



SIVAAS BEATS NEWSLETTER

AY 2024-2025

Weekly Edition

Issue no. 14



உள்ளுவது எல்லாம் உயர்வு உள்ளல் மற்றது
தள்ளினும் தள்ளாமை நீர்த்து.

Pathways to Success: Placement Updates

Placement Cell | Pre-Placement Talk

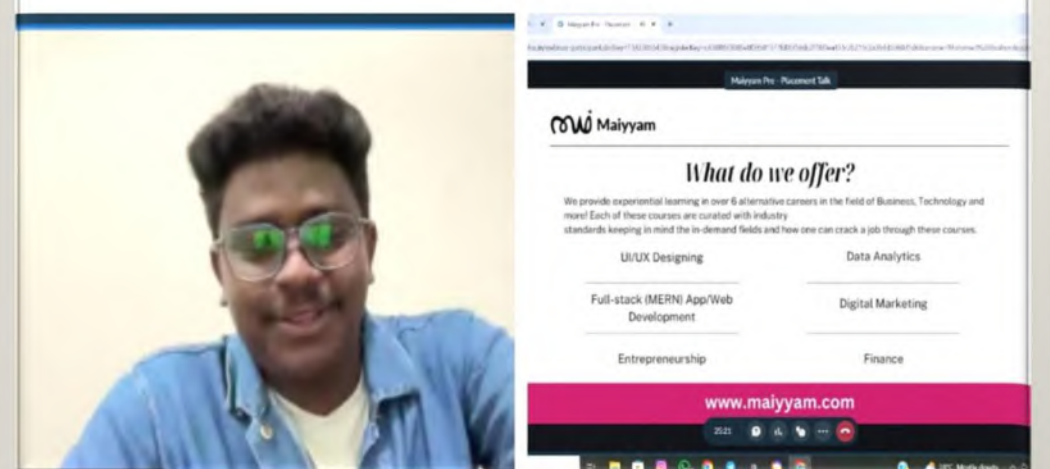
Flipkart





SKASC Placement Cell is pleased to announce that **Mr. Ramesh, Senior Lead HR from Flipkart**, recently conducted an informative Pre-Placement Talk for the 2025 passing out batch. The event was specifically customised for students from UG Commerce, BBA, Mathematics, and ECS streams. During the session, Mr. Ramesh provided valuable insights into the role of Inventory / IRT Management at Flipkart. He elaborated on the exciting career opportunities available, including internship positions with a salary of 2.19 LPA and full-time positions offering 3.20 LPA. This engaging presentation shared crucial information about the company and its opportunities but also ignited enthusiasm among the attendees.

The SKASC Placement Cell organised a **Pre-Placement Talk** for the 2025 graduating batch, featuring **Mr. Aakash Chandran, Head of HR at Maiyyam Knowledge & Careers Private Limited**. The session was open to all PG streams, where Mr. Chandran provided insights into the role of Business Development Executive, which offers a competitive salary package of 6 LPA. During the talk, Mr. Chandran gave the attendees valuable insights into the dynamic and evolving role of a Business Development Executive within the corporate landscape. He elaborated on the critical skills and attributes essential for success in this position, emphasising the importance of strategic thinking, effective communication, and the ability to adapt to changing market conditions. The session was well-received by the students, who appreciated the opportunity to gain a deeper understanding of the expectations and rewards associated with the Business Development Executive role. The insights shared by Mr. Chandran will undoubtedly assist them in making informed career decisions as they prepare to enter the professional world.

Now Maiyyam




Placement Achievements

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


Congratulations!

23 Students Placed in

 **Edu-versity**

ROLE: BUSINESS DEVELOPMENT

SALARY: 6 LPA



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

Congratulations!

77 Students Placed in

Flipkart 

ROLE: Intern: Inventory Management

SALARY: 2.16 LPA



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

Congratulations!

ARVIND FASHIONS

 NARGHEES N 22BCD029	 KANISHKA P 22BCD020	 GRACE SANDRA 22BCO422	 RINCY RAICHEL A 22BCD045
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ROLE: FASHION CONSULTANT

SALARY: 2.76 LPA



Placement Achievements

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

Congratulations!



 VIKASH KR 22BCO156	 VENKATESH B 22BB1145	 HARSHITHA R 22BSY023	 SHIRLEY GEORGIA J 22BIT151	 HARINI K.M 22BPS116	 SWASTHIKA V 22BCO655	 ANUSHA G 22BCS104
 SRI SWATHIKA B B 22BPS145	 VAISHNAVI VARMA 22BAI055	 GOKULANANDH KR 22BBT017	 YUVAN KARTHICK 22BAI061	 RIDDHIGAASHREE V K 22BBA144		

ROLE: Business Development Associate

SALARY: 9 LPA



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

Congratulations!




PRIYANKA H
22BBA141

ROLE: Finance (Business Development Associate)

SALARY: 6.48 LPA



Department Highlights and Happenings

Hindi | Essay Writing Competition



**SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE-08**

DEPARTMENT OF HINDI
हिंदी विभाग

Hindi Essay Writing Competition
हिंदी निबंध लेखन प्रतियोगिता

VENUE / स्थान D-BLOCK 335	DATE / दिनांक 28.08.2024	TIME / समय 11.45 AM
डॉ. पी. गणेशन EVENT COORDINATER	डॉ. आर. विजयसमुंदेश्वरी DEAN - LANGUAGES	डॉ. जगजीवन PRINCIPAL



The Department of Languages (Hindi) organised a Hindi Essay Writing Competition on August 28, 2024, themed '**Genesis Gyaan: Reflecting on Innovation Via Hindi Essays.**' The event attracted enthusiastic participation from numerous students across the college, serving as a platform for them to showcase their exceptional writing skills and engage in profound intellectual discourse on the contemporary relevance of the Hindi language in a global context. Participants demonstrated their ability to address modern challenges through the medium of Hindi, reinforcing the language's adaptability and significance in today's world. The competition highlighted the students' academic abilities while fostering a sense of camaraderie and intellectual exchange. The rich feedback on the chosen topic attested to the students' deep engagement and enthusiasm, underscoring the event's success in creating a vibrant and dynamic academic environment within the college.

Moreover, the competition provided an opportunity for students to explore innovative ideas and express their perspectives on pressing societal issues, using Hindi as a powerful tool of communication. The essays covered a wide range of topics, reflecting the diversity of thought and creativity among the participants. The event also served as a reminder of the cultural and linguistic heritage that Hindi represents, encouraging students to take pride in their language while adapting it to the needs of a modern, interconnected world. The competition's success has set a precedent for future academic events, with plans to expand the scope of topics and increase participation in the coming years.

NSS Contributions: Bridging Communities

NSS | Mini Marathon



The NSS Volunteers of Sri Krishna Arts and Science College (SKASC) actively engaged in a **Mini Marathon** organised by the **District AIDS Controlling Unit**, specifically designed for college students, in celebration of **International Youngsters Day 2024** on August 31, 2024. The marathon was inaugurated by the esteemed District Collector, whose presence added gravitas to the occasion and highlighted the importance of the initiative. The primary objective of the mini marathon was to promote awareness about critical issues related to health, wellness, and social responsibility among the youth. This initiative was not just a race but a symbolic journey towards a healthier, more socially conscious future. The event served as a powerful reminder of the role that young people played in shaping a healthier society and emphasised the importance of staying informed and proactive about health issues, particularly those related to HIV/AIDS, which continues to be a significant public health challenge. The marathon attracted many enthusiastic participants from various colleges, all of whom showed tremendous support for the cause. Their collective energy and commitment turned the event into a resounding success, with the stadium buzzing with camaraderie and a shared purpose. The NSS Volunteers from SKASC stood out for their exceptional dedication and unwavering commitment to social causes. Their participation in the mini marathon went beyond merely running the race; it clearly demonstrated their willingness to contribute actively to their community.

NSS | Community Service

SKASC is immensely proud to recognise and appreciate the outstanding efforts of our NSS students, who have once again demonstrated their unwavering commitment to community service. On August 26, 2024, in collaboration with the ISKCON NGO, they organised a meaningful and impactful event at the Sri Krishna Temple near CODISSIA. Our students took the initiative to distribute food to those in need, embodying the true spirit of service and compassion. This noble act not only reflects their dedication to social responsibility but also strengthens the bond between our institution and the local community.

The event was meticulously planned and executed, ensuring that every aspect of the distribution was carried out with care and respect for those served. The student's ability to coordinate effectively with ISKCON and work together as a team highlighted their organisational skills and capacity to handle community outreach projects with maturity and empathy.

In addition to the food distribution, the event included a brief interaction session where students engaged with the residents, listening to their stories and understanding their needs. This exchange fostered a sense of mutual respect and gave the students a deeper insight into the challenges marginalised communities face. Through these interactions, our students learned valuable lessons in humility, empathy, and giving back to society. Furthermore, the initiative has set a precedent for future community service activities, inspiring other students to participate in similar efforts. The NSS team's commitment to making a positive impact has not only brought immediate relief to those in need but also contributed to the long-term goal of creating a more compassionate and inclusive society.

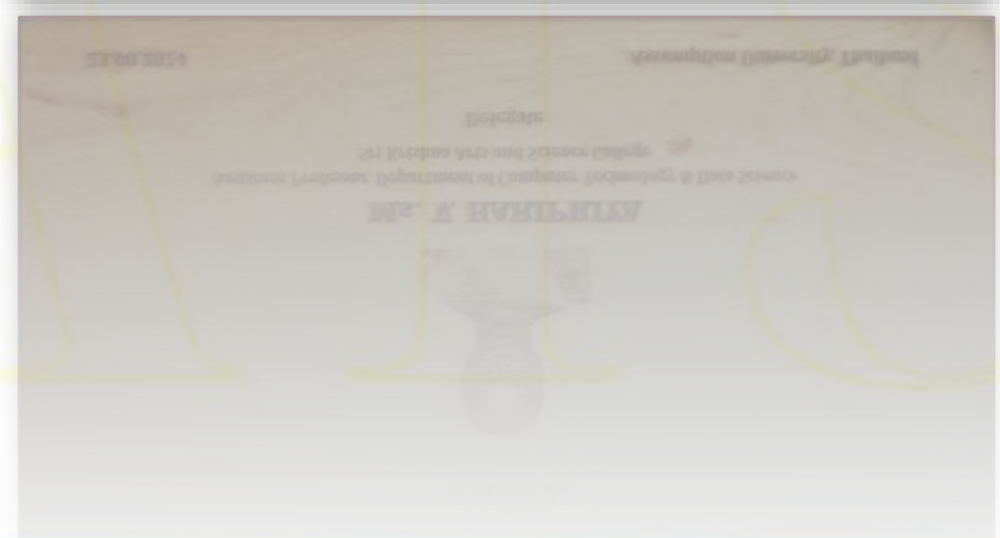


In Focus: Faculty Achievements and Contributions

CT & DS | Faculty Achievement



SKASC appreciates **Ms. V. Haripriya**, Assistant Professor of the Department of Computer Technology and Data Science for her outstanding contribution at the IC-IRISH'24 Conference in Thailand. Her paper, '**Multidisciplinary Endeavor in Multimodal Data Fusion for Disease Diagnosis**' showcases innovative research bridging technology and healthcare. The paper's focus on multimodal data fusion for disease diagnosis represents a significant step forward in lever advanced computational techniques to improving healthcare outcomes, and her presentation, which bridges the gap between computer technology, data science, and healthcare, exemplifies the interdisciplinary approach that is increasingly crucial in a complex scientific landscape.



Commerce | Faculty Achievement



GLOBAL RESEARCH & TRAINING CENTRE (GRTC)

CERTIFICATE OF PARTICIPATION

This is Presented to

Mrs. J. RADHIKA, SRI KRISHNA ARTS AND SCIENCE COLLEGE, COIMBATORE

*has participated in the "Three Days International Online Workshop
on Basic Statistical Analysis and its Interpretation using SPSS"
from August 27th to 29th 2024.*

A handwritten signature in black ink, appearing to read "R. Ravanan".

Dr. R. Ravanan
Resource Person

A handwritten signature in purple ink, appearing to read "V. Karthikeyan".

V. KARTHIKEYAN
Director

SKASC proudly acknowledges **Mrs. J. Radhika**, Assistant Professor in the Department of Commerce, for actively participating in a groundbreaking international online workshop titled "**Basic Statistical Analysis and Its Interpretation Using SPSS**". Held from August 27th to 29th, 2024, this three-day workshop provided invaluable insights into advanced statistical methodologies. The workshop offered a comprehensive exploration of cutting-edge statistical techniques and the application of SPSS software, equipping participants with the skills to navigate complex data analysis. Mrs. Radhika's active engagement in this workshop has dramatically expanded her expertise in these areas. Her enhanced understanding of statistical analysis is anticipated to profoundly impact the Department of Commerce, fostering a culture of rigorous research and sophisticated data evaluation. This new proficiency will enable Mrs. Radhika to integrate advanced statistical methods into her teaching and research, thereby elevating the quality of academic inquiry and contributing to more nuanced and insightful research outcomes.

Celebrating Students Success

CSA | Student Achievement



SKASC appreciates **Mr. P.T. Sethuranga Skanthan**, a second-year B.Sc. Computer Systems and Applications (CSA) student, for successfully clearing the esteemed **Red Hat Certified System Administrator Certification**. His notable achievement in Linux system administration is a skill highly valued in the IT industry. The RHCSA certification, recognized globally, validates expertise in managing Red Hat Enterprise Linux systems, significantly enhancing his professional credentials. This achievement motivates peers, encouraging them to pursue professional certifications alongside their academic studies, thereby boosting their career prospects in the dynamic field of IT.

Red Hat, Inc. hereby certifies that

sethuranga skanthan t

has successfully completed all the program requirements and is certified as a

**Red Hat Certified System Administrator
(RHCSA)**



August 19, 2024

Issued by Red Hat

Verify: <https://www.credly.com/go/GY17QpMH>

Certification ID: 240-152-546



AIML| Students Achievements



SKASC proudly celebrates the remarkable achievement of **Mr. A.M. Nithish**, a dedicated second-year B.Sc. AIML student who recently distinguished himself at the "**Tech-Wala 2k24**" event hosted by Hindusthan College of Science and Commerce on August 23, 2024. His innovative and visually compelling poster presentation captured the attention of both judges and peers, ultimately earning him a well-deserved 2nd prize. This accolade is a testament to his exceptional creativity, technical expertise, and commitment to Artificial Intelligence and Machine Learning. Mr. Nithish's accomplishment not only highlights his talent but also reflects the high calibre of talent nurtured within our institution. SKASC looks forward to witnessing his continued contributions and future successes in the dynamic world of AI and ML.

SKASC extends heartfelt appreciation to **Mr. S. Sri Ramanaa** and **Mr. B. Ashwin**, both second-year B.Sc. AIML students, for their outstanding achievement in securing third place in the Debugging event, "CIPOL," held as part of the "**HIBOT 2K24**" competition organised by Hindusthan College of Arts and Science, Coimbatore. Their remarkable problem-solving abilities and keen technical skills were instrumental in navigating the challenges of the event, showcasing their dedication to excellence in the field of Artificial Intelligence and Machine Learning. Their success not only brings pride to our institution but also serves as an inspiration to their peers. SKASC eagerly anticipates their continued growth and future accomplishments in the ever-evolving tech landscape.



Sports Spotlight

National Sports Day | Badminton Tournament

SKASC applauds the Physical Education Department for orchestrating a successful Badminton Tournament commemorating **National Sports Day 2024**. This vibrant event, featuring men's and women's categories, witnessed enthusiastic participation from students across diverse academic disciplines. The tournament was inaugurated by our esteemed Principal, Dr. R. Jagajeevan, whose presence lent gravitas to the occasion. In his inspiring address, Dr. R. Jagajeevan underscored the pivotal role of sports in cultivating discipline, teamwork, and holistic well-being, urging students to embrace physical activities as integral to their personal growth. The competition was marked by intense matches that showcased the exceptional talent and sportsmanship of our budding athletes. SKASC takes pride in the outstanding performance of its students, who demonstrated remarkable skill and dedication throughout the tournament.



VIVO V29 Pro
29, 2024, 10:08

VIVO V29 Pro
29, 2024, 10:08

Sports | Students Acheivements

SKASC congratulates the following students their exemplary achievements:

Men's Singles:

1. Mr. K.K. Abishek - I B.Com. E.Com
2. Mr. D.S. Vanshekarthic – II B.Sc. BT
3. Mr. S. Vishal – I B.Com IT

Women's Singles:

1. Ms. U. Vincy – I B.Com. IT
2. Ms. R.B. Priyanka Rajam – II B.Sc. BT
3. Ms. S. Prateeksha – II B.Sc. BT

SKASC commends all participants for their spirited engagement and looks forward to nurturing future sports talents within our institution.



Sports | Students Achievements

SKASC lauds **Ms. A. Madhumitha**, a first-year B.Sc. Computer Science student, for her exemplary representation at the prestigious **41st National Junior KYORUGI Taekwondo Championship 2024**. Competing in the Junior Female Under 55 kg weight category, Ms. Madhumitha demonstrated remarkable skills and unwavering commitment on the national stage in Maharashtra. Her participation in this high-calibre event showcases her athletic excellence. Her accomplishments exemplify the diverse talents nurtured in her academic and athletic pursuits, and she is confident that her experiences will contribute to her holistic development and future achievements.



SKASC celebrates **Mr. V.C. Dikshith**, a first-year BBA student, for his stellar achievement at the 5th Senior **South India Roll Ball Championship 2024**. Held at the Viswadeepthi Public School in Kerala, he has clinched a coveted Silver Medal, demonstrating his exceptional prowess and unwavering commitment to the sport of roll ball. His success on this regional platform distinguishes our institution and inspires his fellow students. His dedication recognizes the rigorous training and perseverance required to excel in such a competitive arena. His accomplishment exemplifies the diverse abilities fostered within our academic community and reinforces our institution's ethos of supporting students in their varied pursuits.

**Observing Commemorative Days:
Celebrations and Reflections**

Commemorative Days



NEWSLETTER

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



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Technical Team

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Asst. Professor –
Dept. of Computer Technology &
Data Science

SKASC BEATS

Newsletter

Weekly Edition

09.09.2024



உவப்பத் தலைக்கூடி உள்ளப் பிரிதல்
அனைத்தே புலவர் தொழில்.



**Placement Accolades, Visit
&
Career Guidance**

SKASC | Placement Accolades



SRI KRISHNA ARTS AND SCIENCE COLLEGE

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COIMBATORE-641008



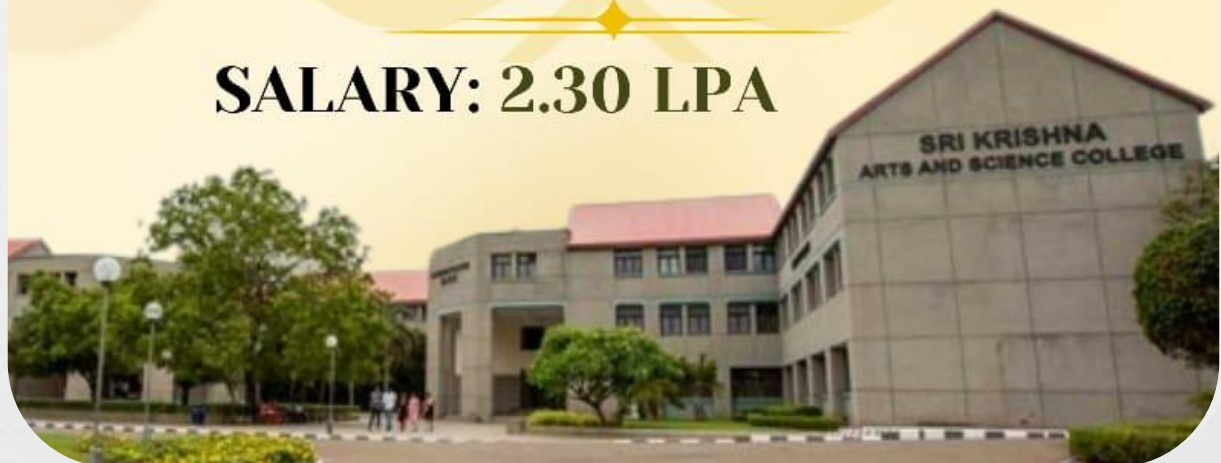
Congratulations!



ANNAMALAI.S
22BBA205

ROLE: Trainee Floor Manager

SALARY: 2.30 LPA



Placement | Visit to Aaludra Technology Solutions



On 6th September 2024, the Placement Team from SKASC visited Aaludra Technology Solutions, Coimbatore. The team comprised Dr. C. Sunitha, Dean of Placement, Prof. Vasanth Nirmal Bosco, Placement Officer, and Dr. S. Balaji. During the visit, they met with Mr. Senthil Nathan, Founder of Aaludra Technology Solutions, and extended an invitation for a campus recruitment drive at SKASC. The team also discussed the company's role requirements and job descriptions, aiming to strengthen recruitment opportunities for students at the college.

Career Guidance Cell | Expert Seminar

SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE - 641008

CAREER GUIDANCE CELL

Cordially invite you all for the
SEMINAR ON ENHANCING CAREER PROSPECTS

DOMINIC ROCHE
OPERATIONS HEAD,
GRE PREP SCHOOL

THELMA DOMINIC
ACADEMIC HEAD,
GRE PREP SCHOOL

Seminar hall II September 4
2024 10:00 am

EVENT COORDINATORS
DR. S. AKHILA & DR. S. AMBIKA

PRINCIPAL
DR. R. JAGAJEEVAN

The Career Guidance Cell of SKASC organized an expert seminar titled "Enhancing Career Prospects" for second- and third-year undergraduate students on September 4, 2024, in Seminar Hall II. The event saw the participation of 123 students and featured two distinguished guests: Mr. Dominic Roche, Operations Head at GRE Prep School, and Mrs. Thelma Dominic, Academic Head at GRE Prep School. The seminar covered a range of

topics designed to help students prepare for their future careers. Highlights included selecting the right destination for higher education, understanding essential documentation such as Statements of Purpose (SOPs) and Letters of Recommendation (LORs), and the importance of language proficiency exams like Duolingo, IELTS, and TOEFL. Students also gained insights into managing student loans, part-time work, transitioning from student visas to work visas, and developing soft skills to build professional connections while adapting to new cultures abroad.



Teacher's Day Celebrations

SKASC | Teacher's Day Celebrations

Teacher's Day is a special occasion to honour and express gratitude to the dedicated teachers who shape the minds and lives of students at SKASC. These unsung heroes devote countless hours to nurturing the intellectual and personal growth of young people, often going above and beyond their call of duty. SKASC celebrated Teachers' Day on 5th September, 2024.



SRI KRISHNA ARTS AND SCIENCE COLLEGE
Faculty Club organizes
Teacher's Day Celebration 2024

IN HONOR OF DR. SARVEPALLI RADHAKRISHNAN, A VISIONARY EDUCATOR AND PHILOSOPHER WHOSE LEGACY CONTINUES TO INSPIRE TEACHING COMMUNITY.

05 SEP 1.45 P.M.
SEMINAR HALL 1

Dr. S SUGANYADEVI,
Mr. G SANJEV
EVENT CO-ORDINATORS

Dr. R JAGAJEEVAN
PRINCIPAL

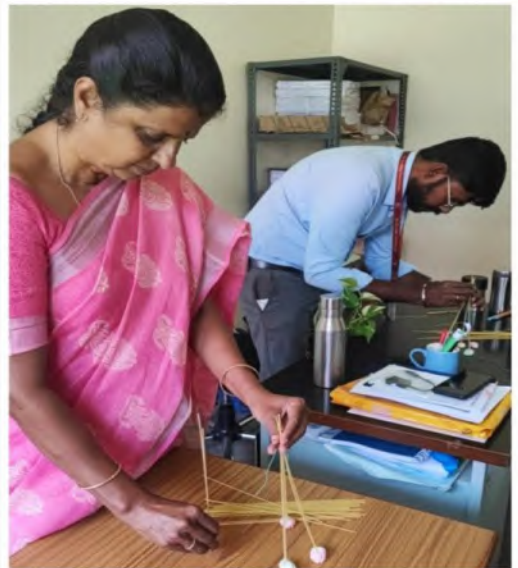


Kuniamuthur, Tamil Nadu, India
WXQ5+56F, BK Pudur, Sugunapuram East, Kuniamuthur, Coimbatore, Tamil Nadu 641008, India
Lat 10.938218°
Long 76.958496°
05/09/24 03:31 PM GMT +05:30

SKASC | Teacher's Day Celebrations

The day was filled with a series of engaging events organized by the Faculty Club in association with the Department of Computer Science. The celebration began with the "Marshmallow Tower" challenge, where participants had 5 minutes to construct a tower using spaghetti and marshmallows.

This was followed by "Brain Breaker," a fast-paced activity in which faculty members competed to build the tallest tower using paper cups and plates. The "Connections" event was held in Seminar Hall 1, providing a platform to engage in friendly competition. The celebration concluded with a prize distribution ceremony, where the Principal Dr. R. Jagajeevan presented awards to the winners. The event was a resounding success, marked by enthusiastic participation, creativity, and a vibrant atmosphere throughout the day.



Signing of MoUs

ISM & BBA CA | MoU with CACPL

The Department of B.Sc. ISM and BBA Logistics signed a Memorandum of Understanding (MoU) with Chakradhara Aerospace and Cargo (P) Limited (CACPL) on 4th September 2024,. The signing ceremony was graced by the presence of Dr. R. Jagajeevan, Principal of SKASC, and Mr. S. Kannan, Head of HR at CACPL. This partnership aims to enhance industry-academia collaboration, providing students with valuable exposure to logistics and aerospace sectors, and strengthening SKASC's commitment to offer practical learning experiences.



Sri Krishna Arts and Science College

Coimbatore

Department of B.Sc ISM & BBA LOGISTICS

&

Chakradhara Aerospace and Cargo (P) Limited

Coimbatore

Cordially Invite you for the

MOU SIGNING CEREMONY

Dr.R.Jagajeevan

Principal
SKASC

Mr.S.Kannan

Head - HR
CACPL

Date

04.09.2024

Time

10.00 am

Venue

Council Hall 1



Kuniyamuthur, Tamil Nadu, India

28, 7/28, Madukkarai Main Rd, Kuniyamuthur, Madukkarai, Tamil Nadu 641008, India

Lat 10.936655°

Long 76.95925°

04/09/24 11:15 AM GMT +05:30



GPS Map Camera



Google

CS | MoU with The Compass Act Foundation

The Department of Computer Science signed a Memorandum of Understanding (MoU) with The Compass Act Foundation on 5th September, 2024. The signing ceremony, held at the Principal's Office, was graced by Dr. R. Jagajeevan, Principal, Dr. K. S. Jeen Marseline, Dean of Computer Streams & Dr. K. Devika Rani Dhivya, HoD of CS department.

This MoU seeks to strengthen collaboration between academia and industry, offering students valuable opportunities to work on real-world projects and enhance their professional skills. The partnership reaffirms the department's dedication to academic excellence and innovation.



Department Activities

B.Com. PA & CS | Guest Lecture



The poster is purple and white. It features logos for Sri Krishna Arts and Science College, the Institution's Innovation Council, and the ICSI Coimbatore Chapter. The text includes the event title, date, time, and speaker information. A circular inset shows a woman speaking at a podium.

SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE
DEPARTMENT OF COMMERCE PA AND CS
ORGANIZES

THE COMPANY SECRETARY TOOLKIT
ESSENTIAL SKILLS AND QUALIFICATIONS

VENUE : SEMINAR HALL - I

FRIDAY, 06 SEP 2024
2:00 PM

Address by
CS C SAKUNTHALA
VICE CHAIRPERSON
ICSI COIMBATORE CHAPTER

MS.M.SATHYAPRIYA
EVENT COORDINATOR

Dr.R.JAGAJEEVAN
PRINCIPAL

Dr.C.DHANALAKSHMI
HOD

Dr.MARIA WILLIAMS
DEAN



The Department of B.Com. PA & CS organized a Guest Lecture on **The Company Secretary Toolkit – Essential Skills and Qualifications** on September 6, 2024. **CS C. Sakunthala, Practicing Chartered Accountant, Vice Chairperson, ICSI Coimbatore Chapter** was the Guest Speaker. She addressed on career development after the graduation especially for the students of commerce with corporate secretaryship. The guest explained about the procedure and the laws and measures to be followed as company secretary. She also shared her personal experience and her journey of becoming a company secretary. The session was interactive and beneficial to the students.

Sports Bulletin

Physical Education | Table Tennis Tournament

The Department of Physical Education of SKASC successfully conducted **Bharathiar University Intercollegiate Table Tennis Men's Tournament** on 5th September 2024, showcasing remarkable talent and sportsmanship.

The prize distribution ceremony was graced by our Principal, Dr. R. Jagajeevan, who awarded the winners with great pride and appreciation.

We are thrilled to announce that our college's Table Tennis Men's team secured the Bronze Medal, reflecting their hard work and dedication.



The team members who contributed to this achievement are Mr. Buvanesh (II M.Sc. Computer Science), Mr. G.K. Dinesh (II M.Com. IB), Mr. V. Karthikeyan (II B.Sc. Biotechnology), Mr. B. Santhosh Kumar (I B.Com.), Lakshmanan (III B.Com. Professional Accounting)

Physical Education | Table Tennis Tournament

The Department of Physical Education of SKASC successfully organised **Bharathiar University Intercollegiate Table Tennis Women's Tournament**, on 5th September 2024. The event showcased remarkable talent and sportsmanship, with teams from various colleges competing at a high level of skill and determination. The highlight of the tournament was the prize distribution ceremony, where our Principal, Dr. R. Jagajeevan, graciously presented the awards to the victorious teams.

We take immense pride in SKASC's Women's Table Tennis team, who secured the prestigious Bronze Medal. The team members who contributed to this remarkable achievement are:

1. Apoorva Krishna Kumar (II B. Sc. Psychology)
2. Amruta U (II B. Com)
3. Abinaya T (I B. Sc. CT)
4. Prashaatha S (I B. S.c CT)
5. Rupa Devi R (II M. Com. IB)

TABLE TENNIS



Physical Education | Table Tennis Tournament



Hall of Achievements

Computer Technology | Student's Achievement

SKASC congratulates Mr. A. Sakthivel, a second-year student from II B.Sc. CT A, who was invited as a prominent speaker at the **Pondicherry Startups Conference 2024**, held at Whitetown, Pondicherry, on September 1st, 2nd, and 3rd. Mr. Sakthivel, who successfully runs his own startup business with eight clients—four of whom are international—was recognized for his entrepreneurial achievements.



He was honoured by our esteemed Principal, marking a proud moment for our institution. His contribution to the conference highlights the entrepreneurial spirit fostered within SKASC.



Student Entrepreneurs

IT & Cog. Systems | Staff Achievement

Three faculty members from the Department of IT & Cognitive Systems participated in a Faculty Development Program (FDP) on the "UiPath Automation Platform," organized by Tata Consultancy Services (TCS). Held at Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore, from September 2 to 6, 2024, the FDP focused on upskilling in emerging automation technologies.

Experts from Tata Consultancy Services (TCS) Mr. Shashikant Desai and Mr. Surender, led hands-on training sessions, covering email automation, Excel automation, control flow, state machines, and project-based learning, including the "Guess the Number" game. Participants gained valuable insights into robotic process automation (RPA) and real-world applications using UiPath.



CS & BBA CA | Staff Achievement



SKASC congratulates Dr. M. Pushpa, from the Computer Science Streams and Dr. M. Sathiya, from the Department of BBA CA who have successfully participated in a one-week Faculty Development Program (FDP) on Microsoft Power BI Data Analyst Associate. The program, organized by ICT Academy, took place from September 2 to September 6, 2024, at Nehru Arts and Science College. This FDP aimed to enhance the participants' skills in data analytics using Microsoft Power BI, equipping them with industry-relevant tools and techniques. Their participation reflects the college's commitment to continuous professional development and staying updated with cutting-edge technologies

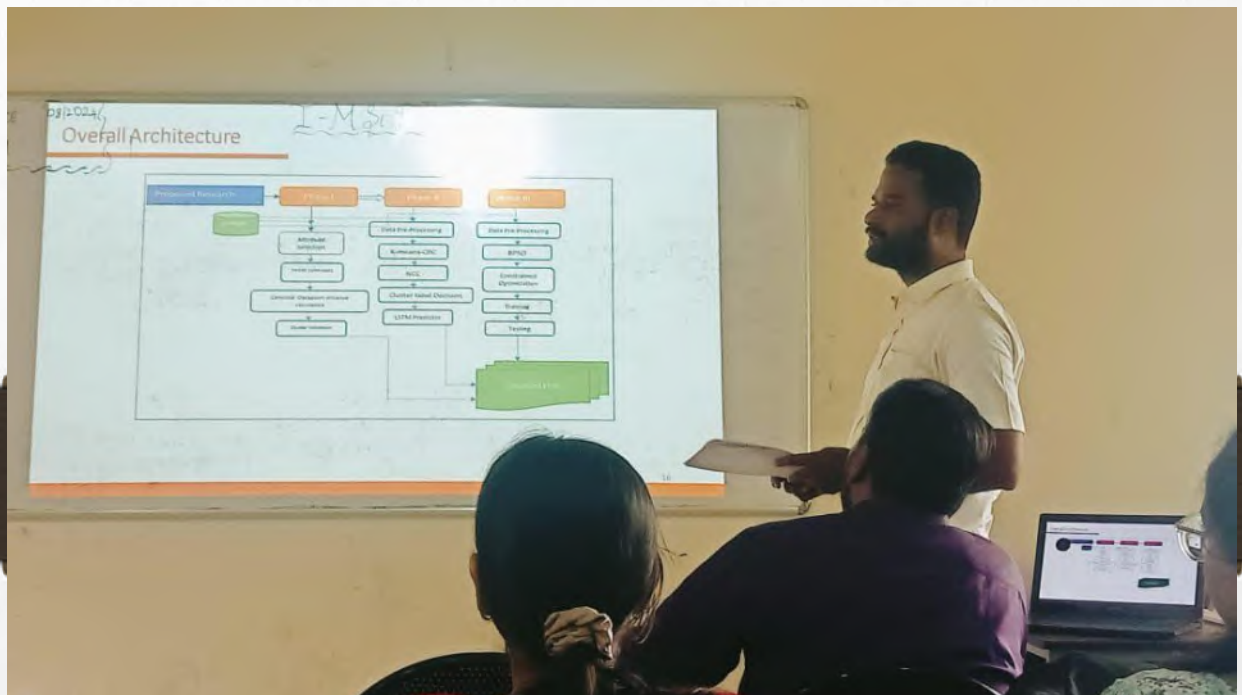
English & BBA | Staff Achievement

SKASC heartily congratulates Dr. A. Vasanthi, from the Department of English and Mrs. S. Aishwariya, from the Department of BBA CA who have recently participated in the Faculty Development Program (FDP) on "Global Business Foundation Skills," a Corporate Social Responsibility initiative organized by Infosys BPM Ltd. The FDP was held from August 20 to August 28, 2024, at Mangalore.



Computer Stream | Staff Achievement

SKASC is pleased to announce that Mr. Raj Kumar, Assistant Controller of Examinations has successfully defended his Ph.D. thesis and has been awarded a Doctorate following the viva voce presentation held at Bharathiar University. Congratulations to Dr. R. Raj Kumar on this remarkable achievement!



**PhD
Viva**



Tamil | Staff Achievement

SKASC congratulates Dr. P. Mohan who has successfully completed a Faculty Development Program titled Kālidāsa Kṛti Mahātmyam, organized by Arudhra Education and Research Foundation, under the Thiruvalluvar Seva Samithi Trust.





ARUDHRA

Education and Research Foundation
Under Thiruvalluvar Seva Samithi Trust
(294/B-IV/2020)

CERTIFICATE OF PARTICIPANT



THIS IS TO CERTIFY THAT
DR.P.MOHAN.

HAS PARTICIPATED IN THE FACULTY DEVELOPMENT PROGRAM ON
காலிடாசுகுறிமஹத்வம்
KĀLIDĀSA KṚTI MAHATYAM
காளிதாஸ க்ருதி மஹத்வம்

HELD ON [FROM 27.08.2024 TO 31.08.2024 (7.00-8.00 PM)] ONLINE.
ARUDHRA EDUCATION AND RESEARCH FOUNDATION.

THE PROGRAM AIMED TO BRIEFLY DESCRIBE கும்பாஸம்ஹயம், KUMĀRASAMBHAYAM, குமாரஸம்பவம்
சாகுந்தலே ஸ்லோகரத்னபதுஹயம், ŚĀKUNTALE ŚLOKARATNA CATUṢṬAYAM, ஸாகுந்தலத்தில் ஸ்லோகரத்ன சதுஷ்டயம்
மேகசன்டேசு காலிடாசஸ்ய மானசித்ரணம், KĀLIDĀSA'S MAPPING IN MEGHASANDEŚAM, மேகஸந்தேஸத்தில்
காளிதாஸனுடைய விவரணையாக்கம்
மாலவிகாநிமித்ரம், MĀLAVIKĀGNIMITRAM, மீளவிக்காக்கினிமித்ரம்
ச்யாமலாடஹக், SYĀMALĀDAṬṬĀKAM, ஸ்யாமலாடஹ தண்டகம்.



Dr.P.Supritha Mohankumar
Director
Arudhra Education and Research Foundation



Dr.R.Seethalakshmi Subramanian
Director
Arudhra Education and Research Foundation



ARUDHRA- 294/B-IV/2020

SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous Institution Affiliated to Bharathiar University, Coimbatore

Re-accredited with "A" grade in NAAC

Ranked 37th in NIRF, MHRD; 1st in Institutional Swachhata Ranking

Kuniamuthur, Coimbatore – 641 008.



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SKASC BEATS

16.09.2024

Newsletter


Weekly Edition

AY 2024-25

Issue 16

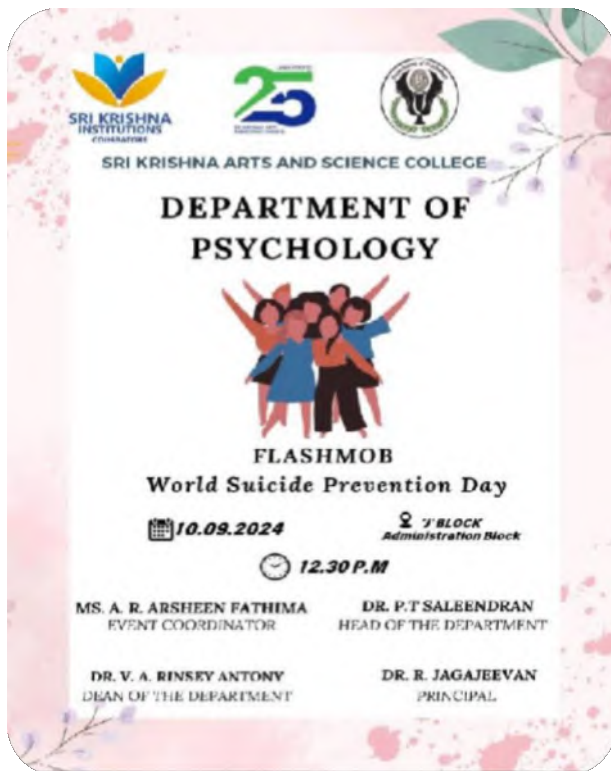


தெய்வத்தான் ஆகா தெனினும் முயற்சிதன்
மெய்வருத்தக் கூலி தரும்.



Suicide Prevention

Flash Mob on World Suicide Prevention Day | Psychology



On September 10, 2024, the Department of Psychology at Sri Krishna Arts and Science College, Coimbatore, organized a significant awareness event, a Flashmob, in honor of World Suicide Prevention Day. The event took place at the 'J' Block Administration Block at 12:30 PM.

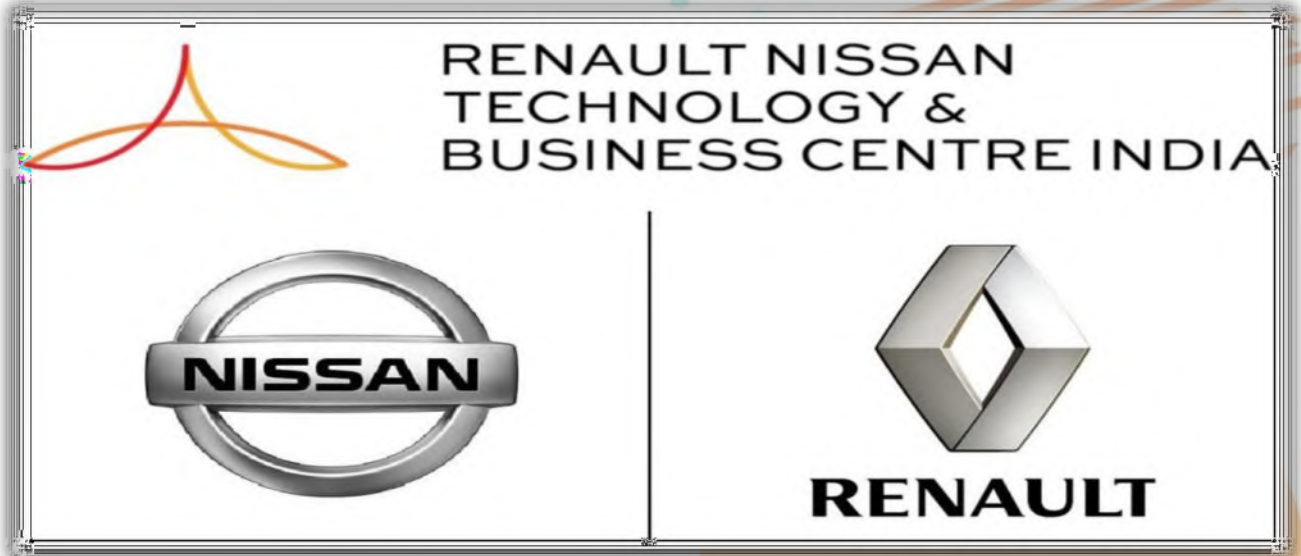
The flash mob served as a creative and powerful medium to engage the college community, encouraging conversations about mental health and highlighting the importance of seeking help during times of emotional crisis.



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Placement

Recruitment Drive | Placement



The Placement Cell successfully conducted a campus recruitment drive hosted by Renault Nissan Technology. This event was held on September 12, 2024, at Sri Krishna Hall, specifically for undergraduate students in computer streams who are set to graduate in 2025. The recruitment drive aimed to fill positions for ITES - Software Developers and Customer Executives. These roles come with a competitive salary of INR 3 Lakhs Per Annum, providing students with a promising start to their professional careers.



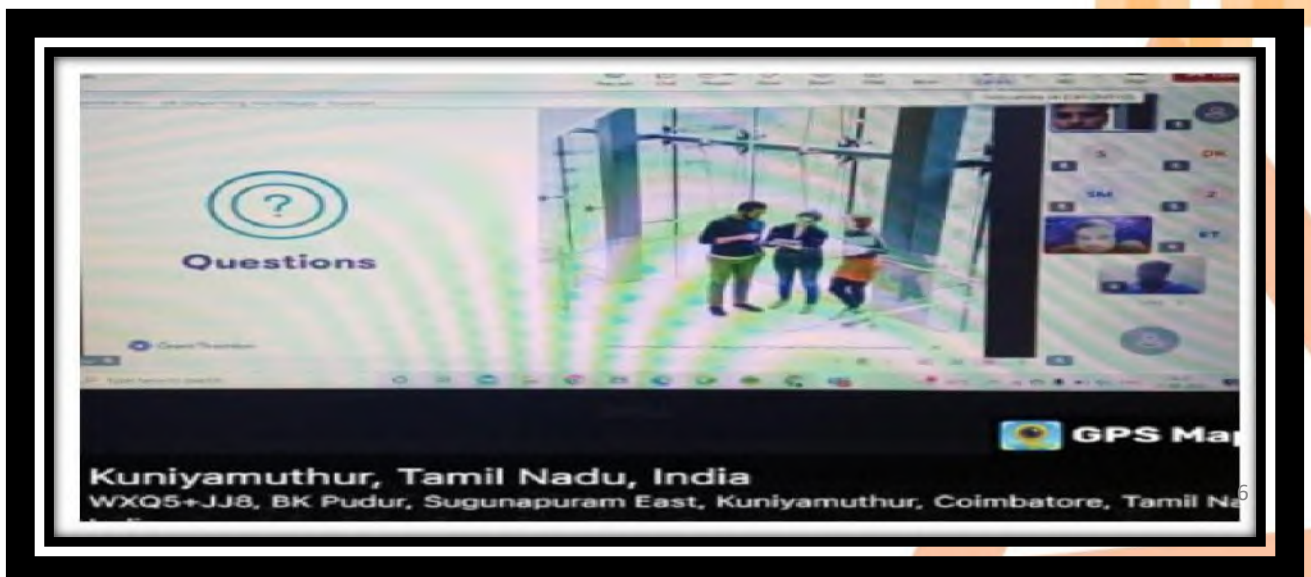
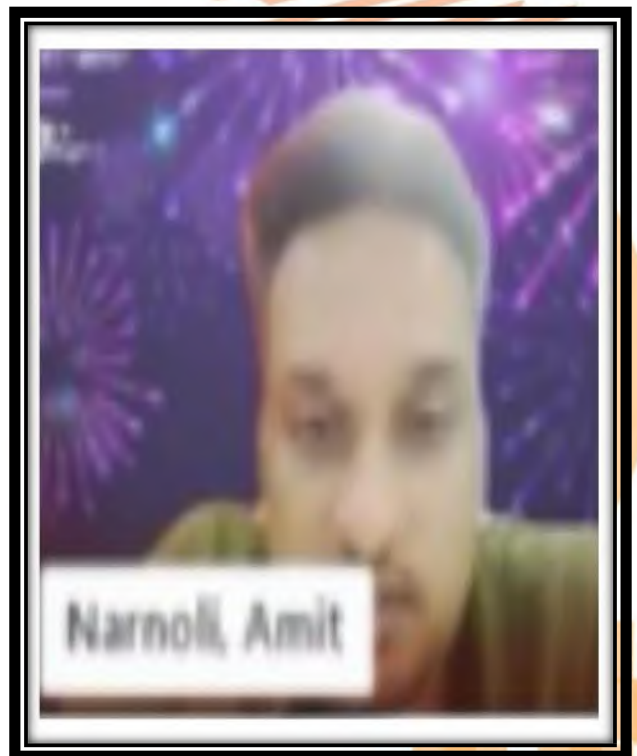
Kuniamuthur, Tamil Nadu, India

Recruitment Drive | Placement



Grant Thornton

The Placement Cell organized a campus recruitment drive by Grant Thornton for M.Com and MIB students graduating in 2025, held on September 12, 2024. The event included a virtual pre-placement talk delivered by **Mr. Amit**, Senior Head at Grant Thornton. The company is recruiting for the role of Advisor Tax & Audit, offering a competitive salary package of INR 6.97 Lakhs Per Annum.



Campus Drive | Placement Cell

[24]7.ai

We are excited to announce that [24]7.ai conducted a campus drive for the 2025 passing-out batch. The pre-placement talk was delivered by **Ms. Dhivya**, Lead HR at [24]7.ai, and was open to all UG Commerce, Management, Life Sciences, and ECS students. This session took place at Sri Krishna Hall. The role offered was Customer Service Advisor with a salary package of 3 LPA. Many eligible students attended the pre-placement talk and took advantage of this excellent opportunity.

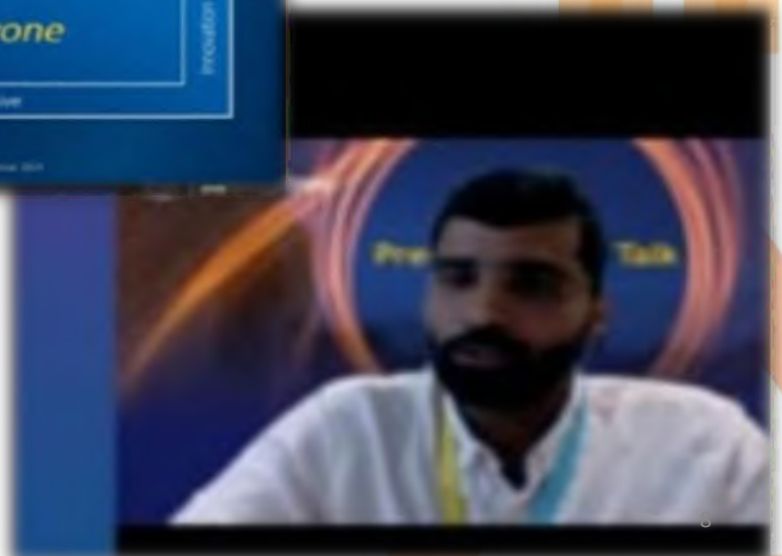


Campus Drive | Placement Cell



LTIMindtree

LTI Mindtree conducted a campus drive for the 2025 graduating batch. Mr. Thiyagu Dharmalingam, Head of HR at LTI Mindtree, addressed students from all UG Computer streams, Mathematics, and ECS departments. The session was conducted in virtual mode.





Department Activities

Orientation Program | BPS & BI

The Department of Commerce BPS & BI organized an Orientation and Pre-Placement Program for first-year and third-year BPS students on September 12, 2024, at Seminar Hall-1. **Mr. Stephen Moses Dinakaran**, Regional Head of Academic Alliances/Academic Interface Program at Tata Consultancy Services Ltd, Chennai, was the chief guest. The program was highly interactive, featuring a Q&A session that addressed queries related to the company's domain and the recruitment process. The valuable insights gained from this session are expected to significantly aid students in their preparation and successful integration into TCS.

SRI KRISHNA INSTITUTIONS

INSTITUTION'S INNOVATION COUNCIL
Ministry of Education, India

**SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE**

DEPARTMENT OF COMMERCE BPS & BI
Organizes an
Orientation and Pre-Placement Program

Resource Person
Mr. Stephen Moses Dinakaran
Regional Head - Academic Alliances/ Academic Interface Program
Tata Consultancy Services Ltd
Chennai

12.09.2024 Seminar Hall-1 10:00 am - 12:00 pm

Dr. P. Radhakrishnan HOD Dr. Maria Williams Dean Commerce Dr. R. Jagajeevan Principal

All are cordially invited..!



House Keeping Practical Demonstration | CSHM

As part of the International Housekeepers Week 2024, the Department of Catering Science and Hotel Management organized a Housekeeping Practical Demonstration session at The Residency Towers, Coimbatore, on September 11, 2024. The event saw enthusiastic participation from both first and second-year B.Sc. CSHM students. The event featured a series of comprehensive demonstrations by the expert housekeeping team from The Residency Towers. The demonstrations covered various essential housekeeping skills, including Marble Polishing, Carpet Shampooing, Upholstery Cleaning, Floral & Towel Art, Laundry Equipment Operation. A total of 10 internal participants attended the session, which served as an excellent platform for them to enhance their skills and understand the intricacies of hotel housekeeping.



Guest Lecture | Computer Science



The Department of Computer Science organized a Guest Lecture on "Design Considerations of IoT Projects" on September 13, 2024. Prof. A.P. Rajesh from the Department of ECS delivered the lecture to the II B.Sc CS B students. The session was highly beneficial, offering students valuable insights and practical knowledge on IoT project design.

SRI KRISHNA INSTITUTIONS COIMBATORE

SRI KRISHNA ARTS AND SCIENCE COLLEGE
DEPARTMENT OF COMPUTER SCIENCE
ORGANISES

A GUEST LECTURE ON
Design Considerations of IoT Projects

PROF. RAJESH.A.P
ASSISTANT PROFESSOR
DEPARTMENT OF ELECTRONICS AND COMMUNICATION SYSTEM
SRI KRISHNA ARTS AND SCIENCE COLLEGE

DATE : 13.09.2024 VENUE : J-307 CLASS : II-BSC.CS"B" TIME : 2 PM

Ms.M.Nivedha
Event Coordinator

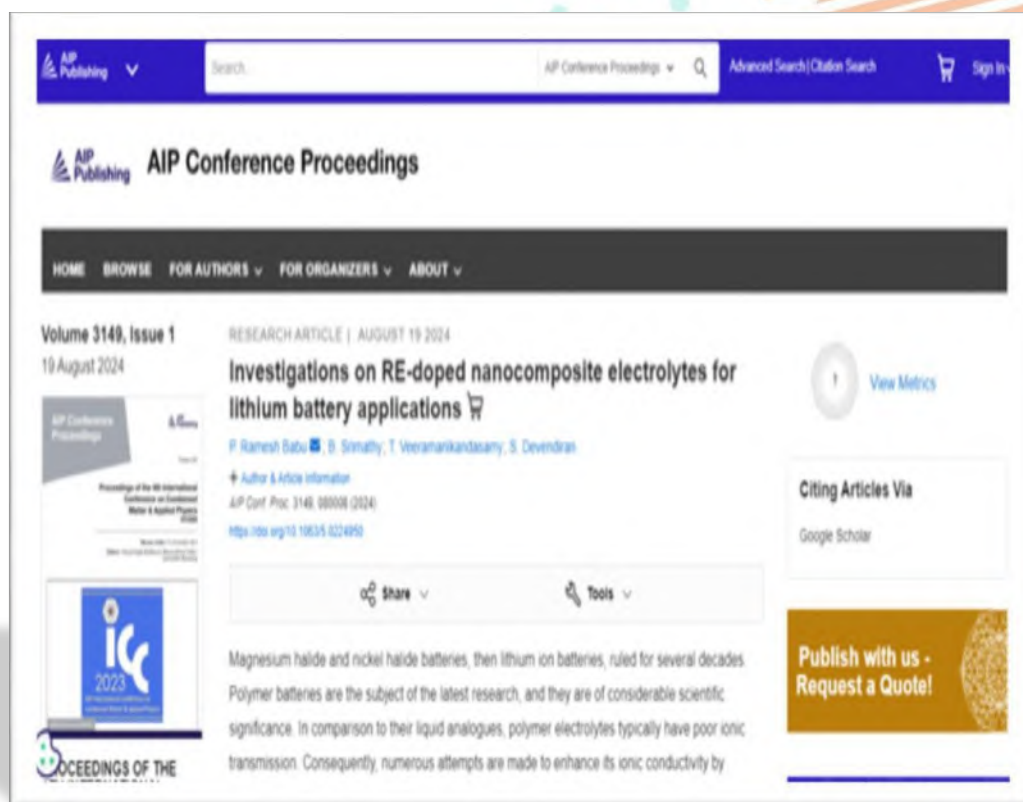
Dr.K.Devika Rani Dhivya
HOD

Dr.K.S.Jeen Marseline
Dean

Dr.R.Jagajeevan
Principal



Faculty Achievements



Dr. P. Ramesh Baby, Dr. T. Veeramanikandasamy, and Dr. S. Devendiran, Assistant Professors of the Department of ECS have published a research paper entitled "Investigations on RE-doped Nanocomposite Electrolytes for Lithium Battery Applications" in the *AIP Conference Proceedings* journal of the American Institute of Physics (AIP) and indexed in the Scopus database. This paper is a significant contribution to the field of materials science, focusing on the advancement of nanocomposite electrolytes for lithium battery applications. This accomplishment sets a strong precedent for future research endeavors at our institution. Congratulations to the authors on their outstanding contribution!

நூல் மதிப்பீடு

நூல் மதிப்புரை

ஸ்ரீ கிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரி
கோயமுத்தூர் - 641008

தமிழ்த்துறை - தமிழ் மன்றம்
நூல் மதிப்புரை

நீ ஒரு தனிப்பிறவி
- எபிஜே அப்துல் கலாம்
க. ஜனனி
II Bcom CA- B

யானை டாக்டர்
- ஜெயமோகன்
சி. புவனேஸ்வரி
II Bcom - B

B 112 13.09.2024 12.45 PM

Dr.K.கதிர்வேல் ஒருங்கிணைப்பாளர் Dr.R.விஜயசாமுண்டஸ்வரி முதன்மையர் - மொழித்துறை Dr.R.ஜெகஜீவன் முதல்வர்

ஸ்ரீ கிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரியின் தமிழ்த்துறை - தமிழ் மன்றம் சார்பாக நூல் மதிப்புரை நிகழ்வு 13.09.2024 வெள்ளிக்கிழமையன்று நடைபெற்றது. இதில் மாணவி சி.புவனேஸ்வரி II B.Com B - எழுத்தாளர் ஜெயமோகனின் "யானை டாக்டர்" என்ற நூலையும், மாணவி க.ஜனனி II B.Com CA B - டாக்டர் அப்துல்கலாமின் "நீ ஒரு தனிப் பிறவி" என்ற நூலையும் மதிப்பீடு செய்து வழங்கினர். இதில் தமிழ்மன்றப் பொறுப்பாளர்கள் மற்றும் திரளான மாணவர்கள் கலந்து கொண்டு நூல்கள் பற்றிய கருத்துக்களைக் கேட்டறிந்தும், தங்களின் மேலான கருத்துரைகளை வழங்கியும் சிறப்பித்தனர்.

The background features a large teal circle at the top, a cluster of small teal dots to its left, and a series of parallel orange lines forming a fan shape below the teal circle. A large orange circle is positioned in the center, with the word 'Sports' written across it in a dark green, stylized font. Below the orange circle is a checkered orange and white square, and at the bottom is a large orange triangle.

Sports

Bharathiar University Intercollegiate Chess Tournament



The Bharathiar University Intercollegiate Chess Tournaments for Men and Women were successfully held on September 9th and 10th, 2024, at Sri Krishna Hall. The events witnessed enthusiastic participation, with around 400 players competing in both Team and Individual categories. The prize distribution ceremony was a highlight of the tournament, with the esteemed presence of our Principal, Dr. R. Jagajeevan and STN. Rajeswaran, Professor and Director of Physical Education in charge at Bharathiar University. Both dignitaries graciously presented the awards to the winners, marking the conclusion of the successful event.

Students Achievements | Sports

SKASC extends its congratulations to **S. Mervin Raja** from **II M.Com IB**, **S. Jothinathan** from **III B. Sc IT**, **D. Rakesh Kumar** from **II B. Com PA**, and **S.Sree Balaji** from **I M. Sc SS** for their remarkable achievement. Our College Tennis Team proudly secured 3rd place in the Bharathiar University Intercollegiate Tennis Tournament for Men. This prestigious event took place on September 12th, 2024, at Dr. SNS Rajalakshmi College of Arts and Science.

The tournament showcased some of the best collegiate tennis talent in the region, and our team's performance highlighted their hard work, skill, and dedication.



The background features a teal semi-circle at the top, a cluster of small teal dots, a series of horizontal orange lines, a large orange circle, a pixelated orange cross, and a large orange triangle at the bottom right.

Student Achievements

Student Achievement | NCC



SKASC proudly congratulates Cadet **C. Sona of II BSc CSA** for her commendable participation in the Tamil Nadu, Puducherry, and Andaman & Nicobar Directorate contingent. She competed in the Obstacle Training & Tent Pitching competition amongst 17 directorates, showcasing outstanding skills and dedication. The institution extends its best wishes to Cadet Sona for her continued success in future endeavors.

Students Achievements | ECS



The students of the Electronics and Communication Systems department demonstrated their prowess by participating in the One-Day Technical Symposium "**Synchronics 2024**" organized by Sri Ramakrishna Arts and Science College on September 11, 2024. Their impressive performances earned them prizes in the following events: In the Ideathon, **Mr. V. Sanjay (III B.Sc ECS), Mr. J. Aswanth (I B.Sc ECS), Mr. R. Manoj Kumar (I B.Sc ECS), and Ms. J. Vismayaa (I B.Sc ECS)** secured the first prize along with a cash award of Rs. 1000/-. In the Connections event, **Mr. Nithish (II M.Sc ECS) and Sidheswaran (II M.Sc ECS)** won the third prize. Congratulations to all participants and prize winners for their remarkable achievements and for bringing pride to our institution.

Sharing Knowledge: A Gift of Books



SKASC gratefully acknowledges the donation of the book "**Sathanaiyalargal Siru Vayathil**" from **Ms. V.L. Akshaya** of the final year M.Sc. SS. This thoughtful contribution serves as an inspiration to students, showcasing the achievements of young achievers and motivating the SKASC community to strive for excellence. We thank Ms. Akshaya for her generosity and for fostering a spirit of intellectual growth within the campus.

Blood Donation | NSS



An urgent need for 8 units of blood arose at Coimbatore Ganga Hospital for a spinal cord surgery patient. **Ms. I. Shifana** of II B.Sc. Microbiology immediately stepped up and donated blood, exemplifying our commitment to this noble cause. This act highlights our ongoing efforts to arrange donors or contribute ourselves, embodying the true spirit of service.



Spotlight on Special Dads

SRI KRISHNA ARTS AND SCIENCE COLLEGE



WORLD SUICIDE PREVENTION DAY

Every 40 seconds, someone loses their life to suicide.

It's time to raise awareness and recognize our role to help prevent it.



Ask.



Listen.



Encourage them to seek help.



10 September

SRI KRISHNA ARTS AND SCIENCE COLLEGE



National FOREST MARTYRS DAY

11 September



"The forests, are the earth's essential organs of respiration and digestion."

SRI KRISHNA ARTS AND SCIENCE COLLEGE



பைந்தமிழ் பாவலன்
பாரதியின் நினைவு நாள்

செப்டம்பர் 11

எண்ணிய முடிதல் வேண்டும்
நல்லவை எண்ணல் வேண்டும்.

புதுகலை உணர்வு
உணர்வு நாள்

புதுகலை உணர்வு
உணர்வு நாள்

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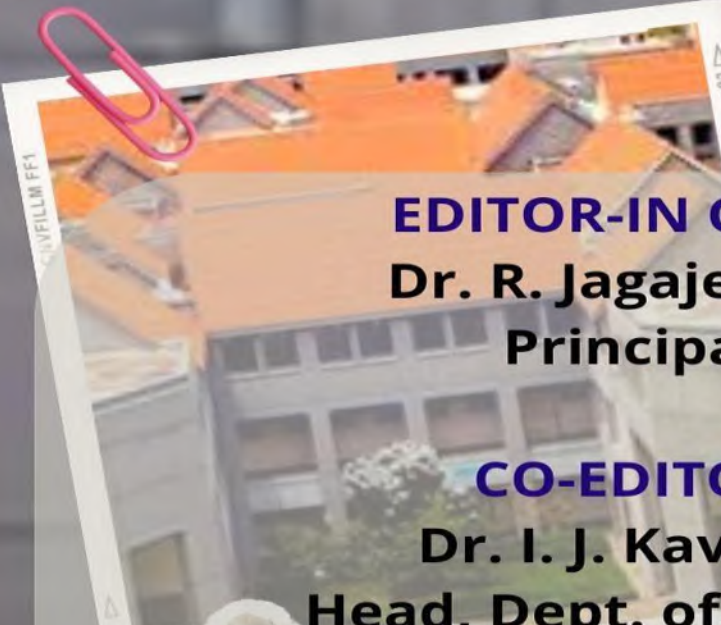
Happy

ONAM



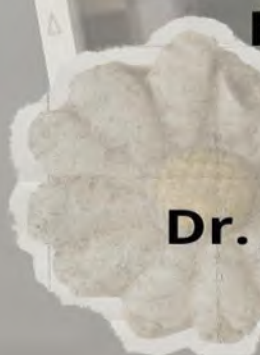
15 September

May this Onam bring you prosperity,
happiness, and good fortune.



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