

SRI KRISHNA ADITHYA COLLEGE OF ARTS & SCIENCE



(Affiliated to Bharathiar University) Kovaipudur, Coimbatore - 42



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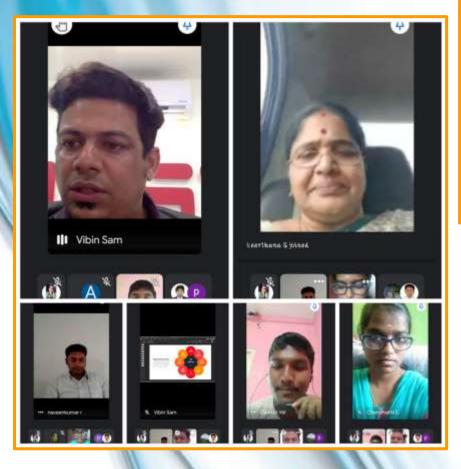
Meeting with Chairperson and MT Madam



Our most respected and erudite Chairperson and Managing Trustee Smt.S.Malarvizhi Madam convened a meeting with our Principal and the Heads of the Departments of SKACAS and shared her insights on the entirety of the NAAC which is used as a yardstick to authenticate quality standards of an Institution. Madam instructed the Heads of the Departments to take utmost care in the authenticity and relevance of filing the documents. Our CEO Dr.K.Sundaraman briefed on NAAC preparation.

VIGNANA CLUB ACTIVITIES

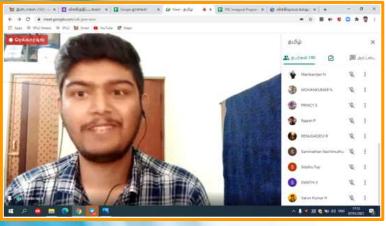
B.Com & M.Com

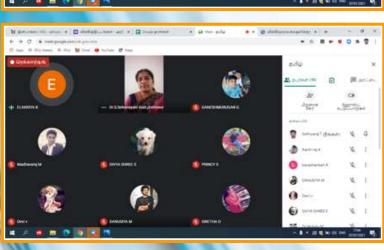




The Department of Commerce (B.Com & M.Com) along with the Intellectual and Hackathon Club conducted a webinar on "Transforming the Organisation into the Source of Innovation", it was presided by our Principal Dr.S.Palaniammal. The Resource Person Mr.Vibin Sam of NOS2 Research & Development Pvt LTD, Mumbai spoke to the students about Innovative Business Plans.

தமிழ்

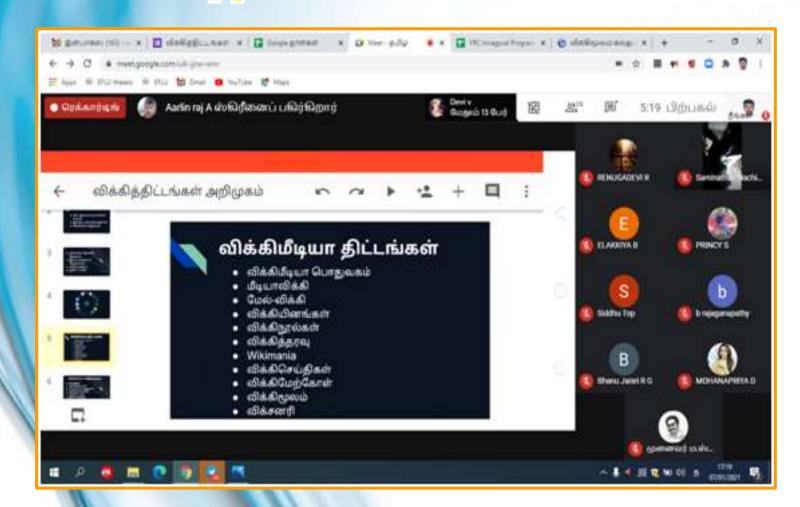


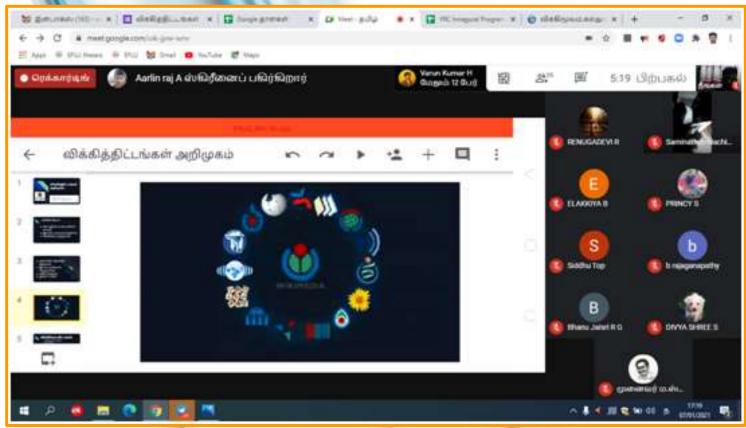




தமிழ்த்துறையின் கணித்தமிழ் மன்றத்தின் சார்பாக "விக்கித்திட்டங்கள் - அறிமுகம்" எனும் பொருண்மையிலான நிகழ்வு 07.1.2020 அன்று நடைபெற்றது. இந்நிகழ்வில் கல்லூரி முதல்வர் முனைவர் செ.பழனியம்மாள் அவர்கள் தலைமையுரை நிகழ்த்தினார்கள். பயிற்றுநராக செல்வன் அ.ஆர்லின்ராஜ் (II பி.காம்.சி.ஏ., வணிகவியல் மற்றும் கணினிப் பயன்பாட்டியல் துறை, ஸ்ரீ கிருஷ்ணா ஆதித்யா கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்) அவர்கள் கலந்து கொண்டு விக்கியில் பங்களிப்புச் செய்யும் முறை குறித்து மாணவர்களுக்குப் பயிற்சியளித்தார். இந்நிகழ்வை தமிழ்த்துறைப் பேராசிரியர்கள் முனைவர் சு.செல்வநாயகி, பேரா.ப.இராஜேஷ், முனைவர் த.சத்தியராஜ் ஆகியோர் ஒருங்கிணைத்தார்கள்.

தமிழ் 💮





தமிழ்

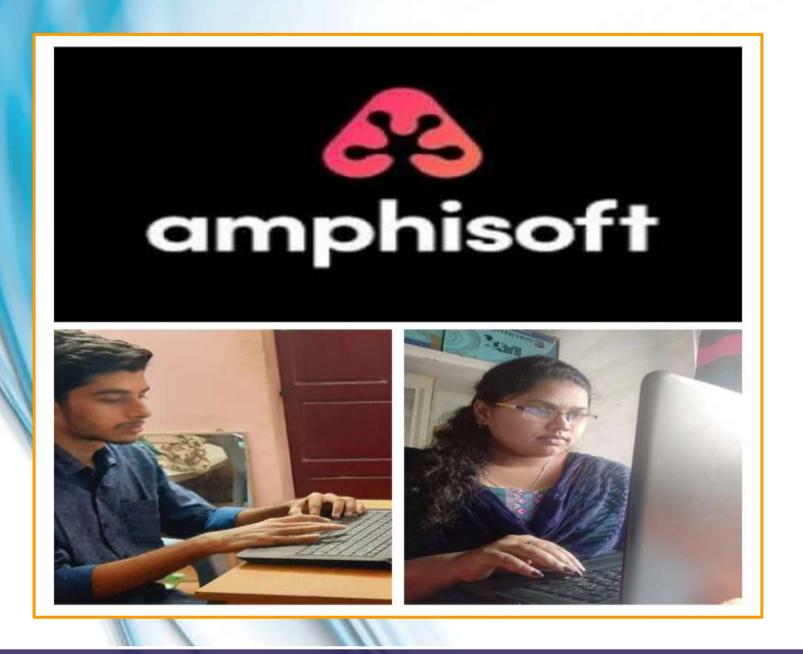






தமிழ்த்துறையின் தமிழர் பண்பாட்டு மன்றத்தின் சார்பாக "தேவாரம் கற்போம்" எனும் பொருண்மையிலான 07.1.2020 அன்று நடைபெற்றது.இந்நிகழ்வில் கல்லூரி முதல்வர் செ.பழனியம்மாள் முனைவர் அவர்கள் கலைமையுரை நிகழ்த்தினார்கள். பயிற்றுநராக செல்வன் ந.மணிகண்டன் (II பி.காம்.சி.ஏ., வணிகவியல் மற்றும் கணினிப் பயன்பாட்டியல் துறை, ஸ்ரீ கிருஷ்ணா ஆதித்யா கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்) அவர்கள் கலந்து கொண்டு தேவாரப் நயம் பாடும் முறை மற்றும் பாடல் பாடல்கள் இந்நிகழ்வை மாணவர்களுக்குப் பயிற்சியளித்தார். தமிழ்த்துறைப் பேராசிரியர்கள் முனைவர் சு.செல்வநாயகி, முனைவர் ம.மைதிலி ஆகியோர் ஒருங்கிணைத்தார்கள்.





Amphisoft Technologies, a renowned E learning company organised Virtual Recruitment Drive for all final year Undergraduate students Batch 2020-21. The company recruits students for Education Reformist Role with a salary **package of 3.20 Lakhs per Annum.**



Placement Coordinators Meeting was held on 4.01.2020. The faculty coordinators were briefed about various documents to be maintained by the concerned departments regarding Placements for NAAC.

B.Com & M.Com





The Principal, HoD, Faculty Members and students of the Department of Commerce (B.Com & M.Com) congratulated Saranya.B of III B.Com B for being placed in Sutherland Non-Voice process. We wish her success in all her future endeavours.

B.COM PA





Ms.ANGEL JEMI B III B.COM PA A

We take immense proud to share that four students who are pursuing their final year B.com Professional Accounting have been placed in Sutherland Global Services for Non - voice process. The Management, Principal, Head of Department and Faculty members congratulated them and wished them good luck for their future endeavours.

Mr.MANEESHWARAN S III B.COM PA A







www.skacas.ac.in

B.COM PA







Ms. AISHWARYA S III B.COM PA B

B.COM CS & IT



Mr. K. Saran
III B.COM CS



Mr. K. Saran, III B.COM CS has successfully completed his Internship with Career Dekho as a Data and Research Intern from 19th October,2020 to 19th December, 2020. We wholeheartedly wishes him for his future endeavours.

BCA











KAVYA
DHARSHINI D
III B.Sc. Maths

SASIKALA S
III B.Sc. Maths

SHIVA
SHANKARI C
III B.Sc. Maths

We feel happy to share that Kavya Dharshini D, Sasikala S and Shivashankari C of III B.Sc.Mathematics have been placed in Sutherland Global Services for Non - voice process. The Principal, Head of the Department and the Faculty Members of the Department appreciated the students.





III BCA









We have pleasure to inform that 4 students from III BCA have got selected in HRH Next Contact Services with a package of 1.20K for the designation of Customer Associate Backend Process.





Ms.D.Amirthavarshini III BCA



Ms.S.Pavithra III BCA





We are proud and happy to announce that S.Pavithra and Amirthavarshini D of III BCA got selected in Cannaprove with the package of 1.44 L for the designation of Junior Zoho Executive Trainee. Dr.Geetha, Head, Department of Computer Applications and Faculty members congratulated them.





Ms.B.Srinivasan **II** BCA



Ms.M.S.Shahirin III BCA



Mr.N.Naveen III BCA



Mr.J.Aravindth III BCA







Ms.S.Divya
III BCA



Ms.Mercy Faustina. A. L III BCA



Ms.A.Gopika
III BCA



We feel happy and proud to share that 7 students from the Department of Computer Applications (BCA) got placed in Sutherland for non-voice screening with a package upto 2.50L.











III BCA

Ms.Mercy Faustina. A. L III BCA







Ms.M.Sunmathi
III BCA



Ms.C.Subhashin i III BCA



Ms.N.Thamrai Selvi III BCA



Focus 2dumatics

EDUCATION AND INNOVATION, SIMPLIFIED

It gives us immense pleasure to inform that 7 students from Department of Computer Applications (BCA) have got placed in Focus Edumatics with a salary package of 1.8 lakhs per annum for the designation of Online Tutor. We wish them success in all their future endeavours.



DAILY NEWSLETTER



B.COM BI & Finance



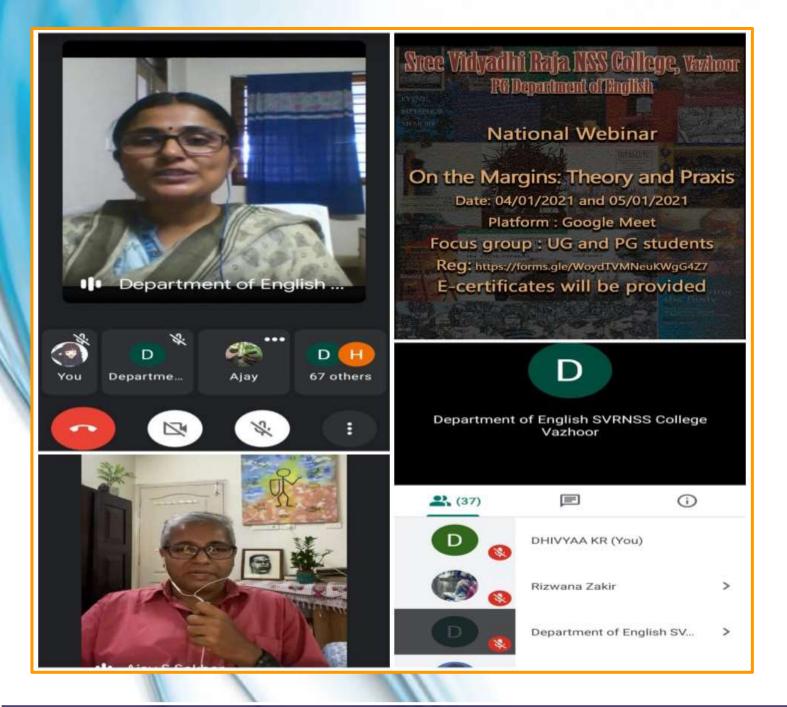


Shailendra Dhanaya Mrs. M. Department of Commerce B&I and Finance attended webinar a "Implementation **Domestic** of **Effectiveness Violence** Act and thereof" conducted by Bharathiar University, Coimbatore.

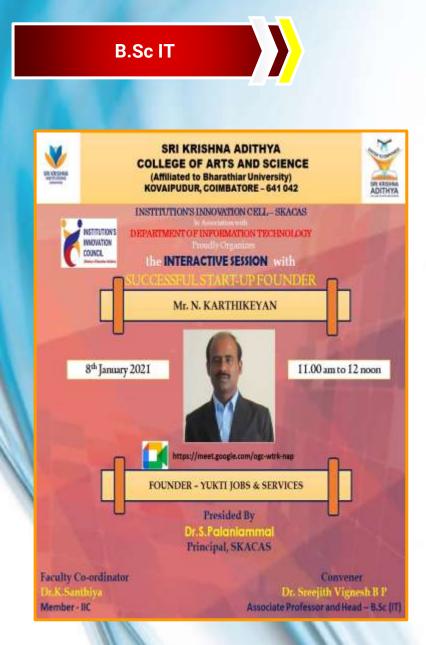


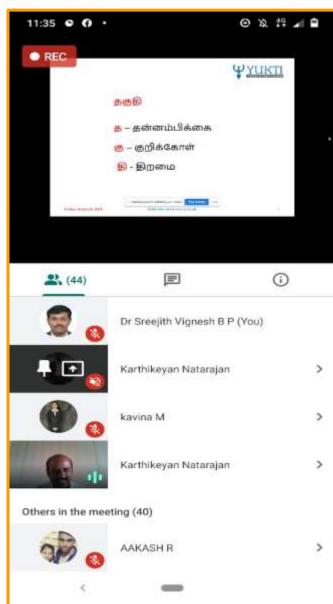


ENGLISH



Students of the Department of English attended a Two Day National webinar entitled "On the Margins: Theory and Praxis" organized by the PG Department of English, SVR NSS College, Kerala.





Department of Information Technology in association with Institutions Innovation Cell (IIC) conducted a webinar and interactive session with the successful start-up founder Yukti Jobs and Services Mr. N. Karthikeyan for the IIC Members and Students of the department. The students got benefited out of the discussion.



B.Com & M.Com





Dr.P.S.Chandni, Professor & Head, Department of Commerce (B.Com & M.Com) convened a meeting with the faculty members regarding the upcoming Even Semester, Club activities, Adithya Infomindz, Google site content preparation and NAAC documentation.

B.COM PA







Dr.A.Sukumar, Head, Department of B.Com Professional Accounting convened a meeting with the faculty members and discussed the upcoming placement drives, Funding Project Proposals, Paper publications by Faculties, Even Semester academic activities, Club activities, Adithya Infomindz, Google site content preparation and NAAC documentation.

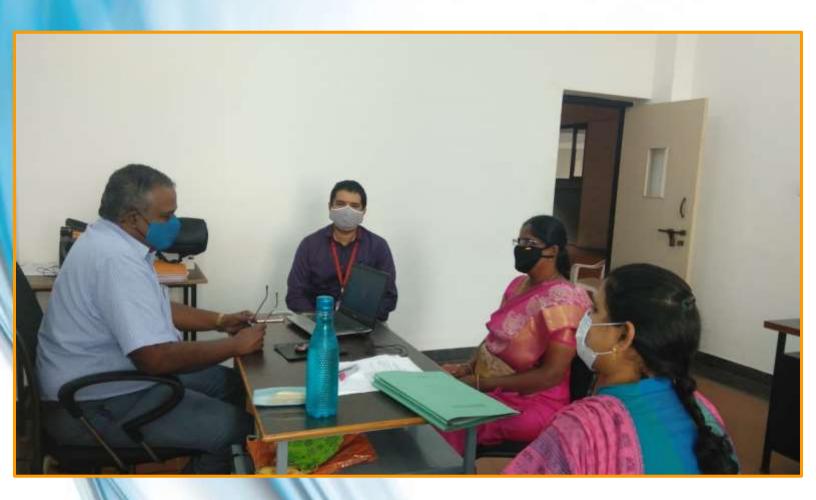
B.COM CA





Dr.M.Mahesh Kumar, Head, Department of B.Com Computer Applications convened a meeting with the faculty members and discussed the Paper publications by Faculties, Even Semester academic activities, Club activities, Adithya Infomindz, Google site content preparation and NAAC documentation.

B.COM BI & Finance



Dr. V. Suresh, Head, Departments of B.Com Banking & Insurance and B.Com Finance conducted department faculty meeting and discussed the preparations for forthcoming semester, Google site and Google Classroom completion, NAAC file completion and placement activities.

B.Sc IT

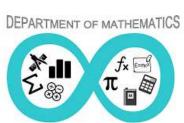




Department of Information Technology HOD Dr. B.P. Sreejith Vignesh called for a meeting with the faculty members on 5th January 2021. In the department meeting the following points were communicated, Adithya Infomindz Brand Ambassadors Ref.no. to be communicated to them, Video for Adithya Infominds Incharge, NAAC formats to be uniform across departments, CCR Department Coordinator to collect the events hosted by the FA's, minimum of 10 TNSCST Projects to be submitted by the department and it is to be enhanced by the faculties before upload, for IIC Innovation Cell Project Day best project to be presented on 1st week of February, Google Site updates, Mentor - Mentee details to be maintained for all the batches, Value Added Course attendance is compulsory for the students.

MATHEMATICS





Dr.S.NareshKumar, Head, Department of Mathematics convened a meeting with the faculty members and discussed the upcoming placement drives, Funding Project Proposals, Paper publications by Faculties, Even Semester academic activities, Club activities, Adithya Infomindz, Google site content preparation and NAAC documentation.

ENGLISH





Dr.M.Swapna, Head, Department of English convened a meeting with the faculty members and discussed the upcoming placement drives, Even Semester academic activities, Club activities, Adithya Infomindz, Google site content preparation for the upcoming semester and NAAC documentation based on criteria.



MATHEMATICS





Ms. M. Jamuna, II B. Sc. Mathematics, SKACAS has participated and won Second place in the event Math Quiz in the 8th State Level Virtual Inter Collegiate Math Fest CENTRA - 2K20 organized by Sankara College of Science and Commerce, Saravanampatti, Coimbatore.





Mrs.S.Revathy, Assistant Professor, Department of Mathematics, Sri Krishna Adithya College of Arts and Science has successfully completed NPTEL Online Certification Course on "Laplace Transform".

MATHEMATICS







Akash S and Lalitha R of II B.Sc.Mathematics, Sri Krishna Adithya College of Arts and Science have successfully completed NPTEL Online Certification Course on "Laplace Transform".







Abstract

A critical situation pushes human behaviour towards different directions with some aspects of behaviour being invocable COVID-19 punders: is not a normal crisis, and to control the spread of discusse various measures were taken including complete and then partial lockdown. Since all elements of the occorons are introcibly interestated with public health measures and lockdown, that resulted in economic metabolities of the nations having towards change in market dynamics. In every market, consumers are the drivers of the market competitiveness, growth and connects integration. With communic instability, consumers are also experiencing a transformation in behaviour, though how much of transformation experienced during the crisis will statum is a question. This article looks at the commune behaviour draing COVID-19 crisis and in the athiespent lockdown period when the world stood will for more than a quater of a year. Further, the article integrate to weare through the mare of literature available about consumer behaviour in normal taxes and in crustimes, strengthens it with the rapid nonexament reports called out by the different convolting organisations during lockdown phase, substantiates the some with first-hand telling and retelling of experiences by consumers and professionals with marketing background to bring up a hypothesis of the production effects further testable hypothesis for faiture research to understand consumer sentiments. The proposition effects further testable hypothesis for faiture research to understand consumer sentiments or requirement in beying what is enough within the marketing context and how it can be essuficied post-COVID crisis for ensuming sistantishity of business models. It would also be interesting to explore the correlates of this forced consumer behaviour with other variables such as learning from crisis, changing meeds, presentably, internality, culture, new market segment and up to develop new models of consumer behaviour.

Keywards Consumer behaviour unintiality, economic crisis utility, consumption

Introductio

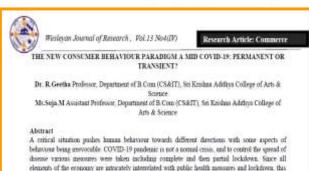
introduction in the start of the list decade, Gates Notes (Gates, 2020) released an article emphasizing that beyond the immediate danger posited by the 2009 HINI pandemar that claumed the lives of 18,016 people, there were larger implications in highlighting the flect that beath systems were unprepared for inevitable outbreaks in the State. The mixels regret for a "unkeap cell" for investigation in capabilities, admistratelise and human resources for health, surveillance and management of deadly epidemic outbreaks. In 2018, following the Eboka soutbreak the Global Peoparedness Monitoring Board—an organization and World Board—in their first annual report examined authorize diseases such as turbinear and suspected that a disease such as the Sparish file had the potential to upread around the influence and suspected that a disease such as the Sparish file had the potential to upread around the existing gaps in global preparedness would compound the implications of a prospective pandemic extending beyond increased levels of mortality and morbiday to destabilising sufricing debal excessive and time due to changing communition because. A necessity as October 2018, the World Economy Forms (WEF) in collaboration with the Johns Hopkins Center for Health Security and the Bild & Melands Gates Foundation hosted a high-level simulation concrete due brought together governments, security, formations and public health leaders to address a hypothetical global pandemic scenario. Learning from the exercise showcood the glaring vulnerabilities in junidemic preparedness and response across the system, and while participating vulnerabilities in guardenic preparedness and response across the system, and while

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Ms. M. Soja, Assistant Professor has published an article entitled "THE NEW CONSUMER BEHAVIOUR PARADIGM A MID COVID-19: PERMANENT OR TRANSIENT?" in Wesleyan Journal of Research (UGC care approved, Peer reviewed and Refereed Journal), Vol. 13, Issue No. 4(IV), October-December 2020 pp. 159-165. ISSN No. 0975- 1386.







A critical situation pushes human behaviour towards deflered directions with some supects of observative being reserved by COVID-19 quadratic in not a normal critical of tectorist the spread of disease various measures were taken including complete and then partial lockdown. Since all elements of the economy are intractely interested with public bestlift measures and lockdown, this resulted in economic match these or market dynamics, he every market, consumers are the derivers of the market competitiveness, growth and economic integration. With economic matchildry, consumers are also experiencing a transformation in behaviour, though how much of transformation experienced during the critic will station is a question. This article looks at the consumer behaviour during COVID-19 critic and in the subsequent lockdown period when the world shood will for more than a quatter of a year. Further, the article attempts to weare through the market of thesetime available about consumer behaviour in behaviour distinctions and in the subsequent lockdown period when the world shood will for more than a quatter of a year. Further, the article attempts to weare through the make of thesetime available about consumer behaviour in means after a critical including organization, during lockdown phase, substantiates the some unit furthand folling and retelling of experiences by consumers and preferousints with marketings background to bring up a hypothesis of the pandense affecting a paradigm which is enough within the marketing context and how it can be enabled post-COVID critical for examiner substantial vials the authoring context and how it can be enabled post-COVID critical for the formal communer behaviour with other variables such as learning from critical post of consumer behaviour.

Keywards Consumer behaviour, apartmakty, economic cross, utility, consumption

Introduction

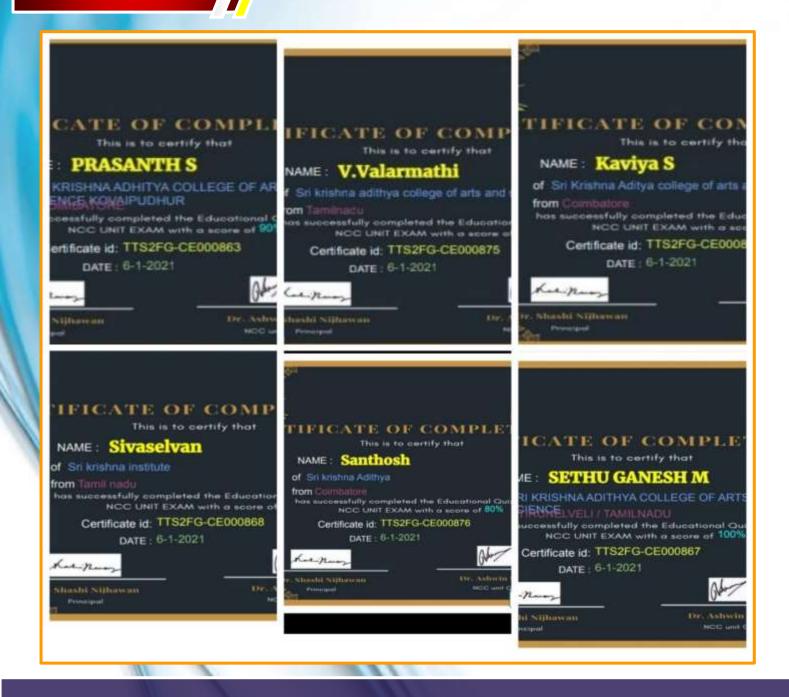
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[139]

Dr. R. Geetha, Head of the Department has published an article entitled "THE NEW CONSUMER BEHAVIOUR PARADIGM A MID COVID-19: PERMANENT OR TRANSIENT?" in Wesleyan Journal of Research (UGC care approved, Peer reviewed and Refereed Journal), Vol. 13, Issue No. 4(IV), October-December 2020 pp. 159-165. ISSN No. 0975- 1386.



Mr. Prasanth, I BCOM CS has successfully completed the online course on "Deep Learning Quiz" conducted by IT Zonic Solutions on 4th January, 2021.



Mr. Prasanth, Ms. V. Valarmathi, Ms. S. Kaviya, Mr. Sivaselvan, Mr. Santhosh and Mr. M. Sethu Ganesh of I BCOM CS have successfully completed the Educational Quiz on NCC Unit Exam on 6.1.2021







































Certificate of Participation

Ministry of Health & Family Welfare & MyGov congratulate Logesh

for successfully completing the Quiz on Vaccines Save Lives. We salute your effort. Keep participating ...!

> Dr. Manohar Agnani Joint Secretary (RCH)







MEMBERSHIP IN PROFESSIONAL BODIES



Dr. R. Geetha, Head of the department have became a member in Indian Academic Research Association.

MEMBERSHIP IN PROFESSIONAL BODIES





Dr. M. Meenakshi Saratha and Dr. A. Sumathi have became a member in Indian Accounting Association.

B.COM BI & Finance









Mr.John Paul Boopathi, Assistant Professor, Department of English attended a National Webinar on "Sexual harassment of Women at workplace (prevention, prohibition and redressal) Act 2013", organized by the Department of English, Yeshwantrao Chavan Arts, Commerce and Science College, Maharashtra on 2nd January 2021.



Mr.T.Vishnupriyan, Assistant Professor, Department of English, attended a short term training programme on "Harmony in the workplace: Effective interpersonal & Communication skills" organized by S V Engineering college, Karakambadi Road, Tirupati.



SREE VIDYADHI RAJA NSS COLLEGE, VAZI (Affiliated to MG University, Accredited with B gra PG DEPARTMENT OF ENGLISH

Certificate of Participation



SREE VIDYADHI RAJA NSS COLLEGE, V (Affiliated to MG University, Accredited with PG DEPARTMENT OF ENGLISH

Certificate of Participation

his is to certify that Mis. S. Ranjitha, II BA English Literatu e Two day National Webinar on "On the Margins: Theory : rganised by the PG Department of English, Sree Vidyadhi R

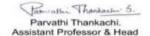
azhoor, on 04th January 2021 and 05th January 2021.

This is to certify that Miss. S. Gayathri, II BA English, Sr of Arts and Science, Coimbatore has participated in the 7 on "On the Margins: Theory and Praxis," organised by English, Sree Vidyadhi Raja NSS College, Vazhoor, on (January 2021.





Uleen Veena R. Nair Assistant Professor & Coordinator





SREE VIDYADHI RAJA NSS COLLEGE, VAZI (Affiliated to MG University, Accredited with B gra PG DEPARTMENT OF ENGLISH



SREE VIDYADHI RAJA NSS COLLEGE, VA (Affiliated to MG University, Accredited with B PG DEPARTMENT OF ENGLISH

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Jan athi Thankach 5.

Certificate of Participation

Parvathi Thankachi.

Veena R. Nair Assistant Professor & Coordinator

This is to certify that E. Arulmozhinayaki, III BA English L Adithya College of Arts and Science, Kovaipudur, Coimba in the Two day National Webinar on "On the Margins: The organised by the PG Department of English, Sree Vidyadhi Vazhoor, on 04th January 2021 and 05th January 2021.



Veena R. Nair

Assistant Professor & Coordinator

Leen

Veena R. Nair Assistant Professor & Coordinator

SREE VIDYADHI RAJA NSS COLLEGE, V. (Affiliated to MG University, Accredited with PG DEPARTMENT OF ENGLISH



SREE VIDYADHI RAJA NSS COLLEGE, V (Affiliated to MG University, Accredited with) PG DEPARTMENT OF ENGLISH

Certificate of Participation

Variathi Thankachi 5.

Parvathi Thankachi.

Assistant Professor & Head

This is to certify that Ms.J.Vanmathy, III BA ENGLISH,S COLLEGE OF ARTS AND SCIENCE. has participated in Webinar on "On the Margins: Theory and Praxis," orga Department of English, Sree Vidyadhi Raja NSS College

January 2021 and 05th January 2021.

Jamathi Thankachi 5. Parvathi Thankachi. Assistant Professor & Head

This is to certify that Ms.J.Vanmathy, III BA ENGLISH,S COLLEGE OF ARTS AND SCIENCE, has participated in Webinar on "On the Margins: Theory and Praxis," orga Department of English, Sree Vidyadhi Raja NSS College. January 2021 and 05th January 2021.

Leene Veena R. Nair Assistant Professor & Coordinator

Januarlin Thanknehr 5. Parvathi Thankachi. Assistant Professor & Head

Students of the Department of English Department attended a Two Day National webinar entitled "On the Margins: Theory and Praxis"

organized by the PG Department of English, SVR NSS College,

Kerala.



B.COM BI & Finance



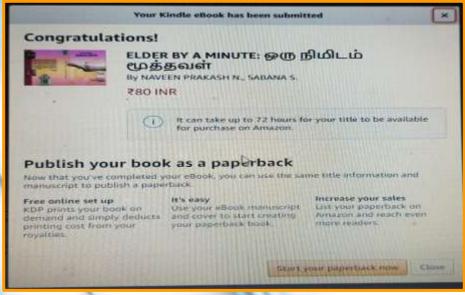
Captured by:
Ms.P.Vaishnavi
III B.com B&I



Art by: Ms.P.Vaishnavi III B.COM (BI)

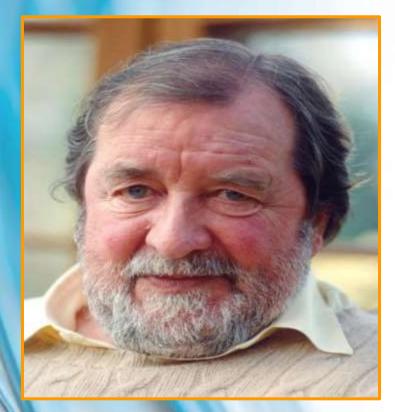


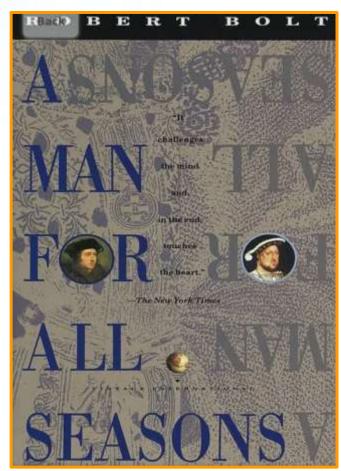


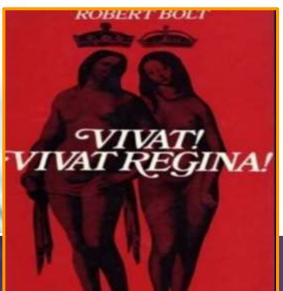


Sabana S and Naveenprakash N of III BA English have translated a Book, Titled: Elder by a Minute. Dr.M.Swapna, Head of the Department and all the faculty members congratulated their valiant effort.

KNOW THE FACTS

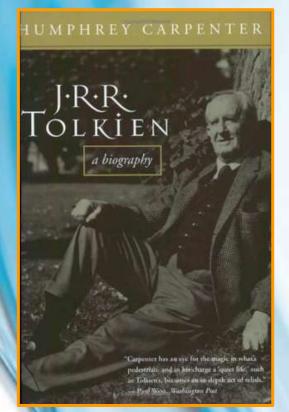


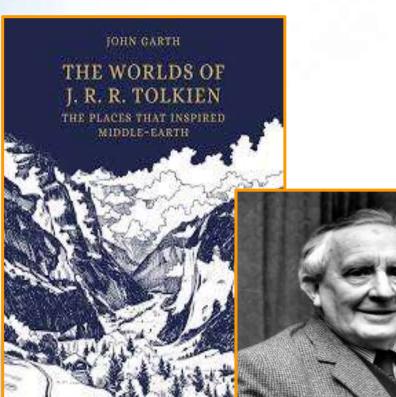




Know your Author : Robert Bolt(1924, 1995)

was an English playwright and a two-time Oscar-winning screenwriter, known for writing the screenplays for Lawrence of Arabia, Doctor Zhivago, and A Man for All Seasons, the latter two of which won him the Academy Award for Best Adapted Screenplay.





John Ronald Reuel Tolkien was born in South Africa but moved to England as a child. He was a writer, poet, philologist, and university Professor, best known for the classic high fantasy works: The Hobbit, The Lord of the Rings, and The Silmarillion. The success of his novels led to a popular resurgence of the fantasy genre and Tolkien is referred to as the 'father' of modern fantasy Fiction. The Oxford companion to English Literature called him "the greatest influence within the fantasy genre. In 2008, The Times ranked him sixth on a list of 'The 50 greatest British writers since 1945'.

Tips for Campus Interviews

Interviewer: How can you swap the following variables without using a third variable?

Initial values:

$$X = 'A', Y = 'B'$$

Final values:

$$X = 'B', Y = 'A'$$

Answer:

char X = 'A', Y = 'B';

printf("\n X is %c Y is %c \n", X, Y);

X = X + Y;

Y = X - Y;

X = X - Y;

printf("\n X is %c Y is %c \n", X, Y);



commercial works into products that oring the products received and two silver incuals.

Krishna Adithya college establishes 'Institution Innovation Council'

Coimbatore, Dec 13: In what it is termed to be the youngest in the region, Sri Krishna Adithya College of Arts and Science - Coimbatore established Institution Innovation Council for nurturing the young minds with the hidden talents and to bring out the innovative thoughts among students to lean the process of complex tasks.

And the Institution is recognized by the Ministry of Education, Government of India . Dr.S.Palaniammal, Principal of the Institution is the President for the Institute Innovation Council called for the first council meeting of Institution's Innovation Council and delegated Dr.Mahesh Kumar M, HoD of B.Com CA department as Vice President, to monitor and implement the various activities carried in the IIC. Dr.Sreejith Vignesh B P, HoD of B.Sc IT department as Convener to interact with the government representatives and ensure the implementation of the National Innovation and StartUp Policy in the Institution.

In addition to this, she also appointed Prof.S.Lakshmidevi of Computer Science



department as Innovation Activity Coordinator, Prof.R.Kalpana of BCA department as the Social Coordinator. Prof.G.Ramajeyam of BCA department as Internship Coordinator, Activity Prof.P.Jayasheelan a IPR Activity Coordinator, Prof. Preetha Leena as Startup Activity Coordinator, Prof.T.Vishnupriyan English department, Dr.M.Aarthi of B.Com CA Department Dr.K.Santhiya of B.Sc IT department, Dr.J.Loveline Zeema of B.Sc CS department were added as members of the Council.

Besides. the ARIAA Coordinator of the institution is Dr.A.Sumathi of B.Com CS & IT department NIRF Coordinator Prof.Divya Sundaram of Psychology department were also part of the Council. It is decided to conduct the awareness among the students and other faculty members about the IIC setup in our institution and also to conduct design thinking and ideation workshop for the students by industrial experts and to promote the IPR Activities, innovation cum startup culture in the institution by adhering the IIC Academic Calendar in the quarterly action plan released by MoE.

DISTRICT TOWN AND COUNTRY PLANNING OFFICE COIMBATORE COIMBATORE LOCAL PLANNING AUTHORITY

PUBLIC NOTICE

FILE NO .3989/2020/LPA

In the **G.O.Ms.No.661** Housing and Urban Development Department dated **12.10.1994**, the Government has approved the Coimbatore Master Plan and enforced.

The applicant Mr.S.Sengol & S.Mariyasulamani, D.no.5/2871,Majarajosh Nagar,Thoppampatti Pirivu, Kurudam palayam, Coimbatore is requesting for change of land use from AGRICULTURAL use into RESIDENTIAL use in the Coimbatore approved Master Plan of Coimbatore District, in S.F.Nos.274/1A2,275/1,312/2B,313/2B,313/2C of Idikarai Town Panchayat and Village, in Coimbatore North Taluk for an extent of 2.90 Acres.

Any objection and suggestion to the change of land use proposal may be informed to the Coimbatore Local Planning Authority within $30\ days$.

MEMBER SECRETARY/JOINT DIRECTOR,
DISTRICT TOWN AND COUNTRY PLANNING OFFICE,
COIMBATORE.

Adithya's inaguration of Institution Innovation Cell was published in Trinity Mirror on 13-12-2020.

'Mathematics plays key role in engineering'

Coimbatore, Jan 8: The Department of Mathematics of Sri Krishna Adithya College of Arts and Science in association with Government of India, Ministry of Information & Broadcasting, Field Outreach Bureau, Coimbatore organized for a webinar on 'Insights of Mathematics in Engineering' to commemorate National Mathematics Dr.S.Nareshkumar Department Mathematics of principal welcomed while Dr.S.Palaniammal presided.

Kareena B Thangamam, Assistant Director, Field Outreach Bureau, Coimbatore shared some interesting facts about the great mathematician Ramanujam and his contributions to Mathematics. Field Publicity Assistant Chandrasekar was the guest of honour.



Dr.Muthuvel, Assistant Professor, Kongu Engineering College, Erode was the resource person.

He gave a demo how Mathematics is applied in real life and explained the concepts and said that application of Mathematics is used in all branches of engineering and motivated the students and instructed them to realize the importance of Mathematics in engineering and other industries. Jamuna M of II B.Sc Mathematics proposed a vote of thanks.

Department of Mathematics organised a webinar on "Insights of Mathematics". This news was published in Trinity Mirror on 8-1-2021.

Sri Krishna Adithya students motivated on startups

Coimbatore, Jan 8: Dr.Shyam Prashad Rajasekaran, Founder CEO, Twirltact and Technology Solutions Private Ltd, Coimbatore motivated the students to venture into startups even while pursuing their study as it would help them to make it a career after the course.

As a resource person for the virtual session

organised by the Institute Innovation Council of Sri Krishna Adithya College of Arts and Science, Kovaipudur in the outskirts of the city on the topic 'How to Plan for Startups, Legal and Ethical Steps', he briefed about the concept of startups and detailed on how to plan it after carefully going in to the legal and ethical steps. Narrating the pros and

cons involved in startups, he gave useful tips on how to overcome the challenges. Also, spoke on venture capitals that are available to support the startups and gave some interesting info. Kavina thanked the participants. Earlier. Dr.S.Palaniammal. Principal address presidential motivated the students to

actively participate and interact with the resource person and get valuable Dr.K.Santhiya, insights. Faculty coordinator of the club gave an intro about the resource person while Dr.Sreejith Vignesh B P, Convener - IIC cum Head of the Department of Technology Information welcomed. Around 100 students participated and got benefited.

IIC news on the event "How to plan for Startups, Legal and Ethical Steps' was published in Trinity Mirror on 8-1-2021.