

# **Annual Quality Assurance Report (AQAR)**

**For The Academic Year**

**2017-2018**

**Submitted to**

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**

Nagarbhavi, Bangalore - 560 072 India



**Internal Quality Assurance Cell (IQAC)**

**KONGU ARTS AND SCIENCE COLLEGE  
(Autonomous)  
ERODE-638107, TAMILNADU**

# The Annual Quality Assurance Report (AQAR) of the IQAC 2017-2018

## Part – A

### I. Details of the Institution

1.1 Name of the Institution

KONGU ARTS AND SCIENCE COLLEGE

1.2 Address Line 1

KATHIRAM PATTI POST

Address Line 2

NANJANAPURAM

City/Town

ERODE

State

TAMIL NADU

Pin Code

638107

Institution e-mail address

konguarts@kasc.ac.in

Contact Nos.

04242242888

Name of the Head of the Institution

Dr.N.RAMAN

Tel. No. with STD Code

04242242802

Mobile

9942452528

Name of the IQAC Co-ordinator

Dr.H.VASUDEVAN

Mobile

9842886659

IQAC e-mail address

iqackongu@gmail.com

1.3 NAAC Track ID

TNCOGN14880

1.4 NAAC Executive Committee No. & Date

EC(SC-30)/DO/2018 Dated 03/07/2018

1.5 Website address

www.kasc.ac.in

Web-link of the AQAR

<http://kasc.ac.in/iqac/AQAR2017-2018.docx>

1.6 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1 <sup>st</sup> Cycle	B+		2006	2011
2	2 <sup>nd</sup> Cycle	B	2.89	2013	2018
3	3 <sup>rd</sup> Cycle	B+	2.57	2018	2023

1.7 Date of Establishment of IQAC

18/10/2007

1.8 AQAR for the year

2017-2018

1.9 Details of the previous year's AQAR submitted to NAAC after the latest Assessment and Accreditation by NAAC

AQAR 2012-2013 submitted to NAAC on 03/09/2013

AQAR 2013-2014 submitted to NAAC on 14/08/2014

AQAR 2014-2015 submitted to NAAC on 01/08/2015

AQAR 2015-2016 submitted to NAAC on 04/08/2016

AQAR 2016-2017 submitted to NAAC on 04/08/2017

### 1.10 Institutional Status

University State  Central  Deemed  Private   
Affiliated College Yes  No   
Constituent College Yes  No   
Autonomous College of UGC Yes  No   
Regulatory Agency approved Institution Yes  No   
(eg. AICTE)

Type of Institution Co-education  Men  Women

Urban  Rural  Tribal

Financial Status Grant-in-aid  UGC 2(f)  UGC 12B

Grant-in-aid + Self Financing  Totally Self-financing

### 1.11 Type of Faculty/Programme

Arts  Science  Commerce  Law  PEI (Phys Edu)   
TEI (Edu)  Engineering  Health Science  Management

Others (Specify)

.Value Added Course

### 1.12 Name of the Affiliating University (for the Colleges)

BHARATHIAR

1.13 Special status conferred by Central/ State Government-- UGC/CSIR/DST/DBT/ICMR etc

Autonomy by State/Central Govt. / University

University with Potential for Excellence	<input type="text" value="--"/>	UGC-CPE	<input type="text" value="--"/>
DST Star Scheme	<input type="text" value="--"/>	UGC-CE	<input type="text" value="--"/>
UGC-Special Assistance Programme	<input type="text" value="--"/>	DST-FIST	<input type="text" value="--"/>
UGC-Innovative PG programmes	<input type="text" value="--"/>	Any other ( <i>Specify</i> )	<input type="text" value="--"/>
UGC-COP Programmes	<input type="text" value="✓"/>		

## **2. IQAC Composition and Activities**

2.1 No. of Teachers	<input type="text" value="07"/>
2.2 No. of Administrative/Technical staff	<input type="text" value="02"/>
2.3 No. of students	<input type="text" value="04"/>
2.4 No. of Management representatives	<input type="text" value="02"/>
2.5 No. of Alumni	<input type="text" value="02"/>
2.6 No. of any other stakeholder and community representatives	<input type="text" value="01"/>
2.7 No. of Employers/ Industrialists	<input type="text" value="01"/>
2.8 No. of other External Experts	<input type="text" value="01"/>
2.9 Total No. of members	<input type="text" value="20"/>
2.10 No. of IQAC meetings held	<input type="text" value="03"/>

2.11 No. of meetings with various stakeholders: Faculty  Non-Teaching Staff   
Students  Alumni  Others

2.12 Has IQAC received any funding from UGC during the year? Yes  No

If yes, mention the amount

2.13 Seminars and Conferences (only quality related)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC

Total Nos.  International  National  State  Institution Level

(ii) Themes

- Induction Programme
- Effective Communication Skills –FDP
- Outcome Based Education
- Exploring Horizons
- Learning Outcome and Curriculum Development

2.14 Significant Activities and contributions made by IQAC

- Published “**Prints**”- Newsletter describing the academic and co-curricular activities of the college
- Established feedback mechanism to collect information from students, parents and alumni
- Internal Quality Assurance Cell (IQAC) organized an *Induction programme* to the newly recruited Faculty members of the Institution on 6<sup>th</sup> June 2017.
- On 12<sup>th</sup> June 2017 IQAC organized a Faculty Development Programme on “*Effective Communication Skills*”. The resource person was Dr. P. Ilamaran, Associate Professor of English, PSG College of Arts & Science, Coimbatore.
- A Workshop on “**Outcome Based Education**” was organized for staff members on 13<sup>th</sup> June 2017. Dr. N. Raman, Principal served as resource person for the workshop.

- Personality Development Programme on **“Exploring Horizons”** was organized on 27<sup>th</sup> June 2017 for UG I year students. The programme was conducted by Dr. N. Raman, Principal.
- **“Teachers Day”** was celebrated by IQAC in the campus on 9<sup>th</sup> September, 2017 as a mark of tribute to the contribution made by teachers to the society. The Teachers Day address was given by Thiru. A. Venkatachalam, Correspondent, Kongu Engineering College, Perundurai.
- A Workshop on **“Workshop on Learning Outcomes and Curriculum development”** was organized for our faculty members on 27<sup>th</sup> January 2018. The Resource Person for the workshop was Dr.L.J.Chaarlas, Associate Professor and Head, Department of Commerce, St.Joseph’s College (Autonomous), Tiruchirappalli.
- A Training Programme on **“Disaster Management”** to our Non-teaching Staff was organized in association with National Disaster Management Authority of India on 16<sup>th</sup> February 2018.
- Preparation of academic calendar
- Journal of Social Science encompassing Research Articles from the educationists of this region is published annually to promote the Research spirit of the scholars

#### 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
To organise Seminars and Workshops	<p>Various State and National level Seminars and Workshops were conducted to enrich the ideas like</p> <p>The Department of Commerce (CA) organized a Workshop on 'A Move towards Cashless Economy' on 23.06.2017.</p> <p>The Department of Costume Design and Fashion organized a Workshop on 'Industrial Sewing Machines' on 28.07.2017</p> <p>The Department of Costume Design and Fashion conducted a 'Fashion Sketching Workshop' on 10 &amp; 11.08.2017</p>

	<p>The Department of Hindi and Other Languages organized a One - day State Level Workshop on 'Poetry Writing' on 21.08.2017</p> <p>The Department of Catering Science and Hotel Management organized a Workshop on 'Chisler - Vegetable Carving' on 08.09.2017.</p> <p>A Workshop on 'Mobile Servicing' was organized on 11.09.2017 and on 12.09.2017</p> <p>A Workshop was organized on 'Yoga For Concentration' of Department of Commerce (CA) on 14.09.2017 and on 15.09.2017</p> <p>The Department of Computer Science (UG) organized a Three - day Workshop on 'Computer Hardware and Networking' from 25.09.2017 to 27.09.2017.</p> <p>The Department of Mathematics organized a Two - day Workshop on 'Documentation using LATEX' on 26.09.2017 and on 27.09.2017</p> <p>The Department of Social Work organized a Workshop on 'Emerging Trends in Social Work' on 21.10.2017</p> <p>A One-day Workshop on 'Photoshop' of the Department of Biotechnology on 11.12.2017.</p> <p>The Department of Commerce organized a National Level Seminar entitled 'e-Marketing Trends A Platform for Digital Thinkers' on 16.12.2017.</p> <p>The Department of Business Administration with CA organized a Seminar related to Stress Management on 'Leading a Meaningful Life' on 27.12.2017</p> <p>A One - day Job Oriented (skill based) Workshop in Hindi Typing was conducted on 29.12.2017.</p> <p>A Workshop on Android Programming was organized by the Department of Computer Technology and Information Technology on 09.01.2018 and on 10.01.2018</p> <p>The Department of Corporate Secretaryship with CA and PA organized a Two - day Workshop on 'GST and Business Practices' on 23.01.2018 and on 24.01.2018</p>
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	<p>The Department of Computer Science (UG) organized a Two-day Workshop on 'Mobile Application Development' on 30.01.2018 and on 31.01.2018</p> <p>A Two-day Workshop on 'Biostatistical Analysis on Biological Research' was organized by the Department of Biochemistry for the benefit of PG Students and Research Scholars on 01.02.2018 and on 02.02.2018.</p> <p>A National level Workshop on 'Cloud Computing with Amazon Web services' was organized on 01.02.2018 and on 02.02.2018 by the Department of Computer Technology and Information</p> <p>The Department of Corporate Secretaryship with CA and PA organized a State Level Seminar on 'Intellectual Property Rights' on 13.02.2018.</p> <p>The Department of Mathematics organized a Two - day State Level Workshop on 'Statistical Analysis using R Software' on 15.02.2018 and on 16.02.2018</p> <p>The Department of Business Administration and the Department of Business Administration with CA jointly organized a State Level Workshop on 'Textile Merchandising' on 23.02.2018.</p> <p>The Department of Computer Science (P.G.) organized a ITware'18 Workshop on 'Hands-on Training - PHP Programming' on 26.02.2018.</p> <p>The Department of Computer Science (P.G.) organized a Seminar on 'RDBMS Concepts' on 28.02.2018</p> <p>The Department of Social Work organized a National Level Workshop on 'Pollution Control and Environmental Protection' on 05.03.2018</p>
To Update the Curriculum in tune with the societal requirements	Curriculum is framed to meet the present requirements and future scenario
To enhance the employability level of graduating students	<p>Career Guidance and Placement activities</p> <p>Mr.R.Sundar Raj and Mr.D.Gopinath, Assistant Professors (UG-CS) attended 'FDP-Workshop on Networking Platform' on 10.07.2017 and on 11.07.2017 organized by the Department of Extension and Career Guidance, Bharathiar</p>

	<p>University, Coimbatore and UTL Technologies, Bengaluru.</p> <p>Awareness Programme on Inauguration of the Career Guidance and Counselling Cell was held on 18.07.2017 and on the same day an Awareness Programme on Bank Examinations was conducted and Dr.T.Arulvelan, Management Consultant, Freelance Trainer for Corporate Banking and Financial Services, Coimbatore was the Resource Person.</p> <p>Ms. S.Karthikeyeni, Ms.J.Ghayathri and Dr.B.Jayanthi, Associate Professors (PG-CS) attended a Two - day FDP on 'Introduction to Cloud Infrastructure and Services' at Velalar College of Engineering and Technology, Erode on 04.08.2017 and on 05.08.2017 conducted by ICTACT, Chennai.</p> <p>The Cell and Tata Consultancy Services jointly organized a Seminar on 'Job Orientated Course – Finance and Accounting in BPS (TCS)' on 10.08.2017 for the Students who opted Finance and Accounting in BPS as a Value Added Course. Mr.Stephen Moses Dinakaran, HR, Talent Acquisition Group, Tata Consultancy Services Limited, Chennai, was the Resource Person.</p> <p>The Cell conducted an Awareness Programme on 'Government Sector Opportunities' for the final year UG &amp; PG students on 16.08.2017 and Er.D.Rajaa, Director, Pavitheran's Competitive Circle, Bengaluru addressed the Students.</p> <p>The Cell conducted an Awareness Programme on 'Career Opportunities in Life Insurance' on 22.08.2017 for the Final Year UG and PG Students and Mr.S.Zahir Hussain, Senior Business Associate, LIC of India, Sivagiri Branch, Erode acted as a Resource Person and gave the details about Insurance Sectors and Career Opportunities in Life Insurance field.</p> <p>Mr.K.K.Sureshkumar, Placement Officer, Mr.S.Arumugaraj, Assistant Professor, Department of Commerce along with the Final Year UG and PG Students attended 'ICTACT - Youth Leadership Summit - 2017'at Coimbatore on 23.08.2017.</p> <p>The Training and Placement Cell conducted an Awareness Programme on 'Opportunities &amp; Importance of Aptitude in Competitive Exams' for the Final Year Students who opted for job and also for the Second Year UG Students on 24.08.2017. Mr.G.Dharani, Senior Manager, Training</p>
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	<p>and Development, Core Aptitude Training Institution, Erode, was the Resource Person.</p> <p>Mr.K.K.Sureshkumar, Placement Officer attended the AMAZON Placement Officers meet to discuss about the On and Off Campus engagement and market hiring needs with regard to talent pool with Mr.Nidin Narayanan, HR Manager of AMAZON on 30.08.2017 at Amazon Development Centre India Pvt Ltd.,SEZ, India Land Tech Park, Saravanampatti, Coimbatore.</p> <p>Mr.N.Rajasekaran, Ms.M.Vadivukarasi, Dr.G.Venugopal and Ms.P.Jeevitha, Assistant Professors from various departments attended Global Business Foundation Skills - FDP (GBFS-FDP) at Infosys Campus, Mysuru from 12.09.2017 to 20.09.2017.</p> <p>Mr.K.K.Sureshkumar, Placement Officer and Mr.P.Ilayaragu, Assistant Professor, UG (CS) attended a Conference on 'ICT ACADEMY BRIDGE - 2017-Coimbatore Edition - Future of Work' on 13.09.2017 in Coimbatore. The event was supported by the Government of Tamilnadu and conducted in association with NASSCOM.</p> <p>Mr.K.Dhiyaneshwaran and Mr.M.Chandru, Assistant Professors attended 'Project Genesis - Finance &amp; Accounting' - a Faculty Development Programme from 20.11.2017 to 28.11.2017 at Infosys Campus, Mysuru. The Cell also conducted an Awareness Programme on 'Opportunities &amp; Importance of Aptitude in Competitive Exams' for the Second Year Students of our College on 06.12.2017.</p> <p>Mr.G.Dharani, Senior Manager, Training and Development, Core Aptitude Training Institution, Erode, served as the Resource Person. The Cell and Fresher's World.com jointly conducted an online test for the Students those who attended the Campus to Corporate (C2C) Training Programme on 11.12.2017.</p> <p>Mr.K.K.Sureshkumar, Placement Officer attended 'Capacity Building Programme on Recruitment Strategies' for the Placement Officers of Colleges affiliated to Bharathiar University in Collaboration with MaFoi Educational Services - Chennai on 11.01.2018 organized by the Department of Career Guidance and Extension, Bharathiar University, Coimbatore.</p> <p>The Cell conducted an Awareness Programme on 'Entrance Examinations for Higher Education' for the Final Year UG</p>
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	<p>Students on 23.01.2018 and Dr.M.Viswanathan, Associate Professor &amp; Head, Department of Business Administration with CA of our College served as the Resource Person.</p> <p>The Cell organized a Two - day Workshop on 'Government Sector Opportunities' for both the UG &amp; PG Students on 29.01.2018 and on 30.01.2018, Mr.A.Gunasekaran, Director, Sabarmathi Gurukulam, Cheyyar, was the Resource Person.</p> <p>The Training and Placement Cell and Global Talent Track (GTT) in association with Barclays (CSR Initiative) organized a Campus to Corporate (C2C) - Phase-II Training Programme for the Final Year Students those who opted for job on 02.02.2018 and on 03.02.2018.</p> <p>The Cell and Tata Consultancy Services organized a discussion on 'Job Orientated Course – Finance and Accounting in BPS (TCS)' for the Students who opted Finance and Accounting in BPS as a Value Added Course on 19.02.2018. Mr.Stephen Moses Dinakaran, HR, Talent Acquisition Group, Tata Consultancy Services Limited, Chennai, was the Resource Person.</p> <p>The Training and Placement Cell organized Campus to Corporate (C2C) - Phase III – Training Programme on 27.02.2018 and on 28.02.2018 for the Final Year non-placed Students those who opted for job. The Session was handled by Mr.R.Vasudevan, Chief Operating Officer &amp; Trainer, Breakthrough, Chennai.</p>
To empower Faculty	<p>117 Research Articles of the faculty members were published in various reputed Journals with impact factor.</p> <p>5 Faculty Members Completed Doctoral Programme during 2017 – 2018</p> <p>8 Faculty Members cleared the SET/NET Examination during 2017-18</p> <p>5 Faculty Development Programme / Workshop organized to improve the faculty in the field of Curriculum Design, Learning Process, Syllabus and Question Bank, Ethics and Values</p>
To make the college campus eco-friendly	<p>Eco Club organized</p> <p>An Orientation cum Awareness Programme on 'Organic Farming' was conducted on 19.07.2017. Mr.Prabhu Shankar, Mr.Senthilnathan (Founders of Uyir, Erode),</p>

	<p>Mr.Muthu Thanigachalam, Mr.Naveen, Mr.Senthil (Members of Uyir, Erode), Mr.Selvam and Mrs. Poongodi Selvam (Organic Farmers, Arachalur) were the Resource Persons.</p> <p>To organized seminar on Dengue Awareness on 26.07.2017</p> <p>To create awareness among the students World Nature Conservation Day (28.07.2017),</p> <p>Swachhata Spath Pledge was taken by our NSS Volunteers on 08.08.2017</p> <p>A Skit on 'Eco Friendly Environment' was performed by Eco Club Volunteers on 15.12.2017.</p> <p>The Club along with Youth Red Cross organized a Rally on Plastic Awareness and Road Safety on 09.01.2018.</p> <p>Think Green Cell for environment Awareness has planed Tree Saplings</p> <p>National Energy Conservation Day (14.12.2017) was celebrated and an essay Writing Competition was organized on the topic "Green IT" on 09.01.2018</p> <p>Maintenance of Medicinal Plant Garden , Value Added Course in ' Organic Terrace Farming', Rain Water Harvesting Measures Energy Saving Activities, Resource Conservation, E-Waste Management System, Regularly Campus Cleaning Activities by NSS Volunteers</p> <p>Tree Sapling Plantation and Wild Life Photography Exhibition were organized at Sengulam Panchayat Union School, Chennimalai on 23.02.2018.</p>
To improve IT infrastructure	2 MFP Printers, 1 Laptop , 3 LCDs were purchased at cost of Rs 1,68,800
To improve Research Activities	<p>A Workshop on 'Data Analysis and Interpretation' was organized on 16.02.2017 and Mr. M.Maria Antony Raj, Research Associate, M.S.Chellamuthu Institute of Mental Health and Rehabilitation, Madurai was the Chief Guest.</p> <p>On 20.02.2017, a Workshop on 'Application of Statistics in Research' was organized for the first year PG students. The Resource Person of the programme was Dr.S.Devaraj Arumainayagam, Associate Professor &amp; Head, Department of Statistics, Government Arts College, Coimbatore.</p>

	<p>10 M.Phil Programmes and 5 Ph.D Programmes in various disciplines are offered in the College. 30 Scholars in M.Phil and 4 in Ph.D have registered with the Research Guides of our College. 32 Research Scholars were awarded with M.Phil and 4 Research Scholars were awarded with Ph.D degrees during 2017-2018.</p> <p>The KASC Journal of Social Science is publishing Academic/Research papers in the field of Business, Management, Commerce, Corporate, Marketing, Finance, Economics, HR Management and relevant subjects. Volume 4 of KASC Journal of Social Science was released during December 2017.</p>
<p>To provide a platform for the students to develop them in all spheres</p>	<p>The Department of Hindi and Other Languages through Hindi Sahitya Samiti conducted a Debate among the students on 'Vyakthi Ke liye Sahakarmi dabaav Haanikarak hai ya Fayademand' (Is Peer Pressure Harmful or Beneficial to an individual) on 13.07.2017.</p> <p>The Department of Computer Science (UG) conducted 'Think Fest' - Intra department Competitions on 'Software Contest, Debugging, Web Designing and Multimedia Presentation' for the Students on 19.07.2017.</p> <p>The Department of Commerce (CA) conducted an Essay Writing Competition on 'The Role of Income Tax in the Nation Building' on 20.07.2017.</p> <p>An Intra-department Competition 'Express Impress Bio Flair 2017' was conducted by the Department of Biochemistry to showcase the talents of the Students both on curricular and extracurricular aspects on 04.08.2017.</p> <p>A Quiz Competition 'Biobrainz - 2017' was conducted for Biochemistry Students on 07.08.2017.</p> <p>The Department of Computer Technology and Information Technology conducted 6 Intramural Technical Symposium 'Techfest'17' and it was inaugurated by Dr. V. Radha, Professor &amp; Head, Department of Computer Science, Avinashilingam Institute for Home Science &amp; Higher Education for Women, Coimbatore on 08.08.2017.</p> <p>The Department of Computer Applications organized an Inter-collegiate Meet 'BOOM BOOT 2017' on 11.08.2017 and Students from various Colleges in and around Erode District participated in the event.</p> <p>The Department of Physics conducted an Intra - department Meet - 'Accelerate' (Quiz, Spell Bee, Scrambled words,</p>

	<p>Inventions and Inventors) for the Students of Physics on 16.08.2017.</p> <p>The Department of Costume Design and Fashion conducted an Inter - collegiate Meet 'Fashion Zingaro'17' on 17.08.2017. Mr. Gokul Ravindramohan , Professional Model, Tom Discontented, Chennai &amp; Bengaluru and Mr.C.Thiagarajan, Freelance Fashion Photographer &amp; Creative Designer, Ooty, were the Judges.</p> <p>A State Level Book Review Competition was conducted for the First Year UG Students of Commerce (CA) by Vivekanandha Kendra, Kanniyakumari on 30.08.2017. The name of the book reviewed was 'Elagnane Vizhithezhu'authored by Mr. S. Senthilkumar.</p> <p>An Intramural Quiz Competition - INSTACRACKERS'17 was organized on 07.09.2017 by the Department of Biotechnology.</p> <p>Department of Tamil conducted programme a sulalum sollarangam on 13.09.2017</p> <p>The Department of Commerce conducted 'INTRA FESI 2017'- an Intra - department Meet on 21.09.2017.</p> <p>An Intra - department Paper Presentation Competition was organized by the Communication Club of the Department of Computer Technology and Information Technology on 07.12.2017.</p> <p>An Essay Writing Competition on 'Green IT' was conducted by the Green Computing Forum of the Department of Computer Technology and Information Technology on 09.01.2018.</p> <p>Department of Tamil conducted a pongal Vizha on 11.01.2018</p> <p>The Department of English conducted "Revelry' 18" on the eve of Literary Week Celebrations and various Competitions like Debate, Poem Composing, Extempore, Translation and Pupils' Corner Quiz were conducted for the Students of other disciplines from 19.01.2018 to 23.01.2018.</p> <p>The Department of Costume Design and Fashion conducted 'Fashion Gala-2018' – a Designer Contest on 31.01.2018 and the Judges were Dr. Sudha Anand, Director of BKS Textiles (P) Ltd, and Ms. Mathivathana, Proprietor, Bougainvillea, Erode.</p>
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	<p>An Inter - department Competition 'KAPSIMO - 2018' was conducted by the Department of Catering Science and Hotel Management on 13.02.2018 and on 14.02.2018.</p> <p>The Department of Computer Science (P.G.) conducted an Inter – collegiate Meet 'MAKEXCELS 2k18' – jointly with the Department of Management Science on 15.02.2018 and Mr.K.Parivallal, CEO, DMW CNC Solutions India Private Limited, Perundurai, inaugurated the event.</p> <p>The Department of English conducted 'Lit. Fest'18' - Literary Week Celebrations exclusively for Literature Students. Competitions like Poesy Combat, Extempore, Monologue, Soliloquy and Literary Quiz were conducted for the Students to bring out the latent language potentials and also to exhibit their thirst for Literature from 16.02.2018 to 17.02.2018.</p>
<p>To Motivate the students to excel in various sports events</p>	<p>Forty Nine students actively participated in various sports events at College, University, State and National Level and have brought numerous trophies</p>
<p>To Share Knowledge - Guest Lectures</p>	<p>Recent happenings in the Various discipline are imparted through Guest Lecture Programme</p> <p>The Department of Commerce conducted a 'Tally Induction Programme' on 30.06.2017</p> <p>The Department of Commerce (CA) conducted a Guest Lecture on 01.07.2017 on 'Beginning of GST Era'</p> <p>The Department of Commerce conducted a Guest Lecture on 'Career Counselling Programme' on 08.07.2017</p> <p>The Department of Commerce conducted a Guest Lecture on 'Goods and Service Tax' on 08.07.2017.</p> <p>The Department of Management Science conducted a Guest Lecture on 'GST' on 11.07.2017</p> <p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Multimedia and its Applications' on 20.07.2017</p> <p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Computer Hardware and Networking' on 20.07.2017.</p>



	<p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Android Applications' on 21.07.2017</p> <p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Visual Effects (VFX) Software' on 21.07.2017.</p> <p>The Department of Commerce conducted a Guest Lecture on 'Heartfulness - Master Classes' from 27.07.2017 to 29.07.2017.</p> <p>The Department of Computer Technology and Information Technology conducted a Guest Lecture on 29.07.2017.</p> <p>The Department of Commerce conducted a Guest Lecture on 'Strategic Thinking for Starting a Business' on 01.08.2017.</p> <p>The Department of Management Science conducted a Special Lecture on 'Transaction Analysis' on 04.08.2017.</p> <p>The Department of Commerce conducted a Guest Lecture on 'Role of Youth in Building a Nation' on 05.08.2017.</p> <p>The Department of Management Science conducted a Special Lecture on 'Financial Markets for Future Investors' on 07.08.2017.</p> <p>A Guest Lecture on 'Inculcating Morality through Indian Epics' on 07.08.2017.</p> <p>The Department of English conducted a Guest Lecture on 'Phonetics and English Language Teaching' on 09.08.2017.</p> <p>The Department of Management Science organized a session for the Students on 'Entrepreneurial Avenues' on 10.08.2017.</p> <p>The Department of Business Administration with CA organized a Special Lecture on 'Sigaram Thodu' on 16.08.2017.</p> <p>The Department of Biochemistry conducted a Guest Lecture on 'Nutraceutical and Functional Foods' on 16.08.2017.</p> <p>The Department of Social Work conducted a Guest Lecture on 'Skin Donation' on 22.08.2017.</p>
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	<p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Effective Leadership' on 23.08.2017.</p> <p>The Department of Business Administration with CA conducted a Guest Lecture on 'International Business' on 29.08.2017.</p> <p>A Guest Lecture was conducted on 'Fundamentals of Accounting' on 04.09.2017.</p> <p>The Department of Physics conducted a Guest Lecture on 'Ultra High Frequency Solar Cells' on 15.09.2017.</p> <p>The Department of Mathematics conducted a Guest Lecture on 'Graph Theory' on 20.09.2017.</p> <p>The Department of Commerce conducted a Guest Lecture on 'Export Procedure and Documentation' on 25.09.2017.</p> <p>The Department of English conducted a Guest Lecture on 'Translation Studies and Practice' on 27.09.2017.</p> <p>The Department of Mathematics conducted a Guest Lecture for 'Application of Real Analysis' on 09.10.2017</p> <p>The Department of Commerce (CA) conducted a Guest Lecture on 13.12.2017 on 'Cyber Risks and Safe Guard'.</p> <p>The Department of Business Administration with CA organized a Special Lecture on 'Effective Utilization of Google' on 16.12.2017.</p> <p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Project Development is using Dot Net Technologies' on 26.12.2017.</p> <p>The Department of Social Work conducted a Guest Lecture on 'Prevention of Child Labour' on 29.12.2017.</p> <p>The Department of Costume Design and Fashion conducted a Guest Lecture on 'Research Methodology' on 08.01.2018.</p> <p>The Department of Catering Science and Hotel management conducted a Guest Lecture on 'Ethical Foods' on 09.01.2018.</p> <p>The Department of Business Administration conducted a Guest Lecture on 'Banking Law and Practices' on 23.01.2018.</p>
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	<p>The Department of Business Administration conducted a Guest Lecture on 'Productivity Theory and Pricing' on 24.01.2018.</p> <p>A Guest Lecture was conducted by the Department of Hindi and Other Languages for the Sanskrit Students on 29.01.2018.</p> <p>The Department of Management Science organized a session on 'Application of Parametric and Non - parametric tests using SPSS' on 29.01.2018.</p> <p>The Department of Business Administration with CA conducted a Guest Lecture on 'Contract of Law' on 30.01.2018.</p> <p>The Department of Business Administration with CA conducted a Guest Lecture on 'Multimedia' on 30.01.2018.</p> <p>The Department of Management Science conducted a Guest Lecture on 'Trading in International Commodities' on 31.01.2018.</p> <p>The Department of Social Work conducted a Guest Lecture on 'Counselling and Guidance' on 02.02.2018.</p> <p>A Guest Lecture on 'Basic Bioinformatics' was conducted on 16.02.2018</p> <p>The Department of Physics conducted a Guest Lecturer in the field of 'Particle Physics' on 17.02.2018.</p> <p>The Department of Biotechnology conducted a Guest Lecture on 'Environmental Technology' on 28.02.2018.</p>
<p>To Create and inculcate National Values (TRAC – <i>Towards Responsive Active Citizen</i>)</p>	<p>The Department of Costume Design and Fashion celebrated the National Handloom Day on 07.08.2017. Mr.R.Chandran, Assistant Director, Textiles Committee, Mr.S.Sakthivel, Handloom Officer, Assistant Director of Handlooms and Textiles and Mr.C.Karunakaran, Assistant Manager, National Handloom Development Corporation Ltd., Erode were the Chief Guests.</p> <p>As a part of the Teacher's Day Celebration, a Programme on 'Anbulla Aasiriyarkku' was organized on 05.09.2017 in which the Students of Commerce (CA) conveyed their respect and regards to their teachers through an exclusive Greeting Card designed by them.</p>

	<p>The Department of Hindi and Other Languages celebrated 'Hindi Divas' on 14.09.2017 with Intramural Talent Show (Both On stage and Off stage events) for all the UG Students.</p> <p>On account of the World Tourism Day, the Students of Catering Science and Hotel Management visited Vellore Birds Sanctuary for Cleaning Activities and also to plant tree saplings on 25.09.2017.</p> <p>The Department of Social Work organized a Signature Campaign on 10.10.2017 for the observance of World Mental Health Day.</p> <p>On the eve of National Youth Day, a Power Point Presentation Competition was conducted for the Students of the Department of Commerce (CA) on the topic 'Relevance of Swami Vivekanandha in Today's Context' on 19.01.2018.</p> <p>The Department of Hindi and Other Languages celebrated Matrubhasha Divas (Mother Language Day) on 21.02.2018 and in tune with the Celebration, Drawing and Singing Competitions were conducted for all the UG Students.</p>
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*\* Attach the Academic Calendar of the year as Annexure - I.*

2.16 Whether the AQAR was placed in statutory body

Management  Syndicate  Any other body

Provide the details of the action taken

The Management approved the plan of action and gave consent to implement them.

## Part – B

### Criterion – I

#### I. Curricular Aspects

##### 1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of Self-financing Programmes	Number of value added / Career Oriented Programmes
Ph.D	05		05	
PG	08		08	
UG	19		19	44+2
PG Diploma				
Advanced Diploma				
Diploma				
Certificate	01		01	
Others (M.Phil)	08		08	
<b>Total</b>	<b>42</b>		<b>42</b>	<b>46</b>

Interdisciplinary				
Innovative				

##### 1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options

- The college offers UG & PG programmes under the Choice Based Credit and Semester System.
- UG & PG students can choose elective as well as open courses.

##### (ii) Pattern of Programmes:

Pattern	Number of programmes
Semester	27
Trimester	Nil
Annual	59

1.3 Feedback from stakeholders\* Alumni  Parents  Employers  Students   
*(On all aspects)*

Mode of feedback : Online  Manual  Co-operating schools (for PEI)

**\*Analysis of the feedback - Annexure-II**

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects.

Yes, the syllabus has changed for 3<sup>rd</sup> and 4<sup>th</sup> semester of 2017-2018 batch students to meet the current requirements.

- Project has been introduced at the UG level
- Institutional Training is made compulsory for all UG/PG Programmes
- The Total marks for UG has been increased from 3500 to 3600 and for PG it has been changed from 2250 to 2300
- For some of the programmes 6<sup>th</sup> semester is completely meant for training
- Cyber security and Ethics related aspects are included in the syllabi

1.5 Any new Department/Centre introduced during the year. If yes, give details.

-

**Criterion – II**

**2. Teaching, Learning and Evaluation**

2.1 Total No. of permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
191	164	22	01	04

2.2 No. of permanent faculty with Ph.D.

33

2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year

Asst. Professors		Associate Professors		Professors		Others		Total	
R	V	R	V	R	V	R	V	R	V
38	38	--	--	--	--	--	--	38	38

2.4 No. of Guest and Visiting faculty and Temporary faculty 

01	--	--
----	----	----

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended	47	43	65
Presented	30	23	1
Resource Persons			13

2.6 Innovative processes adopted by the institution in Teaching and Learning:

- |                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Assignments in the form of workbook</li> <li>• Group work</li> <li>• Mathematical Model</li> <li>• Field Work Training</li> <li>• Mind map Technique</li> <li>• Smart Class</li> <li>• A Real Time Marketing Skill Exposure</li> <li>• Aptitude Test</li> <li>• Brain Storming session</li> </ul> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

2.7 Total No. of actual teaching days during this academic year 

180
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2.8 Examination/ Evaluation Reforms initiated by the Institution (for example: Open Book Examination, Bar Coding, Double Valuation, Photocopy, Online Multiple Choice Questions)

- |                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>- Dummy no system in the ESE Central Valuation with BAR Code Sticker</li> <li>- Transparency system – Photocopy of the Answer scripts</li> </ul> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

2.9 No. of faculty members involved in curriculum restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop 

34	29	49
----	----	----

## 2.10 Average percentage of attendance of students

85%

## 2.11 Course/Programme wise distribution of pass percentage:

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
B.A.(English-CA)	58	--	28	24	06	100
M.A.(English)	35	04	30	01	--	100
B.Sc.(Maths)	124	54	57	09	--	97
M.Sc.(Maths)	42	33	05	--	--	90
B.Com	58	10	36	34	09	88
B.Com.(CA)	124	10	34	33	--	77.
M.Com.(CA)	35	40	54			94
MBA	43	06	30	07	--	100
BBA.(CA)	52	01	32	07	--	40
BBA	65	2	23	28	6	91
B.Com.(CSCA)	61	1	47	27	--	77
B,Com (PA)	55	9	60	25	1	96.
B.Com.(E-Com)	28	11	46	32	--	89
B.Com.(B&I)	38	19	47	16	--	82
MCA	43	33	53	--	--	84
MSW	29	14	14	72	--	100
B.Sc. CT	52	04	25	19	--	92
B.Sc. IT	62	08	26	16	--	81
BCA	106	17	39	23	02	76
B.Sc. (CS)	160	17	55	27	--	82
B.Sc.(Bio-chemistry)	50	18	31	--	--	98
M.Sc.(Bio-chemistry)	16	10	06	--	--	100
B.Sc.(Bio-tech)	51	8	30	11	3	88
B.Sc.(CDF)	58	68	22	3	--	95
M.Sc.(CDF)	10	90	10			100
B.Sc.(CS&HM)	31	20	52	44	04	81

## 2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching &amp; Learning processes :

- i. Monitoring the teaching learning process through Teachers lesson plan and notes of lesson
- ii. Evaluation of teaching learning process by collecting subject wise feedback from students
- iii. Encourage the faculty to use technology in class room.



## 2.13 Initiatives undertaken towards faculty development

<i>Faculty / Staff Development Programmes</i>	<i>Number of faculty benefitted</i>
Refresher courses	--
UGC – Faculty Improvement Programme	--
HRD programmes	--
Orientation programmes	4
Faculty exchange programme	5
Staff training conducted by the university	3
Staff training conducted by other institutions	10
Summer / Winter schools, Workshops, etc.	63
Others	41

## 2.14 Details of Administrative and Technical staff

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	19	NIL	NIL	NIL
Technical Staff	40	NIL	NIL	NIL

## Criterion – III

### 3. Research, Consultancy and Extension

#### 3.1 Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

- To promote Research activities, the Institution publishes yearly journal-KASC Journal of Social Science
- Faculty members are encouraged to participate and present Research Papers in various Research Forums
- Special permission is granted for Research Related Activities.
- Faculty members are motivated to approach various funding agencies to promote Research culture in the campus
- Faculty members are honoured in the annual day for their research contribution

### 3.2 Details regarding major projects

	Completed	Ongoing	Sanctioned	Submitted
Number		NIL		
Outlay in Rs. Lakhs				

### 3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number			02	
Outlay in Rs. Lakhs			5,00,000	

### 3.4 Details on research publications

	International	National	Others
Peer Review Journals	82	2	
Non-Peer Review Journals	14		
e-Journals	15		
Conference proceedings	12		

### 3.5 Details on Impact factor of publications:

Range  Average  h-index  Nos. in SCOPUS

### 3.6 Research funds sanctioned and received from various funding agencies, industry and other organisations

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Major projects				
Minor Projects	2	UGC & IARA	5,00,000	--
Interdisciplinary Projects				
Industry sponsored				
Projects sponsored by the University/ College				
Students research projects ( <i>other than compulsory by the University</i> )				
Any other(Specify)				
Total				

3.7 No. of books published i) With ISBN No.  Chapters in Edited Books

ii) Without ISBN No.

3.8 No. of University Departments receiving funds from

UGC-SAP  CAS  DST-FIST   
DPE  DBT Scheme/funds

3.9 For colleges Autonomy  CPE  DBT Star Scheme   
INSPIRE  CE  Any Other (specify)

3.10 Revenue generated through consultancy

3.11 No. of conferences organized by the Institution

Level	International	National	State	University	College
Number		2	2	1	
Sponsoring agencies					

3.12 No. of faculty served as experts, chairpersons or resource persons

3.13 No. of collaborations International  National  Any other

3.14 No. of linkages created during this year

3.15 Total budget for research for current year in lakhs : Rs.3,00,000

From Funding agency  From Management of University/College   
Total

3.16 No. of patents received this year

Type of Patent		Number
National	Applied	--
	Granted	--
International	Applied	--
	Granted	--
Commercialised	Applied	--
	Granted	--

3.17 No. of research awards/ recognitions received by faculty and research fellows of the institute in the year

Total	International	National	State	University	Dist	College
--	--	--	--	1	--	3

3.18 No. of faculty from the Institution who are Ph. D. Guides and students registered under them

14

1

3.19 No. of Ph.D. awarded by faculty from the Institution

3

3.20 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones)

JRF  SRF  Project Fellows  Any other

3.21 No. of students Participated in NSS events:

University level  State level   
National level  International level

3.22 No. of students participated in NCC events:

University level  State level   
National level  International level

3.23 No. of Awards won in NSS:

University level  State level   
National level  International level

3.24 No. of Awards won in NCC:

University level	03	State level	--
National level	02	International level	--

3.25 No. of Extension activities organized

University forum	--	College forum	26		
NCC	05	NSS	75	Any other	--

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility

The Department of Computer Technology and Information Technology conducted a 'Digital Literacy Programme' for the Students of Government Panchayat Union Primary School, Seenapuram on 21.07.2017.

Final Year PG Students of Department of Mathematics donated the needy things, conducted games and distributed prizes and taught the concept of Mathematics for the Students of Panchayat Union Primary School at V.Ramanathapuram, Kavunthapadi on 08.08.2017.

Faculty Members from the Department of English taught English to the Students of Panchayat Union Elementary School, Nanjanapuram, Erode on 17.08.2017 and on 18.08.2017.

The Department of Computer Science (UG) conducted an Awareness Programme on 'Principles of Animation' for the Government Higher Secondary School Students, Kasipalayam, Erode on 21.08.2017.

Students from the Department of Corporate Secretaryship with CA and PA desilted the pond Kathirampatti on 25.09.2017.

Observance of Vigilance Awareness Week. The Pledge was taken by NSS volunteers on 30.07.2014

Final Year Students from the Department of Computer Science (P.G.) provided Lunch for the Physically Challenged Students at Erode Arima Society Trust, Sengodampalayam, Erode on 28.10.2017.

Blood Group Identification was done for the Students of Sengulam Government School, Anthiyur and Avalpoondurai Middle School, Erode by the Department of Biochemistry on 15.12.2017 and on 17.01.2018 respectively.

Students from the Department of Physics conducted two Awareness Programmes on 'Physics for Everyone' and 'Demand of Green Energy' on 08.01.2018 to the Students of Government Boys Higher Secondary School, Modakuruchi.

The Department of Catering Science and Hotel Management conducted an Awareness Programme on 'Healthy Cooking' for Government School Students, Veppampalayam, Erode on 24.01.2018.

Beej-Hindi Siksha Abhiyaan - Teaching Hindi to Students of Panchayat Union Primary School, Rayapalayam was carried out from 29.01.2018 to 14.03.2018 by the Department of Hindi and Other Languages with a service motive by the Hindi Students. Learning tools like notebooks, books etc., were donated to the School children on that day.

An 'Insurance Awareness Programme' was organized by the Department of Commerce for the people of Vellode Village on 30.01.2018 with Mr.G.Balalji, Area Manager, Royal Sundaram General Insurance Company Ltd., Coimbatore, as the Resource Person.

The Department of Management Science conducted an Awareness Programme on 'Human Rights' for the Public and Self-Help Group members of Vellode. The session was handled by Mr.R.Balasubramanian, District Secretary, CPC, Erode on 31.01.2018 at Panchayat Union Elementary School, Vellode. They also conducted an Awareness Programme on Cleanliness and Water Conservation for the School students of Government Middle School, Kanagapuram on 16.02.2018.

The Department of Tamil organized various Competitions under Societal Development Programme for the Students of Government School, Kanagapuram on 16.02.2018.

'Stencil Printing' was taught by the Students and faculty members of the Department of Costume Design and Fashion to the Students of Panchayat Union Elementary School, Nanjanapuram, Erode on 26.02.2018.

## Criterion – IV

### 4. Infrastructure and Learning Resources

#### 4.1 Details of increase in infrastructure facilities:

Facilities	Existing	Newly created	Source of Fund	Total
Campus area	27.24 acres	--	--	27.24 acres
Class rooms	95	2	Own fund	97
Laboratories	17	--	Own fund	17
Seminar Halls	04	--	Own fund	04
No. of important equipments purchased ( $\geq$ 1-0 lakh) during the current year.	--	2	Own fund	2
Value of the equipment purchased during the year (Rs. in Lakhs)	--	--	--	--
Others	--	--	--	--

## 4.2 Computerization of administration and library

<p>Computerization of Students Database</p> <ul style="list-style-type: none"> <li>- KASCSIS(Students Information System)- Maintains <ul style="list-style-type: none"> <li>▪ Students Attendance</li> <li>▪ Students Progress Report</li> <li>▪ Daily Absentee Report are sent through SMS to Parents</li> <li>▪ Publication of Results in College website</li> <li>▪ Consolidation of Students Attendance details</li> </ul> </li> </ul> <p>Computerization of Library</p> <ul style="list-style-type: none"> <li>- Digital Question Bank</li> <li>- Routing Periodical Service</li> <li>- E-current Awareness Bulletin</li> <li>- E-Gate Register</li> <li>- Bar code system</li> <li>- LIBA soft Systems for stock maintenance</li> </ul>
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## 4.3 Library Services:

	Existing		Newly added		Total	
	No.	Value in Rs	No.	Value in Rs	No.	Value in Rs
Text Books	28958	9009697	543	131571.10	29501	9141268.10
Reference Books	5173	1704704	75	28960.00	5248	1733664.00
e-Books	106033	-	Continue the subscription		106033	With e-journals
Journals	195	222844	Continue the subscription		195	222844
e-Journals	10514	174750.00	Continue the subscription		10514	153400
Digital Database	4	-	Continue the subscription		4	-
CD & Video	1365	23818	11	--	1376	23818

## 4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	850	11+2	20 mbps	11	11+2	10	29	52
Added	-	--	-	-	-	6	3	1
Total	850	11+2	20 mbps	11	11+2	16	32	53

4.5 Computer, Internet access, training to teachers and students and any other programme for technology upgradation (Networking, e-Governance etc.)

- Workshop on
  - Poetry Writing (21.08.17)
  - Hindi Typing (29.12.17)
  - Documentation using LATEX (26 &27.09.2017)
  - Statistical Analysis Using R Software (15 & 16.02.2018)
  - Tally induction Programme (07.07.2017)
  - Effective utilization of Google (16.12.2017)
  - Computer Hardware (25 to 27.09.2017)
  - Mobile Application Development (30,31.01.2018)
  - Hands on Training –PHP Programming (26.02.2018)
  - Office Automation (08,09.12.2017)
  - Android Programmin (09,10.01.2018)
  - Cloud Computing with Amazing Web service (01,02.02.2018)
- Competition
  - Efficient Programming & Debugging (14.07.2017)
  - Think Fest Software Contest and Debugging (19.07.2017 , 04.08.2017,23.08.2017)
- Lecture on
  - Multimedia and its application (20.07.2017)
  - Computer Hardware and Networking (20.07.2017)
  - Android Application (21.07.2017)
  - Visual Effects (VFX) Software (21.07.2017)
  - Multimedia Presentation and Web Designing (04.08.2017)
  - Paper Presentation and Marketing (21.09.2017)
  - Project and Development using dot net Technologies (26.12.2017)
  - Tech While You Learn Activity (16.02.2018)
  - Ruby and Rails (29.07.2017)
- Training On
  - Mobile Phone Service (22,23.01.2018)
  - Adobe Photoshop (24 to 27.01.2018)
  - Fashion CAD (07.07.2017)

4.6 Amount spent on maintenance in lakhs :

i) ICT	2.49
ii) Campus Infrastructure and facilities	2.94
iii) Equipments	0.27
iv) Others	
<b>Total:</b>	<b>5.70</b>



## Criterion – V

### 5. Student Support and Progression

#### 5.1 Contribution of IQAC in enhancing awareness about Student Support Services

- The students are informed about students support services available in the college during the inaugural function of UG and PG courses
- Periodical meeting of the principal with class representatives
- Regular Meeting with students to enhance their academic/placement activities

#### 5.2 Efforts made by the institution for tracking the progression

- Tutorial System
- Periodical Meeting with Parents

#### 5.3 (a) Total Number of students

UG	PG	M.Phil	Ph.D	Total
4213	520	31	04	4554

(b) No. of students outside the state

14

(c) No. of international students

Nil

Men	No	%	Women	No	%
	2472	52.23		2261	47.77

Last Year						This Year					
General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total
221	114	2	4182	8	4519	204	116	2	4411	12	4733

Demand ratio 1:1.4

Dropout % 0.2

#### 5.4 Details of student support mechanism for coaching for competitive examinations (If any)

- Career Guidance and Counselling Cell organised awareness Programme on
- Aptitude Training Programme (07.07.2017)
  - Bank Examination (18.07.2017)
  - Aptitude and Technical online test (12,13 & 25.07.2017)
  - Carrier enhancement for IT Professionals (10 to 26.09.2017)
  - Competitive Examination (24.09.2017)
  - Entrance Examination for Higher Education (23.01.2018)
  - Government sector opportunities and crack the civil service Examination (29,30.01.2018)
  - Master Minds
  - Commerce Online Aptitude Test (27.02.2018)

No. of students beneficiaries

487

#### 5.5 No. of students qualified in these examinations

NET	<input type="text" value="--"/>	SET/SLET	<input type="text" value="--"/>	GATE	<input type="text" value="--"/>	CAT	<input type="text" value="--"/>
IAS/IPS etc	<input type="text" value="--"/>	State PSC	<input type="text" value="--"/>	UPSC	<input type="text" value="--"/>	Others	<input type="text" value="--"/>

#### 5.6 Details of student counselling and career guidance

- Career Guidance and Counselling Cell organised
  - Bridge to College and Career (29.06.2017)
  - Life Insurance (22.08.2017)
  - Entrance Examinations for Higher Education (23.01.2018)
- Programme on
  - Orientation Programme (31.07.2017)
  - Personality Development Programme (04.08.2017)
  - Awareness Programme on Government sector opportunities (16.08.2017)
  - Awareness Programme on Blue Whale Game (26.09.2017)
  - Collegiate Education and its Goal & Benefited of Autonomy (27.06.2017)
  - Communication Skills (04.07.2017)
  - Foundations of Mathematics (04.07.2017)
  - Role of Fresher's at class room and campus levels (07.07.2017)
  - Building academic performance (07.07.2017)
  - Interpersonal skills (11.07.2017)
  - Gender equity (11.07.2017)
  - Hard work Victory (11.07.2017)
  - Moral and ethics values (12.07.2017)
  - Power of positive Attitude (12.07.2017)
  - Banking Awareness Programme (18.07.2017)
  - Leader ship programme for Office Bearers (08.12.2017)
- Seminar on
  - Problems and Prospects in Career Opportunities (06.01.2018)
- Workshop on
  - Resume Building and Interpersonal Skills (15.09.2017 & 28.09.2017)

No. of students benefitted

520

## 5.7 Details of campus placement

<i>On campus</i>			<i>Off Campus</i>
Number of Organizations Visited	Number of Students Participated	Number of Students Placed	Number of Students Placed
18	791	701	62

## 5.8 Details of gender sensitization programmes (Q .No 24)

- Prevention of Sexual Harassment of Women Committee
  - Awareness and Training Programme on Self- Defense Techniques (Martial Arts)' (22.08.2017)
  - Safe Surfing (20.10.2017)
- Women Development Cell organised
  - A programme on Menstrual Disorders and Related Issues (16.08.2017)
  - A Workshop on 'Artificial Flower Bouquet Making' (19.08.2017)
  - 'Healthy Sanitation' (05.03.2018)
- Workshop/ Seminar/ Programme on
  - Breast Cancer Awareness (05.03.2018)
  - Gender Equity (11.07.2017)
  - Women Importance in the Society (30.01.2018)
  - Disaster Management Programme for Women (31.01.2018)

## 5.9 Students Activities

### 5.9.1 No. of students participated in Sports, Games and other events

State/ University level  National level  International level

### No. of students participated in cultural events

State/ University level  National level  International level

### 5.9.2 No. of medals /awards won by students in Sports, Games and other events

Sports: State/ University level  National level  International level

Cultural: State/ University level  National level  International level

### 5.10 Scholarships and Financial Support

	Number of students	Amount Rs
Financial support from Institution	447	8069100
Financial support from Government	32	228780
Financial support from other sources	208	2231250
Number of students who received International/ National recognitions	--	--

### 5.11 Student organised / initiatives

Fairs : State/ University level  National level  International level

Exhibition: State/ University level  National level  International level

5.12 No. of social initiatives undertaken by the students

5.13 Major grievances of students (if any) redressed: NIL

## Criterion – VI

### 6. Governance, Leadership and Management

6.1 State the Vision and Mission of the institution

#### **VISION**

*“To impart knowledge and skills to rural youth in order to meet their intellectual and social aspirations and cultural and technical needs of the society”*

#### **MISSION**

- *To develop an effective curriculum and optimize institutionalized student activities*
- *To involve learners in practical life situations*
- *To expose students to rural realities*
- *To sensitize learners to national heritage and values*

### 6.1.2 Parents-Teachers Association

- Suggestions are invited from the parents through periodical PTA meetings and the suggestions are reviewed and implemented based on their requirements
- Many of the PTA members are Entrepreneurs and they are supporting our students in various prospects of their career

### 6.2 Does the Institution has a management Information System

Yes

1. Official mail to All Hod
2. Biometric System
3. IT Support to Hall Ticket

### 6.3 Quality improvement strategies adopted by the institution for each of the following:

#### 6.3.1 Curriculum Development

- PG syllabus are framed to match with syllabus of NET/SET examinations
- Institutional /Industrial Training
- Projects at UG & PG Level
- Ethics and Skill Oriented Value Added Courses
- FDP on syllabus framing and question paper setting
- Ethics related topics are included in the curriculum
- Non Major Elective(NME)
- Po,PSo,Co
- BOS, .....

#### 6.3.2 Teaching and Learning

- ICT applications oriented learning
- Practical Oriented Workbook for Commerce Work Book
- Online Courses
- Internship and Industrial Visits
- Faculty Lesson Plan

#### 6.3.3 Examination and Evaluation

- Dummy Number System
- Common Evaluation System for model exams
- Marks Transparency System
- On Time Result Publication
- Feedback are received from members of BOS and from External Examiners
- Question Papers are based on OBE Curriculum

#### 6.3.4 Research and Development

- Incentives for Publications
- Special permission for Research Activities and UGC Projects
- Annual Journal KASC Applied Journal of Social Science is published every year
- Students are guided to take up Science Academy summer Internship Programme every year

#### 6.3.5 Library, ICT and physical infrastructure / instrumentation

- New books and journals added and e-journals are made available
- Access to e-books and e-Journals through INFLIBNET-NLIST is created updated and expanded ICT facilities
- Periodical of routing journals
- IT Upgradation
- DELNET Digital Library
- ICT enabled class room
- Digital Question Bank

#### 6.3.6 Human Resource Management

- Faculty Development Programme
- Computer Literacy Programme for Non-Teaching staff
- Periodical training for staff on Effective Implementation System
- Facilitating staff and students to organize and participate in various social and academic activities of the college
- Semester wise review meeting with faculty members and Hod

#### 6.3.7 Faculty and Staff recruitment

Three-tier selection system followed

- Written test
- Oral Test
- Observation of Handling Class

#### 6.3.8 Industry Interaction / Collaboration

MoU with Industries and Institutions

- UTL Technologies
- Electronics Sector Skill Council of India
- Summer Project By Indian Academy of Science

- Infosys BPO Limited, Bengaluru
- ICT Academy of Tamilnadu, Chennai
- ORACLE Academy
- Tata Consultancy Service Limited

Representatives from Industrial sectors in IQAC and BOS

#### 6.3.9 Admission of Students

Admission of students are made as per norms of Bharathiar University and Tamilnadu Government

#### 6.4 Welfare schemes for

Teaching	<ul style="list-style-type: none"> <li>• Staff Quarters</li> <li>• Accident Insurance Coverage-Annual Premium</li> <li>• Fee Concession for staff's Children</li> <li>• Travel grants for presenting paper in Conference</li> </ul>
Non teaching	<ul style="list-style-type: none"> <li>• Staff Quarters</li> <li>• Accident Insurance Coverage –Annual Premium</li> <li>• Fee Concession for staff's Children</li> <li>• Free Uniform for Driver, Sweeper, Attender</li> </ul>
Students	<ul style="list-style-type: none"> <li>• Accident Insurance Coverage for Students and Parents – Annual Premium</li> <li>• Merit Scholarship</li> <li>• Fee concession for Class toppers(5% in a Class) by the KVIT Trust to the tune of Rs. 9,44,000</li> <li>• Free Boarding, Lodging and Fee concession for outstanding Sports students</li> <li>• Free Education to Economically Poor students</li> </ul>

#### 6.5 Total corpus fund generated

Rs. 5,00,00,000 /-

6.6 Whether annual financial audit has been done? Yes  No

6.7 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	Yes	TUV India Ltd.	Yes	IQAC
Administrative	Yes	TUV India Ltd	Yes	Internal auditors

6.8 Does the Autonomous College declares results within 30 days?

For UG Programmes	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
For PG Programmes	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>

6.9 What efforts are made by the University / Autonomous College for Examination Reforms?

- Result published within 15 days from the last date of Examinations
- Consolidated mark statements issued with photo of students and more security features
- Supplementary Exam
- 50% examiners are External
- Scrutiny Board

6.10 What efforts are made by the University to promote autonomy in the affiliated/constituent colleges?

-NA-

6.11 Activities and support from the Alumni Association

- Exam Fees was sponsored by the Alumni (2011-2014 Batch) for 6 Students (One student from each class - I, II and III year of Corporate Secretaryship and PA).
- A Mock Interview was conducted for the Final Year Students by the Alumni of the Department of Computer Technology and Information Technology on 04.08.2017.
- Group Discussion for the Final Year Students was conducted by the Alumni of the Department of Computer Technology and Information Technology on 24.08.2017.
- The Department of Computer Science (UG) conducted a Placement Training Programme on 'Tuning towards Industry' for the Final Year Students on 27.12.2017. Alumni Ms.Femina Fransis, HR Coordinator and Operations, AppDynamics, Ulsoor , Bengaluru and Mr.S.Santhosh Kumar, Senior Testing Executive, Infosys Ltd, Mysuru trained the Students.
- The Alumni of the Department of Computer Technology and Information Technology conducted a Group Discussion on 06.01.2018 for the Pre Final Year Students.



### 6.12 Activities and support from the Parent – Teacher Association

A teacher assigned with the parent ship of a group of about 50 students to maintain a two way rapport with the group in following student related aspects.

- Attendance of the students
- Discipline in the campus
- Dress code
- Academic results
- Co-curricular and extracurricular activities
- A special orientation programme is conducted for the parents along with the newly admitted students on the first day of College.

### 6.13 Development programmes for support staff

- Computer literacy programme
- Encourage to develop academic qualification
- Skill Development Activity

### 6.14 Initiatives taken by the institution to make the campus eco-friendly (Q No 29)

- An effluent treatment plant has been setup, to ensure that the wastes generated in the whole college campus and the treated waste water is used in watering the garden and to maintain a green environment wood, food, paper, organic wastes.
- The College has installed solar cells on top of the buildings ensuring an efficient conversion of solar energy to electricity. Unit I-40 KW(4000 sq.ft)  
Unit II-50 KW 5000sq.ft)
- A solar hot water system installed to save electricity.
- LED Lighting System to save Energy
- Awareness Programme on Global Warming
- Tree Plantation Programme
- Rain water harvesting system
- implementation of SWATCH BHARATH system in the campus
- Avoiding the Usage of Plastics
- E-waste management system

## Criterion – VII

### 7. Innovations and Best Practices

7.1 Innovations introduced during this academic year which have created a positive impact on the functioning of the institution. Give details.(Q.No 30)

- Created Awareness about handloom products by celebrating National Handloom Day on 7<sup>th</sup> August 2017
- World Peace & Understanding Day and International Youth Day Lecture by students
- Free Health Check up was conducted for Teaching and Non Teaching Staff
- Academic Counselling Cell (ACC) was formed
- Orientation on “Role of Fresher’s at Class room and at Campus Levels”
- Teaching Practise Programme for students
- “Gyan Manch” – A knowledge Forum for the 1<sup>st</sup> year Hindi Students
- “Katrathum Petrathum” (Learned and Acquired) -A Programme to share the research experience and book reviews
- Office Bearers Election – Casting Vote Through online
- A Guest Lecture on Role of Youth in Nation Building –Building Bharat

7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

Plan of Action	Achievements
Seminars and Workshops	<p>Various State and National level Seminars and Workshops were conducted to enrich the ideas like</p> <p>The Department of Commerce (CA) organized a Workshop on 'A Move towards Cashless Economy' on 23.06.2017.</p> <p>The Department of Costume Design and Fashion organized a Workshop on 'Industrial Sewing Machines' on 28.07.2017</p> <p>The Department of Costume Design and Fashion conducted a 'Fashion Sketching Workshop' on 10 &amp; 11.08.2017</p> <p>The Department of Hindi and Other Languages organized a One - day State Level Workshop on 'Poetry Writing' on 21.08.2017</p> <p>The Department of Catering Science and Hotel Management organized a Workshop on</p>

'Chisler - Vegetable Carving' on 08.09.2017.

A Workshop on 'Mobile Servicing' was organized on 11.09.2017 and on 12.09.2017

A Workshop was organized on 'Yoga For Concentration' of Department of Commerce (CA) on 14.09.2017 and on 15.09.2017

The Department of Computer Science (UG) organized a Three - day Workshop on 'Computer Hardware and Networking' from 25.09.2017 to 27.09.2017.

The Department of Mathematics organized a Two - day Workshop on 'Documentation using LATEX' on 26.09.2017 and on 27.09.2017

The Department of Social Work organized a Workshop on 'Emerging Trends in Social Work' on 21.10.2017

A One-day Workshop on 'Photoshop' of the Department of Biotechnology on 11.12.2017.

The Department of Commerce organized a National Level Seminar entitled 'e-Marketing Trends A Platform for Digital Thinkers' on 16.12.2017.

The Department of Business Administration with CA organized a Seminar related to Stress Management on 'Leading a Meaningful Life' on 27.12.2017

A One - day Job Oriented (skill based) Workshop in Hindi Typing was conducted on 29.12.2017.

A Workshop on Android Programming was organized by the Department of Computer Technology and Information Technology on 09.01.2018 and on 10.01.2018

The Department of Corporate Secretaryship with CA and PA organized a Two - day Workshop on 'GST and Business Practices' on

	<p>23.01.2018 and on 24.01.2018</p> <p>The Department of Computer Science (UG) organized a Two-day Workshop on 'Mobile Application Development' on 30.01.2018 and on 31.01.2018</p> <p>A Two-day Workshop on 'Biostatistical Analysis on Biological Research' was organized by the Department of Biochemistry for the benefit of PG Students and Research Scholars on 01.02.2018 and on 02.02.2018.</p> <p>A National level Workshop on 'Cloud Computing with Amazon Webservices' was organized on 01.02.2018 and on 02.02.2018 by the Department of Computer Technology and Information</p> <p>The Department of Corporate Secretaryship with CA and PA organized a State Level Seminar on 'Intellectual Property Rights' on 13.02.2018.</p> <p>The Department of Mathematics organized a Two - day State Level Workshop on 'Statistical Analysis using R Software' on 15.02.2018 and on 16.02.2018</p> <p>The Department of Business Administration and the Department of Business Administration with CA jointly organized a State Level Workshop on 'Textile Merchandising' on 23.02.2018.</p> <p>The Department of Computer Science (P.G.) organized a ITware'18 Workshop on 'Hands-on Training - PHP Programming' on 26.02.2018.</p> <p>The Department of Computer Science (P.G.) organized a Seminar on 'RDBMS Concepts' on 28.02.2018</p> <p>The Department of Social Work organized a National Level Workshop on 'Pollution Control and Environmental Protection' on</p>
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	05.03.2018
Curriculum Development	Curriculum is framed to meet the present requirements and future scenario
Employability Enhancement of graduating students	<p>Career Guidance and Placement activities</p> <p>Mr.R.Sundar Raj and Mr.D.Gopinath, Assistant Professors (UG-CS) attended 'FDP-Workshop on Networking Platform' on 10.07.2017 and on 11.07.2017 organized by the Department of Extension and Career Guidance, Bharathiar University, Coimbatore and UTL Technologies, Bengaluru.</p> <p>Awareness Programme on Inauguration of the Career Guidance and Counselling Cell was held on 18.07.2017 and on the same day an Awareness Programme on Bank Examinations was conducted and Dr.T.Arulvelan, Management Consultant, Freelance Trainer for Corporate Banking and Financial Services, Coimbatore was the Resource Person.</p> <p>Ms. S.Karthikeyeni, Ms.J.Ghayathri and Dr.B.Jayanthi, Associate Professors (PG-CS) attended a Two - day FDP on 'Introduction to Cloud Infrastructure and Services' at Velalar College of Engineering and Technology, Erode on 04.08.2017 and on 05.08.2017 conducted by ICTACT, Chennai.</p> <p>The Cell and Tata Consultancy Services jointly organized a Seminar on 'Job Orientated Course – Finance and Accounting in BPS (TCS)' on 10.08.2017 for the Students who opted Finance and Accounting in BPS as a Value Added Course. Mr.Stephen Moses Dinakaran, HR, Talent Acquisition Group, Tata Consultancy Services Limited, Chennai, was the Resource Person.</p> <p>The Cell conducted an Awareness Programme on 'Government Sector Opportunities' for the final year UG &amp; PG students on 16.08.2017 and Er.D.Rajaa, Director, Pavitheran's</p>

Competitive Circle, Bengaluru addressed the Students.

The Cell conducted an Awareness Programme on 'Career Opportunities in Life Insurance' on 22.08.2017 for the Final Year UG and PG Students and Mr.S.Zahir Hussain, Senior Business Associate, LIC of India, Sivagiri Branch, Erode acted as a Resource Person and gave the details about Insurance Sectors and Career Opportunities in Life Insurance field.

Mr.K.K.Sureshkumar, Placement Officer, Mr.S.Arumugaraj, Assistant Professor, Department of Commerce along with the Final Year UG and PG Students attended 'ICTACT - Youth Leadership Summit - 2017'at Coimbatore on 23.08.2017.

The Training and Placement Cell conducted an Awareness Programme on 'Opportunities & Importance of Aptitude in Competitive Exams' for the Final Year Students who opted for job and also for the Second Year UG Students on 24.08.2017. Mr.G.Dharani, Senior Manager, Training and Development, Core Aptitude Training Institution, Erode, was the Resource Person.

Mr.K.K.Sureshkumar, Placement Officer attended the AMAZON Placement Officers meet to discuss about the On and Off Campus engagement and market hiring needs with regard to talent pool with Mr.Nidin Narayanan, HR Manager of AMAZON on 30.08.2017 at Amazon Development Centre India Pvt Ltd.,SEZ, India Land Tech Park, Saravanampatti, Coimbatore.

Mr.N.Rajasekaran, Ms.M.Vadivukarasi, Dr.G.Venugopal and Ms.P.Jeevitha, Assistant Professors from various departments attended Global Business Foundation Skills - FDP (GBFS-FDP) at Infosys Campus, Mysuru from 12.09.2017 to 20.09.2017.

Mr.K.K.Sureshkumar, Placement Officer and Mr.P.Ilayaragu, Assistant Professor, UG (CS)

attended a Conference on 'ICT ACADEMY BRIDGE - 2017- Coimbatore Edition - Future of Work' on 13.09.2017 in Coimbatore. The event was supported by the Government of Tamilnadu and conducted in association with NASSCOM.

Mr.K.Dhiyaneshwaran and Mr.M.Chandru, Assistant Professors attended 'Project Genesis - Finance & Accounting' - a Faculty Development Programme from 20.11.2017 to 28.11.2017 at Infosys Campus, Mysuru.

The Cell also conducted an Awareness Programme on 'Opportunities & Importance of Aptitude in Competitive Exams' for the Second Year Students of our College on 06.12.2017.

Mr.G.Dharani, Senior Manager, Training and Development, Core Aptitude Training Institution, Erode, served as the Resource Person.

The Cell and Fresher's World.com jointly conducted an online test for the Students those who

attended the Campus to Corporate (C2C) Training Programme on 11.12.2017.

Mr.K.K.Sureshkumar, Placement Officer attended 'Capacity Building Programme on Recruitment Strategies' for the Placement Officers of Colleges affiliated to Bharathiar University in Collaboration with MaFoi Educational Services - Chennai on 11.01.2018 organized by the Department of Career Guidance and Extension, Bharathiar University, Coimbatore.

The Cell conducted an Awareness Programme on 'Entrance Examinations for Higher Education' for the Final Year UG Students on 23.01.2018 and Dr.M.Viswanathan, Associate Professor & Head, Department of Business Administration with CA of our College served as the Resource Person.

The Cell organized a Two - day Workshop on 'Government Sector Opportunities' for both the UG & PG Students on 29.01.2018 and on

	<p>30.01.2018, Mr.A.Gunasekaran, Director, Sabarmathi Gurukulam, Cheyyar, was the Resource Person.</p> <p>The Training and Placement Cell and Global Talent Track (GTT) in association with Barclays (CSR Initiative) organized a Campus to Corporate (C2C) - Phase-II Training Programme for the Final Year Students those who opted for job on 02.02.2018 and on 03.02.2018.</p> <p>The Cell and Tata Consultancy Services organized a discussion on 'Job Orientated Course – Finance and Accounting in BPS (TCS)' for the Students who opted Finance and Accounting in BPS as a Value Added Course on 19.02.2018. Mr.Stephen Moses Dinakaran, HR, Talent Acquisition Group, Tata Consultancy Services Limited, Chennai, was the Resource Person.</p> <p>The Training and Placement Cell organized Campus to Corporate (C2C) - Phase III – Training Programme on 27.02.2018 and on 28.02.2018 for the Final Year non-placed Students those who opted for job. The Session was handled by Mr.R.Vasudevan, Chief Operating Officer &amp; Trainer, Breakthrough, Chennai.</p>
Faculty Empowerment	<p>117 Research Articles of the faculty members were published in various reputed Journals with impact factor.</p> <p>5 Faculty Members Completed Doctoral Programme during 2017 – 2018</p> <p>8 Faculty Members cleared the SET/NET Examination during 2017-18</p> <p>5 Faculty Development Programme / Workshop organized to improve the faculty in the field of Curriculum Design, Learning Process, Syllabus and Question Bank, Ethics and Values</p>



Eco-friendly Activities	<p>Eco Club organized</p> <p>An Orientation cum Awareness Programme on 'Organic Farming' was conducted on 19.07.2017. Mr.Prabhu Shankar, Mr.Senthilnathan (Founders of Uyir, Erode), Mr.Muthu Thanigachalam, Mr.Naveen, Mr.Senthil (Members of Uyir, Erode), Mr.Selvam and Mrs. Poongodi Selvam (Organic Farmers, Arachalur) were the Resource Persons.</p> <p>To organized seminar on Dengue Awareness on 26.07.2017</p> <p>To create awareness among the students World Nature Conservation Day (28.07.2017),</p> <p>Swachhata Spath Pledge was taken by our NSS Volunteers on 08.08.2017</p> <p>A Skit on 'Eco Friendly Environment' was performed by Eco Club Volunteers on 15.12.2017.</p> <p>The Club along with Youth Red Cross organized a Rally on Plastic Awareness and Road Safety on 09.01.2018.</p> <p>Think Green Cell for environment Awareness has planed Tree Saplings</p> <p>National Energy Conservation Day (14.12.2017) was celebrated and an essay Writing Competition was organized on the topic "Green IT" on 09.01.2018</p> <p>Maintenance of Medicinal Plant Garden , Value Added Course in ' Organic Terrace Farming', Rain Water Harvesting Measures Energy Saving Activities, Resource Conservation, E-Waste Management System, Regularly Campus Cleaning Activities by NSS Volunteers</p> <p>Tree Sapling Plantation and Wild Life Photography Exhibition were organized at Sengulam Panchayat Union School, Chennimalai on 23.02.2018.</p>
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IT infrastructure Enhancement	2 MFP Printers, 1 Laptop , 3 LCDs - (110000) were purchased at cost of Rs 1,68,800
Research Activities	<p>A Workshop on 'Data Analysis and Interpretation' was organized on 16.02.2017 and Mr. M.Maria Antony Raj, Research Associate, M.S.Chellamuthu Institute of Mental Health and Rehabilitation, Madurai was the Chief Guest.</p> <p>On 20.02.2017, a Workshop on 'Application of Statistics in Research' was organized for the first year PG students. The Resource Person of the programme was Dr.S.Devaraj Arumainayagam, Associate Professor &amp; Head, Department of Statistics, Government Arts College, Coimbatore.</p> <p>10 M.Phil Programmes and 5 Ph.D Programmes in various disciplines are offered in the College. 30 Scholars in M.Phil and 4 in Ph.D have registered with the Research Guides of our College. 32 Research Scholars were awarded with M.Phil and 4 Research Scholars were awarded with Ph.D degrees during 2017-2018.</p> <p>The KASC Journal of Social Science is publishing Academic/Research papers in the field of Business, Management, Commerce, Corporate, Marketing, Finance, Economics, HR Management and relevant subjects. Volume 4 of KASC Journal of Social Science was released during December 2017.</p>
Students Development Activities	<p>The Department of Hindi and Other Languages through Hindi Sahitya Samiti conducted a Debate among the students on 'Vyakthi Ke liye Sahakarmi dabaav Haanikarak hai ya Fayademand' (Is Peer Pressure Harmful or Beneficial to an individual) on 13.07.2017.</p> <p>The Department of Computer Science (UG) conducted 'Think Fest' - Intra department Competitions on 'Software Contest, Debugging, Web Designing and Multimedia Presentation' for the Students on 19.07.2017.</p> <p>The Department of Commerce (CA) conducted an Essay Writing Competition on</p>

'The Role of Income Tax in the Nation Building' on 20.07.2017.

An Intra-department Competition 'Express Impress Bio Flair 2017' was conducted by the Department of Biochemistry to showcase the talents of the Students both on curricular and extracurricular aspects on 04.08.2017.

A Quiz Competition 'Biobrainz - 2017' was conducted for Biochemistry Students on 07.08.2017.

The Department of Computer Technology and Information Technology conducted 6 Intramural Technical Symposium 'Techfest'17' and it was inaugurated by Dr. V. Radha, Professor & Head, Department of Computer Science, Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore on 08.08.2017.

The Department of Computer Applications organized an Inter-collegiate Meet 'BOOM BOOT 2017' on 11.08.2017 and Students from various Colleges in and around Erode District participated in the event.

The Department of Physics conducted an Intra - department Meet - 'Accelerate' (Quiz, Spell Bee, Scrambled words, Inventions and Inventors) for the Students of Physics on 16.08.2017.

The Department of Costume Design and Fashion conducted an Inter - collegiate Meet 'Fashion Zingaro'17' on 17.08.2017. Mr. Gokul Ravindramohan , Professional Model, Tom Discontented, Chennai & Bengaluru and Mr.C.Thiagarajan, Freelance Fashion Photographer & Creative Designer, Ooty, were the Judges.

A State Level Book Review Competition was conducted for the First Year UG Students of Commerce (CA) by Vivekanandha Kendra, Kanniyakumari on 30.08.2017. The name of the book reviewed was 'Elagnane Vizhithozhu'authored by Mr. S. Senthilkumar.

	<p>An Intramural Quiz Competition - INSTACRACKERS'17 was organized on 07.09.2017 by the Department of Biotechnology.</p> <p>Department of Tamil conducted programme a sulalum sollarangam on 13.09.2017</p> <p>The Department of Commerce conducted 'INTRA FESI 2017'- an Intra - department Meet on 21.09.2017.</p> <p>An Intra - department Paper Presentation Competition was organized by the Communication Club of the Department of Computer Technology and Information Technology on 07.12.2017.</p> <p>An Essay Writing Competition on 'Green IT' was conducted by the Green Computing Forum of the Department of Computer Technology and Information Technology on 09.01.2018.</p> <p>A Pongal Vizha conducted by Department of Tamil on 11.01.2018</p> <p>The Department of English conducted "Revelry' 18" on the eve of Literary Week Celebrations and various Competitions like Debate, Poem Composing, Extempore, Translation and Pupils' Corner Quiz were conducted for the Students of other disciplines from 19.01.2018 to 23.01.2018.</p> <p>The Department of Costume Design and Fashion conducted 'Fashion Gala-2018' – a Designer Contest on 31.01.2018 and the Judges were Dr. Sudha Anand, Director of BKS Textiles (P) Ltd, and Ms. Mathivathana, Proprietor, Bougainvillea, Erode.</p> <p>An Inter - department Competition 'KAPSIMO - 2018' was conducted by the Department of Catering Science and Hotel Management on 13.02.2018 and on 14.02.2018.</p>
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	<p>The Department of Computer Science (P.G.) conducted an Inter – collegiate Meet 'MAKEXCELS 2k18' – jointly with the Department of Management Science on 15.02.2018 and Mr.K.Parivallal, CEO, DMW CNC Solutions India Private Limited, Perundurai, inaugurated the event.</p> <p>The Department of English conducted 'Lit. Fest'18' - Literary Week Celebrations exclusively for Literature Students. Competitions like Poesy Combat, Extempore, Monologue, Soliloquy and Literary Quiz were conducted for the Students to bring out the latent language potentials and also to exhibit their thirst for Literature from 16.02.2018 to 17.02.2018.</p>
Sports Activities	<p>Forty Nine students actively participated in various sports events at College, University, State and National Level and have brought numerous trophies</p>
Knowledge Sharing Activities	<p>Recent happenings in the Various discipline are imparted through Guest Lecture Programme</p> <p>The Department of Commerce conducted a 'Tally Induction Programme' on 30.06.2017</p> <p>The Department of Commerce (CA) conducted a Guest Lecture on 01.07.2017 on 'Beginning of GST Era'</p> <p>The Department of Commerce conducted a Guest Lecture on 'Career Counselling Programme' on 08.07.2017</p> <p>The Department of Commerce conducted a Guest Lecture on 'Goods and Service Tax' on 08.07.2017.</p> <p>The Department of Management Science conducted a Guest Lecture on 'GST' on 11.07.2017</p> <p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Multimedia and its Applications' on 20.07.2017</p>

	<p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Computer Hardware and Networking' on 20.07.2017.</p> <p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Android Applications' on 21.07.2017</p> <p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Visual Effects (VFX) Software' on 21.07.2017.</p> <p>The Department of Commerce conducted a Guest Lecture on 'Heartfulness - Master Classes' from 27.07.2017 to 29.07.2017.</p> <p>The Department of Computer Technology and Information Technology conducted a Guest Lecture on 29.07.2017.</p> <p>The Department of Commerce conducted a Guest Lecture on 'Strategic Thinking for Starting a Business' on 01.08.2017.</p> <p>The Department of Management Science conducted a Special Lecture on 'Transaction Analysis' on 04.08.2017.</p> <p>The Department of Commerce conducted a Guest Lecture on 'Role of Youth in Building a Nation' on 05.08.2017.</p> <p>The Department of Management Science conducted a Special Lecture on 'Financial Markets for Future Investors' on 07.08.2017.</p> <p>A Guest Lecture on 'Inculcating Morality through Indian Epics' on 07.08.2017.</p> <p>The Department of English conducted a Guest Lecture on 'Phonetics and English Language Teaching' on 09.08.2017.</p> <p>The Department of Management Science organized a session for the Students on 'Entrepreneurial Avenues' on 10.08.2017.</p>
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	<p>The Department of Business Administration with CA organized a Special Lecture on 'Sigaram Thodu' on 16.08.2017.</p> <p>The Department of Biochemistry conducted a Guest Lecture on 'Nutraceutical and Functional Foods' on 16.08.2017.</p> <p>The Department of Social Work conducted a Guest Lecture on 'Skin Donation' on 22.08.2017.</p> <p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Effective Leadership' on 23.08.2017.</p> <p>The Department of Business Administration with CA conducted a Guest Lecture on 'International Business' on 29.08.2017.</p> <p>A Guest Lecture was conducted on 'Fundamentals of Accounting' on 04.09.2017.</p> <p>The Department of Physics conducted a Guest Lecture on 'Ultra High Frequency Solar Cells' on 15.09.2017.</p> <p>The Department of Mathematics conducted a Guest Lecture on 'Graph Theory' on 20.09.2017.</p> <p>The Department of Commerce conducted a Guest Lecture on 'Export Procedure and Documentation' on 25.09.2017.</p> <p>The Department of English conducted a Guest Lecture on 'Translation Studies and Practice' on 27.09.2017.</p> <p>The Department of Mathematics conducted a Guest Lecture for 'Application of Real Analysis' on 09.10.2017</p> <p>The Department of Commerce (CA) conducted a Guest Lecture on 13.12.2017 on 'Cyber Risks and Safe Guard'.</p> <p>The Department of Business Administration with CA organized a Special Lecture on 'Effective Utilization of Google' on</p>
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	<p>16.12.2017.</p> <p>The Department of Computer Science (UG) conducted a Guest Lecture on 'Project Development is using Dot Net Technologies' on 26.12.2017.</p> <p>The Department of Social Work conducted a Guest Lecture on 'Prevention of Child Labour' on 29.12.2017.</p> <p>The Department of Costume Design and Fashion conducted a Guest Lecture on 'Research Methodology' on 08.01.2018.</p> <p>The Department of Catering Science and Hotel management conducted a Guest Lecture on 'Ethical Foods' on 09.01.2018.</p> <p>The Department of Business Administration conducted a Guest Lecture on 'Banking Law and Practices' on 23.01.2018.</p> <p>The Department of Business Administration conducted a Guest Lecture on 'Productivity Theory and Pricing' on 24.01.2018.</p> <p>A Guest Lecture was conducted by the Department of Hindi and Other Languages for the Sanskrit Students on 29.01.2018.</p> <p>The Department of Management Science organized a session on 'Application of Parametric and Non - parametric tests using SPSS' on 29.01.2018.</p> <p>The Department of Business Administration with CA conducted a Guest Lecture on 'Contract of Law' on 30.01.2018.</p> <p>The Department of Business Administration with CA conducted a Guest Lecture on 'Multimedia' on 30.01.2018.</p> <p>The Department of Management Science conducted a Guest Lecture on 'Trading in International Commodities' on 31.01.2018.</p> <p>The Department of Social Work conducted a Guest Lecture on 'Counselling and Guidance'</p>
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	<p>on 02.02.2018. A Guest Lecture on 'Basic Bioinformatics' was conducted on 16.02.2018</p> <p>The Department of Physics conducted a Guest Lecturer in the field of 'Particle Physics' on 17.02.2018.</p> <p>The Department of Biotechnology conducted a Guest Lecture on 'Environmental Technology' on 28.02.2018.</p>
<p>Inculcation of National Values (TRAC – <i>Towards Responsive Active Citizen</i>)</p>	<p>The Department of Costume Design and Fashion celebrated the National Handloom Day on 07.08.2017. Mr.R.Chandran, Assistant Director, Textiles Committee, Mr.S.Sakthivel, Handloom Officer, Assistant Director of Handlooms and Textiles and Mr.C.Karunakaran, Assistant Manager, National Handloom Development Corporation Ltd., Erode were the Chief Guests.</p> <p>As a part of the Teacher's Day Celebration, a Programme on 'Anbulla Aasiriyarkku' was organized on 05.09.2017 in which the Students of Commerce (CA) conveyed their respect and regards to their teachers through an exclusive Greeting Card designed by them.</p> <p>The Department of Hindi and Other Languages celebrated 'Hindi Divas' on 14.09.2017 with Intramural Talent Show (Both On stage and Off stage events) for all the UG Students.</p> <p>On account of the World Tourism Day, the Students of Catering Science and Hotel Management visited Vellode Birds Sanctuary for Cleaning Activities and also to plant tree saplings on 25.09.2017.</p> <p>The Department of Social Work organized a Signature Campaign on 10.10.2017 for the observance of World Mental Health Day.</p> <p>On the eve of National Youth Day, a Power Point Presentation Competition was conducted for the Students of the Department of Commerce (CA) on the topic 'Relevance of</p>

	<p>Swami Vivekanandha in Today's Context' on 19.01.2018.</p> <p>The Department of Hindi and Other Languages celebrated Matrubhasha Divas (Mother Language Day) on 21.02.2018 and in tune with the Celebration, Drawing and Singing Competitions were conducted for all the UG Students.</p>
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7.3 Give two Best Practices of the institution (*please see the format in the NAAC Self-study Manuals*)

- |                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• <b>Training and Placement Cell – A Road Map to Employment...</b></li> <li>• <b>College Bazaars</b></li> </ul> |
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*\*Details in Annexure III & IV*

7.4 Contribution to environmental awareness / protection (Q.No 31)

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| <ul style="list-style-type: none"> <li>• An Essay Writing Competition 'Go Green' was conducted on 03.02.2017</li> <li>• Maintains Medicinal Plant Garden</li> <li>• Students donate free Saplings on their birthday as a best practice.</li> <li>• 'Think Green' Cell of the Department of Computer Applications has successfully executed the task of nurturing the nature by planing tree saplings in and around Erode District. So far, 6062 saplings have been planted with the help of the students.</li> <li>• One-student one- tree – Distribution of saplings (14.03.2017)</li> <li>• Cleaning Activities at Primary Health Centre, Kathirampatti (17.03.2017)</li> <li>• World Day of Water – Awareness Rally Jointly organized with Olirum Erode (22.03.2017)</li> <li>• Cleaning Activities at Eswaran Temple, Nashiyanur (07.07.2017)</li> <li>• A Seminar on "Save Rivers" jointly organized by Esha, Coimabatore on 23.08.2017</li> <li>• A Seminar conducted on Swachhata on 04.09.2017</li> <li>• Rain-water Harvesting Awareness Rally on 13.12.2017</li> <li>• Tree plantation at Vellode on 30.01.2018</li> <li>• World forest Day Celebrated on 21.03.2018</li> <li>• Competitions were conducted on World Water Day on 23.03.2018</li> <li>• E-Waste Management is carried out by KASC Science Forum periodically to keep our campus free from E-waste pollution and the e-waste are handed over to Distract Social Organisation "Olirum Erode" for further disposal</li> <li>• Moral Education for the students to Create Social and environmental awareness (every month we used to conduct 'Neethi Pothanai Class' <ul style="list-style-type: none"> <li>• ECO Club Organized <ul style="list-style-type: none"> <li>- Programme on 'Organic Farming' was conducted on 19.07.2017.</li> <li>- A Skit on 'Eco Friendly Environment' was performed on 15.12.2017.</li> <li>- Along with Youth Red Cross organized a Rally on Plastic Awareness and Road Safety on 09.01.2018.</li> <li>- Tree Sapling Plantation and Wild Life Photography Exhibition on 23.02.2018.</li> </ul> </li> </ul> </li> </ul> |
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7.5 Whether environmental audit was conducted? Yes  No

7.6 Any other relevant information the institution wishes to add. (for example SWOT Analysis)

**STRENGTHS:**

1. Faculty committed towards students welfare.
2. Infrastructure
3. Well structured mentoring system.

**WEAKNESS:**

1. More of rural character.

**OPPORTUNITIES:**

1. Introduce need based courses.
2. Consultancy revenue generation.

**CHALLENGES:**

1. Competition and growth of educational institutions.
2. Meet the Global /Industrial challenges.

## 8. Plans of institution for next year


- To organize programmes on academic quality related issues
- To conduct Faculty induction programme for newly recruited faculty members
- To organize events to fine tune the Social sphere of every student
- To enhance academic-industry interaction
- To start need based Additional sections
- To continue with the conduct of existing value added courses
- To increase the transport facility
- To modernize the computer equipments in the examination section
- To motivate the students enrolled in MOOC Course
- To strengthen placement cell activities
- To Purchase additional Instruments for Laboratories

Name: Dr.H.Vasudevan



\_\_\_\_\_  
*Signature of the Coordinator, IQAC*

Name: Dr.N.Raman



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*Signature of the Chairperson, IQAC*

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Kongu Arts and Science College  
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Annexure I



**TENTATIVE SCHEDULE FOR THE ACADEMIC YEAR 2018-2019**

S.NO	PARTICULARS	ODD	EVEN
1.	College Reopening Date	13.06.2018	26.11.2018
2.	First Internal Test	23.07.2018	07.01.2019
3.	Submission of First Internal Marks	06.08.2018	20.01.2019
4.	Second Internal Test	27.08.2018	10.02.2019
5.	Submission of Second Internal Marks	07.09.2018	25.02.2019
6.	Model Exam	12.10.2018	18.03.2019
7.	Submission of Model exam Marks	26.10.2018	29.03.2019
8.	Last working day	25.10.2018	30.03.2019
9.	Submission of Attendance Proforma	27.10.2018	31.03.2019
10.	Submission of Internal Marks	30.10.2018	01.04.2019
11.	Submission of Assignments	16.07.2018 17.09.2018	07.01.2019 07.02.2019
12.	Last date for Payment of College Fees	04.07.2018	04.01.2019
13.	Last Date for Completion of Association Activities	–	22.02.2019
14.	Dates for arranging Industrial Visit / Educational Tour	–	–
15.	ISO Internal Audit	11.06.2018	20.04.2019
16.	ISO Surveillance Audit	13.08.2018	–
17.	Commencement of Value Added Course Classes	09.07.2018	–
18.	Commencement of Value Added Courses Theory / Practical Exam	P – 27.09.2018 T – 28.09.2018 T – 29.09.2018	–
19.	Submission of Value Added Courses Mark Statements	30.11.2018	–
20.	Last date for submission of workload (2018-2019)	–	15.03.2019
21.	Last date for submission of Time Table	02.06.2018	19.11.2019
22.	Last date for submission of details for IQAC Report	–	30.03.2019

  
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**TENTATIVE SCHEDULE FOR THE ACADEMIC YEAR 2018-2019**  
**Important Events**

<b>S.No</b>	<b>Events</b>	<b>Date</b>
1	First year UG inauguration	29.06.2018
2	20 <sup>th</sup> Convocation	01.07.2018
3	First year PG inauguration (Except MBA & MCA)	16.07.2018
4	Kongu Cultural Fest	25.01.2019
5	Sports Day	28.02.2019
6	Achievers Day & College Day	01.03.2019

  
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Office of the Controller of Examinations

Tentative Schedule for the Academic Year 2018-2019

ODD Semester Examinations :: November – 2018

S. No	Particulars	Date
1	Calling of Elective/Allied Subjects List for ODD Semester	01.08.2018
2	Last Date for Submission of the above List to the CoE Office – UG / PG	07.08.2018
3	Issue of Notification for Calling of Applications for ODD Semester	03.09.2018
4	Issue of Application for ODD Semester Examinations	06.09.2018
5	Last for Payment of Examinations Fee and Submission of Filled-in Applications Without Fine	25.09.2018 29.09.2018
6	Calling of Practical Examination Schedule	07.09.2018
7	Last Date for Submission of Practical Examinations Schedule	12.09.2018
8	Commencement of Practical Examinations On or After	01.10.2018 29.10.2018
9	Dispatch of Time Table for ODD Semester Examinations	15.10.2018
10	Dispatch of Hall Ticket, Nominal Role, Strength Details	26.10.2018
11	Last Date for Completion of Practical Examinations UG	11.10.2018 03.11.2018
12	Commencement of Theory Examinations UG	29.10.2018 08.11.2018 26.11.2018

13	Examinations to be Over by  UG PG	24.11.2018 24.11.2018 08.12.2018
14	Commencement of ESE Valuation UG (Part – I & II) UG & PG (Major) MBA & MCA	08.11.2018 19.11.2018 Onwards 10.12.2018
15	Date of Publication of Results UG PG, MBA & MCA	20.12.2018
16	Date Dispatch of Statement of Marks to Departments UG PG, MBA & MCA	27.01.2019

  
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**Office of the Controller of Examinations**  
**Tentative Schedule for the Academic Year 2018-2019**  
**EVEN Semester Examinations :: April – 2019**

S.No	Particulars	Date
1	Calling of Elective/Allied Subjects List for EVEN Semester	17.12.2018
2	Last Date for Submission of the above List to the CoE Office – UG / PG	20.12.2018
3	Issue of Notification for Calling of Applications for EVEN Semester	04.02.2019
4	Issue of Application for EVEN Semester Examinations	07.02.2019
5	Last for Payment of Examinations Fee and Submission of Filled-in Applications  Without Fine	22.02.2019 28.02.2019
6	Calling of Practical Examination Schedule	04.02.2019
7	Last Date for Submission of Practical Examinations Schedule	08.02.2019
8	Commencement of Practical Examinations On or After  UG	03.03.2019 25.03.2019
9	Dispatch of Time Table for EVEN Semester Examinations	20.03.2019
10	Dispatch of Hall Ticket, Nominal Role, Strength Details	29.03.2019
11	Last Date for Completion of Practical Examinations  UG	15.03.2019 30.03.2019

12	Commencement of Theory Examinations UG	01.04.2019 08.04.2019
13	Examinations to be Over by UG	27.04.2019 30.04.2019
14	Commencement of ESE Valuation UG (Part – I & II) UG & PG (Major)	09.04.2019 21.04.2019 Onwards
15	Date of Publication of Results UG PG, MBA & MCA	10.05.2019
16	Date Dispatch of Statement of Marks to Departments UG PG, MBA & MCA	17.06.2019

  
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**ANALYSIS OF FEED BACK**

In order to enhance the Quality of our Institution and to provide better service to the students IQAC conducted survey to collect data from Students, Parents and Alumni. The Feedback form designed to measure the aspects such as Curriculum, Teaching learning process, Evaluation Process, Infrastructure, Academic atmosphere of the college, placement Training, Counseling, Library, Laboratories and Hostel facilities. It also contains about Value Added Course, Physical Education and Extracurricular Activities Such as NCC, NSS, WDC etc.

The summary of the feedback are given below:

- Regular communication regarding attendance and academic progress of the students is very good and useful.
- Most of the parents were satisfied with the existing teaching learning process and curriculum followed in the college.
- Most of the parents were highly satisfied with the discipline aspects.
- Encouragement received towards higher studies and career enhancement is very good.
- Most of the students have given feed back as excellent facilities in library, laboratories and physical education.
- The efforts taken by the college for the betterment of the students were highly appreciated.
- The students are much satisfied with extracurricular and co-curricular activities.

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**TRAINING AND PLACEMENT CELL – A ROAD MAP TO EMPLOYMENT...**

**1. Objective of the practice:**

The Training and Placement Cell of our college plays a pivotal role in counseling and guiding the students for their successful career placement which is a crucial interface between the stages of completion of academic program of the students and their entry into the suitable employment. The main objective is to guide the students to choose right career and to give knowledge, skill, and aptitude and meet the manpower requirements of the industry.

**2. Need addressed and the Context:**

The motto of the Training and Placement Cell is to provide training and employment to the student's community those who opt for job. The cell provides training in all aspects so as to fetch those jobs in their respective fields.

**3. The Practice:**

Every department in our college focuses mainly of the employability of the students. In tune with that, they are implementing best practices as per the requirements of the industrial sectors / Institutions. Training and Placement Cell focuses on the maximum employability of our students fetching numerous scope of exploration in career opportunities.

To meet this target and fulfill the goals, the Training and Placement Cell provides the following:

- Adequate training to the aspirants after segregating the whole student community into four categories like Job, Entrepreneurs, Civil Services & Higher Education.
- Suitable Training is given periodically for the students who opt for placement in their thrust area.
- The unique feature of the Training and Placement Cell comprises of various programmes like Campus to Corporate (C<sub>2</sub>C) training Programme, Finance and Accounting in BPS (TCS), Global Business Foundation Skills (GBFS-Infosys), Associate Transactional Finance and Accounts in BPM (Infosys) Value added Course were successfully conducted every year.
- The best practice of every department plays a pivotal role in the incorporation of unique system of our Placement Cell. For instance, Diagnostic test is conducted for the 1<sup>st</sup> year students in the 1<sup>st</sup> week of July to assess their cognitive skills. The Placement Cell provides training as per their capability and moulds the individuals as per their needs.
- Industrial practices through “Pen and Paper” tests have gone a long way. In the present scenario, globalization has become the benchmark in every sector. To assist the students to be on par with the standards across the nation and the world, we have adopted this specific measure of giving “Online Aptitude Test” training. During placement drives, online tests have become mandatory. So our students are trained skillfully to come out successfully in the placement drives. Online test is also a time saving process.

- In addition to campus placements, the Training and Placement Cell organizes **Campus to Corporate (C<sub>2</sub>C)** programs like communication skills, presentation skills, career planning, group discussions, and mock interviews on a regular basis to enable the students to acquire the necessary traits to become the assets of the Industry. Many reputed national and multinational companies visit our college for campus recruitment.

#### 4. Evidence of Success:

The success rate of our best practice also has been equally increasing along with the growing needs.

Year	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2018-2019
Students got Offer	341	437	490	512	573	702

We have implemented the Online Aptitude test in the year 2013. During the pooled campus interview, we felt the difference between our students and other college students by doing the Online Test. While filling the entry forms through online our college students are doing in a faster manner, when compared to other college students.

Once our students get adopted to online test practice, they will be guided to take free online tests provided by freshersworld.com, Careersity.com & Wheelbox.com. This would further enable them to get equipped as per the standards required by the industry.

This practice may serve as a propelling factor in the nearby institutions and also in the colleges at remote areas towards advancement in equipping their students to match their skills with the industrial sectors.

#### 5. Resources:

Our college has a dedicated team in Training and Placement Cell to cater the student's placement needs while doing graduation and after graduation. The Training and guidance of the cell make them to feel secure. The Institute has an adequate infrastructure to support every stage of the placement process viz. arrangements for pre-placement talks, written tests, interviews, and group discussions etc. If a company desires to hold online tests for the candidates, the arrangements will be made in the computer center on prior intimation. Up to 750 students can take up the online test at a time.

- 18 Mbps Internet Connectivity & 750 computers available for doing online test.
- 320 seating A/C Seminar Hall, 100 seating A/C Conference Hall, 540 seating A/C Indoor Auditorium and 3000 seating open Auditorium.
- Accommodation: Guest House – 5 Double bed Rooms and 1 Suit Room.

**6. The Institution:**

Name : Kongu Arts and Science College, (Autonomous)  
Address : Nanjanapuram, Erode – 638107, Tamilnadu  
Telephone : 0424-2242888, 2242999  
Year of re-accreditation : 2018  
Grade awarded by NAAC : B+  
Contact Person : Dr. N. Raman, Principal.  
Mobile No : 9942452528

## **COLLEGE BAZAAR**

### **01. OBJECTIVE OF THE PRACTICE:**

The principle aim of the practice is to cultivate a real time experience in marketing by,

- Developing entrepreneur skills through new products.
- Forecasting the market trends and to bring out their hidden talents.
- Providing an opportunity to earn while learning.
- Building a friendly competition among the participants.

### **02. NEED ADDRESSED AND CONTEXT:**

The practical training exposure raises the hope to do some business rather than working in some firm. This provides an opportunity for the students to get a practical exposure in marketing. The exhibition is being organized to provide, a learning opportunities for students to explore the creativity and talents.

- FESI 2K17 was organised on 28.12.2017 and 29.12.2017 by the Department of Management Science (PG).
- KASCO 2018 was conducted on 01.02.2018 and 02.02.2018 jointly by the Department of Commerce and Commerce (CA).
- X- travaganza, a two day exhibition cum sale was held on 16.02.2018 and 17.02.2018 by the Department of Costume Design and Fashion.

### **03. THE PRACTICE:**

College Bazaar makes each individual students gain practical exposure in the domain of marketing, allows face to face communication, offer more opportunities for the exchange of knowledge and makes each individual student invest ingeniously and make profit with their artistic ideas. They come up with various stalls like Gift and Fancy Items, Garments, Sarees, Food Courts, Saplings and Games. This practice helps to access the consumer's tastes and needs.

#### **04. EVIDENCE OF SUCCESS:**

- This unique practice enables the students to earn while they learn through team work.
- The success impacts on the students to understand the skills in marketing which helps in their future.

#### **05. PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED:**

- Product Coding and Pricing seems to be a time consuming task for the students. They are given knowledge on various methods of coding and pricing to overcome this.
- Layout and arrangement of stalls is a challenging activity. Support from faculty and non –teaching members made them to complete this in a right way.

#### **06. THE INSTITUTION:**

Name: Kongu Arts and Science College (Autonomous)

Address: Nanjanapuram, Erode-638107, Tamilnadu

Telephone: 0424-2242888,2242999

Year of Accreditation: 2018

Grade Awarded by NAAC: B+

Contact Person: Dr. N. Raman, Principal.

Mobile No : 9942452528