

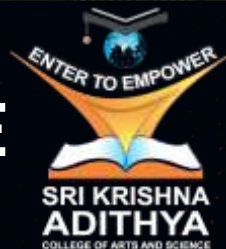


**SRI KRISHNA
INSTITUTIONS
COIMBATORE**

SRI KRISHNA ADITHYA COLLEGE OF ARTS & SCIENCE

Recognized with UGC 2(f) & 12(B) status by UGC | Affiliated to Bharathiar University

Kovai Pudur, Coimbatore - 641 042



Athina
Information Bulletin



IN-FOCUS

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01

**Principal's
Desk**

02

**Incubation,
IPR &
Entrepreneurship Cell**

03

**Vignana Club
Events**

04

**Placement
Activities**

05

Webinar

06

**Board of
Studies**

07

**-E-
Certificates**

08

**Snap Talk &
Presentation**

09

**Creative
Corner**

10

**Know the
Facts**

11

**Upcoming
Events**

12

**Adithya @
Media**



PRINCIPAL'S DESK

HoDs Meeting



Our beloved Principal Dr.S.Palaniammal convened a meeting with all the Heads of the Departments to discuss the ensuing Bharathiar University Examinations, submission of attendance and internal marks, progress of NAAC work and other academic pursuits.



Incubation Centre, IPR Cell & Entrepreneurship Cell

INAUGURATION



**SRI KRISHNA ADITHYA
COLLEGE OF ARTS & SCIENCE**

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Kavaipudur, Coimbatore - 641042



WE CORDIALLY INVITE YOU ALL FOR THE INAUGURATION OF

ENTREPRENEURSHIP CELL IPR CELL INCUBATION CENTRE

GUEST OF HONOUR



**MR. R. SHIVA SHANKAR , IES
DEPUTY DIRECTOR (PMO-IEDP).**

**ENTREPRENEURSHIP DEVELOPMENT & INNOVATION INSTITUTE
GOVERNMENT OF TAMIL NADU**

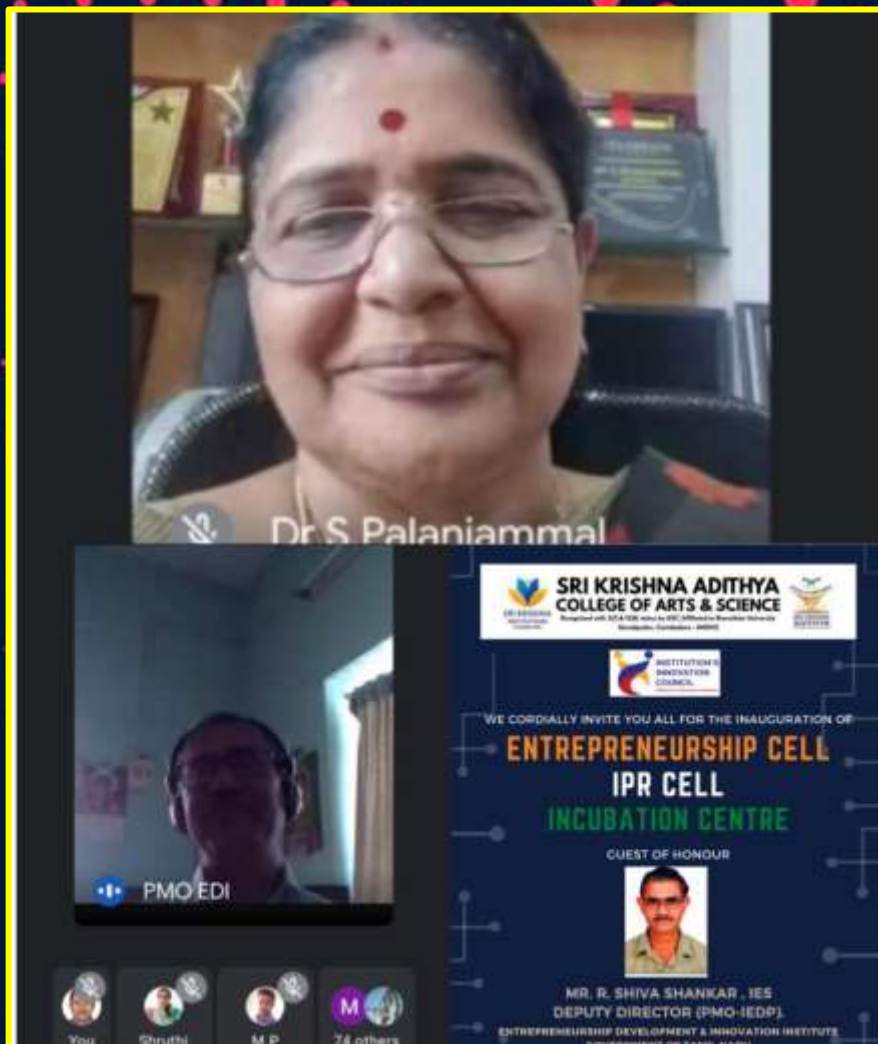
PRESIDED BY

**DR. S. PALANIAMMAL.
PRINCIPAL, SKACAS**

**DATE: 10.04.2021
TIME: 11 AM ONWARDS**

<https://meet.google.com/bny-jtib-syf>

INAUGURATION



Sri Krishna Adithya College of Arts and Science, Kovaipudur inaugurated the Entrepreneurship Cell, IPR Cell and Incubation Centre on 10-4-2021 in virtual mode. Our beloved Principal Dr. S. Palaniammal welcomed the gathering and delivered the presidential address. Mr. R. Shiva Shankar, Deputy Director, Entrepreneurship Development and Innovation Institute, Government of Tamilnadu inaugurated the cells and addressed the faculty members on the need for innovation and the different sources of support extended by the government towards the same. He has appreciated the efforts of our college in encouraging students and faculty to participate in research and development activities.



VIGNANA CLUB EVENTS

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 Kanyakumari, Coimbatore - 640042

INSTITUTIONS INNOVATION CELL – SKACAS
 In Association with
DEPARTMENT OF INFORMATION TECHNOLOGY
 Proudly organizes
Workshop on
Patenting and Intellectual Property

Resource Person

Mr. Jaspreet Singh,
 Founder & CEO,

 New Delhi



07th April 2021 02.00 pm to 03.00 pm

 <https://meet.google.com/wdy-aemo-qz7>

Presided By
Dr. S. Palaniammal
 Principal, SKACAS

Faculty Co-ordinators
Dr. K. Santhiya
 Member - IIC

Convenor
Dr. Sreejith Vignesh B P
 HoD – B.Sc (IT)

, Twelve & Sixty Player



Hridayeshwar Singh
 invented a six-player.
 He earned a patent for
 making him the young
 that time.



People (87)

Dr. Sreejith Vignesh B P

Dr. Sreejith Vignesh B P

Govdham R

Harish S

HEMALATHA S

Geographical Indications

GEOGRAPHICAL INDICATION

Not due to their right
 (Copyright) law

State	No. of GI tags
Kerala	20
Uttar Pradesh	20
Gujarat	10
West Bengal	14
Odisha	12
Andhra Pradesh	10
Haryana	1



Patents Case

Patent & Trademark Office, D593087



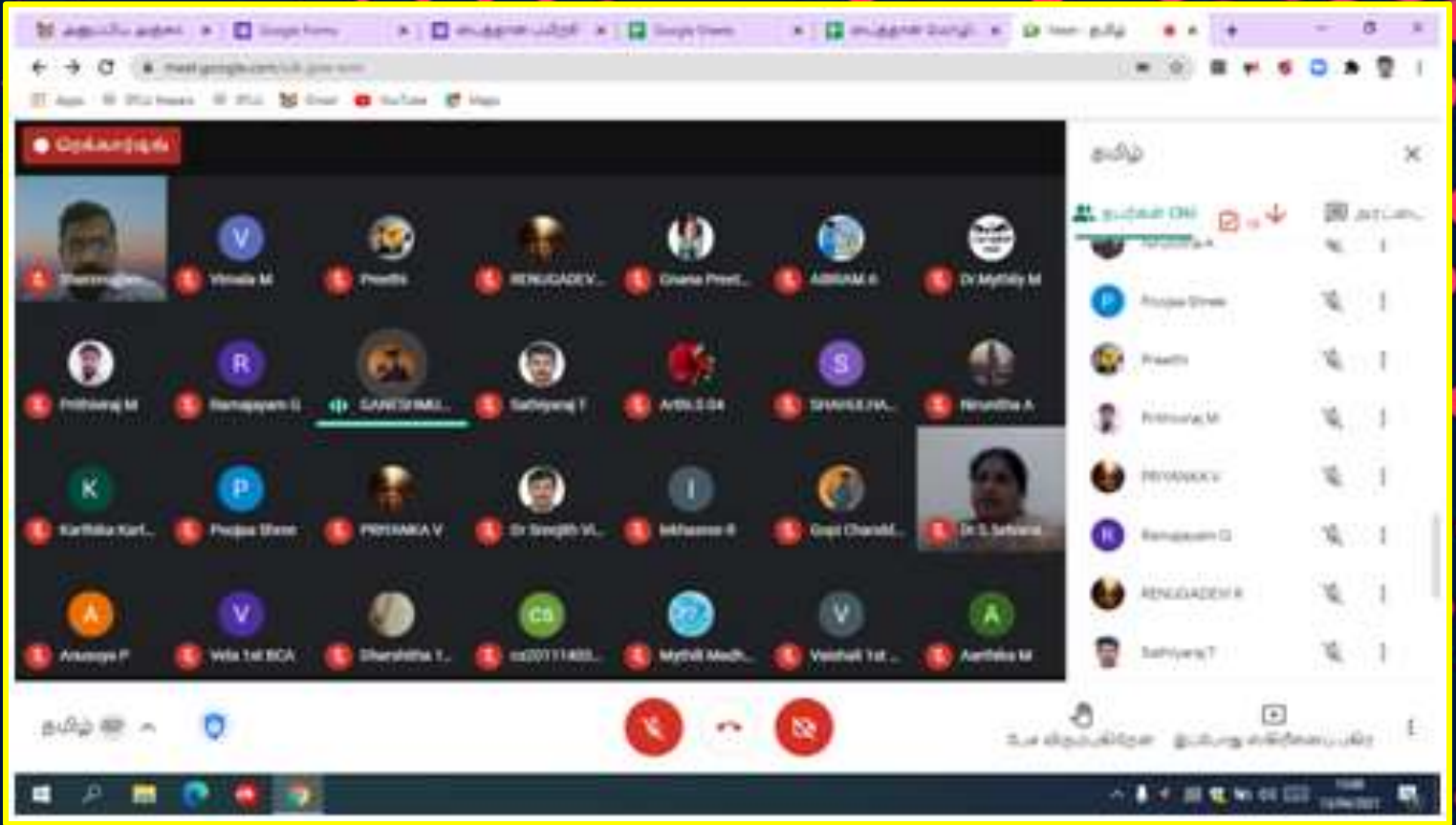
The jury in
 trial award
 \$100 million in
 damages to
 Apple from
 Samsung's
 patent infringement
 lawsuit.

Samsung Galaxy S R

The workshop on “Patenting and Intellectual Property” was conducted for the students of Institution’s Innovation Council and Information Technology Department on 07.04.2021. Dr. Sreejith Vignesh B P, HoD, Department of Information Technology welcomed the gathering. Dr. S. Palaniammal, Principal, Sri Krishna Adithya College of Arts and Science presided over the function and delivered the presidential address. Ms.S.Malathi, Assistant Professor, Department of Information Technology gave an introduction about the Speaker of the Session. Mr. Jaspreet Singh, Founder and CEO, IPQUAD, New Delhi was the Chief Guest and he delivered the talk on Intellectual Property Rights and Ms. Reshma, student member of IIC coordinated the programme and Dr.K.Santhiya, Assistant Professor, Department of Information Technology proposed the vote of thanks. Around 87 members actively participated and interacted with the resource person and clarified their doubts on design and copyright infringement cases. The meeting was overseen and coordinated by all the faculty members of IIC.

The following points were delivered in the meeting :

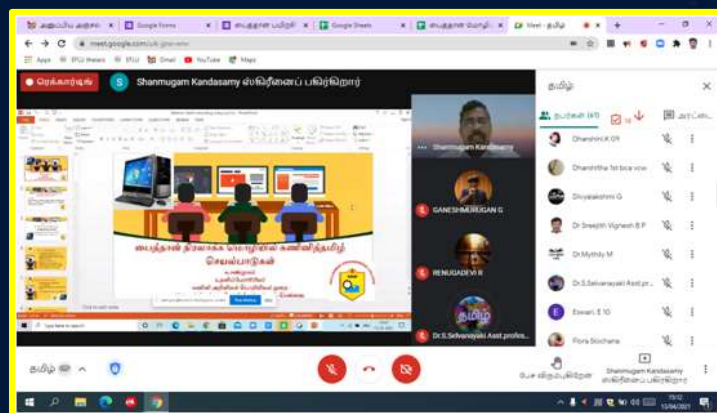
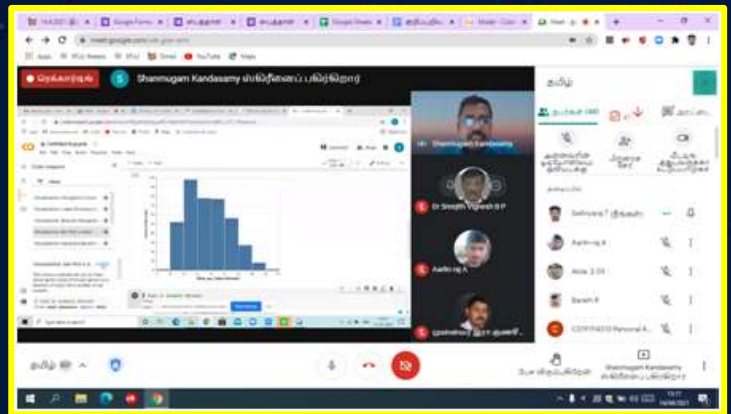
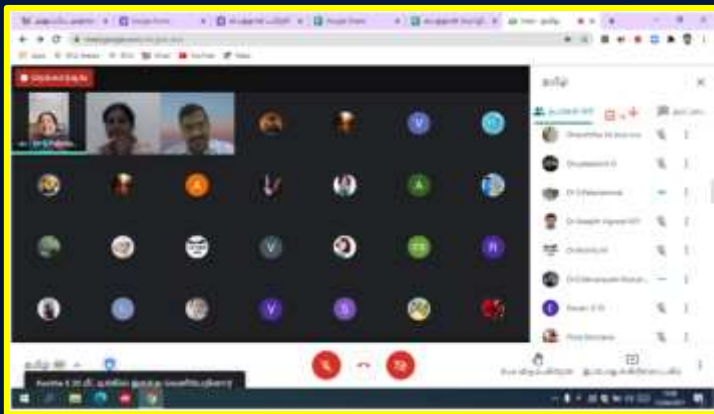
- Definition of Intellectual Property Rights, Trademark and its Examples
- Copyright, Trademark and Design Infringement Cases
- Patent, Requirements for a Patent and Patent Examples
- Funny Patents, Trade Secrets, Benefits of IP Rights and Geographical Indications

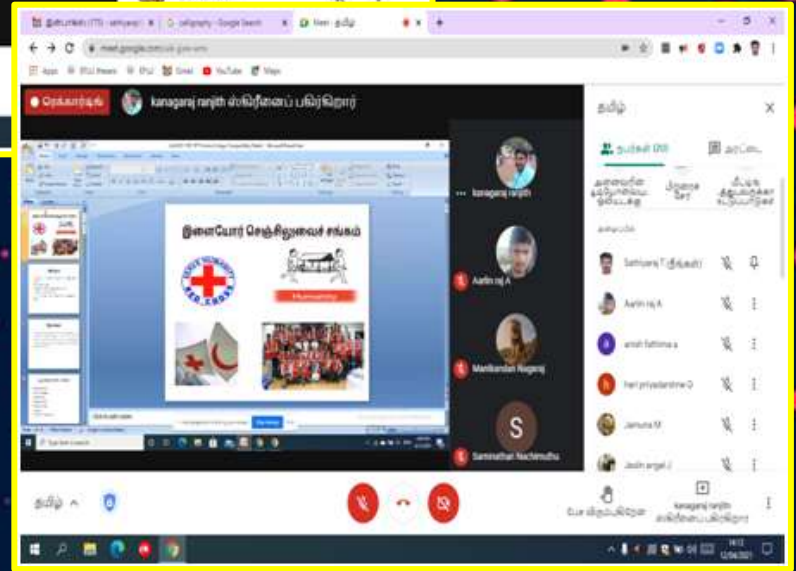
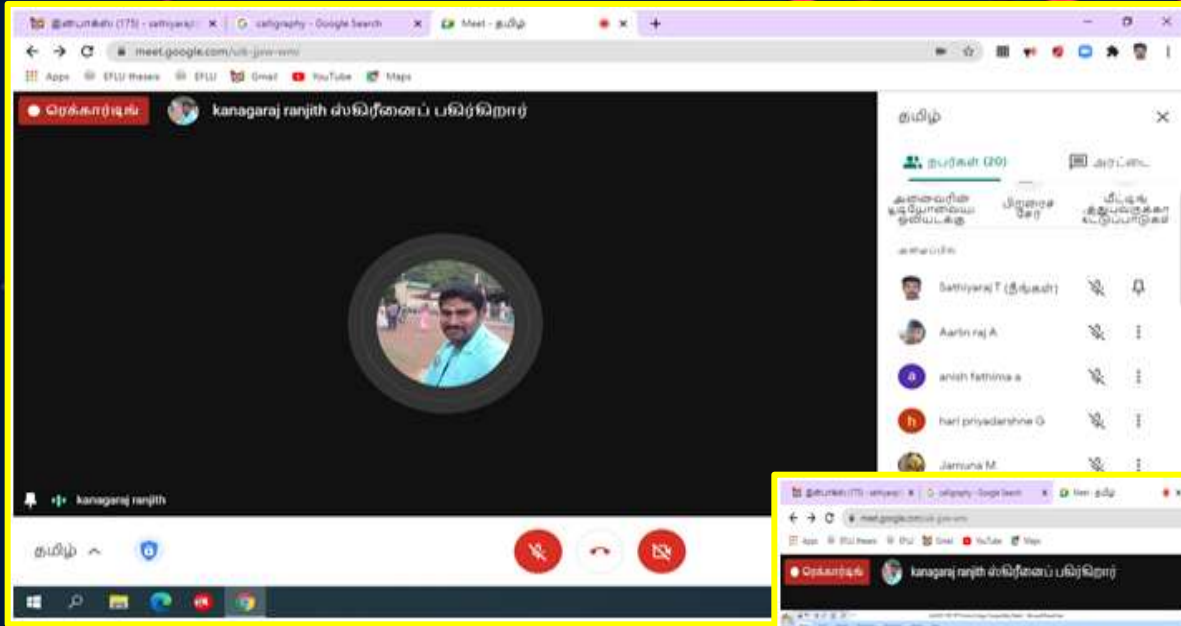


தமிழ்த்துறை மற்றும் கணினிப் பயன்பாட்டியல் துறைகளின் கணித்தமிழ்ப் பேரவையின் சார்பாக *மாணவர் திறன் மேம்பாட்டுப் பயிற்சி - பைத்தான் மொழியில் கணித்தமிழ்ச் செயல்பாடுகள் (Student Development Programme on Kanithamizh functions in Python Language)* எனும் பொருண்மையிலான பயிற்சி 13, 14.4.2021 ஆகிய இரண்டு நாட்கள் 3.00 முதல் 4.00 வரை நிகழ்ந்தது. இந்நிகழ்வில் கல்லூரி முதல்வர் முனைவர் *செ.பழனியம்மாள்* அவர்கள் தலைமையுரை நிகழ்த்தினார்கள். தமிழ்த்துறைத் தலைவர் முனைவர் சு.செல்வநாயகி அவர்கள் வாழ்த்துரை நல்கினார்கள்.

தமிழ்

பயிற்றுநராகத் திருமிகு *க. சண்முகம்* (உதவிப்பேராசிரியர் & தமிழ் மன்ற ஒருங்கிணைப்பாளர், கணினிப் பயன்பாட்டியல் பொறியியல் துறை, எஸ்.ஆர்.எம் வள்ளியம்மை பொறியியல் கல்லூரி, சென்னை) அவர்கள் கலந்து கொண்டு பயிற்சியளித்தார்கள். இப்பயிற்சியில் 75பேர்க்கும் மேற்பட்ட மாணவர்கள் பங்கேற்றுப் பயிற்சிபெற்றனர். இந்நிகழ்ச்சியை மாணவர் கணேஷ்முருகன் தொகுத்து வழங்க, மாணவி வெ.பிரியங்கா வரவேற்க, சிறப்பு விருந்தினரை மாணவி ரேணுகாதேவி அறிமுகம் செய்ய, மாணவர் ம.மாதவராஜ் நன்றி நவில, முனைவர் த.சத்தியராஜ் அவர்களும் பேரா.கு.இராமஜெயம் அவர்களும் ஒருங்கிணைத்தார்கள்.





இளையோர் செஞ்சிலுவைச் சங்கம் சார்பாக, இளையோர் செஞ்சிலுவைச் சங்கப் பணிகள் எனும் பொருண்மையிலான கருத்தரங்கம் 12.4.2021 அன்று நிகழ்ந்தது. அந்நிகழ்வில் கல்லூரி முதல்வர் முனைவர் செ.பழனியம்மாள் அவர்கள் தலைமையுரை ஆற்றினார்கள். பேரா. செ. கனகராஜ் அவர்கள் சிறப்புரை நிகழ்த்தினார்கள். இந்நிகழ்வை வணிகவியல் துறை மாணவர் அ. ஆர்லின்ராஜ் அவர்கள் தொகுத்து வழங்க, இளையோர் செஞ்சிலுவைச் சங்கத் திட்ட அலுவலர் முனைவர் த. சத்தியராஜ் அவர்கள் ஒருங்கிணைத்தார்கள்.

Kovaipudur, Coimbatore-641042

Department of B.Com CS,IT, BI & Finance

To commemorate the
World Health Day

Online Quiz On
"World Health Day Awareness"

Link: <https://forms.gle/wVkvHx6iUqLMqGhr6>

E-Certificate will be provided

Date: 04.04.2021-08.04.2021

Presided by
Dr. S. Palaniammal
Principal, SKACAS

Convener
Mrs. M. Shailendra Dhanaya



Mrs.M.Shailendra Dhanaya, Assistant Professor, Departments of Commerce with Banking & Insurance and Commerce with Finance conducted online quiz on "World Health Day Awareness" to commemorate the World Health Day.

SRI KRISHNA
INSTITUTIONS
COIMBATORE**COLLEGE OF ARTS AND SCIENCE**SRI KRISHNA
ADITHYA
INSTITUTE OF DISTANCE EDUCATION

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Kovaipudur, Coimbatore-641042

Department of B.Com CS.IT, BI & Finance

To observe the
NATIONAL PETS DAY
Online Quiz on

**"Optimistic impacts of owning a pet on children"**Link: <https://forms.gle/nHvRQgx2eyXQtevHA>**E-Certificate will be provided*****Date:11.04.2021-13.04.2021***

Presided by
Dr. S. Palaniammal
Principal, SKACAS

Convener
Mrs.M.Shailendra Dhanaya

Mrs.M.Shailendra Dhanaya, Assistant Professor, Departments of Commerce with Banking & Insurance and Commerce with Finance conducted an Online quiz on "Optimistic Impacts of owning a pet on children" to observe the National Pet Day.



PLACEMENT ACTIVITIES



VI CAPITAL PVT LTD visited our campus for recruitment on 10.4.2021 . The placement drive was organised for all the final year students. 34 students have been placed in VI Capitals with an Annual Compensation of Rs 1,80,000.



Cognizant

**CTS has shortlisted
124 students
of SKACAS for the technical round.**





WEBINAR

SRI KRISHNA ADITHYA COLLEGE OF ARTS & SCIENCE
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 Kuvempur, Coimbatore - 641042

INSTITUTION'S INNOVATION CELL--SKACAS
In Association with
 DEPARTMENT OF INFORMATION TECHNOLOGY
 Proudly Organize

**the Virtual Session on
 DIGITAL MARKETING
 THE PILLAR OF SUCCESSFUL START-UPS**

12th April 2021 2.00 PM to 3.00 PM

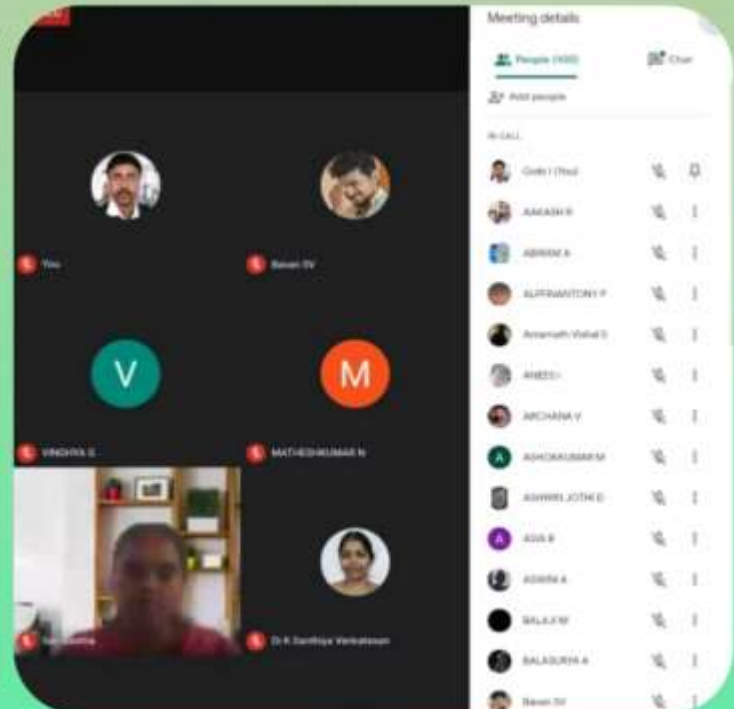
DOMAIN EXPERT
Ms. Sangeetha Mathiyazhahan
 Senior Test Analyst
 Cognizant Technology Solutions
 Coimbatore

<https://meet.google.com/hyt-rpxv-jut>

Presided By
Dr.S.Palaniammal
 Principal, SKACAS

Faculty Co-ordinator
Dr.K.Santhiya
 Member - IIC

Convener
Dr. Sreejith Vignesh B P
 HoD – B.Sc (IT)



The virtual session on “Digital Marketing- The Pillar of Successful Startups” was conducted for the students of Institution’s Innovation Council along with Department of Information Technology on 12.04.2021. Dr. Sreejith Vignesh B P, HoD, Department of Information Technology welcomed the gathering. Dr. S. Palaniammal, Principal, Sri Krishna Adithya College of Arts and Science presided over the function and delivered the presidential address. Dr.K.Santhiya, Assistant Professor, Department of Information Technology gave an introduction about the Speaker of the Session.

Ms. Sangeetha Mathiyazhahan, Senior Test Analyst, Cognizant Technology Solutions, Coimbatore was the Chief Guest and she delivered the talk on Digital Marketing and Mr. J. Akaash Dravid, student member of IIC coordinated the programme and proposed the vote of thanks. Around 97 members actively participated and interacted with the resource person and clarified their doubts on Marketing Strategies, E-Mail marketing and etc. The meeting was overseen and coordinated by all the faculty members of IIC.

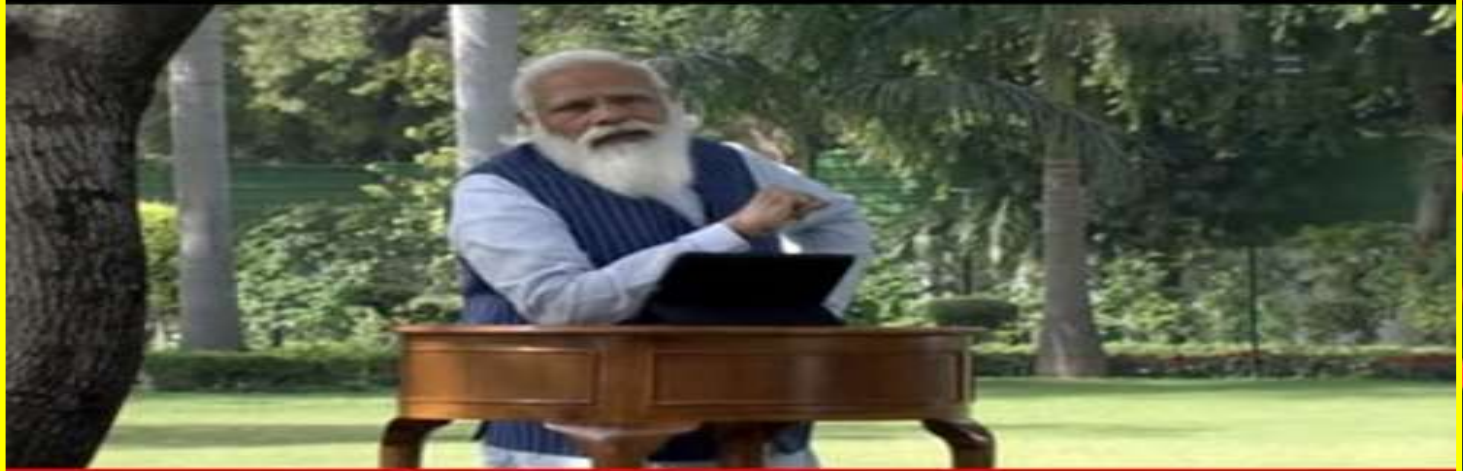
The following points were delivered in the meeting :

- Why should choose Digital Marketing as a Career and its job opportunities
- Types of Digital Marketing
- Traditional Marketing – Approaches and its Flaws
- Ways to become a best digital Marketer

தமிழ்



ஸ்ரீ கிருஷ்ணா ஆதித்யா கலை மற்றும் அறிவியல் கல்லூரித் தமிழ்த்துறை உதவிப்பேராசிரியர் முனைவர் த. சத்தியராஜ் அவர்கள் "உடேமியில் தமிழ் மின்பாடங்கள் உருவாக்கும் முறைகள்" என்ற தலைப்பில் தமிழ் இணையக் கழகம் வழங்கும் இணையத்தமிழ்ச் சொற்பொழிவு - 63 - ஆம் நிகழ்வில் 11- 04- 2021 அன்று உரை வழங்கினார்.



ParikshaPeCharcha #PPC2021 #ExamWarriors
 Pariksha Pe Charcha 2021 with PM Modi

644 watching now



23K



911



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Report



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Narendra Modi

85.8 lakh subscribers

SUBSCRIBE



LIVE - Pariksha Pe Charcha : PM Narendra
 Modi's interaction with Exam Warriors : 7th A...

Doordarshan National - 13K watching

Dr.M.Mahesh Kumar HOD B.Com Computer Applications
 attended the webinar on Pariksha pe Charcha 2021 our PM
 Narendra Modi's interaction with Exam Warriors .



BOARD OF STUDIES



Coimbatore, Tamil Nadu, India

Bharathiyar University, Ground Floor, Bharathiyar University,
Coimbatore, Tamil Nadu 641046, India

Lat N 11° 2' 28.7664"

Long E 76° 52' 43.5252"

08/04/21 12:47 PM

Mrs.S.Sathiyavani, Assistant Professor, Departments of Commerce with Banking & Insurance and Commerce with Finance attended Corporate Secretaryship Board of Studies meeting conducted in Bharathiar University.



E-CERTIFICATES



GATES INSTITUTE OF TECHNOLOGY

Approved by A.I.C.T.E. & Permanently Affiliated to JNTUA, Ananthapuramu
N.H-44, Gooty-515401, Ananthapuramu, Andhra Pradesh.

ACCREDITED BY NAAC

CF. No: GIT DST FDP 215

DEPARTMENT OF MANAGEMENT STUDIES

E-Certificate of Participation

This is to certificate that

R Preetha Leena

Sri Krishna Adithya College of Arts and Science

For his/her active and invaluable participation during the conduct of Two Weeks

Faculty Development Programme on "Entrepreneurship"

Sponsored by Department of Science & Technology, Government of India.

held during 15th - 27th March, 2021.

COORDINATOR

PRINCIPAL

Correspondent

www.gatesit.ac.in





Certificate of Achievement

Kavina Murugesan

has completed the following course:

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MACQUARIE UNIVERSITY

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2 weeks, 3 hours per week

pamela humphreys

Dr. Pamela Humphreys
Director, Macquarie University English Language Centre
Macquarie University



MACQUARIE
University
SYDNEY AUSTRALIA

The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.



CERTIFICATE

OF
PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

S RESHMA

for his/her participation in webinar on How to Write
Resume held on 10 Apr 2021.



Event Organizing Chair



CERTIFICATE

OF
PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

KAVINA

for his/her participation in webinar on How to Write
Resume held on 10 Apr 2021.



Event Organizing Chair









Mr.T.Vishnupriyan, Assistant Professor, Department of English attended a One day International conference on “Diaspora Literature” organized by the Department of English IQAC, Adv.B.H.Hambarde Mahavidyalaya , Ashti.

ENGLISH



Students of III BA English participated in E-Quiz on “William Wordsworth” organized by Department of English and Fantasy Literary Club, KPRCAS, Coimbatore.



தமிழ்த்தடம் வலைக்காட்சி

இணையவழி பன்னாட்டுக் கருத்தரங்கம்

பங்கேற்புச் சான்றிதழ்
முனைவர் ம.மைதிலி

அவர்கள் 04.04.2021 அன்று இணைய வழியில் நடைபெற்ற
"நூட்டியப் பஞ்சையில் சிலப்பதிகாரம்."
என்னும் பொருண்மையினான கருத்தரங்கில் பங்கேற்றதைப்
பாராட்டிச் சான்றிதழ் வழங்கப்படுகிறது.


ம.அடிகிரிசாமி
தமிழ்த்தடம் வலைக்காட்சி

Made for free with Certify'em






ஸ்ரீ கிருஷ்ணா ஆதித்யா

கலை மற்றும் அறிவியல் கல்லூரி

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கோவைப்புதூர், கோயமுத்தூர் - 641042

தமிழ்த்துறை & கணினிப் பயன்பாட்டியல் துறை
சென்னை - தமிழ் இணையக் கல்விக்கழகம்

கணித்தமிழ்ப் பேரவை

சான்றிதழ்

முனைவர் / பேராசிரியர் / திரு / திருமதி / செல்வன் / செல்வி

முனைவர் ம.மைதிலி

ஸ்ரீ கிருஷ்ணா ஆதித்யா கலை மற்றும் அறிவியல் கல்லூரி

அவர்கள் 13.04.2021 முதல் 14.04.2021 வரை நிகழ்ந்த மாணவர் திறன் மேம்பாட்டுப் பயிற்சி - பைத்தான் நிரலாக்க மொழியில் கணித்தமிழ்ச் செயல்பாடுகள் (Student Development Programming on Karithamilzh functions in Python programming language) எனும் பொருண்மையில் நடைபெற்ற இரண்டு நாள் பயிற்சியில் கலந்துகொண்டு பயிற்சி பெற்றார் எனச் சான்றளிக்கப்படுகிறது.


முனைவர் த.சத்தியாநாத்
ஓரூப்பிணைப்பாளர்
கணித்தமிழ்ப் பேரவை


பேர. டி. இராமரெய்
ஓரூப்பிணைப்பாளர்
கணித்தமிழ்ப் பேரவை


முனைவர் க. செல்வநாயகி
துறைத்தலைவர்
தமிழ்த்துறை

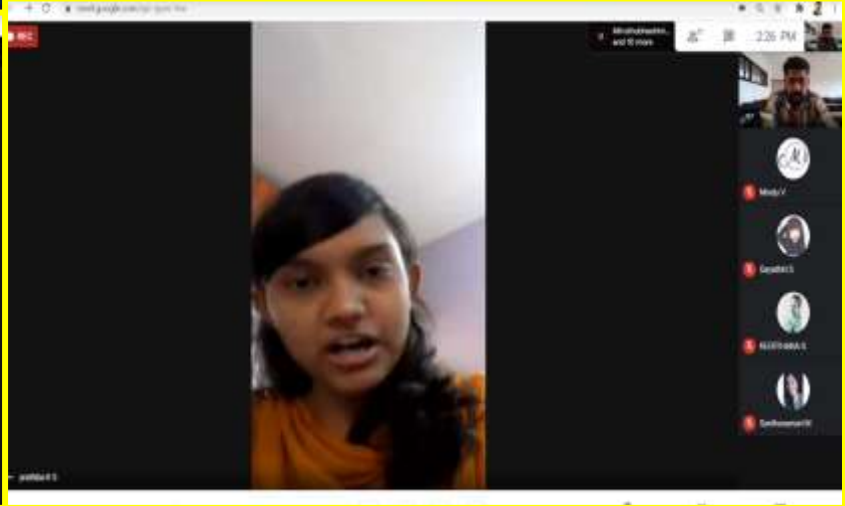
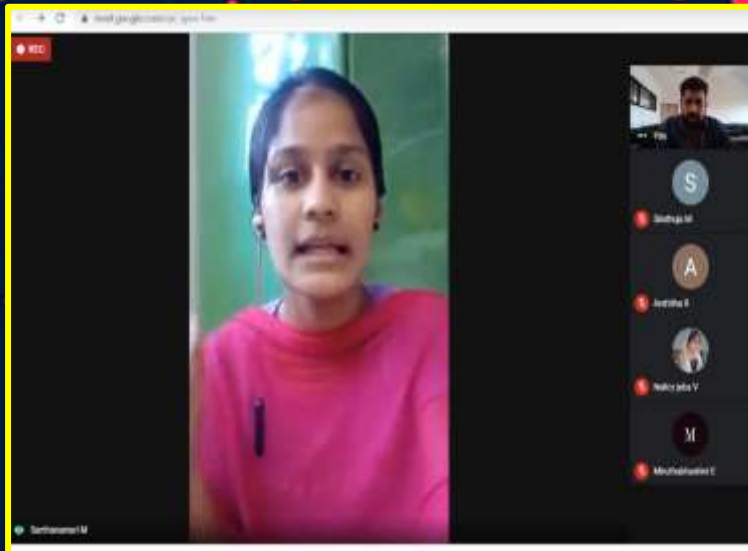

முனைவர் க. சீதா
துறைத்தலைவர்
கணினிப் பயன்பாட்டியல் துறை


முனைவர் செ.பழனிமூர்த்தி
மூதல்வர்

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SNAP TALK & PRESENTATION

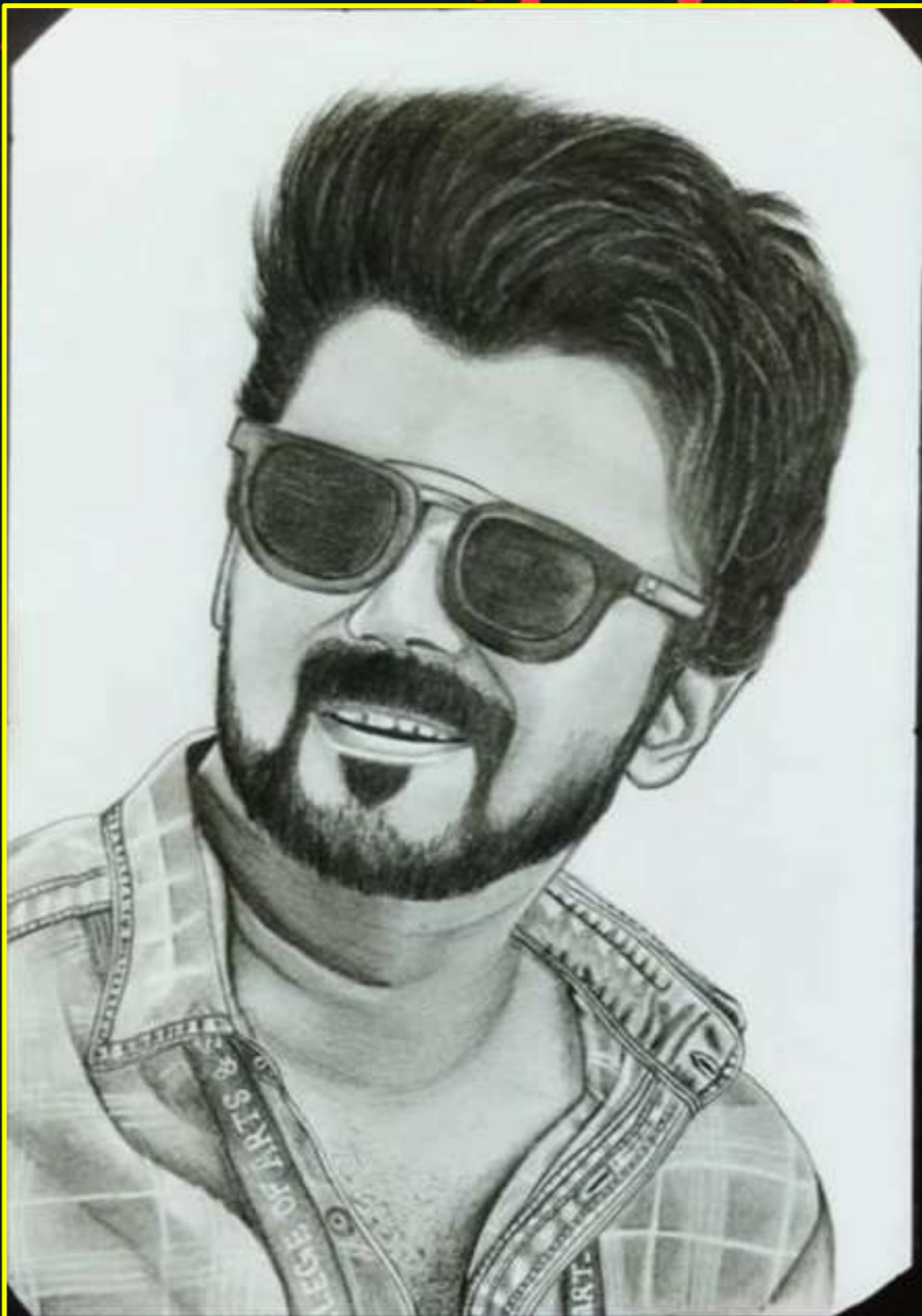
ENGLISH

Mr.T.Vishnupriyan, Assistant Professor, Department of English conducted a literary discussion on Literary Criticism.



CREATIVE CORNER

PSYCHOLOGY



Subhiksha. B
I BSc Psychology

ENGLISH



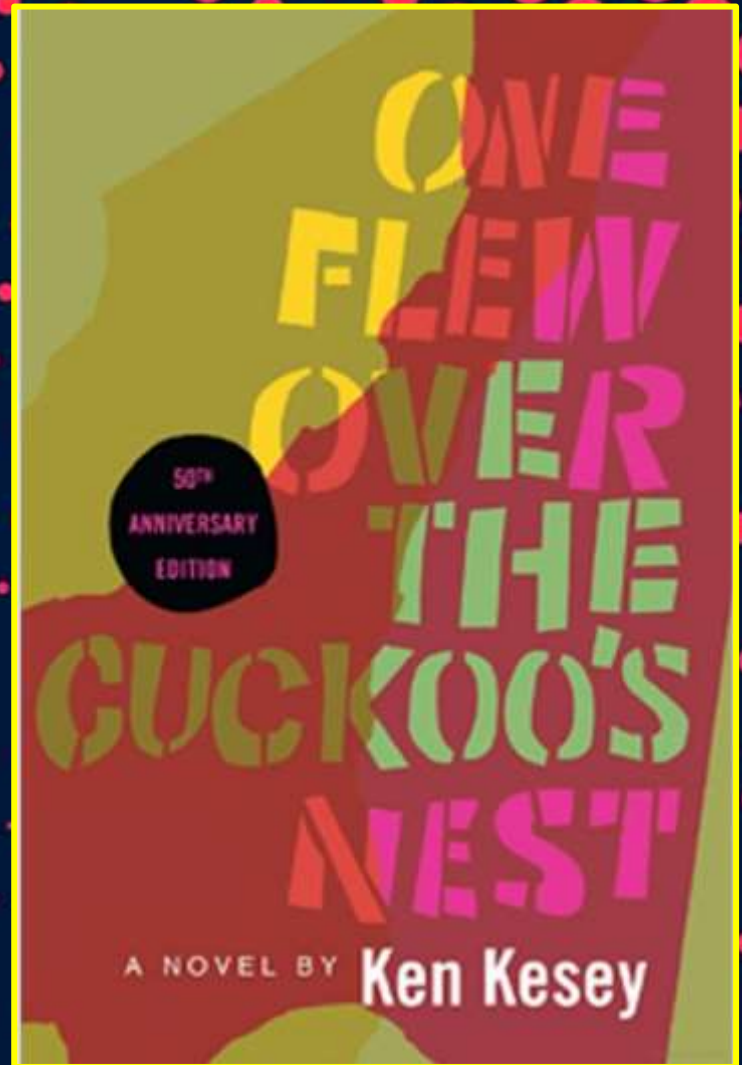
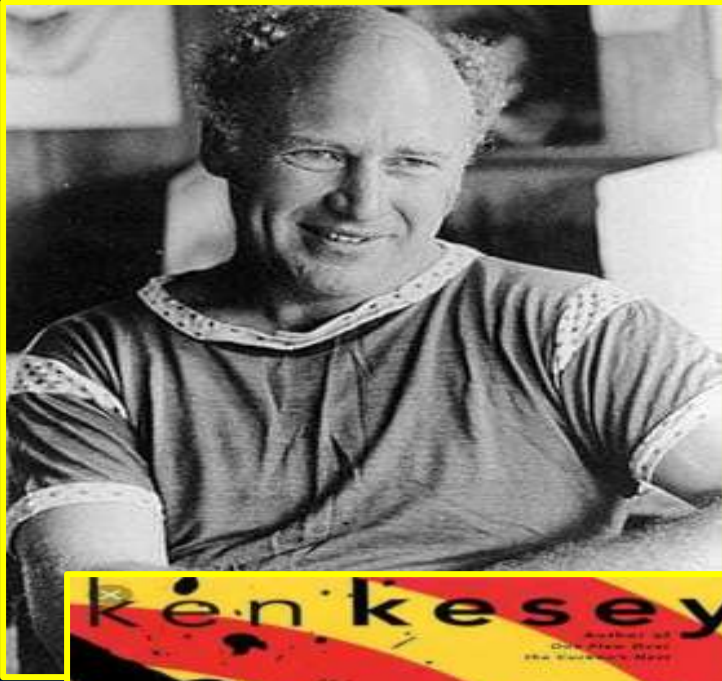
- **Mr.Niranjan, Assistant Professor, Department of English conducted an activity for the students of I BSc Psychology.**

- **Ms.Aradhana and Ms.Karishni showcased their talent through their beautiful drawing.**



KNOW THE FACTS

ENGLISH



KNOW YOUR AUTHOR

Ken Kesey (1935 - 2001) was an American novelist, essayist, and countercultural figure. He considered himself a link between the Beat Generation of the 1950s and the hippies of the 1960s. Kesey was born in La Junta, Colorado, and grew up in Springfield, Oregon, graduating from the University of Oregon in 1957. Ken Kesey most often is characterized as the literary figure who bridged the Beat movement of the 1950s with the 1960s counterculture.

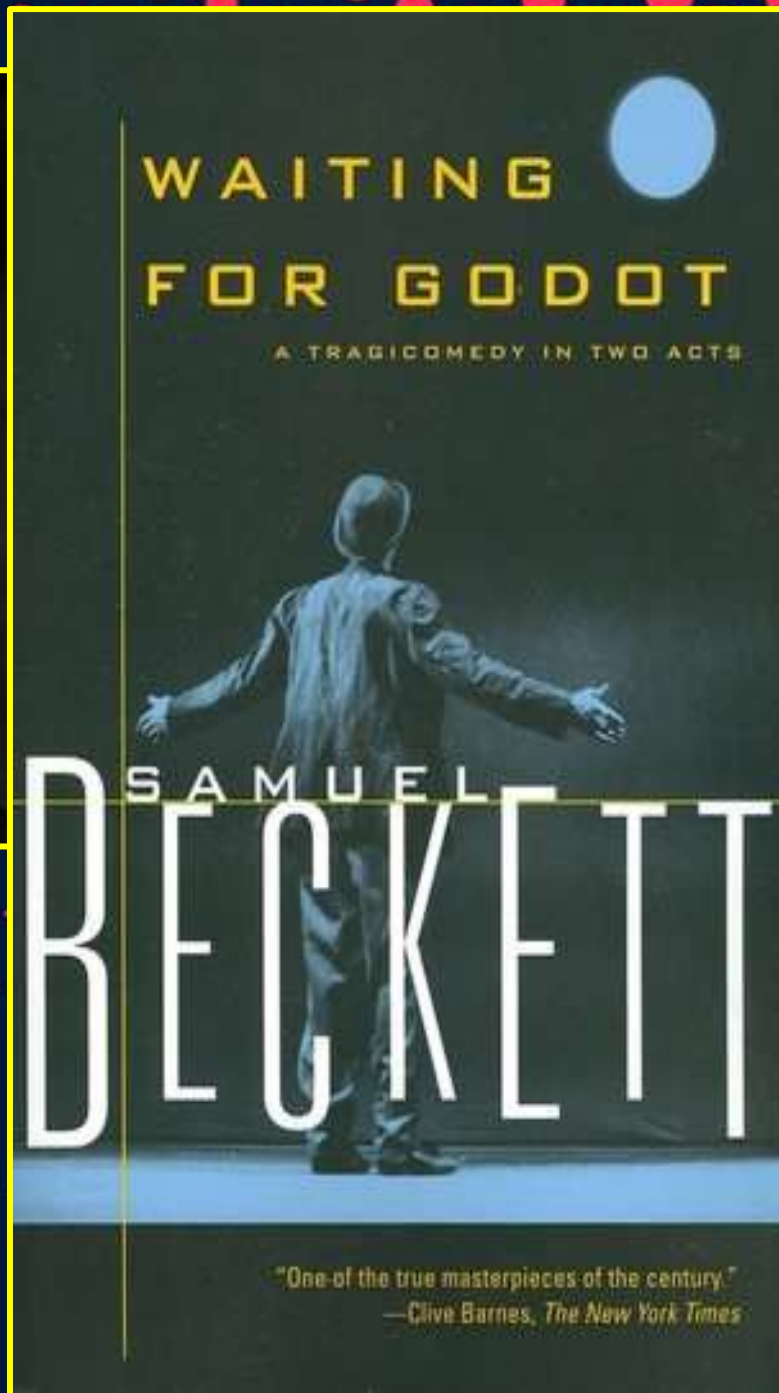
ENGLISH



**SAMUEL
BECKETT**



PROUST
and
THREE DIALOGUES WITH
GEORGES DUTHUIT



Samuel Beckett was an Irish author best known for his plays, but he also wrote novels and for radio and television. He is most famous for writing the *Waiting for Godot*. He was awarded the Nobel Prize for Literature in 1969.

PSYCHOLOGY

WORLD HEALTH DAY

07 APRIL 2021



- Health is not just about physical well-being but also about the mental and social aspects. A person is said to be healthy if he/she possesses all three. According to the WHO, health is central to human happiness and well-being. It also makes an important contribution to economic progress, as healthy populations live longer and are more productive.
- Millions of people around the world are prey to many terrible diseases. Therefore, to raise awareness about the overall health and well-being of people across the globe every year World Health Day is celebrated.
- World Health Day 2021 celebrated every year on April 7 to recognize the widespread contributions of our medical faculty and the success of the World Health Organization.
- Each year, the World Health Organisation (WHO) selects a theme highlighting a particular priority area of public health. The theme for this year's global health awareness day is Building a fairer, healthier world.
- The campaign highlights WHO's constitutional principle that "the enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition."

PSYCHOLOGY

jarOfQuotes.com

A sibling may be the keeper of one's identity, the only person with the keys to one's unfettered, more fundamental self.

- Marian Sandmaier

Your siblings are the only people in the world who know what it's like to have been brought up the way you were... Happy Siblings Day!



CELEBRATE

APRIL 10

NATIONAL SIBLINGS DAY

SIBLINGS ARE FOREVER!

"Having Lots of Siblings Is Like Having Built-In Best Friends."

- Kim Kardashian



TO THE OUTSIDE WORLD WE ALL GROW OLD.

**But not to
Brothers & Sisters**

WE KNOW EACH OTHER AS WE ALWAYS WERE.

WE KNOW EACH OTHER'S HEARTS.

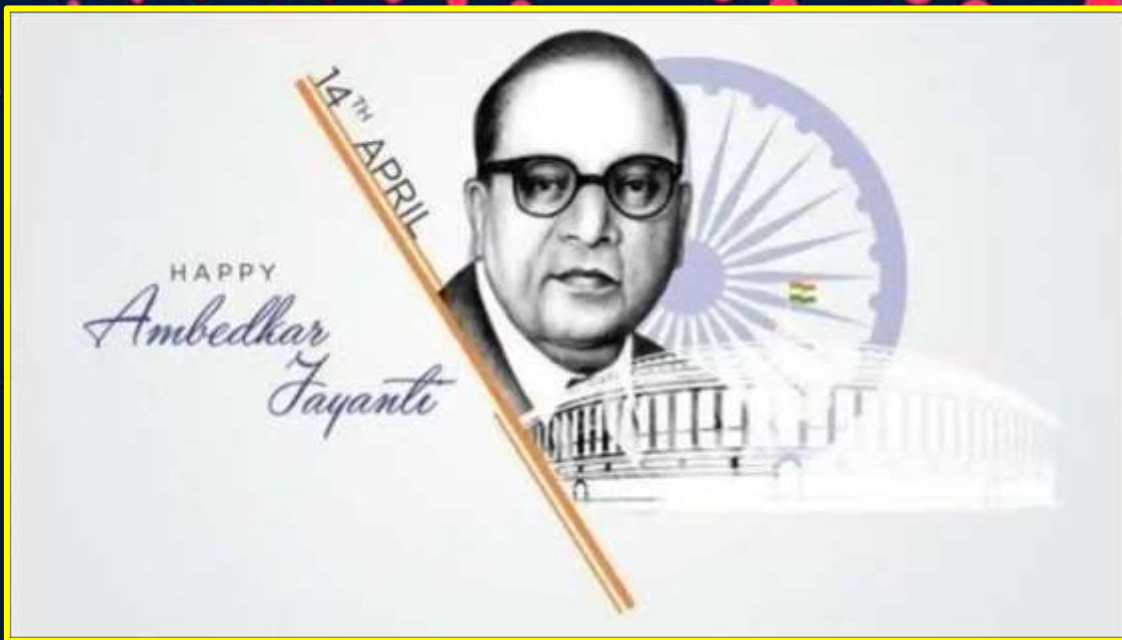
WE SHARE PRIVATE FAMILY JOES.

WE REMEMBER FAMILY FEUDS AND SECRETS, FAMILY GRIEFS & JOYS.

WE LIVE OUTSIDE
THE TOUCH OF TIME.

"SISTERS AND BROTHERS ARE THE TRUEST, PUREST FORMS OF LOVE, FAMILY AND FRIENDSHIP, KNOWING WHEN TO HOLD YOU AND WHEN TO CHALLENGE YOU, BUT ALWAYS BEING A PART OF YOU."

Carol Ann Albright Eastman



AMBEDKAR JAYANTI- 14 APRIL 2021

The birth anniversary of Bhimrao Ambedkar is celebrated as Ambedkar Jayanti on April 14. Born on April 14, 1891, Ambedkar spent his life working for the upliftment of the backward communities- Dalits, minorities, Scheduled Caste (SC)/ Scheduled Tribe (ST) and was remembered for architecting the constitution of the country.

Ambedkar Jayanti or Bhim Jayanti is an annual festival observed on 14 April to commemorate the memory of B. R. Ambedkar, Indian polymath and civil rights activist. It marks Dr. Babasaheb Ambedkar's birthday who was born on 14 April 1891. Since 2015 it has been observed as an official public holiday throughout India.

Ambedkar Jayanti is celebrated not just in India but all around the world. Ambedkar struggled for equality throughout his life, hence his birthday is celebrated as 'Equality Day' in India, and the demand to declare this day as "International Equality Day" goes to the United Nations.



UPCOMING EVENTS



SRI KRISHNA ADITHYA
COLLEGE OF ARTS AND SCIENCE
 {Recognized with 2(f)&12(B) status by
 UGC| Affiliated to Bharathiar university}



KOVAIPUDUR, COIMBATORE - 641042

DEPARTMENT OF COMMERCE PA

RESEARCH AND PUBLICATIONS CLUB



ORGANIZING WEBINAR ON

**"BASICS OF RESEARCH
 METHODOLOGY"**

Google meet link

<https://meet.google.com/gth-ytog-rgc>



Presided by
Dr. S. Palaniammal,
Principal

Resource person
Dr. S. Balamurali,
Asst .Professor,

Department of BBA,
DG Vaishnav College Chennai.

Timing:-
10.00am to 11.00am
Date:-17.04.2021



CLUB COORDINATOR.
MS. R.AKSHAYA SUDARSHANA



ADITHYA @ MEDIA

their funds better.

farm techniques.

Utilise govt schemes for entrepreneurship, startups told

Coimbatore, Apr 13: Research with innovation is what is needed at this juncture and it's encouraging to note that the educational institutions are leaving no stone unturned to motivate students besides faculty members towards an action-oriented learning process, observed R Shiva Shankar, Deputy Director, Entrepreneurship Development and Innovation Institute, Government of Tamilnadu.

Addressing the students

after inaugurating the Incubation Centre, IPR Cell and Entrepreneurship Cell through a virtual meet at Sri Krishna Adithya College of Arts and Science, Kovaipudur in the presence of Dr. S. Palaniammal, Principal, he detailed about different government schemes and financial assistance extended by the State and Centre and motivated them to apply for grants-in-aids.

And he had a word of praise to the institution for taking up such

initiatives for opening up different cells.

Later, he answered a volley of questions from the students and faculty members. Dr. S. Naresh Kumar, Chief Coordinator, Incubation Centre and Head, Department of Mathematics introduced the guest. Divya Sundaram, Chief Coordinator, Incubation Centre, Dr. K. Geetha, Principal Coordinator, IPR Cell and Dr.A.Sukumar, Chief Coordinator, Entrepreneurship Cell were also present.

Dr. M. Swapna, Principal Coordinator, IPR Cell and Head, Department of English proposed the vote of thanks.

NAME CHANGE

I, SENTHILKUMAR S/o. PAZHANISAMY GOUNDER, BORN ON 29/04/1974, (Place of birth: TIRUPUR) residing at No.30/1, Amarjothi PON Nagar 2nd STREET RAKKIYAPALAYAM PART, KANGAYAM ROAD, VIJAYAPURAM, TIRUPPUR -641606, shall hence forth known as **SENTHILKUMAR S/o. PALANISAMY.**

SENTHILKUMAR
S/o.PAZHANISAMY
GOUNDER

Sri Krishna Adithya College of Arts and Science, Kovaipudur inaugurated the Entrepreneurship Cell, IPR Cell and Incubation Centre on 10-4-2021 in virtual mode and the news was published in The Trinity Mirror newspaper on 13-4-2021.

Think big with positive mindset, Adithya students told

Coimbatore, Apr 15: Think in a different perspective with a positive mindset, Sangeetha Mathiyazhahan, Senior Test Analyst, Cognizant Technology Solutions - Coimbatore told the students of Department of Information Technology at Sri Krishna Adithya College of Arts and Science during a webinar on 'Digital Marketing - Pillar of Successful Startups'.

Starting with an interaction with the students to infer about their knowledge regarding digital marketing, the resource person stressed the need for dreaming big with lots of zeal to excel in their domain and drove home the point that startup entrepreneurs must possess certain qualities like ethics in their ventures, concentrating

on productivity besides quality consciousness.

She later focused on giving an intro about marketing fundamentals besides dwelt at length giving details about digital marketing and went on to say that traditional marketing like newspaper, magazine ads, handouts, billboards, radio and television promos existed before it took to digital mode.

Pointing out that digital marketing is cost effective compared to traditional marketing, she said that this is because promotions of products or brands via electronic media or social media and shared interesting info about digital marketing strategies. And she touched upon youtube channels besides Facebook ads, Google ads.

And she winded up the virtual session by informing the students that certain companies offer an opportunity to exhibit their talents more particularly about the Amazon Smbhav platform scheduled to be held between April 15 to 18 and urged the students, who crave to become a startup to utilise the opportunities.

Dr.S.Palaniammal, principal presided while Dr Sreejith Vignesh B P, HoD welcomed while J.Akaash Dravid, second year student was the MC for the event. Dr.K.Santhiya, IIC coordinator of the department proposed a vote of thanks.

About 101 students and faculty members attended the virtual event.

Department of Information Technology organized a Webinar on "Digital Marketing". This was published in The Trinity Mirror newspaper on 15-4-2021.