



Since 1994

Volume 1, Issue 1

PRINTS

-In House Magazine of KASC

..Marching towards Excellence.....



March 2014

VISION

To impart knowledge and skills to rural youth in order to meet their intellectual and social aspirations and cultural and technical needs of the society

MISSION

To develop an effective curriculum and optimize institutionalized student activities

To involve learners in practical life situations

To expose students to rural realities

To sensitize learners to national heritage and values

OBJECTIVES

To mould the rural youth as self-reliant and socially responsible citizens

To facilitate the learners to hone their leadership qualities

To equip the learners with updated technological knowledge

To enhance the research activities of the rural youth and uplift them to serve the educational needs of the society



ABOUT THE INSTITUTION

Kongu Arts and Science College is a leading co-educational institution in Erode, offering a variety of programmes in Arts and Science streams. It is affiliated to Bharathiar University and run by The Kongu Vellalar Institute of Technology Trust, Perundurai.



Valampuri Vinayagar Temple Kumbabishekam on 25.06.2013 in our college premises.



Dr. Subramaniam, Former Principal, Vivekanandha College, Thiruvedagam delivered a Special Address during the First year UG Inauguration on 28.06.2013.



16th Graduation Ceremony on 30.06.2013. Dr. G. James Pitchai, Vice-Chancellor, Bharathiar University, Coimbatore delivered the Graduation Address and distributed the Degree Certificates.



Swami Vivekananda's 150th Birth Anniversary Celebrations on 20.09.2013. Dr. B. K. Krishnaraj Vanavarayar, President, BVB, Coimbatore delivered the Special Address.

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உற்சாகமாக இருக்கத் தொடங்குவதுதான் வெற்றிகரமான வாழ்க்கை வாழத் தொடங்குவதற்கான முதல் அறிகுறி - சுவாமி விவேகானந்தர்



KVIT TRUST

The Kongu Vellalar Institute of Technology Trust was founded on 5th October 1983 by forty one philanthropists of Kongu Vellalar Community. The institutions established by the Trust are: Kongu Polytechnic College in 1983, Kongu Engineering College in 1984, Kongu Arts and Science College in 1994, Kongu Industrial Training Center in 1997 and Kongu National Matriculation Higher Secondary School in 2002. All the institutions are diligently marching forward towards the pinnacle of glory by their remarkable achievements and laurels in the diverse fields of education.

The contribution of the noble trustees in uplifting the rural people of this region, their vision and zeal to develop the community and their patronizing service has brought the glory to KVIT and helped to achieve overall progress in the fields of education, rural development and industrial growth thereby engraving the name Kongu in golden letters in the history of this region.



Thiru.E.K.Lingamurthy
President, KVIT TRUST

I am extremely happy to know that Kongu Arts and Science College is bringing out a Newsletter "PRINTS". In addition to the numerous achievements of the institution, the publication of this Newsletter is yet another triumph obtained by them. The Institution has made all efforts to provide the best in all aspects of learning and academic standards. I wish them all success.

The academic institutions are the pillars of any civilized society. Our KVIT Trust academic institutions are dynamic and progressive looking. Kongu Arts and Science College is committed to develop young minds for creative leadership in Arts and Science streams and aims to contribute to the movement of nurturing the youth as leaders of tomorrow for strengthening our country. This year is a very significant year as the college has completed two successful decades. I take this opportunity to congratulate the Principal, Faculty Members and Students for bringing out the first issue of the Newsletter "PRINTS".



Thiru.P.C.Palanisamy
Secretary, KVIT TRUST



Thiru.E.R.Kaarthikeyan
Treasurer, KVIT TRUST

Today the role of any institution is to pursue the global standards of excellence in all its endeavours and Kongu Arts and Science College aims at creating all rounded personality in the students both professionally and socially. The college has a glorious history of twenty years with its unique learning approach and grown into a distinguished institute of higher education and research. This institution inculcates innovation, creative thinking and strong conviction among the students to achieve true success. At this juncture, I appreciate the Principal, Faculty Members and Students for achieving this pioneering position and also for releasing this first issue of the Newsletter "PRINTS"

Change is permanent. Our Institution has completed two rewarding decades. It has been steadily progressing year after year by introducing new Courses and Programmes. The events and happenings that took place now and then need to be documented for the future generation. In this respect publishing a Newsletter will be an eye opener. I wish the "PRINTS" Newsletter team all success in their endeavour.



Thiru.P.Sachithanandan
Correspondent, KASC



Dr.N.Raman
Principal

An institution can inculcate knowledge and values among the students through various programmes. The activities of the college should reach the stakeholders in an appropriate way for its sustainable development. An attempt is made by our institution to bring out the Newsletter to exhibit the talents of the students and faculty members. I thank the Management, Faculty Members and Students for their continuous support and co-operation in bringing out an eventful academic year.



தலைமுறை தலைமுறையாகப் பின்பற்றி வரப்படும் பழக்கம் என்பதற்காகவோ, நமது முன்னோர்கள் சொல்லி வைத்து விட்டார்கள் என்பதற்காகவோ எந்த ஒரு கருத்தையும் நாம் சிந்தித்துத் தெளிவு பெறாமல் ஏற்றுக் கொள்ளக் கூடாது - புத்தர்

ISO CERTIFICATION

The College applied for ISO Certification and eventually got certified by TUV SUD(9001:2008) in the month of February, 2014.

ACADEMIC ENRICHMENT OF FACULTY MEMBERS

RESEARCH PAPERS

- * Papers presented in National and International Level Conferences - **31**
- * Research Articles published in National and International Peer Reviewed Journals - **50**

COMPLETION OF DOCTORAL PROGRAMME DURING 2013-2014

- * Mrs. S.Kalaiarasi, Assistant Professor, Department of Commerce
- * Mrs. Lakshmi Manohari, Head, Department of Costume Design and Fashion
- * Mrs. B. Jayanthi, Associate Professor, Department of Computer Science (PG)
- * Mr. A. Sankar, Physical Director
- * Mrs. K. Parveen Banu, Assistant Professor, Department of Costume Design and Fashion
- * Mrs. K.G.Santhiya, Assistant Professor, Department of Computer Science (UG)

BEST PRACTICES

To bring the holistic development among the student community, the following best practices are implemented in our college.

- * **Value Added Courses**
- * **Uniform for the students**
- * **Moral and Ethical Values through Ethics Club**
- * **Yoga and Meditation**
- * **Finishing School Programme for pre-final year students**
- * **Vocabulary Enrichment through Newspaper reading**

ACADEMIC ACHIEVEMENTS OF STUDENTS

- ⇒ **46 University Ranks including 4 Gold Medals in the academic year 2012-13.**
- ⇒ **Computer Science Department (UG) won the Overall Championship Trophies at the Inter Collegiate Meets held at:**
 - * Kaamadhenu Arts and Science College, Sathyamangalam
 - * Vivekanandha Institute of Information and Management Studies, Tiruchengode
 - * Nandha Arts and Science College, Erode
 - * Sree Amman Arts and Science College, Erode
 - * Jairam Arts and Science College, Salem
 - * P.S.G College of Arts and Science, Coimbatore
 - * Hindustan College of Arts and Science, Coimbatore
- ⇒ **BCA Department won the Overall Championship held at:**
 - * Vivekanandha Arts and Science College, Tiruchengode
 - * M.Kumarasamy College, Karur

RESEARCH ACTIVITIES

- * **60 scholars in M.Phil. and 2 in Ph.D. were admitted during this academic year .**
- * **89 research scholars were awarded M.Phil. degree.**

ஆசையற்ற தன்மைக்கு ஆசைப்படுதல் வேண்டும். ஏனெனில் ஆசையே அனைத்துத் துன்பங்களுக்கும் காரணம். ஆசையே முக்திக்கு முட்டுக்கட்டையாக உள்ளது - அன்னை சாரதா தேவி



College Bazaar

- * 120 stalls
- * Rupees 5 lakhs Turn over
- * A Portion of the profit was contributed to orphanages.



Department of Costume Design and Fashion conducted an Exhibition cum sale 'X'travaganza on 25.09.2013.



Department of Management Science conducted FESI'14 from 07.01.2014 to 09.01.2014.



A Two-day Expo "KASCO SHOP-14" was organized by the Department of Commerce & Department of Commerce (CA) on 04.02.2014 & 05.02.2014 and was inaugurated by Mr.M.Chinnusamy, Director, Agni Steels, Erode.



DEPARTMENT ACTIVITIES

Department of Biochemistry



A 5 Day Workshop was organized on "Microbiological Techniques" in association with Micro Core Research Institute Pvt. Ltd from 05.08.2013 to 09.08.2013.

Department of Costume Design and Fashion

State Level Seminar on "Business Opportunities in Fashion and Textiles" was organized on 19.09.2013 with Mr.Sakthivel Perumalsamy, Head, Centre of Excellence for Medical Textiles, SITRA, Coimbatore as the Resource person.



Department of Catering Science & Hotel Management



A Two-day Workshop on "Oriental and Continental Cuisine" was conducted by Mr.Ramprakash, Chef, GRT Group of Hotels, Chennai on 08.01.2014 & 09.01.2014.



Department of Mathematics

A One day National conference on "Recent Advances in Graph Theory and its Applications" was conducted on 25.01.2014 and Dr.T.Tamizhchelvam, Dean, Faculty of Science, Manomaniam Sundaranar University, Thirunelveli was the Resource person.



நாம் செல்லும் மார்க்கம் நல்லதாக இருந்தால், நம்முடைய இலக்கும் தானாகவே நல்லதாகி விடும் - காந்திஜி

DEPARTMENT ACTIVITIES

Department of CT & IT



A National Level Workshop on “WEKA” (Data Mining Open Source Tool) was conducted by Dr.L.Arockiam, Associate Professor in Computer Science, St. Joseph's College (Autonomous) Trichy on 14.02.2014 & 15.02.2014.

Department of Computer Science (PG)

A workshop on “Research Techniques & Data Mining Tool” was conducted on 21.01.2014. The resource person was Dr.C.Annamalai, Associate Professor, South East Asian Ministers Education Organization (SEAMEO), Ministry of Education, Malaysia.



Intercollegiate Meet



“Fashion Gala” and “Fashion Zingaro” were organized by the Department of Costume Design and Fashion on 21.02.2014.



RANGMANCH' 14 was organized by the Department of Hindi on 21.01.2014

PG Department of Management and Computer Science



An Intercollegiate Meet “MAKEXCELS TALENT HUNT 2K14” was jointly organized by PG Department of Management and Computer Science on 19.02.2014.



PONGAL THIRUNAAL was organized by the Department of Tamil on 09.01.2014

Department of Computer Science (UG)

“DigiFest 2K14” - an Intercollegiate Meet was conducted on 31.01.2014 with Mr. R. Karthigeyan, Manager – HR, Admin and Public Relations, Lenovo India Pvt. Ltd, Puducherry and Dr.V.S.Dhenesh Ph.D. Associate Professor, School of IT and Engineering, VIT University, Vellore as Chief Guests.



KONGU PEGASUS was Organized by the PG Department of English on 26.09.2013.

நீ பிறரின் குணாதிசயங்களைக் கணிக்கத் துவங்கினால் அவர் பால் அன்பு செலுத்த நேரம் இருக்காது - அன்னை தெரசா



Department of Hindi



MILAN'14-Alumni Meet for the Hindi Students was organized on 19.02.2014.

ETHICS CLUB

A Guest Lecture on "Tamil Culture" was delivered by Mr. N.Samar Pa Kumaran on 26.07.2013.

YOUTH RED CROSS



Executive Members of Youth Red Cross were appreciated with the certificates on 20.03.2014.



DEPARTMENT ACTIVITIES

Department of e-Commerce

A Seminar on 'Modern Marketing Research' was conducted on 25.01.2014 and Dr.D.Kumaresan, Principal, Minerva College of Arts and Science, Salem was the Resource person.



Department of Business Administration



An industrial visit to Mysore & Coorg from 17.07.2013 to 22.07.2013.

Department of Biotechnology

Final Year Students attended a Training Programme on Mushroom Cultivation at Tamilnadu Agriculture University, Coimbatore on 05.08.2013.



Department of Commerce CA



Yoga Training Programme was given for the students on 11.07.2013 by Mr.V.M.Venkatachalam, Divisional Secretary, Erode Manavalakalai Mandram, Erode.

Department of Commerce

Commerce Association was inaugurated on 02.08.2013 by Dr.S.Gurusamy, Professor and Head, Department of Commerce, University of Madras, Chennai.



இல்லத்தாருடைய கடமைகளாவன - உயிர்களிடத்தில் அன்பு, பக்தர்களிடத்தில் சேவை, கடவுளின் புனித நாம ஜெபம் ஆகியவை - இராமகிருஷ்ண பரமஹம்சர்

DEPARTMENT ACTIVITIES

Department of Business Administration with C A



A Personality Development Programme was organized for the Second and Final year students on 16.09.2013 and 17.09.2013.

Department of Tamil

Tamil Mandram was inaugurated by Dr.P.K.Manoharan, Registrar, Bharathiar University, Coimbatore on 20.07.2013.



BOOK FAIR



Dr. Krishnapriya, Director of MCA, CIT, Coimbatore inaugurated the Book Fair organized for three days from 17.08.2013 to 19.08.2013 to inculcate the reading habit among the student community.

PG Department of English



Faculty Development Programme by Mr. P. Ilamaran, Associate Professor, PSG College of Arts and Science, Coimbatore on 18.06.2013.

SPORTS



Bharathiar Day Volleyball Tournament (State level Meet) was conducted from 10.01.2014 to 12.01.2014.

Department of Corporate Secretaryship

A Seminar on " Highlights of New Companies Act 2013" was organized on 13.12.2013 and Ms. Shyama Vijayaragavan, Assistant Educational Officer, ICSI, Coimbatore Chapter was the Chief guest.



RED RIBBON CLUB



Competition for students on Aids Awareness was held on 12.03.2014.

Department of BCA



Jc. HGF. R.S. Prabhu, National Trainer, JCI Green City, Erode addressed the students during the Orientation Programme on 10.07.2013.

நம் அனைவருக்கும் ஒரே மாதிரி திறமை இல்லாமல் இருக்கலாம். ஆனால் அனைவருக்கும் திறமையை வளர்த்துக் கொள்ள ஒரே மாதிரி வாய்ப்புகள் உள்ளன - ஏ.பி.ஜே.அப்துல் கலாம்



ACTIVITIES OF CLUBS & CELLS

BLOOD DONATION

To mark the occasion of Martyrs' day Blood Donation Camp was conducted on 30.01.2014. About 245 students donated blood on the occasion. Blood Group Directory containing Blood Group details of both the faculty members and students was released by the Department of Biochemistry on the occasion.

IQAC CELL

Faculty Development Programme on "Student - Centered Teaching" was organized on 19.07.2013 & 20.07.2013. Dr.L.J.Chaarlas, Associate Professor & Head, Department of Commerce, St.Joseph's College, Trichy conducted the programme.



ENTREPRENEUR DEVELOPMENT CELL

"Entrepreneurship Awareness Camp" was conducted from 23.09.2013 to 25.09.2013 for final year students (Both UG & PG) with the aid received from Entrepreneurship Development Institute of India, Ahmedabad & Department of Science and Technology, Government of India.

CAREER GUIDANCE AND COUNSELLING CELL

Career Guidance and Counselling Cell in association with Training and Placement Cell organized an awareness programme on "Career Opportunities" on 03.07.2013 with Dr.Saron Senthil Kumar, Assistant Professor, Loyola College, Chennai as the Chief Guest.



PSYCHOLOGY CLUB

Dr.J.Jayaprakash, Consultant Psychiatrist, Manadhin Mayam, Erode conducted a Training Programme for faculty counsellors of our college on 18.06.2013 and for student counsellors on 11.09.2013 regarding the Basics of Counselling and the need for students counsellors.



FINE ARTS CLUB

Achievers' Day was organized on 07.03.2014 to appreciate the students who brought laurels to the college.

SCIENCE FORUM

Department of Science and Technology (DST) sponsored Inspire Internship Science Camp was organized for the second consecutive year for five days from 26.12.2013 to 30.12.2013. 152 students selected from 13 schools from various parts of Tamilnadu participated in the Camp. 16 mentors from various parts of India including World renowned Scientist-cum Academician Prof. Dr. M. Lakshmanan, Professor of Eminence & DAE Raja Ramanna Fellow, Centre for Non-linear Studies, Bharathidasan University and Prof. Dr. S. Ignacimuthu, former Vice-chancellor of Bharathiar University and Director



& Research Supervisor of Entomology Research Institute, Chennai, participated and shared their novel thoughts and rich experience with the aspirants.



ACTIVITIES OF CLUBS & CELLS

PREVENTION OF SEXUAL HARASSMENT OF WOMEN COMMITTEE



“Awareness Programme on Self-defence Techniques (Martial Arts)” was conducted for female staff and girl students of our college on 03.07.2013 by Aram Foundation, Coimbatore.

CITIZEN CONSUMER CLUB

Mr.Pallavi.K.Paramasivam, Secretary, Consumer Protection Centre, Perundurai explained the ways to check the purity of petrol and diesel and stressed the importance of ensuring the meter before filling the fuel.



Tree Plantation by Mr.K.Abdul Ghani, Social Activist, Green Kalam, Chennai in our College premises on 22.02.2014.

ECO CLUB

WOMEN DEVELOPMENT CELL

Our college WDC in association with Government Mahalir Thittam organized an Exhibition cum Sale Bazaar on 05.12.2013 & 06.12.2013 with the Self-Help Groups from various Districts of Tamilnadu which was inaugurated by Dr.V.K.Shanmugam, District Collector, Erode.



67th Independence day was celebrated on 15.08.2013. Mr.Stalin Gunasekaran, Chairman, Makkal Sindhanai Peravai was the Chief Guest .

NCC

NSS



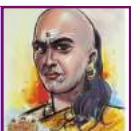
A Special Camp for seven days was conducted at the Panchayat Union Elementary School, Pethampalayam from 23.12.2013 to 29.12.2013. Our students constructed a compound wall and erected roof for an open stage worth rupees one lakh during the special camp which was sponsored by our KVIT Trust.

NSS



Voter Awareness Programme was organized on 23.10.2013.

அஞ்சி நடுங்கிக் கொண்டிருப்பவனால் சிறிய குட்டையைக் கூட
கடக்க முடியாது - சாணக்கியன்



EXTENSION ACTIVITIES

QUIZ CLUB



Enrollment of members

Quiz Club was inaugurated by Prof.M.Rangarajan, Department of Corp. Secretaryship, P.S.G. College of Arts and Science College, Coimbatore on 31.12.2013.

ROTRACT CLUB



A Rally for Rain water Harvesting was organized along with the Erode Rotary Club on 06.02.2014.

A Computer Awareness Training Programme was organized for the students of Government Middle School, Ayagoundanpalayam, Erode on 03.01.2014 by the Department of CT & IT.



Dress materials, Food items, Sports and Games materials worth Rs.15,000 were donated to the children of Kongu Arivalayam (Home for Mentally Challenged Children) on 22.02.2014 by the Department of Business Administration.

Awareness on "Computer Hardware and Software" for the students of Government High School, Ayyampalayam on 06.12.2013 by the Department of Computer Science (UG).



BEEJ-Hindi Siksha Abhiyaan-Teaching Hindi to the children of Govt. Primary School, Veppampalayam from 09.01.2014 to 27.03.2014 with service motive and learning tools like notebooks, books, alphabet cards etc., were distributed to the school kids by the Department of Hindi.

A Workshop on "Internet and MS Office" was conducted for the Government school students in and around Perundurai on 29.01.2014 by the Department of BCA.



நாம் செய்கிற நல்ல செயல் கூட நமக்கோ பிறருக்கோ தெரியாமல்தான் நடக்க வேண்டும். இப்படி ஒரு மனநிலை வந்து விட்டால் பிரச்சினைகளுக்கே இடமில்லை - ஸ்ரீ ரமண மகரிஷி

TRAINING & PLACEMENT CELL

Campus Drive - TCS



Campus Drive - WIPRO



Campus to Corporate(C₂C)
Placement Training
Programme on 30.08.2013



A Workshop on "Leadership Skills"
for School Principals on 27.11.2013



Company	No. of Students Recruited	Company	No. of Students Recruited	Company	No. of Students Recruited	Company	No. of Students Recruited
TNQ	1	Harvest Futures Consultants	3	HCL	1	Honda Industrial	2
WIPRO	12	South Indian Bank	6	Hotel Green Park	2	Royal Bank of Scotland	1
INFOSYS	25	CTS	43	Hotel Four Seasons	1	B2K	30
KGISL	5	Raasi Construction	11	Kovai Directory.com	6	I-Gate	4
TCS	54	Cet IT Info Media	4	945 Signals	1	Mahindra Satyam	1
Get IT Yellow Pages	5	AndroMedia	2	i-Tabs	1	Eureka Forbes	127
NTT DATA	1	IDBI Federal Life Insurance	3	Katherine Educational Trust	4	R.B.Wovens	12

OUR RECRUITERS



மாபெரும் லட்சியத்தையும் வெற்றியில் நம்பிக்கையையும் வாழ்க்கையில் ஏற்றுக் கொண்டால், யாரும் உயர்ந்த நிலையை அடைய முடியும் - அம்பேத்கர்



GLIMPSES OF 2013-2014



KONGU ARTS AND SCIENCE COLLEGE

Nanjanapuram, Erode-638 107.



Affiliated to Bharathiar University
Re-Accredited by NAAC & Approved by AICTE for MBA/MCA and by UGC for 2(f) & 12(B) status
An ISO 9001 : 2008 Certified Institution



REACH US

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வெள்ளத் தனைய மலர்நீட்டம் மாந்தர்தம்
உள்ளத் தனையது உயர்வு - திருவள்ளுவர்

