

IQAC REPORT 2017-2018

I. AWARDS / RECOGNITIONS / APPRECIATIONS RECEIVED

1. Recognition Letter For Breast Feeding Awareness Program In Thirumalayampalayam Village From Medical Officer, Primary Health Centre, Thirumalayampalayam, Coimbatore
2. Recognition Letter For Awareness Program On Digital Payment From Government Higher Secondary School, Pichanur, Coimbatore
3. Recognition Letter For Donating Garbage Trolley And Water Tank For Pichanur Village From Block Development Officer, Madukkarai
4. Recognition Letter For Plastic Free Awareness Program At Pichanur Village From Member Of Legislative Assembly - Kinathukadavu Constituency, Coimbatore
5. Appreciation Letter For Blood Donation Camp From Tamil Nadu Aids Control Society And State Blood Transfusion Council
6. Recognition Letter For Pichanur Village Adoption From Block Development Officer, Madukkarai
7. Recognition Letter For Swachh Pakhwada From Block Development Officer, Madukkarai
8. Recognition Letter For Tree Plantation In Pichanur Village From Member Of Legislative Assembly - Kinathukadavu Constituency, Coimbatore
9. Recognition Letter For Dengue Awareness Program From Block Development Officer, Madukkarai
10. Best Ecologically Balanced Green Campus Award
11. Environment Excellence Award

II. MoUs SIGNED

- Green Era Recyclers, Coimbatore
- I Process Services, Gurugam
- J C Rohii International, Tirupur
- Jacob's Tasty Treats, Coimbatore
- Jayam Tex, Tirupur
- Karate Viju Martial Arts Academy
- Knimbus
- MS Knit Wear, Tirupur
- National Child Labour Project
- New Crescent Research Consultancy
- Senthamizh Trust, Coimbatore
- Sree Saraswathi Thyagaraja College, Pollachi
- Steel Man Machineries Pvt. Ltd.
- The Horizon Training Academy, Coimbatore
- Trilacious

III. Faculty Development Programmes (FDPs) Organised

- ✚ Faculty Development Programme on How To Write A Journal Paper
- ✚ FDP On Entrepreneurial Opportunity Identification And Project Formulation
- ✚ FDP On Intellectual Property Rights For Quality Research
- ✚ National Level FDP On Artificial Intelligence
- ✚ One Week Faculty Development Programme-Academic Writing: Theory And Praxis

Professional Development Programmes Organised For Teaching Staff

- ✚ Lecture Capturing System, Video Conferencing And E-Content Dissemination Concepts
- ✚ Management Development Program - Organizational Excellence
- ✚ One Week Workshop - Work On IoT
- ✚ Professional Development In Information Technology
- ✚ Research And Funding Opportunities
- ✚ Role Of Teacher In Higher Education
- ✚ Training Program On Admission Process
- ✚ Workshop On Personality Development "Capacity Building"
- ✚ Academic Excellence Through IQAC
- ✚ Creative Thinking
- ✚ Creativity, Innovation & New Product Development
- ✚ Effective Class Room Teaching

Administrative Training Programmes Organised For Non-Teaching Staff

- ✚ Digital Literacy Program
- ✚ Role And Activities Of Support Staff
- ✚ Basic English Language Communication
- ✚ Office Automation And Management
- ✚ Power Of Yoga
- ✚ Role Related Skills And Knowledge
- ✚ Roles & Responsibilities Of Non-Teaching Staff In Work Place
- ✚ Soft Skills & Personality Development Programme

IV. RESEARCH AND CONSULTANCY

Funded Projects

Mr.A.Kamal Raj Received Rs.40000 From Senthamil Charitable Trust, A Non-Government Organization For A 3 Month Project On A Study On Substance Abuse Among School Children And Tribal Villagers Of Coimbatore District.

Faculty - Paper Publications in Journals

1. S.Saravanan-Facial Expression Using Improved Artificial Bee Colony Algorithm ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
2. K.Ranjith-Facial Expression Using Improved Artificial Bee Colony Algorithm ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
3. K.Manikandan-Multiband Loudness Correction Digital Hearing Aids Using Digital Signal Processing ,International Journal Of Engineering Technology And Computer Research ISSN:2348-2117

4. Justin Santhiyagu I-Multiband Loudness Correction Digital Hearing Aids Using Digital Signal Processing ,International Journal Of Engineering Technology And Computer Research ISSN:2348-2117
5. K.Manikandan-Intelligence Banking Machine For Visually Impaired ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
6. Aswathi Govind-Intelligence Banking Machine For Visually Impaired ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
7. Justin Santhiyagu I-Context Aware Mobile Computing ,International Journal Of Academic Research And Development ISSN:2455-4197
8. B.Ramesh Kumar-Context Aware Mobile Computing ,International Journal Of Academic Research And Development ISSN:2455-4197
9. B.Ramesh Kumar-Context Aware Mobile Computing ,International Journal Of Academic Research And Development ISSN:2455-4197
10. P.Karthik-Arrangement And Properties Of TIO2 Thin Film For Opto Electronic Devices ,Journal For Advanced Research In Applied Sciences ISSN:2394-8442
11. Justin Santhiyagu I-A Comparative Study Of Wireless Technology ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
12. S.Saravanan-Face Recognition Challenges Using MATLAB Environment ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
13. K.Ranjith-Face Recognition Challenges Using MATLAB Environment ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
14. N.Thangamani-Face Recognition Challenges Using MATLAB Environment ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
15. S.Saravanan-Evolution Of Mobile Network Telecommunication ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
16. K.Ranjith-Evolution Of Mobile Network Telecommunication ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
17. K.Manikandan-Evolution Of Mobile Network Telecommunication ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
18. Aswathi Govind-Network Security In Embedded System Using SSI & TLS ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
19. K.Manikandan-Network Security In Embedded System Using SSI & TLS ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
20. P.Karthik-Network Security In Embedded System Using SSI & TLS ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
21. P.Karthik-Modelling The Titanium Dioxide Synthesis Based On Chloride Process ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
22. K.Manikandan-Pattern Recognition In Biomedical Engineering ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619

23. Aswathi Govind-Pattern Recognition In Biomedical Engineering ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
24. P.Karthik-Pattern Recognition In Biomedical Engineering ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2395-5619
25. Orusol Vasagan-Community Radio A Social Tool For Women Empowerment In Namakkal District ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
26. Chandru- ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
27. Sudha Priya-The Role Of Social Media In An Education Of School Children ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
28. Sathyajyothi-The Role Of Social Media In An Education Of School Children ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
29. Divya-Impact Of Using Facebook For Interpersonal Friendship ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
30. Orusol Vasagan- A Study Of Usage Of Social Media Network Sites Among The Students And Scholars In Coimbatore District ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
31. Sudha Priya-A Study Of Popular FM Channels In Coimbatore District ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347-5552
32. Chandru-Wireless Broadcasting And Their Schemes ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
33. Vidya Devi-Emf - Mhcrf : Enhanced Median Filter Based Noise And Multilayer Hidden Conditional Random Field For Dense Depth Reconstruction ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
34. S.Saranya-Emf - Mhcrf : Enhanced Median Filter Based Noise And Multilayer Hidden Conditional Random Field For Dense Depth Reconstruction ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
35. John Grasiyas-Energy Efficiency Using Particle Swarm Optimization With Adhoc On Demand Distance Vector Routing Protocol Over Manet ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
36. N.Thangamani-Energy Efficiency Using Particle Swarm Optimization With Adhoc On Demand Distance Vector Routing Protocol Over Manet ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
37. N.Thangamani-Ucon - IPSO : Usage Control With Improved Particle Swarm Optimization Based Hierarchical Security Framework For Attack Detection In Wireless Sensor Network ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
38. John Grasiyas-Ucon - IPSO : Usage Control With Improved Particle Swarm Optimization Based Hierarchical Security Framework For Attack Detection In Wireless Sensor Network ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
39. N.Thangamani-Trust Based Malicious Node Detection And Routing In Wireless Sensor Networks ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
40. M.Rajesh Kumar- ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480

41. Ponmalar . P-A Study On Strongly G-G closed Sets In Topological Spaces ,International Journal Of Applied Research ISSN:2394-7500
42. S.Saranya-Data Mining Techniques And Their Applications ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
43. Rajesh Kumar-Data Mining Techniques And Their Applications ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
44. N.Thangamani-Data Mining Techniques And Their Applications ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
45. Ponmalar . P-A Study On Strongly G-G closed Sets And Strongly G** Closed Setsin Topological Spaces ,International Journal Of Management And Business Studies ISSN:2230- 9519
46. Saranya-Intuitionistic Fuzzy B Generalized Homeomorphisms ,International Journal Of Mathematics Trends And Technology ISSN:2231-5373
47. Jayanthi Vahini-Scrutiny The Susceptibility In Biometrics ,International Journal Of Advance Research In Science And Engineering ISSN:2319-8346
48. B.Manimekala-Scrutiny The Susceptibility In Biometrics ,International Journal Of Advance Research In Science And Engineering ISSN:2319-8346
49. John Grasiyas-Mobile Computing And Its Challenges ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
50. N.Thangamani-Mobile Computing And Its Challenges ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
51. Rajesh Kumar-Classifications Of IDS Approaches And Their Techniques ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
52. Saranya-Classifications Of IDS Approaches And Their Techniques ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
53. N.Thangamani-Classifications Of IDS Approaches And Their Techniques ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
54. Sujitha Amalin Nancy-A Review On Using Social Media In Informal Learning ,International Journal Of Academic Research And Development ISSN:2455-4197
55. S.Vetrivel-Dual Sentiment Analysis With Three Stage Model For Complex Polarity Shift Patterns With Two Sides Of One Review ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
56. N.Nithya-Dual Sentiment Analysis With Three Stage Model For Complex Polarity Shift Patterns With Two Sides Of One Review ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
57. Umamaheswari-A Study On The Occupational Safety In Textile Industry ,International Journal Of Human Resource Management ISSN:0065-8094
58. Dr.Hariharan-Effect Of E-Banking Services Provided By New Private Sector Banks In Coimbatore District ,International Journal Of Marketing And Management Research ISSN:0770-4525
59. S.Nagendran-Agroforestry Supply Chain In Wood based Industries ,International Journal Of Economic And Rural Development ISSN:1370-5419
60. Dr.Hariharan-Awareness Of E-Banking Services Provided By New Private Sector Banks With Special Reference To Coimbatore Districts ,International Journal Of Management And Business Studies ISSN:2230 - 9519

61. Umamaheswari-A Study On Employee Reasons For Leaving A Job In The Organization ,International Journal Of Management And Business Studies ISSN:2230 - 9519
62. S.Nagendran- E. Commerce In International Trade Impact On Supply Chain Warehouse Management ,International Journal Of Management And Business Studies ISSN:2230 - 9519
63. N.Nithya-E-Banking Sector Services ,International Journal Of Management And Business Studies ISSN:2230 - 9519
64. N.Santhana Krishna-Modern Application And Trends In Data Mining ,International Journal Of Advanced Computer Science And Technology ISSN:2454-132X
65. U.Sindhuja-Secure Hadoop Via HDFS Encryption And Decryption ,International Journal Of Engineering Technology And Computer Research ISSN:2348-2117
66. A.Meena-Secure Hadoop Via HDFS Encryption And Decryption ,International Journal Of Engineering Technology And Computer Research ISSN:2348-2117
67. Dr.K.Pradeepa-Big Data Using Efficient Expectation - Maximization Algorithm In Wireless Sensor Networks ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
68. A.Kamal Raj-Big Data Using Efficient Expectation - Maximization Algorithm In Wireless Sensor Networks ,International Journal Of Emerging Trends In Science And Technology ISSN:2348-9480
69. S.Vetrivel-Data Mining Tasks And Their Lifecycles Using KDD Process ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347-5552
70. Vidya Devi-Data Mining Tasks And Their Lifecycles Using KDD Process ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347-5552
71. S.Vetrivel- Neural Network Characteristics, Advantages And Its Applications ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347-5552
72. Vidya Devi-Neural Network Characteristics, Advantages And Its Applications ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347-5552
73. N.Santhana Krishna-The Green Revolution In The Data Warehousing And Green Data Center Best Practices ,International Journal Of Computer Science And Application ISSN:0770-4624
74. M.Manimekalai-Relational Revision Of Web Application Security Testing Tools ,International Journal Of Academic Research And Development ISSN:2455-4197
75. Jayanthi Vahini-Relational Revision Of Web Application Security Testing Tools ,International Journal Of Academic Research And Development ISSN:2455-4197
76. B.Manimekala-Wireless Sensor Network In Physical And MAC Layers ,International Journal Of Wireless Network Applications ISSN:1370-0579
77. N.Santhana Krishna-An ACO Approach Using MANET ,International Journal Of Modern Trends In Engineering Science ISSN:2348-3121
78. N.Santhana Krishna-Learning Based Dynamic Query Form Using Improved Fuzzy C- Means Clustering ,International Journal Of Modern Trends In Engineering Science ISSN:2348-3122
79. N.Santhana Krishna-Energy Aware Image Retargeting Using Discrete Image ,International Journal Of Modern Trends In Engineering Science ISSN:2348-3123
80. C.Rajesh Kumar-Analysis On Set Theory And Subset Models ,International Journal Of Engineering Technology And Computer Research ISSN:2348 - 2117

81. Ranjith Kumar-An Analysis Of Intrusion Detection System And Security Issues ,International Journal Of Engineering Technology And Computer Research ISSN:2348-2117
82. Jubitha I-An Analysis Of Intrusion Detection System And Security Issues ,International Journal Of Engineering Technology And Computer Research ISSN:2348-2117
83. Manimekalai.M-An Efficient Data Cu-Ration Big data Cryptography ,International Journal Of Computer Science And Information Technologies ISSN:2348-2117
84. Jayanthi Vahini-An Efficient Data Cu-Ration Big data Cryptography ,International Journal Of Computer Science And Information Technologies ISSN:2348-2117
85. B.Ramesh Kumar-An Efficient Data Cu-Ration Big data Cryptography ,International Journal Of Computer Science And Information Technologies ISSN:2348-2117
86. U.Sindhuja-A Study On Content Based Image Retrieval Using Texture Feature And Security Analysis ,International Journal Of Advanced Research In Science And Engineering ISSN:2319-8354
87. A.Meena-A Study On Content Based Image Retrieval Using Texture Feature And Security Analysis ,International Journal Of Advanced Research In Science And Engineering ISSN:2319-8354
88. Dr.G.Angeline Prassana-Wireless Vital Signs Monitoring System For Ubiquitous ECG Health Care ,Journal Of Emerging Technologies And Innovative Research ISSN:2349-5162
89. Dr.G.Angeline Prassana-Patient Monitoring QOS- Aware ring Routing Protocol For Delay- Sensitive Data ,International Journal Of Creative Research Thoughts ISSN:2320-2882
90. Ranjith Kumar-Data Mining Models And Applications Of IoT ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347-5552
91. N.Thangamani-Data Mining Models And Applications Of IoT ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347-5552
92. John Grasiyas-Data Mining Models And Applications Of IoT ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347-5552
93. Dr.K.Pradeepa-Big Data Pipeline Process Analysis, Opportunities And Challenges ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2394-6364
94. N.Thangamani-A Study Of Network Security With Its Attacks And Security Goals ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
95. Ranjith Kumar-A Study Of Network Security With Its Attacks And Security Goals ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
96. S.Saravanan-A Study Of Network Security With Its Attacks And Security Goals ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
97. B.Manimekala-Wireless Sensor Network: Intermediate Layers ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347- 5552
98. Jubitha I-Comparison And Similarities Between TCP / IP And OSI Reference Model ,International Journal Of Innovative Research Explorer ISSN:2520-5919
99. Dr.D.Vijayaraghavan-Environmental Study Of Tribal Schools In Coimbatore District ,Research Journal Of English Language ISSN:2395-2636
100. A.V.Aravindan-Environmental Study Of Tribal Schools In Coimbatore District ,Research Journal Of English Language ISSN:2395-2636

101. Dr.D.Vijayaraghavan-Mother Tongue Inference Of Badaga Language On School Going Tribal Children ,Research Journal Of English Language ISSN:2395-2636
102. Santha Lakshmi-Vital Role Of Disguise In Shakesphere's "Twelfth Night" ,Research Journal Of English Language ISSN:2321-3108
103. Santha Lakshmi-Portrayal Of Eco Critical Issues I N The Novel Hullabaloo In The Guava Orchard And The In Heritance Of Kiran Desai ,Worldwide Journal Of Multidisciplinary Research And Development ISSN:2454-6615
104. A.James-Problem In Acquisition Of Grammatical Categories Of Tribal Children In Coimbatore District ,International Journal Of Innovative Research Explorer ISSN:2520-5919
105. Dr.D.Vijayaraghavan-Problem In Acquisition Of Grammatical Categories Of Tribal Children In Coimbatore District ,International Journal Of Innovative Research Explorer ISSN:2520-5919
106. Dr.D.Vijayaraghavan-Morphological Errors Of Tribal School Children In Coimbatore District ,Asian Journal Of Applied Science And Technology ISSN:2456-883X
107. Dr.D.Vijayaraghavan-Advanced Grammar To Acquire Basic Knowledge Of English ,Worldwide Journal Of Multidisciplinary Research And Development ISSN:2454-6615
108. A.James-Advanced Grammar To Acquire Basic Knowledge Of English ,Worldwide Journal Of Multidisciplinary Research And Development ISSN:2454-6615
109. Aravindhavan AV-Reflections Of Realistic Life In Mark Twain's: The Adventure Of Tom Swayer ,Worldwide Journal Of Multidisciplinary Research And Development ISSN:2454-6615
110. N.Umamaheshwari-Association Between Work Stress And Its Influence On Job Performance Of Employees Of Cotton Industry In Tirupur ,International Journal Of Research And Review ISSN:2349-9788
111. K.Manimekalai-Association Between Work Stress And Its Influence On Job Performance Of Employees Of Cotton Industry In Tirupur ,International Journal Of Research And Review ISSN:2349-9788
112. K.Manimekalai-Forecasting And Predicting The Demand And Supply In Human Resources In India ,International Journal Of Management And Business Studies ISSN: 2230 - 9519
113. G.R.Dinesh Kumar-Growth Of Pharmaceutical Industry In India ,International Journal Of Management And Business Studies ISSN: 2230 - 9519
114. N.Umamaheshwari-Cashless Economy In India And Its Future Prospects ,International Journal Of Management And Business Studies ISSN: 2230 - 9519
115. Dr.Shirly Elizabeth-Implementation Of GST2017 - The Major Game Changer And Its Impact On Common Man ,International Journal Of Finance An Economic Management ISSN:1029-4394
116. V.Princy Metilda- Implementation Of GST2017 - The Major Game Changer And Its Impact On Common Man ,International Journal Of Finance An Economic Management ISSN:1029-4394
117. Dr.Shirly Elizabeth-Banking In Cashless Economy ,Shanlax International Journal Of Commerce ISSN:1029-4394
118. G.Gabrial Prabhu-Goods And Service Tax In India ,International Journal Of Academic Research And Development ISSN:2455-4197
119. G.R.Dinesh Kumar-Goods And Service Tax In India ,International Journal Of Academic Research And Development ISSN:2455-4197
120. G.Gabrial Prabhu-Principles Of E-Management ,International Journal Of Management And Business Studies ISSN: 2230 - 9519

121. Dr. Shirly Elizabeth-Growth Of E-Commerce In India ,International Journal Of Finance And Trade ISSN:0065-9773
122. Dr.E.Daniel Santhosh Raj-The Study On Impact Of Demonetization Of Currency In Indian Banking Scenario ,International Journal Of Innovative Research In Computer Science And Engineering ISSN:2347-5552
123. K.Surya Suganya-A Study On Loan Utilisation Of Self Help Groups ,International Journal Of Academic Research And Development ISSN:2455-4197
124. G.Gabrial Prabhu-A Study On Loan Utilisation Of Self Help Groups ,International Journal Of Academic Research And Development ISSN:2455-4197
125. Suganya-Marketing Of Tea In Retail Outlets ,International Journal Of Academic Research And Development ISSN:2455-4198
126. G.Gabrial Prabhu-Marketing Of Tea In Retail Outlets ,International Journal Of Academic Research And Development ISSN:2455-4199
127. P.Arulmoli-Non-Performing Assets - A Review On The Problems And Solution Taken By Bans In India ,International Journal Of Advanced Research ISSN: 2320-5407
128. Nandha Kumar-Bug Tracking Software ,International Journal Of Academic Research And Development ISSN:2455-4197
129. K.Surya Suganya-Impact Of Digital Marketing In Business ,International Journal Of Management And Business Studies ISSN: 2230 - 9519
130. A.Kamal Raj-E-Governance And Digital India - Empowering Indian Citizen Through Technology ,International Journal Of Management And Business Studies ISSN:: 2230 - 9519
131. V.Princy Metilda-A Study O Market Potential Of Automobile Industry In India ,International Journal Of Management And Business Studies ISSN: 2230 - 9519
132. Suganya-Micro, Small And Medium Enterprise Finance In India ,International Journal Of Management And Business Studies ISSN: 2230 - 9519
133. P.Arulmoli-Impact Of Social Media In Business Communication ,International Journal Of Management And Business Studies ISSN: 2230 - 9519
134. Nandha Kumar-Challenges On Wireless Networks ,International Journal Of Academic Research And Development ISSN:2455-4197
135. Ajeet Kumar Lal Mohan-An Empirical Study On Stress Among Employees In Hotel Industry ,International Journal Of Human Resource And Social Resources ISSN:2349-4085
136. Mr.K.Selvamani-Hotel Industry In 2020 ,International Journal Of Academic Research And Development ISSN: 2455-4197
137. L.Muralidharan-Hotel Industry In 2021 ,International Journal Of Academic Research And Development ISSN: 2455-4197
138. S.Jonathan Anand Kumar-Impact Of GST In Hotel And Restaurant ,International Journal Of Academic Research And Development ISSN:2455-4197
139. S.Jonathan Anand Kumar-Origin Of Hospitality In Front Office Area ,International Journal Of Innovative Research Explorer ISSN:2520-5919
140. K.Selvamani-Role Of Indian Cosine In International Culinary ,International Journal Of Innovative Research Explorer ISSN:2520-5919

Faculty Conference Publications

1. Jasmine Priya Published A Paper Titled M.A.Susila Vin Devanthi,Kaasu Sirukathaigali Mozhinadi In Puthiya Nokkil Thamizh Illakkiya Kotpadugal ,ISBN:97881929435-1-0 Organized By Tsa College ,Perur And Pasuvin Publications,Villupuram

2. Suganya.P Published A Paper Titled Illakkam Suttam Tholiyin Suttum Tholiyin Seyapadu In Puthiya Nokkil Thamizh Illakkiya Kotpadugal ,ISBN:97881929435-1-0 Organized By TSA College ,Perur And Pasuvin Publications,Villupuram
3. Jasmine Priya Published A Paper Titled Ma.Suseela Vin Vazhkai Veralaarum Tamizh Thondum In Tamil Literature And Tamil Scholars Of The 20T Century ,ISBN:9789385267-38-3 Organized By Kongunadu Arts And Science College
4. Jasmine Priya Published A Paper Titled Puthillakikiyathil Meeturuvakha Kathaigal In Tamil Literature And Tamil Scholars Of The 20T Century ,ISBN:97893-85267-38-3 Organized By Kongunadu Arts And Science College
5. K.Jayanthi Vagini Published A Paper Titled Scrutiny The Susceptibility In Biometrics In Intelligent Computing And Technology ,ISBN:978-93-86171-86-3 Organized By Sri Ramakrishna College Of Arts And Science
6. M.Manimegalai Published A Paper Titled Scrutiny The Susceptibility In Biometrics In Intelligent Computing And Technology ,ISBN:978-93-86171-86-3 Organized By Sri Ramakrishna College Of Arts And Science
7. U.Sinthuja Published A Paper Titled A Study On Content Based Image Retrieval Using Texture Features And Security Analysis In Intelligent Computing And Technology ,ISBN:9789386171-86-3 Organized By Sri Ramakrishna College Of Arts And Science
8. A.Meena Published A Paper Titled A Study On Content Based Image Retrieval Using Texture Features And Security Analysis In Intelligent Computing And Technology ,ISBN:9789386171-86-3 Organized By Sri Ramakrishna College Of Arts And Science
9. Dr.E.Shirley Elizabeth Published A Paper Titled Banking In Cashless Economy In Status Of Women In Cashless Economy ,ISBN:2320-4168 Organized By KSR College Of Arts And Science ,Tiruchengode
10. A.Devika Published A Paper Titled Gananand Viyog Shrunagar Ke Kavi
11. A.Devika Published A Paper Titled Guru Ravidas Ke Samajik In Arthik Aur Dharmik Vichar,Kavi Raidas ,ISBN: 978-81-934317-7-1 Organized By Post Graduate Government College, Chandigarh
12. A.Devika Published A Paper Titled Sumithrananoan Pano I' Ke'Graamya' Mein Grammyjeevan In Cultural Blends And Lifestyle Of Rural Community In Contemporary Literature In English , Tamil, Malayalam & Hindi ,ISBN:978-93-8665915-6 Organized By Nehru College Of Arts And Science
13. Subhadra Satheesan Published A Paper Titled Malayala sadhithyathil Nattumanamulla Kavyapushpangal In Cultural Blends And Lifestyle Of Rural Community In Contemporary Literature In English , Tamil, Malayalam & Hindi ,ISBN:978-93-86659-15-6 Organized By Nehru College Of Arts And Science
14. P.Karthik Published A Paper Titled Structural Optical &Electrical Properties Of Tio2 Thin Films For Different Annealing Temperature In National In Emerging Materials For Sustainable Future , Organized By PSG College Of Technology
15. Dr.Priyanka Jayaraj Published A Paper Titled An Entrepreneurial Approach To Marketing In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
16. Dr.Shirley Elizabeth Published A Paper Titled Brand Marketing In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
17. G.R.Dinesh Kumar Published A Paper Titled A Comparative Study Of Customer Perception About Insurance Company With Special Reference To LIC To HDFC Standard Life Policies In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam

18. Dr. Gabriel Prabhu Published A Paper Titled Mobile Marketing In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
19. Suganya.P Published A Paper Titled A Study On Customer Relationship Management Practices Of Punjab National Bank - Eramanagalam Branch In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
20. V.Princy Metilda Published A Paper Titled A Study On Different Strategies By Corporate In India Towards Green marketing And Its Complications In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
21. B.Manimekalai Published A Paper Titled The Tour Service Marketing Myth Remnants Of A Goods Based Manufacturing Model In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
22. Dr.Hariharan Published A Paper Titled Service Marketing In Hotel Industry - Consumer Behaviour Towards Ready-To-Eat Food Products In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
23. N.Uma Maheshwari Published A Paper Titled Indian Banking: New Trends In Economic Development In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
24. Surya Suganya Published A Paper Titled E-Tailing In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
25. Suganya.P Published A Paper Titled Customer Perception Towards Customer Relationship Management In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
26. N.Nagendran Published A Paper Titled Customer Satisfaction Of E-Tailing - An Empirical Study With Special Reference To Pollachi Taluk In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
27. P.Arulmozhi Published A Paper Titled Empowering Women Through Micro Finance In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam
28. S.Umamaheshwari Published A Paper Titled E-Tailing In India, Opportunities And Challenges In National Conference On Impact Of Sustainable Marketing In Indian Economy ,ISBN : 9788190944236 Organized By Akil Pathipagam

Faculty Book Publication

1. Ajeet Kumar Lal Mohan Published A Book On AJK CAS Kitchen For All Seasons - Vol 4 With An ISBN No: 9789380 132044

Research Scholar Publications

1. Anit Sebi , M.Phil CS Published A Paper Titled An ACO Approach Using MANET In International Journal Of Modern Trends In Engineering Science Vol 04, Issue 06, 2017, PP 83- 85
2. Saranya.S , M.Phil CS Published A Paper Titled Learning Based Dynamic Query Form Using Improved Fuzzy C-Means Clustering In International Journal Of Modern Trends In Engineering Science Vol 04, Issue 06, 2017, PP 86-88

3. Ambili Jose , M.Phil CS Published A Paper Titled Energy Aware Image Retargeting Using Discrete Image In International Journal Of Modern Trends In Engineering Science Vol 04, Issue 06, 2017, PP 89 - 91
4. S.Iyyadurai Paulraj , M.Phil CS Published A Paper Titled Intrusion Detection System Service For Grid And Cloud Computing In International Journal Of Advanced Computer Science And Technology Vol 20, No 06, PP 361-366
5. Srithy.R , Phd Commerce Published A Paper Titled An Empirical Study On Staff Retention Among Self Financing college Teachers In Coimbatore City In International Journal Of Management And Social Science Vol 20, Issue 02, 2018 PP 76-81
6. Anju.P.Dominic , M.Phil ECS Published A Paper Titled LIFI Technology And Its Applications In Vehicle Communication In International Journal Of Innovative Research In Computer Science And Engineering (IJIRCSE) Vol 3, Issue 2, April 2018, PP 6-12
7. Sujithra.V.Nair , M.Phil ECS Published A Paper Titled Freeway Toll Heap Using ANPR & OFDM Technology In International Journal Of Innovative Research In Computer Science And Engineering (IJIRCSE) Vol 3, Issue 2, April 2018, PP 1 - 4

V.ACHIEVEMENTS OF FACULTY MEMBERS

- Dr.M.Jasmine Priya won Sanga Thamizhar award (State Level Award)
- Dr.M.Jasmine Priya won Kanavu Nayagan Abdul Kalam Award(State Level Award)
- Mrs.Subhadra satheesan won Best Story Award - Aaraamam Katha Puraskaram

Faculty Participations

1. Mr.P.Karthik, Participated In Two Day National Workshop On Mathematical And Computational Challenges In Radar And Seismic Technology Organized By PA College Of Engineering And Technology ,Dept. Of Science & Humanities, Pollachi - 642 002
2. Mr.Manikantan.K, Participated In Two Day National Workshop On Mathematical And Computational Challenges In Radar And Seismic Technology Organized By PA College Of Engineering And Technology ,Dept. Of Science & Humanities, Pollachi - 642 002
3. Mr.Saravanan.S, Participated In Two Day National Workshop On Mathematical And Computational Challenges In Radar And Seismic Technology Organized By PA College Of Engineering And Technology ,Dept. Of Science & Humanities, Pollachi - 642 002
4. Mr.Justin Santhiyagu. I Participated In Two Day National Workshop On Mathematical And Computational Challenges In Radar And Seismic Technology Organized By PA College Of Engineering And Technology ,Dept. Of Science & Humanities, Pollachi - 642 002
5. Ms. Manimekalai, Ms.Jayanthi Vagini Participated In A Conference On Facebook Developer Circle CBE Circle
6. Ms. Jayanthi Vagini Participated In A Conference On Facebook Developer Circle CBE Circle

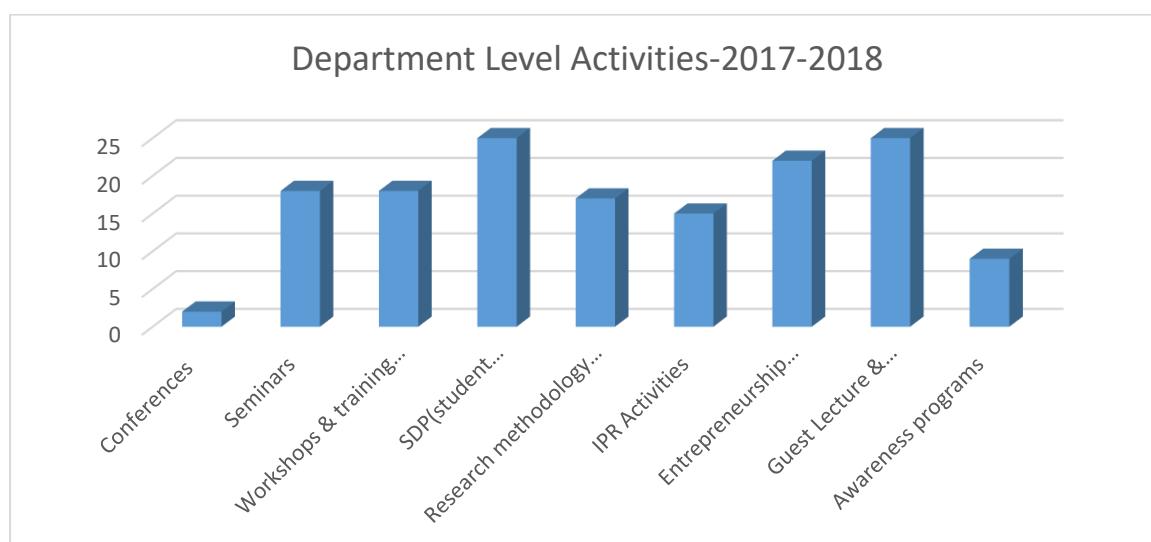
QUALITY IMPROVEMENT

- 📅 Orientation for faculty on 16.06.2017
- 📅 Orientation for PG students on 20.07.2017
- 📅 Orientation Programme on ICT Tools on 21.07.2017
- 📅 NSS Orientation program on 17.08.2017
- 📅 Orientation on YRC Activities on 17.08.2017

VI. ACTIVITIES DONE BY THE DEPARTMENTS

University Examination Rank Holders

S.No.	Student Name	Department	Rank Obtained
1	Ms.Vinduja.VP	B.Sc., Vis.Com	1
2	Ms..Anjali.CM	B.Sc., Vis.Com	9
3	Ms.Lakshitha.K	B.Sc., CSHM	2
4	Mr.Bibindas.S	B.Sc., CSHM	3
5	Mr.Arun Sundaresan	B.Sc., CSHM	4
6	Mr.Jeganthan.A	B.Sc., CSHM	8
7	Mr.Deepu.M	B.Sc., CSHM	9
8	Mr.Dhivya Jegan.A	B.Sc., CSHM	10
9	Ms.Amitha.U	B.Sc ECS	3
10	Ms.AnilaSankar	B.Sc IT	8
11	Ms.Jasmin K.Thomas	MSW	10
12	Ms.Aasamsa.KP	M.Com	5
13	Ms.Bavitha.B	M.Sc Comp.Sci.	8



VII. EXTENSION ACTIVITIES

Collaborative Activities

1. Voter's ID Online Registration At Pichanur Village In Collaboration With Revenue Department, Coimbatore Under The Scheme National Service Scheme
2. Awareness Programme On Social Responsibility For The Prevention And Control Of HIV/ AIDS At Asssi Snehalaya Charitable Trust In Collaboration With District Programme Manager, District AIDS Prevention Control Unit, Coimbatore Under The Scheme RED RIBBON CLUB
3. Pichanur Village Adoption Programme Inauguration At Pichanur Village, Donated Two Water Tanks And Trolley With 4 Bins In Collaboration With Madukkarai Union Panjayat. Under The Scheme SWACHH BHARAT ABHIYAN
4. Awareness Child Education At Puthupathy Tribal Village In Collaboration With Child Labour Project

Commemorative Activities

1. Yoga Day Celebration At Pichanur Govt Higher Secondary School Under The Scheme National Service Scheme
2. AIDS Awareness Program At Ettimadai Under The Scheme RED RIBBON CLUB
3. Awareness On Pollution Control At Walayar Check Post Under The Scheme National Service Scheme
4. Awareness Program Human Rights At VOC Park - Distribution Of Pamphlets Under The Scheme National Service Scheme
5. Green Energy Conservation Program At Pichanur Village Under The Scheme National Service Scheme
6. Awareness On Consumer Rights Day At Muruganpathi Tribal Village In Collaboration With Dept. Of BBA CA Under The Scheme National Service Scheme
7. Pongal Celebration Organised Competitions Conducted, Pongal Items And Food Provided For All The Villagers At Chinnampathi Tribal Village In Collaboration With Mavuthampathi Coimbatore Under The Scheme National Service Scheme
8. National Science Day Program For School Children At Pichanur Govt Higher Secondary School Under The Scheme National Service Scheme
9. Awareness Rally On Tuberculosis (TB) At Navakkarai Village Under The Scheme National Service Scheme

Extension Activities

1. Cleaning Activity At Navakkarai Village Under The Scheme National Service Scheme/Swachh Bharat Abhiyan
2. Voter's ID Awareness And Voter's ID Online Registration To The Villagers At Pichanur Village Under The Scheme National Service Scheme
3. Awareness Rally On Swachhta Pakhwada (Clean India) At Navakkarai Village Under The Scheme Swachh Bharat Abhiyan
4. Clean India Programme And Door To Door Campaign At Muruganpathi Tribal Village Under The Scheme Swachh Bharat Abhiyan
5. Orientation On Health Awareness Programme At Mavuthampathy Village Under The Scheme Swachh Bharat Abhiyan
6. Dengue Awareness Program At Chinnampathy Tribal Village Under The Scheme Swachh Bharat Abhiyan
7. Swachhta Pakhwada Programme At Pichanur Higher Secondary School Under The Scheme Swachh Bharat Abhiyan
8. Swachhta Pakhwada Programme Elocution Contest On "Health And Hygiene Is The Real Wealth" Under The Scheme Swachh Bharat Abhiyan
9. Swachhta Pakhwada Programme Essay Contest On "Innovative Ways For Spreading The Message Of Hygiene" Under The Scheme Swachh Bharat Abhiyan
10. Wild Life Environment At Chinnampathy Tribal Village Under The Scheme National Service Scheme
11. First Aid Demo For Village People At Muruganpathi Tribal Village Under The Scheme Youth Red Cross
12. Care For The Surroundings: Study Of Garbage Cleaning Systems In Pichanur Village Under The Scheme Swachh Bharat Abhiyan
13. Public Spaces And Debriefing Session For Cleanliness At Mavuthampathi Village Under The Scheme Swachh Bharat Abhiyan
14. Health Bias In Modern Society At Puthupathi Tribal School Under The Scheme Swachh Bharat Abhiyan

15. Awareness On Human Made Climate Changes At Muruganpathi Tribal Village Under The Scheme National Service Scheme
16. Mental Health Awareness Program At Chinnampathi Tribal Village Under The Scheme National Service Scheme
17. Impact Of Junk Food At Mavuthampathi Village Under The Scheme National Service Scheme
18. Dengue Awareness Program And Distribution Of Nilavembu Kashayam At Rengasamuthiram Village And Govt High School And Pichanur Village Under The Scheme Swachh Bharat Abhiyan
19. Tree Plantation Programme At Pichanur Village Under The Scheme Swachh Bharat Abhiyan
20. Awareness On Diabetes At Chinnampathi Tribal Village Under The Scheme National Service Scheme
21. Awareness Programme On Digital Payment Transactions Using Bhim Apps Under The National Digital Mission At Govt. Higher Secondary School Pichanur Under The Scheme National Service Scheme
22. Awareness Programme On Hiv Aids At Navakkarai Village Under The Scheme Red Ribbon Club
23. Autism Spectrum Disorder Awareness Program At Muruganpathi Tribal Village Under The Scheme National Service Scheme
24. Importance Of Women's Education At Mavuthampathi Village Under The Scheme National Service Scheme
25. NSS Special Camp Under The Scheme National Service Scheme Unit 1 And Unit Ii & Swachh Bharat Abhiyan, Unnat Bharat Abhiyan
26. Self-Defence Techniques For School Children At Mavuthampathi Govt High School Under The Scheme Youth Red Cross
27. Clean India Process At Chinnampathi Tribal Village Under The Scheme Swachh Bharat Abhiyan

CELLS & CLUBS ACTIVITIES

Alumni Cell

- Alumni Meet Palakkad Chapter
- Alumni Meet Chennai Chapter
- Mega Alumni Meet

ED Cell

- Video Session For Motivational Speech And Startup Stories
- Risk & Challenges Faced By The Entrepreneurs
- Seminar On Source Of Finance For New Ventures
- Role Of Entrepreneurship In Economic Development
- Seminar On Marketing Strategy For Small Business
- Entrepreneurship Skill Development Program
- Student Bazaar

Women Empowerment Cell

- Competition National Commission For Women
- Awareness Talk On " Importance Of Girls Child Education"
- Motivational Talk On "Let's Honour Women"
- Women's Day Celebration And Invited Talk On "Siren 2018"

Commerce Club

- Guest Lecture On "Well-Being Of The Emerging Generation: Challenges And Approaches"
- Seminar On 'Sustainable Development And Green Practices'

- Guest Lecture On Current Issues In Corporate Ethics & Governance”
- Invited Talk On “Business Innovation Through Sustainable Development”

Heritage Club

- Workshop On Methodology Of Heritage Observation
- Seminar On South Indian Heritage

Readers Club

- Books Train Your Mind To Imagination To Think Big
- Think Before You Speak, Read Before You Think.
- Reading Brings Us Unknown Friends
- Reading Brings Us Unknown Friends

Eco Club

- Invited Talk On “Plastic Bag Eradication”
- One Day Event Guest Lecture On Biogas”
- Invited Talk On “Wealth Out Of Waste Saree To Rope ,Plastic Bag To Paper, Plastic Bottles”
- Guest Lecture On “Recycling Bio-Waste”

Research Club

- Seminar On ‘Qualitative And Quantitative Approach Of Methods And Techniques Behind Research Methodology’
- Guest Lecture On “Recent Trends In Research”
- State Level Seminar On “Methodological Challenges And Research Methods”

VIII. PLACEMENT DETAILS

No. of Companies Visited:	23
No. of Students Registered for Placement:	372
No. of Students Placed:	332
No. of Offer Letters Received:	1198
Placement Percentage:	89%

IX. SPORTS

1. K.AMAL won III place in TEAKWONDO competition in Bharathiar University Inter – Collegiate Tournament 2017 - 2018 held on 31-08-2017 in Coimbatore, Tamil Nadu
2. M.VISHNU Participated in Mr. Tamilagam – 2017, 60 Kg category and won fifth place held on 24 - 09 - 2017 in Tirupur, Tamil Nadu.
3. K.AMAL Participated in Mr. Palakkad Sub Junior – 2018, 65 Kg category and won Second place held on 18 - 02 – 2018 in Palakkad, Kerala

4. Team Achievements

Sl. No.	Teams	Achievements
1	Cricket -28/08/2018: Pollachi College of Arts & Science, Pollachi	Participated
2	Football -03/09/2018: SMNV College of Arts & Science, Coimbatore	Participated
3	Volleyball - 17/09/2018: Sri Krishna College of Arts & Science	Participated
4	Badminton - 06/09/2018: Sri Vasavi College of Arts&Science, Erode	Participated
5	Kabbadi - 14/09/2018: Rathinam College of Arts & Science	Participated

X. OTHERS

S. No.	Name of the Student	Activities
1.	Mr.Ajith.M	Best Idea Award - Tie Hackathon 2018
2.	Mr.Ajith.M	Student Partner in Internshala (ISP)
3.	11 CDF Students	Participated in Coimbatore Fashion Fest2018 - Season 5
4.	Mr.Ajith.M	Member in National Cyber Safety & Security Standards.
5.	P.Sanitha	Participated in National Conference on Basic and Applied Biological Sciences
6.	Ms.Sneha	
7.	Mr.Ajith.M	Best Paper Award for the National Conference Paper - Analyzing & Processing Big Data by Integrating Structured and Unstructured Data Source for Insights
8.	Smiruthe.VS	Participated in the Two days National Conference - Cognizance of Microbial Consortium
9.	Lokmaniyathilak.S	
10.	Pavithra.K	
11.	Mr.Ajith.M	Mentor in Google CS Education.
12.	Mr.Ajith.M	Presented Research article in International Conference on CIDS 2018
13.	Mr.Ajith.M	Resource Person for 3 days National Level Workshop on Cyber Security, Reva University, Bengaluru
14.	Mr.Ajith.M	Resource Person to deliver the Technical talk on Ransomware and Advanced Threats in McAfee, Bangalore.
15.	Mr.Ajith.M	Resource Person for One Day Workshop on Cyber Security for Work From Home Ladies Group, Indira Nagar, Bangalore.
National Conference on Basic and Applied Biological Sciences		
16.	K.Sowandariya	Poster Presentation on Improved PCR Amplification of Soil Microbial Community DNA Co-extracted with PCR Inhibitors
17.	Ms.Pavithra.K	Paper Presentation on Encapsulation and Characterization of Nanoproxen Loaded Diatom Nanoparticles for In-Vitro Gastrointestinal Delivery
18.	Ms.Anju.KR	Paper Presentation on Enhanced Bioethanol Production from Sono and Microwave - Assisted Alkali Pretreated Corn Stover
19.	Ms.M.Anisha	Paper Presentation on Biodegrading of Endosulfan (Chlorinated Cyclodiene Pesticide) by Indigenous Pseudomonas sp. MSCAS BTO1
20.	Ms.Glarlin Sunil	Paper Presentation on Molecular Cloning & Overexpression of a Novel Thermo stable Lipase Gene from Thermophilic Geobacillus Thermoleovorans KL3 in E-Coli
21.	Ms.Smiruthe Mathur	Paper Presentation on Synthesize, Characterization and Therapeutic Applications of Gold Nano Particles: A Review
22.	Ms.Haritha.H	Poster Presentation on Biodegradation of Endosulfan (Chlorinated Cyclodiene Pesticide) by Indigenous Pseudomonas sp. MSCASBTIOI
23.	Ms.AnishaMol	Poster Presentation on Comparative Analysis of Extra Cellular Alkaline Protease Production from Bacillus sp. And Pseudomonas sp