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**e-Academia 37.0**

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# SRI KRISHNA ADITHYA COLLEGE OF ARTS & SCIENCE

**Recognized with UGC 2(f) & 12(B) status**

Affiliated to Bharathiar University  
Kovai Pudur, Coimbatore - 641 042







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# PRINCIPAL'S DESK

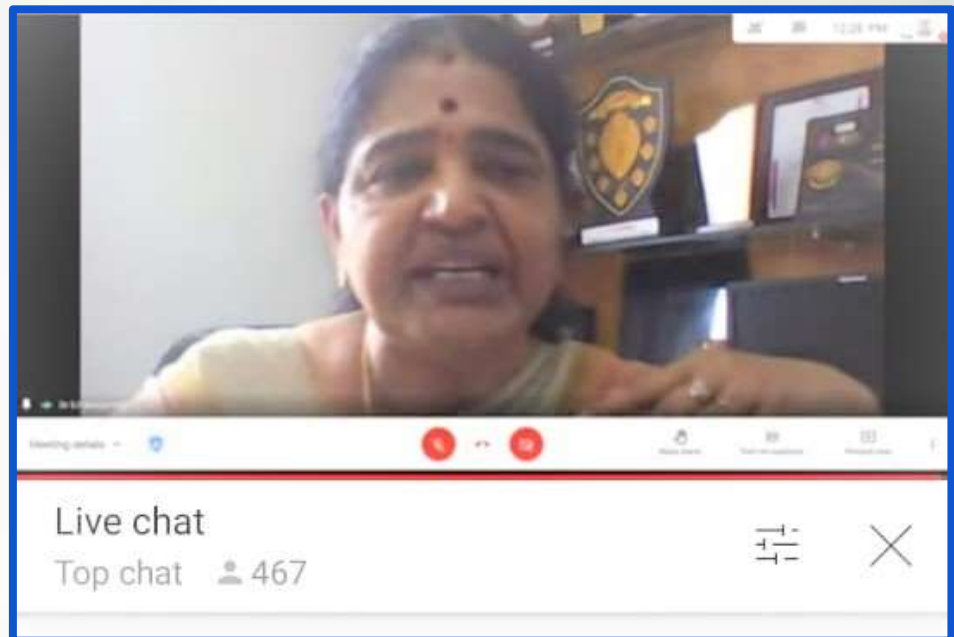
## HoDs Meeting



**Our beloved Principal Dr.S.Palaniammal convened a meeting with all the Heads of the Departments to ascertain the smooth conduct of CIA-I Examinations also to know the progression of NAAC work, on-campus Placements, submission of IMR to Bharathiar University.**



## Meeting with Students



Our beloved Principal Dr.S.Palaniammal addressed all the second and third year students on 19-2-2021 to inform on upcoming placement drives and placement training activities.



# **UPCOMING PLACEMENT DRIVE**

## Upcoming Placement Drive

**25.02.2021**

**Muthoot Finance Pvt Ltd**



**26.02.2021**

**Capgemini Pvt Ltd**



**26.02.2021**

**ZCTS- Zen Corp Tech Soln Pvt Ltd**



**27.02.2021**

**VI Capital**





## Upcoming Placement Drive

**02.03.2021**

**Innovalance learning**



**First Week of March**

**Prochant India Private Limited**



**First Week of March**

**Surya Informatics**



**First Week of March**

**Tommy Hilfiger**





# **UPCOMING PLACEMENT TRAINING**



## Upcoming Placement Training



**Placement preparedness - Soft skills training for all final year students**

**Date : 22nd February to 24th February**

**The training is conducted by GTT - Global Talent Track a renowned training firm and hiring partner for Capegemini and other leading mncs. The training covers the modules viz**

- 1.Aptitude skills**
- 2.Resume writing**
- 3.Mock Interview**
- 4.Me chart**
- 5.Movie Appreciations**
- 6.Capstone**



# PLACEMENT ACTIVITIES



## Training Programme



**Department of Placement and Training along with Department of English conducted a one day Training Programme on 12-2-2021. There were 3 rounds have been conducted to test our students language proficiency, creative skills and competence in co-operating with clients and various range of customers.**

## Training Programme

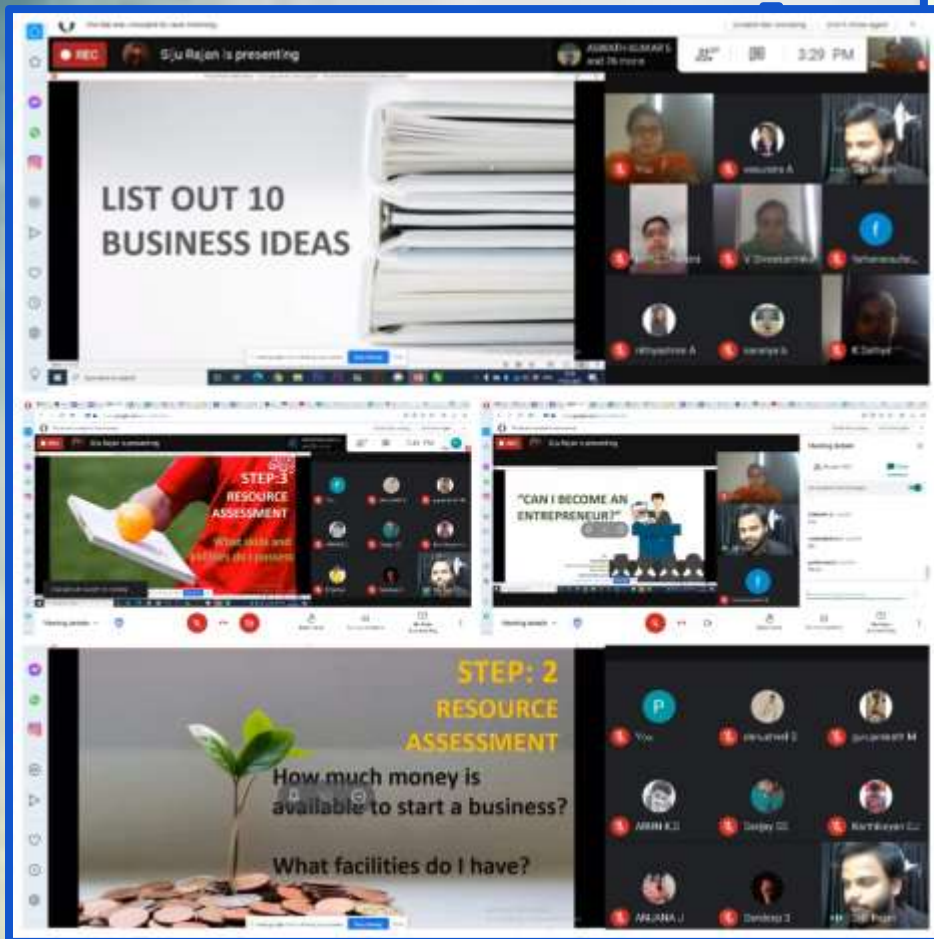


- This programme was helpful to our students to enhance their performance in the upcoming placement drives.
- It also envisioned them on participating in group interviews, presenting concepts in an effective way and creative content writing for the association of multilevel companies.





# **VIGNANA CLUB EVENTS**

**B.Com & M.Com**

**SRI KRISHNA ADITHYA**  
**COLLEGE OF ARTS AND SCIENCE**  
(Affiliated to Bharathiar University)  
Kovalpudur, Coimbatore-641042

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of HRD Skill Development)

**BUSINESS CLUB**  
BRANDS FOR THE FUTURE

WE CORDIALLY INVITE YOU FOR  
**A WORKSHOP ON BUSINESS PLANNING  
AND FEASIBILITY STUDIES**  
(Evaluating New Ideas For Business Development)

**CHIEF GUEST:**

  
Siju Rajan  
Co- Founder And Business Branding  
Strategist Of Brandisam, HRD  
Trainer & Business Journalist

**PRESIDED BY:**  
Dr.S.Palaniammal  
Principal

**FEB 17**

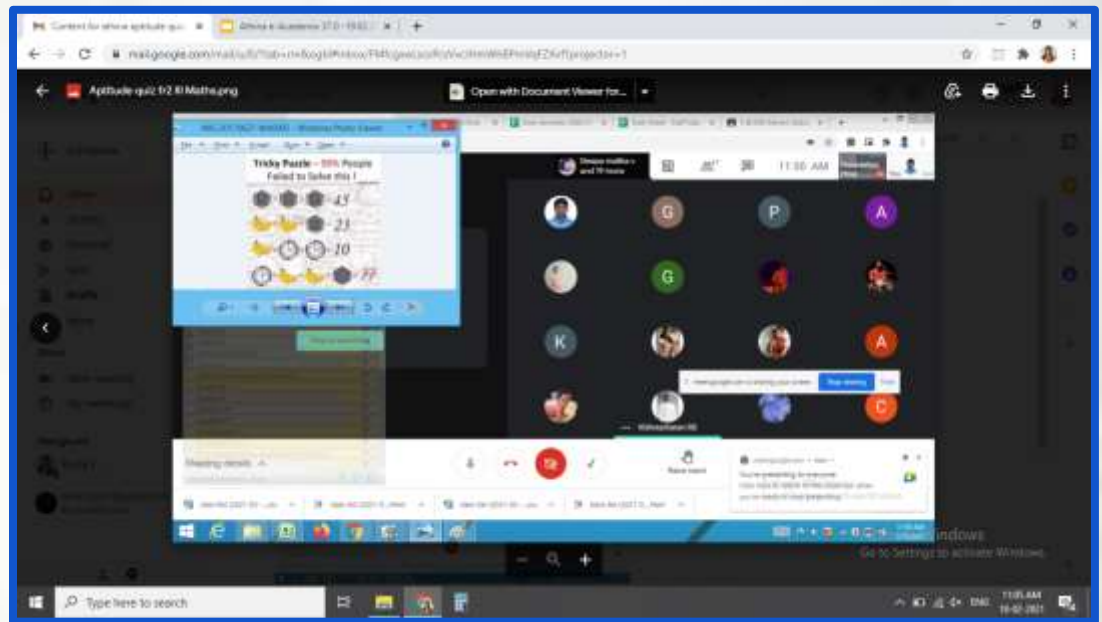
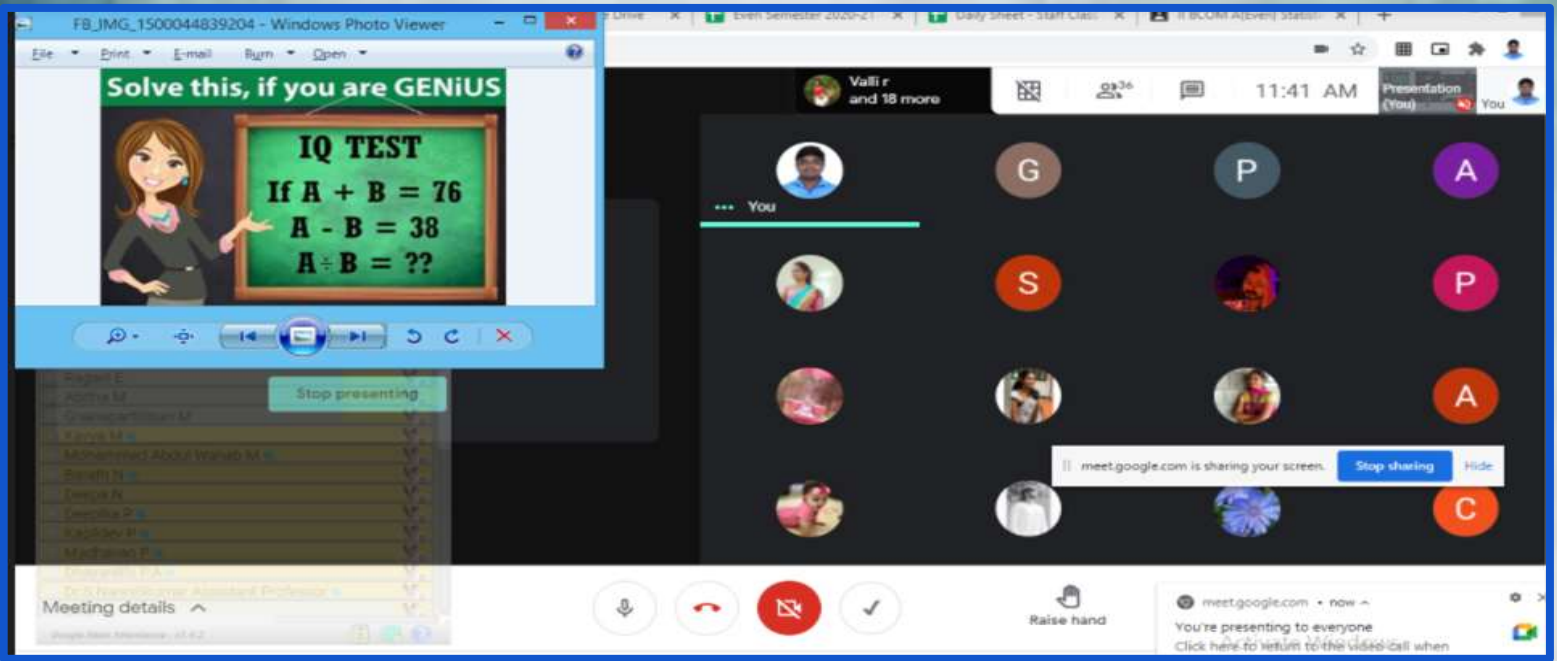
**TIME : 2 PM TO 4 PM**

A Workshop on Business Planning and Feasibility Studies was organized by the Department of Commerce (B.Com & M.Com) and Business Club.

The Resource Person, Mr.Siju Rajan, Co-Founder & Business Branding Strategist spoke to the students on various innovative business ideas and gave a lot of thought provoking inputs on business planning and feasibility studies.



# MATHEMATICS

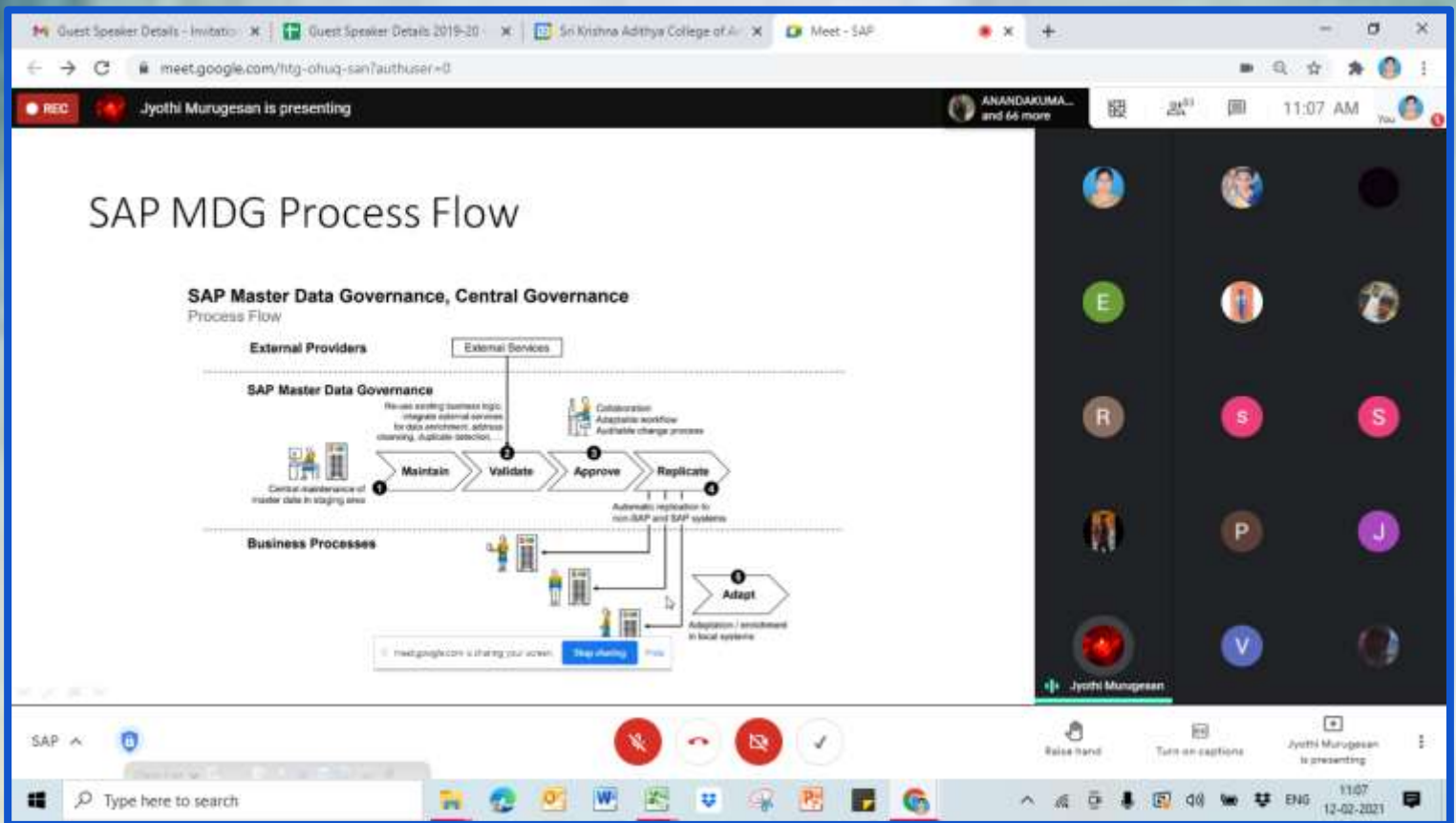


In association with MATH Club, Mr.S.Vivek, Assistant Professor, Department of Mathematics conducted Quiz Programme for the final year students to enhance their aptitude and subject skills. It enhanced their knowledge and to look beyond what they have learnt in the class.



# WEBINAR





Department of Computer Applications organized an Industry Expert Talk on SAP MDG Implementation on 12.2.21 in Google Meet at 10 am. The Resource Person was Ms. M. Jothilakshmi, MDG Technical Lead, Utopia India Pvt. Ltd., Bangalore who has a wide experience in this field and trained many corporates in 12 countries. Dr.Palaniammal, Principal, SKACAS presided over the virtual meet. Students gained knowledge about Features, Need and Process flow of SAP and learnt about data governance tool, challenges in it. She also added about the current skill set required for the students to enter into

**SRI KRISHNA ADITHYA**  
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**DEPARTMENT OF COMPUTER APPLICATIONS**

IN ASSOCIATION WITH  
MDE - INSTITUTION'S INNOVATION COUNCIL (IIC)

**ORGANIZES**  
**INDUSTRY EXPERT TALK ON**  
**SAP Master Data Governance Implementation**

Resource Person: **Ms.M.JothiLakshmi**  
MDG TECHNICAL LEAD,  
Utopia India Pvt Ltd,  
(Prometheus Group Company),  
BANGALORE.

**PRESIDED BY**  
**Dr.S.Palaniammal**  
Principal

DATE : 12.02.2021 TIME : 10:00 AM – 11:00 AM  
<https://meet.google.com/htg-ohuq-san>

IT industry. Dr. K. Geetha, Head, Department of BCA presented the Vote of Thanks. Mrs. K. Brindha, Event organizer and Department Faculty members were present at the event.

SAP MDG Process Flow

SAP Master Data Governance, Central Governance Process Flow

External Providers

SAP Master Data Governance

Maintain Validate Approve Replicate

Business Processes

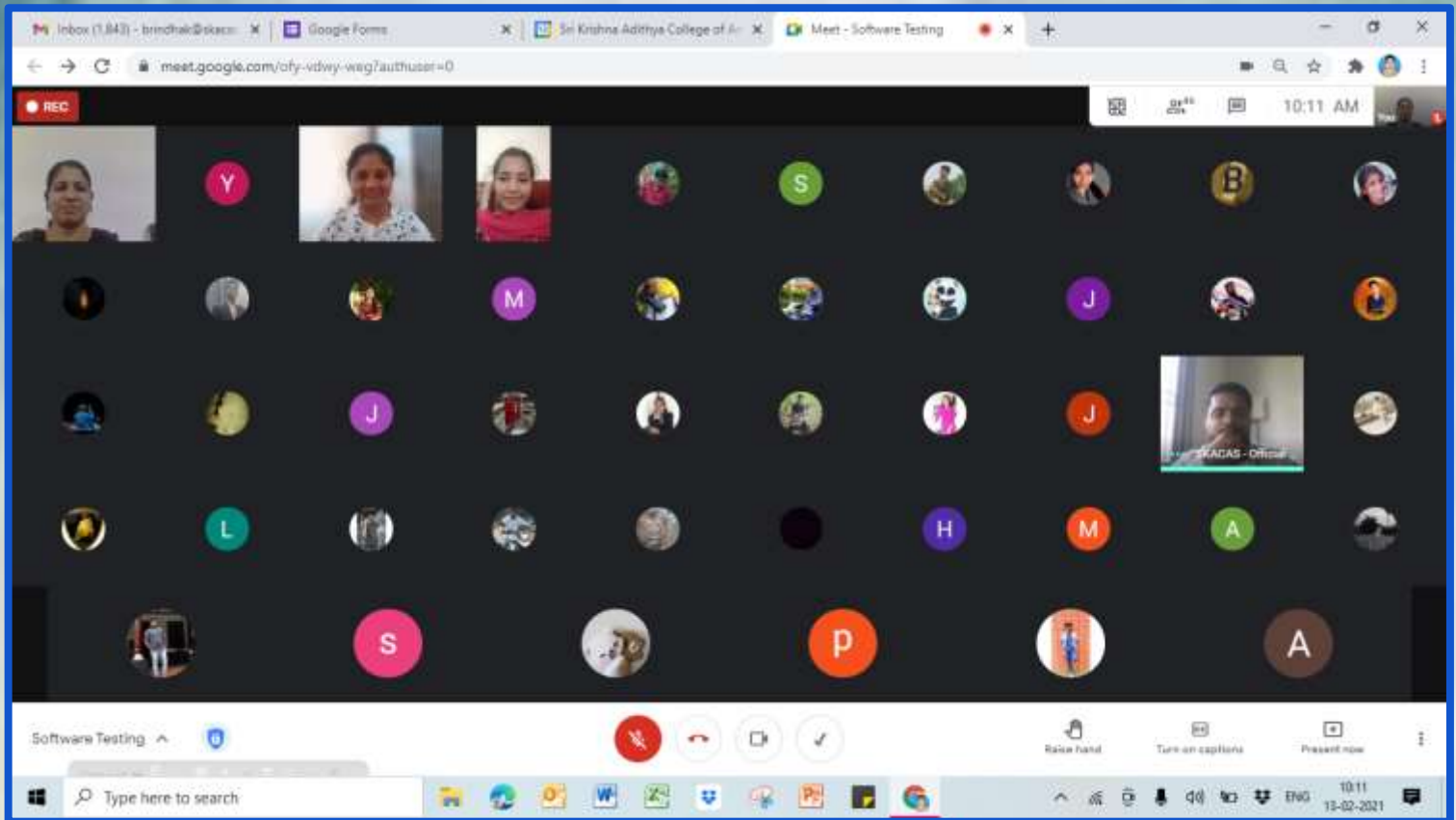
Adopt

Key Knowledge needed for SAP MDG

- ABAP
- OOPS ABAP
- Workflow
- WebDynpro ABAP
- BRF+

A screenshot of a Google Meet session showing a grid of participants. The participants are mostly men, some with their cameras on and some with them off. The meeting title is 'SAP MDG Process Flow'.





Department of Computer Applications organized an Industry Expert Talk on Software Testing on 13.2.21 in Google Meet at 10 am. The Resource Person was Mrs.I.Sowthama, Senior Quality Analyst, Scintel Technologies, Chennai who has about 12 years' experience in this field and she is founder and trainer of Digiriya Software Testing Institute. She has trained and guided nearly 2000 students and helped them to get into IT field. 60 students from BCA department participated and Dr. S. Palaniammal, Principal, SKACAS presided over the virtual meet. Students gained

# BCA

knowledge about need of Software Testing, its demand in IT industry, current trends and benefits of Testing, Skill set needed for a Tester and career path. Dr. K. Geetha, Head, Department of BCA presented the Vote of Thanks. Mrs. K. Brindha, Event organizer and Department Faculty members were present at the event.



**SRI KRISHNA ADITHYA**  
COLLEGE OF ARTS AND SCIENCE  
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Kovvur, Coimbatore - 641043  
DEPARTMENT OF COMPUTER APPLICATIONS  
In Association with  
MGR INSTITUTIONS INNOVATION COUNCIL (MGR-IC)  
Organizes  
Industry Expert Talk On Software Testing  
  
**Resource Person**  
**Mrs. L. Sowdhamini**  
Senior Quality Analyst,  
Scintel Technologies,  
Chennai.  
<https://meet.google.com/ofy-vdwy-wag>  
Time: 10.00 AM - 11.00 AM  
Date: 13.02.2021  
Presided by  
Dr. S. Palaniammal  
Principal

meet.google.com/ofy-vdwy-wag?authuser=0

REC Southama I is presenting

AKASH R and 34 more

10:17 AM

**AGENDA**

- What is Software Testing?
- Why Software Testing?
- How much demand in Software Testing job?
- Career Growth
- How to get in to IT easily?

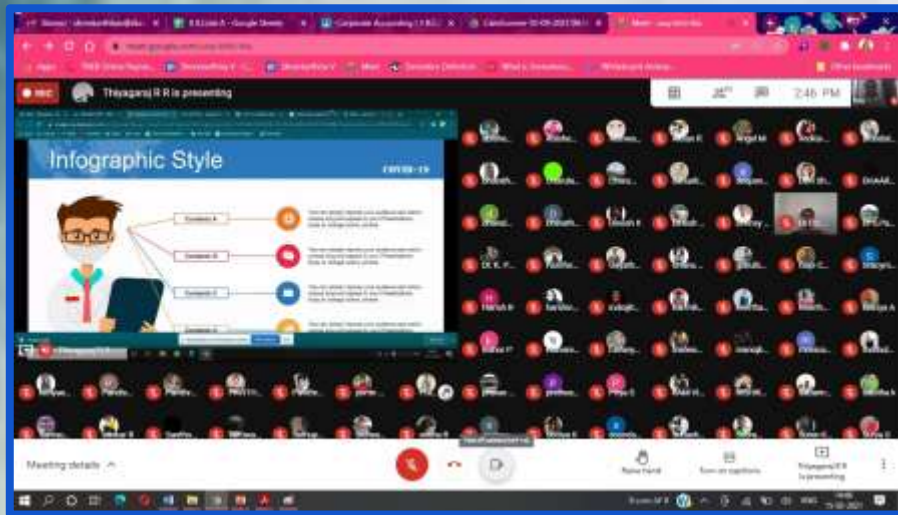
Software Testing - A

Type here to search

10:17 13-02-2021



# B.Com & M.Com



A Corporate Alumni Engagement event was organized by the Department of Commerce (B.Com & M.Com). The Resource Person, Mr.Thiagaraj.R.R, an alumni of our prestigious Institution [B.Com CA, 2015-2018 Batch], Project Associate - CHRYSALIS, Chennai, had a very lively interaction with the students on Career Development, Importance of Internship, Communication skills, Soft Skill development and about various online courses offered by IBM which would enhance their employability skills.

**B.Com BPS**

Faculty members of Department of B.Com BPS attending a 7 days Faculty Development Programme organised by Tata Consultancy Services on “Banking for BPS” from 10th February to 18th February, 2021. The programme helped the faculty members to gain practical exposure on how Banking has been practically implemented in BPS sector.



## B.Sc IT

**SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE**  
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KOVAIPUDUR, COIMBATORE - 641 042

**INSTITUTION'S INNOVATION CELL - SKACAS**  
**DEPARTMENT OF INFORMATION TECHNOLOGY**  
Privately Organized

**the VIRTUAL SESSION on**  
**AWARENESS ON NATIONAL INNOVATION AND STARTUP POLICY OBJECTIVES AND ITS PROVISIONS**

**Ms. V. ROOPA**

**13<sup>th</sup> February 2021** **12.00 noon to 1.00 pm**

<https://www.google.com/join/tmdg-iau>

**Convener - IIC, Assistant Professor, IT Department, Sri Krishna College of Technology, CBE.**

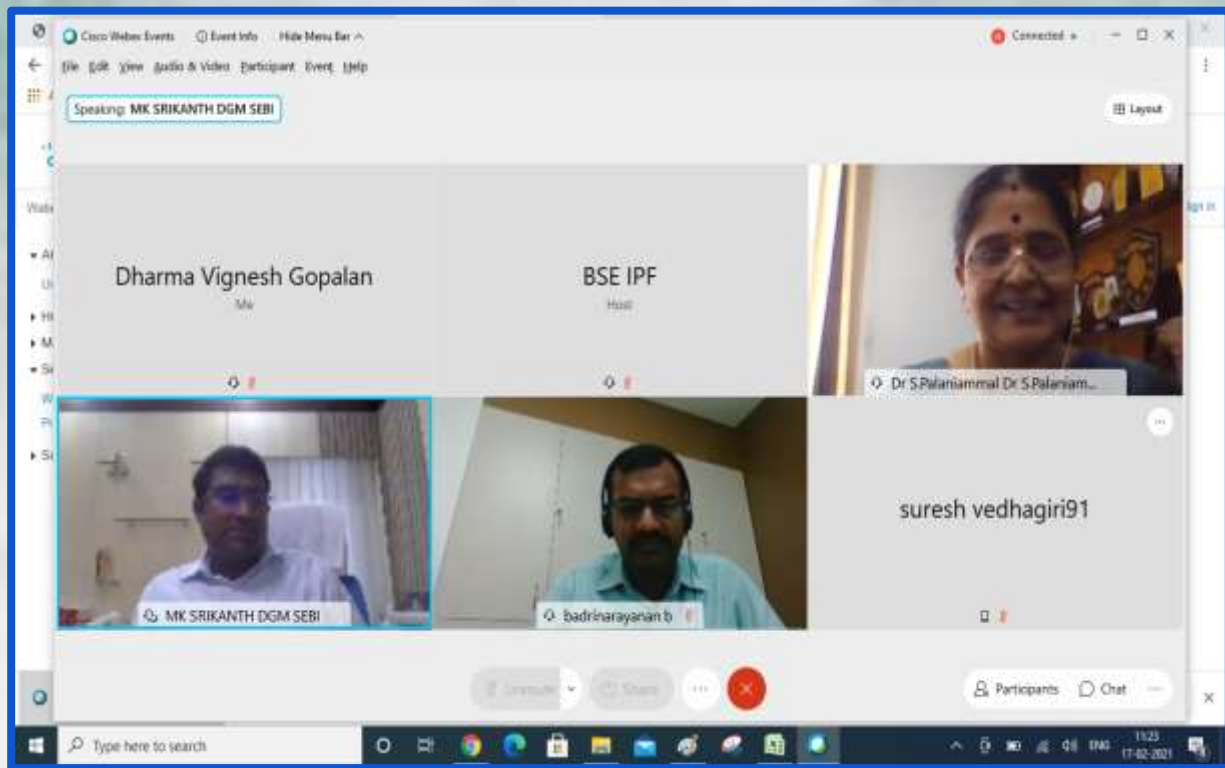
**Presided By**  
**Dr. S. Palaniammal**  
Principal, SKACAS

**Convener**  
**Dr. Sreejith Vignesh B P**  
HOD - B.Sc (IT)



Department of Information Technology hosted an Awareness session on "National Innovation and Startup policy to all the stakeholders". Dr.S.Palaniammal, Principal, welcomed and presided over the function. Ms.V. Roopa, Convener - IIC, Sri Krishna College of Technology - Coimbatore. delivered the awareness on National Innovation and startup policy its objectives and provisions on 13th February 2021 between 12:00pm to 1:00 pm. Dr.Sreejith Vignesh B P, Convener - IIC and NISP Coordinator of the institution recorded gratitude to the guest.



**B.Com AF & BBA CA**

Department of Commerce AF & Business Administration BBA CA organised Webinar on Investor awareness and the role of regulators in association with BSE and SEBI. Dr. V. Suresh Head Department of AF & BBA CA welcomed the gathering. Dr. S. Palaniammal, Principal, presided over the function. Speakers were Mr. MK Srikanth, DGM, SEBI and Mr. B. Badrinarayanan BSE IPF. It was a thought provoking session. It enhanced the knowledge about investment and also enlightened the participants about trading in securities market. Dr. P. S. Chandini Head Department of B.Com & M.Com delivered the vote of thanks.





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**3SE** भारतीय प्रतिभूति और विनियम बोर्ड  
Securities and Exchange Board of India

**LIVE WEBINAR ON  
INVESTOR AWARENESS  
AND THE ROLE OF REGULATORS**

FOR THE FACULTY AND STUDENTS OF  
SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE,  
KOVAIIPUDUR, COIMBATORE, TAMIL NADU.

**EVENT DETAILS**  
WEDNESDAY, FEB 17, 2021 | 11:00 AM – 1:00 PM

**SPEAKERS**

- MR. MK SRIRAMANTH  
DEPUTY GENERAL MANAGER, SEBI
- MR. H SADIQAMAHANAN  
ASST. PROF.
- DR. S. PALANIAMMAL  
PRINCIPAL,  
SRI KRISHNA ADITHYA COLLEGE OF ARTS  
& SCIENCE, COIMBATORE
- DR. V. SURESH  
HEAD, DEPT. OF COMMERCE (AF) &  
BUSINESS ADMINISTRATION,  
SRI KRISHNA ADITHYA COLLEGE OF ARTS  
& SCIENCE, COIMBATORE

Note: This session will be held in Tamil / English

**DO GET A CONTRACT NOTE FROM YOUR BROKER  
AS PROOF OF INVESTMENT.**

**INVEST RIGHT TO FUTURE BRIGHT**

**KINDLY DOWNLOAD THE WebEx TO JOIN THE WEBINAR**

Link.: <https://awarathon1.webex.com/awarathon1/onstage/g.php?MTID=e4a029cda455b4ab65a33bf4ba427a8ee>

MEETING NO.: 184 427 0077      PASSWORD: 1234

**JOIN NOW**





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**BSE** भारतीय प्रतिभूति और विनियम बोर्ड  
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**LIVE WEBINAR ON INVESTOR AWARENESS AND THE ROLE OF REGULATORS**

FOR THE FACULTY AND STUDENTS OF  
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**EVENT DETAILS**  
WEDNESDAY, FEB 17, 2021 | 11:00 AM - 1:00 PM

**SPEAKERS**

- MR. MK SRIKRANTH  
SEBI, CHIEF, INVESTOR RELATIONS
- MR. B. BADRINARAYANAN  
BSE IPF
- DR. S. PALANIAMMAL  
PRINCIPAL,  
SRI KRISHNA ADITHYA COLLEGE OF ARTS & SCIENCE, COIMBATORE
- DR. V. JURESH  
HEAD, DEPT. OF COMMERCE ARTS & BUSINESS ADMINISTRATION,  
SRI KRISHNA ADITHYA COLLEGE OF ARTS & SCIENCE, COIMBATORE

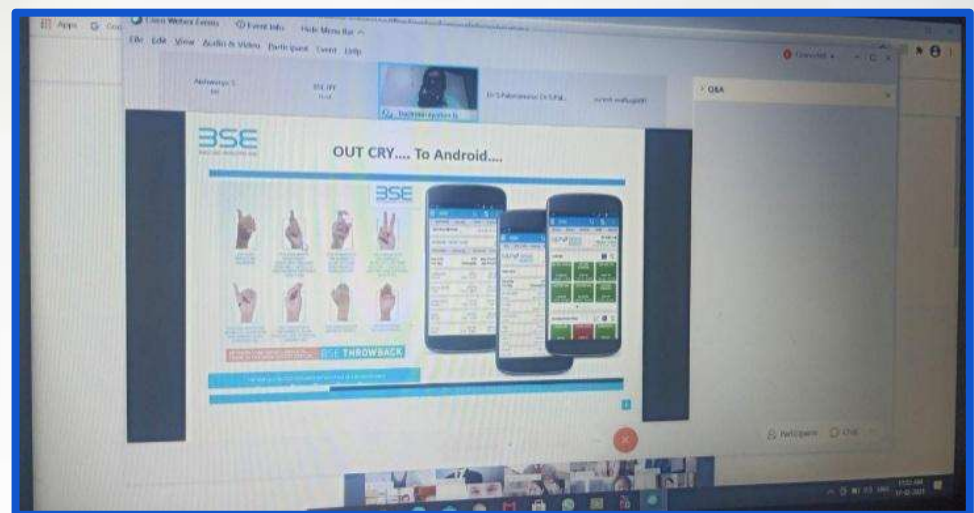
**Note:** This session will be held in Tamil / English

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**MEETING NO.: 184 427 0077      PASSWORD: 1234**

**JOIN NOW**



Dr.A.Sukumar, Head, Department of Commerce Professional Accounting, faculty members and Final year students attended a Webinar on Investor awareness and the role of regulators in association with BSE and SEBI. Mr.MK Srikanth, DGM, SEBI and Mr.B.Badrinarayanan BSE IPF. It enhanced the knowledge about investment and also enlightened the participants about trading in securities market.



# B.Sc CS



Department of Computer Science organized a webinar on "Research article writing and Journal publication in Scopus and SCI journals" on 16.2.2021 at 11 am. A renowned researcher Dr.Hiren Patel was invited as resource person.The resource person has shared his expertise and knowledge to the researcher "how to write the research papers and elements weightage for acceptance / rejection of the research articles". Totally 580 participants participated from various states Gujarat, Punjab, Haryana, Maharashtra, Telangana, Manipur, West bengal, UP, Odisha, Karnataka and Tamilnadu.The session was more interactive and informative.

தமிழ்



பிபிஜி கலை மற்றும் அறிவியல் கல்லூரி  
பொதுமக்கள் கல்வியை மேம்படுத்தும் பணி செய்வதற்கு  
சரவணம்பட்டி, கோயம்புத்தூர்- 641025.

**தமிழ்த்துறை**  
நடத்தும்

ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சி (FDP)

**இணைய யுகமும் தமிழும்**

**முனைவர் த.சத்தியராஜ்**  
உதவிப்பேராசிரியர்  
ஸ்ரீ கிருஷ்ணா ஆதித்யா கலை மற்றும் அறிவியல் கல்லூரி  
கோயம்புத்தூர்

நாள் : 12.02.2021  
நேரம் : காலை 10.00 மணி - மாலை 4.00மணி

ஒருங்கிணைப்பாளர்கள்  
முனைவர் ச.சந்திரகலா  
தமிழ்த்துறைத்தலைவர்  
முனைவர் வெ.ஹரிதாஸ்  
உதவிப்பேராசிரியர்  
தமிழ்த்துறை

முனைவர் நா.முத்துமணி  
கல்லூரி முதல்வர்

தமிழ்த்துறைப் பேராசிரியர் முனைவர் த.சத்தியராஜ் அவர்கள் சரவணம்பட்டி பி.பி.ஜி கலை மற்றும் அறிவியல் கல்லூரித் தமிழ்த்துறை ஏற்பாடு செய்திருந்த ஆசிரியர் திறன் மேம்பாட்டுப் பயிற்சி (FDP) -யில் கலந்துகொண்டு \*இணைய யுகமும் தமிழும்\* எனும் தலைப்பில் 12.2.2021 அன்று சிறப்புரை அளித்தார்.



# தமிழ்

புதுயுகம் தொலைக்காட்சியில் நடைபெறும் "இனி ஒரு விதி செய்வோம்" எனும் நிகழ்ச்சியில் பேசுவதற்காக இறுதிக்கட்டப் பேச்சாளர்களாக நம் கல்லூரி



மாணவ மாணவிகள் 3 பேர் தேர்ந்தெடுக்கப்பட்டுள்ளார்கள். இதில் தமிழகத்தைச் சேர்ந்த பல்வேறு பகுதிகளில் இருந்தும் கிட்டத்தட்ட 100 பேச்சாளர்களுக்கும் மேல் கலந்துகொண்டனர். அவர்களுள் நம் கல்லூரி மாணவி S.தர்ஷினி I B.Com A, N.மணிகண்டன் II B.Com CA A, மற்றும் V.பிரியங்கா B.Com PA B ஆகிய மூவரும் மிகச் சிறப்பாகப் பேசி இறுதிக்கட்டத்திற்கு தேர்ந்தெடுக்கப்பட்டுள்ளார்கள்.



தமிழ்



ஸ்ரீ நாராயண குரு கல்லூரி நடத்திய இணையவழி தொடர்கருத்தரங்கில் 17.02.2021 அன்று பிற்பகல் 2 மணியளவில் தமிழ்ச் சொற்பொழிவு நடைபெற்றது. அதில் சிறப்புரையாளராக தமிழ்த்துறை உதவிப்பேராசிரியர் திருமதி A.சுமதி அவர்கள் கலந்துகொண்டு \*இலக்கியத்தில் தமிழர் பண்பாடு\* எனும் தலைப்பில் உரையாற்றினார்.



# தமிழ்



புதுயுகம் தொலைக்காட்சியில் நடைபெறும் “இனி ஒரு விதி செய்வோம்” எனும் நிகழ்ச்சியில் பேச்சாளர்கள் தேர்வில் நடுவர்களாகத் தமிழ்த்துறைப் பேராசிரியர்கள் முனைவர் ம.மைதிலி மற்றும் திரு.கா.விக்னேஷ் அவர்கள் கலந்துகொண்டு பேச்சாளர்களைத் தேர்ந்தெடுத்தார்கள்.

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**BSE** भारतीय प्रतिभूति और विनियम बोर्ड  
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**LIVE WEBINAR ON INVESTOR AWARENESS AND THE ROLE OF REGULATORS**

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SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE,  
KOVAIAPUDUR, COIMBATORE, TAMIL NADU.

**EVENT DETAILS**  
WEDNESDAY, FEB 17, 2021 | 11:00 AM – 1:00 PM

**SPEAKERS**

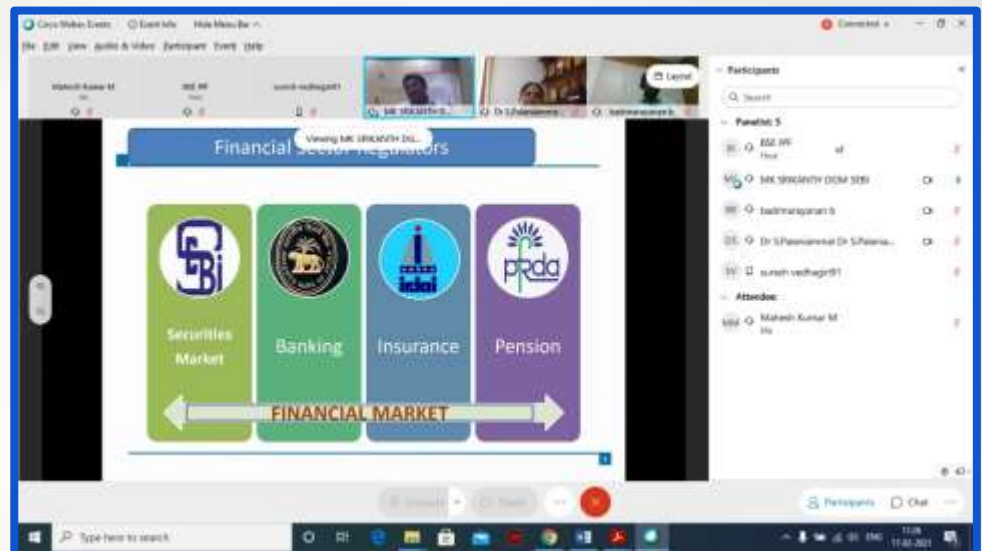
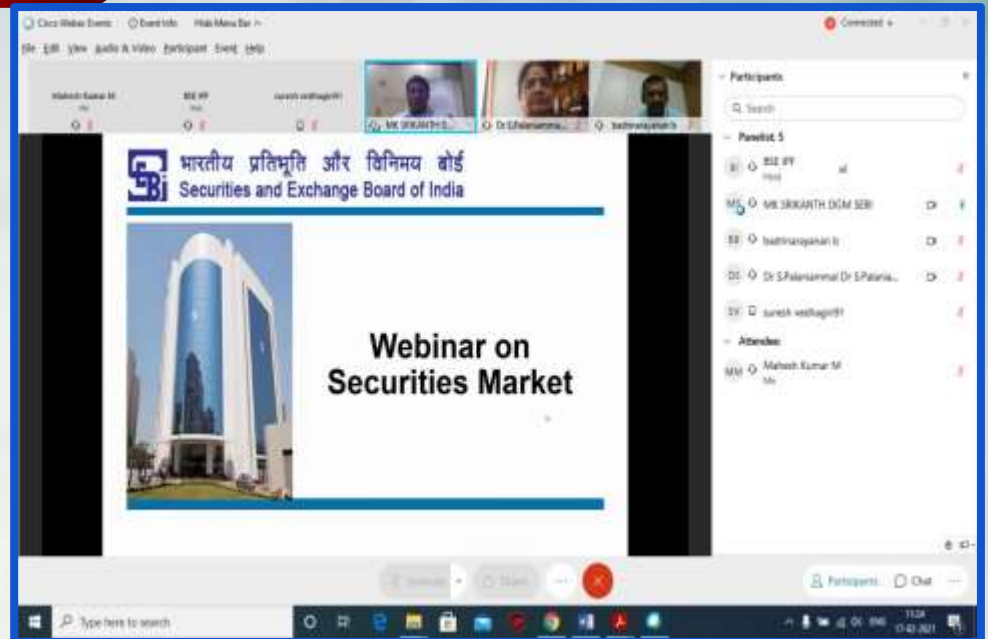
- MR. MK SRIRAKANTH  
SEBI, JERAMBA, SINGAPORE, SRI
- MR. B. BADRINARAYANAN  
BSE, IPF
- DR. S. PALANISAMMAL  
PRINCIPAL,  
SRI KRISHNA ADITHYA COLLEGE OF ARTS & SCIENCE, COIMBATORE
- DR. V. SURESH  
HEAD, DEPT. OF COMMERCE, ARTS & BUSINESS ADMINISTRATION,  
SRI KRISHNA ADITHYA COLLEGE OF ARTS & SCIENCE, COIMBATORE

Note: This session will be held in Tamil / English

**DO GET A CONTRACT NOTE FROM YOUR BROKER AS PROOF OF INVESTMENT. INVEST RIGHT TO FUTURE BRIGHT**

**KINDLY DOWNLOAD THE WebEx TO JOIN THE WEBINAR**  
Link: <https://awarathon1.webex.com/awarathon1/onstage/g.php?MTID=e4a029cda455b4ab65a33bf4ba427a8ee>  
MEETING NO.: 184 427 0077 PASSWORD: 1234

**JOIN NOW**

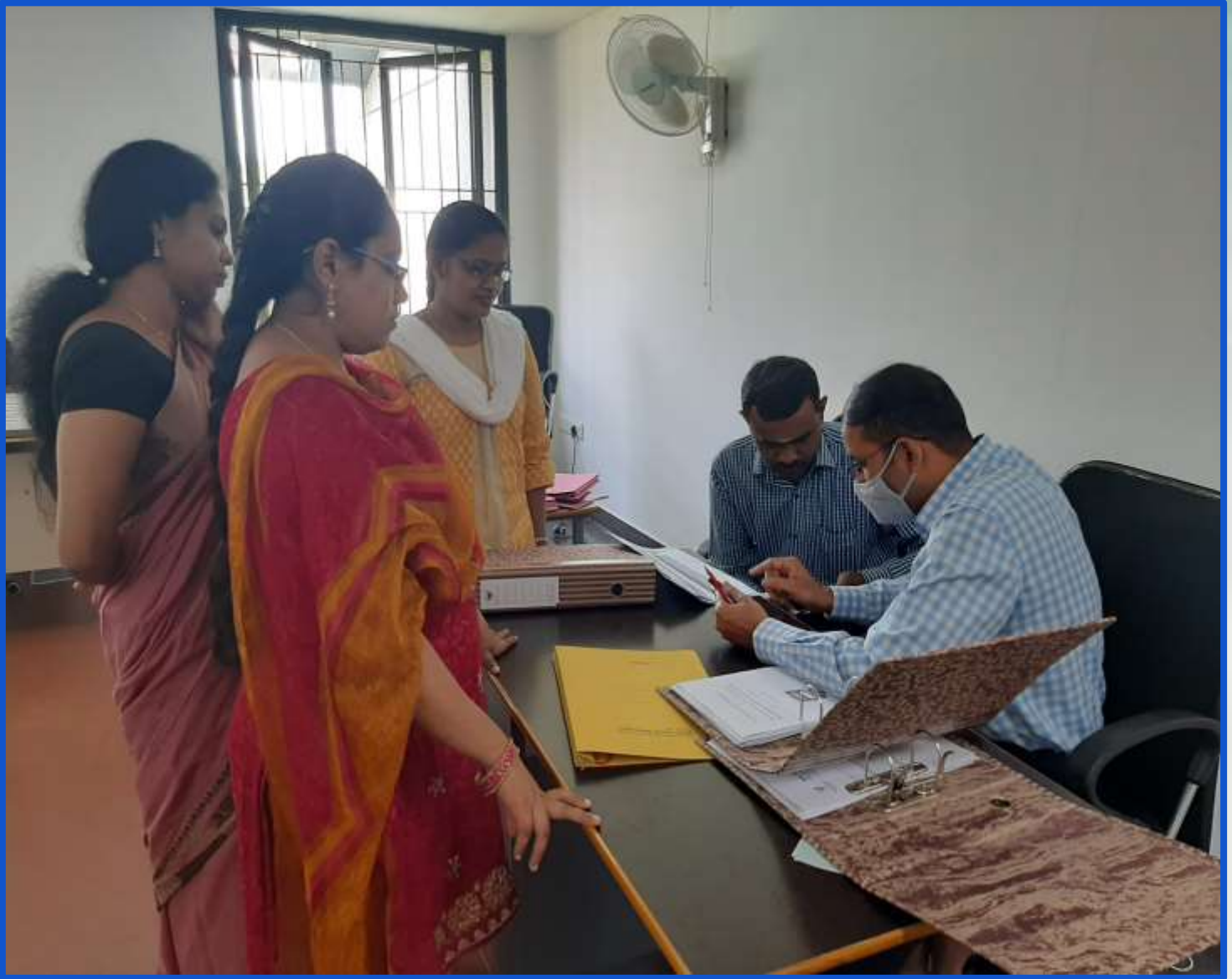


Dr.M.Mahesh kumar, Head, Department of B.Com Computer Applications attended a Webinar on “Investor awareness and the role of regulator” in association with BSE and SEBI. Mr.MK Srikanth, DGM, SEBI and Mr.B.Badrinarayanan BSE IPF explains about the investment and also enlightened the participants about trading in securities market.



The background of the page is a complex, abstract design. It features a central circular motif with concentric rings in shades of red, blue, and white, resembling a stylized eye or a lens. Overlaid on this are thin, dark lines forming a network or circuit pattern. The top and bottom of the page have a blurred, light-colored background.

# **NAAC FILES VERIFICATION**

**B.Com PA**

**Dr. M. Mahesh Kumar, Head, Department of Commerce Computer Accounting verified the NAAC files for Criteria-III and Criteria- IV on 16.02.2021. He gave his suggestions and guidelines to maintain those files according to criteria norms.**



## B..COM CS, IT , B&I AND Finance



Dr, Chandini, Head, Department of Commerce, Dr. A. Sukumar, Head, Department of Commerce PA and Dr. M. Mahesh Kumar, Head, Department of Commerce CA, Verified NAAC file - CRITERIA -III & VI and gave valuable suggestions and guidelines as per NAAC criterion.

**B.Com PA**

**Dr. K. Geetha, Head, Department of Bachelor of Computer Applications and Dr. Parimala Kandhi has verified the NAAC files according to Criteria-V and gave their valuable suggestions for improving and maintaining the file on 16.02.2021.**





**B.Com Computer Applications NAAC Criteria -II Internal Audit was done by Mrs.S.Malathi, Assistant professor Department of B Sc.IT on 16.2.2021.**

**B.COM AF & BBA CA**

**Dr.B.P.Srijith Vignesh and Ms.Malathi BSc IT verified the NAAC files for Criteria- II on 17.02.2021. They gave suggestions and guidelines to maintain those files according to criteria norms.**





**Dr.A.Sukumar,  
Dr.P.Chanthini and  
Dr.M.Mahesh Kumar  
verified the NAAC files  
for Criteria-II and  
criteria-III in the  
Department of  
Computer Science.**

# MATHEMATICS

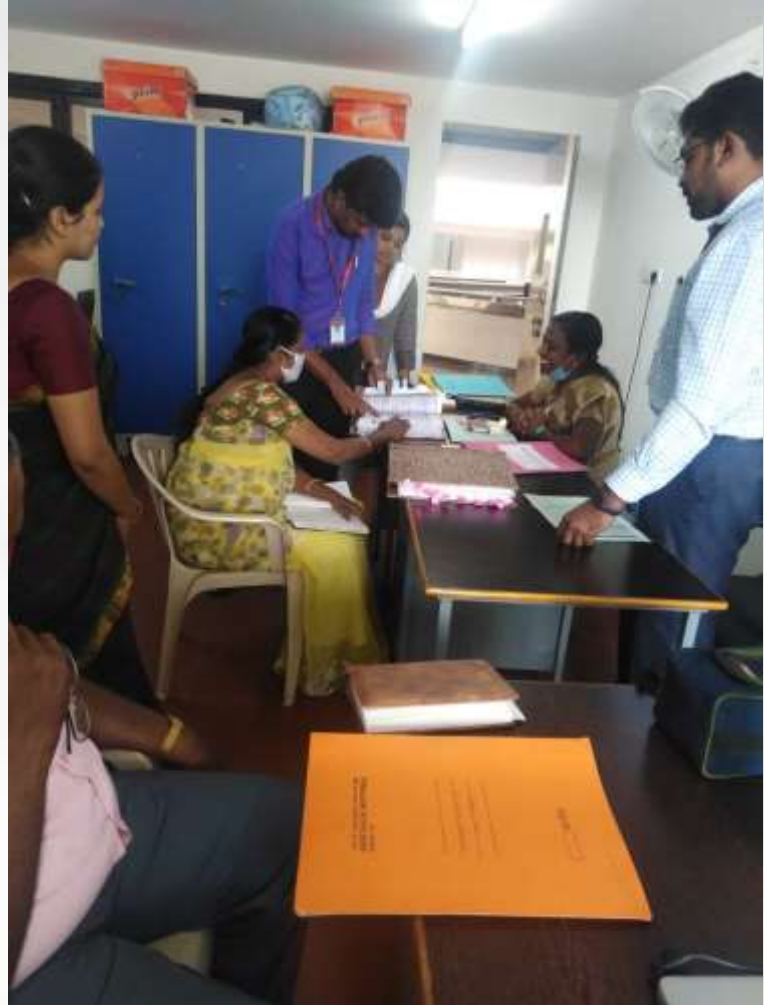


**Dr.P.S.Chandini and Dr.A.Sukumar, Head, Department of commerce verified the NAAC Criteria- II files for the Department of Mathematics.**



**ENGLISH**

**Dr.P.S.Chandini, Head, Department of B.Com BPS and Dr.A.Sukumar, Head, Department of Commerce PA verified the files of NAAC Criteria-II in the Department of English and guided us with their valuable suggestions.**

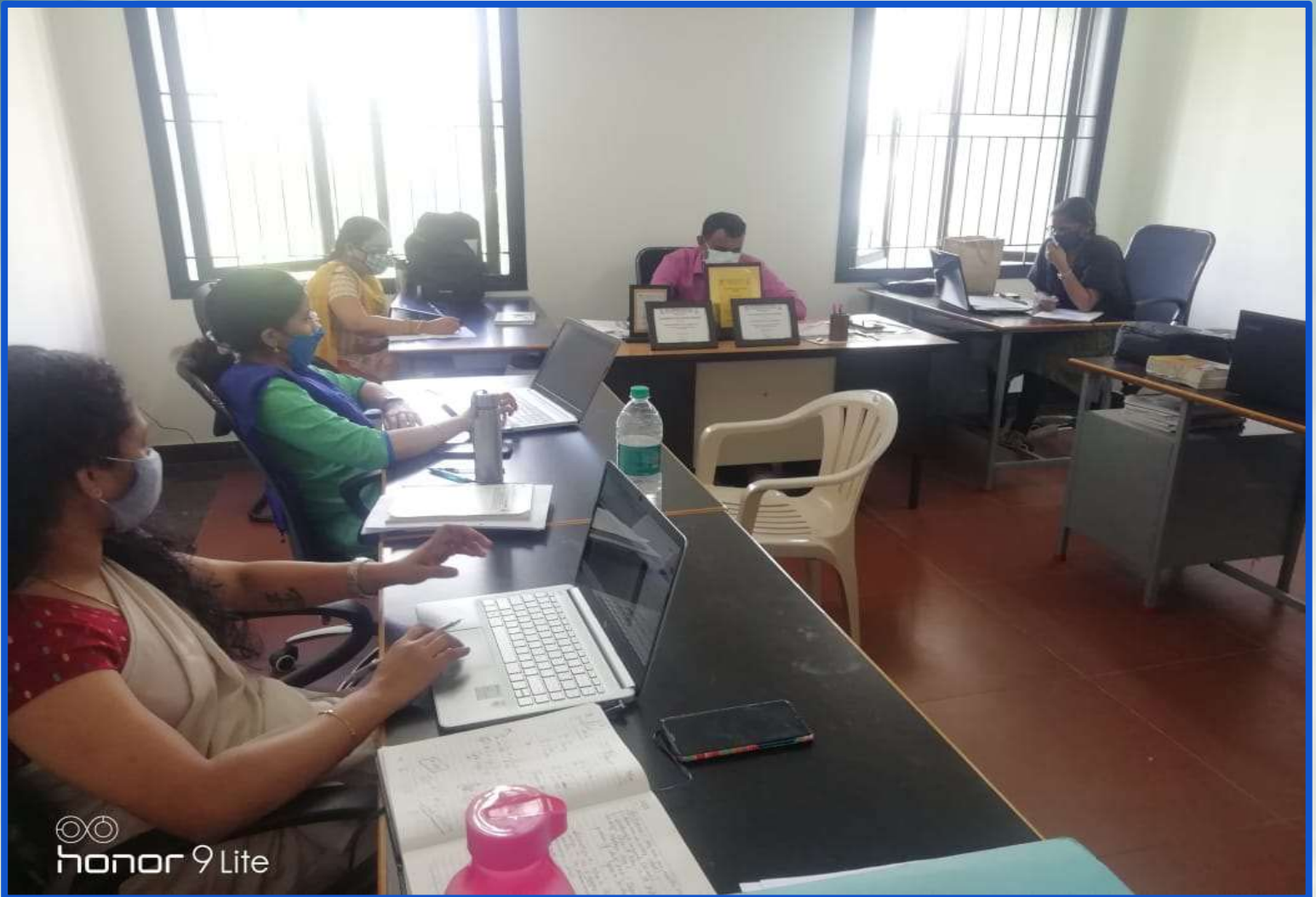
**ENGLISH**

**Prof. Seema Dev Akshatha, Head, Department of CT and Dr.Suresh, Head, Department of Computer Science verified the files of NAAC Criteria-I in the Department of English and guided us with their valuable suggestions.**





# DEPARTMENT MEETING

**B.Com PA**

**Dr.A.Sukumar, Head, Department of Commerce Professional Accounting convened a faculty meeting and discussed about the upcoming placement drives and training, practical classes, Google site content preparation and NAAC documentation. He also instructed the faculty members to prepare question papers for the CIA I examination for II and III year students.**



**B.Com CA**

**Dr.M.Mahesh kumar Head, Department of B.Com Computer Applications convened a meeting with their faculty members and discussed the Practical classes, I CIA Examination for II and III Year students,, Project Review and NAAC documentation.**

**B.Com BPS**

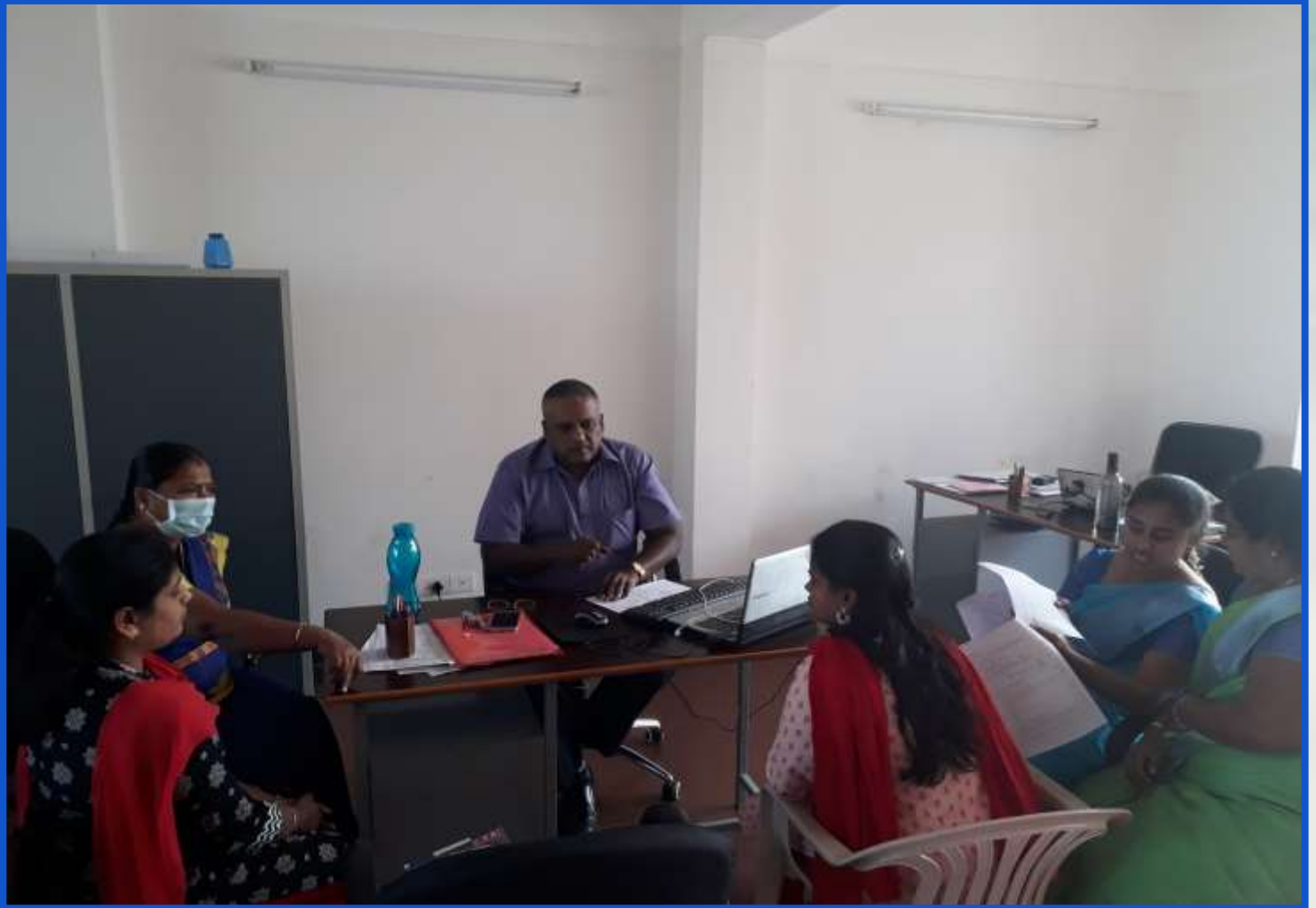
**Dr.P.S.Chandni, Head, Department of B.Com BPS convened a faculty meeting and discussed about the upcoming placement drives, practical classes, Google site content preparation and NAAC documentation. She has also instructed the faculty members to prepare question papers for the CIA I examination for II and III year students.**



# MATHEMATICS



**Dr.S.Naresh Kumar, Head, Department of Mathematics convened a meeting with the faculty members and discussed the upcoming placement drives, Practical classes, IMR, CIA I question paper preparation,, Semester examination, Google site content preparation and NAAC documentation.**

**B.Com AF & BBA CA**

**Dr.V.Suresh, Head, Department of Commerce AF and Business Administration BBA CA convened a faculty meeting and discussed about the upcoming placement drives and training, practical classes, Google site content preparation and NAAC documentation. He also instructed the faculty members to prepare question papers for the CIA I examination for II and III year students.**





**Dr. R. Geetha, Head of the Department conducted a meeting with faculty members to discuss the following points:**

- i. To update the google site**
- ii. IMR and model exam result analysis for I year students**
- iii. Arrangement for practical class on campus to the students**
- iv. NAAC work v. upcoming placement drives.**

**ENGLISH**

**Dr.M.Swapna, Head, Department of English convened a meeting with faculty members and discussed the process of Extension Activity for III BA English students. She verified the Google site contents, NAAC documentations and insisted faculty members to host snaptalk regularly in virtual classes.**





# E-CERTIFICATES

# B.Com PA













**BCA****Certificate of Completion****Deepak. S**

has successfully completed the HP LIFE online course

**Business Communications**

By completing this course, the above-named student has learned new skills including how to identify the characteristics of effective business communication, how to identify and analyze their target audience, and how to use communication channels to convey messages effectively.

Presented 12/25/2020

Deborah Mchaac  
Executive Director, HP Foundation

**Certificate of Completion****Deepak. S**

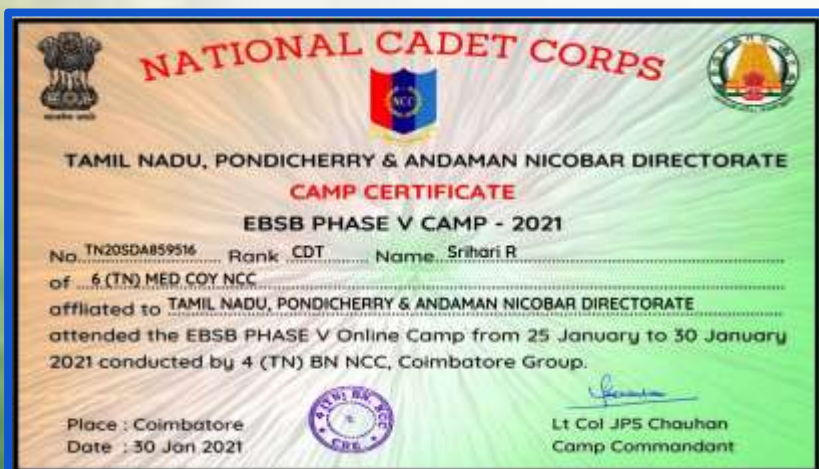
has successfully completed the HP LIFE online course

**Social Media Marketing**

By completing this course, the above-named student has learned new skills including how to use advertising successfully across social platforms, how to create effective social media marketing campaigns, and how to create a targeted social media advert.

Presented 12/25/2020

Deborah Mchaac  
Executive Director, HP Foundation







# II B.Sc IT 'A'



## II B.Sc IT 'A'





## II B.Sc IT 'B'



# III B.Sc IT









# B.Sc IT







# MATHEMATICS



Ms.M.Saranya, Assistant Professor, Department of Mathematics has received the “Best Paper Award” in the 4th International Conference on Current Scenario in Pure and Applied Mathematics (ICCSPAM 2021 - Online Mode) organized by Kongunadu Arts & Science College, Coimbatore.



**B.COM CS & IT**

Mr. S. Prasanth, I BCOM CS has participated in the International Level Online quizathon series-7 conducted by Yavarum Kelir, Skill Development Association on the theme of Chemistry from Feb 8th -12th, 2021.

**ENGLISH****Annai Velankanni College**

Affiliated to Manonmaniam Sundaranar University  
Tholayavattam, B++ by NAAC  
Approved by UGC under section 2 (f) and 12 (b),  
Tamilnadu - 629157

**Research Department of English****Certificate Of Participation**

This is to certify that Dr/Mr/Mrs. Mr. T.VISHNUPRIYAN, Asst. Prof of English  
Sri Krishna Adithya College of Arts and Science, Coimbatore, ....has  
participated in National Webinar on 'Convergence of Literature and  
Psychoanalysis: Basic Concepts', organised by the Research  
Department of English, Annai Velankanni College, Tholayavattam,  
Tamilnadu, which was held on 8th February 2021

  
Coordinator

  
HOD

  
Principal

**Annai Velankanni College**

Affiliated to Manonmaniam Sundaranar University  
Tholayavattam, B++ by NAAC  
Approved by UGC under section 2 (f) and 12 (b),  
Tamilnadu - 629157

**Research Department of English****Certificate Of Participation**

This is to certify that Dr/Mr/Mrs.....Subhashree  
Sri Krishna Aditya college of arts and science .....has  
participated in National Webinar on 'Convergence of Literature and  
Psychoanalysis: Basic Concepts', organised by the Research  
Department of English, Annai Velankanni College, Tholayavattam,  
Tamilnadu, which was held on 8th February 2021

  
Coordinator

  
HOD

  
Principal

**Mr.T.Vishnupriyan and Ms.Subhashree, Assistant Professor,  
Department of English attended a National webinar on  
“Convergence of Literature:Basic concepts”.**



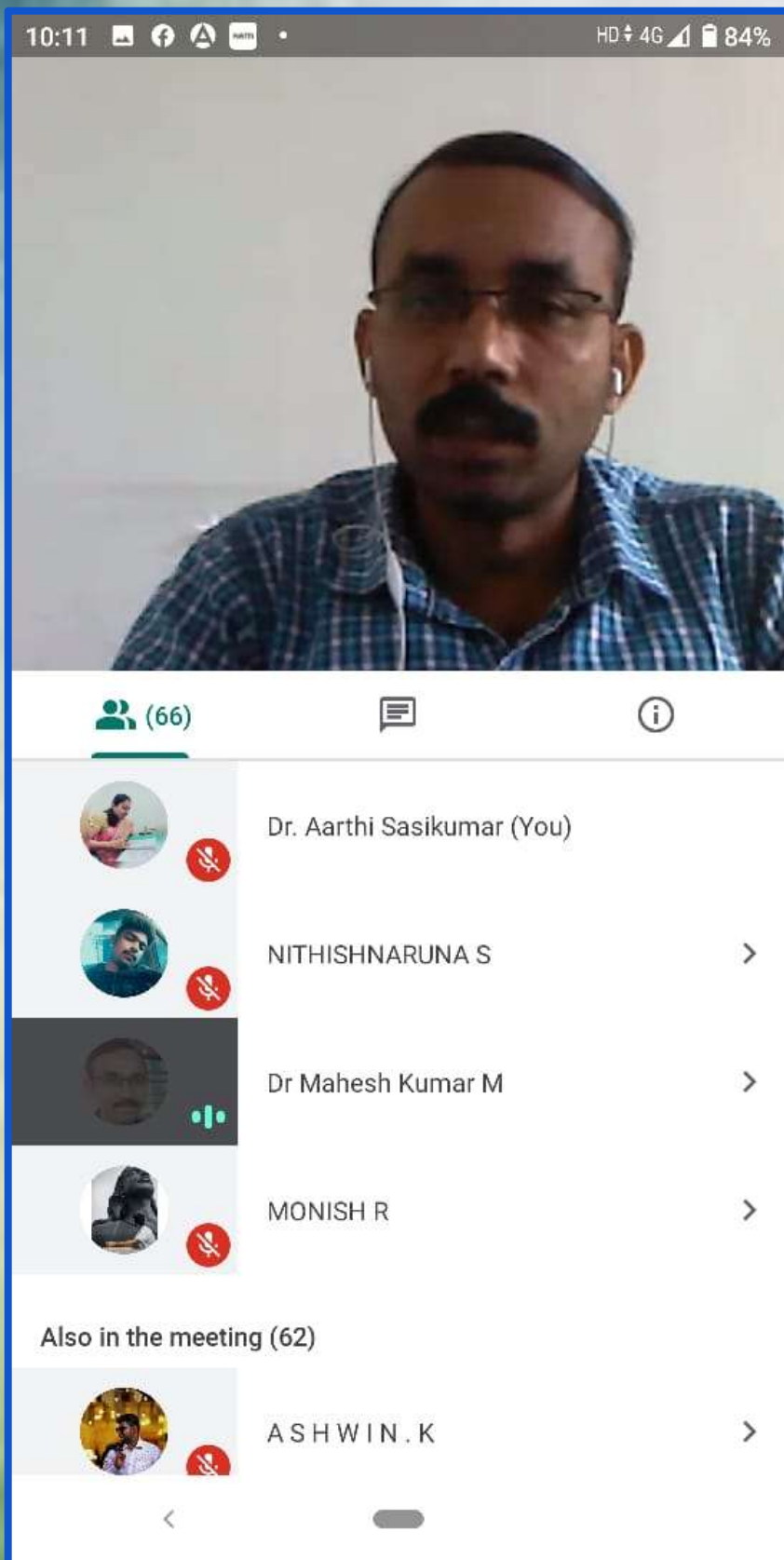


Mr.T.Vishnupriyan, Assistant Professor, Department of English attended a National E-Conference on “ New Trends in ICT, Film, Literature and Culture” organized by Department of English and IQAC, Bapuraoji Butle Arts and Science College Digras,Dist-Yavatmal.



# **TUTOR WARD MEETING**



**B.Com CA**

**Dr.M.Mahesh kumar**  
**Head, Department of**  
**B.Com Computer**  
**Applications**  
 conducted a Class  
 Committee Meeting  
 for I B.Com CA-A & B  
 along with their  
 Faculty Advisor  
**Dr.M.Aarthi** and  
**Mrs.A.Nivetha** ,  
 discussed Semester  
 examination and lab  
 classes and also  
 instructed the  
 students to obey the  
 lab rules.



# CREATIVE CORNER



# ENGLISH



**SHOT BY - SANJAY**  
**I BA ENGLISH**

## B.COM CS & IT



**Photshot By**  
**Mr. Karthick**  
**Balaji**  
**I BCOM CS**

**Photshot By**  
**Ms. Mahalakshmi**  
**II BCOM CS**





**B.COM CS & IT**

**Bottle Painting by  
Ms. Mahalakshmi  
II BCOM CS**



## B.Sc CS

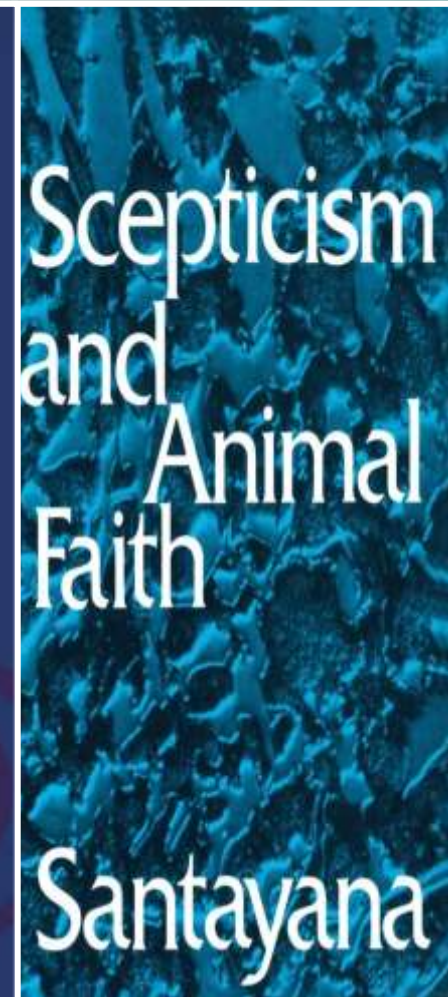
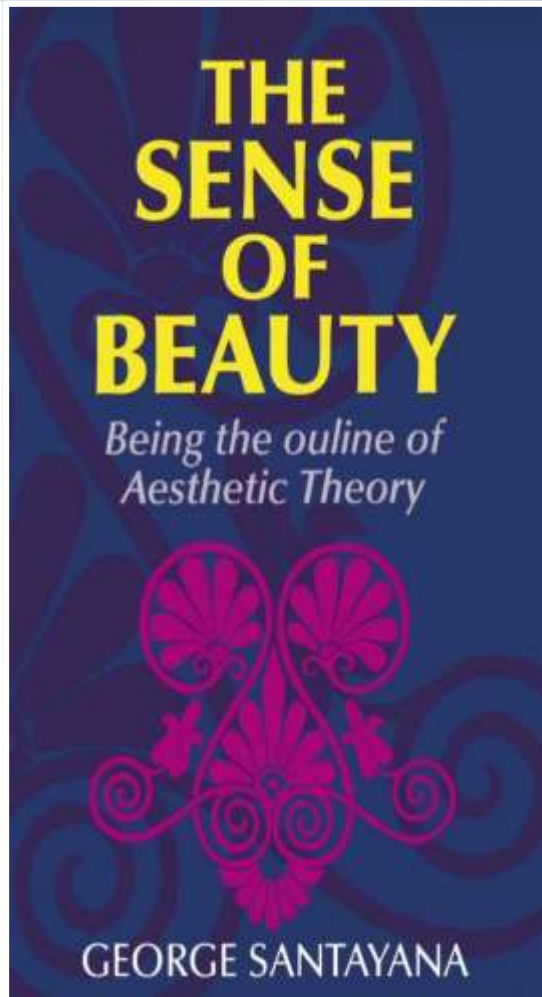
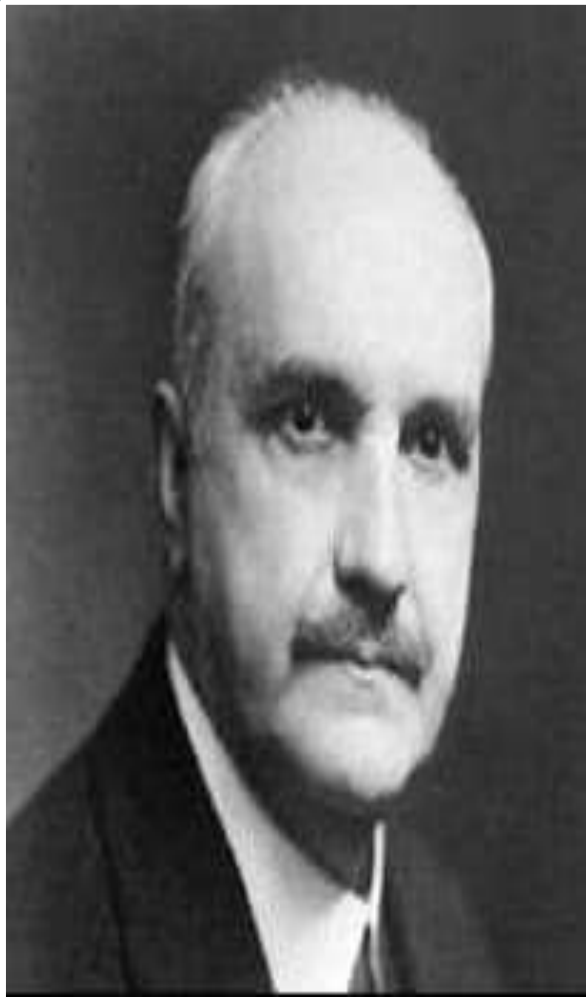


G.Nandha Gopal  
I B.Sc CS B



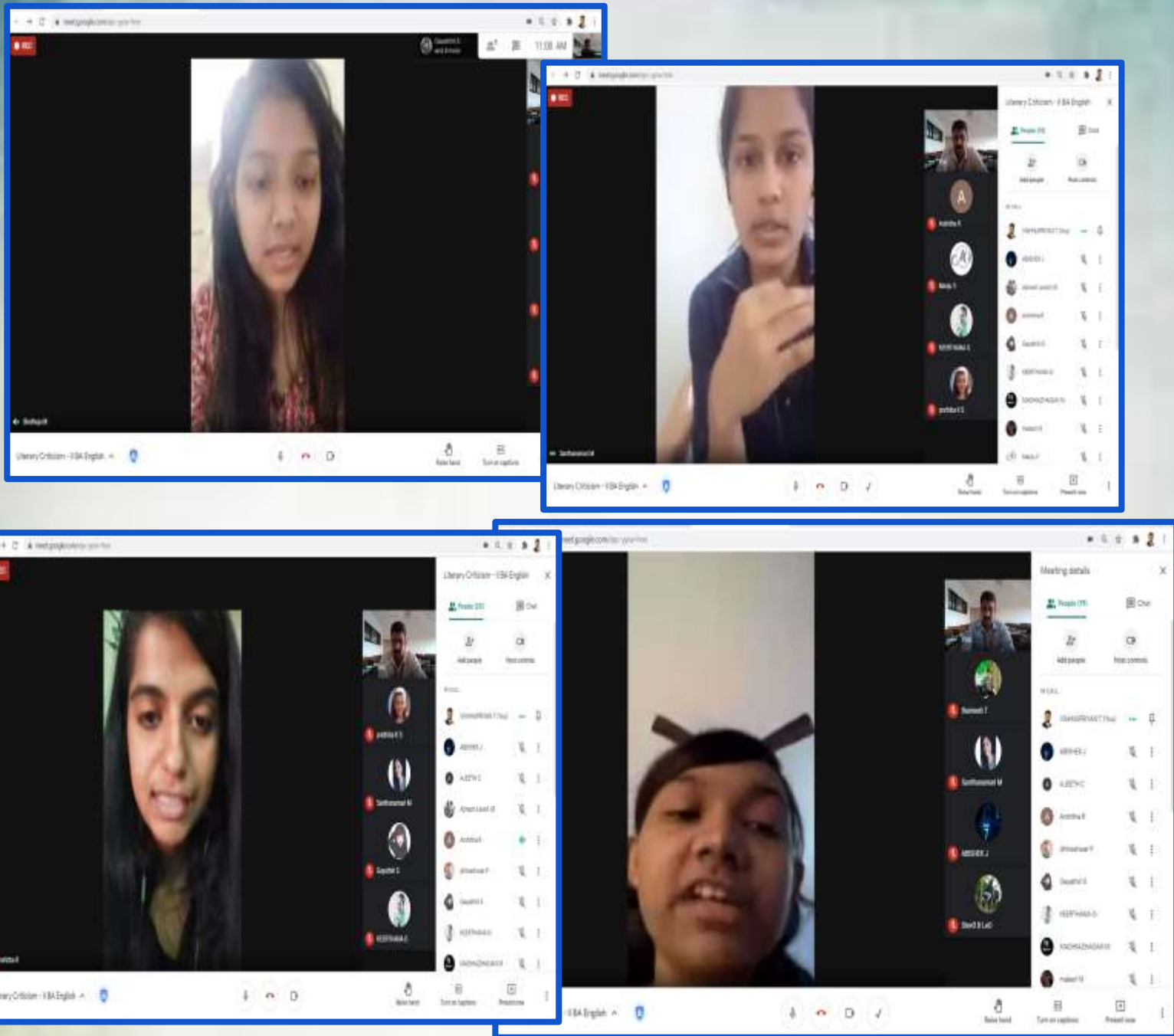


# KNOW THE FACTS

**ENGLISH****KNOW YOUR AUTHOR**

George Santayana (1863 - 1952) is a philosopher, poet, literary and cultural critic and a principal figure in Classical American Philosophy. His naturalism and emphasis on creative imagination were harbingers of important intellectual turns on both sides of the Atlantic. He was a naturalist before naturalism grew popular; he appreciated multiple perfections before multiculturalism became an issue. He managed to naturalize Platonism, update Aristotle, and fight off idealisms.



**ENGLISH**

**Mr.T.Vishnupriyan, Assistant Professor, Department of English conducted a Literary Talk for the students of II BA English in that our students discussed famous literary writers and their style of writings with an amalgamation of literary techniques.**



### **Taj Mahotsav: February 18-27**

The Taj Mahotsav is one of the most eagerly awaited festivals celebrated from 18th to 27th February every year at Shilpgram near the Eastern gate of "Taj Mahal".

This 10 days long carnival is actually a vibrant platform that gives information of India rich arts, crafts, cultures, cuisine, dance and music. Taj Mahal is the most beautiful historical place of India which tells about incredible India. Taj Mahotsav is organized by Taj Mahotsav Committee presented by Commissioner, Agra Division Agra. Each year it is celebrated with a particular theme, the theme for 2020 being 'the Colour of Culture, the Colour of Taj'. This year the festival has been postponed until further notice due to the pandemic.





## National Women's Day: 13 February

India celebrates Sarojini Naidu's birthday as National Women's Day every year on February 13. She was born on February 13, 1879. She was famous for her nickname 'Nightingale of India' or 'Bharat Kokila' because of her poems. She has written several poems on themes like romance, patriotism, and tragedy.

Sarojini Naidu is famous all over the world for her literary contribution. To honor the contributions of Sarojini Naidu, February 13 is observed as National Women's Day of India. This year is the 142nd birth anniversary of Sarojini Naidu.

Sarojini Naidu was not only a freedom fighter, but she also became the first woman governor of the United Provinces, the present Uttar Pradesh. She was elected as the President of the Indian National Congress in 1925 because of her political and educational abilities. In 1942, Gandhiji started Quit India Movement and British Government kept Sarojini Naidu in imprisonment for 21 months.

National Women's Day is observed to celebrate the social, cultural, political, and economic achievements of women. Check here for wishes on National Women's Day.