



NEWSLETTER

AJKCAS

9th Edition

An Institution Accredited by NAAC

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Technology Driven Institution With Value-Based Education

Vol:9 June-2020

GRADUATION DAY 2019



The Chief Guest

Prof. J.P. Singh Joorel Director, INFLIBNET, Gujarat
handing over the Degree Certificate and Rank holder award to
a Graduand at 9th Graduation day on 06th October 2019

LEARNING
MANAGEMENT
SYSTEM
(LMS)

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Dr. AJEET KUMAR LAL MOHAN

Professor and Research Guide

Dept.of Catering Science and Hotel Management

Secretary, AJK College of Arts and Science

Even through AJK College of Arts and Science enters into its 12th year, it is confronted with several daunting challenges. As its Secretary, it is my responsibility to surmount these challenges and put the institution back on track.

This institution has never worried about the challenges all these years despite of starting virtually from the scratch with 180 students and 7 staff members in 2007. We have already subjected ourselves to a rigorous examination by the National Assessment and Accreditation Council (NAAC), which several other far older institutions have been hesitated to. Academically we have always tried to do our best and our wards have come out with flying colours almost every year.

But the current challenges are more non-academic which impinge upon the academic side as well. All of us are aware that the pandemic COVID -19 plays havoc with each and every nuance of life. There is not a single sector in the world which has not been affected by this pandemic since the beginning of 2020. While the students have been put to enormous strain and pain, the college has taken this as a challenge and started online classes with teachers giving their 100% effort to impart knowledge and quality education.

Though I was a teacher myself in early 1990s, none of us has ever experienced even imagined such a situation. Teaching online is a very difficult proposition and learning is also equally tough to many students. We hope that our colleges will reopen soon and normalcy will be restored.

Come what may we will continue to do our best to the student community and we assure them that we will not lag behind in rendering the best possible education even in such a gloomy situation.

I wish the students and our ever dedicated staff all the best in the academic year 2020-21.

Dr.Ajeet Kumar Lalmohan

Best Vocational Training Centre Award from NCVRT



NCVRT Certificate Distribution



AJK College of Arts and Science was honoured with The Best Vocational Training Centre Award from NCVRT, New Delhi. NCVRT Certificate Distribution Ceremony was held on 17th Sep 2019 at Grace Auditorium. Chief Guest Mr. G. Madhaiyan, Southern Regional Co-ordinator, NCVRT handed over the award to the Principal and distributed the certificates to the students.

9th Graduation Day



University Rank Holders in 9th Graduation Day Function

Research Orientation Programme



Research Cell Development conducted "Research Orientation Programme" on 15th February 2020. Dr. J. Angayarkanni, Associate Professor, Department of Microbial Biotechnology, Bharathiar University, Coimbatore was the Chief Guest.

COLLEGE DAY SPORTS DAY AMASIKO 7 Mar 2020



College day and sports day was celebrated with the following eminent persons Chief Guest : Mr. Jaya Prakasam Principal Government Higher Secondary School, Kulathupalayam, Coimbatore, Mr. M. Govindaraj, Principal, Government Higher Secondary School (Boys), Thondamuthur, Coimbatore, Mr .K. M. Velmurugan, Principal, Government Higher Secondary School, Madukkarai, Coimbatore. Mrs. K. Rekha Manikandan, Principal, Sri.P.Mallayan Matric Higher Secondary School, Madukkarai, Coimbatore. Mrs. N.Sarojadevi, Principal, Government Higher Secondary School, Alandurai, Coimbatore. They presented the top rank student awards, best NSS volunteer award, best outgoing student award for the students and faculty members who secured 100% result.



Department of Computer Application wins overall Sports Championship Trophy of the year 2019-20



Department Computer Science received the Runner of the year 2019_20

B.Sc BIOTECHNOLOGY



A Talk on “Cost Effective Mushroom Cultivation, Processing & Value Addition” was conducted on 7th August 2019. Mr. S. Pragatheesh, Managing Partner, Nature Agro Future Tech, Palakkad was the Resource Person. It provided awareness on mushroom farming as one of the most profitable agri-business ventures that can start with a low investment and minimum space.

Invited Talk on Papain Enzyme Manufacturing & Application was conducted on 01.08.2019. Participants gained knowledge about Papain which is a popular folk remedy to reduce pain, inflammation and swelling. It has also been used to improve digestion and treat infections, diarrhoea and allergies. It's also being studied for potential use in cancer and other diseases.



A Guest Lecture on “Recent Advancements in Antirabies Vaccine Production” was organised on 21st August 2019. Resource Person Dr. S. Jagannathan Assistant Research Officer, Tissue Culture Antirabies Vaccine Production, Pasteur Institute of India, Coonoor interacted with students.

In association with Women Empowerment Cell and NSS Department, Hands- on Training for Tribal Women on Milky and Oyster, Mushroom Cultivation was conducted on 29.08.2019 and 30.08.2019

B.Sc CATERING SCIENCE AND HOTEL MANAGEMENT



One week National Level Workshop on “Research Methodology and E-Learning through MOOCs” was organised. Event Brochure was released by Dr. Ajeet Kumar Lal Mohan - Secretary AJKCAS, Professor – CSHM and received by Dr. Radhey Shyam, Dean Academic Affairs, Chaudhary Bansi Lal University Haryana.

Food plating is the process of arranging and decorating food to enhance its presentation. Improving the presentation of a dish adds value to the dining experience and provides room for a higher mark-up on your food. With that focus a Workshop on Plating and Trade Test was conducted on 23.02.2020.

A two- day national seminar on ” Young Chef Conclave Season” was conducted on 02.03.2020 and 03.03.2020.



Chef. Bilku Ramji, A2B, Coimbatore was resource person of a workshop on North Indian Chatts and Savouries on 4th October 2019. It supported the students to gather the knowledge on North Indian items

A seminar on Avenues in Hospitality Industry was conducted on 14.03.2020 Since the hospitality industry is growing, the job opportunities it offers will naturally increase as well. On top of this, the industry also needs different people with different types of skills. Hospitality management is a career path that typically falls under the hotels, resorts, and lodging industry. Professionals in this field create and run many aspects of the guest experience.

B.Com Computer Application & M.Com



Mr. Venugopal Rayirath, Senior Associate, Lotus Knowwealth Pvt.Ltd, Mumbai delivered a guest lecture on capital market on 18th July 2019

A Orientation Programme on Developments in Indian Insurance was conducted on 19.07.2019. It threw light on current trends in insurance industry and scope of insurance in India.

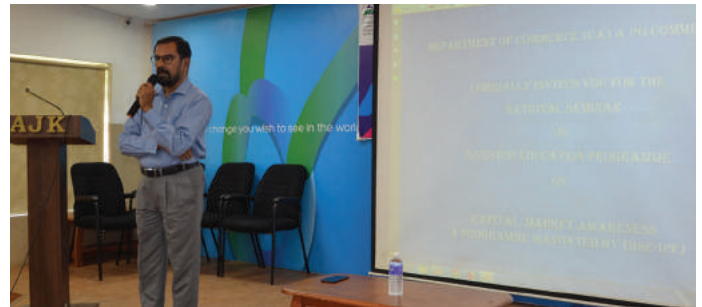
An International Conference on Emerging Market & Developing Economies was conducted on 21.08.2019. The conference focused on the risks facing the global economy and vulnerabilities regarding long term growth prospectus as well as the need for sound policy frameworks, institutions and business environments to promote sustained growth.

A Guest Lecture on Auditing & Finance was organised on 22.08.2019. This lecture threw light on the main purpose of auditing which is to certify that the accounts have been prepared according to the principles of accounting and see whether the financial statements so prepared reflect the true and fair view of the state of affairs of a business.

A Guest Lecture on Goods and Service Tax was conducted on 22.08.2019. It created a better awareness on GST.

A Seminar on Securities Market and Portfolio Management was conducted on 27.09.2019 which dealt with managing various securities and the art of selecting the best investment plans for an individual concerned which guarantees maximum returns with minimum risks.

A career guidance session on “Chartered Accountancy” was organized on 4th Feb 2020.



Mr. Sundaresan, Advisory Leader, Mr. Sathish, Team Leader Motilal Oswal Financial Services Ltd., Chennai spoke at a workshop on Stock Trading on 23rd Sep 2019 .



A Panel Discussion on “Gender Equality & Women Entrepreneurship” was held on 5th March 2020. Resource Person was Ms. Meera J Menon, Chief Operating Officer, Ampere Vehicles Pvt. Ltd., Coimbatore.



One-day seminar on “Tally and GST in Business” was held on 21st Feb 2020. Mr. A Kavibharathi, Trainer, APM System, Coimbatore was the Resource Person.



One -day National Level Conference on “Innovation & Intellectual Property Rights” was held on 27th Feb 2020. Mr Nithin S Chettoor, Chartered Accountant, Palghat Management Association, Palakkad and Er. N. Thilagavathi, Assistant Engineer, District Industries Centre, Coimbatore were the resource persons

B.Sc COSTUME DESIGN AND FASHION



Department of Costume Design and Fashion celebrated Dress up Day on 25th Sep 2019. It helped students show their talents and interests on traditional and modern wears.

A workshop on “Computer in Textile Industry” was organised on 09th Jan 2020. Resource Person Mr. D Velmurugan . Freelance Designer trained the students to use advancement of technology in computer designing and tools. CAD is used to design anything from aircraft to knitwear. It helped to get in-depth practical knowledge of computer in textile industry.



Made Products Expo cum Sale was conducted on 02.08.2019. This gave a new platform for students to express their talents and skills.

National level seminar on “Sustainable Design” was conducted on 28th Feb 2020 by Mr. Sadheesh Kumar, Sr. Faculty, Fashion Design, Footwear Design & Development Institute, Ankleshwar, Gujarat. It was very useful to students to gain the knowledge in how the fashion is changing over the periods and how to sustain in design.

Invited Talk on Emerging Trends in News was conducted on 18.09.2019.

MASTER OF SOCIAL WORK



A Co-curricular activity titled “GENESIS 2020” was organized on 04th Mar 2020. Students conducted this event for specially talented children, teachers and parents from Chaithanya Development Institute for Special Children, Kallekode, Palakkad. Celebrating and motivating the special talented children was the motive of the program.



Special children participated in the programme with their parents and teachers.



An awareness programme on “Violence Against Women in the Society” was held on 10th Jan 2020 at Nanjil Hall. Resource Person was Ms. A. Muthumani, Inspector of Police, All Women Police Station, Gandhipuram, Coimbatore.

A Guest Lecture on “Resolving Conflict in Relationships” was held on 22nd July 2019. Resource Persons were Mrs. Saramma Thomas, Chair Person and Mr. Magesh, Counsellor, Mano Shanthi Family Counselling Centre, YWCA, Coimbatore.

In association with Mano Shanthi Family Counselling Centre, the department organized an awareness programme on “Indian Laws For The Protection of Women’s Rights” on 13.12.2019. Students understood the legal aspects of social issues through real time examples.

LANGUAGES



A guest lecture on “ Oru Naal Karutharangu” was conducted on 30th July 2019 by Triveni Association. The Chief Guest Ka. Su. Velayathan, Special Correspondent, Hindu Tamil, Kamadenu Weekly, Coimbatore delivered the lecture.



A guest lecture on “Nanma Malayalam” was conducted on 25th Sep 2019 by Shri. Rajesh Menon, Malayalam Short Story Writer, Palakkad. He shared the special feaures of Malayalam.



Association of Tamil Department ‘Tamilthalam’ was inaugurated on 16th September 2019 by the Chief Guest Writer Nanjil Nadan MoUs with Writer Nanjil Nadan, Mr. Kanagasubramaniam – Senthamizh Arakkattalai and Mr. Sivakumar – Thamizh Aaivu Arakkattalai were signed on that day.



A National Level Workshop on The Role of Digital Tools in English Language Teaching conducted on 16.10.2019 focused on use of Digital tools such as programs, websites or online resources that can make tasks easier to complete

BBA Computer Application



National Conference On “Management And Financing of MSME'S Prospects and Challenges” conducted on 12.02.2020. Resource person and Dr.Veerappan Subbu Elamurugan, Advisor, Vidyaa Vikas College Of Engineering And Technology, Tiruchengode , Ms. Sumitha ,HR Manager, Kochin and Mr. Srinath Bharadwaj, Customer Project Specialist, Cisco Systems India Pvt. Ltd., Bangalore, was released the National Level Proceedings

Guest Lecture on Ethos in Marketing on 03.09.2019 enlightened the audience about persuasive advertisement techniques that appeal to an audience by highlighting credibility

A one-day Workshop on “Lean Six Sigma” was conducted on 14th August 2019. Resource Person was Mr. Moosa Kalemullah Six Sigma Trainer Horizon Training Academy Coimbatore

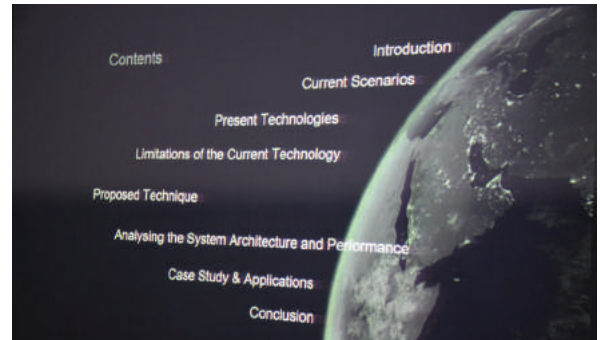


A Student Bazaar was organised on 25th Feb 2020 to exhibit the organising and marketing skills of students.



A Guest Lecture on Ethics in Business which talked about appropriate business policies and practices was conducted on 19.09.2019.

B.Sc / M.Sc COMPUTER SCIENCE



Mr. A. Ajith Menon, Alumni - AJK College of Arts and Science, Head - Research & Development and Technologies, ZinnoX Business and Technology Solutions, Karnataka delivered a guest lecture on Network Interception and MITM on 20.08.2019. He gave participants an excellent idea about MITM attack, which is a form of cyber-attack where important data is intercepted by an attacker using a technique to interject themselves into the communication process.

A one-day National Level Workshop on “Attack Surface Enumeration” was conducted on 4th Oct 2019. Resource Person was Mr. Zakeer Hussain, CEO & Founder, Zinnox Business & Technology Solutions, Bengaluru.

It enlightened participants on mapping out what parts of a system need to be reviewed and tested for security vulnerabilities.

Guest Lecture on “Artificial Intelligence and Machine Learning” was held on 23 Sep 2019. Resource Person was Jaison Paul, Senior Software Engineer, Skava, Coimbatore.

A Career Guidance Programme was conducted on 24.09.2019. Career guidance was given to students to help them acquire the knowledge, information, skills and experience necessary to identify career options and narrow them down to make one career decision. This career decision then results in their social, financial and emotional well-being throughout.



One day International Conference on “Recent Trends in Computing Technologies” was held on 7th Jan 2020. Resource Person was Mr. Chandra Kumar Sivasubramaniam, CEO, MatrixThreads, Australia.

B.Com Professional Accounting / B.Com Banking Insurance



One-day National Level Seminar on “Role of Banking in Indian Economy” was conducted on 20th Sep 2019. Chief Guest was Ms. Abinaya Babu, Corporate HR, IDBI Bank, Erode and the resource person was Mr. Sarin Chandran, Chartered Accountant , Sarin Chandran Associates, Palakkad.



Association of Commerce PA and B&I ‘Commercio’ was inaugurated on 14th August 2019 by Mr. Manoj Kumar, Assistant Manager, Al Tayer Motors LLC, Dubai.



Department Association “Commercio” was inaugurated on 14th August 2019.

An Invited Talk on E- Retailing was conducted on 16.08.2019. Concept, Essentials, Advantages and disadvantages as well as success and important factors related with E-retailing were discussed.

An Alumni Talk on Digital Marketing was conducted on 19.08.2019. Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. The talk focused on using these online media channels. Digital marketing is the method by which companies endorse goods, services and brands.

A National Level Seminar on Role of Banking in Indian Economy was conducted on 20.08.2019. The seminar focused on how the banks play an important role in the creation of new capital or capital formation in a country and thus help the growth process.

A Seminar on Corporate and Strategic Entrepreneurship was conducted on 05.03.2020.

Focus of the seminar was on how strategic entrepreneurship involves takes entrepreneurial actions using a strategic perspective. Corporate Entrepreneurship is the use or application of entrepreneurship within an established firm.

B.Sc. INFORMATION TECHNOLOGY



Seminar on “Android Application Development” on 26th August 2019 was handled by Mr. Arunkumar, Senior Software Engineer, Adhash Technolabs Coimbatore

Guest Lecture on Advancements of CAD Technology in Automation & Commercial Sectors was organised on 16.09.2019. The seminar focused on CAD which enables the development, modification and optimization of the design process. Engineers can make more accurate representations and modify them easily to improve design quality.



Guest Lecture on Python Programming was conducted on 20.09.2019. Use of Python for web development, AI, machine learning, operating systems, mobile application development and video games were discussed.

Alumni Career Talk conducted on 19.07.2019 allowed students to hear from real-life role models who can demonstrate the relevance of what is taught in the classroom

B.Sc. VISUAL COMMUNICATION & E - MEDIA



A One-day International Symposium on “Health Communication” was held on 17th Sep 2019. Resource Person: was Dr. Wang Ling Sichuan, University Hospital, China. The physician shared her knowledge with students about addiction of mobile phones and the role of media for promoting the health messages to students and public.

An IPR Seminar on “Visual and Phonetic Similarity of Trademarks” was organised on 23.01.2020. Students learnt that there are opportunities to encourage widespread awareness and understanding of the role that intellectual property plays in fostering a creative and innovative culture.

A Seminar on “Gender Based Violence” was organised on 10.02.2020. Resource Person was Mr.Sathya Sudan. It helped students understand gender gap that still persists in the society and also portrayed several photos and videos how it’s happening.

B.Sc / M.Sc ELECTRONICS AND COMMUNICATION SYSTEMS



Workshop on "Python" on 24th Sep 2019.

A workshop on "Printed Circuit Board and Analog Circuit Design" was conducted on 2nd March 2020. It helped the students gain the knowledge in signal and telecom networking used in Indian Railways.

A Seminar on "Nano sensor in electronics and nano sensor fabrication" was conducted on 04th March 2020. Resource Person Ms. Saritha explained the fabrication, characterization and manipulation of nano material, sensors and how they can be exploited for new applications.

The students visited the Milma Dairy, Kallepully, Palakkad, on 20.02.2020 and learnt about milk processing. They attended a session on "Processing and Equipment used for Quality Control" handled by Ms.Subalakshmi. She explained the journey of milk from the farmers to the final packed milk in cities and shown the machinery and processing units to our students.

Solar energy is used worldwide and increasingly popular for generating electricity or heating and desalinating water. An International Seminar on Renewable Energy Resources – Solar Energy - was conducted on 18.09.2019



A Guest Lecture on "Introduction to IoT" was conducted on 2nd August 2019. Resource Person Mr. C. Dinesh Palappan Stairway Engineering Pvt. Ltd. organised a demonstration to students.



Seminar on "Tackling Changes in Adolescence" by Resource person Mr. Prasad.



A Workshop on Digital Image Processing using OpenCV Python was conducted on 05.03.2020. It focused on OpenCV - a huge open-source library for computer vision, machine learning and image processing. How Open CV supports a wide variety of programming languages like Python, C++, Java, etc and how it can process images and videos to identify objects, faces or even the handwriting of a human being were also handled. Resource Person: Mr. Palanivel M.Tech, Image Processing Engineer, Pantech ProEd, Chennai.

IQAC



IQAC organised a Seven-Day Faculty Development Programme on Quality Enhancement in Higher Educational Institutions from 1st June 2019 to 7th June 2019. The Chief Guest was Prof. S. P. Thyagarajan, Professor of Eminence & Dean (Research) Sri Ramachandra University and former Vice Chancellor, University of Madras. He delivered a speech on “Digital Technology in Teaching Learning Outcome Assessment”. It helped our staff to enhance their teaching by learning Modern Teaching Tools and methodologies required in digital era.



Faculty Development Programme on “Financial Awareness” on 28th Sep 2019. Resource Person was Mr. Manoj T. Neelakantan, BFSI Trainer, SEBI, Mumbai.



FDP on NAAC on 6th July 2019



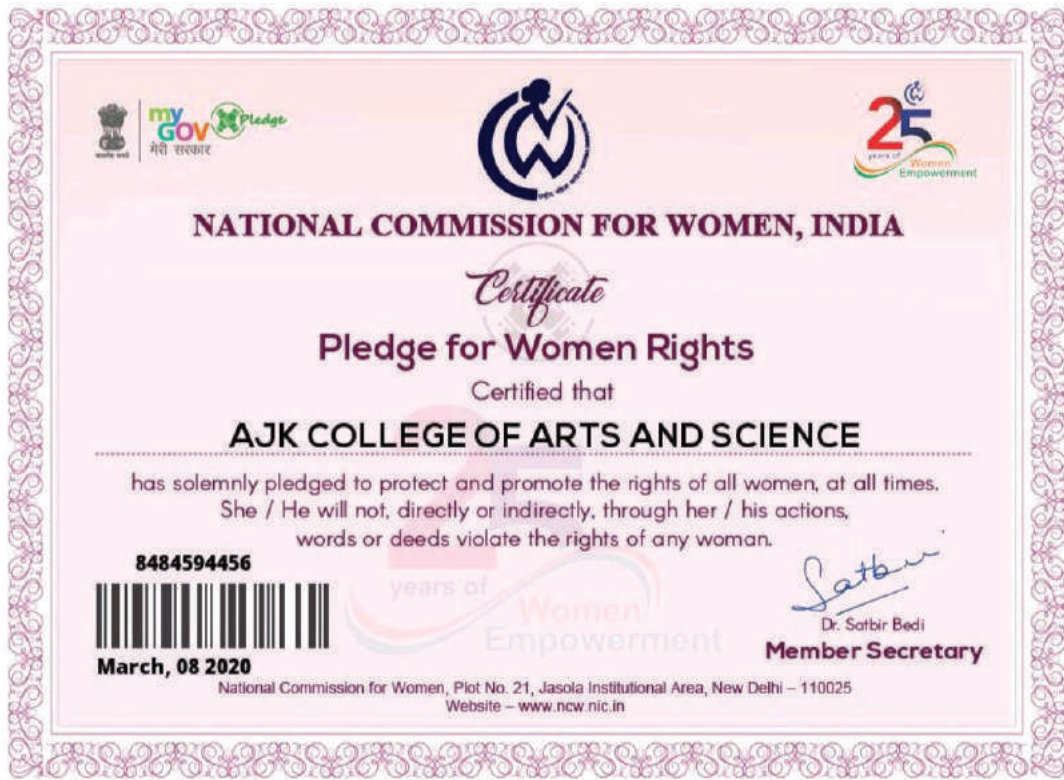
Faculty Development Programme on Environmental Education from 3rd to 10th August 2019. Prof. Dr. K. Murugan, Registrar i/c and Professor & Head of Department of Zoology, Bharathiar University, Coimbatore and Former Vice – Chancellor, Thiruvalluvar University was the Chief Guest

ALUMNI CELL



Alumni Meet conducted in AJK College Campus on 6th Oct 2019. Alumni members Ms. Jubitha and Mr. Vinyal shared their experiences.





AJK College of Arts and Science received the Certificate for Pledge for Women rights from National Commission for women, India on March 8th 2020



Certificate of Excellence Award received for Excellence Skill Development, Experiential Learning & Talent Enhancement from Education, Tamil Nadu Chapter 14th February 2020 at TAJ Cennemata, Chennai



Certificate received for Stay at Home, Save Lives Pledge from Ministry of Electronics and Information Technology, Government of India on 27th 2020

SPORTS



Awareness Programme on “Road Safety” was held on 8th August 2019. Resource Person Mr. M. Raju, Regional Transport Officer, Coimbatore West explained the safety parameters to students and drivers for safe drive.



Mr.K.N.Irfan BSc CS won III place in Bharathiar University Inter Collegiate Best Physique Tournament 60 kg category on 01.10.2019



National Sports Day was held on 29th August 2019 along with “Fit India Movement”. Students and staff walked 10,000 Steps. Chief guest: Mr. A. Thooyamani Vellaisamy, Inspector of Police, Madukkarai.



Mr.K.N.Irfan BSc CS won II place in Mr.Palakkad Body building Tournament for men 55 kg category on 22-01-2020



Bharathiar University Inter- Collegiate Women's Volleyball Tournament was conducted from 25th to 27th September 2019. Chief Guest was Dr. S. Sree Raja Rajeshwari and Guest of Honour was Dr. S. T. N. Rajeswaran.

Extension Activities - NSS



NSS Day was celebrated on 24th Sep 2019. A Orientation Programme on NSS was given by the chief guest was Dr. K. Thirunavukkarasu, Associate Professor, Department of Tamil, Thavathiru Santhalinga Adikalar Arts, Science and Tamil College, Mr. Nanthakumar, Founder, Biodiversity Conservation Trust, Sathyamangalam also took part.



Dr. APJ Abdul Kalam's Birth Anniversary was celebrated on 15th Oct 2019.



Our students and faculty members contributed the Grocery items towards Kerala Flood Relief on 17th August 2019.

OTHER EVENTS



Intercollegiate Cultural Meet "Miracle 2020" was conducted on 28th Feb 2020.

"VIGYAAN-19", a National Level Inter-School Science Symposium was organised on 28th June 2019. The program was sponsored and supported by Tamilnadu State Council for Science and Technology (TNSCST) and AJK College of Arts and Science. The Resource person of the event was Dr.K.Kadirvelu, Joint Director, Defense Research and Development Organization (DRDO), Bharathiar University, Centre of Life Sciences, Coimbatore.

National Level Inter-School Science Symposium



Welcome Ceremony



Induction Program with Welcome Ceremony for freshers on 15th July 2019.

Placement Activity



Placement Cell conducted a programme on Careers in Defence & Paramilitary Forces on 25 July 2019. Chief Guest was Col. LCS. Naidu - Group Commander, NCC Group HQs, Coimbatore.

Freshers' Day



Freshers' Day "PARICHAY" on 24th July 2019.

Women Empowerment



Ms. Harini, Journalist, Rexona Pvt Ltd, Chennai. delivered speech on Women Empowerment Programme on 5 Sep 2019

Onam festival



Onam festival was celebrated by students and staff members on 05th September 2019. Students wore their traditional costumes and enjoyed the cultural events.



Library organized one day workshop on “Cloud Computing” on 17th October 2019. Resource Person Mr. Raja Viswanathan, Scientist-B (Computer Science) INFLIBNET Centre, UGC, Gujarat delivered the session on advanced technologies in cloud computing in the workshop.

Pongal Celebration



Pongal was celebrated with cultural events on 11th Jan 2020. many events were conducted and students enjoyed them.

New Year Celebration



New Year was celebrated by our students in January 2020

Inter-Department Event



An inter-departmental Event, “Amasiko 2020” was conducted on 7th Feb 2020. All the department students participated in various competitions.

FACULTY - PAPER PUBLICATIONS

Commence

1. Dr.Merlin Thanga Joy.A, Analysis The Impact Of Corona Virus On Indian Economy, Journal of Management Research and Analysis ,Vol 7 Issue 1,January-March 2020,PP 158-159,Impact Factor: 6.303
2. Dr.Merlin Thanga Joy. A, Protection Of IPR Under Indian & International Laws ,Journal Of Management Research And Analysis, Vol 7 Issue 1,January-March 2020,PP21-24 ,Impact Factor: 6.303
3. Dr.Merlin Thanga Joy.A, Relevance of Work-Life Balance in Modern World, Journal of Management Research and Analysis, Vol 7 Issue 1, January-March 2020, PP107-117,Impact Factor: 6.303
4. Ms.Anju Joseph, Troubles And Forecast Of Women Entrepreneurs, Journal of the Gujarat Research Society, Vol 21, Issue 3, Oct 2019, PP 150 – 153, Impact Factor: 4.3
5. Ms.Athulya Baby, Trends In Mobile Commerce: Benefits and Future Development in Business, Journal of the Gujarat Research Society, Vol 21, Issue 2, Sep 2019, PP 222 - 229, Impact Factor: 4.3
6. Mr.Srinivasan.D, A Study On New Trends In Digital Marketing And The Possibilities Of Their Application In Business Marketing Strategies,Journal Of Management Research And Analysis, Vol 7 Issue 1,January-March 2020,PP 85-87 ,Impact Factor: 6.303
7. Mr.Srinivasan.D, A Study On The Collision And Benefits Of The Goods And Services Tax In India, Journal Of The Gujarat Research Society, Vol 21, Issue 2, Sep 2019, PP 319 - 323, Impact Factor: 4.3
8. Dr.Merlin Thanga Joy. A, Factor Analysis On The Sources Of Recruitment In Techno park, Trivandrum, The International Journal Of Analytical And Experimental Modal Analysis, Vol XI, Issue VIII, Aug 2019, PP 637 – 644, Impact Factor: 6.3
9. Dr.Merlin Thanga Joy. A, Service Quality Of Private Banking Sector In Kerala, The International Journal Of Analytical And Experimental Modal Analysis, Vol XI, Issue IX, Sep 2019, PP 3075 - 3087 Impact Factor: 6.3
10. Dr.Seetha Devi.B, An Analysis Of Loan Operations And Financial Performance Of Kerala Financial Corporation (KFC),Journal Of The Gujarat Research Society, Vol 21, Issue 2, Sep 2019, PP 159 - 162, Impact Factor: 4.3
11. Ms.Saranya.G, A Study On Consumer Satisfaction Of Ice Cream Franchisees In Coimbatore City, Journal Of Management Research And Analysis, Vol 7 Issue 1, January-March 2020,PP 99-101,Impact Factor: 6.303
12. Ms.Jancy.V, A Study On Financial Services & Financial Market ,Journal Of Management Research And Analysis, Vol 7 Issue 1,January-March 2020,PP189-192 ,Impact Factor: 6.303
13. Ms.Princy Metilda.V, Current Status & Future Prospective Of Women Empowerment, Journal Of Management Research And Analysis, Vol 7 Issue 1,January-March 2020,118-120,Impact Factor: 6.303
14. Ms.Princy Metilda.V, Customer Satisfaction Towards Digital Payment System In Coimbatore City, Journal Of Management Research And Analysis, Vol 7 Issue 1,January-March 2020 ,79-84,Impact Factor: 6.303
15. Ms.Princy Metilda.V, A STUDY ON INVESTOR PERCEPTION TOWARDS BIT COIN WITH REFERENCE TO COIMBATORE, Journal Of The Gujarat Research Society, Vol 21, Issue 17, Dec 2019 , PP 371-380, Impact Factor: 4.3
16. Ms.Anju Joseph, SWOT SURVEY ON M-COMMERCE IN INDIA, Journal Of The Gujarat Research Society, Vol 21 Issue 17, Dec 2019 PP 506-520, Impact Factor: 4.3

Commerce (PA and B&I)

17. Mr.Dinesh Kumar .G.R, A Study On Attractive Paint in Non-Paint Outlet with Special Reference To Coimbatore District, Journal of the Gujarat Research Society, Vol 21, Issue 1, Sep 2019, PP 144 – 147, Impact Factor: 4.3
18. Ms.Poornima.G, A Study On Service Quality Of Mahindra Vehicles With Special Reference To Coimbatore City, Journal Of The Gujarat Research Society, Vol 21, Issue 2, Sep 2019, PP 62 - 76, Impact Factor: 4.3
19. Dr.Kavitha.M, A Study On Customer Relationship Management Towards Airtel Reference To Erode City, Journal Of The Gujarat Research Society, Vol 21, Issue 2, Sep 2019, PP 77 - 85, Impact Factor: 4.3
20. Dr.Kavitha.M, A Study Of Technological Transformation In Commerce: E-Commerce, Journal Of The Gujarat Research Society, Volume 21 Issue17, December2019 Pp226-229
21. Dr.Keerthi.PA, A Study On Brand Awareness Towards Samsung Products With Special Reference To Coimbatore City, Journal Of The Gujarat Research Society, Vol 21, Issue 3, Oct 2019, PP 187 - 204, Impact Factor: 4.3

22. Mr.Dinesh Kumar .G.R, A Study About Transformation Approaches In Manufacturing Companies Through Quality Circle Pursuit, Journal Of The Gujarat Research Society, Vol 21 Issue 17, Dec 2019 Pp 95-103, Impact Factor: 4.3
23. Dr.Keerthi.PA, Effectiveness Of Advertisements Through Social Media ,Journal Of Management Research And Analysis, Vol 7 Issue 1,January-March 2020,173-177,Impact Factor: 6.303
24. Dr.Keerthi.PA, Employee Moonlighting: Need and Issues, Journal of Management Research and Analysis, Vol 7 Issue 1, January-March 2020, 186-188,Impact Factor: 6.303
25. Dr.Keerthi.PA, Role of the Stock Exchange in Economic Development, Journal of Management Research and Analysis, Vol 7 Issue 1, January-March 2020, 131-133,Impact Factor: 6.303
26. Ms.Poornima.G, A Study On Emotional Intelligence Among Nurses In Private Hospital With Reference To Coimbatore District, Journal Of The Gujarat Research Society, Vol 21 Issue17, Dec 2019 PP302-306, Impact Factor: 4.3

Computer Applications

27. Mr.Kamalraj.A, Poised Hadoop Through HDFS Encryption And Decryption, Journal Of The Gujarat Research Society, Vol 21, Issue 1, Sep 2019, Pp 114-115, Impact Factor: 4.3
28. Mr.Kamalraj.A & Dr.Angeline Prasanna G, Imposition Exposure Systems In Wireless sensor Networks: A Re Examine, Journal Of The Gujarat Research Society, Vol 21 Issue17, Dec 2019 Pp 220-225, Impact Factor: 4.3
29. Ms.Anitha.C, A Study Of Incursion Recognition System And Protection Issues, Journal Of The Gujarat Research Society, Vol 21, Issue 1, Sep 2019, Pp 32 - 34, Impact Factor: 4.3
30. Dr.Chandralekha.C, An Improved Mac Protocol Stack For Manet S ,Journal Of The Gujarat Research Society, Vol 21 Issue17, Dec 2019 Pp188-190, Impact Factor: 4.3
31. Dr.Chandralekha.C, Auto Prototype Of IP Address In Manet, Journal Of The Gujarat Research Society, Vol 21 Issue17, Dec 2019 Pp127-131, Impact Factor: 4.3
32. Ms.Jubitha.I, Wireless Sensor Networks, Journal Of The Gujarat Research Society, Vol 21, Issue 2, Sep 2019, Pp 166 - 172, Impact Factor: 4.3
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PAPER PRESENTATIONS

1. B.Manimekala, presented a paper titled A Literature Survey on Dual Authentication and Key Management Techniques for Secure Data Transmission in Vehicular Adhoc Networks in International Conference on Computing Communication and Electrical Technologies (ICCCET 2019) International Conference on Computing Communication and Electrical Technologies (ICCCET 2019) organized By G. Narayanamma Institute of Technology & Science for Women (GNITS), Hyderabad, Telungana & IFERP, 29 & 30 Aug 2019,ISBN: 978-93-89107-33-3
2. Dr. A. Merlin Thanga Joy Presented a paper titled Factor Analysis on the Sources of Recruitment in Technopark, Trivandrum in International Conference on Strategic Human Resource Management organized By Erode Arts and Science College (Autonomous), Erode ,201
3. Dr. A. Merlin Thanga Joy Presented a paper titled impact of GST on Service in National Level Seminar on Impact of GST Service Sector organized By Fathima College (Autonomous), Madurai,2019

FACULTY PARTICIPATIONS

1. Mr.S.Jonathan Anand Kumar attended the Faculty Development Programme for Global Business Foundation Skills conducted by Infosys BPM Ltd., at Mysuru from June 12th to 20th 2019.
2. Dr. M. Jasmine Priya attended the 2Days NSS Officers Programme on Prevention of Substance Abuse among College Students organized by Department of Social Work, Bharathiar University, CBE &National Institute of Social Defence, Ministry of Social Justice and Empowerment, Govt of India on 10.10.2019 & 11.10.2019
3. Ms.Sujitha Amalin Nancy attended the 2Days NSS Officers Programme on Prevention of Substance Abuse among College Students organized by Department of Social Work, Bharathiar University, CBE &National Institute of Social Defence, Ministry of Social Justice and Empowerment, Govt of India on 10.10.2019 & 11.10.2019
4. Dr. M. Jasmine Priya, attended State Level Workshop on Rainwater Harvesting & Water Management in Developing Cities organized by CBM College, Kovaipudur, CBE &Coimbatore City Municipal Corporation on 02.11.2019
5. Dr.M.Jasmine Priya attended National Conference on Oorum Varalaarum program organized by Archeology & Tamil Research Foundation on 03.11.2019
6. Mr. Christopher attended National Conference on Oorum Varalaarum program organized by Archeology & Tamil Research Foundation on 03.11.2019
7. Ms. Parameshwari.u attended RRC program officers orientation program organized by Bharathiar university NSS RRC unit, Coimbatore on 12-12-2019
8. Dr. M. Jasmine Priya attended CSE'S 5th NATIONAL KNOWLEDGE CONCLAVE organized by Anil Agarwal Environment Training Institute (A Centre for Science and Environment Initiative), Nimli, Rajasthan from 29.01.2020 to 31.01.2020
9. Ms.Sujitha Amalin Nancy attended CSE'S 5th NATIONAL KNOWLEDGE CONCLAVE organized by Anil Agarwal Environment Training Institute (A Centre for Science and Environment Initiative), Nimli, Rajasthan from 29.01.2020 to 31.01.2020
10. Mrs.Devika attended National Seminar on Techniques and methods to write academic research paper in referred journals and book chapters organized by KASC funding development cell, Kongu Arts and Science College, Erode on 19-09-2019

