

SWASTI

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

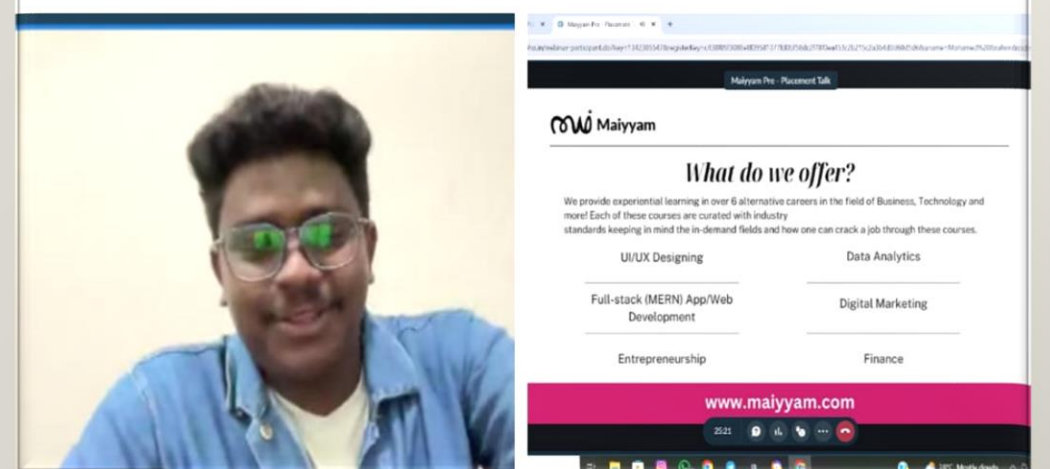
Flipkart





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.

Maiyyam




Placement Achievements

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

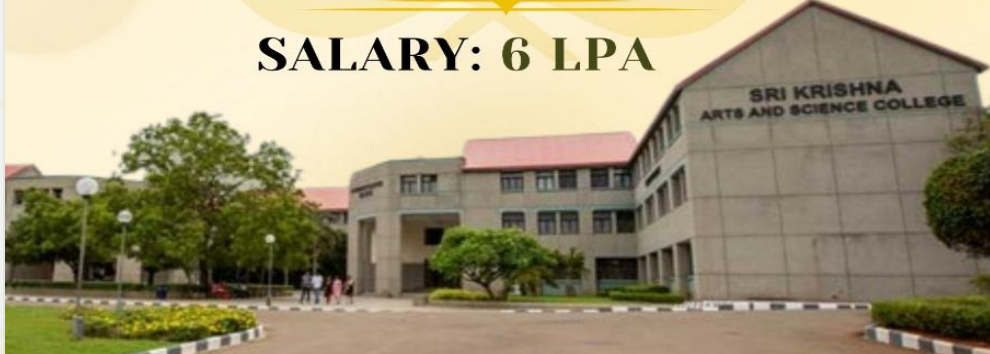
Congratulations!

23 Students Placed in

 **Edu-versity**

ROLE: BUSINESS DEVELOPMENT

SALARY: 6 LPA



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

Congratulations!

77 Students Placed in

Flipkart 

ROLE: Intern: Inventory Management

SALARY: 2.16 LPA



 **SRI KRISHNA ARTS AND SCIENCE COLLEGE** 
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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**
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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 COORDINATOR	डॉ. आर. विजयसमुंदेश्वरी DEAN - LANGUAGES	डॉ. जगजीवन PRINCIPAL



EVENT COORDINATOR
डॉ. पी. गणेशन

DEAN - LANGUAGES
डॉ. आर. विजयसमुंदेश्वरी

PRINCIPAL
डॉ. जगजीवन

D-BLOCK 335
LEHNE क्लास

28'08'2024
DATE दिनांक

11'45 AM
TIME समय

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.

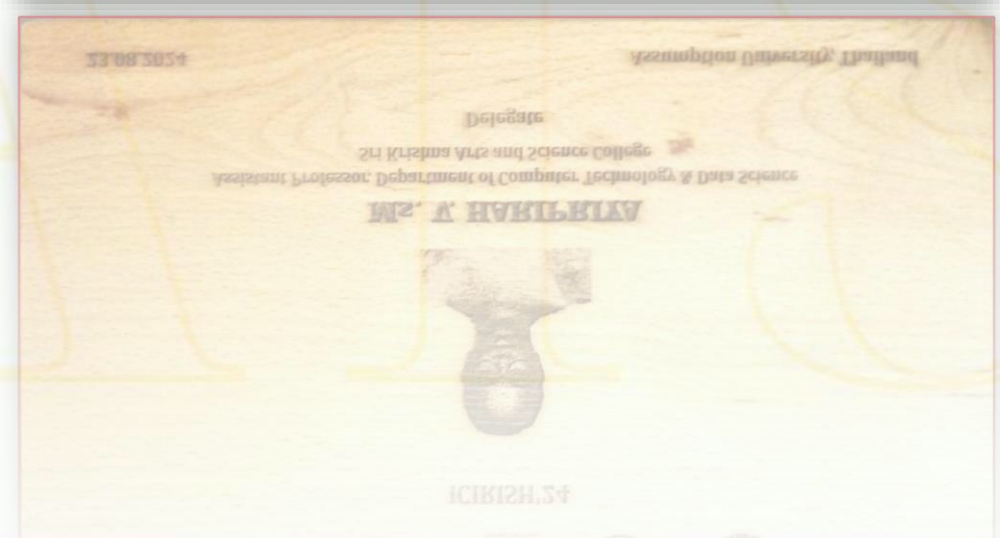


In Focus: Faculty Achievements and Contributions

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.*

Dr. R. Ravanan
Resource Person

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>

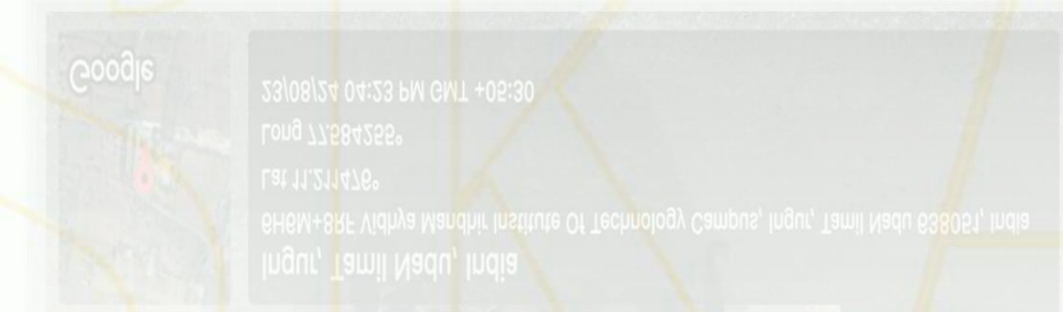
Certification ID: 240-152-546



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.



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



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

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Principal

Co-Editor

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Head, Dept. of English

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Mrs. M. Saphna
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Asst. Professors – Dept. of English

Technical Team

Ms. V. Haripriya
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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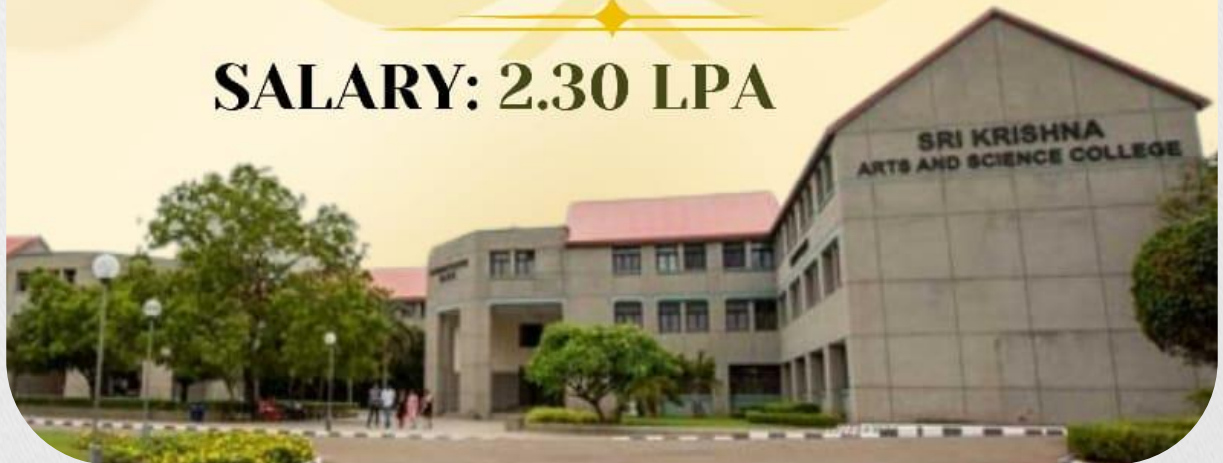
Congratulations!



ANNAMALAI.S
22BBA205

ROLE: Trainee Floor Manager

SALARY: 2.30 LPA

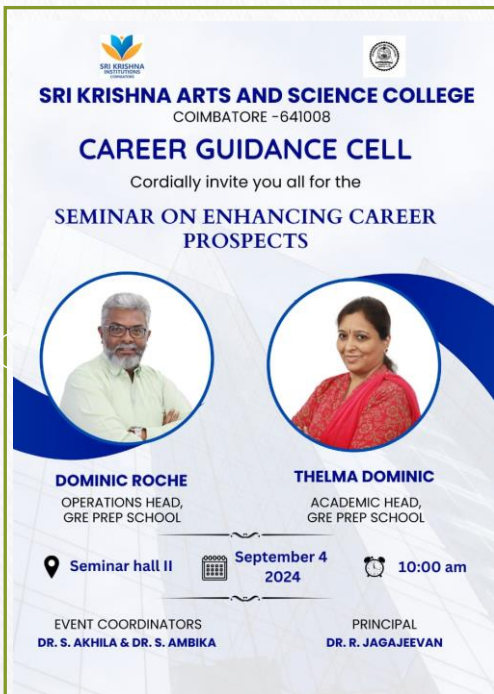


Placement | Visit to Aaludra Technology Solutions



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.



Coimbatore, Tamil Nadu, India

Sugunapuram, Kuniyamuthur, WXQ5+5QM, BK Pudur, Sugunapuram East, Coimbatore, Kuniyamuthur, Tamil Nadu 641008, India

Lat 10.937731°

Long 76.959713°

04/09/24 10:27 AM GMT +05:30

GPS Map Camera

Google

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 SEPTEMBER
1.45 P.M.

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

Dr. R JAGAJEEVAN
PRINCIPAL

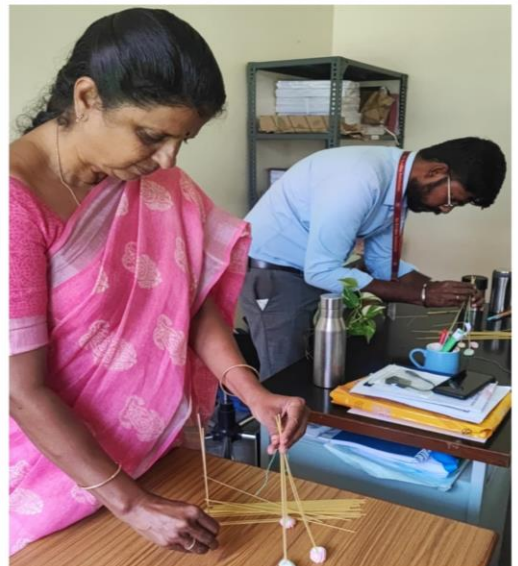
SEMINAR HALL 1



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



GPS Map Camera

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



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



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

MS.M.SATHYAPRIYA
EVENT COORDINATOR

Dr.C.DHANALAKSHMI
HOD

Dr.R.JAGAJEEVAN
PRINCIPAL

Dr.MARIA WILLIAMS
DEAN



Address by

CS C SAKUNTHALA
VICE CHAIRPERSON
ICSI COIMBATORE CHAPTER



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

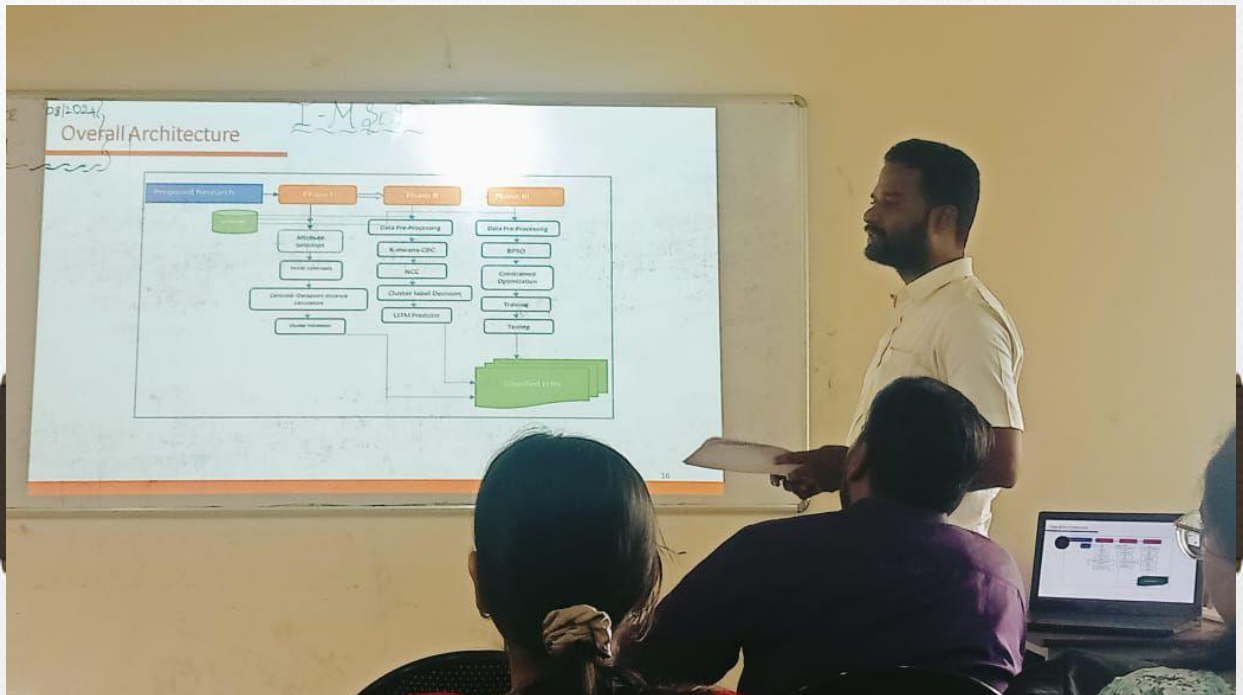
English & BBA | Staff Achievement

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 கும்பாஸம்பஹம், KUMĀRASAMBHAYAM, குமாரஸம்பஹம்
शाकुन्तले श्लोकरत्नचतुष्टयम्, ŚĀKUNTALE ŚLOKARATNA CATUṢṬAYAM, ஸாகுந்தலத்தில் ஸ்லோகரத்ன சதுஷ்டயம்
मेघसन्देशे कालिदासस्य मानचित्रणम्, KĀLIDĀSA'S MAPPING IN MEGHASANDEŚAM, மேகஸந்தேஸத்தில்
காளிதாஸனுடைய விவரணையாக்கம்
मालविकाग्निमित्रम्, MĀLAVIKĀGNIMITRAM, மலவிக்காக்னிமித்ரம்
श्यामलादण्डकम्, ŚYĀMALĀDAṆḌĀKAM, ஷ்யாமலாடணா தண்டகம்.



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



Dr.R.Seethalakshmi Subramani
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.



Editor-in-Chief

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Principal

Co-editor

Dr. I.J. Kavitha

HOD, English

Editorial Team

Dr. S. Henry Kishore


Associate Professor of English





Newsletter

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SKASC BEATS

16.09.2024

Newsletter

Weekly Edition

AY 2024-25

Issue 16



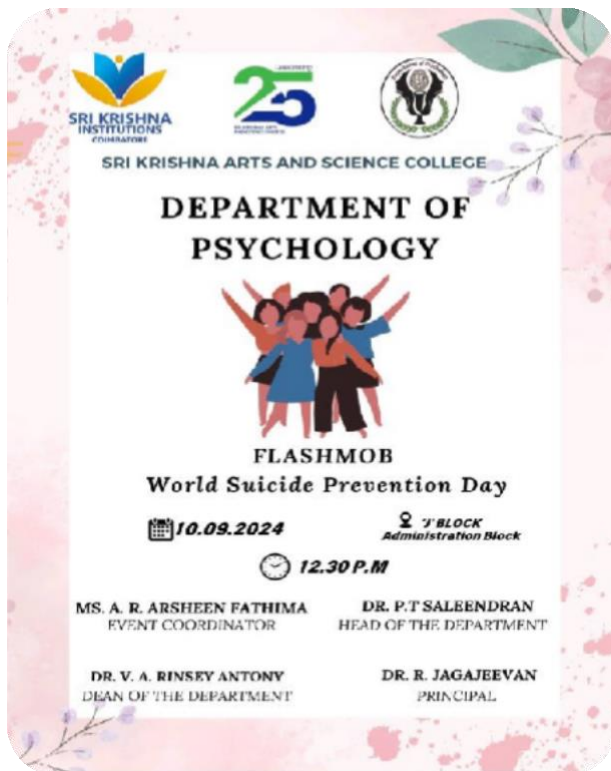
தெய்வத்தான் ஆகா தெனினும் முயற்சிதன்
மெய்வருத்தக் கூலி தரும்.





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.

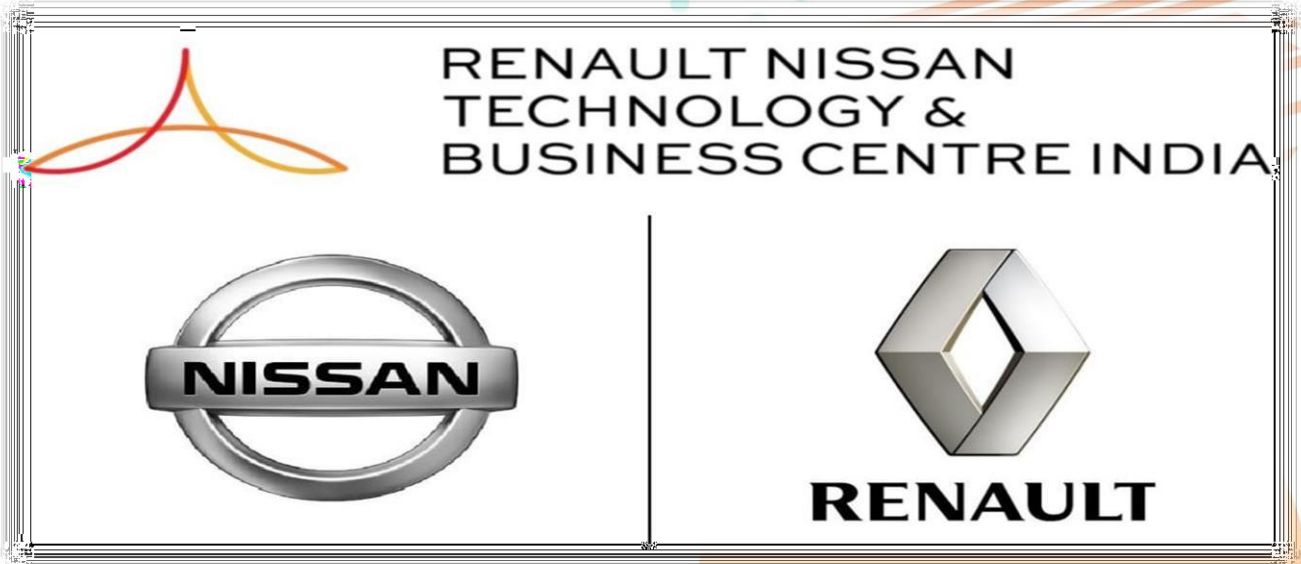
The flash mob served as a creative and powerful medium to engage the college community, encouraging conversations about mental health and highlighting the importance of seeking help during times of emotional crisis.



The image features a white background with several abstract graphic elements. At the top, a teal semi-circle is partially visible. Below it, a cluster of small teal dots is on the left, and a series of parallel orange lines forming a fan shape is on the right. A large orange circle is positioned in the center, containing the word "Placement" in a dark green, serif font, tilted upwards. To the right of the circle is a pixelated orange cross shape. At the bottom right, there are two large, thick orange outlines of triangles, one above the other.

Placement

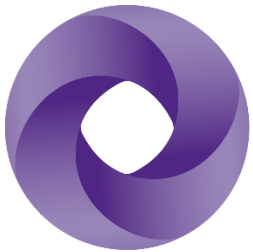
Recruitment Drive | Placement



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.

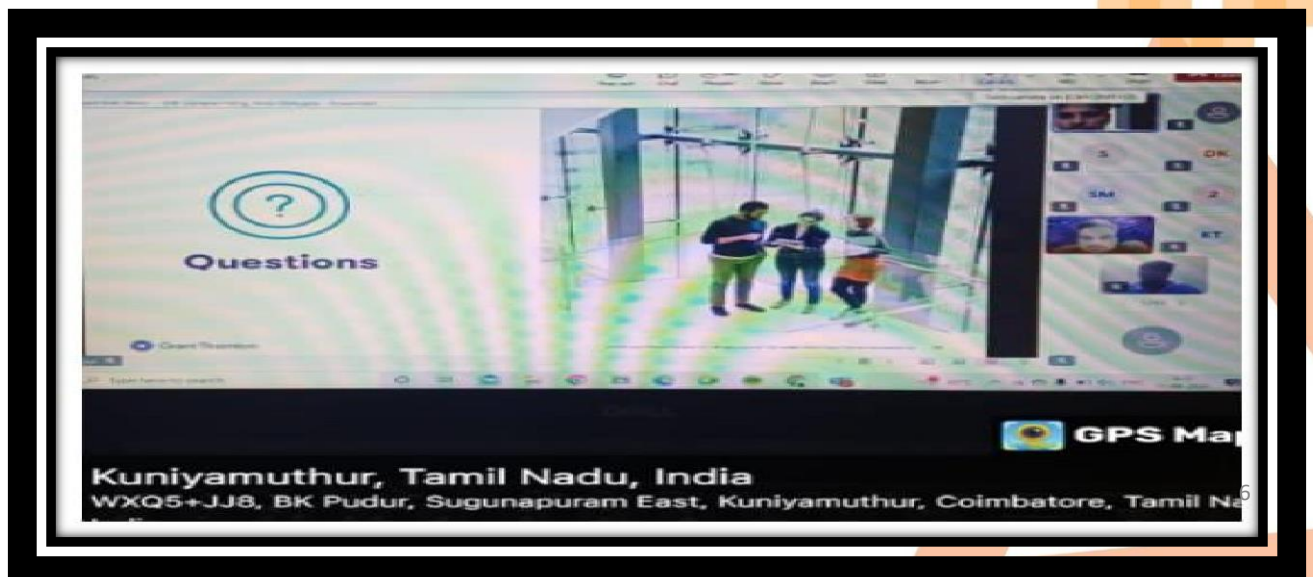
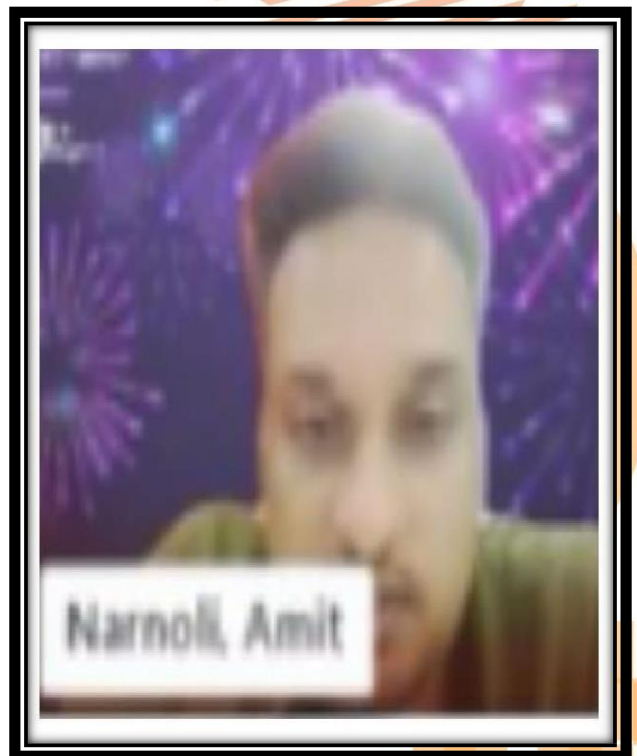


Recruitment Drive | Placement



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.

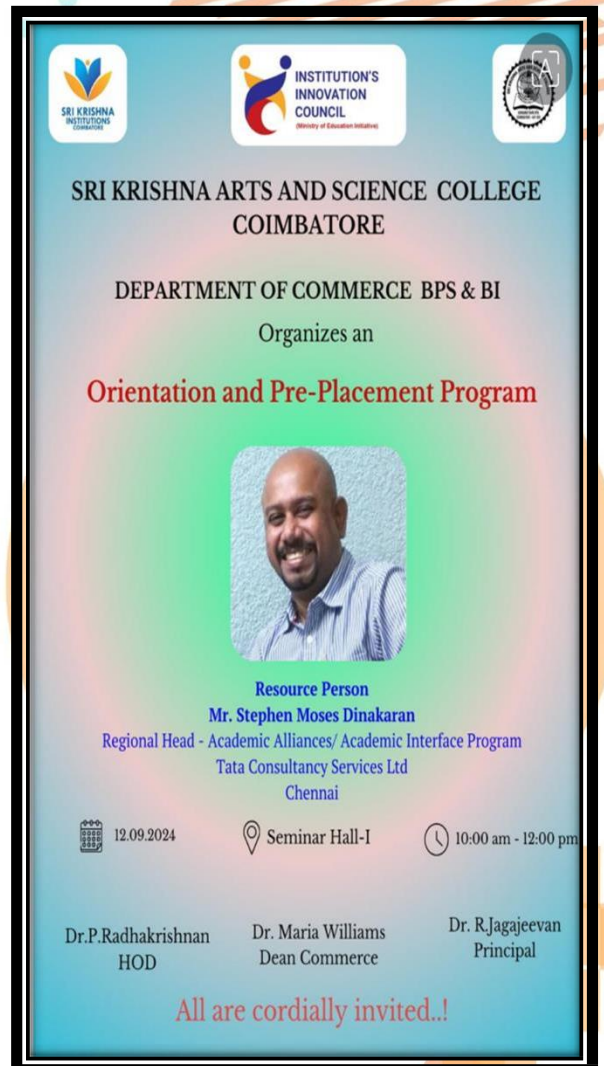




Department Activities

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.



The poster is a vertical rectangular graphic with a light blue background and a black border. At the top, it features three logos: Sri Krishna Institutions, Institution's Innovation Council, and a circular emblem. Below the logos, the text reads: 'SRI KRISHNA ARTS AND SCIENCE COLLEGE COIMBATORE', 'DEPARTMENT OF COMMERCE BPS & BI', and 'Organizes an Orientation and Pre-Placement Program'. A central portrait of Mr. Stephen Moses Dinakaran is shown, with his name and title 'Resource Person' below it. Further down, his full name and role as 'Regional Head - Academic Alliances/ Academic Interface Program' at 'Tata Consultancy Services Ltd Chennai' are listed. The event details include the date '12.09.2024', location 'Seminar Hall-1', and time '10:00 am - 12:00 pm'. At the bottom, three names are listed: 'Dr. P. Radhakrishnan HOD', 'Dr. Maria Williams Dean Commerce', and 'Dr. R. Jagajeevan Principal'. The poster concludes with the phrase 'All are cordially invited..!'.

SRI KRISHNA INSTITUTIONS

INSTITUTION'S INNOVATION COUNCIL
Ministry of Education Initiative

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

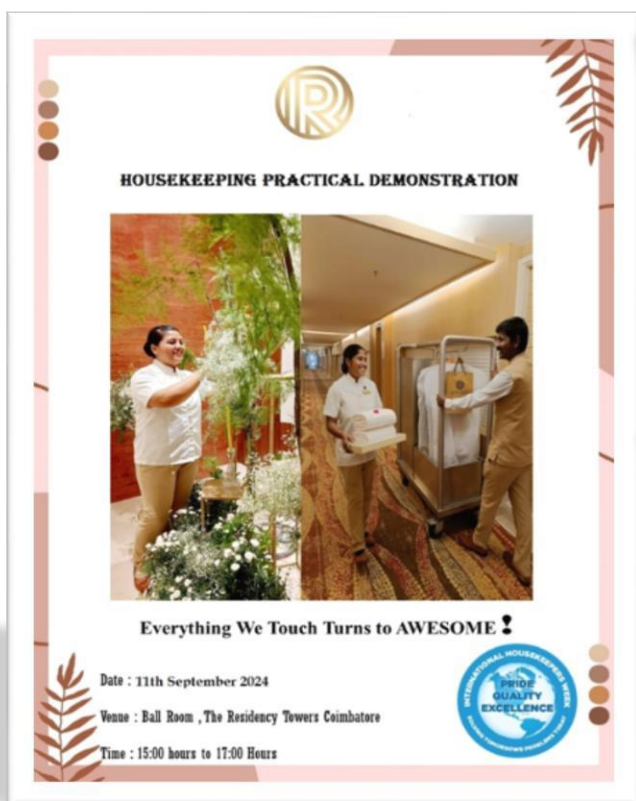
Dr. P. Radhakrishnan HOD Dr. Maria Williams Dean Commerce Dr. R. Jagajeevan Principal

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

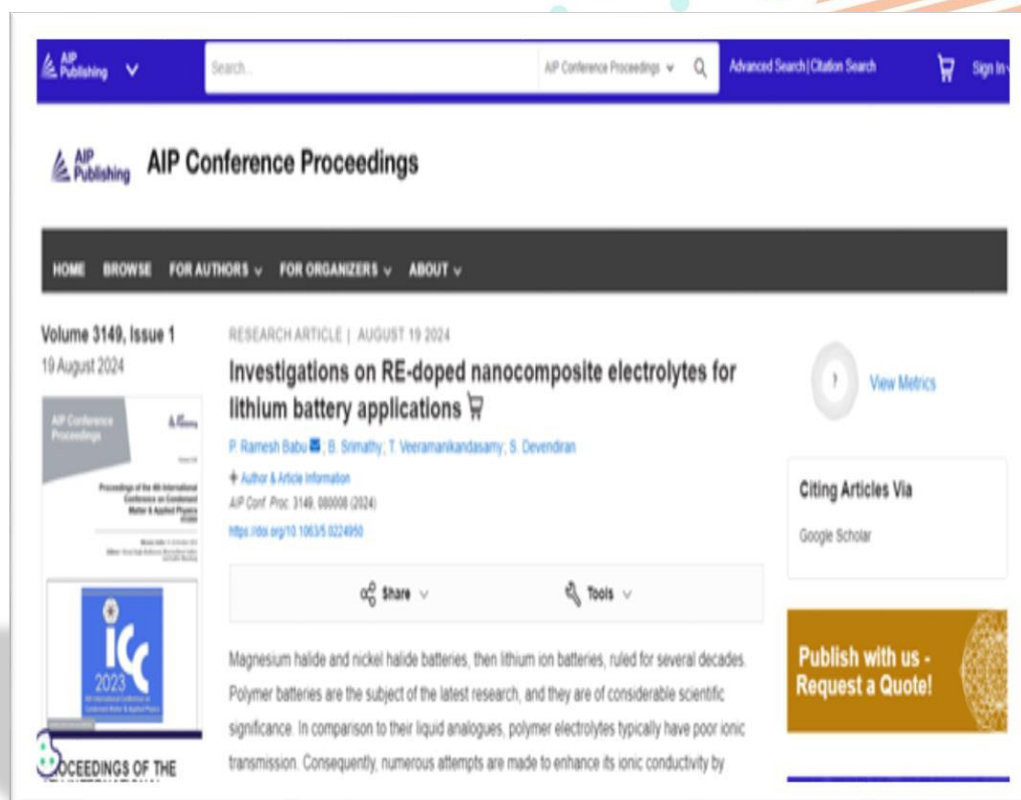
Dr.K.Devika Rani Dhivya
HOD

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
- ஏபிஜே 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 light blue dots, a pattern of orange diagonal lines, a large orange circle, a pixelated orange cross, and a large orange triangle at the bottom right.

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 light blue dots, a series of orange horizontal lines, a large orange circle, a pixelated orange cross, and a large orange triangle at the bottom right.

Student Achievements

Student Achievement | NCC

SRI KRISHNA INSTITUTIONS
COIMBATORE

NCC
National Cadet Corps

SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE (PO)
COIMBATORE - 441 002

SRI KRISHNA ARTS AND SCIENCE COLLEGE
NATIONAL CADET CORPS
6 TN MED COY NCC

Congratulations

THAL SAINIK CAMP 2024, DELHI
OBSTACLE TRAINING & TENT PITCHING

CADET SONA C
II BSC CSA

CDT SONA C II BSC CSA from Sri Krishna Arts and Science College was a part of TAMILNADU, PUDUCHERRY AND ANDAMAN NICOBAR DIRECTORATE contingent in OBSTACLE TRAINING & TENT PITCHING competition amongst 17 directorates. We convey our best wishes to her.

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.

உலகத்தை உணர்ந்து
உணர்ந்து நிற்கு

உலகத்தை உணர்ந்து
உணர்ந்து நிற்கு

SRI KRISHNA ARTS AND SCIENCE COLLEGE



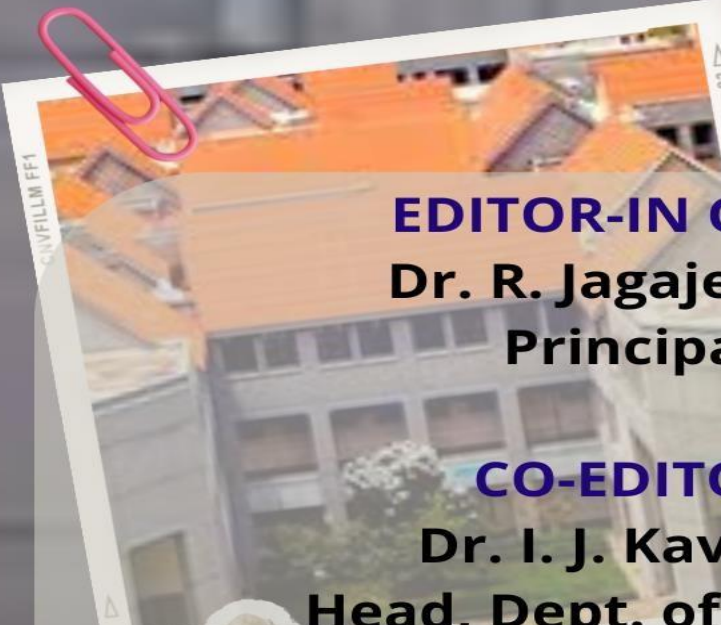
Happy

ONAM



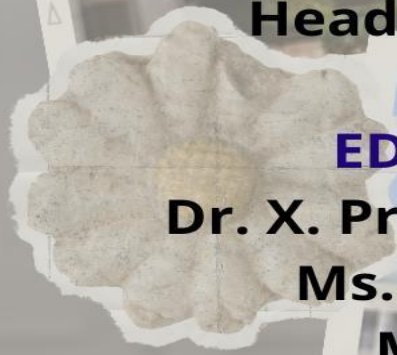
15 September

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



EDITOR-IN CHIEF
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Principal

CO-EDITOR
Dr. I. J. Kavitha
Head, Dept. of. English



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Ms. P.M. Manjusha
Ms. S. Monika

TECHNICAL TEAM
Dr. S. Spelmen Vimalraj



SKASC BEATS

Newsletter

Weekly Edition

23.09.2024



சிறப்பீனுஞ் செல்வம் பெறினும் பிறர்க்கின்னா
செய்யாமை மாசற்றார் கோள்.

Placement News

Placement – Maiyyam

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

Congratulations!

మైయం Maiyyam

SRIMATHI S S
23MEN020

RASHMIKA GK
23MBI017

HARIPRASATH M
23MBT011

ABINETHRI T
23MBI001

SANJAY KUMAR R P
23MIT045

K KISHORE KUMAR
23MBT015

ROLE: Business Development Executive

SALARY: 6 LPA

SRI KRISHNA ARTS AND SCIENCE COLLEGE

SKASC felicitates its accomplished students – **Ms. S. Srimathi, Ms. G.K. Rashmika, Mr. M. Hariprasath, Ms. T. Abinethri, Mr. R.P. Sanjay Kumar, and Mr. K. Kishore Kumar** on securing prestigious roles at **Maiyyam**, a Digital Marketing EduTech company, earning a remarkable salary package of 6 LPA.

Department Activities

Pre-Placement Program – IT & CGS

The Department of B.Sc. Information Technology & Cognitive Systems organized an “Orientation and Pre-Placement Program” on September 12, 2024. Approximately 195 students attended the session, where TCS experts provided insights on industry trends, career opportunities, and essential skills for the corporate world. They discussed emerging technologies, practical applications of cognitive systems, and strategies for securing internships and jobs.



Sri Krishna Arts & Science College
(Autonomous),
Coimbatore - 641008

Department of IT & Cognitive Systems
Organizes
TCS MoU collaboration event on
Orientation & Pre-Placement Program
TCS EXPERTS

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

Mr. Bharathwaj Narayanan
Head - Strategy and Marketing, CBG IT/IS
Tata Consultancy Services

Mr. Ajas Ahamed Azluzdeen
Head - Technology Transformation and Alliances
Tata Consultancy Services

12.09.2024 Seminar Hall - 1 12.09 PM

Dr.K.S.Jeen Marseline
Dean - Computer Science

Dr.J.Jagajeevan
Principal



Alumni Interaction – Commerce CA & BA

Ms. K. Sivaranjani and Ms. K. Sivadharani, accomplished advocates, District Court, Coimbatore and alumni of B.Com. CA & BA, delivered an insightful talk on the topic **Fostering Connections**. They deliberated on civic rights and legal awareness for the public. More than 60 students attended and gained valuable insights from the session.

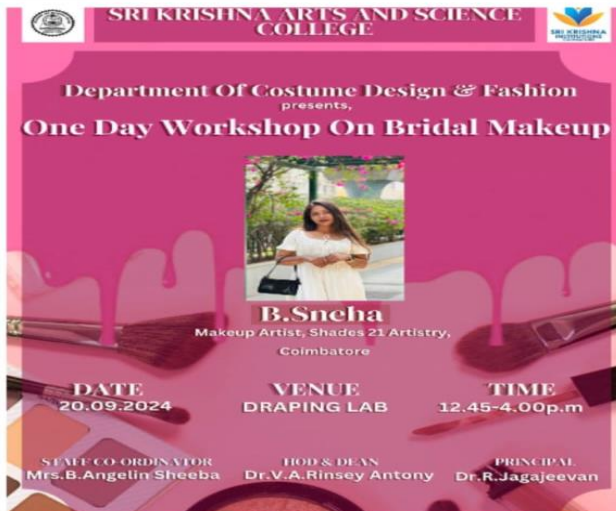


CSHM – On-the-Job Training

Five second-year students from the B.Sc. Department of Catering Science and Hotel Management recently completed a five-day **On-the-Job Training (ODC)** at The Residency Towers in Coimbatore, where they worked in the Bakery Department on the pre-preparation of Christmas plum cakes. During this training, they gained hands-on experience in baking techniques, ingredient selection, and the importance of hygiene and safety standards in a professional kitchen. Their hard work and enthusiasm were recognized by both the Chef and the Training Manager, who praised their commitment.



Alumni Interaction cum Workshop – CDF



The Department of B.Sc. Costume Design and Fashion conducted an **alumni interaction cum one-day workshop on Bridal Makeup**. The workshop was led by **Ms. B. Sneha**, an illustrious alumna from **Shades 21 Artistry**. She began her session with model selection, followed by a tutorial on creating a messy braid and hair prepping. During the session, students gained expertise in bridal makeup techniques and had the opportunity to practice their newfound skills.

Alumni Interaction – CDF

The Department of B.Sc. Costume Design and Fashion organized an Alumni Interaction with **Ms. Pooja** and **Ms. Vishnupriya**, offering valuable insights and career guidance in the textile industry, and sharing their experiences to inspire current students.



Alumni Interaction - IT & CGS

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

DEPARTMENT OF IT & COGNITIVE SYSTEMS

Organises
Seminar on
**CAMPUS TO CAREER
ON
ARTIFICIAL INTELLIGENCE
AND
CLOUD COMPUTING**

NITHISH SRINIVASAN
APP DEVELOPER
ACCENTURE, MUMBAI

Date: 21.09.2024
Time: 9:30am - 11:30am
Venue: Seminar hall 1

HOD & DEAN
Dr.K.S.JEEN MARSELINE

PRINCIPAL
Dr.R.JAGAJEEVAN

EVENT CO-ORDINATORS
Mrs.V.Valarmathi & Ms.K.Lavanya

ASSOCIATION INCHARGE
Dr.H.VIGNESH RAMAMOORTHY



The Department of B.Sc. Information Technology and Cognitive Systems organized an **alumni interaction program cum seminar on “Campus to Career in AI and Cloud Computing,”** designed to bridge the gap between academic learning and industry application on September 21, 2024. **Mr. Nithish Srinivasan**, a distinguished alumnus and now an **App Developer at Accenture, Mumbai**, was the Guest Speaker. This seminar provided valuable insights into career opportunities, essential skills, and the latest industry trends in AI and cloud computing, empowering participants to transition smoothly from academia to professional success.

Alumni Interaction - IT & CGS

The Department of B.Sc. IT and Cognitive Systems organized an **alumni interaction cum seminar** on “**Tech Skills for 4th Gen,**” on September 21, 2024, featuring esteemed speakers **Mr. A. Mohammed Ayan**, Technical Support Engineer, Park Intelli Solutions, Coimbatore, and **Ms. S. Sabitha**, Packaged App Developer, Accenture Private Limited, Coimbatore. Both speakers, who are also proud alumni of the department, shared valuable insights into industry expectations, interview preparation, and advanced coding practices. This event equipped students with essential knowledge to enhance their technical skills and better align with industry demands.



Sri Krishna Arts and Science College
Coimbatore-641008

DEPARTMENT OF IT & COGNITIVE SYSTEMS

Organises
Seminar on
TECH SKILLS FOR 4TH GEN

📅 21 SEPTEMBER, 2024 ⌚ 01.45 PM 📍 Seminar hall I



A. Mohammed Ayaan
Technical Support Engineer
Park Intelli Solutions,
Coimbatore



S. SABITHA
Packaged App Developer
Accenture Private Limited,
Coimbatore

Ms.S.Nandhini **Dr.K.S.Jeen Marseline** **Dr.R.Jagajeevan**
Ms.D.Pavithra **HOD & Dean** **Principal**
Event Co ordinator **HOD & Dean** **Principal**

Alumni Interaction - IT & CGS

The Department of B.Sc. IT and Cognitive Systems hosted an insightful “**Know the Industry**” seminar with a distinguished alumnus and an industry expert, **Mr. A. Robert Antony, Windows Administrator, Tata Communication, Chennai** on September 21, 2024. Students gained valuable perspectives on current trends, key industry players, and innovative ideas shaping the future, equipping them to make informed decisions and stay competitive.

SRI KRISHNA ARTS & SCIENCE COLLEGE
COIMBATORE

DEPARTMENT OF IT & COGNITIVE SYSTEMS
Organises
Seminar on
KNOW THE INDUSTRY

Speaker
ROBERT ANTONY. A
Windows Administrator
Tata Communication, Chennai

21 SEPTEMBER 2024 - SATURDAY - 11:45AM TO 01:00PM
Venue: Seminar Hall-1

Dr. R. Jagajeevan
Principal

Dr. K.S Jeen Marseline
Hod & Dean

Dr. H. Vignesh Ramamoorthy
Association incharge

Event Incharge
Ms. Deepa. B
Ms. Nancy Jacquelin Christy.P



Guest Lecture - ISM & BBA Logistics

The Department of B.Sc. ISM and BBA Logistics organized a **Guest Lecture** on “**Power BI for Data Analytics**” on September 21, 2024. **Dr. M. Pushpa**, Assistant Professor, SKASC, served as the Chief Guest. Students gained valuable expertise in utilizing Power BI to inform business decisions and optimize its features.



The poster features a dark blue background with a grid of light blue dots. At the top, logos for Sri Krishna Institutions, EFICIC, and the Institution's Innovation Council are displayed. The text reads: "SRI KRISHNA ARTS AND SCIENCE COLLEGE COIMBATORE-641008 DEPARTMENT OF B.Sc ISM & BBA LOGISTICS Organizes a Guest Lecture On Power BI For Data Analytics". Below this, there are icons representing data analytics, a robot, a bar chart, and a person at a computer. The guest speaker is identified as Dr. M. Pushpa, Assistant Professor, Department of CT & Data Science, Sri Krishna Arts and Science College, Coimbatore. Other staff members listed include Dr. M. Vidhya (Event Coordinator), Mr. P. Rajan (Dean), Dr. J. Mary Saranya (HOD), and Dr. R. Jagajeevan (Principal). The event is scheduled for 21st September 2024 at 11:45 AM in room H307.



Guest Lecture - ISM and BBA Logistics

The Department of B.Sc. ISM and BBA Logistics, hosted a **Guest Lecture** entitled “**Invest Yourself in Shaping Future**” on September 20, 2024. **Dr. P.T. Saleendran**, Head, Department of Psychology shared his insights on human behaviour, covering optimism, adversity, health consciousness, body language, graphology, and psychological disorders. The interactive session empowered students to shape their future goals.



SRI KRISHNA ARTS AND SCIENCE COLLEGE
Coimbatore

Guest Lecture

DR. P.T. SALEENDRAN

Topic:
Invest yourself in
shaping future

II BBA Logistics

20 Sep 2024

11:45 - 12:45

VENUE: I 313



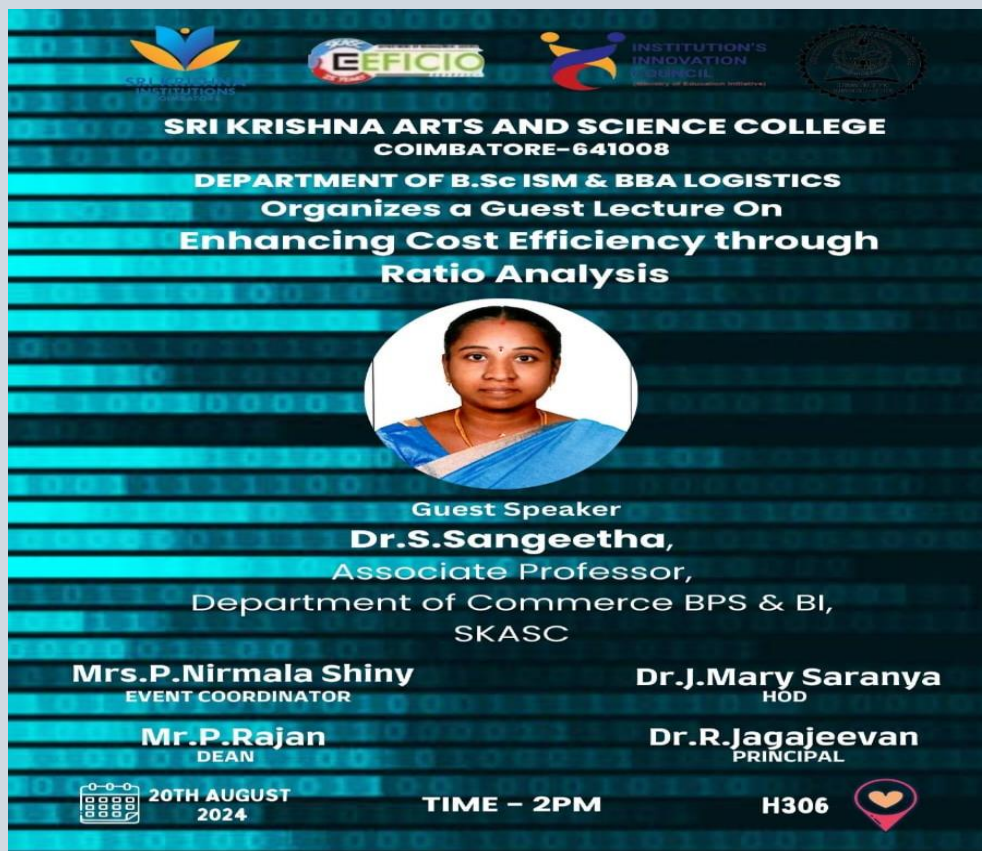
GPS Map Camera

Coimbatore, Tamil Nadu, India
Kuniamuthur, WXP6+W48, BK Pudur, Sugunapuram East,
Coimbatore, Kuniyamuthur, Tamil Nadu 641008, India
Lat 10.937297°
Long 76.960075°
20/09/24 12:03 PM GMT +05:30

Prof. Saranya.P Dr.J. Mary Saranya P.Rajan Dr. R. Jagajeevan
Event co-ordinator HOD Dean Principal

Google

Guest Lecture - ISM & BBA Logistics



The poster features a dark blue background with horizontal light blue stripes. At the top, there are logos for Sri Krishna Arts and Science College, EEFICIO, and the Institution's Innovation Council. The text in the center reads: "SRI KRISHNA ARTS AND SCIENCE COLLEGE COIMBATORE-641008 DEPARTMENT OF B.Sc ISM & BBA LOGISTICS Organizes a Guest Lecture On Enhancing Cost Efficiency through Ratio Analysis". Below this is a circular portrait of Dr. S. Sangeetha. The text below the portrait identifies her as the Guest Speaker and provides her title and department. At the bottom, it lists the names and titles of the event coordinator, dean, HOD, and principal, along with the date, time, and location.

SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE-641008
DEPARTMENT OF B.Sc ISM & BBA LOGISTICS
Organizes a Guest Lecture On
Enhancing Cost Efficiency through Ratio Analysis

Guest Speaker
Dr.S.Sangeetha,
Associate Professor,
Department of Commerce BPS & BI,
SKASC

Mrs.P.Nirmala Shiny
EVENT COORDINATOR

Dr.J.Mary Saranya
HOD

Mr.P.Rajan
DEAN

Dr.R.Jagajeevan
PRINCIPAL

20TH AUGUST
2024

TIME - 2PM

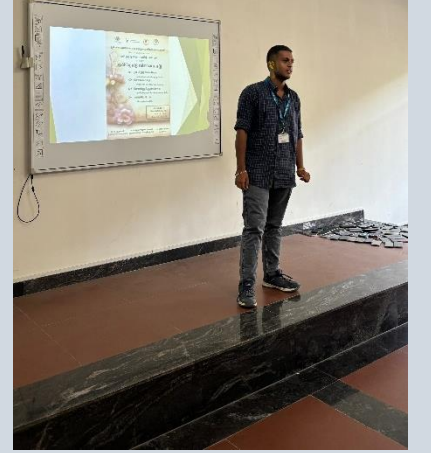
H306



The Department of B.Sc. ISM and BBA Logistics hosted a **Guest Lecture** on “**Enhancing Cost Efficiency through Ratio Analysis**”, featuring **Dr. S. Sangeetha** from Department of Commerce BPS & BI, SKASC. The speaker demystified ratio analysis, elucidating its role in assessing business financial health through profitability, liquidity, and solvency ratios.

Tamizhodu Vilayadu

ஸ்ரீ கிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரியின் தமிழ்த்துறை - தமிழ் மன்றம் சார்பாக “தமிழோடு விளையாடு” என்ற நிகழ்வு நடைபெற்றது. இதில் நா பிறழாமல் பேசுவதற்குப் பயிற்சி தரும் விதமாகத் தமிழ்ச் சொற்களைப் பிழையின்றி விரைவாகக் கூறுதல், எழுத்துக்களைக் கோர்த்துச் சொல்லாக்குதல், மறைந்திருக்கும் சொற்களைக் கண்டறிதல், கேட்கும் வினாக்களுக்கு மாறுபட்ட பதில் கூறுதல் எனப் பல்வேறு விதமாக நிகழ்வுகள் நடத்தப்பட்டன. | B.Sc. Data Science மாணாக்கர்கள் ஆர்வத்துடனும் உற்சாகத்துடனும் இந்நிகழ்வில் பங்கேற்றனர்.



ஸ்ரீ கிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரி
கோயம்புத்தூர் - 641008
தமிழ்த்துறை - தமிழ் மன்றம்
நடத்தும்
தமிழோடு விளையாடு

- >>> **நா பிறழாமல் பேசு**
திரையைப் பார் விரைந்து சொல்
- >>> **சொல்லாக்கு**
எழுத்தைக் கோர்த்து சொல்லாக்கு
- >>> **சொல்லுக்குள் சொல்**
ஒளிந்திருக்கும் சொல்லைக் கண்டுபிடி
- >>> **மாத்திப் பேசு**
பொருந்தாப் பதில்

20.09.2024
வெள்ளிக்கிழமை
204 - J BLOCK
பிற்பகல்: 2 மணி

Mrs P.புத்தரகாணி
ஒருங்கிணைப்பாளர்

Dr R.விஜயசாமுண்டஸ்வரி
முதன்மையர் - மொழித்துறை

Dr R.ஜெகஜீவன்
முதல்வர்



NCC, NSS & Club Activities

NCC – Obstacles Training Activities

The NCC team conducted a significant activity at Sri Krishna Arts and Science College, welcoming Commanding Officer **Major P. Ashok Kumar** and Subedar **Major K. Maariyappan**. They carried out a thorough review of administrative operations and observed ongoing obstacle training activities, which were especially meaningful for the first-year NCC cadets.

The experts shared their extensive experiences, offering invaluable advice and encouragement. Their motivational words resonated deeply with the cadets, instilling a sense of pride, discipline, and determination. The visit underscored the importance of rigorous training and administrative excellence, reinforcing the values of dedication and perseverance among the young cadets. It left a lasting and inspiring impact on their journey in the NCC.



NSS – Swachhata Hi Seva

The Coimbatore Corporation inaugurated the **Swachhata Hi Seva 2024 Rally**, a community clean-up initiative, from B.K. Pudhur to Sri Krishna Arts and Science College, emphasizing the importance of keeping the city spick and span. The National Service Scheme volunteers from SKASC were front and centre, showcasing their dedication to community service and social responsibility. Government officials, including Zonal Sanitary Officer **Mr. M V Andiyappan**, SBM Animator **Ms. Priyadharshini**, SBM Supervisor **Mr. Danial Joshua**, Sanitary Inspector **Mr. C. Murugan**, Supervisor **Mr. Manikandan**, and Supervisor **Mr. Bernatsa**, also joined forces to make this event a success.

The rally's theme harmonizes with the nationwide Swachhata Hi Seva initiative, taking place from September 17 to October 2, 2024. Sri Krishna Arts and Science College, esteemed as the cleanest higher educational institution in the 2019 Swachh Campus Ranking, provided a poignant backdrop for the event. With a proven track record of organizing cleanliness drives, health camps, and awareness programs, the NSS unit at Sri Krishna Arts and Science College continues to champion community well-being.



NSS - Inauguration

The NSS Units of SKASC launched its **Inaugural function and Orientation program** for first-year volunteers, with the Chief Guest **Dr. R. Annadurai**, NSS Coordinator, Bharathiar University. The speaker emphasized the significance of National Service Scheme in cultivating social responsibility and community engagement. Presiding over the event, Dr. R. Jagajeevan, Principal stressed the vital role of volunteerism in shaping society's future.

The meticulously organized program introduced new volunteers to NSS's ethos and objectives through interactive sessions and presentations. The orientation covered various NSS initiatives, including environmental conservation and social welfare projects. With renewed enthusiasm, the newly inducted volunteers are set to embark on a journey of selfless service, contributing to community development and nation-building.



NSS – Blood Donation

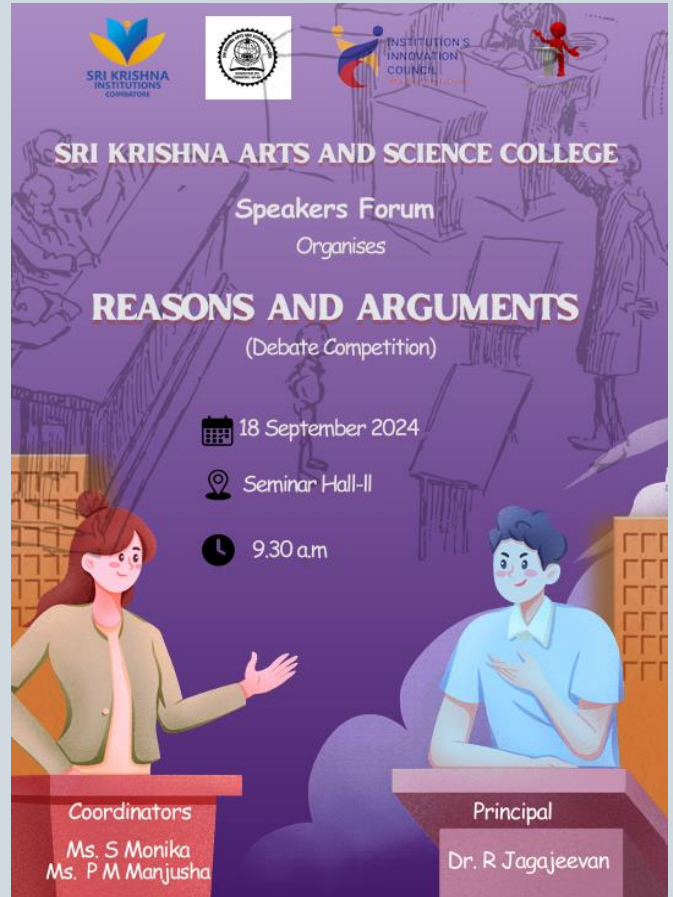
SKASC feels pride in appreciating **Mr. R. Prasanna**, a NSS volunteer from II B.Sc. CSA who came forward to donate blood for Ms. Kanshitha, a two-year-old undergoing critical heart surgery at GKNM Hospital.



We are proud to acknowledge the extraordinary initiative of **Shrivardhini**, II B.Sc. MB student and NSS Volunteer, who arranged 25 units of blood for a hospitalized SKASC student's surgery at Ganga Hospital. This remarkable feat sets a new milestone in our NSS history.

Speaker's Forum

The Speakers Forum of SKASC conducted a **Debate Competition** on **Reasons and Arguments** with 42 participants competing in the initial round. The top 16 contestants proceeded to the finals, where **Mr. Lakshman** from III B.Com. PA A secured 1st prize, **Ms. Manasi Murugappan** from III B.Com. PA B took 2nd prize and **Mr. Neev Jhaver. D** from I B.Com. E.Com. claimed 3rd prize. The winners demonstrated impressive oratory skills and expertise on the topic. This platform fostered critical thinking and public speaking skills among students.



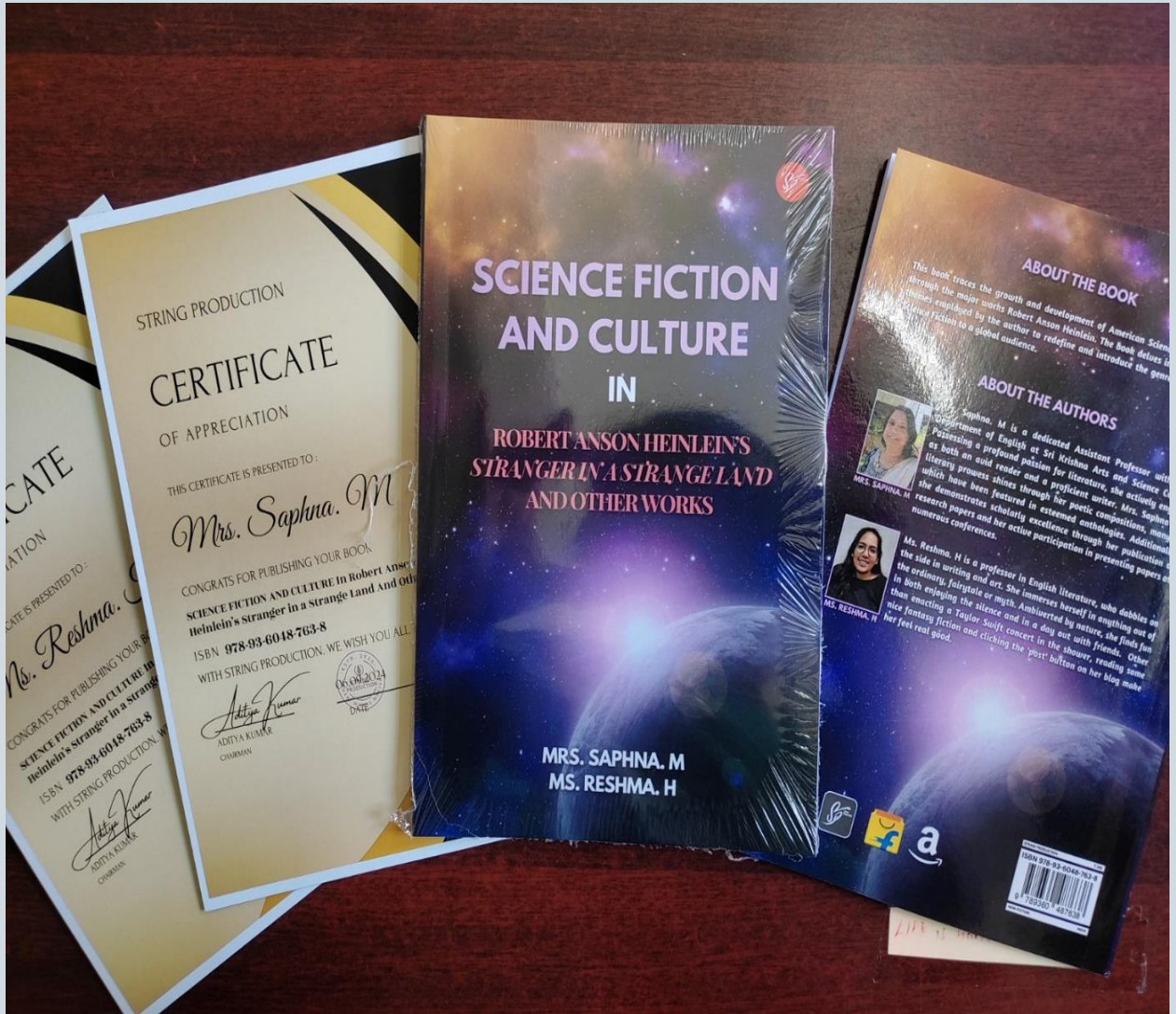
Faculty Achievements

Faculty Achievement

A syllabus review meeting for B.Sc. Cognitive Systems was held at Karpagam University, featuring subject matter experts from Tata Consultancy Services, including **Mr. Bharathwaj Narayanan**, Head of Strategy and Marketing for CBG ITIS, and **Ajas Ahemed**, Head of Technology Transformation and Alliances. Six colleges from Coimbatore participated in the meeting. **Dr. K.S. Jeen Marseline**, Head of IT and Cognitive Systems at SKASC, was praised for her exemplary leadership, expertise, and contributions, demonstrating the importance of academic leaders in driving curriculum innovation and strategic industry partnerships.



Faculty Achievement



Mrs. M. Saphna and **Ms. H. Reshma**, Assistant Professors of English, have published their second book entitled *Science Fiction and Culture*. The book explores the intricacies of Science Fiction in American Literature by analysing the works of Robert Anson Heinlein.

Faculty Achievement

விநாயகா மிஷன்ஸ் ஆராய்ச்சி நிறுவனத்தின் (நிகழ்நிலைப் பல்கலைக்கழகம்) கலை மற்றும் அறிவியல் புலத்தின் சார்பாக திருக்குறள் செம்மல் ந.மணிமொழியனாரின் தமிழ் பணியை போற்றும் விதத்தில் 13.09.2024 அன்று தமிழ்த்துறை ஒருங்கிணைத்த ஒரு நாள் கருத்தரங்கில் சிறப்பு விருந்தினராக கலந்து கொண்டு "வாழ்ந்த வள்ளுவர் திரு. ந.மணிமொழியனார்" எனும் தலைப்பில் சிறப்புரையாற்றினார்



Faculty Achievement

Congratulations to **Dr. G. Sumalatha**, Assistant Professor, Department of Computer Technology & Data Science, on successfully completing her Ph.D. viva voce at PPG College of Arts and Science.



Faculty Achievement



SKASC appreciates **Dr. S. Akhila** and **Dr. P. Jesintha**, Assistant Professors of the Department of Commerce BPS & BI for representing SKASC and for being honoured for their contribution as a presenter at “Spread the Spark’ 24 – Celebrating Teachers” at the recent **CII Event**. Their enthusiastic involvement and valuable insights highlighted their expertise and reflected the faculty's dedication to ongoing learning and professional growth.

Faculty Achievement



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



பங்கேற்புச் சான்றிதழ்

முனைவர் ப. மோகன்.

ஆருத்ரா கல்வி மற்றும் ஆராய்ச்சி நிறுவனம் சார்பில்
"சாஹித்ய அகாடமி விருது பெற்ற எழுத்தாளர்களின் படைப்புகள்" எனும் தலைப்பில்
09/09/2024 முதல் 16/09/2024 வரை எட்டு நாட்கள் இணையவழியில் நடைபெற்ற
கற்றல் கற்பித்தல் திறன்மேம்பாட்டுப் பயிற்சியில்
[திரு கவிஞர்.மு.மேத்தா, திரு.கி. ராஜநாராயணன்,
திரு.தி.ஜானகிராமன், திரு.ஜெயகாந்தன்,
திரு. நாஞ்சில்நாடன், திரு.கல்கி கிருஷ்ணமூர்த்தி,
திரு. கண்ணதாசன், திருமதி. கோ. திலகவதி.]
ஆகியோரின் படைப்புகள் குறித்து ஆழமாக விவரிக்கப்பட்டது. இந்நிகழ்ச்சியில்
பங்கேற்ற அனைவருக்கும்
பங்கேற்றமையைப் பாராட்டி இச்சான்றிதழ் வழங்கப்படுகிறது.

P. Moogan

முனைவர். ப.சுப்ரிதா மோகன்குமார்.
இயக்குநர்,
ஆருத்ரா கல்வி மற்றும் ஆராய்ச்சி
நிறுவனம், சென்னை.

R. Seethalakshmi

முனைவர். இரா. சீதாலக்ஷ்மி சுப்ரமணியன்.
இயக்குநர்,
ஆருத்ரா கல்வி மற்றும் ஆராய்ச்சி
நிறுவனம், சென்னை.



Students Achievements

CSHM – Students Corner

Mr. S. Vivek, a second-year CSHM student demonstrated his creativity with a striking **watermelon carving**. His artistic talent enhances the vibrant atmosphere and showcases his commitment.



CSHM – Token of Appreciation



The Department of CSHM is thrilled to announce that **Mr. Kavindran, Mr. M. Logeshwaran, Mr. S. Venkatanathan, Mr. Hariharan, Mr. Prachi, and Ms. P. Subalakshmi** have received a letter of appreciation from Hyatt Regency, a prestigious five-star hotel in Chennai, for their outstanding performance during their Industry Exposure Training.

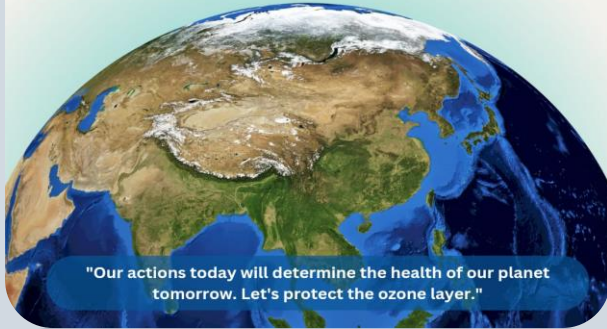


Commemoration Days

SRI KRISHNA ARTS AND SCIENCE COLLEGE



International Day for the
Preservation of the Ozone Layer
September 16



"Our actions today will determine the health of our planet tomorrow. Let's protect the ozone layer."

International Day of Peace
– Sept. 21

International Day for
Preservation of the Ozone
Layer – Sept. 16

SRI KRISHNA ARTS AND SCIENCE COLLEGE



INTERNATIONAL
21 SEPT DAY OF PEACE



"Peace: The language of love that transcends borders."

World Rose Day – Sept. 22

SRI KRISHNA ARTS AND SCIENCE COLLEGE



WORLD
ROSE
DAY

(Welfare of Cancer patients)
22 September



Roses of Resilience: Standing with
Cancer Patients on Rose Day.



World Rivers' Day – Sept. 22

SRI KRISHNA ARTS AND SCIENCE COLLEGE



WORLD RIVERS DAY

22 September



"Let us protect our rivers, for they are the
lifeblood of our planet."



 **Newsletter**



SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous Institution Affiliated to Bharathiar University, Coimbatore

Kuniamuthur, Coimbatore – 641 008.

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