notch software for the banking sector, for all the postgraduate students. **Mr. Bhuvanesh, Senior HR, INFOMINDZ** delivered the Pre-Placement talk. The drive was for the role of Software Engineer with a lucrative salary package of 8.12 LPA (3,500 Ringgit).

# Placement Cell | Accolades



## SRI KRISHNA ARTS AND SCIENCE COLLEGE

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

**Congratulations!**



**ROLE: MANAGEMENT  
TRAINEE**

**SALARY: 2.35 LPA**



**HARINI M**  
22BC0836



**NIVETHA B J**  
22BC0836



**PRAVEEN C S**  
23MSW038



**PRAVEENA G**  
23MSW039

**ROLE: INTERN**

SRI KRISHNA  
ARTS AND SCIENCE COLLEGE





# Placement Cell | Accolades



## SRI KRISHNA ARTS AND SCIENCE COLLEGE

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COIMBATORE-641008



Savvysoft Technologies

Together with VIVA



**ROLE: OSS - INTERN**

**SALARY: 3.39 LPA**

SKASC is proud to announce that a group of our talented students has secured exciting internship opportunities with **Savvysoft Technologies** in collaboration with VIVA. The students have been selected for the OSS-Intern role, offering a starting package of ₹3.39 LPA, showcasing the exceptional talent nurtured within our institution. This accomplishment highlights not only the dedication of our students but also the continuous support and guidance from the faculty. Our students from diverse departments have demonstrated their technical and interpersonal skills, making them stand out in a competitive recruitment process.

## SKASC | Aadhar Updating Camp



SKASC in collaboration with the Postal Department of India, organized a successful **Aadhaar and Passport Camp** from October 21 to 24, 2024. The event was inaugurated by the Chief Executive Officer, Dr. K. Sundararaman, and the Principal, Dr. R. Jagajeevan. Faculty, students, and their family members from SKASC and SKCET participated to update their Aadhaar cards and passports. The camp aimed to raise awareness about the mandatory Aadhaar update and provided a convenient platform for attendees to make necessary corrections and renewals efficiently.



## B.Com. PA & CS | Students' Achievements



SKASC is proud to announce that **Mr. T. Someshwar Reddy** and **Mr. T. Sathiyam** of B. Com. (PA & CS) presented a research paper titled "Leveraging Digital Tools and Platforms to Enhance Productivity, Collaboration, and Decision-Making within Cooperatives" (Submission No.: ICA24/210) at the 18th ICA Asia-Pacific Research Conference.

The conference took place from October 15 to 18, 2024, at the Indian Institute of Management (IIM) Kozhikode. Their participation at this esteemed event highlights the academic excellence of our students and their commitment to contributing valuable insights to the field of cooperative management.

## B. Com. A&F | Staff Achievement



**VET Institute of Arts and Science (Co-education) College**  
An Institution run by Vellalar Educational Trust  
Affiliated to Bharathiar University  
Thindal, Erode, TN - 638 012.

**SCHOOL OF COMMERCE ORGANIZES**

**WORKSHOP ON SPSS FOR BEGINNERS**

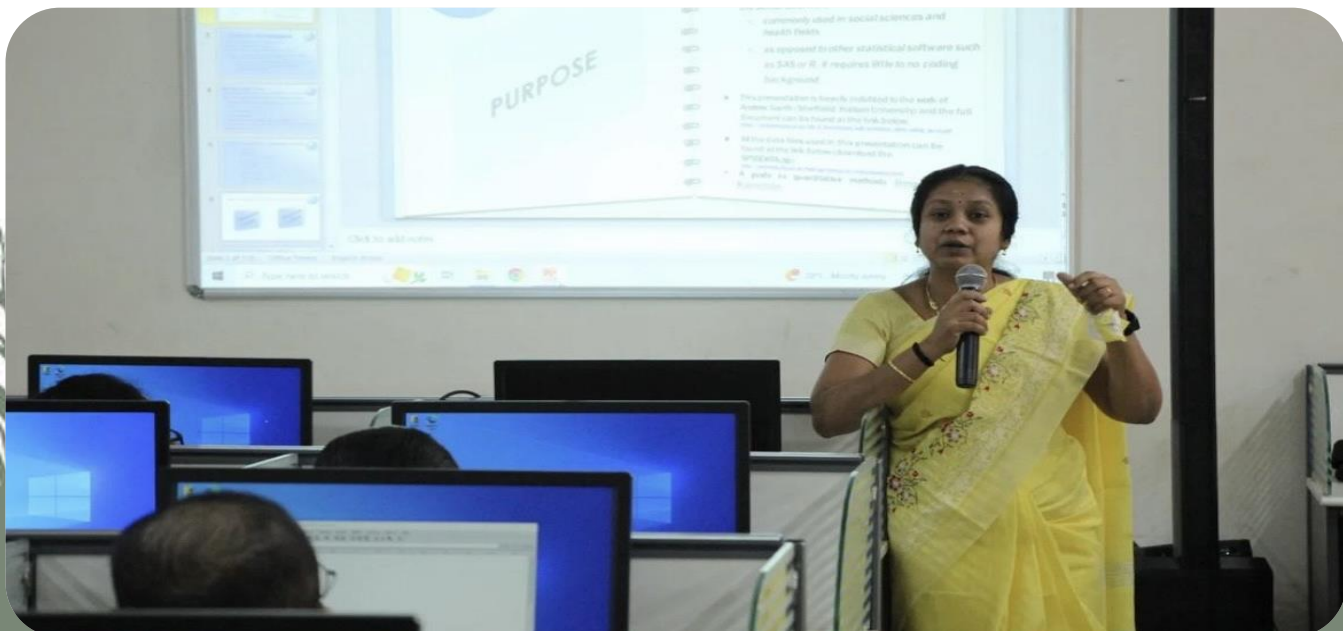
**RESOURCE PERSON**  
**Dr. R. Sangeetha**  
Assistant Professor in Commerce,  
Sri Krishna Arts & Science College (Autonomous)  
COIMBATORE

**DATE: 25.10.2024 FRIDAY**  
**TIME: 9.15 AM TO 4.00 PM**  
**VENUE: LAB - I**

Follow us on: [www.vetias.ac.in](http://www.vetias.ac.in) @vetiascoed @vetiaserode

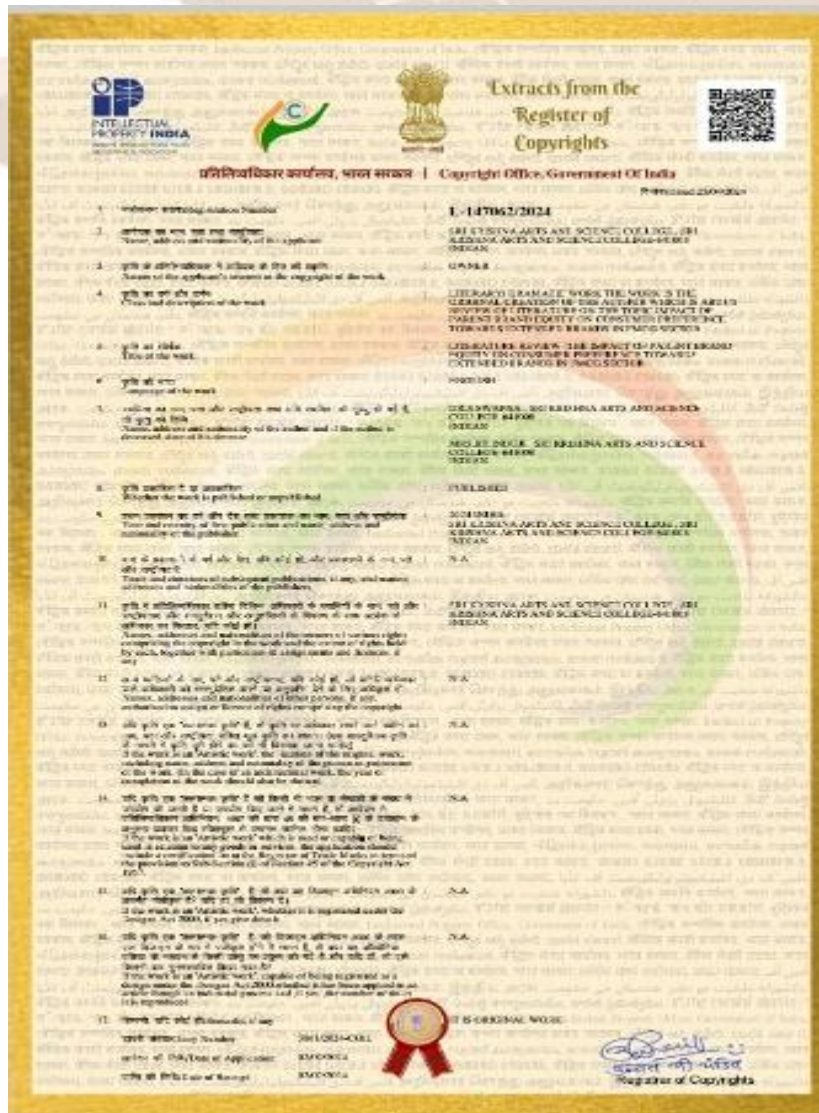
SKASC proudly congratulates **Dr. R. Sangeetha**, Assistant Professor from the Department of B.Com. A&F / M.Com. IB, for serving as the Resource Person at a workshop on **"SPSS for Beginners."** The event was held on October 25, 2024, at the School of Commerce, VET Institute of Arts and Science (Co-education) College, Thindal, Erode.

The workshop, tailored for novice learners, introduced the basics of SPSS (Statistical Package for the Social Sciences). It aimed to develop participants' data analysis skills, enhancing their research capabilities and supporting their academic and professional growth.





# BBA CA | Staff Achievement



SKASC is pleased to announce that **Dr. S. Swapna and Dr. R.T. Induji** from the Department of BBA and BBA CA have received copyright approval from the Government of India. Their copyrighted work, titled *Literature Review: The Impact of Parent Brand Equity on Consumer Preference towards Extended Brands in the FMCG Sector*, highlights the significance of brand equity in consumer behavior. This achievement reflects their dedication to academic excellence and research innovation. Congratulations to both faculty members for this remarkable accomplishment!

# SKASC | In the News...

## THE COVAI MAIL

Tamil & English Weekly News Paper

Postal Reg.No: CB/123/24-26.

www.covaimail.com www.facebook.com/THE\_COVAI\_MAIL

Date: 23.10.2024

### Krishna College students groom the Beggars



*The well-groomed beggars after haircutting along with the students.*

#### The Covai Mail

The Rotaract Club of Sri Krishna Arts and Science College organised an event 'REVIVE,' recently, aimed at supporting and uplifting the underprivileged community in Coimbatore.

As part of this initiative, we focused on providing a much-needed grooming service, specifically offering free haircuts to beggars near Government Hospital.

The team engaged with individuals living on the streets and managed to assist two of them by offering professional haircuts.

This seemingly simple act brought a significant transformation, giving them not only a refreshed appearance but also a renewed sense of dignity.



*Barber grooming the beggar*

Both of the beneficiaries expressed immense joy and gratitude after receiving their haircuts.

Seeing themselves with a neat, well-groomed appearance

made them feel overwhelmed with happiness. This small gesture of students helped restore the beggars' confidence and self-esteem, reminding them that they are not forgotten by society.



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Kuniamuthur, Coimbatore – 641 008.



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