

DR G R DAMODARAN COLLEGE OF SCIENCE

COIMBATORE -14

Minutes of the IQAC Meeting 2013 -14 - 27/08/13

Members Present:

1. Dr. C S Shobana
2. Ms. S.Brindha
3. Dr. S. Dhanraj
4. Dr. R Suganthi
5. Ms.S.Sujatha
6. Ms. Vanitha
7. Ms.G Radha
8. Ms. Asha Rani
9. Ms. M Chitra

The IQAC meeting was convened by the Principal Dr. T. Shantha.

- The committee approved the previous year's IAC report and decided to upload the same in the college website.
- IQAC committee decided to hold a Work shop in order to familiarize people about its functioning.
- The Principal advised the faculty members to enrich their publications further. They are in turn asked to publish the outstanding research work of the PG, M. Phil & Ph. D students. Faculty can guide them appropriately and can motivate them to make use of the in house journal WIDESPECTRUM.
- A detailed plan of action to be submitted by the individual departments to the IQAC Committee.
- Departments are instructed to strengthen the Industry Institution Interface through organizing Industrial visits, taking up small research based projects in few SMEs, inviting industry based speakers etc.

- Principal also insisted all the departments to follow up with updations in syllabus, organize guest lectures, placement training and activities meticulously so as to keep pace with the changing scenario and to provide the students with latest happenings in the corporate.
- It was also decided to nominate a faculty in each department who would take care of disciplinary issues of the students.
- The meeting ended with thanking all the members for their cooperation.


PRINCIPAL
Dr C R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
CIVIL AERODROME POST,
AVANASHI ROAD,
COIMBATORE - 641 014

Dr G R DAMODARAN COLLEGE OF SCIENCE

Coimbatore – 14

Minutes of the IQAC Meeting – 03.01.2014

The IQAC meeting was convened by the Principal Dr. T.Santha and the following members attended.

1. Dr.C.S.Shobana
2. Ms.S.Brindha
3. Dr. S.Dhanraj
4. Dr.R.Suganthi
5. Ms.S.Sujatha
6. Ms. Vanitha
7. Ms. G Radha
8. Ms.A.Asharani
9. Ms.M.Chitra

The Principal briefed on the Rationale of NAAC – Accreditation and Reaccreditation process, progress of the institution after attaining NAAC status and also highlighted the impact of continuous and consistency in Institutional empowerment.

The following points were discussed in the meeting.

- The institution will apply for reaccreditation during the year 2014.
- Year wise AQAR report of the IQAC has to be prepared from the academic year 2009 – 10 onwards
- Updating and Maintaining of related files and documents is vested with the individual departments.
- A separate IQAC office will be set up in GRDIM block.

- It was discussed that the office will maintain the IQAC files in the following aspects.
Institutional details, IQAC Composition and activities, Curricular aspects,
Teaching learning and evaluation, Research, Consultancy and extension,
Infrastructure and learning resources, Student support and progression,
Governance, leadership and Management, innovations and Best Practices.
- A copy of the AQAR report format for the academic year 2013 -14 is circulated to all departments.
- Any clarifications on the items given in the AQAR report format can be brought forward to the discussion in the next meeting.



PRINCIPAL

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AVANASHI ROAD,
COIMBATORE - 641 014**

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DR G R DAMODARAN COLLEGE OF SCIENCE

COIMBATORE -14

Minutes of the IQAC Meeting 2014 -15 26/8/14

The IQAC meeting was convened by the Principal Dr. T. Shantha.

Members Present:

1. Dr. S. Brindha
2. Dr. S. Dhanraj
3. Dr. R Suganthi
4. Dr.S. Sujatha
5. Ms.G Radha
6. Dr. R Jayanthi
7. Dr.S. Sitrarasu
8. Mr. Suresh
9. Dr. Poonkodi shree
10. Dr. Thayumanavan

- The IQAC Coordinator presented the activities proposed by the cell and the progress attained so far.
- The Principal appreciated the efforts taken by the admission committee, clear planning in executing and managing the crowd during the time of admission.
- There was a detailed discussion on planning and implementing of departmental activities for this academic year. The activities carried out should focus on research, YRC, NSS, department wise association activities etc. She also appreciated and insisted to strengthen the career and guidance cell further.
- The department are take effort in conducting remedial classes for students who have difficulties in appearing for arrear exams. The classes may be scheduled after the regular working hours. Previous year question papers may be reviewed, assignments etc can be given to the students.

- The research committee of the individual departments are asked to update their status in organizing research based activities and events. The results of Part I exam of M.Phil students were also taken into discussion.
- It was decided to provide materials for General awareness 100G & 200G for UG students prepared by the departments.
- The meeting ended with the formal thanks note by the Principal.



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DR G R DAMODARAN COLLEGE OF SCIENCE

COIMBATORE -14

Minutes of the IQAC Meeting 2014 -15 - 28/01/15

The IQAC meeting was convened by the Principal Dr. T. Shantha.

Members Present:

1. Dr. S. Brindha
2. Dr. S. Dhanraj
3. Dr. R Suganthi
4. Dr.S. Sujatha
5. Ms.G Radha
6. Dr. R Jayanthi
7. Dr.S. Sitrarasu
8. Mr. Suresh
9. Dr. Poonkodi shree
10. Dr. Thayumanavan

- The committee presented the updations and the progress of the activities carried out in line with the IQAC.
- The departments are asked to get ready with their department wise Self study report. The format of the same is circulated to all the HODs by mail. They are further instructed to be ready with all preparations pertaining to NAAC.
- ISO internal Audit shall be planned during first week of April 2015.
- The faculty members are asked to enrich their class room teaching, adopt new teaching pedagogy, and make a live interaction / participation of the students.
- The departments are advised to plan for more industrial visits, real time projects to enrich the students exposure to real world applications.
- Faculty members who have completed their Ph. D are asked to write proposals for minor and major projects. They are also advised to be familiar with the UGC norms & AICTE norms for applying for the same.

- The departments are instructed to organize Faculty Development Programmes / Management development Programmes , workshops etc in the area of specific.
- An informal Board of studies can be planned during the mid of march 2015. The individual faculty who handles the subjects are asked to incorporate the updations in the syllabus, refer some leading university syllabi, get inputs from various sources / experts.
- The recommendations of the informal BOS, should be clearly outlined before it is presented for Standing Committee and Academic council Committee. Meticulous effort should be taken in updating and revising the syllabus.


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DR G R DAMODARAN COLLEGE OF SCIENCE

COIMBATORE -14

Minutes of the IQAC Meeting 2015 -16 ~ 19/8/2015

Members Present:

1. Dr. T. Santha
2. Dr. S.Brindha
3. Dr. S. Dhanraj
4. Dr. R Suganthi
5. Ms.S.Sujatha
6. Ms. Vanitha
7. Ms.G Radha
8. Dr. Uma Maheswari
9. Dr.S.Kavitha
10. Dr.T.Arockia Sagayaraj

The IQAC meeting was convened by the Principal Dr. T. Shantha. The following aspects were taken into consideration for discussion

- The chairman, IQAC insisted on the inculcation of quality & values in teaching and learning. She also emphasized on the importance of adopting new technology in Teaching & Learning.
- Since the students are identified to be from various diverse backgrounds, the tutors and HOD's are instructed to interact with students frequently to ensure their comfort ability and commitment. There has to be openness and transparency in maintaining the decorum of the course.
- Faculty members are advised to attend NAAC and AICTE sponsored seminars, workshops, conferences etc
- The Principal advised the faculty members to enrich their publications further. They are in turn asked to publish the outstanding research work of

- the PG, M. Phil & Ph. D students. Faculty can guide them appropriately and can motivate them to make use of the in house journal WIDESPECTRUM.
- A detailed plan of action for the academic year is to be submitted by the individual departments to the IQAC Committee.
 - Departments are instructed to strengthen the Industry Institution Interface through organizing Industrial visits, taking up small research based projects in few SMEs, inviting industry based speakers etc.
 - It was also decided to nominate a faculty in each department who would take care of disciplinary issues of the students.
 - The meeting ended with thanking all the members for their cooperation.



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COIMBATORE -14

Minutes of the IQAC Meeting 2015 -16 - 3/2/16

Members Present:

1. Dr. S.Brindha
2. Dr. S. Dhanraj
3. Dr. R Suganthi
4. Dr.S.Sujatha
5. Mr. Mohan Raj
6. Dr. T Arockia Sagayaraj
7. Ms.G Radha
8. Dr. Uma Maheswari
9. Ms. Hema
10. Ms. Gokila

The IQAC meeting was convened by the Principal Dr. T. Shantha.

- The IQAC Coordinator presented the activities proposed by the cell and the progress of activities carried out by the various departments.
- The departments are asked to ensure whether all the students and faculty members are provided with the ID cards. They are supposed to follow up with the office.
- The tutors are advised to interact with the students atleast one hour / week to address on the rules, regulations, disciplinary issues or hear to any representation by them. The students who stay in hostel also to be monitored and keep track of their attendance.
- The office is getting ready with the NAAC SSR. In view of this the departments are asked to provide informations / data if requested by them.
- The IQAC report format for the year 2014 – 15 is circulated and the same to be submitted within a weeks time.

- The vigilant committee constituted is asked to be serious in being alert during the break times. Any disciplinary issues noticed should be brought to the notice of the HOD / Director and the Principal.
- Faculty members are instructed to present their lesson plan in detail and update the attendance status of the students in Edumanager on time.
- The arrangements for outstation visit, Industrial visits are to be planned well in advance. Getting of formal approval letter by the company, railway concession form, Bonafide certificate, permission for the students from the hostel are to be obtained well in advance. This would enhance the easy functioning and approval of higher ups easy.
- The admission for M.Phil / Ph.D is extended for 2 more weeks.
- The meeting ended with a thanks note.

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DR G R DAMODARAN COLLEGE OF SCIENCE
COIMBATORE -14

Minutes of the IQAC Meeting 2016 -17 - 24/8/2016

Members Present:

1. Dr. T. Santha
2. Dr. S.Brindha
3. Dr. S. Dhanraj
4. Dr. R Suganthi
5. Ms.S.Sujatha
6. Ms. Vanitha
7. Ms.G Radha
8. Dr. Uma Maheswari
9. Dr.S.Kavitha
10. Dr.T.Arockia Sagayaraj

The IQAC meeting was convened by the Principal Dr. T. Shantha. The following aspects were taken into consideration for discussion

- The committee approved the previous year's IAC report and decided to upload the same in the college website.
- The chairman, IQAC insisted on the inculcation of quality & enrichment in teaching and learning. She also emphasized on the importance of adopting new technology in Teaching & Learning, research focus and role of faculty members in shaping the younger generation.
- The tutors and HOD's are instructed to interact with students frequently to ensure their comfort ability and commitment. There has to be openness and transparency in maintaining the decorum of the course.
- Faculty members are advised to attend NAAC and AICTE sponsored seminars, workshops, conferences etc. They may approach the principal for prior permission through proper channel.

- The Principal further advised the faculty members to enrich their publications further. They are in turn asked to publish the outstanding research work of the PG, M. Phil & Ph. D students. Faculty can guide them appropriately and can motivate them to make use of the in house journal WIDESPECTRUM.
- A detailed plan of action for the academic year is to be submitted by the individual departments to the IQAC Committee.
- Departments are instructed to organize Industrial visits, taking up small research based projects in few SMEs, inviting industry based speakers etc.
- The meeting ended with thanking all the members for their cooperation.


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DR G R DAMODARAN COLLEGE OF SCIENCE

COIMBATORE -14

Minutes of the IQAC Meeting 2016 -17 - 31 /01 /17

Members Present:

1. Dr. T. Santha
2. Dr. S.Brindha
3. Dr. S. Dhanraj
4. Dr. R Suganthi
5. Ms.S.Sujatha
6. Ms. Vanitha
7. Ms.G Radha
8. Dr. Uma Maheswari
9. Dr.S.Kavitha
10. Dr.T.Arockia Sagayaraj

The IQAC meeting was convened by the Principal Dr. T. Shantha by formally welcoming the IQAC members.

- IQAC committee decided to hold a Work shop in order to familiarize people about its functioning.
- There was a detailed discussion on planning and implementing of departmental activities for this academic year. The activities carried out should focus on research, YRC, NSS, department wise association activities etc. She also appreciated and insisted to strengthen the career and guidance cell further.
- The department are take effort in conducting remedial classes for students who have difficulties in appearing for arrear exams. The classes may be scheduled after the regular working hours. Previous year question papers may be reviewed, assignments etc can be given to the students.
- The research committee of the individual departments are asked to update their status in organizing research based activities and events. The results of Part I exam of M.Phil students were also taken into discussion.

- A detailed plan of action to be submitted by the individual departments to the IQAC Committee.
- Principal also insisted all the departments to follow up with updations in syllabus, organize guest lectures, placement training and activities meticulously so as to keep pace with the changing scenario and to provide the students with latest happenings in the corporate.
- The meeting ended with thanking all the members and the Management for their support and involvement.


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DR G R DAMODARAN COLLEGE OF SCIENCE

COIMBATORE -14

Minutes of the IQAC Meeting 2017 -2018 23/8/17

Members Present:

1. Dr. T. Santha
2. Dr. S.Brindha
3. Dr. S. Dhanraj
4. Dr. R Suganthi
5. Mr.T Sundareswaran
6. Dr.S.Sujatha
7. Ms.G Radha
8. Dr.S.Sitrarasu
9. Dr. R Gokila
10. Ms. Hazel Verbina

The IQAC meeting was convened by the Principal Dr. T. Shantha.

- The IQAC Coordinator presented the activities proposed by the cell and the progress of activities carried out by the various departments.
- The Chairman appreciated the Admission Team for their tireless efforts shown towards the admission for the academic year 2017 -18. She also briefed on the profile students admitted. Since the students are identified to be from various diverse backgrounds, the tutors and HOD's are instructed to interact with students frequently to ensure their comfort ability and commitment. There has to be openness and transparency in maintaining the decorum of the course.
- The departments are asked to ensure whether all the students and faculty members are provided with the ID cards. They are supposed to follow up with the office.
- The tutors are advised to interact with the students atleast one hour / week to address on the rules, regulations, disciplinary issues or hear to any representation by them. The students who stay in hostel also to be monitored and keep track of their attendance.

- The chairman, IQAC insisted on the inculcation of quality & values in teaching and learning. She also emphasized on the importance of adopting new technology in Teaching & Learning.
- There are two FDPs proposed to be conducted during this Odd Semester as a part of IQAC.
- The Principal advised the faculty members to enrich their publications further. They are in turn asked to publish the outstanding research work of the PG, M. Phil & Ph. D students. Faculty can guide them appropriately and can motivate them to make use of the in house journal WIDESPECTRUM.
- A detailed plan of action for the Odd Semester 2017 -18 is to be submitted by the individual departments to the IQAC Committee.
- The meeting ended with thanking all the members for their cooperation.



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DR G R DAMODARAN COLLEGE OF SCIENCE

COIMBATORE -14

Minutes of the IQAC Meeting 2017 -18 – Even Semester – 29/1/18

Members Present:

1. Dr. T. Santha
2. Dr. S.Brindha
3. Dr. S. Dhanraj
4. Dr. R Suganthi
5. Dr.T Sundareswaran
6. Dr S Kavitha
7. Dr.S.Sujatha
8. Dr.S.Sitrarasu
9. Dr. R Gokila
10. Ms. Swathi

The IQAC meeting was convened by the Principal Dr. T. Santha.

- The meeting was initiated by requesting the heads to present their activities, results and achievements of individual departments for the Odd semester 2017-2018. Detailed discussions pertaining to results and remedies were carried out.
- The departments are asked to ensure whether all the students are coming with their ID cards. The concerned tutors are asked to instruct the students in turn on the same.
- The tutors are advised to interact with the students atleast one hour per week to address on the rules, regulations, disciplinary issues or hear to any representation by them. The students who stay in hostel also to be monitored and keep track of their attendance.
- The chairman, IQAC insisted on the inculcation of quality in research. The results of Part I M.Phil exams were taken into discussion. The emphasis on completion of NET/SLET by the faculty members as proposed by NAAC was also insisted upon.

- As a part of IQAC, two workshops and students competitions were proposed to organize during the month of February.
- The Principal advised the faculty members and research scholars to enrich their publications further.
- The faculty members are instructed to involve meticulously in revising the syllabus for their courses and the same may be represented in their respective departments Board of Studies. The syllabus are expected to be in detail with proper reference and updated as per the needs of the industry and current trend.
- The ISO External Audit for this year is scheduled during the month of March and the HOD are asked to update their internal documents.
- The meeting ended with thanking all the members for their cooperation.


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COIMBATORE -14

Minutes of the IQAC Meeting 2018 -19 – 2/8/18

Members Present:

1. Dr. T. Santha
2. Dr. S.Brindha
3. Dr. S. Dhanraj
4. Dr. R Suganthi
5. Mr.T Sundareswaran
6. Dr.S.Sujatha
7. Dr Sasikala
8. Dr.S.Sitrarasu
9. Dr. R Gokila
10. Ms. Hazel Verbina

The IQAC meeting was convened by the Principal Dr. T. Shantha.

- The IQAC Coordinator presented the activities proposed by the cell and the progress of activities carried out by the various departments.
- The Principal briefed the members on the preparatory aspects towards NAAC . A committee comprising of Dr V Revathy, Dr V R Kavitha and Dr Vanitha will be incharge of preparing the NAAC SSR report.
- The respective departments are instructed to furnish the details as and when the NAAC Committee asks for. A separate faculty member from each department is to be nominated to represent and hand over the NAAC details to the committee.
- The HOD's are asked to ensure whether all the students and faculty members are provided with the ID cards and instruct them to wear the ID cards inside the campus compulsorily.
- The tutors are advised to interact with the students atleast one hour / week to address on the rules, regulations, disciplinary issues or hear to any representation by them.

The students who stay in hostel also to be monitored and keep track of their attendance.

- The chairman, IQAC insisted the departments to emphasis more on research based activities which in turn should stress more of quality & values in teaching and learning.
- It is proposed to conduct one FDP and a National Conference during this Odd Semester as a part of IQAC.
- The Principal advised the faculty members to enrich their publications further. They are in turn asked to publish the outstanding research work of the PG, M. Phil & Ph. D students. Faculty can guide them appropriately and can motivate them to make use of the in house journal WIDESPECTRUM.
- A detailed plan of action for the Odd Semester 2017 -18 is to be submitted by the individual departments to the IQAC Committee.
- The meeting ended with thanking all the members for their cooperation.


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Dr. G. R. Damodaran College of Science (Autonomous)

Coimbatore – 14

ACTION TAKEN REPORT 2013 -2014

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year

Plan of Action	Achievements
Introducing new courses	M.A. English Literature (CA) M.Phil (Tamil) – FT & PT
Organizing workshop in the area of Research	Conducted a workshop on Research Analysis Using SPSS & AMOS on 13.02.2014 & 14.02.2014. Resource Person: Dr. Revees Wesely Professor, VIT, Chennai. Conducted a workshop / seminar / Guest lecture on “Identification of Potential Mycotoxin Producing Black Aspergilli and Occurrence of potential aflatoxin producing Aspergilli in Hungary on 22nd Nov 2013 Resource Person: Miss. Gyöngyi Szigeti and Miss. Nikolett Baranyi Bio-Eco club on 6th Mar 2014 Chief Guest: Mr Piyush Manush Conducted a workshop on Animation and Coreldraw on 10th Sep 2013. Resource Person: Mr. Imthiaz Mehboob sheriff, Multimedia Programmer, School of visual communication, Dr.G.R.D College of Science. Conducted a workshop on Robofeast 2013 on 21st Nov 2013 & 22nd Nov 2013. Resource Person: Mr. Anil Kumar Bogra, Mr. Subodh Kant, Robotics Engineers, IIT, Roorkee & Revert Technologies. Conducted a workshop on Appsfluxus '14 on 27th Feb 2014 & 28th Feb 2014. Resource Person: Mr. Ravikumar, Mr. Vikash Chauhan, Mr. Akash Singh, IIT, Roorkee & Finland labs.

	<p>Conducted an MDP on Change Management on 08.08.2013 Resource Person : Mr.SriKandiah Professor, Southampton Management School, U.K.</p> <p>Conducted an FDP on Behavioural Finance on 10.01.2014 Resource Person: Mr.Mohan.P Retd. Principal, Staff Training College, Lakshmi Vilas Bank, Karur. Mr.Marudhamuthu, Chief Manager, Forex Cell, Lakshmi Vilas Bank, Karur.</p>
Organising MDP / FDP's	<p>Conducted an FDP on Health is Wealth on 13th Dec 2013. Resource Person: Dr.M.Ganesh, Gastroenterologist, Former Consultant, Sheffield University-UK</p> <p>Conducted an FDP on Lively Teaching on 24th Jan 2015. Resource Person: Dr Ian Chai , Faculty of Engineering, Mulitmedia University, Malaysia</p> <p>Conducted an FDP on Effective Research Proposal Writing on 7th Apr 2014. Resource Person: Prof.Dr.Sudhanshu Shek-har Jamuar, Department of Electrical Engineering, University of Malaya, Kualalumpur, Malaysia.</p> <p>Conducted the Bioscience Journal club on 20th Sep 2013 Conducted a Guest lecture on 22nd Nov 2013 by Gyöngyi Szigeti Conducted a one day training course on</p> <p>“HACCP Principles and Application in Food industry” by NIST Institute Private limited on 4th Mar 2014 Conducted a seminar on Security and Challenges in Cloud Computing on 4th July 2013 Resource Person: Mr.V.Murali, Senior Director, Newyork City Transit (Technical Solutions), USA</p> <p>Conducted a seminar on Vex Robotics Design System on 24th July 2013. Resource Person: Mr.S.Madhusudhanan, Head Broadcast and Education Solutions, Darsh Techno Systems, Chennai.</p>

<p>Research based conferences & Seminars</p>	<p>Conducted a seminar on Professionalism – Inauguration on 31st July 2013.</p> <p>Resource Person: Mr.Kanakaraj Duraisamy, Associate Director, Projects, Cognizant Technology Solutions, Coimbatore.</p> <p>Conducted a seminar on Cognizant Evolve Programme on 7th Aug 2013.</p> <p>Resource person: Mr.Thiagu Dharmalingam, Human Resources, Cognizant Technologies Solutions, Coimbatore.</p>
	<p>Conducted a seminar on Current Technologies and Higher Educations on 13th Aug 2013.</p> <p>Resource person: Mr.Vasanth kumar B.E.,MBA., IMS Learning Resources Pvt Ltd,Coimbatore.</p> <p>Conducted a seminar on Wireless Networks on 19th Aug 2013.</p> <p>Resource person: Mr.P.Raman, Director, Ransys Bios Technologies Pvt Ltd, Chennai</p> <p>Conducted a seminar on Ethical hacking on 27th Aug 2013.</p> <p>Resource person: Mr.Ankit Fadia, Computer Security expert, Mumbai.</p> <p>Conducted a seminar on Challenges in Cloud Computing on 21st Aug 2013.</p> <p>Resource person: Mrs.C.Sreevalli, IT Project Manager, Sanmina Corporation, San Jose, USA.</p> <p>Conducted a seminars on Motivation to Research on 5th Sep 2013.</p> <p>Resource person: Dr.G.R.Karpagam, Professor, Department of Computer Science and Engineering , PSG College of Technology.</p> <p>Conducted a seminar on Current Trends in Animations on 19th Sep 2013.</p> <p>Resource person: Mr. Rajendran Krishnaswamy, Director, Arena Animation, Coimbatore.</p> <p>Conducted a seminar on Funding Opportunities for Research on 19th Sep 2013.</p>

Resource person: Mrs.S.Lalitha Nagesvari,
Program Coordinator, United State India
Educational Foundation.

Conducted a seminar on The Research is-
sues in Network Security on 28th Sep 2013.

Resource person: Dr.S.Selvakumar, Profes-
sor & Head, Department of Computer Sci-
ence & Engineering, National Institute of
Technology, Tiruchirappalli - 620 015.

Conducted a seminar on Image Vision on
10th Oct 2013.

Resource person: Prof.Bhanu Prasad Pin-
namaneni,Adviser, Kelenn Technologies,
France, Adviser, Shubham Technologies,
Ahmedabad.

Conducted a seminar on Cloud computing
on 24th Oct 2013.

Resource person: Mr.Sachin Waingankar,
Head - Technical, Zenith World
Group,
Mumbai.

Conducted a seminar on Apple iOS Devel-
opment on 25th Oct 2013.

Resource person: Ms.Sharanya, iOS appli-
cation developer, Atom systems, Coimba-
tore.

Conducted a seminar on Service Oriented
Architecture on 5th Nov 2013.

Resource person: Dr.G.Zayaraz
,Department of Computer Science & Engi-
neering,Pondicherry Engineering College,
Pondicherry.

Conducted a seminar on Aberyswyth's Sail-
ing Robots on 28th Nov 2013.

Resource person: Dr.Edel Mary Sherratt,
Department of Computer Science, Abery-
swyth University, Wales, UK

Conducted a seminar on Multimedia and
Animation on 31st Dec 2013.

Resource person: S.Thiyagarajan
Operations Head
Image - Institute of Multimedia Arts &
Graphic Effects.

Conducted a seminar on Orientation by
Launchpad on 2nd Jan 2014.

Resource person: Mr.James Vineeth,

Launchpad, Coimbatore.

Conducted a seminar on Where should I Go

& What should I do on 3rd Jan 2014.
Resource person: Thiru N.C. Nandagopalan Secretary, PSGCAS Coimbatore.

Conducted a seminar on Business Analytics on 7th Jan 2014.

Resource person: Dr.U. Dinesh Kumar, Professor, IIM, Bangalore.

Conducted a seminar on Tip and Shortcuts for Problem Solving in Mathematics on 7th

Jan 2014.

Resource person: Mr.V.Sasikumar, PSG Sarvajana School, Coimbatore.

Conducted an International Conference on

Advances in Information Technology and Networking on 22nd Jan 2014.

Resource person: Dr Ian Chai, Faculty of Engineering, Multimedia University, Malaysia.

Conducted a seminar on Big Data Security and Visualization on 26th Feb 2014.

Resource person: Dr Aravind Benegal, Vice President, Technology Practice, Persistent system limited, Pune.

Conducted a seminar on Agile Project Management Techniques on 5th Mar 2014.

Resource person: Mr. Vinod Vijaya Kumaran TCO Labs India-Integration Services, SAP Labs India Pvt. Ltd., Bangalore.

Conducted a seminar on Eigen value in Extraction of Image Features on 7th Mar 2014.

Resource person: Dr. D.S.Guru, Professor, Department of Studies in Computer Science, University of Mysore, Mysore.

Conducted a seminar on Research Focus on Soft Computing Techniques on 14th Mar 2014.

Resource person: Dr. U.S.Ragupathy Professor and Head
Department of Electronics and Instrumentation Engineering, Kongu Engineering College, Perundurai, Erode.

Conducted a seminar on National Science Day on 7th Mar 2014.

	<p>Resource person: Prof.Dr.K.Ramasamy, Vice Chancellor, Tamilnadu Agriculture University, Coimbatore.</p> <p>Conducted a seminar on Intel in Mobile! on 22nd Mar 2014.</p> <p>Resource person: Mr. Vishnuraj, Analog Engineer, Intel, Boston, USA.</p> <p>Conducted a CEO's Words Series - "E-Commerce and Entrepreneurship" on 21.08.2013</p> <p>Resource Person: Mr.RahulNarvekar, NDTV Ethnic Retail Ltd, New Delhi</p> <p>The students were encouraged to participate in various social activities like Visits to orphanages, activities in Red Ribbon Club, NSS, Model Exhibition and World Sparrow Day Celebrations as a part of Geo Green Club activities.</p> <p>Eco-Club activities were conducted in collaboration with "OSAI", An Environmental NGO in Coimbatore .</p> <p>I Year & III year students went for Industrial Visit to</p> <ul style="list-style-type: none"> ❖ Center for Human genetics <p>Project directorate on Animal disease Monitoring and Surveillance</p> <p>Joy of Giving: A Team of students from I year MBA involved in the following activities in this program during August, 2013.</p> <ul style="list-style-type: none"> ➤ Tree saplings were given to the students of Govt. Girls Hr.Sec. Schools, and to some of the households. ➤ Donated old cloths, books and toys to a Charity Trust. <p>Joy of Giving A Team of five students from all UG and PG classes involved in the following activities in this program.</p> <ul style="list-style-type: none"> ➤ Gifted dress materials to new born babies ➤ Provided drawing, story book and abacus tools to the children of 10 to 15 years old.
Promoting entrepreneurship among students	
To enrich the social reach of the student	

	<ul style="list-style-type: none"> ➤ Tree saplings were given to the students of Govt. Girls Hr.Sec. School, BOA School and to some of the households of RS Puram. ➤ Donated old cloths, books and toys to a Charity Trust. <p>Conducted Blood donation camp</p> <p>Conducting various social awareness campaigns like Child Labour, Go Green, Road Safety, Give what you can, etc;</p> <p>Walkathon for Cancer awareness.</p>
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Coimbatore – 14

ACTION TAKEN REPORT 2014 -2015

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year *

Plan of Action	Achievements
Introducing new courses	PG Diploma in Entrepreneurship Development (Part time) PG Diploma in Robotics (Part time)
Organising workshop in the area of Research	Conducted a workshop on Research Analysis Using SPSS & AMOS on 13.02.2014 & 14.02.2014 Resource Person: Dr. Reeves Wesely, Professor, VIT, Chennai Conducted a workshop on “Research Analysis using SPSS” on 11.08.2014 Resource Person: Dr.Kirupa Priyadarsini.M, Associate Professor, KCT Business School. Organized a guest lecture on “Business data analytics” on 12.08.2014. Resource Person: Mr. B.Venkataraman, Saudi America Bank, Samba Financial Group, Saudi Arabia. Organized a one day seminar on “WebDesigning Techniques” on 27.08.2014 Resource Person:Ms.A.Panimalar, Technical Lead for Web Development, Knipper HealthCare, New Jersey, USA. Organized a guest lecture on “Graphics and Web Designing” on 04.09.2014. Resource Person:Mr.S.Thiyagarajan, Operations Head,Image - Institute of Multimedia Arts & Graphic Effects, Coimbatore Organized a One day seminar on “An-droid Apps”,

	<p>on 29.10.2014 Resource Person: Mr. B. Saravanakumar, NIIT, Peelamedu, Coimbatore.</p> <p>Organized a one day lecture on “WEKA –A data mining tool” on 20.10.2014. Resource Person: Dr. N. Karthikeyani Visalakshi, Department of Computer Applications, Kongu Engineering College, Perundurai.</p> <p>Organized an invited talk on “Software technologies” on 22.11.2014.Resource Person: Mr. Asaithambi Vajaravelu, UI/UX designer, Vimida M Das, Story teller Prob Gyan, Typography expert</p> <p>Organized an invited talk on “Android Apps Development” on 03.01.2015 Resource Person: Mr.Vimal Jose, Manager, GDG Organized a guest lecture on “Web de-signing and 3D animation “ on 28.01.2014 Resource Person: Ms. Sapna Agarwal, Branch Head, Apex Institute of Multimedia, Coimbatore.</p> <p>A special lecture programme on “Hu-man-Computer Interaction” on 07.11.2014. Resource Person:Dr. David Christoper Cobham, University of Lincoln, UK.</p> <p>Organized a Invited Talk on “Pattern Mining from social media” on 06.08.2014. Resource Person: Dr.Takako Hashimoto, Associate Professor, Chiba University, Japan. Coordinator, IEEE Women in Engineering, Chair, IEEE Japan Council Women in Engineering.</p> <p>Organized an invited talk on “Opportu-nities in HULT” on 06.01.2015 Ms. Babita, Manager, South Asia, HULT Business School, USA.</p> <p>Organized a guest lecture on “Data min-ing research” on 09.01.2015.</p>
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<p>Research based conferences & Seminars</p>	<p>Resource Person: Guest: Prof. Saravanan Venkataraman, Department of Computer Science, Majmaah University, Kingdom of Saudi Arabia.</p> <p>Organized a guest lecture on “Interpersonal Communications” on 23.07.2014 Dr. Z.N.Patil, EFL University, Hyderabad and Dr. Roy P.Veetil, Sohar University, Muscat.</p> <p>Conducted One day Seminar on “Motivation – A Line” on 30.06.2014 Resource Person: Thiru. N.C. Nandagopalan Secretary, PSGCAS, Coimbatore.</p> <p>Conducted One day Seminar on “Scope of IT in Indian Army” on 10.07.2014 Resource Person: Capt. Vinay Patric 93 Field Regiment Indian Army</p> <p>Conducted a one day seminar on “Higher Education” on 13.08.2014. Resource Person: Swarnalatha Ashok, Ariel Lee, Institute of System Science, National University of Singapore.</p> <p>Organizing a series of programme on “Mathematics Made Easy” on 12.01.2015 for school children. Resource Person: Mr. Centum Suresh Managing Trustee Vidya vikas institutions</p> <p>Conducted a one day seminar on “ Higher Education – A Glance “ on 22.01.2015. Resource Person: Mrs. Nagalakshmi, Director-Academ-ics, Career Zone, Coimbatore.</p> <p>Conducted a guest lecture on “Civic challenges in Technology” on 31.01.2015. Resource Person: Mr. Sandeep Agarwal, Senior Vice President, Happiest Minds Technologies Pvt Ltd, Bangalore</p> <p>Conducted a one day seminar on “ Perspective opportunities in Higher Education “ on 13.02.2015. Resource Person: K. Sasidharan Nambiar, Director, IMTP Consultancies Serviers (Chennai) Pvt. Ltd.</p> <p>Organized a one day guest lecture on “UPSC(IAS)/TNPSC an analysis” on 17.02.2015.</p>
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	<p>Resource Person:Mr. A. Saravanakumaran, Director, Ra-dian IAS Academy.</p> <p>Organized a one day seminar on “ Job Portals – An overview” on 16.03.2015. Resource Person: Mr.Arun Director, Firstjobs.com</p> <p>Organized a One day Workshop on “Career Opportunities” on 17.10.2014.Resource People: Mrs. Sudha Sudeep, Holland House, Bangalore. Prof. Anto, Director - Academics Relations, cbe.</p> <p>Conducted One day National Confer-ence on “Managing Global Competitiveness through Managerial Excellence” on 06.10.2010</p> <p>Conducted One day National Conference on “Management In New Era- Issues and Challenges” on 14.02.2013</p> <p>Organised International Conference on Advances in Information Technology</p> <p>Organised International Conference on Advances in Information Technology and Networking on 20.02.2015</p> <p>Conducted a seminar on “Current Trends in NanoTechnology” on 16.06.2014 Resource People: Dr. R. Balachandran, Faculty of Engineering, Multimedia University, Malaysia.</p> <p>Dr. K.S. Subramanian,Department of Nano Science & Technology,Tamilnadu Agricultural University, Coimbatore.</p> <p>Conducted a Seminar on “Next Genera-tion Mobile Apps” on 19.06.2014 Resource Person: Dr. Anand Bhojan,School of Computing,National university of Singapore</p>
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	<p>Organized a seminar on “ERP trends in IT Sector” on 04.07.2014.</p> <p>Resource Person: Mr. K.Rajesh Director & CEO, Conquer Infotech India Pvt Ltd, Coimbatore.</p> <p>Organized a guest lecture on “Current Networking Trends” on 15.07.2014.</p> <p>Resource Person: Ms. Vaishnavi.R Solution Consultant CISCO Systems London</p>
Promoting entrepreneurship among students	<p>Organized a lecture on “Age of Elec-tronic Warfare – Trends and Defects” on 18.07.2014.</p> <p>Resource Person: Shri Lokesh B. N., Scientist, Defence Avionics Research Establishment, DRDO, Ministry of Defence</p> <p>Organized a lecture on “Current Expectations in IT sector” on 23.07.2014. Resource Person:</p> <p>Mr. S.Venkatesan, Easy Design Systems Pvt. Ltd., 88, Maheswari Nagar, II Cross, Coimbatore- 641004</p> <p>Organized a lecture on “Recent Trends in IT” on 20.08.2014.</p> <p>Resource Person:</p> <p>Mr. Mayank Gupta, HR of the South Indian Region, Dell International Services Ltd.</p> <p>A Programme from IIT Bombay Online Tutorial session on “Workshop on C and C++” on 01.08.2014 in Open Source Lab</p> <p>Organized an invited talk on “Research problems in Image and video computing” on 24.12.2014.</p> <p>Resource Person Dr. P.Nagabhushan, Professor, Department of Computer Science, University of Mysore.</p>
To enrich the social reach of the student	<p>Organized a Research Discussion on 13.08.2014.</p> <p>Resource Person: Dr. M.Hanumanthappa, Professor & IT Head, Department of Computer Science, Bangalore University, Bangalore - 56.</p>

	<p>Organized a guest lecture on “Key aggregation in Cloud application using Web Services” on 29.11.2014.</p> <p>Resource Person: Mr. M. Eswaran, Sr. Technical Consultant, PORAS Technologies India Pvt Ltd, Coimbatore</p> <p>Organized a guest lecture on “Analyze Big data with Orange” on 23.12.2014</p> <p>Resource Person: Dr. T. Senthil Kumar, Department of Computer Science and Engineering, Amritha University, Coimbatore.</p> <p>Organized a guest lecture on “Mobile Strategies and Entrepreneurship” on 05.09.2014.</p> <p>Resource Person: Mr. Abdul, Technical Architect, Georgia Technology Authority (State of Georgia), USA</p> <p>Organized a guest lecture on 17.07.2014 on “Logistics and Shipping”</p> <p>Resource Person: Capt. V.J. Pushpakumar Director - Indian Institute of Logistics</p> <p>Conducted Brand Expo'14 on 21.02.2014 for all the students</p> <p>Students of BBM were Participated in a workshop on Entrepreneurship Development in Vidyasagar College of Arts & Science, Udumalpet on 21.01.2011</p> <p>Conducted E-Carnival a program to give a hands on experience of Entrepreneurship for BBA students on 16.09.2011</p> <p>Conducted Brand Expo'14 on 10.09.2014 for all the students</p> <p>Conducted Various Guest Lectures on by eminent Entrepreneurs for all the students.</p> <p>Each semester the students of BBA visit various production based companies to have a practical exposure towards the various functionalities of the industries.</p>
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	<p>"Business Skills for Life" - Prof.Srikandiah, University of South-ampton, UK- IT BLOCK On1-8-2014</p> <p>CEO's WORD SERIES- Ms.Sumit Dutta Chowdhury, CIO, Reliance Jio Infocomm Ltd on 28.11.2014- IT BLOCK</p> <p>CEO's WORD SERIES- Mr. Pasupathi S, Vice President, CareerNet Consult-ing- IT BLOCK on 23.1.2015</p> <p>Conducted Eco-Club snake Awareness program by BBM students to the other school students on 05.03.2011 Resource Person: Mr.Nirmal Kumar The students of the BBM have formed an Eco-Club in association with Siruthuli, Coimbatore. And actively doing environment friendly activities.</p> <p>Conducted one day workshop on Environmental awareness by dis-tributing saplings to various schools around peelamedu on 30.08.2010</p> <p>Students of BBA visits Shanti Ash-ram, an NGO for having an insight of various problems exists in the so-ciety.</p> <p>Workshop on Environmental Awareness by "Osai Kalidas" and distributed saplings to the students and Faculty members of the college.</p> <p>The students were encouraged to participate in various social activi-ties like visits to orphanages, activi- ties in Red Ribbon Club, NSS & YRC</p> <p>Conducted a seminar on Environ-mental Awareness by Mr.Engals Raja, Vanagam(NGO), Karur.</p> <p>Conducted a seminar on Waste Management for the students by Mr.Thayumanavan, Assistant Pro-fessor, Dr.GRDCS</p> <p>Students went for one day farm field visit to</p>
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	<p>Santhosh Farms, Pollachi on 18.09.2014 Students went for a Eco-Club Trekking to Nilgiri Biosphere Park, Aanaikatti on 06.03.2015</p> <p>Joy of Giving A Team of five students from all UG and PG classes involved in the following activities in this program.</p> <ul style="list-style-type: none"> ➤ Gifted dress materials to new born babies
	<ul style="list-style-type: none"> ➤ Provided drawing and story book and abacus tools to the children of 10 to 15 years old. ➤ Tree saplings were given to the students of Govt. Girls Hr.Sec. School, SBOA School and to some of the households of RS Puram. ➤ Donated old cloths, books and toys to a Charity Trust. ➤ Conducted Blood donation camp Conducting various social awareness campaigns like Child Labour, Go Green, Road Safety, Give what you can, etc; <p>Walkathon for Cancer awareness;</p>



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ACTION TAKEN REPORT 2015 -2016

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year

Plan of Action	Achievements
Teaching & Learning	<p>Celebrities, Mentors and experts like Mr.SamCawthorn, Motivator, Australia; Dr.KiranBedi, Social Activist, Former IPS Officer, New Delhi; Mr.KetanBhagat, Author – Child-God; Hip Hop Thamizhan, Film Actor, Music Director; Mr.Jeyam Ravi (Film Actor), Mr.Raja Mohan (Film Director); Mr.AnilSrinivasanClassical Pianist; Mr.Madhavan, Tamil Film Actor; Ms.Amy Jackson,Film Actress; Mr.ArunachalamMuruganantham, Menstrual Man, Padmasree Awardee, Social Entrepreneur, Coimbatore; Ms.Eunice Elisabeth Olsen, Actress, Model, Musician, Business woman, Parliamentarian, Singapore, were invited in a program called Face-to-Face and the students learned a lot by listening their successful stories and interacting with them.</p> <p>In order to have a practical industrial exposure, the students were taken to visit a number of industries in local and abroad which includes Invest Expo at Suguna kalyana Mandapam, Coimbatore; Industrial Visit to Kirtilals – Diamond Jewellery Manufacturing, Coimbatore; Adithya Aluminium Company, Coimbatore; Roots Industries Ltd, Coimbatore, Texshan Exports, Tiruppur and International Industrial Visit to Malaysia where they visited</p> <p>Royal Selangor Visitor Centre, Saloma - Cocoa Boutique, North Port, Watch Emporium</p> <p>Union Budget - Observing live telecast of the presentation of Union Budget in the Parliament and having a panel discussion on the budget issues.</p> <p>AVTAR - an International Film Fest and a good Platform for students from all over the world to exhibit their creativity and excellence. There were 80 entries from all over the country and 22 international entries from seven countries.</p>

	<p>FRAMES - Students short films, television commercials and documentaries were screened and their work were appreciated with awards and recognitions (Held on 4th March 2016).</p> <p>SCOPE - Students photographs were displayed throughout the year, (every week new photographs) , and their participation and talent were appreciated with awards at the end of the academic year.</p> <p>FOCUS - Annual photography exhibition on different genres was held on 4th March 2016.</p> <p>ACADEMICS - Along with premier institutions of India like IIT, IISc many hands on sessions, workshops and aptitude tests were organized for the students and the students were duly awarded for their participation and success in the competitions</p> <p>Kovai Techathon- a non-stop coding event for 30 hrs conducted in association with TiE in which our students participated and won prizes.</p> <p>Conducted Intercollegiate and Intracollege cultural meet "SEIZEL where students had an opportunity to exhibit their talents both technically and culturally.</p> <p>Soft Skill Training Programme was conducted in the language lab to improve students vocabulary</p> <p>Conducted Workshop by Spoken Tutorial Project - Indian Institute of Technology (IIT), Bombay on C & C++</p> <p>Organized Intra Mural Sports Meet, events for the students.</p> <p>Boot Camp and Industrial visits were organized for both UG and PG students.</p> <p>Contest on Mobile Apps development was conducted.</p> <p>Conducted seminar on Interpersonal Communication Skills, Mathematics Made Easy - Series – III by Mr.Centum Suresh, Managing Trustee, Vidyaa Vikas Institution</p> <p>Conducted seminar on Current trends in Nanotechnology by Dr. R. Balachandran, Faculty of Engineering, Multimedia University, Malaysia. & Dr. K.S. Subramanian, Department of Nano Science & Technology, Tamilnadu Agricultural University, Coimbatore.</p> <p>Basics of Investments – Mr.Alwar, Branch Manager, Yes Bank LTD, Coimbatore on 07/12/2015</p> <p>BOOT CAMP Organised by Master Stroke @ Munnar for I BBA and II BBA Students on 05/02/2016 - 08/02/2016</p>
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<p>2. Research</p>	<p>New Directions by Mr.Anupam Tiwari, Head Corporate Affairs HPCL.</p> <p>CEO Words Series on Business Intelligence by Mr.Radhakrishnan,General Manager – Operations Functional, HPCL.</p> <p>Conducted Workshop on ‘SPSS and its applications’ by Dr.S.Brindha and Dr.S.Kavitha</p>
	<p>Feedback was collected from the students at the end of each semester and on this basis plan of action is initiated</p> <p>Several Publication of research articles by faculty in (National &International) journals</p> <p>Seminar on WEKA – A Data Mining Tool by Dr. N. Karthikeyani Visalakshi, Department of Computer Applications, Kongu Engineering College, Perundurai.</p> <p>Seminar on Analyse Big Data with Orange by Dr. T. Senthil Kumar, Department of Computer Science and Engineering, Amritha University.</p> <p>Research Problems in Image and Video Computing by Dr. P.Nagabhushan, Professor, Department of Computer Science , University of Mysore</p> <p>Seminar on Web Designing and 3D Animation by Ms. Sapna Agarwal, Branch Head- Apex Institute of Multimedia, Coimbatore</p> <p>Organised Second International Conference on “Advances in Information Technology and Networking”</p> <p>Research discussion on Data Mining & Security with Dr. D S Guru, Professor & Nodal Officer, CBCS Education, Department of Studies in Computer Science, University of Mysore</p> <p>World Zero Emission Day with Geo Green computing club, to issue pollution certificate to vehicles in our campus</p>
<p>3. Community Reach</p>	<p>Geo Green Computing Club celebrated the World Sparrow Day.</p> <p>A special lecture on AIDS Awareness programme delivered by Dr. K. Mahadevan, Prof & HOD (Retd.) Dept. of Venereology, Coimbatore Medical College, Coimbatore.</p>

	<p>Visited Sri Ramakrishna Ashram, Pallapalayam, Irugur and conducted games and provided stationaries on 19.10.2015</p> <p>Visited Green Valley Charitable Trust, CheranMaa Nagar and Provided rice and groceries on 20.10.2015</p> <p>Visited Bethesda Mission at Kallar, Mettupalayam conducted games and served lunch. Students also provided stationaries and two bags of rice</p> <p>Contributed money, cloths and eatables (biscuits, water bottles etc.) to Chennai Flood Relief</p> <p>35 saplings were planted in the college campus by I Year MBA students as an initiative of Afforestation.</p> <p>Blood donation, Walkathon, Chennai Flood Relief fund, Tree Plantation, Joy of Giving were also organised</p> <p>‘Say cheese’ Photo booth was organised in the campus to collect funds for Cancer affected children in palliative care, Coimbatore Cancer Foundation, GKNM hospital, CBE.</p> <p>Breast Cancer awareness campaign was conducted by National Service Scheme to bring awareness about Breast Cancer.</p> <p>Social awareness advertising campaign were part of the course. Various social issues like ill effects of smoking piracy, expiry date of drugs, Swacch Bharath, Stress Management, autism was carried out by students.</p> <p>Advertising campaign to promote products was organised.</p> <p>Department of Bio Technology organized a Faculty Development Program titled “Preventive Measures for cardiovascular Disease” addressed by Dr. Muralidharan, Consultant</p>
	<p>Conducted Mobile Strategies & Entrepreneurship by Mr. Abdul, Technical Architect, Georgia Technology Authority, (State of Georgia), US</p> <p>Visited Orphanages like El-Shaddai Children, United Orphanage for disabled and Aravanikkum Anbu Illam,</p>

<p>4. Workshops / FDP, MDP</p>	<p>Students Donated Dress materials, Groceries and stationeries for children</p> <p>Short term course on 'Emotional Intelligence' by Mr.ShriKandiah, Professor, Southampton Business School, UK.</p> <p>Certified course on 'Business Analytics' by IBM</p> <p>Yes + ! by Ms. SasirekhaVenkatesh, Chartered Accountant, Volunteer, Art of Living, Coimbatore</p>
	<p>Workshop on 'SPSS and its applications' by Dr.S.Brindha and Dr.S.Kavitha</p> <p>Mentoring Program on Foreign Trade for I-Generation entrepreneurs in International Trade, an Initiative by DGFT by Smt. K. Suganya, Asst. Dr. Gen. of Foreign Trade</p> <p>Short term course on 'Change Management' by Mr.ShriKandiah, Professor, Southampton Business School, UK.</p> <p>'Compass' A directive program for enhancing the employability skills by Mr. PasupathySankaran, Sr.Vice President, HR, Careernet Solutions, Bangalore.</p> <p>'Compass' -Exploring new directions by Mr.T.Baalaajee, Media Consultant, Chennai</p> <p>'Compass' -Exploring new directions by Mr.AnupamTiwari, Head, Corporate Affairs, HPCL, Mumbai</p> <p>'Compass' - Leveraging business intelligence for supply and operation by Mr.R.RadhakrishnanGeneral Manager, Information system (Functional), HPCL, Mumbai</p> <p>FDPs conducted:</p> <p>FDP on 'Effective Teaching using experiential learning methods' was conducted by Dr.M.J.Xavier, Former Director, IIM, Ranchi</p> <p>MDPs conducted:</p> <p>MDP on 'Corporate Citizenship leading through sustainability' by Mr.ShriKandiah, Professor, Southampton Business School, UK.</p> <p>MDP on 'Triangle of Leadership, Change and Strategy' by Mr.ShriKandiah, Professor, Southampton Business School, UK.</p>

<p>5. Entrepreneurial Initiatives</p>	<p>MDP on 'Building a brand for nothing' by Mr.AlvinSaldanha, Founder and Chief Creative Officer, Brandarms, Mumbai</p> <p>Workshop to enhance the skills of the students like street theatre, film making, television production, Writing for media and Soft skill training were planned and executed.</p> <p>One day seminar on Financial securities and Risk Management, Organized by CED, Anna University Regional campus, Coimbatore in association with GRD Institute of Management.</p>
	<p>Dr.T.ArockiaSagayaraj, GRDIM Faculty as a Resource person in Entrepreneurship Awareness Camp conducted by EDC and School of Bio – Scienceand delivered a lecture on 'Women Entrepreneurship' Vellanaipatti village, Coimbatore.</p> <p>Mr.R.Muthukrishnan, GRDIM Faculty as a Resource person in Entrepreneurship Awareness Camp conducted by EDC and School of Bio – Science and delivered a lecture on 'Self Motivation' Vellanaipatti village, Coimbatore.</p> <p>04.02.2015- CEO's Words Series on "Business Skills for Life" - Prof.Srikandiah, University of Southampton, UK</p> <p>05 & 06.08.2015 -CEO's Words Series on "Change Management " - Prof.Srikandiah, University of Southampton, UK</p> <p>25/11/2015 Mrs.VIjayalakshmi Nachiar, Managing Director, Nachiar textiles, Pollachi.</p> <p>29/01/2016 Padhma Shri. Arunachalam Muruganandham, Social Entrepreneur, Coimbatore.</p>


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ACTION TAKEN REPORT 2016 -2017

2.15 Plan of Action by IQAC/Outcome

The plan of action chalked out by the IQAC in the beginning of the year towards quality Enhancement and the outcome achieved by the end of the year

Plan of Action	Achievements
1. Teaching & Learning	<p>Professionals, Mentors and experts like</p> <ul style="list-style-type: none">• Mr.Sam Cawthorn, CEO of Empowering Enterprises, Australia;• Mr.KetanBhagat, Motivator & Writer, Author: Child/God, Mumbai, Dr.Craig Dicker, Public affairs officer, US Embassy, Newdelhi, Ms.Shashaa Tirupati, Ms.Ritika Singh, Actress were invited in a program called Face-to-Face and the students learned a lot by listening their successful stories and interacting with them.• In order to have a practical Industrial exposure, the students were taken to visit International Industrial Visit to Malaysia where they visited.• Royal Selangor Visitor Centre, Saloma - Cocoa Boutique, North Port, Watch Emporium and nationally to Tamilnadu Newsprints and Papers Ltd., Karur, Kirtilals Diamond Jewellery Manufacturing, Coimbatore, Roots Industries Ltd, Coimbatore, Static Display of Prominent Aircraft of Indian Airforce Station - Education Section at Airforce Station Sulur, Coimbatore.• BOOT CAMP was organized @ Mangalore for I MBA students from 14.11.16 to 18.11.16• COMPASS – International Business Management Forum was conducted to have a direct corporate interaction with students.• ‘Compass’ – Recent trends in International Retail by Prof. Mohammed, University of Central Lancashire, UK• ‘Compass’ – Healing through food and loving yourself by Ms.Shalini Jindal, Entrepreneur, Mumbai• ‘Compass’ - Supply Chain Management by Mr. Pawan Agarwal,

	<p>President, Mumbai Dabbawala Assn., Mumbai,</p> <ul style="list-style-type: none"> • ‘Compass’ - US Presidential Election process by Mr Ken McBride, US Political Economical officer, US Consulate • ‘Compass’ - Managing Multicultural Talent in New World by Mr.Christus Frank Antony, Talent Acquisition, Mc Kinsey, Chennai • CEO’s Words Series was conducted to have interaction, discussions with top Corporate team.
	<ul style="list-style-type: none"> • CEO’s Words Series on How Brands Catch Fire by Mr Alvin Saldanha, Founder and Chief Creative Officer Brandarms, Mumbai • CEO’s Words Series on Employability by Dr.RaviThilagan, Head, HR at Financial Software Systems Pvt. Ltd. • CEO’s Words Series on Banking by Mr.M.G.Vasudevan Vice President, Retail-South India, Kotak Mahindra Bank, Hyderabad; • CEO’s Words Series on Leadership by Mr.Ramesh Jude Thomas, President at Equitor, Chief Knowledge Officer, Equitor, Bangalore; • CEO’s Words Series on Demonetisation by Mr Alvin Saldanha Founder and Chief Creative Officer Brandarms, Mumbai • Lecture Series was conducted on Quality Control in Production by Mr.Sundareswaran.T to BBA Students • Lecture Series was conducted on Leveraging Business by Dr.S.Kavitha to BBA Students • Lecture Series was conducted on Pooling and selection concepts; Entrepreneurship by Mrs.Sarasu to BBA Students • Lecture Series was conducted on Accounting and Finance for Entrepreneurs by Dr.T.A.Sagayaraj to II, I BBA Students
	<ul style="list-style-type: none"> • Lecture Series was conducted on Demand and Supply Analysis by Mr.IlayaSankar.S to BBA Students • School of IT & Science conducted Mathematics Made Easy School Program for Higher Secondary Students on 11.1.2017. • Department of Computer Science conducted a guest lecture on “Current Trends in Artificial Intelligence” by Dr.Basabi Chak-

raborty, IWATE Prefectural University, Japan _27.02.2017

- NCAT Examination was conducted for UG and PG students on 28.02.2017
- Department of Computer Science organized Geo Green Model Contest and Seizel'17 on 03.03.2017
- Department of Computer Science conducted Intradepartmental cultural meet for students on 04.03.2017
- Students of Department of English Appeared for two levels of BEC programme English organised Curtain call and this platform has provided a wide range of opportunities for the students. A student of III BA has become the BRAND AMBASSADOR for a company called only staples.
- School of Information Technology & Science conducted a Bridge Course on MATHEMATICS for all the first year under graduate students those who have not studied Mathematics in Higher Secondary classes on 29.07.2016
- School of Information Technology & Science and Tata Consultancy Systems conducted online aptitude test for UG final year students.
- II year UG Students went for a boot camp from 23-08-2016 to 27-08-2016 at Bangalore.
- School of IT & Science and Indian Institute of Technology, Bombay jointly inaugurates Robotics Lab "e-Yantra Lab Setup Initiative (eLSI)" on 07.09.2016
- For the all-round development of the students, Debates on national interest and social interest, Creativity programmes such as Creative Streaks, Curtains Up, X Factor, Scib Idol were conducted. This is having positive effect among the students. All the students are taken on Industrial visits and for Master Stroke Programme. Students learn the latest development
- The first year English curriculum has been revamped as "Contemporary English" to enrich the communication skills. Online

	<p>Practical Modules such as ICICI E- Learning Matrix and Career Strokes.com was practiced in SCIB.</p> <ul style="list-style-type: none"> • Department of VISCOM organised Guest Lecture and Interaction on Screen Play writing, 350 students participated on 29th August 2016. • Students of VISCOM visited Cochin (Photography), on 28th September to 2nd October, 2016.
	<ul style="list-style-type: none"> • Avtar 2017 International Film Festival was a Grand Success with the chief Guest, Mr. Abinav (editor), Mr. Logesh (Director), Mr. Karthicknaren (Director), Mr. Sri (Actor), Mr. Ganesh Raj (Director) • Chennai International Short Film Fest 2016, Coimbatore edition with Mr.S.P Muthuramam Film Director Mr. Srinivasa Santham, Mr. Kannan, President CIFF as Chief Guest on November 2nd to 4th 2016. • Participated in European film festival organized by Bharathair University. • School of Biotechnology displayed models of recent fields in biotechnology for the upper grade school student, some of the highlighted topics includes hydroponics, nanotechnology, biopharming etc., on 11.01.2017. • School of Biotechnology Conducted weeklong from 24.01.2017 to 28.01.2017, with the aim to provide a multi-channel communication platform that brings together both “scientists” and “students”. 4 renowned speakers from various research fields have been invited. • School of Biotechnology Celebrated on commemoration of science day - 27.02.2017 and 28.02.2017, many competitions were conducted to show up the extracurricular talents of the students in fields like visual art, painting, science quiz etc., • Several Publication of research articles by faculty in (National&International) journals. • Department of Languages Published ‘Vers la Lumière’ – French Workbook with audio-visual exercises and included the same in the

2. Research	<p>curriculum</p> <ul style="list-style-type: none"> • School of Biotechnology Congregated on 13.03.2017 and discussed about the status of project works of all the UG and PG students. • GRD “Swachh Marathon” was organized on 17.2.17; Mr.Pon Radhakrishnan, Minister of Heavy Industries participated in the event. • The Geo Green Computing club, School of IT & Science conducted World Zero Emission Day on 30.09.2016
3. Community Reach	<ul style="list-style-type: none"> • Department of Computer Science organized an Orphanage visit to Kings Kit Home by UG final year students on 14.03.2017 • Department of Computer Science conducted a social activity for special kids in Tirupur School for the Deaf by final year BCA students 16.03.2017 • World Sparrow day was celebrated in the Department on 20.03.2017. • “GIVE WHAT U CAN “ – Students of I MBA Visited Anbalayam, Vadavalli, Thondamuthur and St Thomas Old Age Home Near Alvernia School on 1st January 2017 and contributed clothes, Groceries, Toothpaste, Footwear, Sweaters and Towels. They spent the entire day and received their advice and made the inmates happy. • Students of I MBA Visited Aalayam and Vivekananda Anbu Illam and distributed groceries and clothes on 07.01.2017 • Students of I MBA Visited Shankara Sevalaya and distributed groceries and clothes on 08.01.2017 and also visited Mercy Homes Puliakulam and distributed groceries, clothes, footwear and stationery items. • MDP on ‘Need for resilience to survive and thrive in the current climate’ was conducted on Prof. Sri Kandiah, Southampton Business School, UK. • Faculty Development Programme was conducted by Mr.Sam Cawthorn, CEO of Empowering Enterprises, Australia. • Faculty Development Programme on Structure Equation Modeling was conducted by Dr.S.Rajaram, Associate professor, Department of Business Administration, Kalasalingam University.

<p>4. Workshops / FDP, MDP</p>	<ul style="list-style-type: none"> • National Symposium on “The Role of Women in Developing a Technology Driven Society” was conducted by Dr K Soundaravalli Former Regional Director,IGNOU Regional Centre Chennai; Mrs Sasirekha Venkatesh, Managing Partner, Venkatesh &Co, Coimbatore; • Mrs Sunitha Muthukrishnan, Senior Manager, Canara Bank, Coimbatore. • School of IT & Science and Uyir Sakthi Nature Cure and Yoga Hospital celebrated International Yoga Day by conducting yoga session for UG students. • Conducted seminar on Networking by Mr. Mahesh Kumar, System Admin, Dr.G.R..Damodaran College of Science, Coimbatore. • School of IT & Science conducted a workshop on “Network Security and Monitoring”by Dr.G.Shanmugarathinam, Information Technology Department, IBRI, Oman on 12.07.16 • School of IT & Science and Computer Society of India conducted a seminar on “Research Proposal Writing” by Dr.P.Nagabhushan, Professor, Department of Studies in Computer Science, Chief Nodal Officer, University of Mysore on 25.07.2016 • School of IT & Science organized the Fourth International Conference on Advances in Information Technology and Networking, ICATN’17 on 02.02.17 • Soft Skill Training Programme conducted in the language lab. • School of IT & Science organized a programme on “A Journey Towards positive Energy” by Yoga Prana Vidhya Team on 22.08.2016 • School of IT & Science conducted an outstation seminar on “Real Time Systems and Applications” at Indian Institute of Science, Bangalore On 26.08.2016
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<p>5. Entrepreneurial Initiatives</p>	<ul style="list-style-type: none"> • School of IT & Science conducted an outstation seminar on “Data Analytics” at Indian Institute of Management, Bangalore on 27.08.2016 • School of IT & Science organized a National Symposium on “Underwater Networking and Communication” by Prof. Jitendra Sangwai on 22.09.2016, 23.09.2016 • School of IT & Science and Indian Institute of Technology, Bombay organized a Two days workshop on “Robotics”. On 29.09.2016 & 30.09.2016 • School of IT & Science conducted a seminar on “Sustainable Value Added Professionals” by Dr.N.R.Alamelu, Principal, Sri Ramakrishna Engineering College on 07.10.2016 • School of Biotechnology conducted a National level seminar entitled “Genetic Transformation – a research perspective” on 19.09.2016 by eminent guest lecturers from various research fields have been invited. • School of Biotechnology conducted Two days hands on training on animal cell culture techniques on 06.03.2017 and 07.03.2017 in collaboration with Biozone research technologies pvt.ltd. Basic and hands on training on recent lab techniques in animal tissue culture were given to participants by the experts. • Workshop: Short term course on ‘Emotional Intelligence’ was conducted by Prof. Sri Kandiah, Southampton Business School, UK. • Certified course on ‘Business Analytics’ (Phase II) by IBM • “Yes Plus” - Three days Workshop by Ms. SasirekhaVenkatesh, Chartered Accountant, Volunteer, Art of Living, Coimbatore. • Corporate Preparatory Workshop for II MBA Students by Ms.Natasha Singh Gadgil Director (Company) at Corporate Gurukul. • Online course on Career and Life Skills by Career Strokes
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	<ul style="list-style-type: none"> • “Debate” Competition was organized on 06.08.2016 by II MBA Students • “Happy World HR Day” was celebrated by MBA students and BBA Students • Ethnic Day was celebrated by MBA Students and BBA Students • Marketing Road Show was organized by II MBA Students to showcase their selling, customer handling and entrepreneurial skills • Debate was conducted on Demonetisation in the presence of Dr Moorthy, Dr Meeran Mydheen • Treasure Hunt was organized by I MBA and I BBA Students • Students participated in All India Management Association (AIMA) - Students Management Games - (SMG) Training Programme • Students participated in Essay Competition at Airport Authority of Indian Organized Vigilance Awareness Week 2016
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PRINCIPAL
Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
CIVIL AERODROME POST,
AVANASHI ROAD,
COIMBATORE - 641 014

Dr. G. R. Damodaran College of Science (Autonomous)

Coimbatore – 14

ACTION TAKEN REPORT 2017 -2018

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year *

Plan of Action	Achievements
1. Teaching & Learning	<ul style="list-style-type: none">• ‘Compass’ – “Insights of Brands” by Mr. Alvin Saldanha, Founder and Chief Creative Officer, Brandarms, Mumbai on 04.07.2017.• Short term course on ‘Emotional Intelligence’ by Mr. Shri Kandiah, Professor, Southampton Business School, UK on 17.07.17 to 19.07.2017.• Compass – “Supply Chain Management” by Mr. Pawan Agarwal, CEO, Dabbawala Association, Mumbai on 24.07.2017• Short Term Course on “Emotional Intelligence” by Prof. Sri Kandiah, Southampton Business School, University of Southampton, United Kingdom on 31.8.2017 to 1.09.2017• Compass - Prof. Sri Kandiah, Southampton Business School, University of Southampton, United Kingdom on 5.09.2017.• Compass - “Recent Trends in capital Indian Market” by Dr. P. Saravanan, Associate Professor, IIM Shillong on 7.09.2017.• Compass – “Strategic Management” by Prof. Zafaran Hassan, “Faculty of Business Management University Technology MARA, Malaysia on 15.09.2017.• Compass – “Six Sigma” -Prof. R. Radhakrishnan, Academician and Six Sigma Expert on 21.09.2017• Compass – “Entrepreneurship” –Mr. Sreejith Hrishikesh, Vice President Operation, ZOOMCAR on 26.09.2017• Boot Camp was organised for II BBA Students at Mangalore on 17/8/2017 to 19/8/2017• Boot Camp was organised for III BBA Students at Mangalore on 20/8/2017 to 22/8/2017• Boot Camp was organized for 1st year MBA students at Coorg from 31.10.17 to 2.11.17.

	<ul style="list-style-type: none"> • Boot Camp was organised for I BBA Students at Munnar on 23/1/2018 to 25/1/2018 • Marketing Presentation by IIMBA students to Mr. Alvin Saldanha on 11.10.2017 • CEO's Word Series - 'Brands The Beginning' by Mr. Alvin Saldanha, Founder and Chief Creative Officer, Brandarms, Mumbai on 09.10.2017. • "Life Skills" by Prof. Sri. Kandiah, Southampton Business School, University of Southampton, UK for I BBA Students (Batch 2017-2020) on 12/3/2018
	<ul style="list-style-type: none"> • Compass – Challenges and Future of Advertising by Mr. V.K. Sanjay, PUSH Integrated Communications on 19.03.2018. • Short Term Course by Prof. Sri Kandiah, University of Southampton, Southampton Business School, UK on 7.03.2018 to 08.03.2018. • Compass on Recent Trends by Mr. Unni Vasudev, Vice President – Corbus, Supply Chain Management on 19.02.2018. • CEO'S WORD SERIES - 'Metaphors in Management' by Dr. D. Ravi Thilagan, Head HR, Software & Systems (P) Ltd on 14.02.2018. • INTERNATIONAL CONFERENCE – ICIM 2017 - 4th International Conference on International Marketing in Asia Pacific Issues and Challenges • "Million Dollar Handshake" By Ms. Catherine Molloy, Entrepreneur, Australia. • "One Beltone Route: Challenges And Opportunities" By Dr. Faridah Hj Hassan, Director, Ihalalmas (FBM) Universiti Teknologi MARA, Shah Alam, Malaysia • "Globalisation and It's Impact On Media" By Mr. A. Subramani, Senior Editor, Times of India • "Connect with Confidence To Grow Your World" by Ms. KERRIE PHIPPS, Speaker, Author, Coach, Connecting, Empowering Leaders & Entrepreneur, Australia • "Innovation, Globalization & Leadership: Perspectives For Business Education" by Prof. Martin Broad, Head,

	<p>Southampton Business School, Professorial Fellow, UK</p> <ul style="list-style-type: none"> • “Strategic Management” by Dr.Zafaran Binti Hassan, Professor, Faculty of Business Management, Universiti Teknologi, MARA, Malaysia • “Mindfulness In this Global World” by Mr.Ketan Bhagat, Author, International Speaker • “21st Century Innovation” by MR.Alvin Saldanha, Founder and Chief Creative Officer at BRANDARMS, Mumbai
	<ul style="list-style-type: none"> • “Go Digital Go Global” by Mr.M J Xavier, Founding Director of Indian Institute of Management Ranchi (IIM Ranchi). ProVice Chancellor of Karunya University • “Global Entrepreneurial Eco System With Advanced Technologies: Opportunities And Expectations” by Ms.Kavitha Thangasami, Executive Director, Chief Data Scientist, EXTERRO INC, USA • “Marketing In A Digital World” by Mr.Prasenjit Roy, Mentor, SVP & CMO at NTTCom, Mumbai • “India Japan Global Partnership: Japanese Innovationand India's Leadership” by Mr.Sanjeev Sinha, President India Japan Partnership Group, And Japan Advisor for India Bullet Train, Japan • “Entrepreneurial Innovation” by Dr.Stanley James, Professor, Western Sydney University, Australia. • “Challenges Of Launching A New Product In A New Market” by Mr.Ravi Sharma, Founder PoochPlay, London • “Leadership” by Mr. Ganesh Venkatraman, Actor and former Mr. India at Le Meridien, Coimbatore on 10.11.2017 & 11.11.2017 • Students are supported with Book “From campus to corporate” by Macmillan publication. • Industrial Visit to Tirumalai Textiles, 4/65 Udumalai Road, Chinnampalayam, Pollachi – 642003 II MBA students on 22.07.2017. • Industrial Visit to Aavin Milk Producer Union (Ltd), Pachampalayam, Kalampalayam Post, Siruvani Main Road, Kalampalayam, Coimbatore – 641010 by II MBA students on 23.08.2017 • Industrial Visit by I MBA students to Malabar Cements, Walayar, Coimbatore on 28.9.2017

	<ul style="list-style-type: none"> • Industrial Visit For - Roots Multi clean Limited, Kovilpalayam, Mettupalayam(Po), Pollachi taluk, Coimbatore – 642 110 for I MBA Students on 28.10.2017 • Industrial Visit to SAIL, Salem on 13/12/2017 • Industrial Visit to M/s.Sakthi Sugars, Appakudal, Pollachi on 10.02.2018. • International Industrial Visit to Malaysia by II MBA Students on 2.2.2018 to 6.2.2018.
	<ul style="list-style-type: none"> • Industrial Visit to Eastman Exports, Tirupur on 20/2/2018 • Face to Face - Mr.Scott Styris, New Zealand Cricket Player on 11.08.2017. • Face to Face - Ms.Kerrie Phipps on 10.08.2017 • Face to Face - Mr.Rana Daggubati-Actor, Mr.Ramanaidu Daagubati, Ms.Tanya Burgula, Mr.Imran Khan, Mr.Vijay Dhamne on 05.09.2017 • Face to Face - Ms.Catherine Molloy, Ms.Ruchi Sethi on 06.09.2017 • Face to Face - Ms.Shruti Haasan, Actress on 12.10.2017 • Face to Face - Mr.Prabhu Deva, Flim Actor on 20.01.2018. • Video Session of Dr.A.P.J Abdul Kalam,Former President of India on 23/6/2017 • Video Session of Mr.Madhavan, Actor on 29/6/2017 • Video Session of Mr.Madhavan, Actor on 22/7/2017 • Video Session of Ms.Sunitha Williams, Astronaut on 4/8/2017 • Student's Participated in National Conference on Managing Technology & Innovation in Business @ Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore on 15/3/2018
	<ul style="list-style-type: none"> • International Conference on International Marketing 2018 – by Dr.P.Kanagasabapathi, Ms.Catherine Molloy, Dr.Faridah HJ Hassan, Ms.Kerrie Phipps, Mr.Alvin Saldanha, Prof. Martin Broad, Mr.Ketan Bhagat, Dr.Zafron Hassan, Dr.Stanley James, Mr.Prasenjit Roy, Dr.M.J.Xavier, Mr.Sanjeev Sinha, Dr.Kavitha Thangasami, Mr.Ravi Sharma, Mr.Ganesh

	<p>Venkatraman, on 10.11.2017 & 11.11.2017.</p> <ul style="list-style-type: none"> • Acting workshop conducted by Mr.PavalNavaneethan, on 27.07.2017. • Awareness Generation Related To The Rural Development Projects In Tamilnadu-Role Of Media on 1.08.2017 .The speakers for the event : • Dr.K.Manimekalai, former Vice Chancellor, Mother Teresa Women's University, Kodaikanal, Mr.Ruban Shankar Raj, Project Director, District Rural Development Agency (DRDA), Coimbatore., Ms.AmuthaKannan, Freelance Journalist, The Hindu, Coimbatore, Mrs.Deepa, Assistant Professor, Kumaraguru College of Technology, Coimbatore, Dr.V.Natarajan, Professor & Head, Dept., of Journalism and Mass Communication, Periyar University, Salem. • Department Inaugural by Mr.SUBI SAMUEL, Bollywood Photographer , Mumbai on 15.07.2017 • 'AVTAR ', Short film competition held on 22.07.2017.The Chief Guests of the event-Ms.GayathriMayoora,, Artiste, Trivandrum,Mr.NaveenMuralidhar, Mimicry Artist &Mr.JayaprakashRadhakrishnan, Director. • Photography Salon held on 22.01.2018,judged by Mr.AshwinWarrier Photographer, Mumbai • Videography Salon held on 29.01.2018 - Judges: Mr.Balaji and Mrs Revathy. • Boot Camp at Munnar, 31.01.2018- 2.02.2018, for Iyr A section. • Boot Camp at Kodaikanal, 28.02.2018- 3.03.2018, for IyrB section. • Videography and Photography Salon awards function held on 22.03.2018 for III yr students sections A & B, batch 2015-2018.
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	<ul style="list-style-type: none"> Conducted 4 Industry – student Interaction in the year, under the banner experts from industries were invited to provide a detail insight into the recent and future advancement of Biotechnology in industry sector
2. Research	<ul style="list-style-type: none"> “A Descriptive Study On The Factors Influencing The Users Relationship In Facebook Realm”- PhD awarded on March 2018 to Dr.Kadeshwaran. “A study on stereotypes of women in negative roles in television mega serials”- Thesis submitted by Mr.Sadish Kumar,May 2018. “Role of Artificial Intelligence in Advertising”- topic for Mphil Dissertationpursued by Mrs.Asha Lydia At Bharathiar University. “Media Literacy In The Digital Age – A Study Among The College Students In Coimbatore “ By Dr.S. Sasikala (Author), The Indian National Journal of English Language and Literature, Volume-6, Issue-21, pages 307-311. January-March ISSN- 2321-1172 (Online),ISSN- 2347-2634 (print)2018. “Media Literacy In The Digital Age – A Study Among The College Students In Coimbatore “ By Dr.RamanVidhya (Co-Author), The Indian National Journal of English Language and Literature, Volume-6, Issue-21, pages 307-311. January-March ISSN- 2321-1172 (Online),ISSN- 2347-2634 (print)2018. “The Correlation of Video Game Play on Children ProsocialBehaviourby”Dr.S.Saravanan Indian National Journal of English Language and Literature, Volume-6, Issue-21, page281-285. January-March 2018.ISSN- 2321-1172 (Online)ISSN- 2347-2634 (print)

	<ul style="list-style-type: none"> • “Construction Of Women Imagery Revolt Magazine” by Mrs. Malarvizhi , The Indian National Journal of English Language and Literature, Volume-6, Issue-21, pages 248-252. January-March 2018.ISSN- 2321-1172 (Online) ISSN- 2347-2634 (print) • “Multi-Dimensional Approach Of Women’s Equity By The Journal Kudiyarasu” by Mrs.MalarvizhiResearch Journal of Humanities and Social Sciences, Volume-9, Issue -1, Pages 107-113. January-March 2018. • ISSN- 2321-5828 (Online)ISSN- 0975-6795 (print) • Conducted a Research Seminar on “Research Ideas on Internet of Things” by Dr. K. Vivekandan, Professor, Department of Computer Science and Engineering, Pondicherry Engineering College, Pudhucherry on 11.12.2017. • Conducted a seminar on “Research Perspectives – Grid Computing” by Dr. Suresh Shanmugasundaram, Professor & Dean, Faculty of Engineering & Applied Sciences, Botho University, Gaborone on 25.01.2018. • Organized a Research Discussion on “Natural Language Processing” by Dr.T.Geetha, Director, Course and Academic, Anna University, Chennai on 06.03.2018. • Conducted Fifth International Conference on Advances in Information Technology & Networking (ICATN’18). Dr.Ian Tan Kim Teck, Department of Computing and Informatics, Multimedia University, Malaysia and Dr.Vish, Former Professor in Nottingham University, Fellow, and Higher Education Academy, UK were the guests for the conference. Latest trends in Information Technology on 02.02.2018.
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	<ul style="list-style-type: none"> National level seminar entitled "Molecular markers in genetic disorders with special reference to diabetes" conducted on 05.01.2018 – 06.01.2018. 4 eminent guest lecturers from various research fields have been invited to give a talk on above said theme.
3. Community Reach	<ul style="list-style-type: none"> 'Ethnic Day' by BBA & MBA Students on 20.9.2017 MAVA (Men Against Violence & Abuse) presents "SAMBHAV", Travelling Film Festival - Celebrating Gender Diversity By Bimla Chandrasekaran, Prashanth, CA Operations Manager at DCIS (Dot Com Solutions (India) Pvt. Ltd, Harish Sadani, Santhosh kumar on 10.10.2017 TO 11.1.02017 I MBA students participated in 'Happy Streets' at Race Course on 12.11.17 and 19.11.17. GRD Swatch Marathon on 20/2/2018 Cyberspace Challenges by Mr.Karthikeyan - Advocate & Cyber Law Attorney,Certified Cyber Crime Investigator, Certified Cyber Forensic Analyst on 27.02.2018. "Give What You Can" Students of II BBA visited Universal Peace Foundation, Karumathampati and contributed groceries, stationeries, cloths, toys on 4/3/2018 "Give What You Can" Students of I BBA and III BBA visited Kings Kids Orphanage, Weavers Colony, Ondipudur and contribute Cloths, Groceries, etc.. and spent their day on 11/3/2018. MIB students participated in 'Happy Streets' at Race Course on 29.10.2017 & 05.11.17. Awareness campaign by I Viscom A students on 24.01.2018. PR Campaign- Exotica and Lend a hand, by II yr students, on 13.03.2018. Advertising Campaign by I yr students on 15.03.2018 NSS volunteer, III yr Viscom Students at ISKON temple., 16.08.2017

	<ul style="list-style-type: none"> • As a part of Geo Green Computing Club, Department of Computer Science issued pollution certificate to vehicles towards World Zero Emission Day on 06.12.2017. • The Geo Green Model Contest & Technical Exhibition was organized on 16.02.2018. Various events like Gadget display, Model Contest, Technical Shows, Sketching were conducted to explore the hidden talents of the students. • Geo Green Computing club and Department of Computer Science celebrated the Sparrow day by providing fresh water and food for sparrows at our College premises on 20.03.2018. • Conducted 3 Alumni – student Interaction in the year, a platform where our alumni placed in well reputed companies/organisation are invited to discuss their roadmap from GRD to what they are now?, which enlightened the present students to take up things courageously. • Showed on , 02.08.2017 models of recent fields in Environmental biotechnology were exhibited for the college students, some of the highlighted topics includes hydroponics, waste management, sewage treatment, contemporary agriculture etc., • Conducted 3 sessions of Placement preparation training in the year, where the final UG and PG students benefited. Skills on aptitude, GD and How to face interviews?, were exemplified. • Showed on 11.01.2017, models of recent fields in biotechnology were exhibited for the upper grade school student, some of the highlighted topics includes hydroponics, nanotechnology, biopharming etc., • Celebrated on commemoration of science day - 27.02.2017 and 28.02.2017, many competitions were conducted to show up the extracurricular talents of the students in fields like Madhubani Painting, Mandela Art etc., • Congregated two times in the year and discussed about the
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	status of project works of all the UG and PG students.
4. Workshops / FDP, MDP	<ul style="list-style-type: none"> • Management Development Programme - "Triangle Of Leadership Change And Strategy" by Prof. SRI KANDIAH, Southampton Business School, University of Southampton, United Kingdom on 21.07.2017. • "Confidence Communication" for Faculty by Ms.Catherine Molloy, Author, "The Million Handshake", Australia on 6/9/2017 • Management Development Programme on "Navigate Through Change" by Prof. SRI KANDIAH, • Southampton Business School, University of Southampton, United Kingdom on 7.09.2017 • One Day Workshop On Research Analysis Using SPSS by Dr.K.Ramya, Assistant Professor, Avinashilingam University on 20/2/2018 • Two Day Workshop – by CII Logistics a certificate Programme on 12.10.2017 & 13.10.2017. • FDP on Emotional Intelligence by Prof. SRI KANDIAH, Southampton Business School, University of Southampton, United Kingdom on 18.07.2017. • FDP on Factors Influencing Personality by Mr. Alvin Saldhana on 23.8.2017 • FDP on Communication Skills at Work Place Ms. Catherine Molloy on 06.09.2017. • FDP on Taxation, by Mr.Althaf Hussain. P ,Faculty, ISDC Bangalore, on 13.11.2017 • FDP on Audit and Assurance, by Ms.Archana Bakshi,Faculty ISDC Bangalore on 03.1.2018 • FDP on Financial Reporting, by • Ms. Shyama Pradeep, Faculty ISDC Bangalore, on 04.1.2018. • FDP on Financial Management, by Ms. Shyama Pradeep,

	<p>Faculty ISDC Bangalore, on 05.1.2018.</p> <ul style="list-style-type: none"> • Workshop on “Photography” by Mr.Senthilkumar and team, Nikon Coimbatore on 6.10.2017. • Workshop on “Analog Photography” by Mr.Ashwin Warriar, Photographer Mumbai, on 18.01.2018. • Workshop on “Film Making” by Mr.IvyDsouza, Care For Youth on 31.01.2018. • Workshop on “Postproduction techniques” by Mr.Mohana Krishnan & Mr.Venkat, LV Prasad Studios, Chennai on 7.02.2018. • Students participation in the seminar on “Portrayal of social issues in literature and media” conducted by Periyar University, Salem on 10.02.2018. • GokulDoss, IIIYr Student Participation at MILAGRO’18” A National level technical Symposium (short film) on 23.02.2018, held at Coimbatore Institute of Technology. • Abhinaya ,Student of 1 yr Viscom, participation at Rotary International Conference, Pune, 22.07.2018- 27.07.2018. • Organized a motivational talk by Dr. NANDITA DINESH, PhD in Drama, University of Cape Town, South Africa on 23.06.2017 • Organized a seminar on “Next Generation Cyber Weapons” by Mr.Sathish Aswin, Head-Research & Operations, National Cyber Defence Research Center on 13.07.2017 • Conducted “Cyber Security Summit’17, Privacy & Forensics on Cloud” by Dr.S.Amar Prasad Reddy, Additional Director – General, National Cyber Safety and Security Standards on 14.07.2017
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	<ul style="list-style-type: none"> • A Faculty Development Programme on “Underwater Networking & Communications” was conducted Dr. G. A Ramdoss, Group Head, Deep Sea Technology and Ocean Mining and Dr. T. Devi, Professor of Computer Applications, Bharathiar University were the Resource persons. Underwater Networks is one of the emerging fields to serve the world with its technological aspects. The objective is to explore the significant advances and modalities of this field so as to help the Academic Community on 19.07.2017 • Organized a Webinar on “Emerging Trends in IT” by Mr. Ram Subramaniam, Founder, Airomo - A Cloud platform, California, USA on 25.07.2017 • Organized a workshop on “Business Application Development with Oracle” by Mr. Boobal Ganesan, Database Consultant on 28.07.2017 • “The Cloud Security Alliance - Summit 2017”, was conducted at GRD Campus-IT Block, focused on multiple issues linked with the current use of cloud cyberspace. • Conducted a seminar on “Technology Trends in IT” by Ms.Sreevalli Chinnamani, Senior Project Manager, , ShoreTel, USA on 02.08.2017 • Organized a seminar on “NOSQL” by Dr.Vijay Nagarajan, Director, American Biomedical Informatics on 04.08.2017 • A National Level Workshop “Data Analytics” was organized on 17.08.2017 .The idea behind the workshop is to give an overview on Data Analytical tools.The Resource Persons for the Programme are Dr. V.S.Binu, Associate Professor and
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	<p>Head, Department of Statistics, Manipal University and Mr. M.Senthil Kumar, Chief Executive, Virtual Systems, Coimbatore.</p> <ul style="list-style-type: none"> Conducted a Workshop on “Network Simulation and Visualization Tools” by Dr. G.Shanmugarathinam, IBRI College of Technology, OMAN on 31.08.2017. The main aim of this workshop is to exemplify the simulation tools used in Networking. Organized One day Symposium on “Data Analytical Tools” in association with Computer Society of India on 09.10.2017. Organized a Two Days Workshop (27.10.2017 & 28.10.2017) on “Introduction to Robotics is association” with IIT Bombay. A Faculty development Programme on “Fundamentals on Big Data” at CTS Campus was conducted on 28.10.2017. Conducted a workshop on “Troubleshooting Mobile Handheld Devices” by Mr. B. Krishna Kumar, Managing Director, New Technology on 30.11.2017. Conducted 2 International Guest lectures on 30.08.2017 and 11.10.2017 respectively. Guest lecturers from abroad addressed students on recent research and job scenarios in abroad, which helped students to know about the flourishing of the field in abroad too.
5. Entrepreneurial Initiatives	<ul style="list-style-type: none"> II BBA Students (Batch 2016-2019) Group Discussion & Debate on GST on 29/7/2017 Entertenido-2K17 - (Learn & Laugh), Verbalartist and Brand Act

	<ul style="list-style-type: none"> • Flameless Cooking By II BBA Students (Batch 2016-2019) on 7/10/2017 • "PITCH FEST" - 2017 • Dream & Discover organised by III BBA Students on 11/9/2017 • Conducted Marketing Road show on 6.10.2017 by I, II MBA students. • 'Accendo' an Inter Management meet for I & II MBA STUDENTS • 'Finance for non-Finance students' training was conducted by II MBA students to the students of Bio-Technology on 16.10.2017. • Participated at AIMA - National Students Management Games at Amrita School of Business, Coimbatore from 12.10.2017 TO 14.10.2017. • Signed MOU with Brand Communications, Bangalore for Online certification course. • Signed MOU with Career Strokes for Certified Online Learning Portal. • SCIB LIGA on 8 & 9/12/2017 • Industrial Visit to Steel Authority of India Ltd, Salem on 13/12/2017 • Two-in One program to BBA Students by II BBA (Batch 2016-2019) on 14/12/2017 • Budget 2018-19 Presentation by MBA Students on 6/2/2018 • Business Analytics Practical IBM LAB on 02.02.2018 to 03.02.2018 , 07.02.2018 to 09.02.2018. • Business English (Open House – Factors that determine success for female in business) by Ms.Helen Stiffey Campbell on 20.03.2018. • Business English (Open House-Politeness) by Ms.Helen Stiffey Campbell on 13.03.2018.
	<ul style="list-style-type: none"> • Business English (Open House Class) Ms.Helen Stiffey Campbell. Topic – Generalizations and Stereotypes on 13.02.2018. • Business English (Open House Seminar) on "How to face an

	<p>interview" by Ms.Hellen Campbell for I BBA Students (Batch 2017-2020) on 15/3/2018</p> <ul style="list-style-type: none"> • Budget Review presentation by I MBA Student on 06.02.2018. • Budget - Live Session on 01.02.2018. • T-10 Cricket Match on 1,2/3/2018 • Kho Kho for Girls on 5/3/2018 • SCIB Hunt on 6/3/2018 • EXEXL-Event 2K18 organised by II BBA (Batch 2016-2019) on 9/3/2018 • Creative Streaks – Window display on 21.8.2017 & 22.8.2017. • Participation and selling of Art work by the Students at Oviya Sandhai, race course ,Coimbatore Vizha, 06.01.2018. • -Product campaign (Food Carnival) by I Viscom A& B students on 22.01.2018
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PRINCIPAL
D. G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
CIVIL AERODROME POST,
AVANASHI ROAD,
COIMBATORE - 641 014

