



AJK COLLEGE OF ARTS AND SCIENCE
An Eco-friendly College

Affiliated to Bharathiar University, Coimbatore
 Approved by Govt. of Tamilnadu
 Recognized by UGC, New Delhi under section 2(f) and 12(B)

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 An Institution Accredited by NAAC



AJK NEWS

STARS RISE HERE... APRIL 2016 ♦ 5th Edition

BEST PLACE TO SHAPE YOUR FUTURE



We feel proud to have achieved some **MILESTONES.**

Ajeet Kumar Lal Mohan

Hello*Life!

AJK College of Arts and Science Organized "HELLO LIFE-2016 - Offer letter distribution and Farewell Party" at AJK CAMPUS on 28 MAR 2016.

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The Prime feather in the cap of AJK College of Arts & Science is the Department of Hotel Management & Catering Science that has established itself as a trendsetter in the hospitality scenario, coming up with new events and ideas that showcase their innate talent.

SECRETARY'S MESSAGE



- Ajeet Kumar Lal Mohan
Secretary,
AJK Educational Institutions

ABOUT THE COLLEGE

Even as we march into the threshold of the 9th year of our institution's history, we feel proud to have achieved some milestones. At the same time, we are cautious enough to note that we have many more miles to go in our educational journey which is rife with challenges.

From a strength of just 187 students and a handful of faculty members when we started the AJK College of Arts and Science in 2007, on a barren land on the Palakkad road, almost 25 km from the city of Coimbatore, now our student strength has shot up almost 10 fold. Similarly, from just four courses at the beginning, we now offer 20 courses including 12 UG courses, 5 PG courses and three M.Phil. courses. In addition, we are going to offer Ph.D programmes in Computer Science and Commerce. This would make our institution a full-fledged research centre.

We have been constantly updating our infrastructure and this year also we are procuring a number of equipment for the B.Sc. Visual Communication course and other courses. We are also adding many more journals and books to the library.

Despite being one of the youngest self-financing colleges in the university, we had the courage to submit ourselves to the rigorous scrutiny by National Accreditation and Accreditation Council (NAAC) during our sixth year of existence itself. I am happy to note that we could secure 2.89 in a scale of 4 and we have. Subsequently we have embarked upon a number of quality initiatives including centralised question paper setting and centralised valuation system. These two measures, at one stroke, not only obviate the scope for malpractices but also help ensure intimation of the marks to the parents within three days of the examinations.

I am happy to note that this year also as many as 12 of our students, 4 PG students and 8 UG students, have won university ranks including three first-ranks and our pass percentage has always remained one among the best in the university. It has been around 100 per cent at the PG level while it is about 90 per cent at the UG level.

Every year we have been taking placement of our students very seriously and this year also more than 675 offer letters from 30 renowned companies have already been distributed. We hope that at least 10 more companies would visit our campus shortly which would help some more students get employment.

Through this newsletter I reassure the parents of our students, who have been the pillars of our strength, that we would continue to render yeoman service to the poor rural students at the most affordable cost. Whatever benefits that we have been extending to the students belonging to the economically weaker sections will continue. Similarly our determination to extend quality-oriented teaching will continue to be the basic motif of our functioning.

While I bid farewell to more than 500 final year students who would be leaving our portals shortly into the "real world", I hope to welcome an equal number into our fold in a couple of more months.

To create and nurture a talent pool of youth through a holistically designed curriculum that departs from the routine mode of learning. It provides a high degree of personalized education and supports the advancement and dissemination of knowledge through teaching, research and scholarly activities.

The edifice of the college rests on a unique module where implementation of ideas and methodologies go hand in hand with learning. Established in the year 2007 by educationists as Trustees, the college has already set new benchmarks in the field of education. AJKCAS not only celebrates freedom of thought, cultivates vision and encourages growth but also inculcates human values and concern for environment and society 25km



EDITOR'S BIRD'S EYE VIEW

For AJK college of Arts and Science, 2015-16 was an academic year of unadulterated joy in terms of various achievements including securing a dozen university ranks.

After winning the accreditation of the National Assessment and Accreditation Council (NAAC), it embarked on several quality initiatives including centralised question paper setting and centralised valuation. Several memorable events took place during the year. Of course, the most memorable was the Graduation Day on Sept 6, 2015, in which K.Vijay Kumar, Senior Advisor, Ministry of Home affairs, who was instrumental in elimination of the dreaded sandalwood smuggler Veerappan, handed over the Bharathiar University degree certificates to ..489.. candidates. He delineated the growth of this technological world and the challenges facing the youth, especially in terms of employment.. While sounding a clarion call to the youth, who are the future rulers of this great nation, he urged them to develop self-confidence. "Believe in yourselves. You can always succeed", was his mantra.

Of course, the Department of Catering Science and Hotel Management, was the first to be off the block with launching a "culinary club" on the very first day of the academic year. It was inaugurated by none other than the national General secretary of the Indian Federation of Culinary Associations and Corporate Executive Chef of Club Mahindra Holidays and Resorts, Dr.Chef P.Soundararajan. The Tea Fest, organised by the Department in conjunction with its Cake and Bake Show on Dec 24 and 25, 2015, was a cynosure of all eyes. The fest provided an opportunity to the tea lovers of Coimbatore to taste as many as 45 varieties of tea brought from various parts of the world.

While the Department of Costume and Design organised designer shows on two days during December 2015, the Department of Information Technology conducted a national-level inter-school meet (Adroit-16) in order to stimulate scientific thinking among the youngest minds.

A number of national-level and state-level conferences, seminars and workshops on behalf of various departments were conducted and students of various departments went on industrial visits to several parts of the country. They include Ramoji Rao Film City, Hyderabad, Munnar, Thekkady, and Vikram Sarabhai Space Centre, Indian Space Research Organisation, Thuma, Thiruvananthapuram.

The most important activity of the college during the year was the attention accorded to placements. Till the end of March, 2016, more than 675 offer letters have been received and distributed to the students. Over 30 companies have already visited the campus and a dozen more are expected shortly. Most notable among the The recruiters include Tech Mahindra, Wipro, TCS, Accenture India, CCS Corps, GRT Radisson, Hyatt Hotel, ITC Hyderabad, and IDBI Bank



DEPARTMENT OF COMPUTER SCIENCE

The department organized a workshop on "Computer – The Basics" on Aug 3, 2015, with Mr.Mahavishnu, Team Leader, Astro technologies, Chennai, as the chief guest.



The Department conducted a Two Day National Conference on Recent advancement in Computer applications on Jan 28& 29, 2016 with Mr.B.Krishna, Senior Project Manager, Skava, Coimbatore, as the chief guest.

The Key Note Speakers were Dr.P.Ranjit Jeba Thangaiah, Head, Department of Computer Applications, Karunya University, Coimbatore, and Mr.Pranesh Mahendran, IT- Senior Business Analyst, Mahathi Infotech, Coimbatore.



The department organized a Guest Lecture on "ORGANISATION CULTURE" on July 6th.. 2015. Dr.R.Venkatapathy, Head, Department of MBA, Bharathiar University was the Chief Guest.



DEPARTMENT OF B.Sc CS

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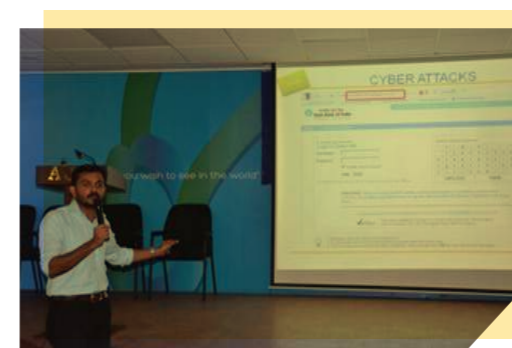


DEPARTMENT OF INFORMATION TECHNOLOGY

The workshop on photo shop was conducted on Aug 24/, 2015 by Mr.Abhijith and Mr.Thoufeeq of IInd B.Sc information technology. All the students of First year and Second year classes attended the workshop with great interest.



The seminar on Cyber security basics and challenges was chaired by Mr.Sankara Narayanan, Freelance Cyber security Consultant, Mannarkad.



A national level inter school meet was conducted by the department on Jan 6.2016. A large number of school students participated in the meet with great interest. Competitions such as QKING, CODEKING, SMARTSLIDE, WEBMASTER, SALESSTAR, TOPTYPYER, LUCYDRAW, BRAINBEE, AND MINUTE TO WIN IT were conducted. Prizes were distributed to the winners in the competitions., third places and the overall trophy was secured by Sri Narayana Public School, Elapully.



A seminar was conducted by the Department on Jan 25..2016 on the "IMPORTANCE OF SOFTWARE TESTING ON THE IT SECTOR" with Mr. Nidhin, a programmer at CTS Chennai (who is an alumnus of our college) as the chief guest.

A workshop was conducted on Feb 5, 2016 on "Evolving trends in software development" with Mr.Jameesh.N, Team Lead, Onsite Technologies, Palakkad and Mr.Kiran Haridas, Software Engineer, Focus Infotech, Kochi, as guests of honour. Both of them were alumni of our M.Sc (Software Systems) department.

DEPARTMENT OF COSTUME DESIGN AND FASHION

A Workshop on TEDDY BEAR MAKING was organized by the Department of Costume Design and Fashion on 22.07.2015 & 23.07.2015. The resource person was Mrs. Jayanthi from PREMIER FASHION INSTITUTE, Singanallur Coimbatore.



A Workshop was conducted by the department on FASHION ILLUSTRATION on Aug 17, 19 & 21, 2015. The resource person was Prof. EBINEZER, PSG College of Arts & Science, Coimbatore.



COSTUME

A WORKSHOP ON TERRACOTTA JEWELLERY MAKING was organized by the Department on August 20 & 21, 2015. The resource person was Mr. JOTHI from JOTHI'S EMBROIDERY, Saravanampatti, Coimbatore.

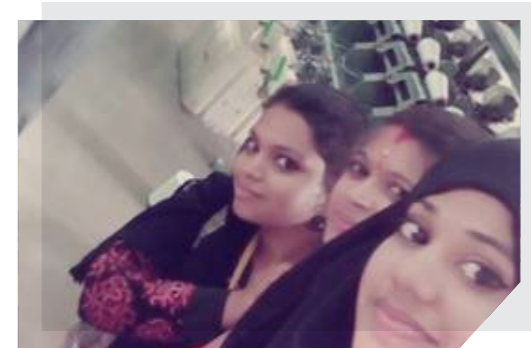


FASHION

An exhibition on LATEST JEWELLERY & TRADITIONAL DESIGN was conducted by the Department on Sept 31, 2015.



The students of the department went on an industrial visit to Suguna Spinning Mill, Kovaipudhur, Coimbatore. Oct 1, 2015



The Department also organized a Designer Show at Suguna Mahal, Peelamedu, Coimbatore, on December 24 & 25, 2015.



The students of the department went on an Industrial visit to Vani Fabrics, a knitting unit at tirupur, on Feb 10, 2016



DEPARTMENT OF BBA-CA

The department conducted an Outbound Training program for II BBA-CA students at Country Club, Coimbatore, on JAN 30 2016. Dr.E.Venugopal (Director, AJKIM), U.Sinthuja (Assistant Professor, BBA-CA) accompanied them.



BBA-CA has organized a one day Outbound Training program for II BBA-CA students at Country club Coimbatore on 6 JAN 2016, . Dr.E.Venugopal (Director, AJKIM), and K.Kandakumar (Assistant Professor, BBA-CA) accompanied them.



The Department organized a four- day Industrial Visit for III BBA-CA students to UTL Technologies on JAN 24th to 28th, 2016. They also visited Air force Technological Museum, Lalbagh Garden, and Sivan Temple in Bengalooru, Abbey falls, Golden Temple, Elephant training camp, Dubare, and Madikarai Fort in Coorg, Mysore Palace, Chamundi Hills, KRS dam, and Brindhavan Gardens.



DEPARTMENT OF COMMERCE (CA)

A Guest lecture on "UTILIZATION OF BANKING SERVICES"- was organized by the Department on July 22, 2015, with Mr. D. Vijay Krishnan, Branch Manager, State Bank of India, Tirupur, as the chief guest.

A Guest lecture on " ADVANCEMENT IN E-COMMERCE"- was conducted by the Department on July 23, 2015 with Dr. T Suganthalakshmi, Assistant Professor, Department of management studies, Anna university, Regional Office, Coimbatore, as the chief guest.

A Two Day National Level Conference on "New Paradigms In Strategic Customer Relationship Management - Issues, challenges and opportunities" was organized by the department on September 29th & 30th. 2015

Mr.Mr.K.V.John, General Manager, Precot Meridian Ltd., Palakkad, was the Chief Guest

Nearly 150 students, research scholars and faculty members from various colleges participated in the conference.

Mr.Ajeet Kumar Lal Mohan, Secretary and Managing Trustee of AJK Educational Institutions, presided over the conference. The conference abstract was released by the secretary it was received by the chief guest.

Dr.B.Sampath Kumar, Advisor of the college felicitated. Dr.Vijayachandran Pillai, Professor and Head, Department of Commerce and Management Studies, Calicut University, chaired the first technical session, and for

the second session the resource person was Ms.Beena Jayaseelan, Retail Head of Aircel Ltd., Coimbatore. The second day of the conference continued with the third technical session chaired by Dr.Dhanabackiyam, Associate Professor, Department of Commerce, Bharathiar University.

A Guest lecture on "Capital Market Reforms In India" was organized by the Department on Jan 23, 2016 with Dr. R. Amsaveni, Assistant Professor, PG and Research Department of Commerce, LRG Govt. Arts College for women, Tirupur as the chief guest.

An Inter-Collegiate Cultural Fest "Zebicom- 2016" was conducted by the Department at our College on February 24th and 25th. 2016. Mr.Shaju Sreedhar, Cine Actor and Mimicry Artist, Palakkad, was the Chief Guest. Many onstage and off stage events were conducted. More than 18 colleges participated in the events and won the prizes.



DEPARTMENT OF COMMERCE (PA)

The Department of Commerce (PA) conducted a Guest Lecture on "FINANCIAL ANALYTICS" on July 14, 2015 with Mr. R. Ashok Kumar as the Chief Guest.



The Department also conducted a State Level Seminar on "Impact of Corporate Social Responsibility on Economic Development of India" on Sept 22, 2015. Mr. J. EDWIN RATHINARAJ, Branch Manager (Retd) State Bank of India was the chief guest and Dr. J. JEBARAJ, Asst. Prof, Dept. of Economics, The American College, Madurai, was the Chair Person. Around 70 faculty members from various colleges took part in the seminar.



The students of the department went on an INDUSTRIAL VISIT on Sept 3, 2015, to "Doddabetta Tea Factory", Ooty. The students visited the production area and they were explained the methods and steps in manufacturing process and the ways of maintaining accounts.

COMMERCE PA

A Guest Lecture titled "SPEAK EASY" was arranged by the department on Jan 25, 2016. Mr. Kadamai Ravikanthan, Director, Centre for Better English, was the chief guest.



A workshop on TALLY ERP 9 was conducted by the department on Jan 29, 2016. With Mr. M. Saravan Selvam, Trainer, YRSK Technologies, was the chief guest.



PA

THE DEPARTMENT OF CATERING SCIENCE AND HOTEL MANAGEMENT

“CATERING”

INAUGURATION OF AJK CULINARY CLUB – 2015

Dr. Chef P. Soundararajan, General Secretary Indian Federation of Culinary Association and Corporate Executive Chef Club Mahindra Holidays and Resorts inaugurated the AJK Culinary Club on 1st June 2015 at the Dept of Hotel Management and Catering Science AJK College of Arts and Science. The inauguration was presided over by Mr. Ajeet Kumar Lal Mohan, Secretary, AJKCAS.



AJKCAS INTERNATIONAL CHEF'S DAY 2015

International Chef's day was celebrated at the Dept. of Hotel Management and Catering Science, AJKCAS, on 20th Oct 2015. Dr. B. Sampath Kumar, Advisor, AJK College of Arts and Science, was the Chief Guest. The theme of the programme was: "healthy kids-healthy future". Mr. Ajeet Kumar Lal Mohan Chairman AJK Educational Institution & Mrs. Bindu Ajeet Director – AJKCAS, distributed the prizes.



WORLD BREAD DAY 2015

World Bread Day 2015 was celebrated at the Dept. of Hotel Management and Catering Science AJKCAS on 16th Oct 2015. Mr. B.C. Kumar General Manager Vivanta by Taj Surya, gave away the Best Baker Award 2015. Bread Baking demonstration and Bread baking competition were part of the celebration. The students, along with the members of faculty, visited nearby orphanages and distributed the bread products to the inmates.



BAKE, CAKE AND TEA FEST 2015

Bake, Cake and Tea Fest 2015 was organized by the students of Hotel Management and Catering Science, AJKCAS, on Dec 24th and 25th 2015. A designer show by the students of Costume Design and Fashion, AJKCAS, was also part of the event. Mr. Nanda Kumar - President Indian Chamber of Commerce, Coimbatore inaugurated the cake & bake show. Chef Soundararajan - General Secretary IFCA, New Delhi, and Mr. B. Rajesh Chander - Past chairman - Tea trade association Coimbatore, were the Guest of Honour. Inaugural sale was done by Mr. Ajeet Kumar Lal Mohan, Secretary, AJK Educational Institutions.



THE DEPARTMENT OF VISUAL COMMUNICATION

The Department organised a workshop on "audio production" with Mr. Tony Raj, dubbing artiste, chairing the programme on July 14, 2015.

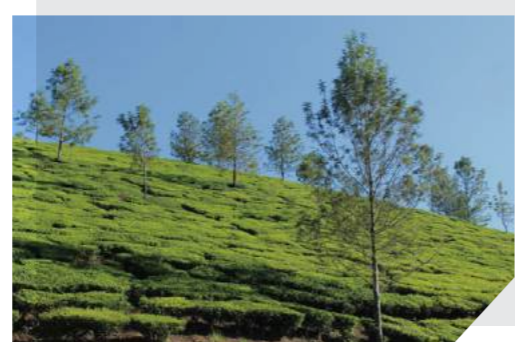
A guest lecture on "media today" was delivered by Mr. R.Y. Narayanan, former Deputy Editor, THE HINDU-BUSINESS LINE, on Aug 5, 2015.

The students of the department went on an industrial visit to Ramoji Rao Film City, Hyderabad, on Sept 17, 2015. That was a great learning experience for the students on film making.



The department also organized a workshop on "midi keyboard" and Mr. Jagadeesh, musician, was the anchor of the programme. A seminar and workshop on "movie making" was conducted on Feb 17, 2016 by the Department.

The students of the department went on an industrial visit and photography trip to Munnar and Thekkady on Feb 20 and 21, 2016.



Mr. Elaiyaraja, senior artist, conducted workshop on "basics of visual arts" under the auspices of the Department.



DEPARTMENT OF ENGLISH

Guest Lecture on A guest lecture on "The Role of Language and Literature in Shaping the Learner's Personality" was delivered by Dr. David Wilson, Asst. Professor, Dept. of English, Karunya University, Coimbatore. on Sept 29, 2015 to enable the learners to understand the Role of Language and Literature in Shaping their Personality.

A programme titled "LITT FEAST - 2016" was conducted on Jan 20, 2016 by the Department offer the students many facets of interesting experiences towards English learning, and to train and gain from multiple fun giving activities.



ENGLISH

DEPARTMENT OF ELECTRONICS AND COMMUNICATION SYSTEMS

The Department conducted a seminar on "FLEXIBLE ELECTRONICS" on August 12, 2015 with Mrs. Grace Assistant Professor, Department of Electrical and Electronics Science, Karunya University, Coimbatore, as the chief guest.



A seminar on "ROBOTICS" was organised by the department on September 28, 2015 and Mr. A. Prakash Embedded Developer, VeeXplore Coimbatore, was the chief guest.



Title : A seminar on "Internet of Things (IoT)" was organized by the Department on Dec 31, 2015 and the Chief guest was Mr. C. Dinesh Paalapan, Managing Director, Stairway Engineering Pvt. Ltd., Coimbatore.



Event : The department signed a Memorandum of Understanding (MoU) with UTL Technologies Ltd., Bengaluru. Mr. Arvind Govindraj, Business Consultant, UTL Technologies, was the chief guest. He assured that his company will render support to AJK College of Arts and Science in the areas of Guest Lectures, Faculty Development Programs, industrial visits, Internships with stipends and summer projects. He also assured that UTL technologies Ltd. will support the students in the sector skill development. This memorandum of understanding will enable the students to get practical exposure in the latest development in the sectors of Electronics, Communication and Information Technology.



The students of the Department went on an Industrial visit on Aug 17, 2015, to Vikram Sarabhai Space Center, Indian Space Research Organization, Thumba, Trivandrum



The students were taken on an Industrial visit to SFO Technologies Pvt Ltd., Kochi, on Aug 18, 2015.

The company provides electronics manufacturing services. in the areas of digital electronics, radio frequency and microwave assemblies, wire harnesses, fiber optics and opto-electronics assemblies, power supplies and magnetic solutions, sheet metal/ plastic enclosures and high level product assemblies. The company also provides DFM/DFT, component engineering, test engineering, test software development and test Jig fabrication, process development, process documentation, production line set up and qualification FMEA, proto part approval process, product qualification and manufacturing release, engineering change management.



Event : The students of the Department went on an Industrial visit to the Centre for Artificial Intelligence & Robotics, Defence Research and Defence Organization, Bengaluru., on Jan 25, 2016

Its research focus was initially in the areas of artificial intelligence and robotic control systems. Research and development group of electronics and radar development working in the areas of command control communication and intelligence systems, communication and networking and communication security were emerged with Centre for Artificial Intelligence & Robotics. CAIR also caters to users from other department of Govt. of India. CAIR provide high quality secure communication to Indian military.



The students of the Department were taken to Radio Astronomy Centre, Tata Institute of Fundamental Research, Ooty, on Jan 28, 2016. The ooty radio telescope is a cylindrical parabolic reflected surface. It is one of the most sensitive radio telescopes in the world. The reflecting surface of the telescope is made of 1100 thin stainless steel wires running parallel to each other for the entire length of the cylinder and supported on 24 steerable parabolic frames. An array of 1056 half wave dipoles in front of a 90 degree corner reflector forms the primary feed of the telescope. The telescope is currently being used mainly to observe inter planetary scintillation which may provide valuable information about the solar wind and magnetic storms that affect the near-earth environment.

PG DEPARTMENT OF SOCIAL WORK

The Department organized a programme titled "YOUTH AND TRUTH" enabling the students to talk about the current problems. POWER VISION TELEVISION, Kerala, was the CO-SPONSORS for the programme held on Sept 21, 2015.



The objective of the programme was to ascertain the perspective of the students with regard to various problems the society faces. The programme was split into three sessions where representatives from various classes participated and shared their views. The programme was recorded and telecast on the channel.

The department also organized "CATHARSIS 2015", a programme on addiction, on Sept 22 and 23, 2015. The CHIEF GUEST was Mr. Reji K. Thomas, Counsellor, Buena Foundation, Kerala.



Concept: In this Inter-departmental students counselling programme which was organized for two days, the chief guest enlightened the students on the importance of life, problems due to addiction and how to lead a healthy life. The programme was conducted using clippings and video which made the sessions lively and the students enthusiastically involved themselves in the discussion. Games were conducted to encourage the students to extricate themselves from their inferiority complex and to express their feelings with freedom.



The department organized a special event called "Light The Candle" at Anbu Illam - Coimbatore (Home for Street Children) on Dec 30, 2015.



Concept: The department planned to celebrate joy of love and joy of sharing through lighting the candle on the eve of New Year - 2016 with street children. The event propagated the message of care, joy, love and sharing. There are children who are abandoned in various forms like orphan, semi orphans, broken families, born for unwed mother, etc. Every human being is longing for love, care, affection and recognition. Everyone has the responsibility of sharing love and affection with one another. This was a special occasion to express our love and extend help to the needy. So the students organized this programme with children at Anbu Illam, Coimbatore. They collected money and bought them things like stationery, play things, and provisions and arranged afternoon meals for the children. The day spent with the children left an indelible impact on the children making them feel as if they are gifted with Parents and Good Life.

Objectives of the programme:

1. To motivate the students to share their joy and love with street children
2. To create a sense of social responsibility to help and support the needy.

SOCIAL WORK

PG DEPARTMENT OF COMMERCE



DEPARTMENT OF MALAYALAM



The Department organized a NATIONAL- LEVEL SEMINAR ON STRATEGIC E-COMMERCE IN EMERGING ECONOMIES - COMERCIO'14 with Mr. JAYAKUMAR RAMDASS, Managing Director, Mahendra Submersible Pumps Pvt Ltd, Coimbatore, & Vice president Coimbatore Management Association as the chief guest.

The department conducted a cultural fest titled "Keraleeyam" on Feb 9,2016 with Mr.Harikumar, Secretary, Lifeskill Foundation, and Mr.V.T.Vasudevan Master as guests of honour.



The Department conducted a GUEST LECTURE ON INTERNATIONAL TRADE with Mr. RAMASUBRAMANYA RAJA, Vice Chairman, Institute of Company Secretaries in India, Coimbatore Chapter, as the CHIEF GUEST



A programme to create AWARENESS ON STOCK EXCHANGE was organized with Mr. AMIRTAGATESWARAN, Business Development Manager, Geogit BNP Paribas Financial Service, Coimbatore, as the chief guest.



Mrs.CHITRA, S. Director, Annamalai Capital Services Pvt Ltd. Coimbatore. Delivered a GUEST LECTURE ON CAPITAL MARKET



MALAYALAM