



# ALPHA ARTS AND SCIENCE COLLEGE

PORUR, CHENNAI



2018-19



College Magazine  
2018 - 19



**ALPHA ARTS AND SCIENCE COLLEGE**  
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2018 - 19

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**CHAIRPERSON**

**Alpha Group of Institutions**



**Mrs. Suja George**

**VICE CHAIRPERSON**

**Alpha Group of Institutions**

**Dr. Mrs. Ashalatha**

**PRINCIPAL**

**Alpha Arts and Science College**



**Mrs. Geetha Ravi**

**VICE PRINCIPAL**

**Alpha Arts and Science College**

# EDITORIAL

**Alpha Arts and Science College** is dedicated to excellence and innovation in education. As part of its commitment, the college focuses on student centred learning environment respecting the diversity of backgrounds, ideas, contributions and achievements. AASC affiliated to the University of Madras started off the current year with 805 admissions in the first year with a total strength of 2179 students on rolls. The College reputed for effective mechanism of instruction with experienced teachers always strives to reach higher levels of learning. It was a great professional development for the Faculty as 40 of them received their qualification approval from the University of Madras for clearing NET / SLET / PhD. It was yet another feather in the institution's cap when the Graduation Day was conducted for the 2018 batch of students with 3 Gold Medals and 142 Ranks.

The College marched forward with organization of National and International conferences/ seminars/ workshops / symposia and FDPs and active participation of faculty and students not only in attending the programmes but also publication of research articles in national and international journals of repute as well as publication of books and chapters. The extra-curricular activities of NCC, YRC, RRC, EDC, NEN and Enactus flourished competitively and NSS student Mr. Manish made the College proud by representing the state in the Republic Day Parade and India at the Seoul Youth Exchange Programme, South Korea. He also received the Best NSS Volunteer Award from the Government of Tamilnadu. Mr. Bhauvanash Kumar represented India and participated in Fist ball Pan-pacific Championship held at Australia securing a Bronze Medal. The Rotaract Club received the Official certification and successfully completed two years of service enhancing the leadership qualities of the students. The value addition of BEC / KET examinations, ICT Academy activities, NPTEL and Placements further created a prospective campus environment for positive growth of the Students.

The Department clubs were instrumental in organizing excellent Guest Lectures and Tech Talks inviting experts from the industry and academia to channelize resource orientation and augment student learning. The MoU with ICSI gave an opportunity to students to pursue the CS courses on campus as The College was given the Status of Chennai II Study Centre. The College received a Certificate of Appreciation from ITC Ltd. PAPERBOARD SPECIALITY PAPER DIVISION for partnering with WOW Wellbeing Out of Waste, a Nationwide Recycling Initiative of ITC and contributing 2928 kgs of dry recyclable waste for Recycling during 2018-2019. On the whole the academic year was an eventful one which provided opportunities for continued academic Progress and Professional Development of Staff and Students.

# EDITORIAL TEAM

**Dr.D. Ashalatha**  
Principal

**Ms.Geetha Ravi**  
Vice Principal

**Ms. A.S.Purnalakshmi**  
Shift II Coordinator

**Dr. Tamilzharasi**  
Head, Department of Tamil, Shift I

**Dr. Kamala Nehru**  
Department of Hindi, Shift I

**Ms. Sharon.E**  
Head, Department of English, Shift I

**Dr. Lakshmi Priya**  
Assistant Professor, Department of English, Shift I

**Dr. Vadivudainayagi**  
Head, Department of Tamil, Shift II

**Ms. Hemamalini Vijay**  
Department of English, Shift II

**Ms. Kavitha**  
Head, Department of Visual Communication, Shift I

**Designed by**  
**Department of Visual Communication**

**Student Representatives**  
**SHIFT I**  
President - Sai Krishna R, BCA  
Vice President - Serenila T, ISM  
**SHIFT II**  
President - Bharathwaj R, B.COM  
Vice President - Kaviya N, B.COM

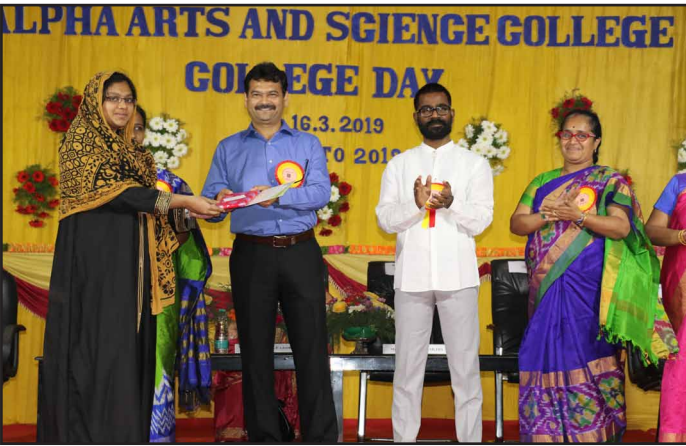
7.7.2018

# FRESHER'S DAY



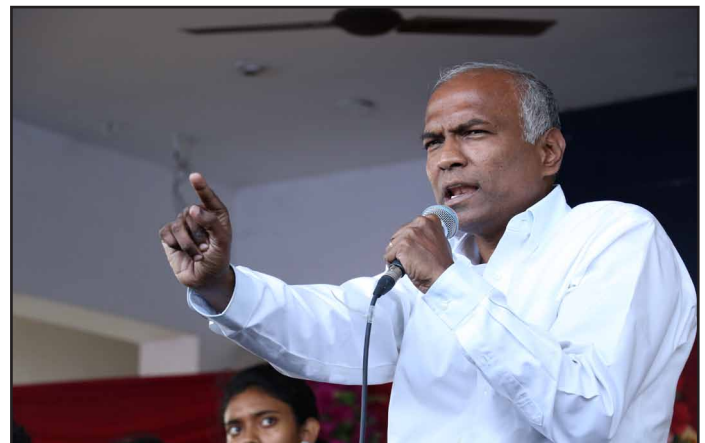
# COLLEGE DAY

16.3.2019



19.10.2018

# ALPHA FEST



# GRADUATION DAY

30.10.2018



26.1.2019

# REPUBLIC DAY CELEBRATIONS



# SPORTS DAY

27.02.2019



## SHIFT I

# DEPARTMENT OF BUSINESS ADMINISTRATION

The **Department of Business Administration** started its academic year with the inauguration of **E2S Club** for the academic year 2018-19 on 13 July 2018. **Mr. K. Ponnuel, Advertisement Sales Manager, Sakal Media Group, Chennai** and **Co-founder, Foodoo.com** was the Guest of Honour. **Dr. D. Ashalatha, Principal** delivered the Presidential Address. Glimpses of the Past, the Report of the E2S Club was presented by Saurav Ashwini Kumar, III BBA. The **Inaugural Address** was delivered by the Chief Guest. **Mr. K. Ponnuel** emphasized the importance of learning about the advertising industry to acclimatize the present generation with the changing scenario. He spoke briefly on the job opportunities available in the ad industry for the benefit of out-going students.



The Department organized an **Inter Departmental Certificate Course on Data Analysis for Research Using MS Excel** for two days 26-27 September 2018. **Mr. B. Eswaran, Assistant Professor** was the Resource Person. Students of III year BBA and II year M.Com were the beneficiaries of this certificate course. The course content included training in activating Data Analysis tool kit, sampling, Chi-square test, Correlation Analysis, Regression Analysis, ANOVA Single factor, Paired sample t test, Pivot table, bar chart, column chart, Pie chart, ANOVA Two factor with replication, ANOVA Two factor without replication, Descriptive Statistics and Z test. Students were given questions to solve problems and interpret data. A **Faculty Development Programme on Strategies for Effective Class Room Management** was organized on 23 November 2018. The **Presidential Address** was delivered by **Principal Dr. D. Ashalatha** who emphasized the need for Effective Class Room Management. The Resource Person for the first session was **Dr. S. Usha Rani Sampath Kumar**, Consultant Psychologist, Master Practitioner, and NLP. **Dr. S. Usha Rani** presented her views on the topic **NLP in the Field of Education** and discussed NLP tools and techniques relevant to faculty. The next session was relevant to faculty. The next session was presented by **Dr. Bright Rathinam on Emotional Intelligence**. He spoke about handling emotions. The third session was by **Ms. Latha Janaki, Counselling Psychologist, Psychotherapist on Formulae of Work Life Balance**. **Ms. Latha Janaki** created awareness about balancing ones work life in a better way and shared tips on how to manage stress by discussing techniques like yoga and dance. This was followed by an **Industrial Visit to Hatsun Agro Products Pvt. Ltd.** on 18 December 2018. Students from II and III BBA visited the factory. After the initial formalities, the students were shown various sections such as processing, packing and storage. A promotional video was screened to students at the end of the visit.



A **Guest Lecture on The Contemporary Approaches in Consumer Finance** delivered by experts from **Bajaj Finserv Ltd. Chennai**, followed this. The crew emphasized the importance and contemporary approaches followed in the area of **Consumer Finance** with respect to **Bajaj Finserv Pvt. Ltd.** A **Guest Lecture on Recent Trends in HR** was organized on 25 September 2018. **Mr. B. Saravanan, Head HR, ARS Steels & Alloy International Pvt Ltd, Chennai** was the Chief Guest. **Mr. Saravanan** addressed students on the **Importance of HR and Recent Trends** in their process as well as the functioning of ARS Steels and Alloy International Pvt. Ltd.



The Department organized a **Guest Lecture on Future of E Business in India** on 04 January 2019, **Mrs. Dharmasri Rajeswaran, Women Entrepreneurs – Share Trading and Certified E-Trade trainer** was the Resource Person. She shared her experience in the field of online business and explained how share trading is done by buying and selling of shares. **A Guest Lecture on Mutual Funds and Its Investment Strategies** was organized on 01 February 2019. **Mr. B. Prabhu, Certified Mutual Fund Expert, Basan Equity Broking Ltd, Chennai** was the Resource Person. **Mr. Prabhu** emphasized the importance of saving and investing money for the future. The Resource Person spoke on how mutual funds and other equity markets function with the changes in the inflation rate of the country. The Department activities concluded with the **Club Valedictory** on 25 March 2019. **Ms. Ramya, CEO, RAMMISS Italian Designs, Chennai** was the Guest of Honour. **Dr. D. Ashalatha, Principal, AASC** delivered the Presidential Address. Chief Guest Ms. Ramya, CEO – RAMMISS Italian Designs, delivered the Valedictory Address. She explained the importance of starting one's own business by tackling obstacles. The Chief Guest distributed certificates to the meritorious students.

**Dr.V.Bhuvaneshwari, Head, Department of Business Administration** participated in an **International Conference on Digitalization of Banking Operations, Outreach, Challenges Impact of Economy** on 1 March 2019 at Alpha Arts and Science College, **Teaching Techniques** on 20 and 21 June 2018 at **DMI College of Engineering, MICRO Teaching** on 8 and 9 June 2018 at AASC, **Citation and Reference Management Using Mendeley** on 6 February 2019 at AASC.



**Mrs. P.Vijayalakshmi**, Assistant Professor, Department of Business Administration participated in an FDP on **Micro Teaching** 8 and 9 June 2018 at AASC, **National Workshop on Citation and Reference Management Using Mendeley** on 6 February 2019 at AASC.

**Mr. B. Eswaran**, Assistant Professor, Department of Business Administration was the Resource Person for a two-day **Workshop on Data Analysis for Research using MS Excel** for BBA and M.Com. students which benefited 32 students. He participated in the **National Workshop on Citation and Reference Management using Mendeley** on 6 February 2019 at AASC and an **FDP on Micro Teaching** on 8 and 9 June 2018 at AASC.

2018 - 2019  
**Dr. D. Shanthi Revathi, Assistant Professor, Department of Business Administration** presented papers in the International Conference on **Micro Enterprise Development And Rural Woman Entrepreneurship – Key For Economic Empowerment** on 10-12 October 2018 at Sri Sai Ram Institute of Management Studies; The Importance of Competence in Communication - Woman Entrepreneurs on 10 and 11 October 2018 at Sri Sai Ram Institute of Management Studies, **IMPORTANCE OF DIGITAL Marketing In The Challenging Era** on 27 and 28 December 2018 at Saveetha Engineering College; The Impact of Social & Economic Issues of Women Entrepreneurs in Current Scenario and won the Best Paper Award with cash prize of Rs.2000 at SA Engineering College on 15 February 2019. Dr. D. Shanthi Revathi published a journal on **Social and Economic Issues of Women Entrepreneurs in Micro Enterprise - Chennai. MM International Journal of Management Research Vol.5.Issue 2 July 2018**, Measi Institute of Management PP-25-28. Dr. D. Shanthi Revathi Published a journal on **Microenterprise Development and Rural Women Entrepreneurship: Key for Economic Empowerment** in **Sankhya International journal of Management and Technology** – ISSN 0975-3915 Vol.7 Issue.2 Oct-2018 ISSN0975-3915, The Importance of Competence in Communication : Women Entrepreneurs . Global journal of Business and Management Research ISSN2347-7814 vol.5 Issue-2 October.2018, The Impact Of Social & Economic Issues Of Women Entrepreneurs In Current Scenario In IJARMATE , Vol.V. Issue-III, March-2019, SCOPUS Indexed Journal in Empowerment of Women Entrepreneurs With Special Reference Through Microenterprises, Chennai in (IJMPERD) Vol.8.Special Issue 3, Dec.2018, pg-992-997, SCOPUS Indexed Journal in **Importance Of Digital Marketing In The Challenging Era. Eurasian Journal of Analytical Chemistry. Pg.217-220. FDP on Micro Teaching** on 8 and 9 June 2018 at AASC, **FDP on Entrepreneurship** sponsored by National Science and Technology, Entrepreneurship Development Board, DST, Government of India from 10-22 December 2018 at St. Peters Institution of Higher Education and Research Avadi, Chennai; **National Workshop on Citation and Reference Management Using Mendeley** on 6 February 2019 at AASC; **Career Opportunities For The Youth** organized by Nehru Yuva Kendra and Ministry of Youth Affairs and Sports, Government of India on 30 January 2019; **Mechanics of Thesis Writing** organized by Hindu College Chennai on 16 and 17 November 2018. **Thesis Writing** organized by Hindu College, Chennai on 16 and 17 November 2018.

**Ms. P.Sivasankari, Assistant Professor, Department of Business Administration** participated in the **National Conference on Impact of E-Commerce - Challenges Faced by Indian Food Tech Companies** at Alpha Arts and Science College on 23 January 2019 organized by the Department of Computer Science. She participated in the **National Workshop on Citation & Reference Management Using Mendeley** on 6 February 2019.

# SHIFT I

## DEPARTMENT OF BIO-TECHNOLOGY

The Department of Biotechnology inaugurated the Department's Association – **BioHues and Eco Club** on 3 August 2018. The inaugural began with a prayer song by the Department choir. **Dr.D.Ashalatha, Principal**, Alpha Arts and Science College delivered the Presidential Address. **Guest of Honour, Dr.S.Harpreet Kaur, Associate Professor, Department of Human Genetics, SRMC, Chennai** delivered a **Talk on Diagnostics in Cytogenetics**.



The Chief Guest badged the office bearers for the new academic year. As a mark of the inaugural of Eco Club, herbal samplings were planted by the Chief Guest in the Herbal Garden.



A one-day **Industrial Visit to Sri Ramachandra University, Chennai** was planned for the students of II B.Sc. Biotechnology on 30 June 2018. The programme was arranged by Ms. Andrea, Department of Human Genetics. The batch reached the Genetics Department and the introductory session was conducted by the Head, Dr. Solomon who gave an elaborate introduction to Genetics and their applications in diagnosis, in treatments. The students then learnt about PCR techniques, Animal cell culture techniques, Karotyping technique in diseases diagnosis.

The students visited the Department of Biotechnology to study about Plant Biotechnology, Microbiology and Animal tissue culture. The students understood the importance of microorganisms in research and industries. In the Plant tissue culture lab, many students displayed interested in knowing the growth of plants in *invitro* condition. They raised questions on its growth in lab conditions and observed the various stages of plant growth. The researcher showed the experimental plant model *Arabidopsis*. In the Animal Tissue Culture Lab, the researcher spoke about the importance of cells in drug discovery. Students observed the cells under a microscope and came to know about the BOD incubator, cryocan and their usage in maintaining cell culture.

Later, students were taken to the Central Research Facility. There, they had a new experience on instrumentation and their working principle. Large and expensive instruments were maintained here. Students had an enriching experience about the working of NMR, Confocal Microscope, GC- MS, Flow cytometry, many other instruments in research. Overall, it was a fulfilling experience for the students.



The Department of Biotechnology organized a **one-day Industrial Visit to Tamil Nadu Veterinary and Animal Sciences University (TANUVAS), Chennai** on 5 July 2018. Two teaching faculties X.Asbin Mary and

and Ms.S.Venumathavi (accompanied students from III B.Sc. Biotechnology on this trip.

The students visited the Animal Biotechnology Laboratory, the Animal Tissue Culture Lab, and the Hybridoma Technology lab. Then they visited the Immunodiagnosics lab where the FACS and Real Time PCR instruments were kept. The working of these instruments was explained to the students.

The next stop was the Rabies unit in the second floor. Then they visited the Stem Cell Technology Laboratory where the FACS and Real Time PCR instruments were kept. The highlight of the visit was the frozen semen unit. Students got firsthand knowledge of how the samples need to be frozen in liquid nitrogen cryotanks and they also got a glimpse of the canisters in which the samples were stored and the thawing process. The visit was very informative as students have this paper as part of their curriculum. It was an eye-opener as they could view the procedures practically.



The Department of Biotechnology organized an **International Conference on Recent trends in Nanotechnology** on 7 September 2018. The inauguration began with an Invocation to the Almighty. Principal Dr.D. Ashalatha also welcomed the members of the Management and Chief Guest Dr. Saravanan Muthu Pandiyan, M.Sc., Ph.D, Associate Professor, Department of Microbiology & Immunology, Mekelle University, Ethiopia, Key Note Speaker Dr.S.Narayana Kalkura M.Sc., Ph.D, Director and Professor, Crystal Growth Centre. AnnaUniversity, Dr.G.Selvamangai, Head of the Department, Faculty members and students. The inaugural witnessed **Dr. Saravanan Muthu Pandiyan,**

**M.Sc., Ph.D, Associate Professor, Department of Microbiology & Immunology, Mekelle University, Ethiopia** gave an interesting talk on Antimicrobial Drug Resistance phenomenon prevalent all over the world especially in developing countries like India. The key note Address was delivered by **Dr.S.Narayana Kalkura M.Sc.,Ph.D, Director and Professor, Crystal Growth Centre. Anna University on Biomimetics.**

The Plenary session had **Dr.Solomon FD Paul, Principal, Faculty of Bio Medical Sciences, Sri Ramachandra Medical College and Research Institute** gave an enlightening talk on the various advanced techniques in genetic Disease Diagnosis like Multi colour FISH, Microarray and also the use of Nanotechnology in Cancer diagnosis and therapy. The Panel discussion was based on the various research funding or schemes available for different science projects and also on how to fill the gap between industry and academia. It was spearheaded by **Dr.V.G.Vaidyanathan M.Sc, Ph.D., Senior Scientist, Associate Professor, Advanced Material, Laboratory and Mr.Aneesh Nair, Head Operations, Biozone Research Technologies Private Limited.** Around 45 Posters were displayed during the Poster session by enthusiastic students from various colleges in and around the state who participated in this session. **Dr.N.Chandrasekaran, Senior Professor and Director, Center for Nanobiotechnology, Vellore Institute of Technology** delivered the Valedictory Address on the **Applications Of Nanotechnology.** Prizes were distributed to the winners by the Chief Guest.





Three teaching faculty, Ms.X.Asbin Mary, Ms. E. Anjana and Ms. T.Angeline accompanied around 41 students from III B.Sc. Biotechnology and around 44 students from II B.Sc. Biotechnology on this trip.

The students saw turtles, Gharial and mugger or marsh crocodiles, snakes such as Indian rock python, and several species of birds as well. They also visited an aquarium of Gharial underwater and a house of young reptiles, which was very popular. Students were educated about wildlife conservation.



The Department of Biotechnology visited an Old Age Home “**Little Drops**” in Iyapanthangal on 14 December 2018. Around 120 students and 6 faculty participated in Community Service. Students organized a cultural programme for the senior citizens. They contributed Dettol, cotton saris, soaps and other utilities.

A Guest Lecture on **Good Laboratory Practice** was organized by **Ms.M.Largus Shylee** and **Ms.T.Angeline**, faculty of the Department of Biotechnology on 11 February 2019 for I B.Sc. and I M.Sc. students to enlighten them about good laboratory practices. **Ms.M.Largus Shylee**, delivered a lecture on **Good Laboratory Practice**, its history, inception and calibration of instruments. **Ms.T.Angeline**, continued the lecture by emphasizing the **Do’s and Don’ts in the Laboratory** during practical sessions and maintenance of records in the laboratory. The session concluded with some symbols indicated in the laboratory for chemicals and safety during laboratory sessions. It was informative to learn about handling of instruments and the safety precautions needed to handle chemicals.



The Department of Biotechnology organized a **Guest Lecture on Research Methodology** by **Mr. Sandeep Kumar. Project Manager, Cognizant Technology, Chennai** on 19 January 2019. The talk focused on innovative ideas on excel spreadsheets its uses and functions. The tech talk was informative, clear and easy to understand. The second session was a motivational speech on soft skills, career guidance and research orientated jobs.



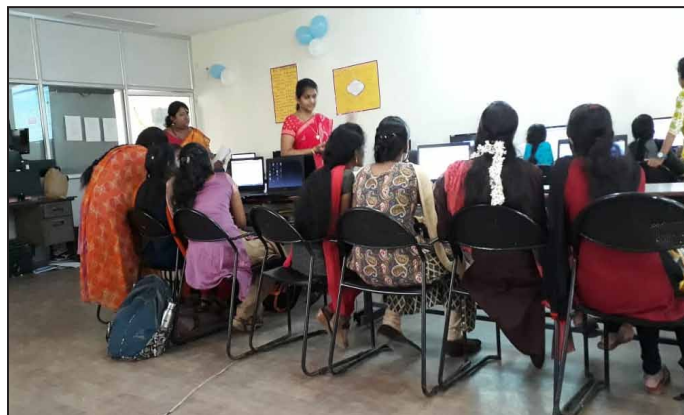
The Department organized a one-day EVS visit to **The Madras Crocodile Bank Trust** and **Centre for Herpetology** at Vadanemmeli on East Coast Road on 7 February 2019.

**Science Day Celebration** was another milestone for the Department of Biotechnology on 19 February 2019. **Dr Sultan Ahmed Ismail, M.Sc., M.Phil., Ph.D., D.Sc., Managing Director of the Ecoscience Research Foundation** was the Chief Guest. He delivered a lecture on **The Importance of Environmental Conservation**,

**Biofertilizers, Vermi composting and Nutrition.** He also motivated students to do projects and research. More than 100 students participated in the lecture. The program began by invoking the Lord's presence. This was one of the memorable events for students of the Department.



**Dr. M. Michael Gromiha** spoke about Bioinformatics, Databases, structure of protein and about the tools for genomic and proteomic research. The technical session conducted in the Computer Science laboratory was handled by Ms. Angeline Assistant Professor. Certificates were distributed to all the participants.



The **Valedictory of Biohues and Eco Club**, for the Academic year 2018-19 was held on 21 March 2019. The ceremony started with an Invocation to God Almighty. Principal, Dr.D.Ashalatha, released the In-House Journal. Ms.Geetha Ravi, Vice Principal, and Ms.Poornalakshmi, Shift II Coordinator, Alpha Arts and Science College, presided over the function. The Chief Guest motivated students towards higher education and research and its importance in the development of a nation. The Club Report for the academic year was presented by Ms.A. Anitha Hepzibah, III B.Sc BT.

The Department of Biotechnology organized a one-day hands on **Workshop on Integration of Databases and Tools for Genomic and Proteomic Research** on 2 March 2019. Around 30 students from various colleges in and around Chennai participated in the hands on Workshop. The program began by invoking the blessings of Lord Almighty with a prayer song. Ms. Nimisha Angelina, I B.Sc. Biotechnology welcomed the gathering. Dr. D. Ashalatha, Principal, AASC addressed the gathering and honoured the Chief Guest **Mr.Michael Gromiha**, Professor, Department of Biotechnology, IIT Madras. The Chief Guest released the manual of the Workshop.



The year that passed proved fruitful for the Department as it constantly strives to attain greater heights and achieve new success.



# SHIFT I DEPARTMENT OF COMPUTER APPLICATION

The Pace Club of the Department of **Computer Applications** was inaugurated on 28 July 2018. **Mrs. P. Vasanthi Vijila, Team Lead of Infosys Private Limited, Chennai** inaugurated the club activities. Principal Dr.D.Ashalatha spoke on the need for employment and the actions to be taken for students to get ready for placements. Ms. P. Vasanthi Vijila emphasized on preparing for the interview and post interview processes. She also highlighted the important steps to obtain good employment.



A **Guest Lecture on Cloud Computing** was organized by the Department of Computer Applications on 27 August 2018. **Ms.Ramya, Programmer, Tech Mahindra, Chennai** delivered the Lecture. She spoke on Cloud Technology and distributed Data Processing Resources Like IaaS & PaaS, SaaS – Software as a service and DaaS – Desktop as a service.

She spoke also on “How Businesses use cloud computing” and “How consumers use cloud computing”. Finally Ms.Ramya spoke on File storage and Backup –Recovery Procedures. The programme was arranged for II BCA & III BCA Students. Totally 87 students participated and benefitted.

Interdepartmental competitions were conducted on 14 August 2018. The events Connection-Tech, Crossword and Debugging were coordinated by Ms.S.Lakshmi, Ms. Vinolyn Vijay, Mr.Kirubakaran respectively. Around 92 students participated from all Departments.

An Intradepartmental Competition - **Technical Quiz** was coordinated by **Ms. G.Gayathri** for students of III BCA on 16 August 2018. The questions were based on Java and C++. Interdepartmental Competitions were also conducted on 23 August 2018. The events were Paper Presentation and Treasure Hunt. They were coordinated by Mr. Aparyay Kumar and Ms. R. Leela Rani respectively for all department students.

The Department of Computer Applications conducted the Interdepartmental Competition based on Mobile App Development on 24 January 2019. The aim of the competition was to provide an opportunity for young students to demonstrate their skills, encourage young professionals to bring new business ideas to life and inspire young professionals who are willing to develop and create new interesting projects.

7 teams actively participated in the competitions. Every team has designed a prototype with different ideas. The events were coordinated by faculty of the Department of BCA Ms.Lakshmi, Ms. Leelarani, Ms.Vinolyn, Ms.Gayathri and Mr. Aparyay Kumar.

A **Guest Lecture on Cyber security** was arranged by the Department of Computer Applications on 17 September 2018. **Mr.Sathyanarayana, Technical Coder** delivered the lecture. He spoke on the necessary tips to protect data on devices like choosing a strong password, storing portable devices securely when not in use, password-protection to portable device & backups, disabling Bluetooth when not required and Firewall and anti-virus. It was arranged for the benefit of III BCA students. A total of 56 students participated in it.

A **Guest Lecture on Data Analytics** was arranged in the Department of Computer Applications on 05 January 2019. **Ms. L. Kanchana, Senior Technical Mentor, Integrated Chip Solutions, Chennai** delivered the lecture. She explained about Data Science and Data Analytics. She highlighted on the following topics too: Data science and its interdisciplinary field, Data Mining, Difference between Data Analyst and Data Scientist and Big Data. This Guest Lecture was arranged for the benefit of III BCA Students. Students of both Shift I & II participated and were benefitted.

A field trip to Arignar Anna Zoological Park at Vandalur

was organized on 11 March 2019 for the students of II BCA. The main objective of the visit was to educate students on wildlife and encourage them to promote wildlife conservation and management.

**Ms. G. Gayathri** was credited with University of Madras Approval of Qualification to hold the post of Assistant Professor from 20 December 2019. All the staff members of the Department of Computer Applications attended the **Training programme on Microteaching** conducted by Dr. Jayaprakash Narayan organized by AASC on 08 and 09 June 2018.

Mr. Aparyay Kumar attended a **FDP on Strategies for Effective Class Room Management** organized by BBA Department on 23 November 2018. Mr. C. John Paul attended a **FDP on Big Data Analytics** organized by ICTACT on 03 and 4 December 2018.

All the staff members of the Department of BCA attended an **FDP on Digital Transmission** organized by ICTACT and Department of Computer Studies on 23 January 2019. The Department coordinated a **National Conference on Ecommerce, Computing and Data Analytics** organized by the Department of Computer Studies on 23 January 2019. Mr. C. John Paul attended a **Seminar on Industrial Revolution 4.0** organized by ICTACT on 31 January 2019.

All the faculty of the Department of BCA participated in the **National Workshop on Citation and Reference Management using Mendeley** organized by the Department of ISM Shift-II and IQAC on 06 February 2019.

# SHIFT I DEPARTMENT OF COMPUTER SCIENCE

The Department of Computer Science in association with ICT Academy conducted a **2-Day Faculty Development Program on Big Data** from 3-4 December 2018. The FDP started on 3 December 2018.



**Mrs. Kamatchi Devi, Technical Trainer, ICTACT, Chennai** delivered a Lecture on Big Data. Day One started with the **Introduction to Big Data Analytics**. The Second Session was a hands-on-training conducted in the Computer Science Laboratory. The Hands-on-training continued on Day Two.



The Installation of R studio and R programming language instructions were demonstrated to the participants. 52 candidates from 22 different institutes including 4 Universities participated in the Faculty Development Program. It was a very useful program for the teaching fraternity. The FDP received very positive feedback.



The Department conducted a State Level Technical Symposium for computer science students on 02 March 2019 in the college premises. The event was inaugurated by **Shri Ramesh Sethuraman, Secretary, Digital Security Association of India**. The **Keynote Address** was delivered by **Mrs. Umashree Raghunath, Program Manager, IBM India, Chennai (DLF)** in the presence of our **Principal, Dr.Ashalatha**.



The Department sent invitations to 52 colleges all over TamilNadu. The Chief Guests educated the participants on digital transformation and digital security.



The Department conducted 6 events. Faculty of the College served as judges for these events. 68 students from 13 colleges including 2 universities participated. The winners received cash prizes and certificates. All the participants received participation certificates. The **Valedictory** witnessed **Mr. K.A.Vijayan, Deputy General Manager, ICT Academy, Chennai** as the Guest of Honor.

# SHIFT I

## DEPARTMENT OF COMMERCE (UG & PG)



The **Department of Commerce [G]**, began its activities for the year 2018-19 with a **Guest Lecture on Campus Today Corporate Tomorrow** on 18 July, 2018. The Inaugural Ceremony started with the lighting of the Candle by the Chief Guest **Magesh Sankar, Founder & CEO, Maruthi Technocrat E Services & Director of Jupiter Publications Consortium**, who explained, in detail about corporate culture in the present world. The present scenario of students' attitude, nature of the business world was also discussed. The program was an interactive session. The Student Representatives of the Comet Club for the academic year 2018-19, consisting of Secretary, Joint Secretary, Treasurer, Sports Secretary and Cultural Secretary received their badges from the Chief Guest.

This was followed by a Guest Lecture on Social Media Awareness on 30 July 2018. The Resource Person was Mr. **Antony Rahul Golden, Assistant Professor, St Xavier's College of Arts and Science**. The Lecture which was **A Pep Talk on Social Media Awareness** gave the audience knowledge on the subject. The Chief Guest, in his speech, brought out the significance of social media. Through the programme, students learnt how social media helps one gain general knowledge and motivated them to cultivate the habit of being aware of things happening around them.



The Department also organized **METTLE 2018 - an Intra Department Meet** on 25 August 2018. The program was organized to judge and bring out the talent of the students as well as to test students on their knowledge of current affairs.



The programme included logical reasoning with a quiz on the different aspects of **Marketing Brands** like identification of personality, logo, and trademark of famous companies, with audio recognition and current events. Students from the second year participated enthusiastically and nearly 25 prizes were given to the winners. This was followed by **an Awareness Program on Women's Life at College - Culture, Attitude & Behavior** on 17 September 2018. The program was initiated with the aim to streamline the behavior of the Girl Child in her transition from adolescence to young adult. **Dr. D. Ashalatha, Principal, AASC** who was the Chief Guest delivered a **Motivational Speech** to make students understand the importance of being a young woman and how to behave in a social setup, as they carry the pride, of the family and the Nation together.



The Department also organized a **Career Development Program on Professional Courses** for final year students on 23 August, 2018. The Resource Person was **Mr. R. K. Venkatramana, Chief Executive Officer, VAS Engineering Craft**. Both the participants and audience

gained knowledge of **Career Development for Professional Course**. The Resource Person explained the various avenues for graduates taking up professional courses such as CA/ICWA/CS for the Commerce undergraduates. He added that there are various career prospects for professional courses.



This was followed by a **Guest Lecture on Inflation in India** on 20 September 2018. The Resource Person was **Dr .N. Malathy, Assistant Professor, Guru Nanak College, Chennai**. The participants and audience gained enough knowledge regarding **Inflation in India**. The speaker shared ideas regarding inflation in India and how to calculate the rate of inflation.



This was followed by a **Value Education Course** in the month of January consisting of three **Special Mentoring Sessions** with invitees from various Departments to address students. The Resource Persons spoke on **Enathu Pathai** and **Enathu Vetri**, the benefits of using the library and the pro-active steps to be taken by students to handle different challenging situations.



The Department organized an **Industrial Visit to Tamilnadu Co-Operative Milk Producers' Federation Ltd.** at Sholinganallur with 35 students on 11 January 2019. The Manager of the industry explained the process of purification of milk and the contents that each packet of milk consists of as well as the significance of the four different colours of milk packets. The manager shared the diverse tests conducted to test the milk such as sample test, MBRT test etc. The Trip came to a *sweet end* with students receiving a complementary ice-cream from Aavin. Students gained first-hand information on the production process at the **Aavin Milk Dairy**.



The Department organized an **International Conference On Digitalization Of Banking Operations: Outreach, Challenges And Impact On Economy** on 1 March 2019. The Proceedings of the Conference was released by the Chief Guests. The Chief Guest was Professor **Dr. S. Nakkiran of Ambo University, Ethiopia**. The second Chief Guest was **Dr. J. Sadakkudulla, Director of UEF Chamber of Commerce and Former Regional Director of RBI**. The Chief Guest for the afternoon session was **CA R Veerabathiran, Manager, Allahabad Bank Anna Salai, Chennai**. During the feedback session, the participants in the international conference stated that while most conferences focus on one topic the International Conference of the Department had three different Chief Guests talking about different topics.

The academic year came to the end with the **Valedictory** of the Department Club on 23 March 2019.

Faculty of the Department Dr.G.Sankaranarayanan, S.Metilda Salomi, B. Kalaivani, S.Divya, S.Vishali, Olivia George, attended a **National Workshop on Citation and Reference Management Using Mendeley** organized by Alpha Arts and Science College, Porur, Chennai on 6 February 2019. **Dr. G.Sankaranarayanan**, participated in the workshop on **Career Opportunities for Youth** jointly organized by M.T.S. ACADEMY – Rainbow HRD NGO, Chennai, Nehru Yuva Kendra, Ministry of Youth Affairs & Sports, Government of India and NSS of Alpha Arts and Science College, Chennai on 30 January 2019.



Ms. S. Vishali, presented and published an article titled **A Study on the impact of Demonetisation on E-Banking among Bank Customers** in the **International Conference on Digitalization of Banking Operations: Outreach, Challenges and Impact on Economy** on 1 March 2019 (ISBN 978-93-5351-550-8, pp318-320, Chennai). Dr. G.Sankaranarayanan and Ms. S.Divya, presented and published an article titled as **Internet Banking – overview on select banks in Chennai city** in the **National Conference on Inclusive Economies and Business Growth Information Technology** held on 25 January 2019 (ISBN 978-93-81899-31-1, pp. Publisher – Sakthi publishers) Chennai. Dr. G.Sankaranarayanan presented a paper titled **Impact of marketing strategies on bank performance** in the **International Conference on Digital transformation and innovations in banking sector** held on 15 September 2018, (ISBN 2456-2815, pp14-22,). Dr. G.Sankaranarayanan reviewed the research paper for the 2<sup>nd</sup> International Conference titled **Emerging trends in research in entrepreneurship, accounting, business and management**, held at **Amity College of Commerce and Finance**, on 22 and 23 March 2018. Dr. G.Sankaranarayanan presented and published an article titled **Role of Technologies in e-banking in India** in the **International Conference on Digitalization of Banking Operations: Outreach, Challenges and Impact on Economy** on 1 March 2019 (ISBN 978-93-5351-550-8, pp266-267). Ms. S.Divya and Dr. Mitra Priya presented and published an article titled **Digital banking in India: A review of trends, opportunities and challenges** in the **International Conference on Digitalization of Banking Operations: Outreach, Challenges and Impact on Economy** on 1 March 2019 (ISBN 978-93-5351-550-8, pp293-294), Chennai. Dr.S.Vijayalakshmi and S.Magesh presented and published an article titled **Purchaser's Optimistic Response to Social Media Advertisements – A Data Mining Approach** in **Journal of Computational and Theoretical Nanoscience**, ISBN 1546-1955, pp664-668, 2019.

Dr.S.Vijayalakshmi participated and presented an article titled **A Study on stock market strategies & investment** with reference to selected places in Tamil Nadu in the **National Seminar on Contemporary**

**Issues, Challenges and Opportunities in Equity** on 10 October 2018. Dr. G.Sankaranarayanan and Ms. S.Vishali attended a **Faculty Development Programme on Strategies for Effective Class Room Management** organized by Alpha Arts and Science College, Porur, Chennai on 23 November 2018. Dr. G.Sankaranarayanan along with Ms. S.Vishali, and Ms. S.Divya participated in the **FDP on THE Power of Now** organized by the Department of Commerce (A&F), Women's Christian College, Chennai on 5 February 2019.

Dr. G.Sankaranarayanan participated as **Delegate** in the **Faculty Development Program on Artificial Intelligence and Machine Learning** organized by the **Internal Quality Assurance Cell** on 9 February 2019. Dr. G.Sankaranarayanan participated in the **Faculty Development Program** on Securities Markets jointly organized by the National Institute of Securities Markets and Department of Commerce, University of Madras, Held on 3 and 4 December 2018. Dr. G.Sankaranarayanan participated in The **Faculty Development Program** on **GST** jointly organized by the Department of Commerce, University of Madras and National Academy of Customs Indirect Taxes and Narcotics (NACIN), held on 13 and 14 December 2018. Dr. S.Vijayalakshmi, participated in the **Faculty Development Program on Research – The resource for Continuous Learning** conducted by **National Foundation for Entrepreneurship Development** on 2 February 2019 at **ANOVA Corporate Services Pvt. Ltd., Chennai**. Dr. S. Vijayalakshmi participated in **Prospects of Business Analytics** organized by School of Management, conducted by The North Cap University, Gurugram on 15 February 2019. Dr. S.Vijayalakshmi has been endorsed with Senior Educator and Scholar Award in the field of Management Studies conducted by the National Foundation for Entrepreneurship Development on 5 September 2018.

Rishi.S.Pattabhiraman, Durai Selvan.A.P. and Ajay.P, of I B.Com. (G) participated in an **Ad-Film Contest – Eve-Advertising** at Alpha Arts and Science College on 06 February 2019 and **won the I Prize**. G.Santhini, I B.Com. (G) participated in Solo Singing in Alpha Fest in the College and won the III Prize. G.Santhini, I B.Com. (G) participated in **Group Singing** Alpha Fest and won the II Prize. G.Santhini, I B.Com. (G) participated in **Throw Ball at the Annual Sports Meet** at Alpha Arts And Science College and won the I Prize. She participated in Shot Put and Badminton and won the I Prize in both events. Anila.M of I B.Com. (G) participated in Throw Ball and won the I Prize. ANILA also participated in 400MTS - Running and 400MTS Relay and won the II Prize. She won the III Prize in the 200 Mts. Running competition as well. **Congratulations to the young achievers.**

# SHIFT I

## DEPARTMENT OF

# CORPORATE SECRETARYSHIP



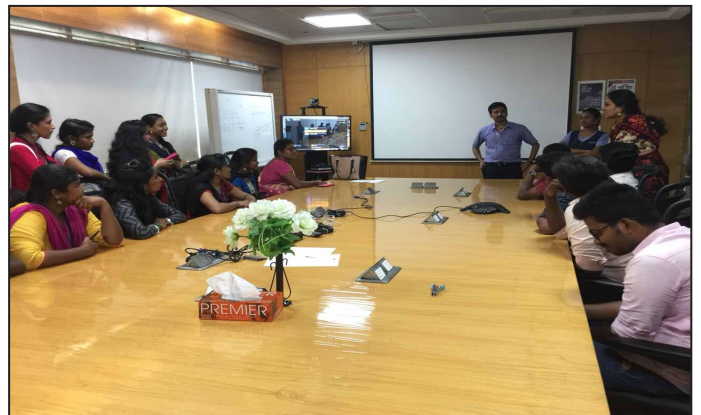
The **Department of Corporate Secretaryship** began the academic year with the inauguration of **Corporate Club** on 19 July 2018. **Shri. Vasa Seshagiri Rao, IRS**, Principal Additional Director General, National Academy of Customs, Indirect Taxes and Narcotics, Chennai was the Chief Guest. He addressed the gathering on the importance of GST and customs. **Shri. Vasa Seshagiri Rao** also enlightened students about the UPSC examinations and the careers related to it. Students had an interactive Session with the Guest, when they raised questions related to GST, IRS, UPSC. Mr. Rao shared his ideas and his experience to elucidate on his accomplishments in IRS.



The **ICSI Study Centre Scheme** was launched by the Institute, in order to break the distance barrier for students belonging to cities/ locations in which the representative offices of the Institute are not in existence. So far, 76 Study Centres have been established, in collaboration with reputed Colleges in different parts of the country. The MoU will help in improving services to students in the Porur area. Alpha Arts and Science College is in the process of establishing more such Study Centres to further strengthen its service delivery mechanism.



This was followed by a memorable occasion when the Department organized a programme in which the College signed an **MoU** with **The Institute of Company Secretaries of India (ICSI)**. The MoU was signed between ICSI and Alpha Arts and Science College. This was one of the prestigious moments for the Institution. The MoU was signed in the presence of **Mr. C. S. Mohankumar A, Vice-Chairman, ICSI-SIRC**, Chennai and **Ms. Suja George Vice Chairperson, Alpha Group of Institutions**, Chennai on 28 July 2018. The College has become Chennai's Second Corporate Secretaryship **Study Centre** from 28 July 2018.



The Department of B.Com.(CS) initiated this MoU and the students of Commerce and Management stream were the beneficiaries (PG & UG B.Com. & B.Com. (ISM), BBA Shift-I&II, B.Com.(CS).

This was followed by a **Guest Lecture** on the topic **Company's Litigation and the Judgement - A Discussion** on 21 August 2018. The Resource Person for this session was **Prof. Dr. Ranjith Oommen Abraham, Assistant Director and Faculty Co-ordinator-MCA, School of Excellence-in law**, The Tamilnadu Dr. Ambedkar Law University, Chennai.



**Dr. Ranjith Abraham** gave an excellent insight into Company Law before and after 2013 and the reason for the incorporation of new laws, litigation of company cases. Students raised questions during the interactive session related to Law for Women, if Company finds default in Debt why laws do not restrain any corporate, Insolvency & Bankruptcy. He also spoke on the benefits of the ACS course and the job opportunities for graduates of Corporate Secretaryship in the corporate world. As part of their academic studies, the Department organized an **Industrial Visit to GATES UNITTA INDIA, Chennai** for real time exposure. The M.Com.(PG) and B.Com. (CS) students were the participants of this Industrial Visit to Gates Unitta India, an MNC automobile company at Sriperumbudur on 7 September 2018.



This unit focuses on the manufacturing of belts for various automobiles and machines. **Mr. Jai Prabhu** introduced students to the safety measures taken in the unit. He explained the different steps employed for the safety of employees in the unit. The agenda of the visit was to know about the functions of its HR Department. It was a wonderful experience for students to learn real and practical knowledge of the HR Department in an organization. The interactive session at the end threw light on the HR activities of the company. Mr. Prabhu elucidated on the job profile of an HR Personnel and the responsibilities expected from a candidate during an interview.

The Department organised an **ICSI Awareness Programme** - a session on Awareness on Professional Courses for CS-Foundation students. The Guest Speaker of the session was **Mrs. Chitra Anantharaman**, Deputy

Director, ICSI-SIRC, Chennai and CS **R. Vishaka**, Member-ICSI. 54 members participated in the session on 12 September 2018 in the College premises. Students resolved doubts regarding the question paper pattern, scholarship, examination fees and other exam details. The students greatly benefited from this Programme and displayed active participation. There was an interactive session of faculty with the Guest Speaker to make the CS foundation program interesting with interactive activities to develop skill based education in students. Following this, the Department organized a **Two-day Workshop on GST Training** at NACIN for a constructive Training Programme.



Students of II B.Com CS and I M.Com attended this 2-day workshop regarding GST at The National Academy of Customs, Indirect taxes and Narcotics, Chennai on **17 and 18 September 2018**. **Mr. Vasa Sheshagiri Rao**, Principal Additional Director of NACIN had a talk with students as part of the inauguration. The session gave an overview of the inception of GST and the history of taxation in India. Students were encouraged with a certificate. Later the Department organised a **Guest Lecture** to gear up students for an intellectual talent hunt. **Mr. Sudharsan Santhanam**, Chartered Accountant, VCS Advisory Pvt. Ltd. delivered a lecture on **Usefulness of Audit in the Prevention and Detection of Fraud** on **19 September 2018** to I and II year B.Com. CS and M.Com. students. He spoke about career opportunities available for commerce students. He had a very good interactive session with students. This was followed by a **Workshop on Data Analysis** for II M.Com. students for two days by **Dr. Eshwaran**, Department of BBA, Shift I, AASC on 26 September 2018. This workshop was useful as the students have a paper **on Research Methodology** in Semester III and project work in Semester IV.





The Department of B.Com (C.S), organized an **Orientation on NSE Online Courses** on 05 December 2018. The Department invited **Finmark Trainers Private Limited** to introduce NSE online course to the students. The students of PG Commerce and B.Com. (C.S) benefited by attending this program. The **Guest Mr. K. Naresh** the consultant and **Mr. Binu Premkumar**, Business Consultant had an interactive session with the students.



The Department spent time usefully to learn something to mould every faculty in all ways possible organizing an Intra Department Competition on 17 the December 2018. We have invited Ms. CS. **Vishaka.R**, Member of ICSI, Polaris Pvt.Ltd, Chennai, as a Judge for the events.

The events for the competition were Analysis of Balance Sheet, Minutes of the Meeting segregated for I year, II year and III year Students. 60 students participated enthusiastically. Among them the best presentation was selected and certificates awarded. Following this the Department organized an **Orientation on Google Class Room**. Mrs. Sathya, Head, Department of BCA [Shift II] demonstrated the Google Class Room and its uses to students of II B.Com. (CS) and M.Com. It was a beneficial lecture on the usage of technology for sharing assignments, notes and video lectures. The Department also conducted Inter-Departmental Competitions on 22 January 2019. The first Competition was **Moot Court - Discussion on Hypothetical Legal Cases**. A moot court competition simulates a court hearing, in which participants analyze a problem, research relevant law, prepare the written submission and present oral argument. The second Competition was **Saudagiri - Marketing of Financial Products**. In Saudagiri, students

launch their financial products on Insurance Products [Example Mutual Funds, Finance Companies, Lease, Hire Purchase, Banking Sectors]. The best moment for every teacher is to see their students' growth. The Department was filled with happiness from the appreciation of the judges, **Ms. Deepa** and **Ms. Meenakshi**, Lawyers of Tamil Nadu Dr. Ambedkar Law University. **Dr. V.Bhavaneshwari**, Head, Department of BBA, served as judge for the competition Saudagiri.



This was followed by a **Guest Lecture** on 12 February 2019. **Ms. B. Anusha**, Market Research Analyst, Gates Unitta Corporation, was invited as Guest to discuss the topic **HR Issues and Challenges**. The session was instructive and informative. The Guest Lecture was about how to enter into the field of Human Resource Management (HR) and survive in Companies. This was followed by **Investor Awareness Program**, as a part of **AASC ICSI Chennai-li Study Centre** activity. The Department was sanctioned Rs. 20000 from **Investors Education & Protection Fund Authority - Ministry of Corporate Affairs, Government of India**, to conduct Investor Awareness Programme for the academic year 2018-19.

The Resource Person, **Dr.M.S. Sankar**, Insolvency Professional Chartered Accountant, led the session in an excellent way by giving awareness to investors. To wind up the activities the Department organized a **Valedictory cum Guest Lecture Session** for its **Corporate Club** on 22 February 2019. **Mrs. R. Radha**, AICWA, PGDPMIR, Financial Controller, Tamil Nadu Generation and Distribution Corporate Ltd. was the Chief Guest. **Mrs. R. Radha** shared her profound knowledge on finance and on the topic, **The Role of Chief Financial Executive in an Enterprise**. The winners for Intra-department and Inter-department competition for various events for 2018-19 received their certificate of appreciation from the Guest.



## SHIFT I

# DEPARTMENT OF ELECTRONICS AND COMMUNICATION SCIENCE

The Department of Electronics and Communication Science inaugurated its **Logica Club** activities for the academic year 2018-19 with **Mr. Alagappan Krishnan, Director, Flex India Pvt. Ltd., Chennai** on 27 July 2018.

The Department of Electronics and Communication Science organizes Guest Lectures annually on different topics to enrich and enhance the knowledge quotient of learners. This academic year too, the Department organized a series of Guest Lectures. A **Guest Lecture on Artificial Intelligence** was conducted by **Mr. Alagappan Krishnan, Director, Flex India Pvt. Ltd., Chennai** on 27 July 2018. **Mr. Alagappan** presented an insight into techniques in Artificial Intelligence, its approaches and goals and its applications in gaming, natural language programming, expert systems, vision systems, speech recognition, intelligence robots, health care, automotive, food industry, and the military.



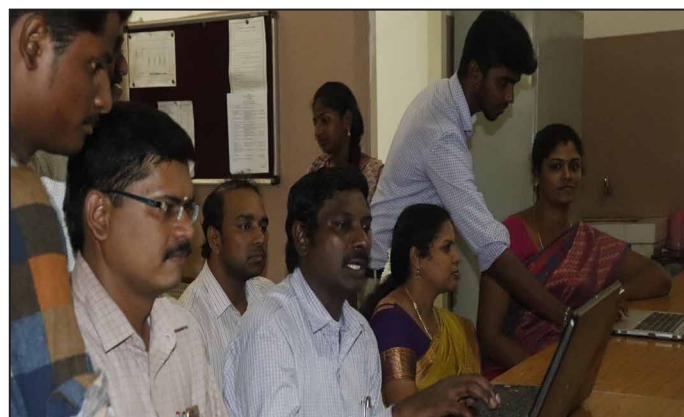
**Mr. Kumarasamy, Managing Director, Pantech ProEd Pvt. Ltd., Chennai** gave a **Guest Lecture on Internet of Things** on 26 September 2018. He covered a wide area that includes the scope of IoT, the future impact, devices in the Internet of Things like sensors, networks, and connectivity, Cloud computing and its applications to common man.

A **Guest Lecture on Networking** was delivered by **Mr. Dinesh, Chief Executive Officer, E2A Technologies, Chennai** on 11 December 2018. During his Lecture **Mr. Dinesh** highlighted the scope of networking and its applications, its future impact, courses and job opportunities available in networking.

**Mr. Praveen of Pantech, faculty, Pantech ProEd Pvt. Ltd., Chennai** delivered a **Guest Lecture on Arduino Software** on 27 September 2019. **Arduino software** was

introduced to students during the Lecture. In addition, a basic knowledge of coding and its applications was provided.

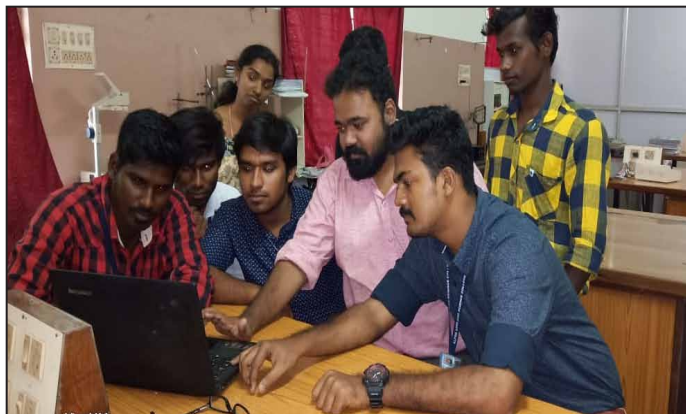
A **Two Day State Level Faculty Development Workshop** was conducted on 26 and 27 of September 2018 in association with Pantech ProEd Pvt. Ltd., **Chennai**. It aimed to provide an insight into the **Internet of Things (IoT)** Domain using the Arduino Controller. Approximately 30 participants from 15 colleges in the State participated in the workshop and found it highly beneficial. The sessions involved introduction to IoT, programming of the Arduino controller, basic & advanced level programming of the Arduino Controller, GPIO Interfacing such as advanced level programming of the Arduino Controller, GPIO Interfacing such as LED, Buzzer, & DC Motor Control, Accumulation of data from sensors like Ultrasonic, Temperature, LED, sending it to the Cloud, retrieval of the data from the cloud and using it for control of appliances.



A webpage for the control of devices was developed and the applications were controlled hands-on using the webpage. Device control using Google Assistant was also deployed and demonstration of the same was given to the participants. MQTT Protocol implementation, things peak integration, monitor and control of data was successfully implemented during the two-day tenure of the Faculty Development Workshop.

An MoU was signed between **Pantech Pro Ed Pvt Ltd. and Department of Electronics and Communication Science, Alpha Arts and Science College**.

A **Certificate Course on Arduino Software** was conducted for II and III years. Theory classes on coding were completed during the month of December. The



practical hours were conducted during the first week of February. The knowledge gained on Arduino software through the certificate course emerged as small projects.

As a Minor Project initiative of the Department, the **Electronics Laboratory** was converted to **IOT-enabled Smart Lab** by the 2016-19 batch students.

To impart practical knowledge, an **Industrial Visit** was organized to **VI Microsystems** on 23 February 2019. During the Industrial Visit, an explanation on the real time kit and IOT based module was given. In particular, the implementation and description of required tools and technologies to develop Internet of Things (IoT) based water level monitoring system was explained.

The Department celebrated National Science Day on 25 February 2019. **Mr. Aravind Krishnamurthy, Comodo Solutions Pvt. Ltd., Chennai** was the Guest of Honour. An **Interdepartmental Paper Presentation** and an **Interdepartmental Quiz Competition** were conducted as a part of National Science Day celebrations. A speech on National Science Day Celebrations was given by **Ms. Ramya of III ECS**. The Department witnessed enthusiastic participation from all Departments. Prize winners of the competitions were recognized with certificates.

The **Valedictory of LOGICA Club** was conducted on 25 February 2019. The students who contributed towards the organization of the club activities were recognized with certificates.

**Dr. B. Benita Merlin** was conferred the degree of Doctor of Philosophy by the University of Madras, Chennai. **Ms. B. Benita Merlin** presented a paper on **First Principles Calculation on the Electronic and Optical Properties of AA-Stacked two-dimensional Graphene, Silicene, Germanene, and Stanene** in International Symposium on Modeling of Crystal Growth Processes and Devices, in February 2019. **Ms. B. Benita Merlin** presented a paper on **First Principles Study on the Optical Properties of Single Layer Stanene from IR to UV region** in the International Conference on Advances in New Materials.

**Ms. B. Benita Merlin** presented a paper on **First Principles Study on the Structural and Optical Properties of Single Layer 2D Materials: Graphene,**

**Silicene, Germanene, and Stanene**, in the International Conference on Recent Trends in Nanotechnology. **Ms. B. Benita Merlin** presented a paper on **Exotic properties of graphene – A First Principles Study** in the National Conference on Data Analysis and Research Publications in September 2018.

**Dr. Benita Merlin** attended a **workshop on An Introduction to Mobile Applications** conducted by Vel's University in November 2019. **Dr. Benita Merlin** attended a **FDP on NLP** in the field of **Education** conducted by AASC in November 2018. **Dr. Benita Merlin** attended a **FDP on Citation & Reference management** using Mendeley conducted by AASC in February 2019. **Dr. Benita Merlin** attended a **FDP on Feedback Mechanism and their impact on quality** conducted by **KRMCC** in February 2019.

**Ms. Rajani** attended a FDP on '**Microteaching**' conducted by AASC in June 2018. **Ms. Rajani** attended a **Workshop on An Introduction to Mobile Applications** conducted by Vel's University in November 2019. **Ms. Rajani** attended an **FDP on NLP** in the field of Education conducted by AASC in November 2018.

**Ms. Rajani** attended a **FDP on Citation and Reference Management using Mendeley** conducted by AASC in February 2019. **Ms. Rajani** attended a **FDP on Feedback Mechanism and their impact on quality** conducted by **KRMCC** in February, 2019.

**Ms. Nivetha** attended a **FDP on NLP** in the **field of Education** conducted by AASC in November 2018. **Ms. Nivetha** attended a **FDP on Citation & Reference Management using Mendeley** conducted by AASC in February 2019. **Ms. Nivetha** attended a **FDP on Feedback mechanism and their impact on quality** conducted by **KRMCC** in February, 2019.

**Ms. Selvarasi** attended a **FDP on NLP** in the **field of Education** conducted by AASC in November 2018. **Ms. Selvarasi** attended a **FDP on Citation and Reference Management using Mendeley** conducted by AASC in February 2019. **Ms. Selvarasi** attended **FDP on Feedback Mechanism and their impact on quality** conducted by **KRMCC** in February, 2019.



# SHIFT I DEPARTMENT OF INFORMATION SYSTEMS MANAGEMENT

The **Club MANOTECH' 18** was inaugurated on 2 August 2018. The event commenced with a prayer song by the Alpha Choir followed by the lighting of the lamp by the Chief Guest, **Mr. JebaKumar Raju, Social Entrepreneur, Director of EnEnthros, Chennai.** **Dr. D. Ashalatha** delivered the Presidential Address.



This was followed by the Investiture of new Club Portfolios for the academic year 2018-19. **Serenila .T - Club Secretary, Raghul .R - Assistant Club Secretary, Raghul .A - Treasurer.** Following the investiture, Mr. JebaKumar Raju, delivered the **Inaugural Address** on Social Entrepreneurship. Mr. JebaKumar spoke about opportunities in information technology. He had a personal interaction with students of Information Systems Management.

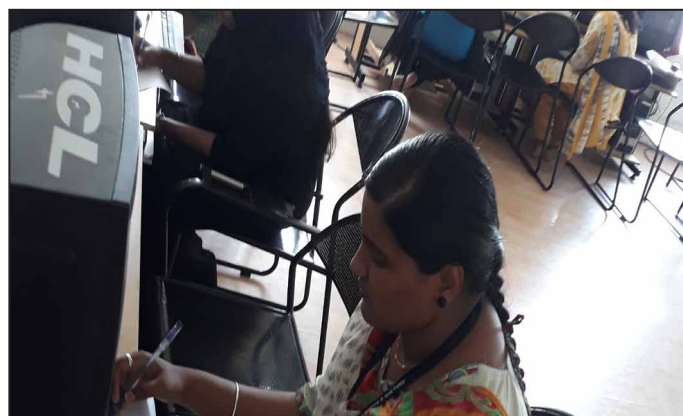


*"Today's Students are tomorrow's Managers".* Based on this belief, the Department of B.Com. (ISM), Shift I designed an **Intercollegiate Best Manager Event** on 1 and 2 August 2018. The event was planned with 3 rounds. **Round 1 - Prelims** was on **Case Study Analysis** To identify problem solving skills; **Round 2 – Multitasking** was a test to identify stress handling skills of participants. **Round 3 - Personal Interview** aimed to assess their communication skills and personal attitude.



The event was designed for final year students of all Departments in the College. 19 students participated enthusiastically in the prelims on 01 August 2018 out of which 9 students were selected for the next two rounds which was conducted on 02 August 2018. The event was chaired by the Guest for the day **Mr. Jebakumar Raju, Social Entrepreneur, Director, EnEnthros, Chennai.** **Mr. Saikrishna** from III year B.C.A. was awarded the Title **Best Manager** by the Chairperson. This was followed by the distribution of certificates to all participants.

The Department conducted a **Debugging Program** for II and III years on 10 September 2018 in the ISM Laboratory. It was conducted in the form of a written test for 30 minutes. The questions were asked from C Programming. 20 students from B.Com.(ISM) participated. Ms. Sivasakthi of III ISM secured the **I place** and Mr. Bharadhan of III ISM the **II place.**



## College Magazine

The Department conducted a **Business Quiz** for ISM students on 12 September 2018. The event was conducted in the ISM Laboratory. 18 students participated. The students were grouped as 3 in one group. Round 1: General Knowledge; Round 2: Management (Rapid Fire Round); Round 3: Identify the Personality. Totally 6 groups participated, one from each year was grouped into one group. The winners were Aamina Aafrin.I, III ISM, Gayathri.M, II ISM, Vanisri.P, I ISM.



The Department of Information Systems Management, Shift I and II organized a **National Seminar on The Dynamic of Data Analysis and Research Publication** as on 28 September 2018.

The Inaugural Address was delivered by **Dr.Jawahar Nesan Vice-Chancellor, Saveetha University, Chennai**. Nearly 61 papers were presented. The National Seminar proceedings was released by Dr. Jawahar Neshan. **Dr. M. J. Kumari Principal, College of Nursing, Jawaharlal Institute of Postgraduate Medical Education and Research, Govt. of Puducherry** delivered the **Special Address** on how to proceed with research work. **Dr. Sridhar, Head of the Department, SA Engineering College**, delivered a **Lecture on Big Data Analysis** and **Dr. Praveen Kumar, Solution Architect, Inatech Solutions Pvt. Ltd.** delivered the Valedictory Address.



An **Interdepartmental Poster Presentation Competition** on the theme **E-Waste Management** was conducted on 28 September 2018. 46 teams from all Departments of Shift I and II presented their posters. The poster presentation event was chaired by **Dr.Mrs.M.J.Kumari, Principal, College of Nursing,**

**JIPMER, Puducherry.** Ms. Teena Jasmine.R, II BT, Shift I won the First Prize- Rs.1000/- ; S.Ramya and Sathya, III ECS, Shift I won the Second Prize- Rs.500/-; and Nishok.R, II B.Com., Shift II won the Special Prize.



The Department of ISM organized an **Industrial Visit to Port of Chennai, Chennai- 1** on 14 December 2018 for all 3 year students. The purpose of the Industrial Visit was to enable students learn about Logistics and Supply Chain Management. 106 Students were accompanied by the staff Ms. Nisha. J, Mrs.Kiruthika.R, and Mrs. Josephine Amala. Senior Assistant, **Mr.Venkatachalam** from the Traffic Department guided the team through the port procedures and explained the entire Port functions.



A Guest Lecture on **Interpersonal Management Skills** was organized by the Department of ISM on 17 December 2018. The Guest Speaker was **Mr. Muralidhara, Infrastructure Services Manager, Mphasis, Chennai**. The Resource Person started his session with questions which prompted students to think of their role towards society. **Mr. Muralidhara** shared many ideas on how students could develop their interpersonal skills and manage them.



**Mr. J.M. Prabhakaran, Cloud Architect, DXC Technology, Chennai** delivered a **Guest Lecture on Cloud Computing** on 18 December 2018. He explained the concept of Cloud Computing and Virtualization. **Mr. J.M. Prabhakaran** also explained about the major service providers and the types of services they provide. He further explained about cloud architecture such as public cloud, private cloud and hybrid cloud and its real time applications.



In order to provide practical exposure to Environmental Science, the students of II and III BISM, accompanied by two faculty members Ms. J.Nisha and Ms. Kiriruthika of ISM Department, were taken to the **Arignar Anna Zoological Park, Vandalur, Chennai** on 24 January 2019.



The Department conducted an Interdepartmental **Ad Film Competition** on 06 February 2019 on the theme **ENV-ADVERTISING**, emphasizing environmental awareness. The Event was designed to initiate responsibility in the student community towards the environment. 16 teams from all Departments participated enthusiastically out of which 2 teams were selected as winners and runners. The Event was chaired by the Guest for the day **Mr.T.G.Ramkumar, Director, TGR Consultants , Chennai. Mr.Rishi.S and Mr.Duraiselvam.A.P**, from I year B.Com. were awarded the first place and Ms.Ilakiya, Ms.Tharuni and



Ms. Akhila of I B.C.A were awarded the second place by the Chairperson. This was followed by the distribution of certificates to all participants.

The Department organized a **Motivational Workshop on Stronger than yesterday with your Skills** on 28 March, 2019. **Mrs. Thilagavathi Kumar, Senior Digital Marketing Strategist, Entrepreneur** delivered an interactive motivational speech on how to plan the future with 5 keys **SMART**. It was a very interactive session where she asked each and every student to write and speak about their SMART values.

Following this **Dr. G. Praveen Kumar, Architect, Inatech, Chennai** addressed students on setting up goals and how to achieve it in life, taking Vincent William Van Gogh as example.

The Valedictory of the Club was organized on 30 March 2019. The function commenced with a Bible Reading. **Principal Dr.D.Ashalatha**, the Chief Guest on this occasion, addressed the ISM students on the value of education. Vice Principal, Mrs. Geetha Ravi, the Guest of Honour, addressed final year students on the value of education and placements. Ms. Nandhini, the Club Secretary read out the Departmental Activity Report for 2018-19. Students were presented with certificates for the various events conducted by the Department by the Principal. Seranila and Balaji of III B.Com. (ISM) shared their memories of life in Alpha.

The following are the students who have brought laurels to the Department. Shanthini Dayana.K of Batch 2015-18 bagged the 7<sup>th</sup> University Rank in Major and the same batch of 2015-18 students bagged nearly 13 University Ranks (8 in Major and 5 in English and Tamil). T.Seranila of III B.Com. ISM held the Student Forum Vice President Post for the academic year 2018-19. T. Seranila of III year won the First, Second and Third prize in Kho-Kho, Muses Club Debate and Chess respectively. T. Nathiya of I year won the First Place in 3000 mtrs, Second Place in Volleyball, badminton and third place in 800 mtr.

Faculty of the Department were also active in strengthening their career portfolio this year. Mrs. J.Nisha qualified for SET in June 2018. Faculty of B.Com. (ISM) Department participated in a National Level Workshop on Citation and Reference Management using Mendeley, an FDP on Research Insights and Publication strategies, an FDP on Strategies for Effective Classroom Management and a National Conference on E-Commerce, Computing and Data Analytics.

# DEPARTMENT OF VISUAL COMMUNICATION

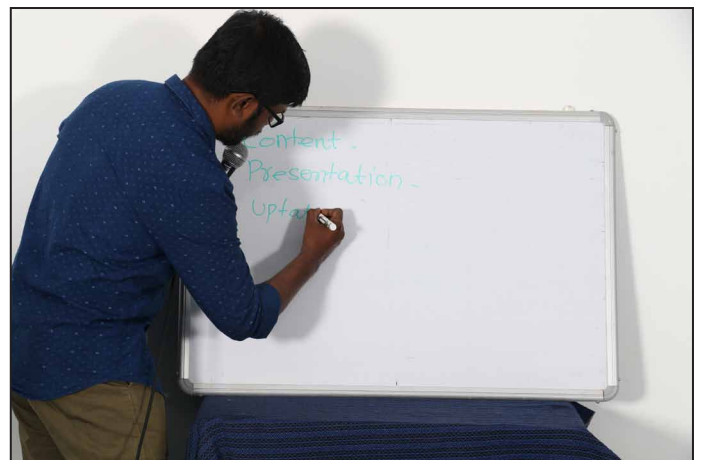
The **Department of Visual Communication** conducted an orientation as part of **Fresher's Orientation** on 7 July 2018 in the TVP studio. The Head of the Department made a PowerPoint presentation on the team of faculty, the rules and regulation of the College, attendance regularity, about semesters I and II, the college timing, club members for 2018-19 and the In-House journal – Chuvadu. This day facilitated a healthy interaction with parents.



The **Department of Visual Communication** inaugurated its Club **Media Wings** for the year 2018-19 with renowned Cinematographer, Producer and Actor, **Mr. Natarajan Subramaniam** of Sathuranga Vettai fame on 9 July 2018. The Chief Guest was honored with a Digital Painting of Ram Gopal Varma which was the work of Abilash, III VC. An Audio Visual presentation was made by Akash III VC. Mr. Natarajan appreciated the student's work and handmade invitation card. He shared valuable information on how a creator should keep his/her eyes and ears open. Sir also badged the new club representatives for the year.



On 3 August 2018, the Department organized a Seminar on **Significance of Social Media and Technical Constants**. The Resource Person was **Mr. Peer Mohammed Anees, Founder, CEO, Editor-in-Chief, ippodhu.com**. A journalist who worked in Deccan Chronicle, Puthiya Thalaimurai TV, India Today, NDTV Hindu. Mr. Peer shared information on the importance and reach of social media in the present scenario, brand building, product promotion strategies, corporate roles in social media, agenda of various media and its effect on content generation, news value and credibility of news in the social media. He interacted with students and gave positive feedback about their involvement and ability to learn new concepts. The Chief Guest was honored with a photo frame, the work of Tilak of III VC. The Resource Person received the memento with much appreciation for the work of the artist.

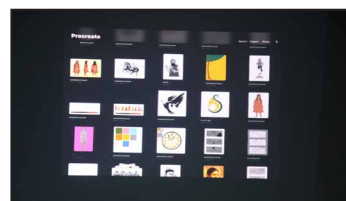


The Department of Visual Communication organized a **Seminar on Concept Making for Reality Shows** on 7 August 2018. The Resource Person, **Mr. Justin, Director** worked in the following reality shows and serials, Kutty Chutties, Sun Singer, Thanga Vettai, Aboorva Ragam (Sun TV) and Bigg Boss Season 2 (Vijay

TV). Mr. Justin shared his experience of working in reality shows and serials and also emphasized the importance of script writing. Sir gave suggestions on how a script should be developed – Content, Presentation, Update and Follow up. A creator should be aware about social happenings and how it can be converted to concepts. He also gave information on the difference between small screen and big screen (in terms of script and presentation) and its challenges. The Chief Guest was honoured with a Photo frame the work of final year student Abilash. The artist was much appreciated by the Resource Person for his art work.



The Department organized a Seminar on **A Sequence of Drawing** on 10 August 2018. The Resource Person was **Mr. Ram Moorthi, Artist, Anandha Vikatan** working as illustrator for story, short story, articles in both Vikatan Magazine, The Hindu (Tamil edition), concept artist for web series, feature films, digital artist for medical procedure to create illustration for publishing. Mr. Ram Moorthi started the session with concept of 'PEN' – how an individual should have a bond or connect with an object or product and how one understands them. The importance of reference for Drawing, challenges in storyboard creations for various genre of films like horror, comedy, emotion, etc., Storyboard for advertisements, magazine, websites and its challenges



were the topics discussed. Final year student Abilash clarified the story and Mr. Moorthi demonstrated how to go frame by frame, extreme close-up, over the shoulder shot, backdrops, property and set design for story. The Chief Guest was honoured with a Photograph captured by Sandhiya of IIVC.

The Department organized a **Seminar on Short Film Making** for students of the Department of Computer Applications on 18 September 2018. **The Resource Person was Ms. Kavitha, Head Visual Communication.** The Resource Person interacted with students and shared details on how to write a story, the making of a storyboard, the difference between short film and feature film, editing the short film, stages of production and seven rules for writing a short film. This was followed by a demonstration by Mr. Sampath Kumar, on using the DSLR and video camera. During the final part of the session, different genres of short films were played for the students.



The Department organized a Seminar on **Elements of Film (Filming Techniques and Scripting)** for I, II and III year students on 26 September 2018. The Resource Person was **Mr. Raj Kumar, Film Director** (Annanukku Jay), who started his career as a script writer in Television for reality shows and serials. Mr. Raj Kumar shared his experience as a debut director and the challenges of making a feature film. He interacted with students about the difference between short film and feature film scripting, expectations of the producer, challenges as director – reflect the reality and feel the emotions of the audience and acceptance of criticism. The Chief Guest was honoured with a Photograph by final year student Rajesh and this too was much appreciated by the Guest.



The Department organized a **Seminar on Political Reporting and Journalist Skills** for I, II, III year students on 5 December 2018. The Resource Person was **Mr. Gunasekaran, Senior Editor, News 18 Channel, TamilNadu**. He started his career in Print Media and worked in Dinamani, Times of India, The Hindu, and



Deccan Chronicle, and later moved to Electronic media –Puthiya Thalaimurai and News 18 Channel. The session started with an interaction with students. The Resource Person talked about the types of media, significance of each media, interviewing techniques for political icons, preparation for News hour debate shows, handling crisis in the execution of programs in TV channels especially in political issues and quoted a number of political situations as examples.

The Department conducted a **Seminar on Real Cinema, an untold story** for all its students on 21 February 2019. The Resource Persons were **Mr. Maniezhilan**, Managing Director, MAM's creation, **Mr.S.S. Kumaran**, Film Director and Music Composer and **Ms. Gayathri Devi**, Creative Head, Gayatri Media Production.

The session started with **Mr. Maniezhilan** sharing his view on the types of news coverage, importance of short story writing and its relevance in cinema. The Resource Person also spoke about how photojournalism technique shows a relationship with cinematography and Market Conversion from Print media to Digital media.

The second speaker of the day **Ms. Gayathri Devi**, elucidated on the process of pre-production, production



and post-production in film making, the responsibilities of storyboard technicians, dialogue writers and cinematographers.

The third speaker **Mr. S.S. Kumaran**, demonstrated with an AV presentation about his filmography, how a creator should develop a story, understand the pulse of the audience before developing the story or title and how Cinema titles play a major role in film market, ground reality of realistic films in the process of distribution and exhibition, how to reach target audience through media (TV & social media) and media promotion strategies. Each session was followed by an interaction with speakers. The Guest speakers were honoured with Photo frames by the first, second and third year students - street &



The Department of Visual Communication conducted a **Guest lecture on "It's Not Easy, But It's Worth It"** for its students on 5 February 2019. The Resource Person was **Mr. Ramesh Thilak**, Actor and Radio Jockey, an Indian radio jockey and actor who appeared in Tamil and Malayalam films. He made his breakthrough with Nalan Kumarasamy's Soodhu Kavvum (2013) portraying a kidnapper. He studied his Master's Degree in Mass Communication at University of Madras and later



worked as a radio jockey with Suryan FM, as "Thillu Mullu" Ramesh in a reference to his jovial attitude on air. He also worked in Soodhu Kavvum, Demonte Colony, Neram, Kaaka Muttai, Orange Mittai, Kabali, Kaala, Tik Tik Tik, Viswasam, Imaikkaa Nodigal.

The session started with the aim of introducing students to career opportunities in the field of cinema. Mr. Ramesh talked about his struggles in the beginning of his career which were essential to understand how one should develop his/her skills for survival in the film industry. He quoted many examples from his life, which was an inspiration to the students. Then he explored the concept of media opportunities in media. He explained the constraints of an actor who has to prove himself/herself every single day in order to survive in the field. Students asked several questions about his experience in cinema – how an actor should perform, the role of a director and about cinematography. The Resource Person insisted that students practice the following:

The Department of Visual Communication conducted a **Guest Lecture on Foley Sound Design and Technique** for all its students on 20 February 2019. The Resource Person was **Mr. Alex Samuel Jentio, (Alumni), Sound Engineer and Music Composer at Slingshot Creation**. He started the session by speaking in French, Hindi, English and Tamil followed by a sound sequence with different level of intro for the session. He taught students about the characteristics of sound – Pitch, Loudness, Timber and how each characteristic measured in sound design. Mr. Alex explained the elements of sound –

dialogue, background music, sound effects, Silence and how the mixing engineer coordinates effectively.

Alex demonstrated the significance of sound in film – Video is Information and Audio/ Sound is emotion (played his Super singer promo video step by step how information, sound effects, mixing processed by a sound designer). He also talked about the equipment used for sound engineering – Transducer, which converts energy from one form to another, Studio Monitors, Microphones and Headphones.

He described the role of the Music director in Films – Recording, Arranging and Merging, Multiple sound track arrangements, Background music and sound editing. Audio Visual presentation on reverberation, Labour's Day special video (paying a tribute to all labourers he recorded the sound of each profession and created a short video, masterpiece of his work collections) and Foley sound recording techniques – demonstrated the role of the Foley sound artist and their techniques. The Guest was honoured with a Photo frame, a silhouette photograph by second year student PoornaVenkat.

The Department of Visual Communication conducted a Guest Lecture on **"Film Scripting Writing & Techniques"** for all its students on 25 February 2019. The Resource Person of **"Kolamavu Kokila" fame Mr. Nelson DilipKumar**, Film Director and Writer. It was an interactive session with students on the experience of his filmmaking. The Resource Person spoke on content development, dynamic character development, inspiration for story writing, start with research for scripting – be aware of the place you belong to (the heritage of Chennai) look for unique facts in your scripting, types of narration in scripting, a strong script should have the description of shot, scene, frame, light source, property, multi-plot scripting and character formation for each plot and shot psychology.

The Guest Speaker was honored with second year student Harish Kumar's Landscape photographs.



The Department of Visual Communication organized a Photography **Guest Lecture on 'Design, Special effects and Lighting Techniques'** on 17 December 2018 for first and second year students. Resource Person Mr. Jero Prasath, Technical Head, Image Infotainment Ltd, started the session with an Audio Visual presentation on establishing the basics of Photography concept and demonstration on Rule of third, ISO, types of Lighting – High Key light vs Low Key light, Rim light, Background light and its significance.

Outdoor experimentation on freezing movement with water filled in a balloon and reserve lenses techniques for macro photography. Students enthusiastically involved in the practice sessions.



The Department of Visual Communication organized an Industrial visit to **BIG FM 92.7**, Nungambakkam for all the three year students. **Ms. Miruthula Jayachandran, RJ, BIG FM (Twice best female RJ award from Anandha Vikatan)** she interacted with students and detailed the importance of live radio programs, log, role of music manager and his/her challenges, role of marketing, sales and programming, bed, copyrights for songs, hot keys, on-air studio setup, advertisements, control panel, root buzz, live editing, live callers, links, mike setup, multi-task challenges of RJ, celebrity interviews, update on current affairs, radio assessment meter, community radio to commercial radio, emerging of BIG FM, etc. Students visited on-air studio, recording studio, marketing, sales and programming departments (photographs prohibited). Mr. Antony demonstrated frequency and signal range, software usage, teams which work for each



programme – content generation to on-air. The students were divided into six groups of 15 students and they learnt and observed the real time experience of radio programming and its technical characteristic.



The Department of Visual Communication organized an educational trip to **Arignar Anna Zoological Park, Vadalur** on 28 September 2018 for all students. An Intra Department Competition on **'Wildlife Photography'** was conducted for II and III years and 'Wildlife Sketching' for I years. The students were exposed to the subject and their technical implication on outdoor lighting, basic photography, moving wildlife photo shoot and moving wildlife sketching techniques. All the students contributed to both the competitions.



The Department of Visual Communication organized an Educational Trip to **Connemara Library, Museum and Theater at Egmore** on 15 December 2018 for first and second year students. The students visited the museum which covers a variety of artifacts and objects covering diverse fields of Archaeology, Zoology, Natural History, Sculptures and Amravati Paintings. First year students put into practice sculpture and skeleton animal anatomy drawing and second year students experienced photography on indoor and outdoor set-up. Students furthermore gained exposure to various floors in the Library (photographs prohibited), Civil Service Examination Books – Ground floor, Vintage periodicals/ Newspapers - first floor, Tamil Literature Books – Second



The Department conducted Parents Teachers Meeting for all its students and gave feedback on their academic progress, attendance percentage and University result analysis.



The Department of Visual Communication organized an **intra-departmental competition** on Independence Day on 14 August 2018. The Department conducted on-spot competitions for all three year students on the significance of our Independence Day. For First year - Handmade poster, Second year - Digital poster, Third year – Mime, (on the topic of Celebration of 71 Independence Day). The program was concluded by the Head who praised the winners of each event.



The Department organized the Valedictory of Media Wings Club on 13 March 2019. This was followed by the valedictory for the final years organized by the I and II years. Our beloved Principal Dr. D. Ashalatha and Vice-Principal Ms. Geetha Ravi graced the occasion. Principal addressed the gathering about work dedication, organizational behaviour, the importance of higher education and specialization. The Vice-Principal encouraged students to make work their passion.

The soft copy of the Department Magazine Chuvadu was launched documenting the best work of third year students in Documentary, Short Film and PSA, Photographs and Drawings were projected. Students and staff members shared their memories with the final years.



# University Rank Holders



*Congratulations!*



**RAJESH SAMUEL R**  
42<sup>nd</sup> University Rank,  
Visual Communication




**EBINEZAR ASARIA E**  
56<sup>th</sup> University Rank  
Visual Communication



**RAGHU VARMA S J**  
79<sup>th</sup> University Rank  
Visual Communication



**EBINEZAR ASARIA E**  
33<sup>rd</sup> Univ. Rank  
English



**RAJESH SAMUEL R**  
38<sup>th</sup> Univ. Rank  
English



## SHIFT I & II

# DEPARTMENT OF LANGUAGES

The Departments of Languages, Alpha Arts and Science College inaugurated – MUSES Club - the Language Club on 16 August 2018. The Chief Guest on the occasion was Dr. Samuel Rufus, Assistant Professor, Department of English, Madras Christian College, Chennai. Principal, Dr. D. Ashalatha, Vice Principal, Ms. Geetha Ravi, Shift II Co-ordinator, Ms. Purnalakshmi were the other dignitaries present on this occasion that marked the beginning of activities of the Language Club.

The Programme began with an **Invocation** to the Almighty seeking His blessings on the occasion. Bhagya. P.K. of I year Computer Applications and member of the Muses Club delivered the **Welcome Address**. Dr. Lakshmi Priya, Assistant Professor, Department of English, Shift I presented the Annual Report of the Department of Languages for the academic year 2017-18. This was followed by the Special Address delivered by Principal Dr. Ashalatha.

In a Talk that was highly informative, Dr. Ashalatha educated students on the process of language acquisition and briefed them on the scientific process of language production.

**Madras, Chennai** who has several years of experience in the areas of Technical Writing. The Workshop began with an inaugural at 10:00 a.m. This was followed by Session I on **Introducing Technical Writing** and a writing exercise. Session II was on **Technical Description** and a follow-up of the written work of students from Session I. The focus of Session III was **Technical Editing**. Session IV was on **User Manuals** The workshop came to an end with a feedback session from participants and the Valedictory. Certificates were distributed to the participants. The data from the feedback obtained was interpreted and the analysis was recorded.



The Workshop saw a higher turnout with 60 participants from 7 city colleges [Annai Violet, SRM University, SDNB, JBAS, Alpha College], in the place of the anticipated 30 participants. Faculty of the Department of English, Shift I and II contributed their best towards the effective coordination of the Workshop.

The Department of English, Alpha Arts and Science College, Shift I and II organized two competitions - **Libretto** and **Seam-a-Story** as part of the Chennai Literary Festival 2018 by **Chennai Literary Association** of which Alpha College is a part. The competitions were organized at Ethiraj College for Women, Chennai on 8 December 2018 following a short Inaugural. 12 city colleges got together at the same venue on the day to organize 17 competitions.

The Department of English, Alpha Arts and Science College, Shift I and II organized an **Inter-collegiate Workshop on Technical Writing** on 12 December 2018 in the College premises. The Resource Person for the Workshop was **Dr. D. V. Venkataramanan, Assistant Professor, Department of English, University of**

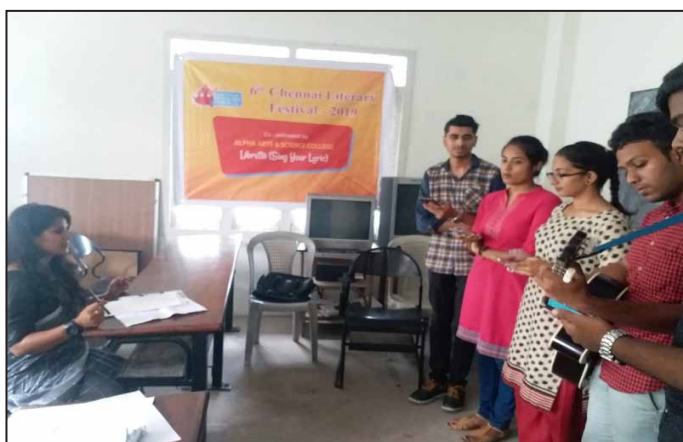
## College Magazine

The **Libretto [Sing-Your-Lyrics]** competition, a team event, witnessed participation from 4 teams. The judge for Libretto was **Ms. Lousica**, a professional from the educational software industry who interestingly, and surprisingly [!!!] was a participant of the very first Libretto competition organized by Alpha in 2015 in the college premises. The sweet surprise was a great encouragement to the team as it was a motivation to continue with the good work. The I place was bagged by Nithya Prabha and team from Meenakshi College and the II Place was won by our very own team from Alpha. The Theme for the lyric writing-composing-performing competition this year was **"Child Safety and Security"** due to the pressing need for protection of children from child abuse and molestation.



The Seam-a-Story [Story-Writing] competition had 176 students from 9 city colleges. The genre was Science fiction focusing on futuristic writing. The I place was secured by A. Kiruthika from Apollo Arts and Science College, the II Place was bagged by L. Shirley from Anna Adarsh College and the III Place was won by Uma Maheshwari from Shri Krishnaswamy College.

Ms. Sharon.E, Dr. Lakshmi Priya, Ms. Kokila from Shift I and Ms. Hemamalini and Ms. Snegalatha from Shift II were the faculty involved in the organization of the competitions.



The Department of French conducted competitions in Essay writing and Poster presentation as part of Muses Club competitions. The topic for the Essay competition was "La vie est belle"- (Life is beautiful) while the topic for the poster presentation was "La France et L' Inde"- (France and India). Students interested in the language

participated with enthusiasm and were selected as winners. The prizes were distributed in the Valedictory session by the Chief Guest Mr. Bruno Plasse.



The Department of Tamil conducted various events as part of the annual competitions of the MUSES Club. Students participated in Intercollegiate Competitions throughout the year. Students won first three places in the Essay competitions conducted by Senthamizh Illakkiya Peravai. Around 22 students were given consolation prizes by the same association. Students participated in the **Chennai Literary Fest 2019**, Elocution, Poetry writing, and essay writing competitions conducted by the Thamizh Valarchi Kazhagam at Jaya College of Arts and Science College.



Alumnus of Alpha won the III Place in the **Ariviyal Poonga Whatsapp Quiz Competition**. Jeeva and Karthik of ECS won the I and III place in the WhatsApp Quiz of 2019. The Department in Association with **Mylai Thiruvalluvar Thamizh Sangam** conducted One Day **Seminar on "Career opportunities for Youth"** in January 2019. **Dr.K.Balaraman, Director General, National Institute of Wind Energy, Chennai** inaugurated the One Day Seminar. The Special Address was delivered by **Dr.J.Daniel Chellapa, Senior Scientist, BARC, Department of Atomic Energy, Chennai..** Career Opportunities in the Media World, Government Services, Rural Areas were the topics of the Seminar. Kalaimamani **Dr.V.G.Santhosam , Chairman , VGP Group of Companies** distributed the Prizes and certificates to all the participants and the Valedictory Address was delivered by **Mrs. R.S. Isabella, Executive Director and Managing Director(I/C) REPCO Bank.**

The Department of Hindi conducted its club activities on 22 January 2019. The competitions conducted were creative writing (story, poetry, essay) in Hindi. Students participated eagerly in the competitions and displayed their talents.



The Department of English organized a **Workshop on Writing for Print Advertisements** as part of **Chennai Literary Festival 2018** organized by Chennai Literary Association of which Alpha College is a part.



The Workshop was organized on 9 January 2019 at the Alpha College premises. This is nearly the 5<sup>th</sup> year of Alpha working in association with CLF to organize competitions/ workshops for the larger benefit of the student community.



The content area of the Workshop was chosen by the Department of English to accomplish a couple of goals: to focus on the skill of writing [one on Technical Writing was completed on 12 December 2018]; to offer initial level training on preparing an advertisement copy so as to kindle interest in this field; to create awareness amongst students about job opportunities for good writers in the field of advertisements.

In this regard, the content of the Workshop [in 3 parts] focused on a history of Advertisements, Writing or preparing an advertisement copy and finally career prospects in the field of advertisements.



The Resource Person for the Workshop was **Mr. Harish Kumar, Director, HYPNAUTYX Pvt. Ltd., Chennai**. 28 students from 6 city colleges participated in the Workshop which commenced at 10 and continued up to 12: 20. Mr. Harish Kumar, with his vast experience in the field was definitely a value addition to the Workshop as he was able to provide.

The Department of English, Shift I organized 4 competitions, namely **Oratorical, Debate, Slogan Writing and Connexions** during the month of February 2019. The purpose for conducting these competitions was to build confidence in the use of the English language in a non-formal and fun context and to encourage the use of the language more frequently as also to train students to participate in competitions conducted outside the College.



## College Magazine

The Staff-in-Charge of the various competitions are as follows: Oratorical - Ms. Abika Adline Praicy, Debate - Dr. Lakshmi Priya, Slogan Writing - Mr. Arun Surya; Connexions – Ms. V. Kokila. The Topic for the competitions are as follows: **Oratorical: How close is the Indian nation to achieving Dr. APJ Abdul Kalam's India Vision 2020?; Slogan Writing: Nation Building.** The Topics were chosen in the context of the **Republic Day on 26 January 2019**. Students participated with great enthusiasm and showcased their talents in the competitions held.

The Department of Languages organized the Valedictory of its Club - The Muses Club - on 19 February 2019 in the college premises. The Programme started with an Invocation seeking the Blessings of the Almighty on the occasion.



Ms. Bhagya, of I Year Computer Applications, Student Representative of the Muses Club delivered the Welcome Address.

The Chief Guest for the Day was **Mr. Bruno Plasse, Director, Alliance Française de Madras, Chennai. Principal, Dr. D. Ashalatha** delivered the **Presidential Address**. In her address, Principal, Dr. D. Ashalatha spoke on the importance of being a language faculty and emphasized the need for learning the English language, as it is the second language in our country. She encouraged students to develop a passion and curiosity for learning a foreign language.

This was followed by the **Special Address** by Ms. Geetha Ravi, Vice-Principal, AASC. Introducing the Guest, Mrs. Geetha Ravi spoke of Sir's vast and varied experience in the field of Teaching of French across the globe. She was happy to share with the Chief Guest that the students of Alpha obtained University Ranks in Languages every year.

Delivering the Guest Lecture on the topic, **"The Importance of the Reading Habit"** Mr. Bruno Plasse, Director, Alliance Française de Madras, Chennai, promoted language learning as a fun activity, especially the learning of 'French'. Learning a language helps one look at the world with confidence and students should equip themselves with many languages to help them



face the world. He concluded by stating that learning a language is the identity of an Indian and it plays a vital role in his/her life. The Chief Guest Mr. Plasse and Principal Dr. D. Ashalatha distributed the prizes to the winners of varied competitions by the Departments of English, Hindi, French and Tamil. The event came to an end with the Vote of Thanks by Anita Basumatary, of I Biotechnology, Student Representative of the MUSES Club.

**Ms. Sharon.E and Ms.V.Kokila** participated in the **Cambridge English Annual Coordinators' Conference on Multiple Intelligence and the Roles of a Teacher** organized by Cambridge Assessment English at the Hotel Raintree on 24 October 2018.

**Ms. Sharon.E, Ms. Abika Adline Praicy and Ms.V.Kokila** participated in the **Faculty Development Program on Strategies for Effective Class Room Management** on 23 November 2018 organized by the Department of Business Administration [Shift I], Alpha College.

**Dr. Lakshmi Priya and Mr. Arun Surya**, participated in a 2-Day **Faculty Development Program on Goal Setting**.



**Dr. Lakshmi Priya**, Assistant Professor, Department of English presented a paper in the **National Conference on E-Commerce, Computing and Data Analytics [NCECDA'2019]** on the title "Impact of Indian Economy through Food Processing Apps" organized by the Departments of Computer Science and Applications, Alpha College on 23 January 2019.

**Mr. Arockiya**, and all members of the Department attended the **National Workshop on Citation and References Management using Mendeley** organized by the Department of Information Systems Management [Shift II] and the IQAC of the College on 6 February 2019. **Ms. M B Abika Adline Praicy, Ms. V. Kokila and Ms. Dhanya** participated in the **National Conference on "Re-envisioning Gender and Media"** conducted by Bhaktavatsalam College for Women on 31 January 2019.

**Ms. M B Abika Adline Praicy and Ms. V. Kokila** participated in the **National Workshop on Creative Writing** organized by the Department of English, Nazareth College of Arts and Science on 21 February 2019. **Dr. Lakshmi Priya**, also attended a **Focus-Group Discussion on Enhancing Graduate Employability through English Language Skills** on 4 March 2019

at The Rain Tree organized by Cambridge Assessment English. **Ms. Sharon. E, Dr. Lakshmi Priya and Ms. Dhanya. M** participated in a **Special Session** with Ms. Sue Trory, Head-Higher Education, Cambridge Assessment English, in the presence of Chairperson Dr. Mrs. Grace George, Vice Chairperson Mrs. Suja George, Ms. Maria, Coordinator, BEC, AGI, Dr. Mrs. Ashalatha, Principal, AASC, and others, to discuss needs, remedies and requirements for the implementation of the BEC and KET programme in the Alpha Group of Institutions on 4<sup>th</sup> March 2019 at The Head Office, Alpha Group of Institutions, Chennai.

The Department moves forward with the aspiration to reach grater heights in the years to come.

# DEPARTMENT OF ECONOMICS

The Department of Economics commenced its activities with the inauguration of **SURGE CLUB** on 14 August 2018.



The Chief Guests were **Thiru. Balaji.D, Shri. Mark Carl Ton Timothy and Shri.K.Vimal** from **Federal Bank, Porur**. The **Teck-Talk** focused on **Role of Banks for Student Support, Digital Banking and Investment in Mutual funds**.

**Thiru. Balaji.D Senior Manager, Federal Bank** shared his views and experience on banking structure. He explained the types of Bank Accounts, Savings Account, Current Account and Selfie Account. He also motivated students to start bank accounts. **Shri. Mark Carl Ton Timothy**, is Assistant Manager in Digital Banking, Federal Bank. He presented his speech on **Digital Banking and facilities such as Money Deposit, Withdrawals, Transfers, Loan Management** and Other facilities. **Shri. K. Vimal, Investment Relationship Manager, Federal Bank** spoke about **Investment and its importance and also on Mutual Fund and Types of Insurances**. Following the inaugural, the Department of Economics organized a field survey from 29 September to 1 October 2018. The survey was based on Agricultural Labour problems with a sample size of 50. The students gained



very good exposure in collecting data. The students gathered information about agricultural problems faced by the agricultural labourers.

The Department of Economics organized a **Field Trip for Creation of Awareness about Banking Formalities and Procedures** for the residents in and around the AASC campus on 18 December 2018.



This activity was conducted by II B. Com (A&B), Shift I Economics students from 1.00 p.m. to 2.00 p.m. and focused on making the people fill forms used in banks like deposit challan, withdrawal challan, application form of various banks, etc. The students covered nearly 25 households and this activity was supportive to the people.

The Department of Economics wound up the **Surge Club** activities on 18 March 2019 with a **Valedictory cum Exhibition on Financial Awareness**. The Surge club office bearers prepared power point presentations on various financial concepts like Banking forms, Fixed Deposits, Recurring Deposits, Educational and Personal loans, Insurance, Post Office and Provident Fund.



The volunteers from shift-I II B.Com. A and B assisted with the smooth conduct of the exhibition. At the end of the valediction, Dr. D. Ashalatha, Principal distributed the certificates to the prize winners.



**Lt.Dr. B. Bhuvanewari, Head, Department of Economics** participated in a **Workshop titled Good to Great** on 25 October 2018 at IQAC, MOP Vaishnav College for Women. **Lt.Dr. B. Bhuvanewari** participated in the **National Workshop titled Citation And Reference Management Using Mendeley** on 6 February 2019 at AASC.

**Ms. B. Vijaya Samundeeswari, Assistant Professor, Department of Economics** attended an **FDP on Strategies for Effective Classroom Management** on 23 November 2018 at AASC. **Ms. B. Vijaya Samundeeswari** attended an **FDP On Entrepreneurship Development** on 21 and 22 December 2018 at EDII TN, Ekkatuthangal. She participated in the **Workshop titled Sustainable Consumption of Energy** on 14 December 2018 at IOA, Royapettah. Participated in the National Workshop titled **Citation and Reference Management Using Mendeley** on 6 February 2019 at AASC.

# SHIFT I DEPARTMENT OF MATHEMATICS

The Department of Mathematics begins each academic year with a Bridge Course in Mathematics for the students of the first year. This two-week course helps them to recall and learn important concepts in Mathematics that they were taught in Standard XI and XII in school so that they can do better in their core course at the undergraduate level.



The Department Club **Integra** was inaugurated by **Dr. Dr. T. Johnson, Head, Department of Mathematics, Dr. M.G. R. Educational and Research University, Chennai.** The Resource Person **Dr. Dr. T. Johnson** delivered a **Guest Lecture on Number Theory.** The club inauguration was followed by various activities like Math Olympiad, T-Shirt painting, Quiz, ADZAP, Math Modeling and Collage in which the students participated with heartiness. They were motivated by the applications of mathematics in day today life.

The **Guest Lecture on Statistics** was organized by the Department of Mathematics on 12 December 2018. **Ms. S. Shanthi, PG Head, Department of Mathematics of Guru Nanak College, Chennai** delivered a **Lecture on Statistics and its Applications in Sampling Theory.** Students from II B.Sc. BT, II B.Sc. CS, I M.Com. and II B.Com. CS were benefitted by the Guest Lecture. The Lecture was informative and touched all topics such as critical region, level of significance, F test, t- test, Large and small sample test.

The Department also conducts Placement Training Classes for the benefit of final year students from 1.00 p.m. to 2.00 p.m. and conduct tests on numerical aptitude. The students display many interesting articles on the notice board every week for improving their knowledge in mathematics. Students are encouraged to participate in various math related inter collegiate competitions.

Faculty also participate in various seminars and conferences conducted by other educational institutions to refresh their knowledge and update themselves to handle classes more efficiently. The Department also conducts FDP programmes to enrich staff members. Faculty also engage in paper publications in national and international conferences.



The Club activities ended with the **Valedictory** on 22 February 2019. **Dr. Kalyani Desikan, Division of Mathematics, School of Advanced Sciences, VIT, Chennai** was the Guest of Honour.

The Guest Lecture was delivered by the Resource Person on 22 February 2019. The Lecture started with an interesting game in which students participated with enthusiasm and continued with the Resource Person elucidating on the **Origin, importance and application of Operations Research** in different fields. **Dr. Kalyani** explained the applications of OR in Disney World and British Airways. The Lecture shed light on how to solve OR problems in MS Excel using solver-in app.



## SHIFT II

# DEPARTMENT OF BUSINESS ADMINISTRATION

The Department of Business Administration inaugurated **Genesis Club** on 17 July 2018 **Dr. P. S. Manjula, Assistant Professor, Department of Management Studies, University of Madras** was the Chief Guest for the day.



The Chief Guest and the Principal presented the badges to the office bearers of **Genesis Club, 2018**. **Dr. P.S.Manjula, Chief Guest**, delivered the Inaugural Address and the Presidential Address was delivered by Principal **Dr. D. Ashalatha**.

The dignitaries lit the candle as a mark of a new beginning for the up- coming activities of the Department for the academic year 2018-19



The Department of Business Administration organized a one-day **Tech-Talk** on **10 August 2018** on the topic **Motivation and Holistic Personality Development**. **Dr. V. Jacob John** was the Chief Guest for the day.

A **Guest Lecture** was organized on 4 December 2018 on the topic **Financial Intelligence** by **Mr.Vivekanand**.



The Department of Business Administration Organized a **Guest Lecture** on 21 January 2019 on the topic **Current Trends in HR** by **Ms. Jasper Preethy Rajan**.

A **Guest Lecture** on the topic **Campus to Corporate** was conducted on 5 February 2019 by **Ms. Hema Mohanasundaram**.



The second year BBA students participated in a **Signature Campaign on Road Safety Awareness among the Public**.

**Ms.A.Vidhya** participated in a **National Conference on E-Commerce** organized by the **Department of Computer Science, Alpha Arts and Science College**.

All the staff of BBA Department attended an **FDP on Citation and Reference Management using Mendley Software** organized by the **Department of B.Com. (ISM), Alpha Arts and Science College**. **Mr.C.Ashok Kumar** published a **book on Management Accounting**.

## SHIFT II

# DEPARTMENT OF COMPUTER APPLICATION

The Department of Computer Applications (Shift-II) organized its Club Inauguration **TECH Masters and a Guest Lecture on Data Science** on 30 July 2018.

The Session began with a Bible Reading. The Welcome Address was delivered by Darron Savio John of III BCA. Dr.D.Ashalatha, Principal, Alpha Arts and Science College, delivered the Presidential Address. She encouraged students with positive and motivational thoughts.



**Mr. Ramachandran Krish, Head, Macro Initiatives and Strategy, 361 degree Minds**, delivered the Inaugural Address. He enlightened the students about the importance of being updated with newly evolving technologies. His speech was so encouraging to the students. The Club was inaugurated with the lighting of the lamp by the Chief Guest, Principal, Vice Principal and the Shift-II Coordinator. The Department office bearers were installed in their designation.



Mr. Ramachandran Krish shared his knowledge on data science in the areas of Problem-solving, Critical thinking and attitude of life-long learning.

**Tech Master**, a Technical Quiz Competition was organized by the Department on 13 December 2019 in the College. In total there were 14 teams that registered

for the event. Each team consisted of 2 students from the respective departments. Students from BCA,ECS,ISM,CS participated in the competition. 2 teams participated in the preliminary round. The preliminary round had 30 questions which teams had to answer within a time span of 20 minutes. The teams who secured the first five places among twelve, progressed to the final round. The quiz was judged by Ms.L.Shaheetha, Assistant Professor of the Department. The event was co-ordinated by R.Praveen, III BCA. As per decisions made by the judges Based on the marks secured, the top three teams were announced as Winner.

A **Guest Lecture titled Data Analysis with Python** was conducted by the Department on 5 January 2019. Students of BCA and CS, Shift II benefitted from the Lecture. The Resource Person was Ms.L.Kanchana, Senior Tech Mentor, Integrated Chip Solutions, Chennai. The Guest Lecture began with an introduction to python and then went deeper into python in data analysis. The lecture was demonstrative and lucid in a way that students caliber could grasp the concepts and put to use in the real world. The lecture highlighted the importance of python and showed the efficiency of python over other languages. Furthermore, statistical concepts like hypothesis testing, sample size determination, chi square test, regression analysis, ANOVA were explained. An overview of data analytic tools such as SAS, APACHE SPARK, Rapid miner and quikview was also given. All students participated actively with enthusiasm and displayed a zeal for gaining knowledge and acquiring skills through the program.

As part of a curriculum enrichment exercise in Environmental Studies, the Department organized a **Field Trip** for its students to **Nallakeerai Plant Nursery** located at Red Hills, Chennai on 26 February 2019. The 28 students participated in the trip. The students came to know that there are so many varieties of greens around the world each of which contains unique medicinal properties. They realized that nature was being destroyed by artificial products and they needed to do their bit to help save nature and its creations in order to avoid extinction of species and plants by using organic products

Students of the Department brought laurels through their academic excellence. **P.Bharathi** secured University Ranks in Major, Tamil and English. **G.Harikrishan** secured University ranks in French and English. **Ms.R.Sangeetha** obtained a University Rank in English.



SHIFT II  
DEPARTMENT OF  
COMPUTER SCIENCE

The **Department of Computer Science** organized a one-day **Workshop on Artificial Intelligence** on 11 January 2019. **Mr. Sakthivelan Ravindranath Tagore, Founder, of Intellisym Research Engineering Solutions Pvt. Ltd.** was The Chief Guest for the day. He enlightened the audience with information about **Artificial Intelligence**. The session was both interactive and informative.



**Dr. Sri Priya Arunachalam**, Head of the Department published a research paper in the International Journal of Computational Engineering Research, paper titled **Cryptic Data Security its Cloud Storage System** (ISSN: 2250-3005).



The Department of Computer Science organized a one-day **Industrial Visit to Eye Open Technologies** on 15 February 2019. Students received knowledge about latest technologies such as MySQL, common concepts of DBMS and Embedding Systems, Big Data, Machine Learning, AI, HTML5 as well as Data Science.



## SHIFT II

# DEPARTMENT OF COMMERCE

The Inaugural ceremony of **Handel Club** was held on 21 August 2018. Principal **Dr.D.Ashalatha** presided over the inaugural.



The Department organized an **Industrial Visit** for final year students to **The Central Dairy, Tamilnadu Co-operative Milk Producers Federation Limited**.



An **EVS Trip to the Theosophical Society, Adyar** was organized for students. They gained knowledge about nature, comparative religion, philosophy and science.



A **Guest Lecture** was organized on the **Impact of GST on Indian Economy** on 14 December 2018. The Guest Lecture was delivered by **B.Venkatesh, Head of Finance and Accounts, Five Star Business Finance Ltd. Chennai**.



The Resource Person discussed the history of GST, structure of GST, pre and post collection of revenue after GST, Black Economy, Input credit on GST, and benefits of GST.

# DEPARTMENT OF INFORMATION SYSTEMS MANAGEMENT

**MASS'18 Club** - the Club of the Department of Information Systems Management - was inaugurated by **Dr. S. Chandra, Principal, Chennai National Arts and Science College, Chennai** (Retd. Principal, Dr. Ambedkar Govt. Arts College, Vysarpadi, Chennai) on 07 August 2018. **Dr. Ashalatha, Principal, AASC**, Mrs. Geetha Ravi, Vice Principal and Mrs. A. S. Purnalakshmi, Shift II Coordinator, AASC graced the occasion with their presence.



The student in charge welcomed the gathering and the dignitaries lit the candle as a mark of commencement of the Department's activities for the academic year. Dr. Ashalatha, Principal, AASC, delivered the Presidential Address. Dr. Aneeshkumar, Head of the Department introduced the Chief Guest. The Chief Guest distributed badges to the office bearers of MASS Club 2018.



The Chief Guest delivered the Inaugural Address. The Guest shared some of her academic and administrative experience with students, which was informative and motivational. Finally, Madam shared tips on effective stress management to the students. The session concluded with a vote of thanks and National Anthem.

The Department of Information Systems Management organized the 2<sup>nd</sup> National Seminar on The Dynamics of Data Analysis and Research Publications is by on 28 September 2018. The Inaugural was graced by Chief Guest **Dr. Jawahar Nesan, Vice Chancellor, Saveetha University, Chennai**, **Dr. M. J. Kumari, Principal, College of Nursing, JIPMER, Puducherry**, **Dr. Sridhar, Resource Person** and **Dr. D. Ashalatha, Principal, Alpha Arts and Science College**.

The Inaugural Address was delivered by the Chief Guest on the "Innovations and technological growth of research". He emphasized the importance of 'innovations' and how students should actively participate to find solutions for unsolved problems. He insisted that our students should pursue valuable research to improve their academic status. Dr. M. J. Kumari explained about the framing of research articles and impact factored journal selection. At the end of Inaugural, the Chief Guest released the Seminar proceedings with 70 international and national articles.



This was followed by a Talk by the Resource **Person Dr. Sridhar**, who started his session with an inspirational quote "Some of the most beautiful things we have in life comes from our mistakes, and the success of it will be the milestone." He explained how to prepare a good research article and the process involved in it. In the afternoon session, the paper presentation was conducted, more than 50 papers were presented and **Dr. M. J. Kumari and Dr. G. Praveen Kumar, Enterprise Architect, Inatech Private Ltd., Chennai** were the Judges. Research scholars, faculty members and students from various colleges were interestedly participated.



Dr. G. Praveen Kumar was the Guest for the Valedictory. He gave a motivational speech on the realistic application of big data in the era. The prizes and certificates were distributed. The Department of Information Systems Management organized an Inter-departmental poster presentation on 28 September 2018 alongside the 2<sup>nd</sup> National Seminar on **The Dynamics of Data Analysis and Research Publications**. The Poster Presentation competition was conducted between 11:30 a.m. to 1:30 p.m. 46 teams of 87 students were participated from various departments of Shift-I and Shift-II in this program and presented their posters based on the topic "E-Wastage". **Dr. M. J. Kumari, Principal, College of Nursing, Jawaharlal Institute of Postgraduate Medical Education and Research, Government of Puducherry, Puducherry**, was the Judge for the session. The assessment was made based on creativity, presentation and content.

Ms. Teena Jasmine, Rof II year B.Sc. Biotechnology received the first prize cash award of Rs.1000. Ms. Ramya and Mr. Sathya of III year B.Sc. Electronics and Communication Science (Shift I) received the second prize cash award of Rs.500 for best posters. Mr. Nishok. R from II B.Com. General (Shift II) received a special prize for clarity in presentation. All participants received a certificate **from Dr. G. Praveen Kumar, Enterprise Architect, Inatech Private Ltd., Chennai** in the Valedictory.



The Department of Information Systems Management [Shift II] organized an Environmental Studies (EVS) Trip to **Dakshinachitra Museum** and **The Madras Crocodile Bank Trust** on 29 September 2018. Four faculty members accompanied 47 students from I, II and III year. The students closely observed the traditional culture of various states in south India in Dakshinachitra Museum.



At the **Madras Crocodile Bank Trust**, the students learned about various types of Crocodiles and their behaviours.

## SHIFT I & II DEPARTMENT OF PHYSICAL EDUCATION

The Department of Physical Education organized a **Dental Checkup Camp** for students was conducted on 18 August 2018 in collaboration with **Elite Dentistry** at Alpha Arts and Science college. The Camp was conducted for 2 days for all the first year students and faculty.



## N. GEORGE MEMORIAL TROPHY

The Department of Physical Education organized the first **N.George Memorial Inter-School Tournament** on 13 and 14 August 2018 at Alpha Arts and Science College. The following games were conducted

### Boys

Cricket u-14

Volleyball

Throwball

### Girls

Volleyball

Throwball

Fixtures were drawn and the tournaments were conducted on a knock out basis. Nearly 30 school participated. The N. George Memorial Interschool Tournament was inaugurated by **Dr.D.Ashalatha**, Principal, Alpha Arts and Science College.





<u>GAMES</u>	<u>WINNERS</u>	<u>RUNNERS</u>
CRICKET BOYS U-14	GOV.HR.SEC.SCHOOL ASHOK NAGAR	MAHARISHI VIDYA MADIR
VOLEYBALL BOYS	SETHU BASKARA MATRIC SCHOOL	SATHYA MAT.HE.SEC. SCHOOL
THROW BALL	P.S.MAIN HR.SEC.SCHOOL MAYALAPUR	ST.VINCENT HR.SEC.SCHOOL
VOLLEY BALL GIRLS	JEPPAIR MAT.HR.SEC.SCHOOL OMR	CHENNAI GIRLS HR.SEC.SCHOOL
THROWBALL	VELLAMAL MAIN HR.SEC. SCHOOL	J.G.MAT.HR.SEC.SCHOOL

The **Valedictory** of the N.George Memorial Tournament was held at Alpha Arts and Science College. Principal, **AASC**, **Dr.D.Ashalatha** was the **Chief Guest**. Madam distributed the trophies, medals and certificates to the winners and runners team.



# EXTENSION ACTIVITIES

## NCC - NATIONAL CADET CORPS

### 1 [TN] ARMoured SQUADRON

The Alpha NCC actively served society through social service activities. The activities for the academic year 18-19 started with the **COASTAL Clean Up Day on 15 September 2018**. As per the instruction of 1 (TN) ARMD SQN NCC, 1 ANO & 05 of our college, NCC cadets volunteered to take part in **Coastal Cleanup Day** organized by Ex National Cadet Alumni Association (ENCCA) on 15 September 2018, between 06:00 hours and 08:00 hours from ECR Beach (Vekuvankenni beach) to Kovalam Beach. Cadets actively participated in cleaning and segregation of waste in and around Kovalam Beach. Refreshments and appreciation certificates were given to cadets who participated in the noble act. This was followed by **Swachhta Hi Sewa**, National Cadet Corps [1 (TN) ARMD SQN NCC] of the college coordinated the cleaning of streets and segregation of waste around the college premises and construction of decomposition pits on 19 September 2018 & 24 September 2018, respectively between 06.00a.m and 08.00 a.m. The drive was initiated by **Dr. D. Ashalatha, Principal**, of our college. The next service event was **Blood Donation Drive – Share Blood – Share Life** Where National Cadet Corps [1 (TN) ARMD SQN NCC] and the Department of Physical Education, of the college in association with the **Blood Bank, Lions Club**, Egmore, Chennai – 08, organized a **Blood Donation Drive Share Blood – Share Life** on 25 September 2018. **Dr. D. Ashalatha, Principal**, initiated the drive of the college. Nearly 200 students from various disciplines of the college including 45 NCC cadets and faculty members volunteered to donate blood on this occasion. The team of 12 doctors along with trained faculty came forward from the Blood Bank unit and checked students' health conditions. 180 out of 200 volunteers donated blood.

A unique activity for NCC cadets was **Sapling Planting**, **Alpha NCC Unit, 1 (TN) ARMD SQN NCC**, organized **Planting Saplings** on 21 and 26 January 2019 in the college premises to promulgate an eco friendly atmosphere. Nearly 47 NCC cadets, along with **Ms. Geetha Ravi, Vice Principal, Ms. A. S. Purnalakshimi**, Shift II Coordinator and staff members from the college volunteered to join hands in this noble act of saving the environment. **Lt. Bala Samuvel J.** Associate NCC Officer, and **Mr. Dermiz Allwin**, Director of Physical Education coordinated the program and **Hav. Kamala Kannan, Permanent Instructor, 1[TN] Armoured Squadron NCC** represented the officer on the occasion. The next service event was a **Seminar on Career Guidance for Uniformed Services**. The **NCC Unit** together with the **Friends of Police [FOP]** of the college organized a **Seminar on Career Guidance** for Uniformed Services

19 January 2019. **Wing Commander Dhanushkodi Raja** motivated students with his rich experience on the battlefield and taught them how to crack the SSB. 80 cadets benefited from this event. The NCC unit feels proud to record The **Independence Day** and **Republic Day** Celebrations on 15<sup>th</sup> August 2018 and 26<sup>th</sup> of January 2019 respectively. The NCC contingent proudly presented a parade saluting the national flag and showed their respect to the nation. **CADO ALPHA** was celebrated on 1 and 2 March 2019. The Alpha NCC Unit [1 (TN) Armd Sqn NCC], organized CADO ALPHA for the fifth consecutive year. Around 500 cadets from 20 different colleges actively participated in this NCC Competition such as **Drill Competencies** like **Contingent Drill, Guard of Honour and Individual Drill**. **Thal Sainik** events such as **Tent Pitching, Map Reading** were conducted by drill instructors. Day 2 started with **Cross Country**, followed by **Paper Pen Test and Flag Area**. The **Firing Capabilities of Cadets** was also tested by **Mr. Balaji Dayalan, Former Indian renowned Rifle Shooting Champion, Director, Aim for Gold Firing Academy**. The **Best Cadet** event was conducted by **Mr. Abhishek, Best Cadet - Gold Medalist - 2013, Air Wing, SRM**. Cultural Competitions such as Solo Instrumental, NIAP (National Integration Awareness Programme). Finally, Tamilnadu Dr. Ambedhker Law University was presented the 5<sup>th</sup> CADO ALPHA overall banner and Trophy. CUO. Pradeepkumar C. thanked all the cadets participated in the Competitions.

Cadet NITHISH KUMAR .K, attended **State Level NCC Camp - Inter Group Competition [IGC]- TSC. 16 cadets** were found eligible to write **C Certificate Exam** on 23 and 24 of February 2019 at GKM Engineering College and **12** attended **B Certificate Exam** on 9 and 10 of February 2019 at DGV College, Chennai.





# EXTENSION ACTIVITIES

## NSS - NATIONAL SERVICE SCHEME

### ACTIVITIES



The **NSS Unit – 1 of Alpha Arts and Science College** started its activities for the academic year 2018-19 by organizing a **Yoga Demonstration** in collaboration with ISHA Yoga, Chennai unit to commemorate **International Yoga Day**. The NSS volunteers participated in **Rain Water Harvesting, Consumer Protection, Road safety awareness Programs** and also **Rallies** organized in association with **Awareness Creation on Public Rights (ACPR)** to create awareness about public rights. About 20 volunteers participated in the awareness on **Income Tax**, a payment survey in association with **Chennai Corporation**. Five volunteers participated in **Science Communication Competition** held at the **University of Madras**. NSS Volunteers contributed Materials to the **Kerala Relief Fund for the Kerala Flood Victims to University NSS Cell**. Ten Volunteers participated in the **Golden Jubilee Competitions** held at Sairam Engineering College. The **NSS PO** was invited by the **NSS Vel-Tech College, Avadi** to inaugurate the Golden Jubilee activities of the college. NSS Girl students attended the **Stress Relief Seminar** organized by **GSS Jain College**. The Alpha Unit of NSS conducted **Inter Departmental Oratorical Competitions** to commemorate the Birth Anniversary of **Bharat Ratna A.P.J. Abdul Kalam**. This was followed by a survey program, **An Awareness on Leprosy Eradication** in October 2018 along with **SPARSH** and **Chennai Corporation**. NSS volunteers attended a two-day Workshop conducted by **Sri Sankara Arts and Science College**. Alpha NSS Unit as part of Golden Jubilee programmes of NSS conducted **International Diabetic Day Rally** and **Medical Checkup Camp** and also celebrated Children's Day in association with **Lions Club of Golden Park and Apollo Hospitals** at the Adopted School, Chettiaragaram on 14 November 2018.

The Alpha NSS unit hosted the **Declamation Contest** sponsored by **Nehru Yuva Kendra**, Chennai Division, Ministry of Youth Affairs and Sports, Central Government of India on 5 December 2018. A **Seminar on Responsibility of Youth** was conducted on 22 December in the Campus. 20 volunteers participated in the **Youth Parliament Competitions** held at **Jaya College of Arts and Science**, Thiruvallur District on 18 January 2019. Alpha Volunteers participated in the **Road Safety Awareness Signature Campaign** in association with **ACPR** from 29 January - 5 February throughout the city of Chennai. A **One-Day Workshop on Career**

**Opportunities for Youth** in association with **MTS Sangam & NYK, Government of India** was conducted by the Department of Tamil along with Alpha NSS unit on 30 January 2019. 100 volunteers participated in the workshop. Volunteers took part in the second phase of **Survey Awareness of Leprosy Eradication Programme** along with Chennai Corporation in the month of February. Five volunteers participated in the **State Level Workshop** conducted by **Pachaiyappa's College** in March 2019. The NSS Unit of Alpha organized programmes creating awareness on **Right To Vote** in collaboration with **Thiruvallur Collectorate** to create awareness on 100% voting by organizing a **Signature Campaign, Missed Call Pledge, Formation of 100% Voting Logo, Pledge by Staff and students** etc., **V. Manishvasan** of III B.Com. attended the **International Youth Programme at South Korea in July 2018**. He also received The **BEST VOLUNTEER** Award presented by the University of Madras.



## EXTENSION ACTIVITIES

# NEN - National Entrepreneurship Network

The National Entrepreneurship Network [NEN] of the College organized a **WF-101 Course Workshop** from 26 to 28 June 2018 in the AASC campus on **WF-101 Curriculum**.

On 14 September 2018, the NEN team conducted a Logo Competition for all students of the college. The best logos were reward with prizes. **AASC-IDEAX** was the name created for the E-Cell by the students during the course of this competition. A **E-Neur Propostium 2k19 and WF-100 Orientation** were organized on 29 and 30 January 2019 by the coordinators of NEN and the IDEAX E-cell leaders and members. A **Campus to Company** competition was conducted and the best ideas received appreciation. The best two ideas were shortlisted and implementation on the same is in progress.

Two E-leaders from NEN, AASC J.Mathialagan and P.Muthu Kumar from II year B.Com. (S-I) and II year BBA (S-II) respectively attended the **Regional E-Leaders Workshop at Anna University** on 2 and 3 August 2018 to learn how to run the E-Cell efficiently. They also learnt about conducting practicum for the WF-100 course.

The **TNSI (Tamil Nadu Students Innovators)** conducted an **Awareness Program** to bring innovations and start-ups from the young minds on 15 October 2018. Three NEN E-Cell members K.Ameer, II B.Com S-I, S.Nishok, II B .Com, S-II and S. Priyadharshin, II B.Com(S-II) attended the program and this team submitted a start-up idea proposal on "Environmental saving concept: Fuel from Water".

K.Ameer of II B.Com. (S-I) and J.Mathialagan of II B .Com. (S-I) attended a **Regional Knowledge Sharing Workshop on Sustainable Consumption of Energy and Water** on 14 December 2018 at IOA, Royapettah, Chennai. Resource persons from various energy and environment organizations provided their suggestions on energy and resources conservation. The students used this opportunity to create business ideas related to "Conservation of Environment and Energy".

J.Mathialagan of II B.Com. (S-I), S.Saravanan of II B.Com. (S-I) and S. Priyadharshini of II year B.Com. (S-II) participated in the Regional level **Enantra 3.0 Brand Manager Meet** at CED Anna University on 12 January 2019. S.Priyadharshini was selected as "Brand Manager" of ENANTRA-3.0, 2019.

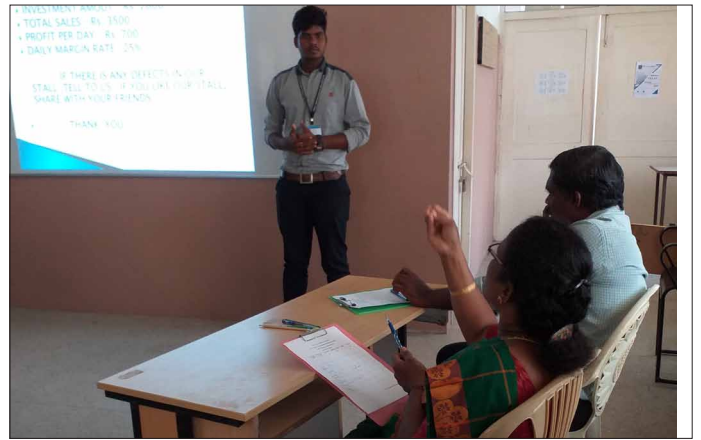
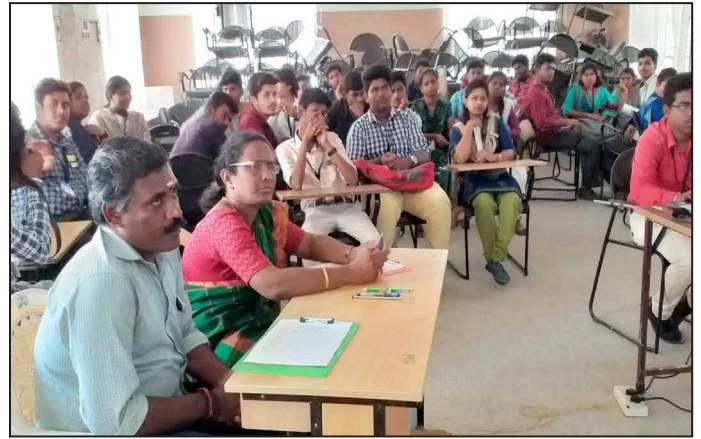
The Project submitted by S. Priyadharshini of II B.Com. (S-II) at CED, Anna University was selected in the Top 50

category at the Enantra 3.0 Startup Pitchfest held at CED Anna University, Chennai. This fest was organized to help students learn to pitch their ideas correctly.

Ms. Geetha Ravi, Vice Principal, AASC, Ms. B.Vijaya Samundeeswari, Assistant Professor, Department of Economics and Dr. S. Srimathi, Assistant Professor, Department of Commerce participated in the **Top Management Meet** held at CED Anna University, Chennai on 28 November 2018.

**Ms. B.Vijaya Samundeeswari, Assistant Professor, Department of Economics** participated in a Workshop on "Sustainable Consumption of Energy and Water" on 14 December 2018 at IOA, Royapettah, Chennai.

**Ms. B.Vijaya Samundeeswari, Assistant Professor, Department of Economics and Dr. S. Srimathi, Assistant Professor, Department of Commerce** participated in an FDP titled "Entrepreneurship Development" on 21 and 22 December 2018 at EDII TN, Ekkatuthangal. EDII and CED Anna University conducted this workshop to share information regarding EDII procedures and TNOU certificate course.



# EXTENSION ACTIVITIES

## Rotaract Club



The Rotaract Club of Alpha Arts and Science College began its activities for the academic year 2018-19 with the **Second Installation of the President Rtr. Seema Baghawathi**, the elected president from the District Rotaract Council 3232 on 21 August, 2018. Rtr. Seema Baghawathi of III BCA Shift I was selected the Second President and RTR. Prasanth of II ECS as Secretary of the Rotaract Club of Alpha Arts and Science College. The installation was initiated by Parent Club President RTN. Venkatesan and DRR. Girish, of the District Rotaract Council 3232, in the presence of **Chief Guest RTN. Rajendhiran**, the elected treasurer and IPP of the Rotaract Council of India and also an active member in the Board of Central Education.

The Rotaract Club started its projects for the academic year 2018-19 with the collection of data for the donor group that is blood group database on 5<sup>th</sup> August 2018. It is an initiative to have a separate database for the blood group collection center of every Green Rotaractors.



Rotaract Club of Alpha Arts and Science College celebrated Teacher's Day on 7 September 2018 as teachers are said to be the second parents. It was a remarkable experience for us as rotaractors.

The Rotaract Club takes pride in announcing that the **first letterhead Exchange** was designed by Rtr. Vignesh Balaji. The First Letterhead was presented to the **Parent Club President Rtn. Venkatesh** and **DRR. Rtr. Girish** was exchanged the letterhead with the Rotaract Club of K.S. School of Engineering for a service motto and with a vision ahead.

### Second Installation - Vashista

The other Members in the installation ceremony were **Rtn. Olivannan, the God Father of the District Rotaract Council of 3232** and the active member of the Parent Club Madras North, Rtn. Joseph Raja, CRR of the District Rotaract Council and also **Rtr. Sindhu Selvan the GRR of the Club** made the ceremony a grand success with their presence.



The Club was also a part of the essay writing and Story writing at the Chennai Literary Festival on 8<sup>th</sup> December 2018 at Ethiraj College in association with Chennai Literary Festival. The Club members participated in other activities while they enriched their abilities in every activity they chose.



The Rotaract Club of AASC in association with the Rotaract Club of Vishwaitha organized a **SEVA Project** to feel the pain of every grandparent when they are sent to an old age home. This project made students aware that not every parent is a burden when they have grown old. The Rotaractors celebrated Ganesh Chaturthi with them along with the supporting team. It was a memorable day talking to all the Grandparents making them smile with the sharing, joking, dancing. The Co-Chairman for the event was Ms. Devi of II B. Com. General who motivated every rotaractor with her cherished smile and service to the mankind.



The Rotract Club of AASC along with Rotaract Club of North Madras (parent Club) organised **VIDIYAL: Female Care** in association with **Apollo Group of Hospitals** for the welfare of the Girl Child at Music Academy on 1 September 2018. It was a programme where several Kollywood singers came forward with their support for a noble cause. **Padmashri S. P. Balasubramaniam** was the Chief Guest for the day. The programme came to an end with the distribution of funds to Apollo Hospital for the female child care unit.



The Club also did joint projects with Rotaract Club of Vishwaitha called **Back to School Days**. As the name implies, the fun filled day at school playing all sorts of games reminded the students of their own childhood days. It was truly worth joining hands being one of the host clubs for this amazing event. The co-chairman of the project was **Rtr. Ramya**.

### RYLA

Rotaract District Council 3232 organized **RYLA** (Rotaract Youth Leadership Award) for the district rotaractors from 28 September to 30 September 2018 at **Grand Ocena Beach Resort, OMR, Chennai**. The Rotaractors participated in RYLA to develop their skills as leaders of the near future. **Rtr. Vignesh Balaji, Rte. Manoj and Rtr. Prashanth**, participated and bagged certificates by proving their leadership skills among all the city colleges and were awarded by Rtn. Seshadri, the Founder of RYLA.

Following RYLA, rotractors of Alpha participated in **Magudam**. The name meaning 'crown' implies that every Rotaractor carries a crown on his/ her head a proud thing all through this life in rotaract. Magudam was organized by the District **Rotarct Council 3232**. This was the second international conference attended by the team. It was held at **Chettinad Vidhaysharam** on 26 September 2018.



This was followed by **Dance of District**, on 29 September 2018 at T. N. Rajarathinam Hall, Adayar. It was an event to save the girl child in association with our Parent Club, Rotary Club of Madras North RID 3232. **Rtn. Suchithra, wife of Rtn. Venkatesan** the Parent Club President was a good motivation in bringing out the dancers of the club to a performing level.



**RYLA-THADAM**, was organized by DRR 3232 from 12 of October to 14 of October 2018, a way to know more about Rotaract in the most fun filled way. This was the thing learned by three of our rotaractors **Rtr. Suruthika, Rtr. Devi Barathy, Rtr. Subha**. The **RYLA** (Rotaract Youth Leadership Awards) team conducted many sessions and activities, which was so helpful for our rotaractors such as Rtr. Pascal Xavier. The session was a fun filled and a thrilling one.



Thus, we went through our next experience with the Blasting event joining hands with the **Rotaract Club of Viswahita**. The event was more enthusiastic with popular celebrities. This project is called **Swachh Bharat Professional Service**. The team has raised funds for a hygienic dormitory facility in the adopted village of a joint project.



The year ended with the **Valedictory** when the Parent club and the Rotarct club of AASC agreed to select and nominate the next President the forth coming academic year with voting from DRR 3232 Zone.

# EXTENSION ACTIVITIES

## ALPHA ENACTUS



The **Enactus** Club of Alpha Arts and Science College, the sponsored club of **ENACTUS INDIA**, an international not-for-profit organization is dedicated to inspire students to take entrepreneurial action to improve the lives of people through students. The club has active members from various disciplines of the college: Ms.Teana - II BT, Mr.Punith Raj - III B.Com, Mr.Gladson - I BCA, Ms.Esther - I BT, Ms.Bagya - I BCA, Mr.Hariharan - II BT, Mr.Balachandar - I BT, Mr.Venmani - I BT. **Enactus** promotes students as social entrepreneurs by focusing more on case studies and linking the curricula with real world business challenges and creating opportunities for students.

**Kaani Nilam (CSA) Farms**, a first project of its kind in Chennai, introducing **Weekly Veg Box**, delivers farm fresh vegetables directly from farms to the door steps of the customer.



Alpha Enactus has also adopted a tribal village near Palavanthalgal and conducted awareness programmes on **Women's Safety** for the residents. These awareness programmes focus on Women's Hygiene and safety. The **Enactus** team has also initiated a project on **Roof Gardening – Organic** with women folks in and around the college.

This helps the students participate in social entrepreneurship contests through a common programme called Enactus. Alpha Enactus is working with the project **Kaani Nillam – Organic Farming and Roof Gardening** with **Kanchi Organic Farming** to create sustainable income for women farmers.

# EXTENSION ACTIVITIES

## EDC - ENTREPRENEURSHIP DEVELOPMENT CELL

The **Entrepreneurship Development Cell** of Alpha Arts and Science College coordinates various activities devoted to Enterprise Creation and Entrepreneurship Development. It aims at enabling students to generate income through various activities, empower them through Skill development training and Awareness Building Programmes. The Entrepreneurship Development Cell conducted a **Guest Lecture on How to Become an Entrepreneur** on 23 October 2018. The Guest for the day was **Mr. Magesh Sankar, CEO, Maruthi Technocrat E Services, Chennai**.

The program illustrated the step-by-step process in becoming an Entrepreneur. It was widely elucidated by the Chief Guest and the rudiments of becoming an entrepreneur right from the registration of the company to obtain loan in the market sustaining process. Around 300 students of the college benefited.



# EXTENSION ACTIVITIES

## YRC - YOUTH RED CROSS



The club organized an **Awareness Program on Road Safety** for the public to create awareness on the importance of Human life with respect to traffic rules and regulations in the society.

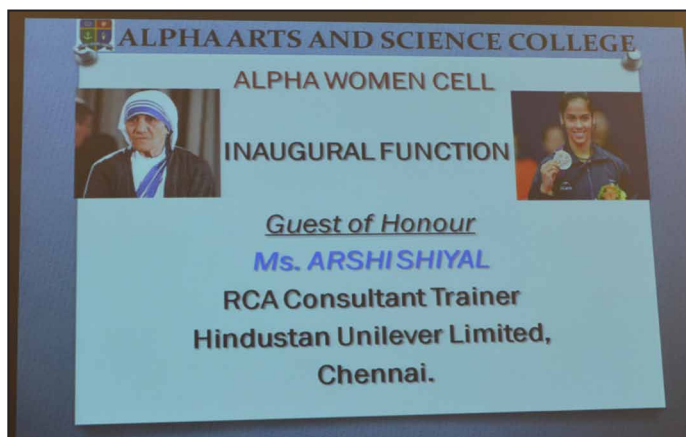


The Youth Red Cross of Alpha Arts and Science College in association with the NSS and RRC of the college encouraged the students for community-based service through training and education. The Youth represent a substantial part of the membership for its humanitarian commitment to meet the needs of the most vulnerable people within their local communities through Youth Programs. The club is designed to involve young students as much as possible in the movement and its activities, not only as workers but also as beneficiaries.



# EXTENSION ACTIVITIES

## WOMEN'S CELL



The **Women's Cell** of Alpha Arts and Science College, started its academic tear with the inauguration on 18 August 2018. The office bearers were badged in the inauguration. The **Welcome Address** was delivered by **S.Dhivya**, III BBA, Shift-I. **Dr.D.Ashalatha**, **Principal**, delivered the **Presidential Address**. Madam encouraged the women students to build a positive attitude.

The club was inaugurated by the lighting of the lamp by the Chief Guest, Principal, Vice Principal, Women's Cell Coordinators and Women's Cell Student Secretary. The Women's Cell office bearers were installed in their Designation. S. Dhivya, III BCA Shift-I, Secretary.



**Ms. Arshi Shiyal**, the Chief Guest of the day, delivered the Inaugural Address. She enlightened the students about the importance of nutrition, hygiene, and awareness of living a life in the newly emerging technologies. Her speech was encouraging to the students.

D. Monika, III BISM Shift-II, Secretary and S .Manisha – II BCA Shift-II, Joint-Secretary are the Office bearers. Approximately 600 students attended the programme.

# GROUP PHOTOS



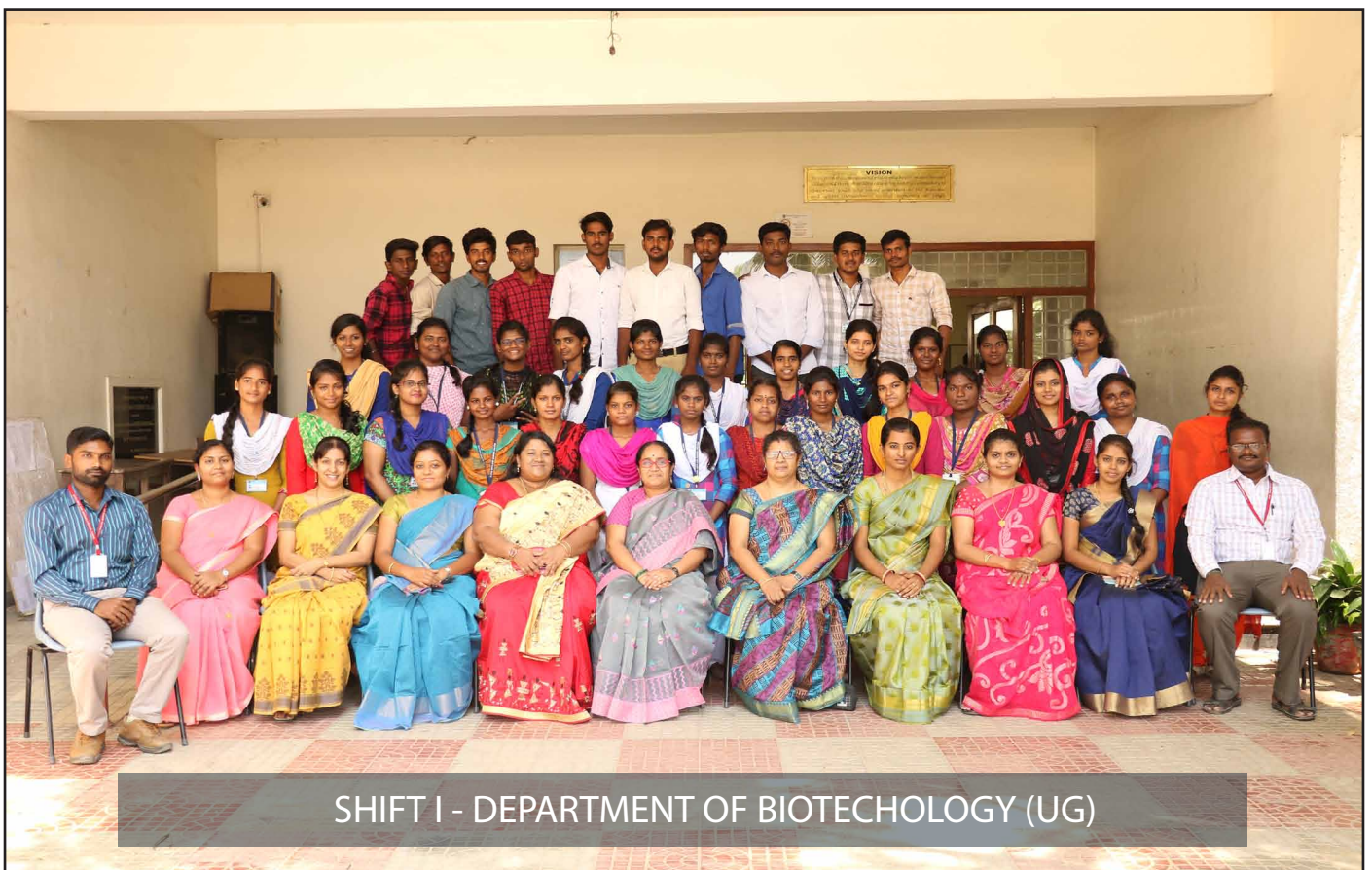
SHIFT I - FACULTY



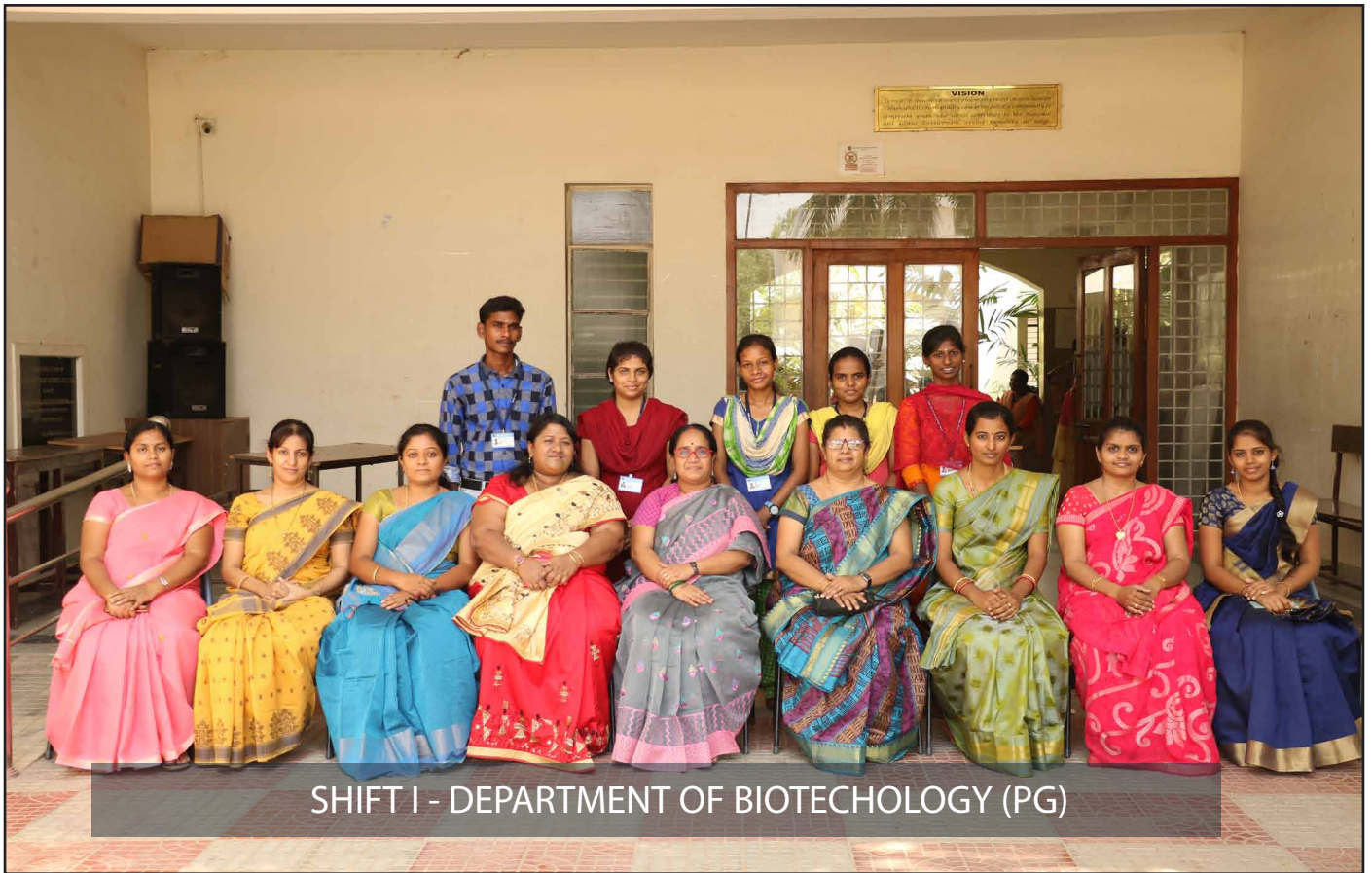
SHIFT II - FACULTY



SHIFT I - DEPARTMENT OF BUSINESS ADMINISTRATION



SHIFT I - DEPARTMENT OF BIOTECHNOLOGY (UG)



SHIFT I - DEPARTMENT OF BIOTECHNOLOGY (PG)



SHIFT I - DEPARTMENT OF COMPUTER APPLICATION



SHIFT I - DEPARTMENT OF COMPUTER SCIENCE



SHIFT I - DEPARTMENT OF COMMERCE (A Section)



SHIFT I - DEPARTMENT OF COMMERCE (B Section)



SHIFT I - DEPARTMENT OF CORPORATE SECRETARYSHIP (UG)



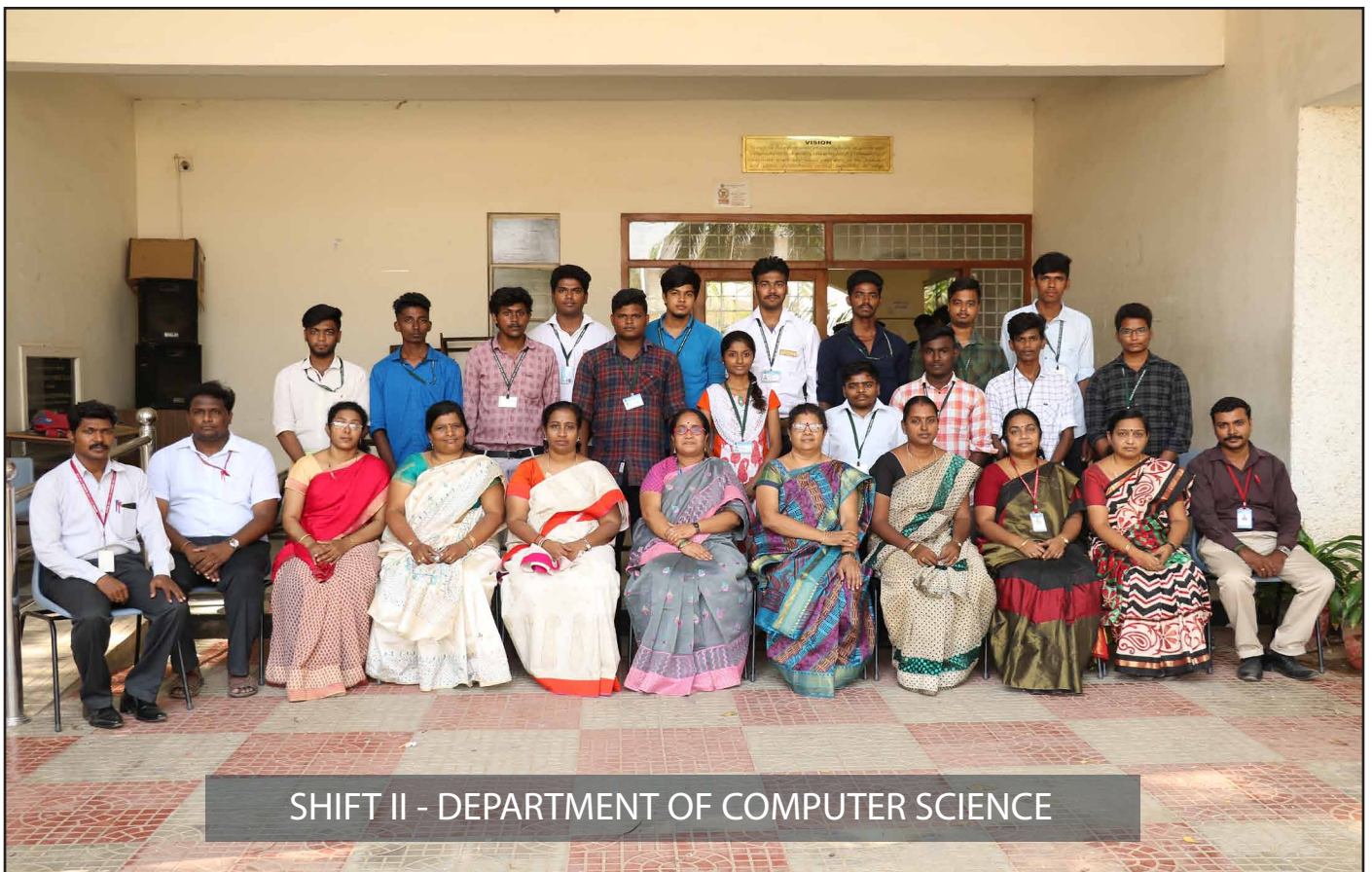
SHIFT I - DEPARTMENT OF CORPORATE SECRETARYSHIP (PG)



SHIFT I - DEPARTMENT OF ELECTRONICS AND COMMUNICATION SCIENCE









SHIFT II - DEPARTMENT OF INFORMATION SYSTEMS MANAGEMENT



## TCP - Training cum Placement

The **Training and Placement Cell** of the College began its activities for the year 2018-19 with an **Awareness Session on Placement Readiness** by **Matrix Solutions**. As part of the program, a manual named "**The pursuit of awesomeness in your career**" was distributed to all III year students on the **code of conduct** to be followed for Placements. The Department of Mathematics conducted Training on **Aptitude Tests** for all Departments as per the schedule drawn up by the Training and Placement Cell to improve student success in cracking the Aptitude tests. In the month of September a one-week free **Training Programme** for all III years was organized by the Management and conducted by an Organization named "**361 degree Minds.**" This training included Communication, Quantitative Aptitude and Tests of Reasoning. Placements started in earnest in the month of August with **Just Dial** and continued throughout the year with IT and BPS giants like TCS and Wipro conducting Pooled Off-Campus drives in which the Alphans were successful.

S.NO.	DATE	NAME OF COMPANY/DETAILS	NO. OF SELECTS/ ELIGIBLE STUDENTS
1	01.08.18	Matrix( Awareness program and distribution of Placement Manuals	NA
2	10.08.18	PCRA Awareness program on Conservation of Petroleum and Natural Gas	NA
3	22.08.18	Training on Group Discussion by Principal	NA
4	23.08.18	Training on Group Discussion by Principal	NA
5	24-25.08.18	On Campus Drive by JUST DIAL	12
6	29.08.18	Registration of BCA & CS Students( 64 STUDENTS) for TCS iON at Rs 499/	NA
7	11.09.18	TCS iON Webinar Participation in College	CS & BCA Shift 2
8	17.09.18 to 24.09.18 (6 days)	Training on Communication skills, Aptitude and Quantitative by 361 Degree Minds + I for Change	All III years except BT and Viscom
9	20-21.11.18	Infosys IT	8
10	12.12.18	Sutherland Global Services-Non Voice	2
11	12.12.18	Sutherland Global Services	22
12	17.12.18	Wipro	1
13	05.01.19	TCS IT	9
14	05.01.19	Jaro Education	1
15	06.01.19	TCS BPS	9
16	10.01.19	Q Max/ Admatic Solutions-ECS Students	-
17	24.01.19	NTrust Infotech Pvt. Ltd	12
18	28.01.19	Mpower Young India Ltd.	20
19	04.02.19	AGS Health	16
20	14.02.19	Qspiders/ J Spiders	13
21	18.02.18	Samarth Learning Solutions	14
23	23.02.19	JOB FAIR at ACE	
a	23.02.19	Job Fair -ThinkSync Solutions	35
b	23.02.19	AEGIS	8
c	23.02.19	Sai System	22
d	23.02.19	Gamma Solutions	6
e	23.02.19	IDBI Federal	7
f	23.02.19	HINDUJA GLOBAL SOLUTIONS	2
g	23.02.19	Om Innovations	10
h	23.02.19	TECH MAHINDRA	2
i	23.02.19	GEO ADITHYA TECH PVT.LTD.	2
24	28.02.19	IDBI Federal-AGEAS	36
25	13.03.19	GTT- Capgemini	10
26	14.03.19	Victory HR Consultants-SALES	56
26b	14.03.19	Victory HR Consultants-ITES	57
27	27.03.19	Quintessence Business Solutions and Services	4
28	28.03.19	Keffpost Services	20

The Placements which commenced in August continued throughout the year with more and more students entering the work domain with facilitation by the Training and Placement Cell of the College.



# STUDENT'S CORNER



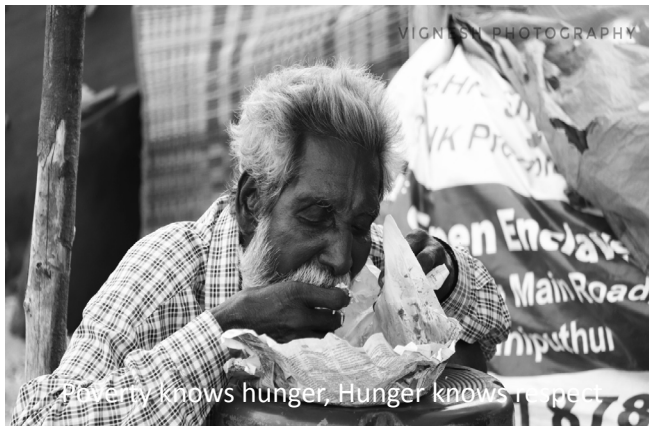
Fishing, 1000's of hope in one silver lining plane

P VIGNESH, III Viscom, Shift I



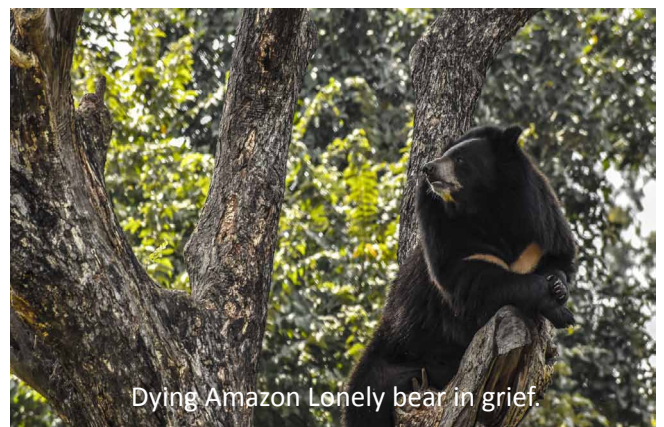
Thrust of humanity

P VIGNESH, III Viscom, Shift I



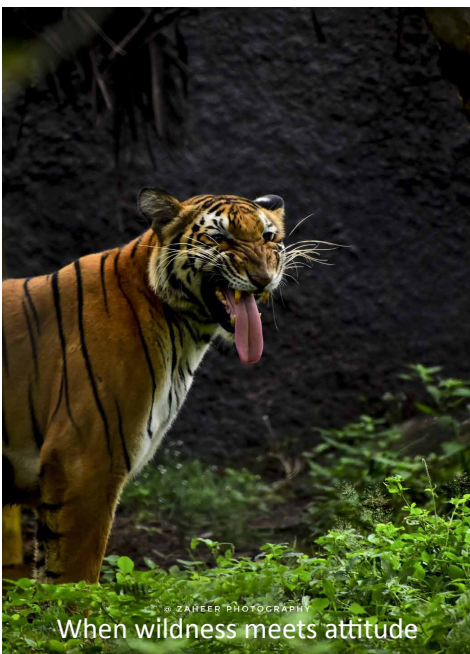
Poverty knows hunger, Hunger knows respect

P VIGNESH, III Viscom, Shift I



Dying Amazon Lonely bear in grief.

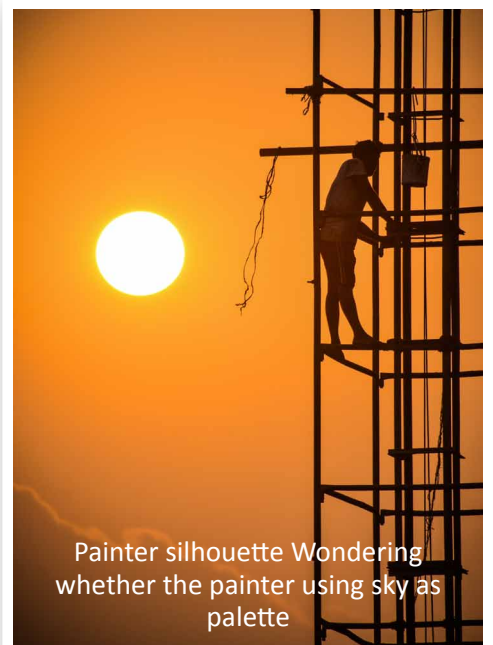
ZAHEER AHAMED A, III Viscom, Shift I



When wildness meets attitude

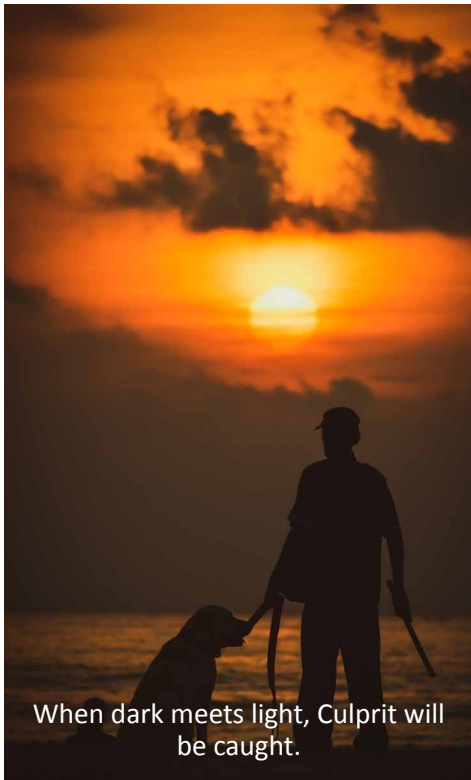
ZAHEER AHAMED A, III Viscom, Shift I

## PHOTOGRAPHY BEST CLICKS



Painter silhouette Wondering whether the painter using sky as palette

POORNA VENKAT V, III Viscom, Shift I



When dark meets light, Culprit will be caught.

POORNA VENKAT V, III Viscom, Shift I



Grill monkey Innocent but prisoned

POORNA VENKAT V, III Viscom, Shift I

PHOTOGRAPHY  
BEST CLICKS



When dark meets light, Culprit will be caught

P VIGNESH, III Viscom, Shift I



Never underestimate Tail may be flexible

ZAHEER AHAMED A, III Viscom, Shift I

## ARTICLES

### LIKE FATHER LIKE DAUGHTER

Knock knock!!!  
She opened the door,  
Her father was back,  
With piles of gift for her along.

Knock knock!!!  
She opened her eyes,  
What she saw was a dream,  
Knowing this she smiled.

Knock knock!!!  
Now she had to open the door,  
What she saw was a crowd,  
Holding a tricoloured box above.

Now she know,  
It was a gift from military side,  
Her daddy was back,  
Wrapped in a tricoloured flag.

The moment she realized,  
Her world turned upside down,  
The hero of her life,  
Had seemed to be gone.

It was then,  
That she turned to a military brat,  
Now the blood in nerves,  
Had dreams of her dad.

After fighting a long battle of life,  
She was finally wearing her dad's combat,  
Now she could see things in Indian borders,  
Things she could never admire.

Many mothers were losing their son,  
Many wives were getting widowed,  
Many children losing their father,  
Many hopes were shutting down.

She closed her eyes, with fear inside,  
And her daddy appeared before her eyes,  
He told her to go ahead and fight,  
And then she fought for motherland with all her might.

She fought for her country,  
And saved many lives,  
Now she is a martyr,  
Shining bright in the sky

**Bhagya P.K, I BCA B Section, Shift I**

### SUNFLOWER

Petals so soft

Cold to feel, ye smirk happy.

You plant face to earth

Your countenance sheathed in the  
firmament.

Shade of yellow chrome,

Thy gracious fragrance

Myrrh to incense,

Holds in thy nostrils.

You shed thy children, (seeds)

Spread them o'er the earth.

Patient through pain and horror,

You hold steadfast,

Through trials of wind,

And breeze through the firmament.

Against peach crimson flowers,

The pink sky flatters itself.

Plain azure. The blue wild,

diffused sky.

Freshly watered grounds,

Soil dampened by dew colored droplets.

Your soft petals,

Firmly pressed against thy skin,

Remain in chrome by time,

You hold steadfast.

**Esther David I BT, Shift I**

## CHILD LABOUR

Children are supposed to be enjoying their childhood because only at that age they can stay happy without responsibilities. They are the ones who do not know the challenging side of the world. However, in many parts of the world “*child labour*” is being practiced. Child labour is the practice of having children engage in economic activity, on part time or full time basis. The practice deprives children of their childhood, and is harmful to their mental and physical development. Poverty, lack of good schools, uneducated parents, family struggle and growth of informal economy are few reasons for child labour in India.

The presence of a large number of child labourers is regarded as a serious issue in terms of economic welfare. Children who work fail to get necessary education. They easily get affected physically, emotionally and mentally. By working and straining hard, they become exhausted more quickly than adults. This leads to diseases affecting them easily. Children in hazardous working conditions are in an even worse condition. Children who work instead of going to school will remain illiterate, which limits their ability to contribute to their own well being as well as society. Child labour is a long-term problem in India. We need to help children in such situations. We need lots of people among the society to take action and help in stopping child labour. We need to help the families in poverty to seek other ways for money than sending children to work.

This initiative must start from every individual. Indian families must not encourage children doing household work as labour. Every citizen must join hands to save millions of affected children in India. ***Let's stop child labour!***

**Tancy Xavier, I Viscom, Shift I**

## “MA, WHAT IS PATRIARCHY?”

Bharathi didn't let his sister Kannamma play that day. He needed to complete his homework really quick to know what happened to Kakashi Sensei, his favorite cartoon character. It was a late Friday night and Mrs. Krishna had just come home from the office. When Bharathi handed over his workbook, he asked her “What is Patriarchy?” She, without looking at him with a rolling pin on one hand and wiping sweat on the other said, “a social system that gives power and control to men rather than women.” He looked confused so she added “it is nothing but a person, the most biased living ever who hands over the book and never lets you read the ‘even’ numbered pages.

A place where One stands on the other and does not go any higher; Where one cannot see and the other is not allowed to; A qualified animal of nonsense with distinctive stupidity enhanced with extraordinary sickness of social distortions; A thing with prefixes of every and no”.

“How Long Should I Wait For My Rotis?” Krishna shouted from the living room watching television with Kannamma. Bharathi understood. Started doing his assignment. He didn't go to school the next day instead played with his sister, listened to his Mother and showed the assignment to his father and made him read the exact words Bharathi wrote to complete his assignment which were ‘Patriarchy is a social system where Jack wears a crown to make sure Jill follows him during a fall’.

**B. Balachander, I B.Com.[Gen], Shift II**

## கண்ணே காவியமே

ஈரைந்து திங்கள்

நீண்டஇரவில் தவம்புரிந்தேன்

ஈன்றவள் மதிமுகம் காண

ஞாயிறாய்அருள்ஒளி வீசினாய்

சேய்எனும் என் வானில்

ஒளிக்கதிர்கள்

நின்வாசல் நின்றவேலை

இவ்வுலகை வண்ணம் தீட்டினாய்

உள்ளம் என்று என் ஓவியத்தில்

இரவின் மடியில் உன்னை

அணைத்தேன் கனவு எனும் படம்

வெளியிட்டாய் உறக்கம்

எனும் என் திரையில்

கவலைகள் காட்டுத்தீயாய் இதயம்

எரித்த போதினில் வான்மழையாய்

கண்ணீர் சொரிந்தாய் இதயம் என்னும்

என்வறண்ட பூமியில் அயர்ந்து அமர்தேன்

காலத்தின் ரயில்பயணத்தில் புதுதென்றல்

வீசினாய் நெஞ்சம்எனும்

என் நாட்காட்டியில்

கீர்த்திப்பிரியா பார்த்திபன்,

। ஆம் ஆண்டு, காட்சி தொடர்பியல்

## मतिरता

फूलों तो गरिने तक

रात तो सवेरे होने तक

रशिते तो बात करने तक

बछिडना तो मलिने तक

मतिरता तो प्राण रहने तक

Seema Yadav, III BBA, Shift I

## माई मेरी

मेरी माई मेरी जान है,

उसकी कदर कभी नही जानी

वो फरि भी हस्ती रही,

और चुप चाप

मेरी हर बात मानी।।

आने का इंतेज़ार करती

दरवाज़े पर खड़ी रह कर

सोते चेहरे का दीदार करती।

कभी जो कुछ हो जाये,

तो आंसू लेकर मन्निन्ते हज़ार करती।

यूँ तो सब देखती थी मैं,

सब समझती भी थी मैं,

पर माई की ममता को

उनसे झगड़ती ।।

रास नही आता था मुझे,

यूँ हर बात में अपनी राय देना,

इसलएि कभी कभी उनपर बगिड़ती ।।

मुझे संग अपने बाजार ले जाती,

और एक बार नही हर बार बुलाती।

उस दनि भी यूँही मैं उनके साथ गयी

आगे होना क्या था,

माई की छोटी सी बात पर

मैं उस दनि भी बगिड़ गयी।

और बनि कुछ बोले,

मैं गुस्से में नकिल गयी।।

कुछ दूर गयी

कपड़े ठीक ठाक बच्ची करीब आयी

माँ कहाँ है तुम्हारी??

तो उसने ना मैं सर हलिाई।

उस दनि ज़न्दिगी मैं

माई की कीमत समझ

भरे बाजार मे दलि की खुशी

माई को गले लगा कर जताई।।

उन खुशियों के आलम में

एक आवाज़ मेरे मन से भी नकिली..

के दुनयिा के सारे सुख सारी खुशियाँ

बेकार होती है....

कस्मिमत वाले जनिकी माँ होती है।।

REEMA YADAV, III BT, Shift I

## இன்று விவசாயம்

தற்கொலையின் திறவுகோல்!  
பட்டினியில்படுக்கை!  
துயரத்தின் இருக்கை!  
கண்ணீரின் அருவி!

நீரற்றபூமியில்  
வேரற்றநிலங்களில்  
சோறற்றவயிறுடன்  
வதைபடுகிறான் விவசாயி!

வெடித்த வயலின்  
வறண்ட நாக்குகளில்  
அவனது  
உயிரின்கடைசி சொட்டும்  
உலரத்தொடங்குகிறது!

ஆறுகள்  
நீரைத்தொலைத்தன!  
நீரற்றஆறுகள்  
தம்மையேதொலைத்துவிட்டன

கர்நாடகஎல்லையில்  
தண்ணீருக்குக்காவல்  
தமிழகஎல்லையில்  
கண்ணீருடன் காவல்!

கடலுக்கு அனுப்ப  
அனுமதிக்கும்நீர்கூட  
தமிழனின்  
உழவிற்கு அனுப்ப  
அனுமதிக்கவில்லை மனிதன்!

நீரற்றநிலம்  
இசையற்றகருவியாய்  
சலனமற்றுக்கிடக்கிறது!

இறைவன்  
படைத்தான்!  
மனிதன்  
உடைத்தான்!

இன்றுவிவசாயம்  
நிச்சயத்தோல்வியின்  
நிதர்சனவெற்றி!

பிரியதர்ஷினி.கே,  
|| ஆம் ஆண்டு காட்சி தொடர்பியல்

## விவசாயம்

நிலங்கள்  
வீடாயின  
காடுகள்  
கார்பொரேட்டாயின  
விவசாயம் மண்ணோடுபோனது  
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