

ANNUAL REPORT

2014-2015

SNMV COLLEGE OF ARTS AND SCIENCE
INSTITUTE OF MANAGEMENT
(SHRI NEHRU MAHA VIDYALAYA)

Reaccredited with 'A' Grade by NAAC: An ISO 9001: 2008 Certified Institution
Shri Gambhirmal Bafna Nagar, Malumchampatti, Coimbatore – 641 050.
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*More things are wrought by prayer than
the world dreams of*

Dr. ASHOK. G. BAFNA
PRESIDENT
COIMBATORE WELFARE ASSOCIATION

CHANGING SCENARIO OF EDUCATION

Since its inception, our institution has upheld India's rich cultural traditions. It caters to learning in a variety of disciplines at various levels from Undergraduate to Ph.D. The students have to toil hard to earn their degree; at the same time, they have to ponder over their priorities in life.

Whatever may be the field they choose to work in, they have to make their contribution to the society. The road ahead is not easy to travel, but armed with knowledge and exposure that your Alma Mater has provided, you will sail through the rough waters.

Knowledge and education will propel economies in the years to come. Therefore, it is imperative that higher education sector is able to meet this challenge.

Creative thinking and a spirit of inquisitiveness have to be promoted in our educational institutions. The students have to be active participants in these programmes and undertake Outreach activities in order to become socially conscious individuals who have inculcated core values like patriotism, compassion, tolerance and discipline. Thus, they can take part in nation-building in a meaningful way.

With Best Wishes,

Dr. ASHOK G BAFNA

SHRI. P. ASHOK KUMAR
SECRETARY

SNMV - CULTURE OF EXCELLENCE

I wish to highlight the role of students in promoting culture of excellence in India. Students are the core factors of our educational institutions. They have to develop critical skills and qualities like creative thinking and problem-solving. They have to be encouraged in their quest to experience the joy of discovering the unknown. They have to be trained to possess a universal mindset to enable them to interact with the globalized world.

A long journey with fruitful tasks awaits the new generation. Students, today, are seeking to redefine knowledge requirement. Institutions of higher education have to promote culture of excellence and develop core competencies. They have to resort to technology tools like knowledge network to enable them to share ideas and intellectual resources.

Education should enable the students to reflect inwards and help them to interact with the world fruitfully. Never gauge success in the scales of money. Your success will be your positive contribution towards nation building.

I wish you the best of luck in all your future endeavor. Our SNMV college, a centre of cultural excellence, will always strive hard with your participation to attain new heights of glory.

Yours Sincerely,

P. ASHOK KUMAR

SHRI. BHARATHKUMAR JAGHAMANI
JOINT SECRETARY

TOTAL QUALITY MANAGEMENT IN EDUCATION

Quality has been the driving force and the eternal goal for all human endeavor. Quality may be defined as “Conformance to requirement.”

In the context of higher education, Total Quality Management (TQM) is a well-known approach accepted by institutions that strive to make quality assurance their business culture. It is an approach to improve the effectiveness of education as a whole.

Total Quality Management recognizes students as the customers of the educational system. They have to involve themselves fully in the learning process and suggest proposals for bringing about innovative changes. Thus, they play a vital role in enhancing the quality of higher education.

Let the students put their heart and soul into the learning process and achieve Total Quality Management. I wish them success in their endeavor.

Yours truly,

BHARATHKUMAR JAGHAMANI

Dr. S. BALUSAMY
DIRECTOR, MBA

INSTITUTIONAL HOLISTIC EXCELLENCE

The last word of the great 'Rig Veda', "Sanghachadwam" meaning "Let us progress together," is the ultimate essence of unity and progress. It is commitment or a call to move together at the levels of thoughts, feelings and consciousness. Consolidation of the energies with the objective of common good is sure to bring about significant changes in the quality output of the institution.

Institutional holistic excellence can be achieved through the right mindset of the students to acquire the right knowledge at the right time; the teamwork of the faculty members keeping in mind the common good; the department alliance for varied learning experience and unity among the members of the institution.

In the present globalized scenario, the practices of teamwork, group effort, association and cooperation have gained greater significance. The linkage with other academic institutes, non-government organizations and industry are essential for enriching academics and total quality of higher education. The institution has to monitor the impact of collaboration continuously and maintain the record.

With Best Wishes,

Dr. S. BALUSAMY

EDITORIAL BOARD

- **Dr. S. Balusamy**, M.Com, MBA, M.Phil., Ph.D, NET, PGDCA
Director, MBA
- **Dr. Manjula Suresh**, M.A, B.Ed, M.Phil, Ph.D
Associate Professor & Dean, Languages
- **Dr. S. Seetharaman**, M.A, M.A, B.Lit, Ph.D
HOD, Department of Tamil
- **Mrs. N. Karthikeyani**, M.A, M.Phil
Assistant Professor, Department of Hindi
- **Ms. Helena Jennifer**, M.A
Assistant Professor, Department of English
- **Dr. R. Sankar**, M.A, M.Phil, Ph.D, PDF, NET
Assistant Professor, Department of Tamil
- **Mrs. G. Renuka**, M.A, M.Phil., NET
Assistant Professor, Department of Hindi

Student Members

- **A. Esther Rani** III B.A English Literature
- **N. Nazreen** III B.Sc Mathematics (CA)
- **Mayur M Jain** III B.Com (A)
- **S. Lakshmi Priya** III B.Sc. Computer Science (A)
- **M. Akhil** III B.Sc. IT
- **R. Priyadarshini** III B.Sc. BioTechnology
- **Hussian Sheriff** III BCA
- **S. Vaishnavi** II M.Com CA

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INTRODUCTION

About us

Shri Nehru Maha Vidyalaya College of Arts and Science, which is run under the auspices of Coimbatore Welfare Association, were founded by a group of Philanthropists with visionary zeal in the year 1989. The Management of the College is vested with the Governing Council. The institution is a registered society run on a non-profit basis, which offers quality education at affordable cost. It ensures holistic progress of students through educational activities, curricular, co-curricular, research as well as extension programmes, placement training and industrial interaction. The College is recognized by the UGC as per Sections 2F and 12B of the UGC Act. In the current year, the total strength of the College is 1729 students (1153 boys and 576 girls) with 101 teaching and 53 non -teaching staff. The College is affiliated to Bharathiar University, approved by Government of TamilNadu and AICTE, New Delhi.

The Institution celebrated its glorious 25 years in the year, 2014. Elaborate arrangements were made by our magnanimous Management to organize the Silver Jubilee Celebrations, which culminated with the Grande Finale Carnival on 14th August 2014.

INFRASTRUCTURE

Arts and Science Block

The institution is spread over 50 acres of land with all modern amenities including separate hostels for boys and girls. The artistically constructed infrastructure with built-in area of 1, 04, 244 sq.ft. includes spacious class rooms, state-of-the-art Science laboratories, hi-tech Computer labs, and English language lab. In the sophisticated Mahaveers Auditorium, with a seating capacity of 700, and in the air-conditioned Apex Seminar Hall, academic activities are conducted throughout the year.

Library

The Library is an information hub with rich resources contributing to the intellectual capital of the students and teachers with its working hours from 8 am to 4 pm. The Library

Resources include a total of 23,002 volumes of books, 61 periodicals including 10 International Journals. Delnet and Inlibnet Databases are also available.

Digital and E-library

The library has 1307 CDs on various subjects. DELNET online database subscription has vast reference material.

Library Services

1. BARCODED book system
2. Reference Section
3. Internet
4. Reprographics

Computer Labs

The computer labs provide numerous computing facilities for students and faculty. These labs contain networked personal computers, printers and other computer equipment that are available for students' use. Well-equipped, modernized and sophisticated computer laboratories with centralized AC, 24x7 internet connectivity and Wi-Fi network, provide extensive knowledge to the students. Extended lab hours aid to extensive reference and information. Of the 427 computers, 120 computers are equipped with 3 HP servers, N-computing technology and Thin Client technology.

Science Laboratories

The spacious Science laboratories are well-equipped with modern instruments for molecular and Plant-tissue culture work, and provide need-based practical and project training for the UG and PG students of Microbiology and Biotechnology.

SNMV Institute of Management

SNMV Institute of Management, established in 1994, offers a two year full-time MBA programme. A spacious, exclusive, fully air-conditioned MBA Block, sprawling over 25,380 sq.ft. is endowed with digital wi-fi environment. The special features of the institute encompass Mentoring, Career Counseling, and Entrepreneurship. Moreover, the Development Cell, Summer Internships, Personality Development Programmes, Industrial Visits and Association Activities, bestow the students with the knowledge about industry trends and latest developments in the professional arena. The institute organizes a plethora of guest lectures and face-to-face interaction with industry experts and eminent personalities.

FACILITIES

Hostels

The hostels are well-designed and furnished to ensure residential stay on campus. There are separate Ladies and Gents Hostels (with independent Mess), each of which has two Wings, monitored by full-time Wardens and Assistant Wardens. There are three floors

in each hostel; each consists of 15 rooms with a total of 48 rooms. The hostel facilities include medical assistance room and reading room. The strength of the hostel inmates has multiplied from 33 students in 1998 to 347 as on date (217 boys and 130 girls).

Canteen

The College has a cafeteria and a chat counter for the supply of snacks & food to students. Healthy vegetarian food is available at affordable cost.

Transport

The College plies Seventeen buses that provide access to different parts of Coimbatore and Pollachi. A bus and a cruiser van are available for shuttle trips from Malumachampatti to the College and vice-versa. Bonafide users of the College bus are provided with passes, which should be produced on demand.

Medical Assistance

The Management has given special focus to the good health of students by appointing a visiting Physician, Dr. G. Ramasamy, who is available on campus on all the working days. The Physician examines the health of the students and orients them on maintaining sound health.

ACADEMICS

Courses offered

Achievement of academic excellence has been the focus of the institution since its inception. The President and the Secretary hold meetings with the faculty periodically and interact with students to obtain regular feedback regarding the functioning of the institution

New courses are introduced every year based on emerging trends. The institution offers a rich array of 13 UG and 6 PG Courses along with Research and Doctoral programmes, complemented by 14 Career-Oriented Add-On courses (sponsored by the UGC) and value-added Coaching Classes for CA, ICWA and ACS competitive examinations.

UG Courses

B.B.A.

B.Com.

B.Com. (Computer Applications)

B.Com. (Information Technology)

B.Com. (Professional Accounting)

B.Sc. Biotechnology

B.Sc. Microbiology

B.Sc. Information Technology

B.Sc. Computer Science

B.C.A.

B.A. English Literature

B.Sc. Mathematics (Computer Applications)

B.Sc. Computer Technology

PG Courses

M.B.A.

Master's in International Business (M.I.B.)

M.Sc. Information Technology

M.Sc. Biotechnology

M.Com. (Computer Applications)

Master's in Social Work (MSW)

Research Programmes

M.Phil. Courses (both Full-time and Part-time)

Biotechnology, Computer Science, Commerce

Ph.D. Programmes

Biotechnology, Commerce

Additional Programmes

Coaching for:

- Chartered Accountancy, ICWA, ACS
- Communicative English
- Aptitude
- Placement

Career Oriented Programmes

1. Bioinformatics
2. Advertising Management
3. Call Centre Management

4. Economics for Rural Development
5. Export and Import Management
6. Insurance Management
7. International Business
8. Medical Transcription
9. Mushroom Cultivation
10. Nano-Medicine
11. Net Banking
12. Office Automation and Accounting Software
13. Refrigeration Services
14. Tourism Management

Admissions

No Donation! No Capitation! This is the stern policy adopted by Coimbatore Welfare Association. Seven hundred and eleven (711) students were admitted in the academic year 2014-2015.

As a part of admission drive, our College participated in a number of educational exhibitions held at Theni district, Tirupur, Coimbatore, Malppuram, Kannur, Calicut, Kottayam, Trichur, Pallakad, Nilgris, Madurai, Pollachi and Salem. In addition, 14 spot admission centres were set up to enhance the admissions.

MERIT SCHOLARSHIP SCHEME

The Management recognizes the commendable performance of plus two students by awarding various scholarship:

Percentage of Marks	Fees Concession
64 % - 74.99 %	10%
75 % - 89.99 %	20%
90 % - 94.99 %	50%
95% and Above	100%

SNV school students joining our college for undergraduate courses are eligible for 10% fee concession and are exempted from admission fee.

PG

- Our U.G. students continuing Postgraduate studies (including MBA) in our College are eligible for 10% fee concession.
- Our U.G. Students securing University First Rank and continuing Postgraduate studies in our College are eligible for 100% scholarship.

Sports Scholarship Scheme (From +2 to UG)

Particulars	Fees Scholarship	Hostel (or)Bus Scholarship
Zonal Level	10%	10%
District Level	25%	25%
Divisional Level	40%	40%
State Level	50%	50%
National Level	75%	75%
International Level	100%	100%

Sports Scholarship Scheme (From UG to PG)

Particulars	Fees Scholarship	Hostel (or)Bus Scholarship
Zonal	10%	10%
Inter Collegiate	25%	25%
South Zone (Form 3)	50%	50%
All India Level (Form 3 to Form 4)	75%	75%
International	100%	100%

Institutional Social Responsibility (ISR)

To commemorate the 25 years of existence of the institution, 25 seats were offered by the Management to deserving students under the 'Institutional Social Responsibility' (ISR) scheme, for children from economically weaker sections with good academic records.

ACHIEVEMENTS OF STUDENTS

UNIVERSITY RANKS

Bharathiar University Examinations results of the students are highly commendable. The Comparative result analysis of April 2012-2013 and April 2013-2014 is presented below:

Course	Year	April 2012-13		April 2013 - 14		Pass Percentage	
		Appeared	Passed	Appeared	Passed	2012-13	2013 - 14
B.Com - A	I	42	41	42	29	97.62	69.05
	II	38	36	40	33	94.74	82.50
	III	39	39	28	26	100.00	92.86
B.Com - B	I	47	43	33	21	91.49	63.64
	II	-	-	45	39	-	86.67
	III	39	38			97.44	
B.Com (CA) - A	I	48	47	46	9	97.92	19.57
	II	30	29	54	30	96.67	55.56
	III	41	38	34	29	92.68	85.29
B.Com(CA)-B	I	38	35	40	11	92.11	27.50
	II	34	32	40	26	94.12	65.00
	III	37	37	33	29	100.00	87.88
B.Com (IT)	I	43	33	21	11	76.74	52.38
	II	7	5	41	14	71.43	34.15
	III	25	23	7	6	92.00	85.71
BBA	I	19	17	10	1	89.47	10.00
	II	19	17	20	13	89.47	65.00
	III	27	25	19	13	92.59	68.42
B.Com (PA)	I			18	7		38.89
B.Sc (CS)- A	I	42	40	51	21	95.24	41.18
	II	21	19	39	23	90.48	58.97
	III	56	55	20	16	98.21	80.00
B.Sc (CS) - B	I	38	36			94.74	
	II			34	15		45.45
B.Sc (IT)	I	54	46	40	17	85.19	42.50
	II	41	38	48	21	92.68	43.75
	III	28	27	41	28	96.43	68.29
BCA	I	54	44	50	19	81.48	38.00
	II	27	24	50	29	88.89	58.00

	III	52	49	26	26	94.23	100.00
B.Sc (CT)	I			15	8		53.33
B.Sc (BT)	I	22	18	22	10	81.82	45.45
	II	17	15	22	19	88.24	86.36
	III	15	15	18	17	100.00	94.44

Course	Year	April 2012-13		April 2013 - 14		Pass Percentage	
		Appeared	Passed	Appeared	Passed	2012-13	2013 - 14
B.Sc (MB)	I	13	12	13	7	92.31	53.85
	II	-	-	13	10		76.92
	III	6	6			100.00	
B.Sc (Maths CA)	I	23	21	24	21	91.30	87.50
	II	22	16			72.73	
B.A (Eng)	I	16	10	15	11	62.50	73.33
	II	18	15			83.33	
MBA	I	51	31	51	31	60.78	60.78
	II	28	27	51	44	96.43	86.27
MIB	I	12	10	2	2	83.33	100.00
	II	14	13	12	10	92.86	83.33
M.Sc (IT)	I	10	6	13	8	60.00	61.54
	II	13	13	11	11	100.00	100.00
M.Sc (BT)	I	5	5	3	2	100.00	66.67
	II	0	0	5	5	-	100.00
M.Com (CA)	I	23	21	13	9	91.30	69.23
	II			23	21		91.30
Total		1294	1167	1296	808	90.19	62.35

BHARATHIAR UNIVERSITY RANKS

Five students brought laurels to our institution with their exemplary performance in Bharathiar University Examinations conducted from 2011-2014:

S.No	Course	Name of the Student	Rank
1	B.C.A.	Mr. Ravindran G	II
2	M.Sc. Biotechnology	Ms. Sreeja M	II
3	M.Sc. IT	Ms. Jothimani S	II
4	B.Com. IT	Ms. Sneha Y	VII

5	B.Sc. IT	Ms. Ramya Y	X
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Best Library User Award

The Best Library User Award, initiated in 2006-2007, has been found successful in inculcating reading habit among students. This award judges students based on a comprehensive criterion of continuous assessment of their reading books, journals and newspapers and presentation of article reviews. Two students, one each from UG and PG are selected for this award. Catherine Reena S of III B.Com. CA (Computer Applications) and Pandikannan K of II MIB are the award winners of the academic year 2014 – 2015.

ACHEIVEMENTS OF STAFF

The institution has well qualified and experienced teaching staff including 17 Ph.D holders and 44 M.Phil degree holders. Presently, two faculty are pursuing their Ph.D programmes and two have undertaken M.Phil course.

Dr. Radhakrishnan Gold Medal Award for Outstanding Achievement in Education was awarded to Dr. S. Parimala, Dean, Commerce, by Global Economic Progress and Research Association, New Delhi, on 6th September, 2014, at Hotel Chandra Park, Egmore, Chennai. This is an All India Level Recognition given to teachers on the occasion of Teachers' Day.

Dr. M. Premalatha, Department of Social Work, was invited to serve as an honorary special editor to the journal of 'School Social Work' for the month of August 2014.

Dr. R. Sankar, Assistant Professor, Department of Tamil, was invited as a chief guest to Selvam Arts and Science College, Namakkal, to speak on the topic "Sanga Ilakkiya Vasippum – Payilum Muraiyum" on February 6th, 2015.

Ph.D HOLDERS

S.No	FACULTY	DESIGNATION	DEPARTMENT
1.	Dr. Ram Rammohan	PRINCIPAL	
2.	Dr. S. Balusamy	DIRECTOR	MBA
3.	Dr. P. Manjula Suresh	Dean	ENGLISH
4.	Dr. S. Parimala	Dean	COMMERCE
5.	Dr.M. Premalatha	HOD	SOCIAL WORK
6.	Dr. S. Seetharaman	HOD	TAMIL
7.	Dr. K. Dhanalakshmi	Asst. Prof.	TAMIL
8.	Dr.R. Sankar	Asst. Prof.	TAMIL
9.	Dr. G. Sendhil Kumar	Asst. Prof.	TAMIL
10.	Dr. C.V. Venkatalakshmi	Asst. Prof.	COMMERCE

11.	Dr. A. Prescilla	Asst. Prof.	TAMIL
12.	Dr. A. Thiruvenkateswari	Asst. Prof.	SOCIAL WORK
13.	Dr. R. Nithya	Asst. Prof.	BIOSCIENCE
14.	Dr. Ramya.R	Asst. Prof.	BIOSCIENCE
15.	Dr. P. Ruban	Asst. Prof.	BIOSCIENCE
16.	Dr. S.V. Manivannan	Asst. Prof.	MBA
17.	Dr. S. Prakash Kumar	Asst. Prof.	COMPUTER SCIENCE

The following twenty faculty have obtained their recognition from Bharathiyar University for guiding scholars for M.Phil and Ph.D degrees.

STAFF HAVING GUIDESHIP

S.No	Faculty	Designation	Department	Guiding
1	Dr. Ram Rammohan	Principal	Bio Science	Ph.D & M.Phil.
2	Dr. S. Balusamy	Director	Commerce	Ph.D & M.Phil.
3	Dr. S. Parimala	Dean	Commerce	Ph.D & M.Phil.
4	Mrs. K. Tamilselvi	HOD	Computer Science	M.Phil.
5	Mr. R. Nandhakumar	Asst. Prof	Computer Science	M.Phil.
6	Mrs. J. Gladys Glory	HOD	Information Technology	M.Phil.
7	Mr. M. Chandrakumar	Asst. Prof	Computer Applications	M.Phil.
8	Ms. B. Chithra	Asst. Prof	Computer Technology	M.Phil.
9	Mr. K. Vijay Anand	Asst. Prof	Computer Science	M.Phil.
10	Mr. M. P. Karthikeyan	HOD	Bio Science	M.Phil.
11	Dr. P. Ruban	Asst. Prof	Bio Science	M.Phil.
12	Dr. R. Nithya	Asst. Prof	Bio Science	M.Phil.
13	Mrs. S. Kavunthi	Asst. Prof	Mathematics	M.Phil.
14	Mrs. N. Karthikeyani	HOD	Hindi	M.Phil.
15	Dr. S. Seetharaman	HOD	Tamil	Ph.D & M.Phil.
16	Dr. K. Dhanalakshmi	Asst. Prof	Tamil	M.Phil.
17	Dr. R. Sankar	Asst. Prof	Tamil	M.Phil.
18	Dr. G. Senthilkumar	Asst. Prof	Tamil	M.Phil.
19	Dr. M. Premalatha	HOD	Social Work	M.Phil.

20	Mrs. V. Rajalakshmi	Asst. Prof	Commerce	M.Phil.
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Project Proposal

A Project Proposal on ‘Alcoholism and its impact on Health and Socio-Economic Status of Paniyar of Nilgiris, Tamilnadu’ was submitted by Dr. M. Premalatha, Department of Social Work to the Ministry of Tribal Affairs, Government of India, on August 1st, 2014.

Workshops

The Two-Day Hands-On Workshop on MATLAB was conducted by the Department of Computer Applications and Technology on 9th and 10th January, 2015. This workshop (in collaboration with Mr. S. Karthick and his team from TREVISYS Technology) was also a great success, and over 53 persons (including our Research Scholars and 26 external Academicians and Researchers) participated.

Achievements in Co-Curricular and Extra-Curricular

Activities NSS

Our 150 NSS Students participated in a campus training programme in our college on 12.8.14 & 13.8.14.

Vipassana Meditation

Vipassana Meditation was conducted on the campus from May 21 to June 01, 2014 and 65 persons have participated.

Sports

Mr. Nandha Kumar (II B.Com.) secured the 9th Rank in the Coimbatore District Level Chess Competitions held at Sri Krishna Kalyana Mandapam on 4th January, 2015. He went on to participate in the FIDE National Chess competition in Chennai between January 30th and February 1st, 2015 and won the 2nd prize.

The College Cricket Team participated in the PSG Golden Jubilee Cricket Tournament at PSG Institute of Technology on 7th and 8th January, 2015. They lost in the Quarter Finals to Bannari Amman Institute of Technology.

The College Cricket Team took part in the CDCA Tournament on January 22nd, 2015, at the PSG IMS grounds, and lost in the initial round.

G. Arunkumar of III B.Sc. Maths (CA) was selected by Bharathiar University to take part in the NSS Republic Day Parade Camp held at Sports Development Authority of Tamil Nadu, in Chennai, from 16th to January 27th, 2015.

Student Participation in Inter-Collegiate Competitions

The students of B.Com. participated and won the overall trophy at the Tycoons’15 Inter-Collegiate Competitions (in Business Quiz, Personality Quiz, Group Dance, and Paper

Presentation) held at Rathinam College on January 23rd, 2015.

The Students of Commerce Department secured the 2nd place in the Wealth -out-of-Waste during the Inter-Collegiate Profeast'15 Competitions held at SNR Sons College on February 3rd, 2015.

The Students of IT Department brought laurels to the College by winning the overall trophy (Web Designing, Debugging, and Quiz) on February 5th, 2015, at STC College of Arts & Science, Pollachi.

Four students of II B.Sc. Maths (CA) participated at the State-level Inter-Collegiate Meet "MathFest 2015" conducted by Dr. NGP College on February 10th, 2015, and won the third prize in the Quiz Competition.

Our students of Fine Arts Club participated in an Orchestra competition held during 'Yugam 2015' at Kumaraguru College of Technology on February 14th, 2015.

An Intercollegiate Cricket Competition was held at our college on 7th August, 2014. With the day blessed with its own perfection of weather for cricket, 6 teams from 6 colleges battled with each other. Out of the 6 combating teams, the winners were Shri. Jeyendra Saraswati College of Arts and Science and the runners were Chikkanna Govt College, Tirupur.

Inaugural Functions and Guest Lectures

The Association of each Department functions with the perspective of providing rich learning experience. Guest lectures are organized by these Associations frequently to enrich the knowledge of the students and to update them on current developments.

The Department of Computer Science conducted a guest lecture titled "Software Testing Principles and Practices" on July 14th, 2014. Mr. Rajkumar Subbaiyan, MD-6 Soft Technologies, Coimbatore was the resource person.

The Inaugural Function of the Association of the Department of Computer Science was held on 30.7.2014. Mr. Rajkumar Subbaiyan, Managing Director, 6 Soft Technologies was the Chief Guest. He spoke on the topic 'Software Testing Principles and Practices'. He explained the Basic concept of software testing, basic functionalities and its usage in the real world environment with live examples.

The Inauguration and Orientation Program of ACS was conducted on September 2nd, 2014. Mr. Sreejith, ICSI -Executive Officer, Coimbatore was the Chief Guest of the occasion who delivered a speech on the importance of ACS course and the job opportunities of the course. About 100 students attended the program.

The English Association Inauguration, 'Literati' was conducted by the Department of English at Apex Seminar Hall on September 3rd, 2014. The guest lecture was delivered on "Effective Communication" aimed at promoting English as a medium of communication. The Chief Guest of the occasion, Mrs. Rama Devi, Resource person for Spoken English and Personality Development, Coimbatore, shared her views on effective usage of English laying emphasis on the correct usage of expressive language, emotions, gestures and anecdotes aimed at efficacy of communication. Stress was laid on the importance of effective listening which also should accompany thinking along with the speaker. Suggestion was provided to students on reading books with lots of dialogues, words, phrases and idioms to improve their communication skills. The inauguration ceremony was felicitated by our Principal, Dr. Ram Rammohan.

The Department of Commerce conducted the Inauguration and Orientation Program of ICWA on September 3rd, 2014 at Mahaveers Auditorium. The Chief Guests of the occasion were Mr. Ramasubramania Raja, Chairman of ICWA Chamber, Coimbatore and Mr.

Diwakar, ICWA co-ordinator, Coimbatore. The Chief Guests addressed the students and briefly described the various benefits and job opportunities of ICWA course. They motivated the students to join ICWA while studying for their UG degree. About 320 students participated in the gathering.

The Inauguration and Orientation Program of CA was organized by the Department of Commerce on September 4th, 2014, at Apex Seminar Hall. Mr. S. Rajesh, Chairman of Coimbatore Branch of the Southern India Chartered Accountants Students Association (SICASA), Coimbatore, was the Chief Guest of the occasion. He addressed the gathering by giving an introduction about the course, explaining the legibility criteria to register for CA, giving a full description about the subjects, listing out the job opportunities available in the market and encouraged the students to register for the professional course. A total of 165 students attended the meeting.

The Inauguration program of the Department of Mathematics was conducted at Apex Seminar Hall on September 19th, 2014. The Chief Guest of the occasion was Mrs. M. Yegammai, Assistant Professor in Mathematics, Hindustan College of Arts and Science, Coimbatore. The function was presided by our Principal, Dr. Ram Rammohan. The guest lecture was delivered on the topic, 'Applications of Mathematics' wherein the speaker stressed on the importance of the subject of Mathematics and its scope. She added that Mathematics has its own beauty as a subject and advised students not to compare themselves with anyone else stressing the uniqueness of each human being. She laid emphasis on the fact that, 'Life is a journey not a destination' and so students should not step back on failure but should choose the right path towards success.

The Department of Tamil conducted the inauguration program on September 22nd, 2014. The Chief Guest was Mr. M. Natarajan, Retired Professor, CBM College of Arts and Science, Coimbatore. The presidential address was delivered by our Principal, Dr. Ram Rammohan. The Chief Guest of the occasion, who holds the pride of authoring the short story, 'Appathalum Oru Kalyanamum', (included as a textbook in the Bharathiar University Syllabus for I year UG students) delivered a lecture on the topic, 'Kongu Vataru Sirukadhaigal.' He said the objective behind writing short stories is to showcase the literary richness of the Kongu Area. He also spoke on the culture and tradition of the Kongu Region, on which those short stories are based.

The Guest Lecture and Inaugural Function of the Department of Information Technology, 'Tech Genie 2014' was held on October 8th, 2014. The Chief Guest of the occasion was Mr. Syed Haris, Life Skills Trainer, RP Macmillan Education, Icon School of Excellence. Throughout the course of his speech, he mentioned each student as a genie, (a man with super power). Through his inspirational speech, the students were bestowed with new ideas to live life successfully. There was also an interaction session with the students. Videos were also shown to the students based on the ideas he shared through his speech.

The Inaugural Functions and Guest Lectures of the Department of Biosciences and Research were conducted at Apex Seminar Hall on October 9th, 2014. Our Principal, Dr. Ram Rammohan welcomed the gathering. The Chief Guest of the day, Dr. P. Rafull S. Gandhi, Senior Scientist, Nova Nordisk, Denmark, delivered his address on the topic, 'Allosteric Regulation of Proteases involved in Blood Coagulation.' He briefed on the disease Hemophilia and its types and the blood coagulation cascade pathway following which an interaction session was held with students.

On Friday, January 30th, 2015, the Institute of Management conducted a Guest Lecture, "Learning from the Legends" by renowned Quiz Master, Dr. M. Rangarajan. The Secretary, Shri. P. Ashok Kumar gave the presidential address, while the Principal felicitated the

function.

The Department of English organized a guest lecture on the topic 'Understanding Freud through Shakespeare' on February 2nd, 2015. Dr. N. Vijaya Samundeeswari, Assistant Professor, LRG Government Arts College for Women, Tirupur, was the resource person.

The Information Technology Department had a Guest Lecture on 'Android Mobile Apps and Development' by Mr. Karthikeyan, Technical Lead from SmartMobion, Chennai, on February 13th, 2015.

The Department of Mathematics had a Guest Lecture of February 17th, 2015 titled 'Leadership through Disobedience' by Mr. Arun Kanagaraj, M.D., Western Ghats Asia Pvt Ltd.

Faculty Development Programme

Shri Nehru Maha Vidyalaya College of Arts and Science conducted a one-day Faculty Development Program on July 21st, 2014 at 10.00 a.m. in the Apex Seminar Hall. Dr. B. Selvaraj, Psychologist, Government Arts College, Coimbatore, was the Resource Person. Dr. Ram Rammohan, Principal, delivered the welcome address, which was followed by the introduction of the Chief Guest by Dr. S. Parimala, Dean, Commerce.

The Chief Guest spoke on the topic 'Handling Adolescents in Class room'. He highlighted that the objective of the program was to create awareness about the nature of 'Hi-tech adolescents'. He traced the period of their growth to maturity when physical, psychological and social changes occur, which cause significant changes in their personality and life. He conveyed the message 'care has to be given to adolescent boys and girls', and that 'discussion and interaction with the teenagers will bring about positive response'. This was followed by an interactive session between the Resource person and the faculty members. Dr. Manjula Suresh, Dean, Languages, proposed the vote of thanks.

A One-Day Faculty Development Program on Multi-Dimensional Scaling took place on November 21st, Friday. The program, conducted by Dr. Reeves Wesley, VIT Business School, and IBM-SPSS Mentor, was specifically for Commerce, Management and Mathematics teachers, as well as Research Scholars. Sixty-five participants, including Teachers from the College and SNV School, as well as our M.Phil. Scholars attended the same.

A Faculty Development Programme was conducted on 19.12.2014 (Friday) between 2:00 p.m. and 4.00 p.m. at the Apex Seminar Hall. Shri P.Ashok Kumar, Secretary of the College, presided over the programme. Dr. Ram Rammohan, Principal, felicitated the gathering. Dr. I. Goswami, Director-Management Studies, Info Institute of Engineering, Coimbatore, was the Resource Person, and his theme for the interaction was "Motivating Motivators on Team Building." He initiated the topic with the statement 'Motivation is precious and invaluable' and gave the examples of great people like Mother Teresa, Gandhiji, Einstein, Florence Nightingale and Michael Jackson who had been motivated from within, by simply listening to their hearts. Dr. Goswami explained that within the classroom, motivation takes different forms such as engagement, participation and attendance of students. Unless students like the task, they will not participate. Actual learning takes place when students are engaged in team-work which results in togetherness. Via video presentations, the Resource Person gave a variety of examples for inspirational motivation.

SNMV Institute of Management

An Interschool Quiz Competition and a Treasure Hunt Competition titled “ZENITH” on the theme “Global Warming and Rainwater Harvesting” were organized by SNMV Institute of Management on August 5th, 2014. The above competitions were organized for Higher Secondary School Students to commemorate the Silver Jubilee Celebrations of SNMV College of Arts and Science and the Golden Jubilee Celebrations of Shri Nehru Vidyalaya School. A total of 13 teams with each team comprising of 3 members participated, among which 6 teams were shortlisted for the final round. The list of students who secured the top three places in the quiz is as follows:

Prize	School	Names of the Students
I	Park Global School	Shreya. S Mithilesh Krishna Nithish Nanda
II	G.K.D. Matric Hr. Sec. School	Sai Bharathwaj. S Durga Sanichar M. Sharat Chandar
III	Vidhya Nethra Matric Hr. Sec. School	R. Priyadharshini G. Kalaimagal K. Roopadharshini

The following are students who secured the top three places in Treasure Hunt Competition

Prize	School	Names of the Students
I	Vivek Vidhyalaya Matriculation School	i)G.Sethupathy ii) K.Sriram iii)A.Sathish Kumar iv)J.Vishnu Prasath v)S.Gokul vi)P.Solomon Suryan
II	GKD Matriculaation school	i)Nagul.K.N ii)Shankar iii)Selva Ganesh iv)Rajith.V.S v)Dhanush vi)Govindhan

III	Shri Nehru Vidyalaya School	i)Kamal Jain ii) Anuj Vanesha iii) Rushabh T.Jain iv)Kunal Vij v)Mahendar Kumar D vi)Ashok.B.Mogrecha
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Dr. Balusamy, Director, MBA and certified SEBI (Securities Exchange Board of India) trainer acted as a resource person in a UGC Sponsored State Level Seminar on “Present Scenario in the Indian Stock Market” conducted by the Commerce Department of Arulmigu Palaniandavar College of Arts and Culture, Palani on 27th August, 2014.

Our final year MBA students, Mr. Stefan Sunny, Mr. Nikhil N.J., Mr. Aby T. Kurian and Mr. Dinesh Kumar have participated as volunteers in the International Logistics Summit conducted by CII (Confederation of Indian Industry) on 21st and 22nd August, 2014, at Hilton Hotel, Chennai.

Shri Nehru Maha Vidyalaya Institute of Management Studies organized a week long **"Meet the Managers"** Induction and Orientation Program for I year MBA students from September 1st, 2014 to 4th September, 2014. The program aimed at bringing eminent people of industry to help students in acquisition of firsthand information about the industrial scenario and to keep them abreast about the modern management thoughts and ideas.

Our institution and THE POWER OF YOUTH HANDS TRUST conducted a social awareness workshop on September 12th, 2014 to create an awareness about Transgender, their role in society and the need for their upliftment and betterment. Mr. Solomon Roy, the organizer of the program while addressing the students emphasized the importance of conducting programs for the welfare of third gender society. Shri. Ashok Lunia, Secretary of the college stated that a subject like transgender was taboo still sometime ago, but he emphasized that it is necessary for society especially for students to come forward and understand the travails and difficulties undergone by the community and that they were also normal human beings with special needs who had to be intergrated into the regular society and every possible step should be taken to work for their upliftment so as to enable them to lead a normal life. Ms. Anjali Ajith Bothra, the coordinator, Dr. S.Balusamy, Director, MBA along with Dr. M. Premalatha of the department of social work, Mr. K.P Anish Kumar, HOD, Department of Management Studies and other faculty members attended the workshop.

Seminars and Conferences

Shri Nehru Maha Vidyalaya College of Arts and Science conducted a National Level Seminar on “Rain Water Harvesting and Water Conservation” to commemorate the Silver Jubilee Celebration of the College on August 6th, 2014 at 10.30 a.m. in Apex Seminar Hall. The Key Note Address was delivered by the Chief Guest, Prof. Dr. P. Lakshmanaperumalswamy, Previous Director of the School of Life Sciences, and Head of the Department of Environmental Sciences, Bharathiar University, Coimbatore.

Poster competition and Paper Presentation competition was held for the participants. The first and second prizes of the poster competition were bagged by Ashique & Team and Jane & Team respectively. The first and second prizes of the paper presentation competition

were bagged by M. Srivallaba and N. Sushmitha from SASI School of Creative Architecture who spoke on 'Rain Water Harvesting' and M. Hussain Sharief and Aravind from SNMV College who spoke on 'Water for Me and My Child' respectively. Mr. C. Rahuram, Assistant Professor, MBA department expressed our gratitude by proposing the Vote of Thanks.

A seminar on Career Opportunities in Banking was conducted for MBA students on October 16th, 2014. Mr. P. K. Vasudevan, Chief Manager, State Bank of India was the resource person.

The One-day National Level Conference on "Impact of Social Media in Modern Business Growth" was conducted by the SNMV Institute of Management on January 9th, 2015. More than 200 participants took part in this Conference, which was inaugurated by Mr. M. Settu (CEO, Syndicate Exports Ltd.) at the Apex Hall. Dr. Balusamy, MBA Director, welcomed the gathering, and Secretary, Shri Ashok Kumar, and Principal addressed the participants - they highlighted the importance of social media, while encouraging everyone to make use of the same for positive and responsible purposes. The Chairpersons for the Sessions were Dr. M. Ashok Kumar, Prof. and Head, Dept. of Management Studies, Karpagam University, and Dr. M. Chithirai Selvan, Head, Dept. of Commerce w/ Computer Applications at NGM College

The Department of Commerce conducted a one day seminar on "Emerging Trends in Industry" on 29th January, 2015. The Chief Guest was Mr. R. Vivekanandan – Area Branch Manager, ShriRam Group, Coimbatore. It was an interactive and thought-provoking session. He emphasized the various job opportunities available to the students across sectors.

On 12th February, 2015, the Department of Computer Science conducted a Seminar on 'Big Data Analytics' by Ms. Bharathi, Software Engineer, from CADD Technologies & Kalvi Higher Education Institute. The presidential address was given by the Secretary, Shri. P. Ashok Kumar, who motivated the students to improve their class and lab attendance and urged them to participate in the placement activities, including skill-development programs.

FUNCTIONS AND CELEBRATIONS

Golden Jubilee Celebrations 2014

Our staff members participated in the inter staff sports meet organized on the eve of Golden Jubilee Celebrations at the SNV School Campus on 13th and 14th June 2014. Events such as volley ball, 100 metres, shot put, walkathon 800 metres, 4 x 100 meters relay and cricket for male staff members and throw ball, shot put, 100 metres, 4 x 100 metres relay and walkathon 800 metres for female staff members took place which accentuated an air of enthusiasm among our faculty members. Slow cycling, pot breaking and shot put took place for CWA and Alumni members. Our staff members vibrantly participated and were winners in volleyball. Mr. K. Vijay Anand of the Department of Computer Science won the first place in shot put. Mr. Samuel Prince of Computer Science won the third place in shot put. In 4 x 100 metres relay, a team of Mr. Vijay Anand of the Department of Computer Science, Mr. S. T. Saravanakumar of the

Department of Commerce, Dr. S. Aruchamy and Dr. G. Senthil Kumar of the Department of Tamil won the second place. Our staff members were the runners-up in cricket. Mr. B. Sudhakaran of the Department of English participated and secured the first place in walkathon 800 metres. Mr. S. T. Saravanakumar of the Department of Commerce secured the second place in 100 metres.

Induction Ceremony 2014

Shri Nehru Maha Vidyalaya College of Arts and Science conducted the Induction Ceremony “SWAJITH’ 2014 to welcome the first year UG students on July 1st, 2014 at 10.00am in Mahaveers Auditorium. The induction ceremony started auspiciously with the lighting of the kuthuvilakku by the dignitaries. Dr. Ram Rammohan, Principal of the College, delivered the welcome address. He highlighted the salient features of the College. Shri. Ashok Lunia, Secretary, delivered the special address. He stated that the strategy for success is when you are alone, “control your thoughts” and when you are in a crowd, “control your words.” From his personal experience he stated that we should never quit or give up, and that we should try and try again till we succeed. He advised the students “Never forget what your parents have done for you: be thankful for what they have done.”

The Key note Address was delivered by Mr. N. Shanmugam, Malumachampatti Panchayath President. He stated that the students are like raw soil which could be molded in the right way only by parents and teachers.

This was followed by Pledge – taking by students, presided over by Dr. S. Parimala, Dean, Commerce. Shri M. M. Bhuradia, Vice President felicitated the gathering. He motivated the students to achieve success through determination. The newly joined staff and the first year students were adorned with Silver Jubilee Pins by the faculty members to commemorate the commencement of the Silver Jubilee Celebrations of the College and Golden Jubilee Celebrations of Coimbatore Welfare Association. Vote of thanks was proposed by Dr. Manjula Suresh, Dean, Languages.

Snathar Pooja 2014

Suparasanath Bhakthi Mandal conducted pooja at MBA Block on September 3rd, 2014 to pray for the welfare of the student community. The students along with the faculty members participated in the pooja.

The secretary initiated the program to mark the official commemoration of the beginning of Silver Jubilee Celebrations. On the occasion, Silver Jubilee Lapel Pins were presented by the members of the mandal to the students and faculty. The secretary, while addressing the gathering, stated that every one of us must begin our day with prayer and end it with a prayer. This will lead to all round peace and prosperity. Shri.M.Bhuradia, Vice president, graced the occasion with his presence. Dr. Ram Rammohan, Principal of the college, also participated in the pooja.

Ganapathy Homam 2014

Shri. Ashwin.K.Shah, President, Shri.M.M.Bhuradia, Vice President, Shri Ashok Lunia, Secretary, Shri. Bharat Jagamani, GC Member and Mrs Ashwin Shah attended the Ganapathy Homam which was performed at our college at July 10th, 2014 to seek the blessings of Lord Ganapathy for all the undertakings of the institutions to be completed without any obstruction and obstacles and for the prosperity, good health, attainment of objectives and success in all future endeavors. Our newly acquired bronze Ganapathy was installed in the main Lobby.

Freshers' Day 2014

As it is customary to welcome the newcomers in order to provide them an environment of friendliness and motivation, the Freshers' Day was conducted by the various UG Departments on July 17th, 2014 (Thursday) to welcome the first year students.

Graduation Day 2014

The 22nd Graduation Ceremony of Our College was held on August 2nd, 2014, at Mahaveers Auditorium. Dr. Ram Rammohan, Principal, invoked the Ceremony. Shri. Ashok Lunia, Secretary, welcomed the graduates, parents and the dignitaries for the function. During his address, he highlighted that the College is recognized as one of the leading institutes in Coimbatore for its academic excellence mainly because of the hard work, devotion to quality, contribution of illustrious alumni, dedication of the professors, and the vision of the administration in its journey of 25 years. He further added that, purity, patience

and perseverance are the three essentials for success. Col. Prof. Dr. G. James Pitchai, honourable Vice-Chancellor of Bharathiar University, delivered the Graduation Day Address and distributed Degree Certificates to more than 300 graduates. In his Address, he insisted that the graduates must develop their personal competencies, especially their passion, commitment, tenacity and open mindedness to learn to live within the norms and values of the society. He motivated the young graduates to think high and achieve high, and quoted that 'difficult things take some time, impossible takes a little longer'.

The Principal of the College, Dr. Ram Rammohan, presented the Annual Report. Shri. Champalal G Bafna, Past President, Coimbatore Welfare Association and Guest of Honour, presided over the ceremony.

Shri. Ashwin K Shah, President, Shri M.M. Bhuradia, Vice-President, Shri B. Balchand, Immediate Past President, Past Presidents Shri Kanaklal Abhaichand, and Shri Mangilal Jain, and GC Members, Shri Mahipal Mehta and Shri Gautamchand Bafna, as well as Shri Mahaveer Bothra, graced the occasion with their presence. The Rank Holders were honoured with Silver Medals and Certificates. The graduates took the Convocation Pledge and the program concluded with the National Anthem.

Mini-Marathon 2014

To commemorate the SILVER JUBILEE CELEBRATIONS of our college and GOLDEN JUBILEE OF COIMBATORE WELFARE ASSOCIATION and SNV SCHOOL, a Mini-Marathon was organized to create awareness on Rain-Water Harvesting on September 27th, 2014 at 6:30 a.m from Race Course to Shri Nehru Vidyalaya School, R.S.Puram.

The Marathon was flagged off by Mrs. K. Karpagam, District Revenue officer, Coimbatore along with the President, Shri. Ashwin K Shah; Secretary, Shri Ashok Lunia; Past Presidents and the Governing Council Members. The Marathoners were received by Colonel KVS Tanwar, Station Commander, Indian Army, Coimbatore, and Commanding Officer of 93 Field Regiment, along with the Past Presidents Shri Champalal G Bafna, Shri Kanaklal Abhaichand, Shri Shreegopal Maheswary and Shri Mangilal Jain. Shri M. M. Bhuradia, Vice-President; Dr.Ashok G Bafna, Secretary, CWA and SNV School; Shri Gautam Chand Srisrimal, Treasurer; and Shri Kamlesh C Bafna, Joint Treasurer graced the

occasion with their presence. The Governing Council Members Shri Kewal C Bafna, Shri Mahipal Mehta, Shri Ashok Gundesha, Shri Ratanchand Bothra, Shri Vinod Choraria, Shri Gautamchand Bafna, and Shri Bharathkumar Jaghamani, also participated in the Program. This event was approved by the Coimbatore District Athletics Association.

The Prize Distribution function was held at Shri Nehru Vidyalaya School. The welcome Address was delivered by Shri Ashwin K Shah, President. He highlighted the fact that CWA works tirelessly to uplift the young generations, and that the Golden Jubilee Celebration of CWA and SNV and Silver Jubilee Celebrations of SNMV College provide ample opportunities for Students to develop their talents from Pre-KG to Ph.D.

Shri Ashok Lunia presented a report about the Mini-Marathon. He expressed his happiness for creating awareness about Rain Water Harvesting. He stated proudly that the Mini-Marathon had attracted 1753 participations. “Let us vow to Save, Conserve and Harvest Water”, he concluded.

The Chief Guest, Colonel KVS Tanwar, Station Commander, Indian Army, Coimbatore, addressed the gathering. He stated that hard work leads to success. He congratulated the young runners for their Enthusiasm and Energy.

The race was divided into four categories: in the category for boys (Below 18), the first two places were bagged by T. Hemanth Kannan of CMS Matriculation Higher Secondary School and G. Vishnu of Presentation Convent Matriculation Higher Secondary School. In the category for men (Above 18), N. Senthil Kumar of Sri Krishna Arts and Science College became the Topper, and D. Bhoobesh of Sports Development Authority of Tamil Nadu (SDAT) was the runner-up. In the category for girls (Below 18), L. Samyasri of CMS Matriculation bagged the first place and M. K. Priyadharshini of Sri Avinashilingam Higher Secondary School bagged the second place. In the category for women (Above 18), the first two places were won by S. Padmavathi and V. Kirithika of Dr. NGP Arts and Science College. The function came to an end with vote of thanks proposed by Dr. Ram Rammohan, Principal, SNMV College of Arts and Science.

Intercollegiate Competitions:

As a part of our Silver Jubilee Celebrations, the following competitions were organized by our college:

An Intercollegiate Cricket Competition was held at our college on August 7th, 2014. With the day blessed with its own perfection of weather for cricket, 6 teams from 6 colleges battled with each other. Out of the 6 combating teams, the winner was Shri. Jeyendra Saraswati College of Arts and Science and the runner up was Chikkanna Govt College, Tirupur.

Intercollege and Interschool Rangoli Competitions were held at our college on 8th August, 2014. Our Vice President, Shri. M. M. Bhuradia and our Secretary, Shri. Ashok Lunia along with the Principal, Dr. Ram Rammohan inaugurated the competition. The judges were Shrimathi. Anandi Ramani and Shrimathi. Sadhana Takkar. Around 18 teams participated in full swing in the event and among the teams who participated from various schools, the first prize was bagged by K.C. Swathi Sri and R. Gayathri of G.K.D. Matric Hr. Sec School, the second prize was bagged by S. Renuka Devi and Shifana. H. of Presentation Convent Hr. Sec. School and the third prize was bagged by Christiana Charly. A and S. Mary Subidha of ALG Matric Hr. Sec. School. Among the teams who participated from various colleges, the first prize was bagged by Keerthana J. Nair and Hemalatha. M of CMS College of Arts and Science, the second place was bagged by V. Nandhini and M. Deepika of G.V.G. Visalakshi College for Women, Udumalpet and the third prize was bagged by Deepa. P and Poornima. L of CMS College of Arts and Science, Coimbatore.

Silver Jubilee Celebrations 2014

Our College celebrated its glorious Silver Jubilee on August 14th, 2014 at 10.00 a.m. SNMV was founded in 1989 by Coimbatore Welfare Association. SNMV has proved its greatness by grooming many students along its path for the past 25 years. Our President, Shri. Ashwin K. Shah; our Secretary, Shri. Ashok Lunia; our Vice President, Shri. M. M. Bhuradia; the Past Presidents and the Governing Council Members graced the occasion with their presence. The Chief Guests for the day were Padma Shri Malathi K. Holla, Para Athlete; Padma Shri Syed Kirmani, Former Indian Cricketer and Shri. Palam Kalyanasundaram, Social Worker.

The morning session began with the traditional invocation following which, the President of the Coimbatore Welfare Association, Shri. Ashwin K Shah warmly welcomed

every participant of the day. The Principal took up the thread and addressed the gathering about the various facilities that are available for students of SNMV in the form of infrastructure, scholarships and the like. He also thanked the CWA for its continuous support and its unending quest towards the goal of providing quality education.

Shri. Ashok Lunia, Secretary, SNMV, gave the Inaugural address by mentioning that SNMV was the brain-child of a group of philanthropists of the CWA. He took the opportunity to pay tribute to the founders of the academic institution. He continued with his address by introducing the Chief Guests of the day, each of whom is a champion in their respective field. “We are celebrating the fruitful landing of the 25th year of SNMV”, he stated. The members of the Governing Council, CWA honoured the past presidents of SNMV for their priceless contribution to the institution. The honours were done by the Chief Guest, Padma Shri Syed Kirmani who adorned them with shawls.

Padma Shri and Arjuna awardee, Dr. Malathi Krishnamurthy Holla is an International Para Athlete from India. To her credit, she has received the Rajyothsava Award, Ekalavya Award, Dasara Award, Outstanding Disabled Sports Person in Public Sector Banks award, K. K. Birla Foundation Award, Pratibha Rathna to mention a few. She has won 389 gold, 27 silver and 5 bronze medals at national and international events. Padma Shri Malathi Holla was requested to inspire the audience with her motivational words. She spoke about the adversities that she faced being handicapped and the courage that is required to overcome all obstacles to be successful in life. She also spoke about “giving back to the country” that has given us everything.

This moving speech preceded the prize distribution ceremony. Prizes were given away to the winners of the various competitions that were conducted over the course of a few months in order to celebrate the Silver Jubilee of the college.

In association with the observance of ‘World Indigenous Peoples Day’ SNMV CAS recognized the NGOs – ‘Native Medicare and Charitable Trust’, ‘Keystone Foundation’, ‘Vidhaya Vaanam’ and ‘Friends of Tribals Society’ working with native primitive tribes. The indigenous Irula communities (who are isolated in deep and dense forest regions and have secluded themselves from main stream society, and treasure their distinct culture & traditions as life and soul) performed their traditional dances. All the four NGOs exhibited their crafts and the products made by the tribes.

As part of the Celebrations, SNMV honored Mr.Yoganathan, Tree Man of the South, who has been awarded by the Government of India as “Eco Warrior” - a bus conductor by profession, for his noble service in planting trees by spending 40 % of his salary towards this noble cause. The Panchayat President of Malumichampatti, Shri. N. Shanmugam was honored with a memento for his service.

The afternoon session commenced with the address by Shri Ashok Lunia, Secretary, SNMV who regaled the audience with his memories of the institution. He took the opportunity to introduce Padma Shri Syed Kirmani, the wicket-keeper responsible for the 1983 world cup victory. He had the pleasure of introducing Palam Kalyanasundaram, who was elected Man of the Millenium by the United Nations. Both Padma Shri Syed Kirmani and Shri. Palam Kalyanasundaram were invited to the dais to address the gathering.

Padma Shri. Syed Kirmani won the award for the best wicket-keeper in the 1983 Cricket World Cup. He was a recipient of the Padma Sri award in 1982. He addressed the gathering about the need to “remain positive” and to approach life with courage. He also told the students to “shed jealousy and ego” and to help one another. He stressed upon the importance of “belief in God”, and the advantage of “being a good human being”. He insisted that one should have clear goals and think persistently to achieve success in life. He congratulated the College and Coimbatore Welfare Association for its dedication towards the cause.

Shri. Palam Kalyanasundaram, a Social Worker who has donated his entire salary to charity, in his address stressed on simple living and humanitarian ideals. He mentioned that the “giving of oneself without expecting anything in return is the genuine service towards mankind.” His speech encouraged the audience to rise and honor him with a standing ovation. This was followed by cultural programs performed by Alumni and students of SNMV CAS.

The Past Presidents of Coimbatore Welfare Association Shri. Kanaklal Abhaichand, Shri. Champalal G. Bafna, Shri. Shree Gopal Maheshwari, Shri. Mahaveer Jain, Shri. Mangilal Jain; Immediate Past President, Shri. B. Balchand; Secretary, Shri Nehru Vidyalaya School and CWA, Dr. Ashok G. Bafna; Treasurer, Shri. Gautham Srisrimal, Joint Treasurer, Shri. Kamlesh Bafna and the Governing Council Members Shri Keval C Bafna, Shri Shantilal Kanted, Shri Mahipal Mehta, Shri Vinod Choraria, Shri Ashok Mehta, Shri Gautamcahnd Bafna and Shri Bharathkumar Jaghamani graced the occasion with their

presence. The function came to an end with the Vote of Thanks proposed by Dr. Ram Rammohan, Principal of the College.

Independence Day 2014

The 68th Independence Day was celebrated on the campus on August 15th, 2014. Shri Ashok Lunia, Secretary, hoisted the National Flag and delivered the Independence Address. Dr. Ram Rammohan, Principal, felicitated the gathering. All the staff and students participated in the celebrations.

Onam 2014

Onam was celebrated on September 4th, 2014 by students and staff of SNMV in the main college premises. Students made a beautiful flower carpet in the college Lobby and sweets were distributed as part of the celebration.

SNMV Institute of Management has the rich legacy of celebrating all the festivals beyond religion, caste, community and creed. "Onam" festival was celebrated by our MBA Department on September 5th, 2014 at the MBA Block. The entire function was organized and conducted by students of MBA Department. The students organized a cluster of games and activities for the staff and students. The function came to an end with the deliverance of "Onam Sadhya."

Gandhi Jayanthi 2014

Gandhi Jayanthi, the birthday of Mahatma Gandhi was celebrated at our college on October 2nd, 2014, in a befitting manner. The singing of Bhajans by our students made the function memorable. Along with Gandhi Jayanthi, Saraswathi Pooja was also conducted on the same day, during which the Goddess Saraswathi, the Goddess of Knowledge was revered with sanctity.

Pongal Celebration 2015

Samacheer Pongal was celebrated at the College on January 13th, 2015 morning. Secretary, Shri P Ashok Kumar; Principal, Dr. Rammohan; Staff and students, assembled at the Main Car porch area, where the pongal was cooked. Everyone then

joined the Uriyadhithal at the football ground, accompanied by Drums (Jamab). The formal function was graced by the Chief Guest, Malumachampatti Panchayat President, Shri Shanmugam, and the Guest of Honour, Mr. MKG Anandkumar (alumnus – Bcom Batch of 1995, and MD of MKG Group of Companies, Pollachi). They distributed the prizes to winners of the various competitions already conducted for the Pongal celebrations by our Fine Arts Club (Saarang). Mr. Anandkumar also addressed the students and told them how honoured he was to be back at his Alma Mater to take part in this vibrant function. He asked them to be proud of the College traditions and encouraged them to make full use of the resources provided by the benevolent Management. All the Staff and Guests were treated to lunch hosted by our MBA students. The occasion was covered by Sankara TV and Super TV. Super TV telecast the same on the morning of January 16th, 2015.

Kumbhabhishekam 2015

The 16th Annual Kumbhabhishekam of the Shri Jai Hanuman Temple was performed on January 20th, Tuesday, from 6:00am to 10:00am. President, Dr. Ashok Bafna, Vice-President, Shri MM Bhuradia, Secretary, Shri Ashok Kumar, Joint Secretary (SNMV), Shri Bharathkumar Jaghamani, Joint Secretary (SNV), Shri S.R. Kankani, and the Principal, Dr. Ram Rammohan, along with Staff and Students, participated in the function.

Republic Day 2015

The College celebrated the 66th Republic Day on January 26th, 2015. Vice-President, Shri M. M. Bhuradia and Secretary, Shri Ashok Kumar felicitated the gathering, and exhorted the students to live up to the ideals of our freedom fighters and be responsible citizens. The prizes for the winners of English Elocution, Tamil Elocution, Hindi Elocution, Patriotic Dance, Movie Making, and Facial Painting were distributed.

Sangamam 2015

‘Sangamam’ 2015, a mega event organized by the Institute of Management, was hosted on-campus on February 6th, 2015. More than 500 students from 25 Colleges took part in various events, including Business Quiz, Mimicry, Solo and Group Songs, Solo and Group Dances, and

Treasure Hunt. Dr. Balusamy, Director, gave the Welcome address, and the Principal delivered the Presidential address. President, Dr. Ashok Bafna; Vice-President, Shri MM Bhuradia; Secretary, Shri P. Ashok Kumar, felicitated the gathering, congratulating the organizers, and wishing the winners of the competitions. The Inaugural address was delivered by the Chief Guest noted Music Director, Mr. Leo, who insisted that extra-curricular activities go hand-in-hand with academics, for students to emerge as holistic individuals. He appreciated the efforts put forth by the Management, Director and Staff for the conduct of such programs. During the function, the SNMV IM Newsletter “Paradigm” was released by the Chief Guest, and the first copy was received by President, Dr. Ashok Bafna. Shri Bharathkumar Jagamani, Joint Secretary, SNMV, and Shri MKG Anand Kumar, MD, Emerge Group of Companies, Pollachi, announced the proud winners of the competitions. The overall trophy was won by Nehru College of Arts and Science, Coimbatore

On the same day, Super TV team interviewed and recorded the views of the Management, Principal, Staff and Students, and also took pictures and videographed the Valedictory events of Sangamam, to be subsequently telecast during “Kaloori Saalai” TV program (dates yet to be announced)

Placement

S.No	LIST OF COMPANIES	Number of Students Placed
1	TATA Consultancy Services	23
2	Infosys	6
3	WIPRO	7
4	Digital Nirvana	6
5	Concentrix - IBM Business Services	7
6	Career Net Consulting	2
7	Solvers India - Infosys	3
8	Mobius 365	7
9	V Dart HCL	3
10	VWR Lab Products India Pvt Ltd	1
11	TVS Sundharam Motors	14
12	Mphasis	2
13	IQ Back Office	12

14	Focus Career Enhancement Academy	1
15	Decathlon	1
16	BNP Paribas	3
17	KEYMINDSolutions	4
	TOTAL	102

Mr. M. Dinesh - Placement Coordinator, visited Bharathiar University - Career Guidance Cell on 22nd July 2014 to register our students for the pooled campus drives organized by the University. He also explored the possibilities for MoU with Infosys BPO and requesting training for our staff at Infosys Mysore campus.

Placement Cell conducted ZIFO TECHNOLOGIES Pool campus drive for Bio Science students on 01-08-2014.

UG, PG & MBA Final year students attended "IQ BACKOFFICE "off campus interview on 12-09-2014

Placement Cell organized for MBA 2014 passed out batch have attended "BNP Paribas" off campus interview on 14/09/2014.

Placement Cell conducted one day free training and scholarship test for final year UG students Mr.SuhasShetiya (Director of CAREER LAUNCHER, Coimbatore Branch) personally handled the training on “**Aptitude and Math shortcuts**”

VWR Lab Products (I) Pvt. Ltd visited our campus for an Orientation Program for the final year students from Bioscience Department. Through this, from Microbiology and Biotechnology students were fine-tuned about the company and the skill sets required to get placed in the same.

UG final year students attended TCS Pool Campus Drive organized by Bharathiar University on 15th October, 2014.

UG final year students attended INFOSYS Pool Campus Drive organized by Karpagam University on 12th November, 2014.

Final year MBA students attended the pooled campus interview for Focus Academy for Career Enhancement (FACE) on 17-11-2014. Job profiles include Training Associates and Business Development Managers, with salaries ranging from 2.64 Lakhs to 5.00 Lakhs.

UG & PG final year students attended WIPRO Off campus interview on 26-11-2014 with the salary of 1.92 Lks per annum.

ACCENTURE - HR visited our college on 27-11-2015 for the discussion to conduct online training cum campus recruitment drive.

UG final year students attended INFOSYS Off campus interview on 04-12-2014 with the salary of 1.92 Lks per annum. (Profile – Tech Support)

UG final year students attended TCS Off Campus interview on 6-12-2014 with the salary of 1.92 Lks per Annum (Profile-Technical Support)

Placement Cell conducted “Digital Nirvana” On-Campus drive on 8-12-2014 with the salary of 1.44 Lks per Annum (Profile – Content Writer Level 1)

UG & PG final year students attended “CONCENTRIX” Off campus interview on 10-12-2014 with the salary of 1.80 Lks per annum (Profile – BPS Practitioner)

Mr. V. Selvakumar - DJ Academy Head Placement Officer, Alumni of SNMV 2003 batch, visited our campus regarding career orientation for the final year MBA students.

Placement Cell Conducted Mobius365 On-campus interview for all final year UG students on 16-12-2015

Placement Cell invited Lt. Esan (Ex Navy Officer and Former AVP from banking sector) for the career orientation in Indian Armed Forces, Defense Selections. All UG final year students attended.

UG final year Computer Science students attended WIPRO off-campus interview for Project engineer profile with the salary of 1.56 lakhs per annum on 22-12-2015

Mr. Ramakrishnan from FirstJobs.com (an online job portal) had a career orientation session with all final year UG & PG students on 23-12-2014

Mr. M. Dinesh – Placement coordinator, attended Placement Officers meet "BRIDGE 2014" organized by VWR Lab Products Ltd on 28-12-2014. This meeting has confirmed the campus recruitment for current year final year students of Bio Science Department.

UG final year students from BCA, B.Sc. IT, and B.Sc. CS attended TCS off-campus interview at GRD CAS on 30-12-2014.

Mr. Selvakumar (our Alumnus), and KeyMind Solutions, conducted career orientation and aptitude test to all the final year UG and PG Commerce and final year Computer stream students, On 7-1-2015, respectively

Bioscience final year students took the aptitude test conducted by Remura Biologicals on 12-1-2015

MBA final year students attended Career Net Consulting off-campus interview on 22-1-2015 for Associate Consultant profile with the salary of 2.4 Lakhs per annum.

MBA final years attended the Idea Cellular Marketing profile off-campus interview on 23-1-2015

The Placement Cell signed a MoU with MonsterJobs.com for facilitating College and student info on their webpage, and for tapping into their job portal

UG & PG final year Bioscience students attended Remura Biologicals aptitude test on 12-1-2015. Seven students were short-listed during the final round interview at NGP College on 9-2-2015.

PG final year students from M.Sc IT, M.Com CA, MIB, MBA attended Infosys – BPO On-campus interview by Solvers India on 29-01-2015 with the salary of 1.44 Lks per annum.

UG final year students attended CSS Corp Online aptitude test on 10-2-2015.

UG final year students attended the Scholarship aptitude test conducted by IMS Academy on 11-2-2015. The students who achieve qualifying scores can avail scholarships at IMS Academy for training for various National exams and GRE etc.

UG final year students attended V-Dart (authorized recruiting partner for HCL) off-campus interview at CMS College on 17-2-2015

UG final year Bioscience student attended VWR Lab Products Pvt Ltd on campus interview on 18-2-2015

UG final year students TVS Sundaram Motors On-campus interview for the Sales profile on 19-2-2015

Conducted Placement Training by Grammar Box for final year MBA students

Yogam BPO conducted On-campus interviews for Bioscience students for Medical Coding and Tech Support profiles on 24-2-2015.

UG final year students attended MPhasis off-campus interview on 25-2-2015 for Process Associate BPO profile.

MBA (Marketing) final year students attended Emerald Gold off-campus interview for Trainee Asst. Manager positions on 26-2-2015.

MBA (Finance) final year students attended ORACLE off-campus interview on 27-2-2015.

Conclusion

The motto of the institution “thou art one- unity is our heritage” reflects vision and values practiced by the institution and the activities scheduled assert the process on man-making. First class infrastructure, stimulating curriculum taught in line with modern pedagogy, comprehensive supervision and feedback and quality education taught by highly qualified and committed faculty members are the strength of the institution. SNMV has earned its strong academic reputation since its founding in 1989. The college has upheld a rigorous commitment to quality education at affordable cost. The institution marches ahead with new developments in academic and administrative activities. The change and innovation contribute to positive atmosphere and instills hope to envisage success.

Vision

To emerge as an institute of excellence of higher learning imparting value based education on line with global standards.

(LOGO) — ON THE SIDE AS IN MAGAZINE

Sponsors:

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