



KPRCAS

KPR College of Arts Science and Research

(Approved by Government of Tamilnadu & Affiliated to Bharathiar University, Coimbatore)

Avinashi Road, Arasur, Coimbatore – 641 407.

www.kprcas.ac.in

School of Management Newsletter

June 2020 – May 2021



Dr. S. Balusamy
Principal
Editor-in-Chief : KPR CAS, Coimbatore

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Dean – School of Management
Managing Editor : KPR CAS, Coimbatore

Dr. S. Vanitha
HOD – School of Management
Editor : KPR CAS, Coimbatore

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Ass. Prof. – School of Management
KPR CAS, Coimbatore

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KPR CAS, Coimbatore

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KPR CAS, Coimbatore

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KPR CAS, Coimbatore

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Ass. Prof. – School of Management
KPR CAS, Coimbatore

Management



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Shri CA Munusamy A.K
Secretary



Dr. S. Balusamy
Principal

KPR College of Arts Science and Research

About KPR CAS

KPRCAS founder Dr. K.P. Ramasamy hails from an agricultural family who has overcome several obstacles in his path he had travelled before attaining the present milestone. KPR Mill Limited has stepped into various sectors including sugar, power generation, automobiles and education. KPRCAS is such a novel feather added to the crown of KPR Group of Institutions which was established with vibrant vision and mission to mould the young minds to reach the next stage in career ladder. The Institution is affiliated to Bharathiar University, Coimbatore. The campus is situated at Avinashi Road with lush green ambiance and modern infrastructure for education.

The Institution aims to provide quality education to cater the needs of global requirements. The innovative academic programme facilitates them to become well responsible citizens who can change the world. KPRCAS offers 3 years undergraduate courses, which are exclusively for Business, Commerce and Computer Science Stream. The students are equipped with skills and knowledge needed to take up various leadership positions and to develop the society.

Beyond Book Teaching help them to be professionals. KPRCAS emphasis on making the students academically brilliant, and also prepare them for the real corporate world.

The learning curve begins here for the students of KPRCAS

Vision	Mission
<ul style="list-style-type: none"><i>To blossom into an excellent education by imparting professional and life skills to students thereby serve for the growth of the nation and beyond.</i>	<ul style="list-style-type: none"><i>To offer quality education</i><i>To provide hands-on training</i><i>To create industry-academic linkage</i><i>To provide opportunities for research</i><i>To mould students into responsible citizens through holistic education</i>

School of Management

The School of Management was established in the year 2019 and offers three-year full time BBA programme affiliated to Bharathiar University, approved by Government of Tamilnadu. The School of Management is committed to create global leaders, world class managers and SMART entrepreneurs to the corporate world through its innovative programmes and emphasis is placed on holistic development of the students in order to prepare them to tackle complex business challenges and opportunities.

In collaboration with Industries, the SOM organizes several programmes every year to fulfil the gap between industry expectations and the institute curriculum. The SOM has created a strong mentor mentee system to help the students successfully navigate their dreams and accomplish their personal and professional goals.

The SOM has a team of committed faculty members to develop the industry required skills through knowledge sharing, appropriate training and creating an enhanced environment for the students. To inculcate the best practices, the students regularly visit different renowned industries at various locations in India. Students are given leadership development intervention programmes to hone their interpersonal, team building and leadership skills. We, the School of Management provide an outstanding management educational service to the students who join our BBA programme. We the team, wholeheartedly welcome the BBA aspirants to KPRCAS!

Vision	Mission
<ul style="list-style-type: none">To nurture a spirit of continued business learning and strive for Excellence in the field of business education and imbibe our students with world class management culture.	<ul style="list-style-type: none">To engage students in real world problem-solving techniques.To leverage their potential by creating an ecosystem that instils critical thinking and analytical mind set.To develop leaders of competencies in a rapidly changing business environment.

Department Highlights

- ✚ MoU with Top Companies
- ✚ Student Exchange Programme
- ✚ Industry Internship
- ✚ Management Games
- ✚ Scope for Entrepreneurship
- ✚ Strong Mentor Mentee System
- ✚ Activity Based Learning
- ✚ World Class Infrastructure
- ✚ Sports and Games
- ✚ Case Study Analysis
- ✚ Leadership Development Programmes
- ✚ Management Development Programmes
- ✚ Certification Courses for Skill Enhancement
- ✚ Wi-Fi enabled Campus
- ✚ 100 % Placement

Knowledge Facilitators

Sl. No	Name	Designation	Qualification
1	Dr. P. Syamsundar	Dean	B.Com., M.Com., MBA., Ph.D., IIM-K., IIM-C
2	Dr. S. Vanitha	HOD	BCS., MBA., M.Phil., Ph.D, NET & JRF, PGDCA
3	Dr. T. Hemalatha	Associate Professor	BBM., MBA., M.Phil., Ph.D., PGDCA
4	Dr. K. Sundaresh	Associate Professor	B.Com.(C.A.), MBA., Ph.D., PGDCA
5	Ms. R. Vasuki	Assistant Professor	B.Sc. (CT)., MBA.,
6	Mrs. B. Gokila Devi	Assistant Professor	B.Sc., MBA., M.Phil., (Ph.D)
7	Mrs. S. Rajeshwari	Assistant Professor	B.Com.(CA)., MBA., NET, (Ph.D)

Programme List June 2020 – May 2021

Sl. No.	Date	Title of the Programme	Resource Person
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1	01.06.2020	Webinar on “Building Efficient Relearning Systems to beat Pandemic Blues”	Dr. Xavier M J Founding Director IIM Ranchi
2	22.06.2020	Challenges Faced as a Women Entrepreneur	Ms. Umasekar Managing Director, Avaneetha Textiles (P) Ltd, Abikiran Agro Farms Asia (P) Ltd, EPR Ventures India (P) Ltd
3	23.06.2020	The Power of Leadership	Ms. Priya Senthil S2S Personality Development Training Academy Pvt. Ltd.
4	24.06.2020	Uyara Paranthu Kondaduvom	Dr. Vijayakumar M Neuropsychologist Talent Butterflies, Coimbatore
5	25.06.2020	Youngsters’ Life after this Difficult Situation – A Psychological Solution	Dr. Manikandan Sundaresan CEO and Chief Trainer, Youth Corp Training Consultancy Pollachi
6	26.06.2020	Modern Leader – Is it hard to work with?	Mr. Saravanapandi P Corporate Trainer and Dean School of Management, KPRCAS
7	08.08.2020 to 14.08.2020	One Week Orientation Programme Transformation of Marketing in Digitalized Era	Mr. Vivek V Head of Sales Audi Coimbatore
8		Executive Skill Pack	Dr. Rangarajan M CEO, Mindgames, Coimbatore
9		English in Business	Dr. Neelakandan V Associate Professor of English

			Sri Ramakrishna Mission Vidyalaya College of Arts and Science Coimbatore
10		Skills Required for Successful Entrepreneur	Mr. Raghunathan Managing Partner Green India Exports, Pollachi
11		International Business in Current Scenario	Mr. Moosa Kaleemullah N Head Horizon Institute of Foreign Trade Coimbatore
12	20.08.2020	Mugavari – Ungalal Ungalukaga	Mr. Sigaram Sathish Teacher and Writer
13	24.08.2020	IEDC Inauguration	Dr. Srinivasa Giri V Chairman and Managing Director Hydro Prokav Pumps India Pvt Ltd & Prokav Exports Ltd Coimbatore
14	26.08.2020	IPR Inauguration	Dr. Madhusudhanan C V Partner, KSR & Co, Fellow Member, ICSI
15	28.08.2020	Eco and Nature Club Inauguration	Tree Man Mr. Yoganathan Marimuthu Social Activist Coimbatore
16	29.08.2020	FDP on “Team Building”	Mr. Saravana Pandi P Dean and Corporate Trainer School of Management, KPRCAS
Sl. No.	Date	Title of the Programme	Resource Person

17	03.09.2020	BBA Association - MILES Inauguration	Dr. Kumar K Professor - Entrepreneurship Dean - Alumni Relations and Development, IIM Bangalore
18	06.09.2020	Career Guidance Programme for CBSE School Students – “Vetrikku Vithai Iduvom”	Sollin Selvar Chinthanai Kavinghar Dr. Kavidasan , M.A., M.A., M.A., MBA., B.L., Ph.D., Director, Roots Industries India Limited, Coimbatore Secretary, Satchidananda Jothi Niketan Int. School, Mettupalayam Dr. Xavier M J Founding Director IIM Ranchi Mr. Sriram Seshadri Founder and Director Disha Consulting, Chennai
19	05.10.2020	Student Development Programme (SDP) on “Time Management	Ms. Shobika S S IAS Ms. Krithiga S IFS
20	16.10.2020	Webinar on “New Age Entrepreneurs”	Shri. Krishnan R Head, Amrita Centre for Entrepreneurship (ACE) CIR, Amrita Vishwa Vidyapeetham, Coimbatore
21	19.10.2020	Student Development Programme (SDP) on “Emotional Intelligence and Growth Mindset to benefit your career”	Dr. Sunita Kumari R Manager, L & D, Amrita Vishwa Vidyapeetham, Coimbatore.
22	20.11.2020	Webinar on “Overall view about Logistics Management”	Mr. Srinivasan Managing Director Bascet Group of Companies, Coimbatore
Sl. No.	Date	Title of the Programme	Resource Person

23	21.11.2020	Management Games	Mr. Saravana Pandi P Principal KPR Women Employees Educational Division, Coimbatore
24	23.11.2020	Webinar on “Enrich Skills to Empower Youth”	Sh. Raj Nehru Honourable Vice Chancellor Shri Viswakarma Skill University, Haryana
25	30.11.2020	Webinar on “A Legal Guide to Start a Business”	Dr. Maheshwaran Rajagopal Vice President – Finance & Infrastructure KGISL Group of Companies, Coimbatore
26	09.12.2020 & 10.12.2020	Two Days Workshop on “Export and Import Management”	Mr. Moosa Kaleemullah N Head, Horizon Training Academy, Coimbatore
27	16.12.2020	Webinar on “Career Guidance in Logistics”	Mr. Arun Shabari Giriraj Operations Manager Lets Transport, Coimbatore
28	31.12.2020	Webinar on “Media Matters”	Dr. JayaPrakash C R HoD Viscom PSG College of Arts and Science, Coimbatore
29	5.01.2021 to 9.01.2021	Five Days Programme on “Marketing Conclave 2021”	Mr. Selvakumar Varadharajan, Agripreneur, Laymen Agro, Coimbatore Mr. Dhanabalan S Quantum Knits (KPR Ltd), Coimbatore Ms. Nikita Vora Digital Marketer & Coach, Founder SMM Unleashed and Women Wave, Mumbai Mr. Ravishankar Selva Kumar, Farmer, Life and Executive Coach, and International Trainer, Coimbatore Mr. Rajesh Chandra Mohan, Head Commercial & Business Development, Star India Private Limited , Chennai
Sl. No.	Date	Title of the Programme	Resource Person

30	06.02.2021	One-Day Faculty Development Programme on “Drafting Research Proposals and Approaching Funding Agencies”	Dr. R. Nagarajan, Associate Professor Department of Economics PSG College of Arts and Science Coimbatore
31	11.02.2021	National Level Symposium on Role of NABARD in Rural Economic Development	Dr. G.R Chintala Chairman NABARD Mumbai
32	10.03.2021	Workshop on “Agricultural Innovation and Entrepreneurship-A Success Story”	Dr. S. Mohan Former Dean School of Post Graduate Studies, TNAU Coimbatore
33	10.03.2021	FDP – “Overview on Intellectual Property Rights”	Dr. S. Mohan Former Dean, School of Post Graduate Studies, TNAU Coimbatore
34	24.03.2021	Financial Education Workshop for the Global Money Week	Dr. S. Balusamy Principal, KPR CAS Coimbatore
35	30.03.2021	Business Plan & Model Competition	
36	30.03.2021	Workshop on “Financial Statement Analysis	Dr. R. Kavitha Associate Professor - Finance, Sakthi Institute of Information and Management Studies (SIIMS), Pollachi
37	30.03.2021	Workshop on “Intellectual Property Rights”	Dr. Dhanpat Ram Agarwal Director, Institute of International Trade (Centre for WTO Studies), West Bengal, India
Sl. No.	Date	Title of the Programme	Resource Person

38	21.04.2021	Guest Lecture on “Over View on Block chain	Mr. A. Thirugnanamoorthy Crypto Consultant Coimbatore
39	26.04.2021 to 30.04.2021	Five Days FDP on “Innovative Pedagogic Discourse”	Dr. N. Panchanatham Honourable Vice-Chancellor Tamilnadu Teachers Education University Chennai Mr. A. Raja Assistant Controller of Patents and Designs Patent Office, Chennai. Dr. B. Selvaraj Associate Professor & Head Psychology Department Government Arts College, Coimbatore Mr. R. Subramanian Anmiga Sorpolivalar Pattimandra Pechalar Dr.R. Nandagopal Director, Xavier Institute of Management and Entrepreneurship, Chennai Mr. M. Mangalaprathaban Proprietor, Fluency Centre
40	26.04.2021	Guest Lecture on “Practical Approach Towards LPP	Mr. M. Nagaraj Research Scholar in Management Studies, Alagappa University, Karaikudi
41	27.04.2021	SDP on “Transformation of a Graduate to an Entrepreneur”	Mr. M. Vijaya Sudharma Prakash Proprietor Geetham Textiles, Coimbatore
42	30.04.2021	Webinar on “Group Dynamics”	Dr. K. Gunasundari Assistant professor Department of Management Science PSG College of Arts and Science, Coimbatore
Sl. No.	Date	Title of the Programme	Resource Person

43	07.05.2021	Intra-Department Virtual Quiz Competition “Quiz Mania”	
44	18.05.2021	Corporate Lecture on Economics “Public Enterprises- Past, Present & Future	Mr. Sriram Seshadri Founder and Director Disha Consulting Chennai
45	21.05.2021	Eco and Nature Club- Webinar on Strategies on Sustainable Nature	Mr. R. Bhagyaraj Head Department of Microbiology SNMV College of Arts and Science Coimbatore
46	28.05.2021	Academic Advisory Board Meeting	Dr. M.J. Xavier Professor of Marketing & Business Analytics Loyola Institute of Business Administration Chennai Dr. K. Maran Professor and Director Sairam Institute of Management Studies Sri Sairam Engineering College Chennai

MoU Details

Sl. No.	Date	Title of the Programme	Resource Person
1	21.10.2020	MoU with Horizon Training Academy, Coimbatore	Mr. N. Moosa Kaleemullah Head Horizon Training Academy Coimbatore
2	10.02.2021	MoU with Hydro Prokav Pumps India Pvt. Ltd, Coimbatore	Dr. V. Srinivasa Giri Chairman & Managing Director Hydro Prokav Pumps India Pvt. Ltd, Coimbatore

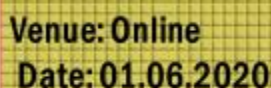
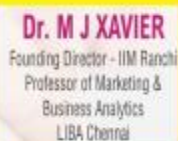
Industrial Visit Details

Sl. No.	Date	Company Name	Number of Students Visited
1	06.01.2021	Industrial Visit (IV) to M/s Quantum Knits (Unit of KPR Mill Limited)	35
2	20.01.2021	Industrial Visit to TNAU	55
3	05.01.2021	Career Development Opportunity in Dairy Farm- Visit to KPR Farms, Arasur, Coimbatore.	17



Topic: Webinar on "Building Efficient Relearning Systems to Beat the Pandemic Blues"

- **Resource Person:**



Topic: Webinar on “ Young Leader 2020

- **Resource Person:**



Ms. Umasekar
Managing Director, Avarneetha Textiles (P) Ltd
Abhiram Agro Farms Asia (P) Ltd
EPR Ventures India (P) LTD



Ms. Priya Senthil
S25 Personality Development
Training Academy Pvt. Ltd.



Dr. Vijayakumar M
Neuropsychologist
Talent Butterflies



Dr. Manikandan Sundaresan
CEO and Chief Trainer
Youth Corp Training Consultancy



Mr. Saravanapandi P
Corporate Trainer and Dean
School of Management, KPRCAS

Venue: Online
Date:

22nd June 2020
to
26th June 2020





DEPARTMENTAL ACHIEVEMENTS

Topic: "Orientation Programme 2020"

• Resource Person:



Day - 1 (08.08.2020)

Transformation of Marketing in Digitalized Era

Mr. Vivek V
Head of Sales
M/s. Audi Coimbatore



Day - 2 (10.08.2020)

Executive Skill Pack

Dr. Rangarajan M
CEO, M/s. Mindgames,
Coimbatore



Day - 3 (12.08.2020)

English in Business

Dr. Neelakandan V
Associate Professor of English
Sri Ramakrishna Mission
Vidyalaya College of Arts
and Science, Coimbatore.



Day - 4 (13.08.2020)

Skills Required for Successful Entrepreneur

Mr. Raghunathan
Managing Partner
M/s. Green India Exports



Day - 5 (14.08.2020)

International Business in Current Scenario

Mr. Moosa Kaleemullah N
Head, M/s. Horizon
Institute of Foreign Trade, Coimbatore.

Venue: Online

Date: 8th, 10th, 12th, 13th & 14th August 2020

August
Month
2020



DEPARTMENTAL ACHIEVEMENTS

Topic:

முகவரி
- உங்களால் உங்களுக்காக...

• Resource Person:



சிகரம்.சதிஷ்குமார்
எழுத்தாளர், ஆசிரியர்.

Venue: Online

Date: 20.08.2020

August
Month
2020





DEPARTMENTAL ACHIEVEMENTS

Topic: Inauguration on "Entrepreneurship Development Cell (EDC)"

• Resource Person:



Dr. V. SRINIVASA GIRI
Chairman and Managing Director
Hydro Prokav Pumps India Pvt Ltd & Prokav Exports Ltd

August
Month
2020

Venue: Online

Date: 24.08.2020



DEPARTMENTAL ACHIEVEMENTS

Topic: " Intellectual Property Rights (IPR) "

• Resource Person:



Dr. C. V. Madhusudhanan
Partner, KSR&CO, Fellow Member, ICSI

August
Month
2020

Venue: Online

Date: 26.08.2020





DEPARTMENTAL ACHIEVEMENTS

Topic: Inauguration on "Eco & Nature Club"

• Resource Person:



Tree Man Mr. Yoganathan Marimuthu
Social Activist, Coimbatore.

August
Month
2020

Venue: Online
Date: 28.08.2020



Eco and Nature Club Inauguration 28.08.2020



DEPARTMENTAL ACHIEVEMENTS

Topic: FDP on "Team Building"

• Resource Person:



Mr. SARAVANAPANDI P
Dean and Corporate Trainer
School of Management, KPRCAS

August
Month
2020

Venue: Veena Hall
Date: 29.08.2020

KPRCAS
KPR College of Arts Science and Research
KPR CAS SOM
KPR CAS SOM

SCHOOL OF MANAGEMENT (SoM)
organizes
One Day Faculty Development Programme (FDP) on
"TEAM BUILDING"

Resource Person
Mr. SARAVANAPANDI P.
Dean and Corporate Trainer
School of Management, KPRCAS

Presided by
Dr. S. Balusamy
Principal
Shri A.K. Munusamy
Secretary

Co-ordinator
Dr. S. Vanitha
Associate Professor, School of Management
KPR College of Arts Science and Research. Mail ID: Mod@kprcas.ac.in

Date: 29.08.2020 Time: 9.30 a.m. onwards



Topic: "Manager in Leadership Excellence & Skills"

- Resource Person:



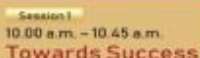
Venue: Online

Date: 03.09.2020

September
Month
2020

Topic: “வெற்றிக்கு விதை இடுவோம்”

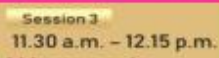
- **Resource Person:**



Guest Speaker
Sollu Selvar Chinthana Kavinghar
Dr. Kavidasan, M.A., M.A., M.B.A., B.L., Ph.D.,
Director, Raate Industries India Limited, Coimbatore
Secretary, Sachidananda Jothi Niketan Int. School,
Metturpalayam



Guest Speaker
Dr. Xavier M J
Founding Director, IIM Ranchi



Guest Speaker
Sriram Seshadri
Founder and Director, Disha Consulting

Venue: Online

Date: 06.09.2020

September
Month
2020



DEPARTMENTAL ACHIEVEMENTS

Topic: SDP on "Time Management"

• Resource Person:



Ms. Shobika S S
IAS



Ms. Krithiga S
IFS

October
Month
2020

Venue: Online

Date: 05.10.2020



DEPARTMENTAL ACHIEVEMENTS

Topic: Webinar on "New Age Entrepreneurs"

• Resource Person:



Shri. Krishnan R.

Head, Amrita Centre for Entrepreneurship(ACE),
CIR, Amrita VishwaVidyalapeetham, Coimbatore.

October
Month
2020

Venue: Online

Date: 16.10.2020





DEPARTMENTAL ACHIEVEMENTS

Topic: SDP on "Emotional Intelligence & growth Mindset to benefit your Career"

• Resource Person:



Dr. Sunita Kumari R.
Manager, L&D,
Amrita Vishwa Vidyapeetham, Coimbatore.

October
Month
2020

Venue: Online

Date: 19.10.2020



DEPARTMENTAL ACHIEVEMENTS

Topic: Webinar on "Enrich Skills to Empower Youth"

• Resource Person :



Mr. Srinivasan D
Managing Director
Bascet Group of Companies

November
Month
2020

Venue: Online

Date: 20.11.2020





DEPARTMENTAL ACHIEVEMENTS

Topic: Webinar on "Enrich Skills to Empower Youth"

• Resource Person :



Sh. Raj Nehru
Honourable Vice Chancellor
Shri Viswakarma Skill University, Haryana.

November
Month
2020

Venue: Online (Zoom meet)

Date: 23.11.2020

KPRCAS
School of Management (SoM) – MILES 2020
and
Innovation and Entrepreneurship Development Cell (IEDC)
Organizes a Webinar on
ENRICH SKILLS TO EMPOWER YOUTH

Resource Person
Sh. Raj Nehru
Honourable Vice Chancellor
Shri Viswakarma Skill University, Haryana.

Facilitator
Dr. Balasamy S, Principal
CA. Murugan A.K, Secretary

Co-ordinators
Dr. Vanitha S, Associate Professor, School of Management, KPRCAS
Dr. Hemalatha T, Associate Professor, School of Management, KPRCAS

Join us in Zoom ID: 554 544 9492
Password: 88ANPRCAS
Registration Link: <https://bit.ly/3J74dCD>

10.23.11.2020 @ 10.30 a.m. – 11.30 a.m.
e-Certificate will be provided.



DEPARTMENTAL ACHIEVEMENTS

Topic: Webinar on "A Legal Guide to Start a Business"

• Resource Person :



Dr. Maheshwaran Rajagopal
Vice President – Finance and Infrastructure
KGISL Group of Companies, Coimbatore

November
Month
2020

Total No. of Participants:125

Venue: Online (Zoom meet)

Date: 30.11.2020

A Legal Guide to Start a Business
30.11.2020
- School of Management, KPRCAS -

KPRCAS
School of Management (SoM) – MILES 2020
and
Innovation and Entrepreneurship Development Cell (IEDC)
Organizes a Webinar on
"A Legal Guide to Start a Business"

Resource Person
Dr. Maheshwaran Rajagopal
Vice President – Finance and Infrastructure
KGISL Group of Companies, Coimbatore

Facilitator
Dr. Balasamy S, Principal
CA. Murugan A.K, Secretary

Co-ordinators
Dr. Vanitha S, Associate Professor, School of Management, KPRCAS
Dr. Hemalatha T, Associate Professor, School of Management, KPRCAS

Join us in Zoom ID: 554 544 9492
Password: 88ANPRCAS
Registration Link: <https://bit.ly/3J74dCD>

10.30.11.2020 @ 10.30 a.m. – 11.30 a.m.
e-Certificate will be provided.



DEPARTMENTAL ACHIEVEMENTS

Topic: "Two-Day Workshop on Export & Import"

December
Month
2020

• Resource Person :



Mr. Moosa Kaleemullah N
Head, M/s. Horizon Training Academy
Coimbatore

Total No. of Participants: 145
Venue: Online (Zoom meet)
Date: 08.12.2020



DEPARTMENTAL ACHIEVEMENTS

Topic: Webinar on "Career Opportunities in Logistics"

December
Month
2020

• Resource Person :



Mr. Arun Shabari Giriraj A
Operations Manager
Lets Transport

Total No. of Participants: 95
Venue: Online (Zoom meet)
Date: 16.12.2020





DEPARTMENTAL ACHIEVEMENTS

Topic: Webinar on "Media Matters"

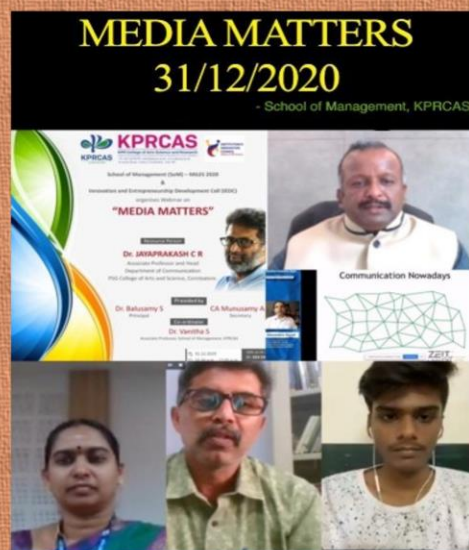
December
Month
2020

• Resource Person :



Dr. JAYAPRAKASH C R
Associate Professor and Head
Department of Communication
PSG College of Arts and Science, Coimbatore.

Total No. of Participants: 142
Venue: Online (Zoom meet)
Date: 31.12.2020



DEPARTMENTAL ACHIEVEMENTS

KPRCAS's Marketing Conclave 2021

on
"Dimensions of Marketing"

Day 1 – Agro Marketing

January
Month
2021

• Resource Person :



Mr. Selvakumar Varadharajan
Agripreneur
Laymen Agro (VilFresh)

Total No. of Participants: 428
Venue: Online (Zoom meet)
Date: 05.01.2021





DEPARTMENTAL ACHIEVEMENTS

KPRCAS's Marketing Conclave 2021
on
"Dimensions of Marketing"

**January
Month
2021**

Day 2 – International Marketing

Resource Person :



Mr. Dhanabalan S
Vice President
Quantum Knits (Unit of KPR Mill Limited), Coimbatore

Total No. of Participants: 428
Venue: Online (Zoom meet)
Date: 06.01.2021





DEPARTMENTAL ACHIEVEMENTS

KPRCAS's Marketing Conclave 2021
on
"Dimensions of Marketing"

**January
Month
2021**

Day 3 – Digital Marketing

• Resource Person :



Ms. Nikita Vora
Digital Marketer and Coach
Founder, SMM Unleashed and Women wave

Total No. of Participants: 428
Venue: Online (Zoom meet)
Date: 07.01.2021





DEPARTMENTAL ACHIEVEMENTS

KPRCAS's Marketing Conclave 2021

on

"Dimensions of Marketing"

Day 4 - Service Marketing

Resource Person :



Mr. Ravishankar Selvakumar

Farmer, Life & Executive Coach
and International Certified Trainer

January
Month
2021

Total No. of Participants: 428

Venue: Online (Zoom meet)

Date: 08.01.2021

Marketing Conclave 2020
Service Marketing
8/1/2021

- School of Management, KPRCAS -



DEPARTMENTAL ACHIEVEMENTS

KPRCAS's Marketing Conclave 2021

on

"Dimensions of Marketing"

Day 5 - Rural Marketing

• Resource Person :



Mr. Rajesh Chandramohan

Head Commercial and Business Development
Star India Private Limited, Chennai

January
Month
2021

Total No. of Participants: 428

Venue: Online (Zoom meet)

Date: 09.01.2021

Marketing Conclave 2020
Rural Marketing
9/1/2021

- School of Management, KPRCAS -





DEPARTMENTAL ACHIEVEMENTS

Topic: FDP on " Drafting Research Proposal and Approaching Funding Agencies

February
Month
2021

Resource Person :



Total No. of Participants: 28

Venue: Veena Hall

Date: 06.02.2021



DEPARTMENTAL ACHIEVEMENTS

Topic: Symposium " Role of Nabard in Rural Economic Development"

February
Month
2021

Resource Person :



Venue: Ragam Hall

Date: 11.02.2021

Inaugural Address







DEPARTMENTAL ACHIEVEMENTS

Topic: Webinar on "Workshop for The Global Money Week"

Resource Person :



Dr. Balusamy S
Principal
KPRCAS

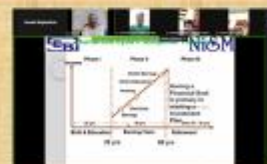


March
Month
2021

Total No. of Participants: 59

Venue: online

Date: 24.03.2021



DEPARTMENTAL ACHIEVEMENTS

Topic: Business Plan & Model Competition

Total No. of Participants: 59

Venue: online

Date: 30.03.2021

Won the Three Place

March
Month
2021

List of Winners

1st Place : Loganathan Team

2nd Place : Arun Karthikeyan Team

3rd Place : Ramani Chandar Team





DEPARTMENTAL ACHIEVEMENTS

Topic: Workshop on "Financial Statement Analysis"

Resource Person :



Dr. R. Kavitha

Associate Professor - Finance,
Sakthi Institute of Information and
Management Studies-SIIMS, Pollachi.

March
Month
2021

Total No. of Participants: 56

Venue: online

Date: 30.03.2021



DEPARTMENTAL ACHIEVEMENTS

Topic: Workshop on "Intellectual Property Rights"

Resource Person :



Dr. Dhanpat Ram Agarwal

Director, Institute of International Trade (Centre for WTO Studies),
West Bengal, India.

March
Month
2021

Total No. of Participants: 295

Venue: online

Date: 30.03.2021





DEPARTMENTAL ACHIEVEMENTS

Topic: Guest Lecture on "Over View on Block chain"

Resource Person :



Mr. Thirugnanamoorthy A
Crypto Consultant

April
Month
2021

Total No. of Participants: 70

Venue: online

Date: 21.04.2021



DEPARTMENTAL ACHIEVEMENTS

Topic: Guest Lecture on "Practical Approach Towards LPP"

Resource Person :



Mr. Nagaraj M
Former Professor
Management Studies

April
Month
2021

Total No. of Participants: 55

Venue: online

Date: 26.04.2021





DEPARTMENTAL ACHIEVEMENTS

Topic: Five Days Faculty Development Program

April
Month
2021



Total no of Participants: 25 (each day)

Venue: Online (Zoom Meet)

Date: 27.04.2021, 28.04.2021 & 29.04.2021



DEPARTMENTAL ACHIEVEMENTS

Topic: SDP on "Transformation of a Graduate to an Entrepreneur"

Resource Person :



Mr. Vijaya Sudharma Prakash M
Proprietor
Geetham Textiles
Coimbatore

April
Month
2021

Total No. of Participants: 55

Venue: online

Date: 27.04.2021





Topic: Online Guest letcure on "Group Dynamics"

Resource Person :



**April
Month
2021**

Total No. of Participants: 52 Students

Venue: online

Subject: Organizational Behaviour

Date: 30.04.2021





DEPARTMENTAL ACHIEVEMENTS

Memorandum of Understanding (MoU) Signing

Hydro Prokav Pumps India Private

Date: 10.02.2021

February
Month
2021



SCHOOL OF MANAGEMENT (SoM) - MILES 2020
invites you to witness a

MoU Signing Ceremony

with



M/s. HYDRO PROKAV PUMPS INDIA PRIVATE LIMITED

Presided by

Dr. S. Balusamy
Principal

CA Munusamy A.K.
Secretary

Collaborator

Dr. Srinivasa Giri V
Chairman & Managing Director, M/s. Hydro Prokav Pumps India Private Limited

Co-ordinator

Dr. Vanitha S
Associate Professor, School of Management



DEPARTMENTAL ACHIEVEMENTS

Memorandum of Understanding (MoU) Signing

Memorandum of Understanding (MoU) Between



&



SCHOOL OF MANAGEMENT (SoM)

HORIZON TRAINING ACADEMY

October
Month
2020



Date: 21.10.2020



School of Management (SoM) - MILES 2020

invites you to witness an

MoU Signing Ceremony

Memorandum of Understanding (MoU)

Between



SCHOOL OF MANAGEMENT

HORIZON TRAINING ACADEMY

Presided by

Dr. Balusamy S. CA Munusamy A.K.

Principal Secretary

Collaborator

Dr. Vanitha S.

Associate Professor, School of Management

Co-ordinator

Dr. Vanitha S.

Associate Professor, School of Management

Co-ordinator

Dr. Vanitha S.

Associate Professor, School of Management

Co-ordinator

Dr. Vanitha S.

Associate Professor, School of Management

Co-ordinator

Dr. Vanitha S.

Associate Professor, School of Management

Co-ordinator

Dr. Vanitha S.

Associate Professor, School of Management

Co-ordinator

Dr. Vanitha S.

Associate Professor, School of Management

Co-ordinator

Dr. Vanitha S.

Associate Professor, School of Management

Co-ordinator

Dr. Vanitha S.

Associate Professor, School of Management

Co-ordinator



DEPARTMENTAL ACHIEVEMENTS

INDUSTRIAL VISIT

Venue:

KPR MILLS LIMITED

Date: 06.01.2021

January
Month
2021



DEPARTMENTAL ACHIEVEMENTS

INDUSTRIAL VISIT

Venue:

INDUSTRIAL VISIT TO TNAU

Date: 20.01.2021

January
Month
2021



June 2020

FACULTY MEMBERS PARTICIPATION

1. Dr. Hemalatha T, participated in the Edspire Webinar Series- “Ethical Conscience for a New Business Take” held on 6th June 2020 organized by VET Institute of Arts and Science, Erode.
2. Dr. Hemalatha T, participated in the Faculty Development Webinar on “Opportunities for Collaborative Research and Publication” held on 12th June 2020 organized by KCT Business School, Coimbatore.

STUDENTS PARTICIPATION

1. Ms. Vincia W of II BBA has participated in “National level online Quiz” on “General Knowledge About Tamilnadu” conducted by RVS College of Engineering and Technology, Coimbatore held on May 22nd 2020.
2. Ms. Vincia W of II BBA has participated in “Mind Fizz 2020-online Quiz” on Verbal Reasoning, Current Affairs and GK conducted by Hindustan College of Engineering and Technology, Coimbatore held on May 31st 2020.
3. Ms. Nivisha Devi S of II BBA has participated in Online Quiz” on Marketing conducted by EMG Yadava Women’s College, Madurai held during the month of June 2020.
4. Ms. Nivisha Devi S of II BBA has participated in Online Quiz” on “General Business Knowledge” conducted by DMI College of Engineering Chennai held during the month of June 2020.
5. Ms. Nivisha Devi S of II BBA has participated in “International Online Quiz” on “International Yoga Day” conducted by Government College of Education, Orathanadu Thanjavur, held on 21st June 2020.

July 2020

FACULTY MEMBERS PARTICIPATION

1. Dr. Hemalatha T, participated in the webinar entitled - “Procurement Strategy Development” held on 11th June 2020 organized by Department of Management Studies, Sai Vidhya Institute of Technology, Rajanukunte, Bengaluru.
2. Dr. Hemalatha T, participated in the National Webinar on “Financial Innovations in the Digital Age” held on 9th July 2020 organized by Department of B.Com.(Marketing), Bharata Mata College, Thrikkakara, Kochi, Kerala.

3. Dr. Hemalatha T, participated in the Webinar on “Emerging trends in Consumer Purchase Decision During and After Covid-19” held on 11th July 2020 organized by Vivek College of Management & Technology, Bijnor Uttar Pradesh.
4. Dr. Hemalatha T, participated in the National Level Webinar on “The Emerging Role of Analytics in Finance and Accounting in India” held on 8th July 2020 organized by Forum of Commerce and Management, Assam.
5. Dr. Hemalatha T, participated in the Edspire Webinar Series- “Digital Technology Landscape” held on 4th July 2020 organized by VET Institute of Arts and Science, Erode.
6. Dr. Hemalatha T, participated in the Webinar on “NAAC Assessment and Accreditation Process” held on 15th July 2020 organized by Bharathiar University, Coimbatore.

STUDENTS PARTICIPATION

1. Ms. Vincia W of II BBA has participated in “National Level e-online Quiz” on “Commerce” conducted by Vidhyanidhi Youth Welfare and Rural Development Association, Vijaya Pura Karnataka held during the month of July 2020.
2. Ms. Vincia W of II BBA has participated in “Online Quiz contest on Basic Accounting skills” conducted by Government Arts College for Women, Kumbakonam held on 18th July 2020.
3. Ms. Nivisha Devi S of II BBA has participated in Online Quiz on “Statistical Methods” conducted by Thiru. Vi. Ka Government Arts College, Thiruvavur held on 5th July 2020.
4. Ms. Nivisha Devi S of II BBA has participated in Online “Math Quiz 2020” conducted by Voorhees College, Vellore held on 2nd July 2020.
5. Ms. Suwedha S of II BBA has participated in “National Level Awareness Programme” on “World Tiger Day” conducted by Nature Club of Rajapalayam Rajus’ College, held on 16th July 2020.
6. Ms. Suwedha S of II BBA has participated in “Tamil online Quiz” held on 13th July 2020 organized by VET Institute of Arts and Science, Erode.

August 2020

FACULTY MEMBERS PARTICIPATION

1. Dr. Vanitha S, participated in the Webinar entitled “Business opportunities in Solid Waste Management” held on 1st August 2020 organized by Sakthi Institute of Information and Management Studies, Pollachi.
2. Ms. Vasuki R, participated in the Webinar entitled “Business opportunities in Solid Waste

Management” held on 1st August 2020 organized by Sakthi Institute of Information and Management Studies, Pollachi.

3. Ms. Vasuki R, participated in the two days Webinar entitled “Transformational Mindset” held on 1st and 2nd August 2020 organized by SK Consultancy.
4. Ms. Vasuki R, participated in the online workshop “How to write research papers for publications in quality journals?” held on 3rd August 2020 organized by Nehru Group of Institutions.
5. Ms. Vasuki R, participated in the National Webinar entitled “Conservation of Plant Biodiversity” held on 11th August 2020 organized by Department of Environmental Sciences, Bharathiar University.

STUDENTS PARTICIPATION

1. Ms. Nivisha Devi S of II BBA has participated in Webinar entitled “Career Opportunities for the Management Aspirants” held on 30th July 2020 organized by GRD Academy of Management, Coimbatore.
2. Ms. Nivisha Devi S of II BBA has participated in National Level e-Quiz on “Key Management Notions” conducted by Bannari Amman Institute of Management held on 1st August 2020.
3. Ms. Suwedha S of II BBA has participated in Webinar entitled “Career Opportunities for the Management Aspirants” held on 30th July 2020 organized by GRD Academy of Management Coimbatore.
4. Ms. Deepika S of II BBA has participated in National Level e-Quiz on “Key Management Notions” conducted by Bannari Amman Institute of Management held on 1st August 2020.
5. Mr. Haripranesh S of I BBA has participated in Shutter Up Competition and won 3rd Prize in 74th Independence Day Competition 2020 organized by Department of English, KPR College of Arts Science and Research held on 14th August 2020.

September 2020

FACULTY MEMBERS PARTICIPATION

1. Dr. Vanitha S, participated in the Webinar entitled “Integral Humanism Day-2020” held on 25th September 2020 organized by Alagappa University, Karaikudi.
2. Dr. Hemalatha T, participated in the Webinar entitled “Geographical Indications Vocal” held on 25th September 2020 organized by Intellectual Property Facilitation Centre NABARD in association with MSME Madurai.

3. Dr. Hemalatha T, participated in the National Webinar entitled “Exploration of Opportunities for Women” held on 25th September 2020 organized by Centre for Women Empowerment Woman Studies, Manonmaniam Sundaranar University.
4. Ms. Vasuki R, participated in the International Webinar entitled “Data Visualization -Tableau” held on 19th September organized by Department of Management Science, Nehru Institute of Engineering & Technology.

Faculty Member as External Resource Person

Dr. Vanitha S, acted as resource person for Alumni Talks organized by Sri Ramakrishna College of Arts and Science for Women held on 1.09.2020. She gave a speech on Endless Journey of Joyful Learning.

STUDENTS PARTICIPATION

1. Ms. Nivisha Devi S of II BBA has participated in e-Quiz on “Indian Economic Development” conducted by Providence College for Women, Coonoor held on 8th September 2020.
2. Ms. Nivisha Devi S of II BBA has participated in National Level e-Quiz on “General Accounting” conducted by Hindustan College of Arts and Science, Coimbatore held on 11th to 15th September 2020.

October 2020

FACULTY MEMBERS PARTICIPATION

1. Dr. Vanitha S, participated in the FDP entitled “Leadership” held from 20.10.2020 to 24.10.2020 organized by ICT Academy.
2. Dr. Hemalatha T, participated in the International Webinar entitled “Steps to Success” held on 14th October 2020 organized by Department of Management Studies, Nehru Institute of Engineering & Technology.
3. Dr. Hemalatha T, participated in International Webinar entitled “Research Paper Publication in Scopus Indexed Journals” held on 17th October 2020 organized by RYAN Publishers.
4. Dr. Hemalatha T, participated International Webinar entitled “Research Paper Publication in Scopus Indexed Journals” held on 17th October 2020 organized by RYAN Publishers.
5. Ms. Vasuki R, participated in the International Webinar entitled “Steps to Success” held on 14th October organized by Department of Management Studies, Nehru Institute of Engineering & Technology.

Research Article Published

1. Dr. Hemalatha T has published an article entitled “Impact on Training and Development on Quality Work Life of Employees” in International Journal of Research in Engineering, IT and Social Sciences, ISSN 2250-0588, Impact Factor: 6.565, Volume 10 Issue, October 2020, Page 47-53.
2. Dr. Hemalatha T has published an article entitled “A Study on Level of Satisfaction towards Organic Farming Practices in Coimbatore District” in IJRARI, E-ISSN 2348-1269, P-ISSN 2349-5138, Impact Factor: 5.75, Volume 7 Issue 4, October 2020, Page No.223-230.

STUDENTS PARTICIPATION

1. Ms. Mariya Ponnarasi T and Ms. Infentasinthu T has won II Prize in Cooking Without Fire organized by Cookery Club, KPRCAS.
2. Ms. Nivisha Devi S of II BBA has participated in e-Quiz on “Mind Spark – Management Quiz 2” conducted by Adithya College of Arts and Science held on 15th October 2020.
3. Ms. Nivisha Devi S of II BBA has participated in National Webinar on “Importance of Communication Skills in the Field of Marketing” conducted by Sakthi Institute of Information and Management Studies held on 27th October 2020.
4. Ms. Deepika R of II BBA has participated in National Webinar on “Importance of Communication Skills in the Field of Marketing” conducted by Sakthi Institute of Information and Management Studies held on 27th October 2020.
5. Ms. Suwedha S of II BBA has participated in National Webinar on “Importance of Communication Skills in the Field of Marketing” conducted by Sakthi Institute of Information and Management Studied held on 27th October 2020.
6. Ms. Suwedha S of II BBA has participated in Webinar Series on “Be a Caterpillar: Sleep hygiene and Mental health” conducted by PSGR Krishnammal College for Women held on 24th October 2020.
7. Ms. Suwedha S of II BBA has participated in National Webinar on “Transformation of Waste to Wealth” conducted by Sakthi Institute of Information and Management Studies held on 29th October 2020.
8. Ms. Nivisha Devi S of II BBA has participated in Joint Special Meeting on “Boundaries of My Sacred Space” conducted by Coimbatore Management Association held on 10th October 2020.
9. Mr. Shyam Prsasath of II BBA has participated in Joint Special Meeting on “Boundaries of My Sacred Space” conducted by Coimbatore Management Association held on 10th October 2020.

10. Ms. Aniritha of I BBA has participated in Monday Musings on “Factories of the Future” conducted by Coimbatore Management Association held on 5th October 2020.
11. Ms. Chitrita of I BBA has participated in Monday Musings on “Factories of the Future” conducted by Coimbatore Management Association held on 5th October 2020.
12. Ms. Nalina of I BBA has participated in Monday Musings on “Factories of the Future” conducted by Coimbatore Management Association held on 5th October 2020.
13. Mr. Arunkarthikeyan of I BBA has participated in Monday Musings on “Factories of the Future” conducted by Coimbatore Management Association held on 5th October 2020.
14. Mr. Arunprasad of I BBA has participated in Monday Musings on “Factories of the Future” conducted by Coimbatore Management Association held on 5th October 2020.
15. Ms. Pavithra of I BBA has participated in Monday Musings on “Factories of the Future” conducted by Coimbatore Management Association held on 5th October 2020.
16. Mr. Pavish of I BBA has participated in Monday Musings on “Factories of the Future” conducted by Coimbatore Management Association held on 5th October 2020.

November 2020

FACULTY MEMBERS PARTICIPATION

1. Dr. Vanitha S, participated in the International Webinar entitled “Stress Management in Entrepreneurship” held on 20th November 2020 organized by Entrepreneurship Development Cell, SIIMS.
2. Dr. Hemalatha T, participated in the National Seminar entitled “Intellectual Property Rights” held on 27th and 28th October 2020 organized by Department of Management Studies, Saividhya Institute of Technology.
3. Dr. Hemalatha T, participated in the International Webinar entitled “Project Management Framework and Tools-An overview” held on 31st October 2020 organized by PG Department of Commerce (CA), Sai Vidhya Institute of Technology.
4. Dr. Hemalatha T, participated in the International Webinar entitled “11 Leadership Lessons from World renowned Leadership Expert” held on 9th November 2020 organized by MBA, Sree Vidhyanikethan Institute of Management.
5. Dr. Hemalatha T, participated in the FDP entitled “Preparing Quality Research Proposal and Research Publication in Hi-index” held on 20th November 2020 organized by Department of Management Science, Hindustan College of Engineering and Technology.

6. Dr. Hemalatha T, participated in the International Webinar entitled “Stress Management in Entrepreneurship” held on 20th November 2020 organized by Entrepreneurship Development Cell, SIIMS.
7. Dr. Hemalatha T, participated in International Webinar entitled “Patent Rights and Copy Rights” held on 21st November 2020 organized by Centre for Intellectual Property, Tamilnadu Techers Education University.
8. Ms. Vasuki R, participated in the International Webinar entitled “Stress Management in Entrepreneurship” held on 20th November 2020 organized by Entrepreneurship Development Cell, SIIMS.
9. Ms. Vasuki R, participated in the FDP entitled “Preparing Quality Research Proposal and Research Publication in Hi-index” held on 20th November 2020 organized by Department of Management Science, Hindustan College of Engineering and Technology.
10. Ms. Vasuki R, participated in International Webinar entitled “Patent Rights and Copy Rights” held on 21st November 2020 organized by Centre for Intellectual Property, Tamilnadu Teachers Education University.
11. Ms. Vasuki R, completed a certificate course on “Digital Teaching Techniques” organized by ICT Academy held on 23rd – 28th November 2020.

STUDENTS PARTICIPATION

1. Ms. Nivisha Devi S of II BBA has participated in National Level Webinar on “Improving Immunity to live with COVID” conducted by Nehru Institute of Technology held on 7th November 2020.
2. Ms. Nivisha Devi S of II BBA has participated in National Level Webinar on “Role of Business Analyst” conducted by Nehru Institute of Technology held on 9th November 2020.
3. Ms. Nivisha Devi S of II BBA participated in the International Webinar entitled “Borderless Business Skills” held on 13th November 2020 organized by Entrepreneurship Development Cell, Sakthi Institute of Information and Management Studies.
4. Ms. Nivisha Devi S of II BBA participated in the International Webinar entitled “Importance of Communication Skills in the Field of Marketing” held on 27th October 2020 organized by Marketing Club, Sakthi Institute of Information and Management Studies.
5. Ms. Suwedha S, participated in the International Webinar entitled “Stress Management in Entrepreneurship” held on 20th November 2020 organized by Entrepreneurship Development Cell, Sakthi Institute of Information and Management Studies.

6. Ms. Suwedha S, participated in the Quiz Contest entitled “Entrepreneurship and Small Business” held on 20th November 2020 organized by Sri Ramakrishna College of Arts and Science.
7. Ms. Suwedha S, participated in the Quiz Contest entitled “The Spirit of Optimism and Self Actualization” held on 8th November 2020 organized by National Youth Council of India
8. Ms. Suwedha S, participated in the Quiz Contest entitled “Entrepreneurship & Small Business” held on 20th November 2020 organized by Sri Ramakrishna College of Arts and Science.
9. Ms. Suwedha S, participated in the E-Quiz entitled “Basic Law on Indian Constitution” held on 26th – 28th November 2020 organized by Hindusthan College of Arts and Science.
10. Ms. Deepika R, participated in the E-Quiz entitled “Basic Law on Indian Constitution” held on 26th – 28th November 2020 organized by Hindusthan College of Arts and Science.
11. Mr. Dinesh S, participated in the E-Quiz entitled “Basic Law on Indian Constitution” held on 26th – 28th November 2020 organized by Hindusthan College of Arts and Science.
12. Mr. Shyam Prasath, participated in the E-Quiz entitled “Basic Law on Indian Constitution” held on 26th – 28th November 2020 organized by Hindusthan College of Arts and Science.
13. Mr. Ragul Prasad R, participated in the E-Quiz entitled “Basic Law on Indian Constitution” held on 26th – 28th November 2020 organized by Hindusthan College of Arts and Science.
14. Mr. Gokul A, participated in the E-Quiz entitled “Basic Law on Indian Constitution” held on 26th – 28th November 2020 organized by Hindusthan College of Arts and Science.
15. Mr. Sanjay G, participated in the E-Quiz entitled “Basic Law on Indian Constitution” held on 26th – 28th November 2020 organized by Hindusthan College of Arts and Science.
16. Mr. Shyam Prasath, participated in the International Quiz Competition entitled “The Constitution of India” held on 26th November 2020 organized by Hamidia Girl’s Degree College.
17. Mr. Gokul A, participated in the International Quiz Competition entitled “The Constitution of India” held on 26th November 2020 organized by Hamidia Girl’s Degree College.
18. Mr. Ragul Prasad R, participated in the International Quiz Competition entitled “The Constitution of India” held on 26th November 2020 organized by Hamidia Girl’s Degree College.
19. Ms. Deepika R, participated in the International Quiz Competition entitled “The Constitution of India” held on 26th November 2020 organized by Hamidia Girl’s Degree College.
20. Mr. Dinesh S, participated in the International Quiz Competition entitled “The Constitution of India” held on 26th November 2020 organized by Hamidia Girl’s Degree College
- 21. Mr. Sanjay S T of I BBA passed Company Secretary Executive Entrance Test (CSEET).**

FACULTY MEMBERS PARTICIPATION

1. Dr. Hemalatha T, participated in the 7 Days National Level Virtual FDP entitled “Application of Tools & Techniques in Research Methodology & accelerate to Publish Articles in Scopus and Web of Science” held from 17th to 24th December 2020, organized by Department of Commerce – Professional Accounting and Department of Accounting & Finance, Hindustan College of Arts and Science.
2. Dr. Hemalatha T, participated in the FDP entitled “Case Study Methods and use of Technology in Teaching” held on 21st December 2020, organized by Department of Management, Sri Aurobindo College, Bangalore.
3. Ms. Vasuki R, participated in the 7 Days National Level Virtual FDP entitled “Application of Tools & techniques in Research Methodology & accelerate to Publish Articles in Scopus and Web of Science ” held from 17th to 24th December 2020, organized by Department of Commerce – Professional Accounting and Department of Accounting & Finance, Hindustan College of Arts and Science.

STUDENTS PARTICIPATION

1. Ms. Suwedha S, participated in A Five-Day National Level Webinar entitled “Differential Instruction in the English Language Classroom-New Perspectives” held on 29th November to 03rd December 2020, organized by Department of English, Sri Ramakrishna College of Arts and Science.
2. Ms. Nivisha Devi S, participated in the National online Quiz Competition entitled “Human Rights Day” held from 10th December to 12th December 2020 organized by Department of Commerce – Professional Accounting and Department of Accounting & Finance, Hindustan College of Arts and Science.
3. Ms. Nivisha Devi S, participated in the National Seminar entitled “Recent Development in Applied Mathematics” held from 30th November organized by Department of Mathematics, Kumaraguru College of Liberal Arts and Science
4. Mr. Ragul Prasad R, participated in the National Online Quiz Competition entitled “Human Rights Day” held from 10th December to 12th December 2020 organized by Department of Commerce –

Professional Accounting and Department of Accounting & Finance, Hindustan College of Arts and Science.

5. Mr. Shyam Prasath, participated in the National Online Quiz Competition entitled “Human Rights Day” held from 10th December to 12th December 2020 organized by Department of Commerce – Professional Accounting and Department of Accounting & Finance, Hindustan College of Arts and Science.
6. Ms. Vincia W, participated in the National Online Quiz Competition entitled “Human Rights Day” held from 10th December to 12th December 2020 organized by Department of Commerce – Professional Accounting and Department of Accounting & Finance, Hindustan College of Arts and Science.
7. Ms. Suwedha S, participated in the National Online Quiz Competition entitled “Human Rights Day” held from 10th December to 12th December 2020 organized by Department of Commerce – Professional Accounting and Department of Accounting & Finance, Hindustan College of Arts and Science.
8. Ms. Deepika R participated in the National Online Quiz Competition entitled “Human Rights Day” held from 10th December to 12th December 2020 organized by Department of Commerce – Professional Accounting and Department of Accounting & Finance, Hindustan College of Arts and Science.
9. Mr. Sanjay G participated in the National Online Quiz Competition entitled “Human Rights Day” held from 10th December to 12th December 2020 organized by Department of Commerce – Professional Accounting and Department of Accounting & Finance, Hindustan College of Arts and Science.
10. Ms. Sobika C participated in 33rd Srinivasa Ramanujan Birthday Online Quiz conducted by Department of Mathematics, Nandha Arts and Science College held from 22.12.2020 to 23.12.2020
11. Mr. Dharun M, Dharsan S, Dheenadhayalan E, Dinesh J, Dinesh T V and Daur Pranav T of I BBA Participated in Monday Musings entitled “Responsible Leadership: Building Tomorrow’s Organization” conducted by CMA on 21.12.2020.

January 2021

FACULTY MEMBERS PARTICIPATION

Faculty Member as External Resource Person

1. Dr. Vanitha S, acted as a resource person in the guest lecture entitled “Small is Big” held on 22nd January 2021, organized by Department of B.Com.(P. A), Nallamuthau Gounder Mahalingam College, Pollachi.

STUDENTS PARTICIPATION

1. Loganathan, Nithya, Madhu Suriya, Mariya Ponnarasi, Nalina, Nithya, Ishwaryasri, Jenifer, Karthikeyan, Kavim and Kaviya of II BBA participated in Monday Musings entitled “Emotional Intelligence for Personal Productivity” conducted by CMA on 04.01.2021.
2. Ms. Suwedha S, Deepika and Dinesh of II BBA participated in Monday Musings entitled “Labor Law/Codes Amendments and their Implication for Industry” conducted by CMA on 11.01.2021
3. Ms. Suwedha S, Sobika, Nanthulal, Gokul, Dhivakar, Deepika, Daniel, Nivisha, Rahul Prasad, Shyam Prasad, Sathyamoorthy and Aadith, of II BBA and Infenta Sindhu, Shashirekha, Sudharsan, Loganathan, Uzair Ahmed, Venkateshwari, Vinoth, Vignesh Kumar, Aniritha, Chitrita, Selvajagadeeswaran, Sanjay of I BBA has participated in Monday Musings entitled “Identifying Export Opportunities and Incentives-Online Portals and Other Options” conducted by CMA on 18.01.2021.
4. Chitrita, Anand, Gokul, Loganathan, Pavish and Sudharsan of I BBA participated in Monday Musings entitled “Applications of Artificial Intelligence in Finance” conducted by CMA on 25.01.2021.
5. Ms. Suwedha S of II BBA participated in the “Personal Empowerment Program” organized by National Youth Council of India held from 10th and 17th January 2021.
6. Ms. Deepika of II BBA participated in Online Quiz on Mathematics conducted by Department of Mathematics, Nandha Arts and Science College held from 22.01.2021 to 23.01. 2021.

February 2021

FACULTY MEMBERS PARTICIPATION

1. Dr. Sundaresh K, participated in the 4 Days FDP entitled “Pedagogical Innovations and Experimentation in Enhancing Learning Effectiveness for Gen Alpha” held from 04th to 07th

February 2021, organized by Department of BBA(CA) and BBA Logistics, Hindustan College of Arts and Science.

STUDENTS PARTICIPATION

1. Ms. Suwedha S, Sobika, Nanthulal, Gokul, Dhivakar, Deepika, Daniel and Aadith, of II BBA participated in Monday Musings entitled “Omni Channel Retail” conducted by CMA on 21.02.2021.
2. Ms. Suwedha S of II BBA participated in the National Online Taxation Quiz Competition entitled “Tax Trivia” held on 24.02.2021 organized by Faculty of Commerce in association with Technical Events Cell, Parul University, Vadodara.
3. Ms. Mariya Ponnarasi T of I BBA participated and won III Prize in Go Fish Competition in Drawing Conducted by School of Management and Department of Library along with NDLI.

March 2021

FACULTY MEMBERS PARTICIPATION

1. Dr. Sundaresh K, participated in the Two -Days International Conference entitled “Inclusive Growth Strategies towards Sustainable Development in the field of Social, Commerce and Management” held from 2nd and 3rd March 2021, organized by Department of B.com PA, Hindustan College of Arts and Science.
2. Dr. Sundaresh K, participated in the One Day FDP entitled “Overview on Intellectual Property Rights” held on 10th March 2021, organized by School of Management KPRCAS.
3. Dr. Vanitha S, participated in the One Day FDP entitled “Overview on Intellectual Property Rights” held on 10th March 2021, organized by School of Management, KPRCAS.
4. Ms. Vasuki R participated in the One Day FDP entitled “Overview on Intellectual Property Rights” held on 10th March 2021, organized by School of Management, KPRCAS.
5. Dr. Vanitha S, participated in Spiritual Record organized by Vethathiri World Society of Yoga held 28.03.2021.
6. Ms. Vasuki S participated in Spiritual Record organized by Vethathiri World Society of Yoga held 28.03.2021.
7. Ms. Vasuki S participated in Spiritual Record organized by Vethathiri World Society of Yoga held 28.03.2021.

Faculty Member as External Resource

1. Dr. Vanitha S, acted as a resource person in the State Level Virtual Workshop on “Investment Models for Young Investors” held on 25th March 2021, organized by Nallamuthu Gounder Mahalingam College, Coimbatore.
2. Dr. Vanitha S, acted as a resource person in the National Webinar on “Take Care of You and Take Care of Your Money” held on 27th March 2021, organized by Nehru Institute of Engineering and Technology, Coimbatore.

STUDENTS PARTICIPATION

1. Aadith, Daniel, Deepika, Dhivakar, Dinesh, Gokul, Nanthulal, Nivishadevi, Ragulprasad Sanjay, Sathiyamoorthy, Shyam Prasad, Sobika, Suwedha and Vincia of II BBA participated in “Two Days International Conference” on “Yoga for Human Excellence” organized jointly by School of Commerce and Vision for Wisdom- An Educational Wing of World Community Service Centre, held on 5th and 6th of March 2021.
2. Aadith, Deepika, Dinesh, Gokul, Sanjay, Shyam Prasad and Suwedha of II BBA and Arun Prasad M, Bhuvanesh G, Ganesh D, Hari Pranesh S, Ishwaryasri N, Jenifer J, Kalaiyarasan P, Nalina P, Parthasarathi S, Pavithra A T, Preethi P, Sanjay S T, Sameer Akther A H, Selvajagadeeswaran T, Shashirekha S S, and Sudharsan K of I BBA participated in Monday Musings entitled “Emerging Trends in Digital Transformation of Healthcare Industry” conducted by CMA on 15.03.2020.
3. Aniritha D, Arun Karthikeyan B, Bhuvanesh G, Loganathan S, Nithya M, Parthasarathi S, Pavish R, Preethi P, Shashirekha S S, and Sudharsan K of II BBA participated in Monday Musings entitled “New Labour Code” conducted by CMA on 22.03.2020.
4. Dinesh, Deepika, Gokul, Ragulprasad and Ms. Suwedha of II BBA and Arun Karthikeyan B, Arun Prasad M, Bhuvanesh G, Dharun M, Dheenadhayalan E, Gobinath M, Guru Prasath M R, Hari Pranesh S, Loganathan S, Imayavarshini M, Shankar B, Venkateshwari S, Ramani Chandar V, Preethi P, Pavithra A T, Sameer Akther A, Sanjay S T, Shashirekha S S, Shreenavi G and Sudharsan K of I BBA participated in Monday Musings entitled “Changes in Business Environment and readiness of Indian MSMEs” conducted by CMA on 29.03.2020.
5. Aniritha D, Chitrita C, Danur Pranav T, Ayishma S, Infenta Sindhu T. P, Kaviya M, Mariya Ponnarasi T, Nithin R, Pavish R and Syed Muhammad Uvaiz R of I BBA participated in “Millet Feast” Organized by School of Liberal Arts –KPRCAS held on 20.03.2021.

6. Pavish R and Danur Pranav T of I BBA participated in “Enacting Role Play” organized by School of Commerce and KPRCAS- NDLI Club held on 24.03.2021.
7. Suwedha S of II BBA participated in “Writing Competition on Benefits of Reading” organized by School of Commerce and KPRCAS- NDLI Club held on 18.03.2021.
8. Students of I BBA and II BBA participated in Spiritual Record organized by Vethathiri World Society of Yoga held 28.03.2021

April 2021

FACULTY MEMBERS PARTICIPATION

1. Dr. Sundaresh K, participated in the National Level Research Methodology workshop entitled “Art of Writing Research Article” held from 10th April 2021, organized by Commerce Association, Kamadhenu Arts and Science College, Sathyamangalam.
2. Dr. Sundaresh K, participated in Orientation session on “Entrepreneurship & Innovation Management” held from 08th April 2021, organized by the Ministry of Education Innovative Cell-IIC of Vidhya Jyothi Institute of Technology, Hyderabad.
3. Dr. Sundaresh K, participated in the Three days FDP entitled “Research Methodology and Pedagogy” held from 15th April, 2021 to 17th April, 2021, organized by School of Commerce, KPRCAS.
4. Dr. Sundaresh K, participated in Five days FDP entitled “Innovative Pedagogic Discourse” held from 26th April 2021 to 30th April 2021, organized by School of Management, KPRCAS.
5. Dr. Vanitha S, participated in the Three days FDP entitled “Research Methodology and Pedagogy” held from 15th April 2021 to 17th April 2021, organized by School of Commerce, KPRCAS
6. Dr. Vanitha S, participated in Five days FDP entitled “Innovative Pedagogic Discourse” held from 26th April 2021 to 30th April 2021, organized by School of Management, KPRCAS.
7. Dr. Hemalatha T, participated in the Three days FDP entitled “Research Methodology and Pedagogy” held from 15th April 2021 to 17th April 2021, organized by School of Commerce, KPRCAS.
8. Dr. Hemalatha T, participated in Five days FDP entitled “Innovative Pedagogic Discourse” held from 26th April 2021 to 30th April 2021, organized by School of Management, KPRCAS.
9. Ms. Vasuki R, participated in the Three days FDP entitled “Research Methodology and Pedagogy” held from 15th April 2021 to 17th April 2021, organized by School of Commerce, KPRCAS.

10. Ms.Vasuki R, participated in Five days FDP entitled “Innovative Pedagogic Discourse” held from 26th April 2021 to 30th April 2021, organized by School of Management, KPRCAS.

STUDENTS PARTICIPATION

1. Aniritha D, Arun Karthikeyan B, Chandra Sekar S, Gobinath M, Loganathan S, Pavish R, Ramani Chandar V, Preethi P, Sanjay S T, Shankar B, Sudharsan and Venkateshwari S of I BBA participated in Monday Musings entitled “Financial Survival and Thrive During Economic Downturn” conducted by CMA on 5.04.2021.
2. Ms. Suwedha of II BBA and Loganathan S & Ishwaryasri N of I BBA participated in Monday Musings entitled “Turning Passion into Profession” conducted by CMA on 19.04.2021.
3. Abhilash N, Anand E, Arun Karthikeyan B, Dharsan M, Dheenadhayalan E, Gobinath M, Kalaiyarasan P, Karthikeyan N, Loganathan S, Nalina P, Nithin, Parthasarathi S, Pavish R, Sanjay S T, Sarvesvaran R D, Shreenavi G, of I BBA participated in Monday Musings entitled “Quality is Free” conducted by CMA on 26.04.2021.

May 2021

FACULTY MEMBERS PARTICIPATION

1. Dr. Vanitha S, participated in Webinar entitled “Digital Marketing in the New Era” held on 11th May 2021, organized by Department of Business Administration, Adithya College of Arts and Science Coimbatore.
2. Dr. Vanitha S, participated in the webinar entitled “Managing online classes-Teaching Tools” held on 12th May 2021, organized by School of Commerce, KPRCAS.
3. Dr. Vanitha S, participated in the FDP entitled “Citation Databases and Research Metric” held on 19th May 2021, organized by School of Commerce, KPRCAS.
4. Dr. Vanitha S, participated in the Endowment Lecture held on 26th May 2021, organized by GJASC Thoothukkudi
5. Dr. Vanitha S participated in online webinar on "Strategies for Dealing with Pandemic for Equitable Access to Vaccines on 28th May, 2021 jointly organized by Gautam Buddha University, Noida, Howard University, Washington DC and Association of Indian University.
6. Dr. Hemalatha T, participated in the webinar entitled “Managing Online Classes-Teaching Tools” held on 12th May 2021, organized by School of Commerce, KPRCAS.
7. Dr. Hemalatha T, participated in the FDP entitled “Citation Databases and Research Metric” held on 19th May 2021, organized by School of Commerce, KPRCAS.

8. Dr. Sundaresh K, participated in the National Webinar entitled “Quality Sustenance in Higher Educational Institutions” held from 10th May 2021, organized by AISSMS College of Engineering, Pune.
9. Dr. Sundaresh K, participated in the FDP entitled “Managing Online Courses- Teaching Tools” held on 12th May 2021, organized by School of Commerce and Research Cell, KPRCAS
10. Dr. Sundaresh K, participated in Workshop on “How to Choose Topics for Research” held on 13th May 2021, organized by IQAC and PG & Research Department of Commerce, Shri Shankarlal Sundarbai Shasun Jain College for Women, Chennai.
11. Dr. Sundaresh K, participated in FDP on “Advance Excel for Educators” held from 12th May 2021 to 13th May 2021, organized by the Department of PG & Research of Management Studies, Hindusthan College of Arts and Science.
12. Dr. Sundaresh K, participated in National Webinar entitled “Supervised Learning Methods” held on 14th May, 2021 organized by Department of Computer Science, Dr. MGR Educational and Research Institute, Chennai.
13. Dr. Sundaresh K, participated in International Webinar entitled “Research Publication & Citation Promotion” held on 15th May 2021 organized by Periyar E. V R College, Tiruchirappalli.
14. Dr. Sundaresh K, participated in FDP entitled “Revised NAAC Accreditation Framework Perception” held on 15th May 2021 organized by GTN Arts College, Dindigul.
15. Dr. Sundaresh K, participated in the workshop entitled “Intellectual Property Rights” held on 15th May 2021, organized by IQAC, The Oxford College of Business Management, Bangalore.
16. Dr. Sundaresh K, participated in International Workshop entitled “Financial Investments – Growth & Opportunities an Investor and Company’s Perspective” held on 15th and 18th May 2021, organized by Department of Commerce, Sivananda Sarma Memorial R V College, Bengaluru.
17. Dr. Sundaresh K, participated in FDP on “Research Methodology for Social Sciences” held on 17th, 18th and 19th May 2021, organized by Indian Institute of Management and Commerce (IIMC), Hyderabad.
18. Dr. Sundaresh K, participated in the FDP entitled “Citation Databases and Research Metric” held on 19th May 2021, organized by School of Commerce, KPRCAS
19. Dr. Sundaresh K, participated National Webinar entitled “Best Scholarship Available at UK Universities and Immigration Rules during Pandemic Times” held on 19th May 2021, organized by Department of Computer Science, Dr. MGR Educational and Research Institute, Chennai.

20. Dr. Sundaresh K, participated National Webinar entitled “New Historicism in Girish Karnad’s Plays” held on 19th May 2021, organized by Department of English, Dr. MGR Educational and Research Institute, Chennai.
21. Dr. Sundaresh K, participated National Webinar entitled “Shaping Imaginations” held on 19th & 20th May 2021, organized by School of Commerce, VET Institute of Arts and Science, Erode.
22. Dr. Sundaresh K, participated National Webinar entitled “Innovation in Teaching, Research and Challenges in Accreditation process for Higher Educational Institutions- (ITRCA)” held from 17th May to 22nd May 2021, organized by IQAC, St.Peters Engineering College, Hyderabad.
23. Dr. Sundaresh K, participated in the FDP entitled “Emerging Trends in Industry” held from 18th May to 22nd May 2021, organized by Department of Instrumentation & Control Engineering and IQAC, Karmaveer Adv.Baurao Ganpatrao Thalare College of Engineering, Pune.
24. Dr. Sundaresh K, participated National Webinar entitled “Insights of National Education Policy (NEP) “held on 21st May 2021, organized by Dr.Ambedkar Institute of Technology, Bengaluru.
25. Dr. Sundaresh K, participated Webinar entitled “Medieval Indian Historiography held on 24th May 2021, organized by Department of History, TSWRDCW Suryapet.
26. Ms. Vasuki R, participated in the webinar entitled “Managing Online Classes-Teaching Tools” held on 12th May 2021, organized by School of Commerce, KPRCAS.
27. Ms. Vasuki R, participated in International Webinar entitled “Research Publication & Citation Promotion” held on 15th May 2021 organized by Periyar E.V R College,Tiruchirappalli.
28. Ms. Vasuki R, participated in the FDP entitled “Citation Databases and Research Metric” held on 19th May 2021, organized by School of Commerce, KPRCAS.

STUDENTS PARTICIPATION

1. Daniel I of II BBA has participated in National Webinar entitled “Learning from Advocates of the Ocean: Sea –Turtle and their Role in the Coast and High Seas” held on 23rd May 2021 organized by Rajapalayam Raju’s College, Madurai.
2. Nivisha Devi S of II BBA has participated in National Webinar entitled “Learning from advocates of the ocean: Sea –Turtle and their role in the cost and high seas” held on 23rd May 2021 organized by Rajapalayam Raju’s College, Madurai.
3. Deepika R of II BBA has participated in National Webinar entitled “Learning from advocates of the ocean: Sea –Turtle and their role in the cost and high seas” held on 23rd May 2021 organized by Rajapalayam Raju’s College, Madurai.

4. Deepika R of II BBA has completed a course entitled “Fundamental of e- Commerce conducted by Series e-commerce.
5. Deepika R of II BBA has participated in e- quiz on Communicative English held on 25th May 2021 organised by Department of English and Creative Writing Club, KPRCAS.
6. Ragul Prasad R of II BBA has participated in National Webinar entitled “Learning from advocates of the ocean: Sea –Turtle and their role in the cost and high seas” held on 23rd May 2021 organized by Rajapalayam Raju’s College, Madurai.
7. Aniritha D, Arun Karthikeyan B, Anand E, Chandra Sekar S, Chitrita S, Gobinath M, Ganesh D Ishwaryasri N, Kalaiyarasan P, Loganathan S, Nithin R, , Parthasarathi S, Vignesh Kumar and Sudharsan K of I BBA participated in Monday Musings entitled “Operational Excellence” conducted by CMA on 3rd May 2021.
8. Chandra Sekar S, Dheenadhayalan E, Guru Prasath, Sanjay S T, Nithya M, Pavish R, Preethi and Sudharsan K of I BBA participated in Monday Musings entitled “Economic Implication of Rupee Value Change” conducted by CMA on 10th May 2021.
9. Arun Karthikeyan B, Chandra Sekar S, Danur Pranav, Kavin V, Kaivya M, Pavish R, Preethi, Shankar B, Sanjay S T, Sameer, Venkateshwari S and Sudharsan K of I BBA participated in Monday Musings entitled “Leveraging Technology Across Food Chain” conducted by CMA on 17th May 2021.
10. Ms. Nivisha Devi S of II BBA has participated in National Webinar on “Measuring Productivity and Methods to Improve Productivity” conducted by Sakthi Institute of Information and Management Studies held on 29th May 2021.
11. Ms. Suwedha S of II BBA has participated in National Webinar on “Measuring Productivity and Methods to Improve Productivity” conducted by Sakthi Institute of Information and Management Studies held on 29th May 2021.
12. Aadith M, Suwedha , Sathyamoorthy , Ragul Prasad and Vincia of II BBA and Kavin V, Nalina P, Loganathan S, Hariparenesh, Nithya, Chandra Sekar S, Dheenadhayalan E ,Gobinath M, Shashi Rekha and Sudharsan K of I BBA participated in Monday Musings entitled “Leveraging Technology Across Food Chain” conducted by CMA on 31st May 2021.
13. Vincia W of II BBA participated in Online National Quiz Carnival Business Management Quiz conducted by Indian Institute of Management and Commerce Hyderabad held on 31st May 2021

Students Achievement

Deepika R of II BBA has participated and won second prize in online competition “Fun with Mathematics” held on 25th May 2021 organized by Department of Mathematics, KPRCAS.

PRESS RELEASES





KPRCAS signed MoU with Horizon Training Academy



KPRCAS - School of Management, signed an MoU with Horizon Training Academy to train the students in the area of Logistics, Export and Import, Supply Chain and Digital Marketing. Dr. S. Balusamy Principal, KPRCAS and Training Partner Moosa Kaleemullah N, Head, Horizon Training Academy signed MoU in a function held, recently. The Training Partner explained the role of e-Commerce in international business, procedure of exporting, value added products, Prompt delivery and innovative thinking will help to succeed in export business.



கேபிஆர் கல்லூரியில் தளவாடத்துறையில் வேலைவாய்ப்புகள் குறித்து கருத்தரங்கம்

கேபிஆர் கலை அறிவியல் மற்றும் ஆராய்ச்சி கல்லூரியில் மேலாண்மைத்துறையில் "தளவாடத்துறையில் வேலைவாய்ப்புகள்" எனும் தலைப்பில் ஒருநாள் கருத்தரங்கம் நடைபெற்றது. மாணவன் அபு வரவேற்று பேசினார். மாணவி பூர்ணிமா சிறப்பு விருந்தினரை அறிமுகம் செய்தார். தொடர்ச்சியாக, சிறப்பு விருந்தினர் டெட்ராஸ்ஸ்போர்ட்டு செயல்பாட்டு மேலாளர் அருண்சபரிநிராஜ் பேசுகையில், தளவாடத்துறையில் உள்ள வேலைவாய்ப்புகள் பற்றி விளக்கினார். தளவாடத்துறை ஓர் அறிமுகம், தளவாடத்துறையின் வரலாறு, இத்துறையில் சிறந்து விளங்கும் நிறுவனங்கள், பங்களிப்பு, வேலைவாய்ப்புகள், இத்துறையில் இணைவுதர்தல், மாணவர்கள் வளர்த்து கொள்ளக் வேண்டிய நிறுவன குறித்து எடுத்துக்கூறினார். இந்திய தளவாடத்துறை 22 மில்லியன் மக்களுக்கு வேலைவாய்ப்பு அளிக்கிறது. இந்தியாவின் வருமானத்தில் இத்துறையில் பங்கு 30 சதவீதம். இத்துறையில் 21 சதவீதம் பெண் ஊழியர்கள் பணிபுரிகிறார்கள். உற்பத்தி, வணிகம், போக்குவரத்து, அத்தியாவசியத்துறை, அரசு நிறுவனங்கள், தொலைதொடர்புத்துறை, கணினித்துறை, பொழுதுபோக்கு போன்ற பல துறைகளில் தளவாடங்களின் பங்களிப்பு அளப்பறியது. உலகளவில் இத்துறையில் சிறந்து விளங்கும் நிறுவனங்கள் ஷேர்மன், கலிசர்லாந்து, டென்மார்க் மற்றும் அமெரிக்கா போன்ற நாடுகளைச் சார்ந்து மாணவர்கள் சிறப்பாகப் பணியாற்ற எம்எஸ்ஸேர்டு, எக்சல், சேப் போன்ற பிரிவில் தங்கள் நிறமையை வளர்த்துக்கொள்ள வேண்டும் என்றார். இந்திகழ்மில் 95 மாணவர்கள் கலந்து கொண்டனர். நிறைவாக, மாணவி பவித்ரா நன்றி கூறினார். இக்கருத்தரங்கை இணைப்போரிரியர் சுவாமிநாதா ஒருங்கிணைத்து நடத்தினார்.

A LEGAL GUIDE TO START BUSINESS WEBINAR BY SOM-KPR CAS & IEDC



School of Management, KPR CAS & Innovation and Entrepreneurship Development Cell jointly organized a webinar on legal guide to young entrepreneurship aspirant students. Dr. Maheshwaran Rajagopal, VP Finance & Infrastructure, KGISL Group was the guest speaker and provided an overview of public and private

sectors and how to start a new company in successful manner. He elaborated the procedures, legal formalities, requirements to register a new company. Dr. S. Vanitha and Dr. T. Hemalatha, Associate Professors, School of Management co-ordinated the program. Dr. S. Balusamy, Principal was also present.

கோவை கே.பி.ஆர். கல்லூரியில் தேசிய வங்கிகளின் செயல்பாடு குறித்த கருத்தரங்கம்!

கோவை, பிப்.12-
கே.பி.ஆர். கலை அறி
வியல் மற்றும் ஆராய்ச்சிக்
கல்லூரியின் வணிகவியல்
துறையும், மேலாண்மை
யியல் துறையும்
இணைந்து வேளாண்
மைக்கும் ஊர்ப்புற வளர்ச்சி
கிக்குமான தேசிய வங்கி
யின் சிறப்புகள் குறித்த
கருத்தரங்கம் கல்லூரி
வளாகத்தில் நடைபெற்
றது. நிகழ்ச்சியில் தேசிய
விவசாய மற்றும்
கிராமப்புற வளர்ச்சி வங்கி
யின் தலைவர் ஜி.ஆர். ஜித்
தாலா, சென்னை பிராந்
திய அலுவலக தலைமை
மேலாளர் எஸ்.செல்வ
ராஜ் ஆகியோர் கலந்து
கொண்டு சிறப்புரை ஆற்
றினர்.

முதல்வர் செ.பாலுசாமி
வரவேற்புரை வழங்கி
னார். கே.பி.ஆர்
குழுமத்தின் தலைவர்
டாக்டர் கே.பி.ராமசாமி
தலைமையுரை ஆற்றி
னார். பெண் கல்வியின்
இன்றியமையாமை குறித்
தும் பெண் தொழிற்கல்வி
யின் சிறப்பு குறித்தும்
எடுத்துரைத்தார். மேலும்,
இரண்டாயிரமாண்டு
காலத்திற்கு முற்பட்ட
மனிதகுல தோற்றம் மற்
றும் மனித நாகரீகத் தோற்
றத்திற்கு விவசாயமே
அடிப்படையான ஒரு முக்
கியக் காரணம் என்றும்
எடுத்துரைத்தார். குறைந்த
வட்டிக்கடன் வழங்குதல்
பற்றியும் நபார்டின் கடன்
திட்டமிடல், செயல்பாட்

டுத் திட்டம், செயல்பாடும்
முறைகள், சுய உதவிக்கு
முக்களின் நடைமுறைப்
றியும் சுய உதவிக்கு முக்க
ளின் மூலம் தொழில்
வளர்ச்சி மற்றும் தொழில்
முனைவோர் குறித்தும்
விரிவாக எடுத்துரைத்தார்.
தேசிய விவசாய மற்றும்
கிராமப்புற வளர்ச்சி வங்கி
யின் "ஆத்ம நிர்மா பாரத்"
இன் இன்றியமையாமை
குறித்தும் தற்சார்பு உரிமை
பற்றியும் எடுத்துரைத்தார்.
இந்நிகழ்வின் சிறப்பு
விருந்தினர் அறிமுகத்
தைக் கணிவி அறிவியல்
துறை முதன்மையர் எஸ்
.சசிகலா மேலாண்மையி
யல் துறை இணைப்பேரா
சிரியர் எஸ்.வனிதா ஆகி
யோர் பேசினர்.
வணிகவியல் துறை முதன்
மையர் கு.குமுதாதேவி
நன்றியுரை ஆற்றினர்.
நிகழ்ச்சியில் கல்லூரி
பேராசிரியர்கள், மாண
வர்கள் உள்ளிட்ட பலர்
கலந்து கொண்டனர்.



கோவை கே.பி.ஆர். கல்லூரியில் தேசிய வங்கிகளின் செயல்பாடு குறித்த கருத்தரங்கம் நடைபெற்றது. இதில் கே.பி.ஆர். குழுமத்தின் தலைவர் டாக்டர் கே.பி.ராமசாமி கலந்து கொண்டு பேசினார்



கேபிஆர் கலை அறிவியல் கல்லூரியில் அறிவுசார் சொத்து உரிமைகள், ஆசிரியர் திறன் மேம்பாட்டு பயிற்சி

கோவை, மார்ச் 11-
கேபிஆர் கலை அறிவியல் மற்றும்
ஆராய்ச்சிக் கல்லூரியின் சொத்து
காப்புரிமை பிரிவு சார்பில் ஆசிரியர்
திறன் மேம்பாட்டுப் பயிற்சி வீணா
அரங்கில் நடைபெற்றது. பயிற்சி
வகுப்பில் கல்லூரி முதல்வர் பாலுசாமி
வரவேற்று பேசினார்.

ஆசிரியர் திறன் மேம்பாட்டு பயிற்சி
வழங்க தமிழ்நாடு வேளாண்மைப்
பல்கலைக்கழகத்தின் முதலமை
பட்ட ஆய்வு மன்றத்தின் மேனார்
முதன்மையர் எஸ்.மோகன்
கலந்து கொண்டு, வேளாண்
கண்டுபிடிப்புகளை அறிமுகப்படுத்தி
அதனை எவ்வாறு காப்புரிமை பெற
செய்வது மற்றும் வணிகம் செய்வது
குறித்தும் விரிவாக எடுத்துரைத்தார்.

மேலும், ஆராய்ச்சியாளர்கள்
தங்களின் துறையில் தனித்துவம்
பெற்றவர்களாக விளங்க வேண்டும்
என்பதையும் எடுத்துக்கூறி
ஆராய்ச்சித்தளத்தில் இருக்கக்கூடிய
சிக்கல்களையும் முகவர்களின்

செயல்பாடுகள் குறித்தும்
எடுத்துரைத்தார். தொடர்ந்து,
மாணவர்களின் திறனறிந்து
படைப்பாற்றலை ஊக்குவிக்கும்
விதத்தில் ஆராய்ச்சித்திறனை அணுக
வேண்டி தம் கருத்துரை வழங்கினார்.

இன்றைய தேவைகளை முறையாக
காப்புரிமை பெற்று, அதை உற்பத்தி
செய்வதோடு, அதில் ஏதேனும் இடர்
ஏற்பட்டால் அதற்குரிய இழப்பீடும்
பெற முடியும்.

எனவே உற்பத்தி, சந்தையிடுதல்,
பண்படுத்துதல் போன்ற
அனைத்திற்கும் முறையாக
அரசின் மூலம் நாம் பாதுகாப்பு
பெற முடியும் என்றார்.

நிறைவாக மேலாண்மைத்துறை
இணைப்பேராசிரியர் வேறமலதா
நன்றி கூறினார். இத்திறன்
மேம்பாட்டுப் பயிற்சிக்கான
ஏற்பாட்டினை மேலாண்மைத்துறை
இணைப்பேராசிரியர் எஸ்.வனிதா
செய்திருந்தார்.

வேளாண்மைக்கும் ஊர்ப்புற வளர்ச்சிக்குமான தேசிய வங்கியின் செயல்பாடு குறித்த கருத்தரங்கம்

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வேளாண்மைக்கும் ஊர்ப்புற வளர்ச்சிக்குமான தேசிய வங்கியின் செயல்பாடு குறித்த கருத்தரங்கம்

கே.பி.ஆர். கலை அறிவியல் மற்றும் ஆராய்ச்சி கல்லூரியின் வணிகவியல் துறையும் மேலாண்மையியல் துறையும் இணைந்து வேளாண்மைக்கும் ஊர்ப்புற வளர்ச்சிக்குமான தேசிய வங்கியின் சிறப்புகள் குறித்த கருத்தரங்கம் 11ம் தேதி விழாழக்கிழமையன்று நடைபெற்றது.

இந்நிகழ்விற்கு தேசிய விவசாய மற்றும் கிராமப்புற வளர்ச்சி வங்கியின் தலைவர் ஜிந்தாலா, சென்னை பிராந்திய அலுவலக தலைமை மேலாளர் செல்வராஜ் ஆகியோர் கலந்துகொண்டு சிறப்பினை வழங்கினார்கள். கல்லூரியின் முதல்வர் பாலுசாமி வரவேற்புரை வழங்கினார். கே.பி.ஆர் குழுமத்தின் தலைவர் கே.பி.ராமசாமி பெண் கல்வியின் இன்றியமையாமை குறித்தும் பெண் தொழிற்கல்வியின் சிறப்புகள் குறித்தும் எடுத்துரைத்தார். இரண்டாயிரமாண்டு காலத்திற்கு முற்பட்ட மனிதகுல தொற்றும் மற்றும் மனித நாகரீகத் தொற்றத்திற்கு விவசாயமே அடிப்படையான ஒரு முக்கியக் காரணம் என்றும் குறைந்த வட்டிக்கடன் வழங்குதல் பற்றியும் நபார்டு கடன் திட்டமிடல், செயல்பாட்டுத் திட்டம், செயல்படும் முறைகள் சய உதவிக்குழுக்களின் நடைமுறை பற்றியும் சய உதவிக்குழுக்களின் மூலம் தொழில் வளர்ச்சி மற்றும் தொழில் முனைவோர் குறித்தும் விரிவாக எடுத்துரைத்தார். மேலும், தேசிய விவசாய மற்றும் கிராமப்புற வளர்ச்சி வங்கியின் 'ஆத்ம் நிர்மா பாரத்' இன் இன்றியமையாமை குறித்தும் தற்சாடி உரிமை பற்றியும் எடுத்துரைத்தார். இந்நிகழ்வில் கல்லூரி பேராசிரியர்களும் மாணவர்களும் கலந்துகொண்டனர்.

கே.பி.ஆர்., கல்லூரியில் 'நபார்டு' கருத்தரங்கு

ஆலார், பிப். 13-

அரசு கே.பி.ஆர்., கலை அறிவியல் மற்றும் ஆராய்ச்சி கல்லூரியில், வேளாண்மை மற்றும் ஊர்ப்புற வளர்ச்சியில், 'நபார்டு' வங்கியின் செயல்பாடுகள் குறித்த கருத்தரங்கு நடந்தது.

தேசிய விவசாய, கிராமப்புற வளர்ச்சி வங்கியின் (நபார்டு) தலைவர் ஜிந்தாலா பேசுகையில், "நாட்டின் முதுகெலும்பாக இருப்பது விவசாயம். விவசாயத்தை மேம்படுத்தும் வகையில், குறைந்த வட்டியில் பல்வேறு கடன்கள் வழங்கப் படுகின்றன. ஊரக வளர்ச்சிக்கு பல்வேறு வகையான திட்டங்கள் செயல்படுத்தப்படுகின்றன," என்றார்.

கல்லூரி முதல்வர் பாலுசாமி வரவேற்றார். கல்வி குழுமத்தலைவர் ராமசாமி தலைமை வகித்தார். சென்னை பிராந்திய தலைமை மேலாளர் செல்வராஜ், வணிகவியல் துறை தலைவர் குமுதாதேவி, மேலாண்மையியல் துறை பேராசிரியர் சசிகலா உட்பட பலர் பங்கேற்றனர்.



■ கே.பி.ஆர்., கல்லூரியில் நடந்த கருத்தரங்கில், 'நபார்டு' வங்கியின் தலைவர் ஜிந்தாலா பேசினார். அருகில், கல்வி குழும தலைவர் ராமசாமி, 'நபார்டு' வங்கியின் சென்னை பிராந்திய தலைமை மேலாளர் செல்வராஜ் உள்ளிட்டோர் உள்ளனர்.



கேபிஆர் கலை கல்லூரியில் தேசிய வங்கியின் செயல்பாடு குறித்த கருத்தரங்கம்

கேபிஆர் கலை அறிவியல் மற்றும் ஆராய்ச்சி கல்லூரியில் வணிகவியல் துறையும், மேலாண்மையியல் துறையும் இணைந்து, வெள்ளைமேகிதும் ஸ்ரீபெரு வளர்ச்சிக்குமான தேசிய வங்கியின் செயல்பாடுகள் குறித்த கருத்தரங்கத்தை நடத்தின. இத்தகழ்விற்கு தேசிய விவசாய மற்றும் கிராமப்புற வளர்ச்சி வங்கியின் தலைவர் டி.பி.ஆர்.ஜித்தாலா, சென்னை பிராந்திய அலுவலக தலைமை மேலாளர் எல்.செல்வராஜ் ஆகியோர் கலந்து கொண்டு சிறப்புரை வழங்கினார்கள். கல்லூரியின் முதல்வர் செபாஸ்தியாமி வரவேற்புரை வழங்கினார்.

கேபிஆர் குழுமத்தின் தலைவர் கே.பிரபாகரம் தலைமையிலான வழங்கிச் சிறப்பித்தார். பெண் கல்வியின் இன்றியமையாமையை குறித்தும் பெண் தொழிற்கல்வியின் சிறப்பு குறித்தும் எடுத்துரைத்தார். மேலும், இலண்டனிலுள்ள காலத்திற்கு முற்பட்ட மனிதகுல தொற்றம் மற்றும் மனித நாகரீகத் தொற்றத்திற்கு விவசாயமே

அடிப்படையான ஒரு முக்கியக் காரணம் என்றும் எடுத்துரைத்தார். குறைந்த வட்டிக்கடன் வழங்குதல் பற்றியும், தயார்சூன் கடன் திட்டமிடல், செயல்பாட்டுத் திட்டம், செயல்பாடும் முறைகள், கல உதவிக்குழுக்களின் தடைமுறை பற்றியும், கல உதவிக்குழுக்களில் மூலம் தொழில் வளர்ச்சி மற்றும் தொழில் முனைவோர் குறித்தும் விரிவாக எடுத்துரைத்தார்.

தேசிய விவசாய மற்றும் கிராமப்புற வளர்ச்சி வங்கியின் "ஆத்ம நிர்வாகபாணி" இல் இன்றியமையாமையை குறித்தும் தற்சார்பு உரிமை பற்றியும் எடுத்துரைத்தார்.

இத்தகழ்வின் சிறப்பு விருந்தினர் அறிமுகத்திற்கு கனகாணி அறிவியல் துறை முதன்மைவர் சசிகலா, மேலாண்மையியல் துறை இணைப்பிராசிரியர் வனிதா ஆகியோர் வழங்கினார்கள். நிறைவாக வணிகவியல் துறை முதன்மைவர் குமுதாதேவி நன்றி கூறினார்.

இத்தகழ்வில் கல்லூரி பேராசிரியர்கள், மாணவர்கள் கலந்து கொண்டனர்.

A National Symposium on NABARD at KPR CAS



KPR College of Arts Science and Research, School of Management and School of Commerce organised a National Symposium on role of NABARD in rural economic development, recently, to create an awareness on rural economic development through NABARD among the students. Dr. K. P. Ramasamy, Chairman, KPR Group delivered the inaugural address. S. Selvaraj, Chief General Manager, NABARD, Regional Office, Chennai and Dr. G. R. Chintala, Chairman, NABARD, Mumbai were the guest for the event. The chief guest gave the special address on the role of NABARD bank and how it had been assisting to the development of rural economy. More than 700 students and faculty members from various streams participated and benefited with the essence of the symposium.

கேபிஆர் கல்லூரியில் வேளாண்மை குறித்த கருத்தரங்கு



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கேபிஆர் கல்லூரியில்
வேளாண்மை குறித்த கருத்தரங்கு

கேபிஆர் கலை அறிவியல் மற்றும் ஆராய்ச்சி கல்லூரியின் மேலாண்மைத்துறை மிலிஸ் (MILES) 2021 மற்றும் இன்னோவேஷன் அண்ட் என்ரிபிரிணோர்ஷிப் டெவலப்மென்ட் செல் (INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CELL) இணைந்து மாணவர்களுக்கான "வேளாண் கண்டுபிடிப்பு மற்றும் தொழில் முனைவோர்" குறித்த கருத்தரங்கினை (9.3.2021) நடத்தியது. இக்கருத்தரங்கத்திற்கு கல்லூரியின் முதல்வர் பாலுசாமி தலைமை தாங்கிச் சிறப்பித்தார். சிறப்புவிருந்தினராக கோவை, தமிழ்நாடு வேளாண்மைப் பல்கலைக்கழகத்தின் முதுகலை பட்டப்படிப்பின் மேனார் முதன்மையர் மோகன் கலந்துகொண்டு வேளாண் கண்டுபிடிப்பு மற்றும் தொழில் முனைவோர்கள் குறித்த ஒரு வெற்றிக் கதையினைப் பொருண்மையாகக் கொண்டு சிறப்புரை வழங்கினார். இந்திய நாடு வேளாண் துறையில் பல வெற்றிகளைக் கண்டறிந்த பொழுதிலும் வருங்காலத்தில் உள்ள மக்கள் தொகைக்குத் தேவையான உணவுப் பொருட்கள் மற்றும் பதப்படுத்தப்பட்ட பொருட்களுக்கு அதிக அளவில் தேவை உள்ளது என்பதை விரிவாக எடுத்துரைத்தார். பொருளியல் முன்னேற்றத்தின் வரலாற்றை அலசிப்பார்த்தால் நாட்டின் வருவாயில் வேளாண்மையின் பங்கு களைந்து கொண்டே வருகிறது என்பதை எடுத்துக் கூறி மாணவர்கள் அதிகப்படியாக வேளாண் உற்பத்தியாளர்களாக மாறுவதற்கு உண்டான வழிமுறைகளையும் வேலை வாய்ப்பினையும் எடுத்துரைத்தார். பால் பொருட்கள் தொடர்புடைய வெண்ணெய், நெய் பாலாடை, கோவை போன்ற பொருட்களைப் பதவிட்டு முறையில் அதிக அளவில் உற்பத்தி செய்ய உளாநாடு மற்றும் வெளிநாடு சந்தைகளில் விற்பனை செய்வதற்கு பல தொழில் வாய்ப்புகள் உள்ளது என்றும் மாணவர்களுக்கு வேளாண் தொடர்பான வேலை வாய்ப்பு நிலைகளை விரிவாக எடுத்துரைத்து நிறைவு செய்தார்.

Online expert lecture on LLP held at KPR College

COIMBATORE APRIL 29

KPR College of Arts, Science and Research, Coimbatore, School of Management (SoM)- MILES 2021 and Institution's Innovation Council(IIC) jointly organized an online expert lecture on 'Practical Approach Towards LPP' few days back.

Mr. M. Nagaraj, Former Professor, Management Studies who delivered the online expert lecture explained qualitative techniques and also operational research and its development, he pointed out role and importance of budgeting, marketing, physical distribution, procurement and exploration of products. He elucidated the decision variable activities, graphical method and canonical form of LLP.

Dr. S. Ms. R. Vasuki, Assistant Professor, School of Management Coordinated the programme. More than 55 students, faculty members from School of Management participated.

தொழிமுனைவோர் குறித்த இணையவழி கருத்தரங்கு



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கே.பி.ஆர் கலை அறிவியல் மற்றும் ஆராய்ச்சி கல்லூரியின் மேலாண்மைத்துறை சார்பாக (TRANSFORMATION OF A GRADUATE TO AN ENTREPRENEUR) எனும் தலைப்பில் இணையவழி கருத்தரங்கம் (27.04.2021) நடைபெற்றது.

இக்கருத்தரங்கத்திற்கு கல்லூரியின் முதல்வர் பாலுசாமி அவர்கள் தலைமை தாங்கிச் சிறப்பித்தார்.

சிறப்பு விருந்தினராக விஜயசுதர்ம பிரகாஷ் கலந்து கொண்டு, வணிகத்திற்கு சில யோசனை தேவை மற்றும் நுகர்வோர் திருப்தி அடைகிறார்களா இல்லையா என்பதை நாம் காணவேண்டும் என்பது குறித்தும் யோசனை ஏற்றுக்கொள்ளக் கூடியதரத்தில் இருக்க வேண்டும் எனக் கூறினார்.

மேலும், சந்தையை ஆராய்ச்சி செய்ய வேண்டும், ஒரு வணிகத்தின் முதன்மை குறிக்கோள் ஈட்டுதல், தரம், அளவு, நியாயமான செலவு மற்றும் சரியான நேரத்தில் வணிகத்தில் வெற்றி பெற முக்கியமான விஷயங்கள் வழங்கல் குறித்தும் வணிய தொடக்கங்களுக்கு மானிய திட்டங்களை அரசு வழங்குகிறது. குறித்தான விரிவான செய்திகளை பற்றி விளக்கினார்.

கோவை கே.பி.ஆர். கலை அறிவியல் கல்லூரியில் இணைய வழி கருத்தரங்கு

கோவை ஏப் 28
கோவை கே.பி.ஆர். கலை அறிவியல் மற்றும் ஆராய்ச்சி கல்லூரியின் மேலாண்மைத் துறை, PRATICAL APPROACH TOWARDS LPP எனும் தலைப்பிலான இணையவழி கருத்தரங்கினை நடத்தியது. கல்லூரி முதல்வர் முனைவர் சோபாலுசாமி தலைமை தாங்கினார். சிறப்பு விருந்தினராக எம்.தாராஜன் கலந்துகொண்டு, அளவு துட்பங்கள், முடிவு அறிவியலாகப் பயன்படுத்தப்படும் கணிதத்தின் செயல்பாட்டு ஆராய்ச்சி துணைத்துறை, செயல்பாட்டு ஆராய்ச்சியின் தோற்றம் மற்றும் வளர்ச்சி, நிதி, முதலீடு, சந்தைப்படுத்தல், கொள்முதல் மற்றும் உற்பத்தி

ஆராய்ச்சி மற்றும் மேம்பாடு, பொருளாதார அமைப்பின் வணிகம் திட்டமிடல் குறித்து விரிவாக விளக்கினார். இந்தியாவிற்கு மாணவன் என்.இன்தபாள் வரவேற்றுப் பேசினார். மாணவி எஸ்.சசிதிரேகா சிறப்பு விருந்தினர் அறிமுகம் செய்தார். மாணவன் எல்.பார்த்தசாரதி நன்றி கூறினார். மாணவன் எம்.கோபிநாத், எம். வெங்கடேஸ்வரி ஆகியோர் நிழ்ச்சியை தொகுத்து வழங்கினார்கள். மேலாண்மைத் துறை இணைப்போராகப் முனைவர் சோ.வனிதா ஒருங்கிணைத்து வழங்கிய இந்த நிழ்ச்சியில் மேலாண்மைத் துறை மாணவர்கள் கலந்து கொண்டு பயனடைந்தனர்.



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கே.பி.ஆர் கலை அறிவியல் மற்றும் ஆராய்ச்சிக் கல்வியியின் ஆசிரியர் செறிவூட்டல் சங்கம் சார்பாக "புதுமையான கல்வி கற்பித்தல்" (INNOVATIVE PEDAGOGIC DISCOURSE) எனும் தலைப்பில் ஐந்து நாள் பயிற்சி நடைபெற்றது. நிகழ்விற்கு முதல்வர் பாதுசாமி தலைமையுரை வழங்கினார். சிறப்பு விருந்தினர்களாக ஒவ்வொரு நாளும் பல்வேறு தலைப்புகளைக் கொண்டு அனுபவம் வாய்ந்த பேராசிரியர்கள் மற்றும் பல்வேறு நிறுவனங்களின் முன்னையர்களைக் கொண்டு இக்கருத்தரங்கம் நடைபெற்றது.

முதல் நாளன்று, ராஜா (Assistant Control of Patents and Design, Patent office Chennai) அறிவுசார் சொத்துரிமை குறித்தான செய்லிகளை "Intellectual Property Rights in Academia" எனும் தலைப்பில் சிறப்புரையாற்றினார்.

மேலும், இரண்டாம் நாளில் கோவை அரசு கலைக் கல்லூரி, உளவியல் துறை, இணைப் பேராசிரியர் செல்வராஜ் கல்வியியல் மாணவர்களுக்கான ஆலோசனை மற்றும் சம காலத் தேவை என்பது குறித்தான செய்லிகளை தக்க சான்றுகளுடன் பேராசிரியர்களுக்கு விளக்கிக் கூறினார்.

தொடர்ந்து 28.4.2021 அன்று ஆன்மிக சொற்பொழிவாளர், பட்டியமன்ற பேச்சாளர் சுப்ரமணியன் "ஆசிரியர் பணியின் மாண்பு" எனும் தலைப்பில் ஆசிரியர்களுக்குரிய தனித்தன்மை, பண்புகள் எவ்வாறிருக்க வேண்டும் என்பதனை எடுத்துக் கூறினார்.

அதனைத் தொடர்ந்து 29.4.2021 அன்று சரணமையம் (Tirunelveli) உரிமையாளர் மங்கள பிரதாபன் Multinodal Comparison of our Curricula and Pedagogy எனும் தலைப்பில் சரணமாகப் பேசும் மொழித்திறன் வளர்ச்சிக்கான வழிமுறைகள், வாசித்தல் பயிற்சியின் முக்கியத்துவம், பயிற்சிக்கான புத்தக வகைகள் மற்றும் கணினி தொழில்நுட்பத்தில் அதற்கான வழிமுறைகள், வகைப்பாடுகள் குறித்து கூறினார்.

இணைய வழி தொடர் நிகழ்விற்கு உதவிப்பேராசிரியர், தலைவர் வனிதா மேலாண்மைத்துறை ஒழுங்கிணைந்து வழங்கினார்.

இந்நிகழ்வில் சுமார் முப்பதிருதம் மேற்பட்ட பேராசிரியர்கள் கலந்து கொண்டு பயன்பெற்றனர்.



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