

## Governing Council Report (College) 2012-2013

The Report of the college presented by Shri Ashok Lunia, Secretary, Shri Nehru Maha Vidyalaya College of Arts and Science at the 49<sup>th</sup> Annual General Body Meeting held on September----, 2013 at \_\_ am at Bhagwan Mahaveer Buildings, Shri Nehru Vidyalaya Campus, Tibrewal Nagar, Robertson Road, Coimbatore – 641002.



## Shri Nehru Maha Vidyalaya (SNMV)

College of Arts and Science,  
Shri Gambhirmal Bafna Nagar,  
Coimbatore – 641050

## ANNUAL REPORT 2012-2013

“When learning is purposeful,creativity blossoms. When creativity blossoms thinking emanates.  
When thinking emanates, knowledge is fully lit. When knowledge is lit, economy flourishes.”

Dr. A.P.J.Abdul kalam

### INTRODUCTION

#### About us



Shri Nehru Maha Vidyalaya College of Arts and Science, which is run under the auspices of Coimbatore Welfare Association, was founded by a group of Philanthropists with visionary zeal in the year 1989. The management of the college is vested with the Governing Council. The institution is a registered society run on a non-profit basis which offers quality education at affordable cost. It ensures holistic progress of students through

educational activities, curricular, co-curricular, research and extension programmes, placement training and industrial interaction. The college is recognized by the UGC as per 2F and 12B. In the current year the total strength of the college is 1419 students with 91 teaching and 58 non-teaching staff headed by the Principal, Dr. R.K.Vaithyanathan. The college is affiliated to Bharathiar University, approved by Government of Tamilnadu and AICTE, New Delhi.

## INFRASTRUCTURE

### Arts and Science Block

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

### Library

The Library is an informative hub with rich resources contributing to the intellectual capital of the students and teachers with its working hours from 8 am to 4 pm. The details of the library resources are presented below:

#### LIBRARY RESOURCES

S.No	Resources	Quantity	Amount Spent In Rs.
1	Books	18,084	82,658
2	New Books (Sep 2012- Aug 2013)	457	
3	Journals subscribed	61(10 international, 51national)	

#### MBA LIBRARY

S.No	Resources	Quantity	Amount Spent In Rs.
1	Books and Reference Sources	10,405	9,83,441
2	Journals Subscribed	37	
3	New Books (Sep 2012 Aug 2013)	157	

### Digital and E-library

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

### Library Services

1. BARCODED book system
2. Reference
3. Internet
4. Reprography

### **Computer Labs**

The computer lab provides numerous computing facilities for students and faculty. The labs contain networked personal computers, printers and other computer equipments that are available for students' use. Well-equipped, modernized and sophisticated computer laboratories with centralized AC, 24 x 7 internet connectivity and wire-free network provide extensive knowledge to the students. Extended lab hours aid to extensive reference and information. Of the 427 computers, 120 computers are added with 3 HP servers, N- computing technology and thin client technology.

### **Science Laboratories**

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

### **SNMV Institute of Management**

SNMV Institute of Management, established in 1994, offers a two year full time MBA programme. A spacious, exclusive, fully air conditioned MBA Block, sprawling over 25,380 sq.ft. is endowed with digital wi-fi environment. The special features of the institute encompass mentoring, career counseling, Entrepreneur Development Cell, summer internship, personality development programmes, industrial visits and association activities. To bestow the students with the knowledge about the industry trends and needs, latest developments in the professional arena and to help them in equipping their skills, the institute organizes guest lectures and face to face interactions by inviting industry experts and eminent personalities.

## **FACILITIES**

### **Hostels**

The hostels are well - designed and functionally furnished to ensure residential stay on campus. There are three floors in each hostel, each consists of 15 rooms with a total of 48 rooms, accommodating three students per room. The hostel facilities include medical assistance room, and reading room. The strength of the hostel inmates has multiplied from 33 students in 1998 to 314 as on date (190 boys and 124 girls).

### **Canteen**

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

### **Transport**

The college plies thirteen buses that provide access to different parts of Coimbatore and Pollachi. A bus and a cruiser van are available for

shuttle trips from Malumachampatti to the college and vice-versa. Bonafide users of the college bus are provided with the passes, which should be produced on demand.

### Medical Assistance

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

## ACADEMICS

### Courses offered

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

New courses are introduced every year based on emerging trends. The institution offers a rich array of 13 UG and 5 PG Courses along with Research and Doctoral programmes complemented by 14 Add-on courses sponsored by the UGC.

### UG

B B A

B.Com

B.Com (Computer Applications)

B.Sc Bio-technology

B.Sc Microbiology

B.Sc Information Technology

B.Sc Computer Science

B C A

B.Com(Information Technology)

B.A English Literature

B.Sc Mathematics( Computer Applications)

B.Com Professional Accounting

B.Sc Computer Technology

### PG

MBA

MIB (International Business)

M.Sc(Information Technology)

M.Sc Biotechnology

M.Com (Computer Applications)

### Research Programme

#### M.Phil

Biotechnology

Computer Science

(F.T / P.T)

Commerce

(F.T / P.T)

#### Ph.D

Biotechnology

(F.T / P.T)

Commerce

(F.T / P.T)

### Additional Programmes

#### 1. Coaching for :

- Chartered Accounting / ICWA / ACS
- Communicative English
- Aptitude
- Placement

### CAREER ORIENTED PROGRAMMES

1. Bio Informatics
2. Advertising Management
3. Call Centre Management
4. Economics for Rural Development
5. Export and Import Management
6. Insurance Management

7. International Business
8. Medical Transcription
9. Mushroom Cultivation
10. Nano Medicine
11. Net Banking
12. Office Automation and Accounting Software
13. Refrigeration Services
14. Tourism Management

## MOU

Our college has signed an MOU with Coimbatore Chapter of Institute of Cost Accounts of India on 15th March, 2013 thereby achieving a milestone in the history of the institution. This will provide an excellent opportunity to the students of UG and PG for Undergoing coaching and training to become Cost and Management Accountants and acquire the membership of the prestigious industry. Shri.P.K.Jayaram, Chairman, ICAI handed over the MOU to Shri Ashok Lunia, Secretary of the College.

## Certificate Courses

The certificate courses in Tally, ERP Mazenet and Cloud Computing are being conducted for students after the working hours.

## Admission

No Donation! No Capitation! This is the stern policy adopted by Coimbatore Welfare

Association. 629 students were admitted in the academic year 2013-2014.

As a part of admission drive, our college participated in a number of educational

exhibitions held at Theni district, Tirupur, Coimbatore, Malppuram, kannur, Calicut, Kottayam, Trichur, Palakkad, Nilgiris, Madurai, Pollachi and Salem. In addition 14 spot admission centres were set up to enhance the admissions.

## Merit Scholarship Scheme

The Management recognizes the commendable performance of Plus-two students by awarding various scholarship.

	<b>Fee Concession</b>
<b>60% to below 70%</b>	10%
<b>70% to below 75%</b>	15%
<b>75% to below 90%</b>	20%
<b>90% to below 95%</b>	50%
<b>95% &amp; above</b>	100%

SNMV school students joining our college for undergraduate courses will be eligible for 10% fee concession and will be exempted from admission fee.

## PG

▲ Our U.G. students continuing Postgraduate studies in our college will be eligible for 10% fee concession (including MBA).

Our U.G. Students securing University First Rank and continuing Postgraduate studies in our college will be eligible for 100% scholarship.

## Sports Scholarship Scheme

### FREE COLLEGE EDUCATION SCHEME

To commemorate the 25 years of existence of the institution, 25 seats are offered by the Management to deserving students under 'Free College Education Scheme' for economically weaker sections with good academic records.

### Best Library User Award

The Best Library User Award, initiated in 2006-2007, has been found successful in inculcating reading habit among students. This award judges students across a comprehensive criterion of continuous assessment on the basis of books, journals and newspaper reviews

S.No	Particulars	Fees Scholarship	Hostel (or) Bus Scholarship
1.	Zonal Level	10%	10%
2.	District Level	25%	25%
3.	Divisional Level	40%	40%
4.	State Level	50%	50%
5.	National Level	75%	75%
6.	International Level	100%	100%

presented by them. Two students, one each from UG and PG are selected for this award. Yadavendhra Jha of III B.Com IT and G.Indhumathi of II MIB are the award winners of the academic year 2012-2013.

### **Educational Tours and Industrial Visits**

#### **Educational Tour**

The Department of BA English Literature went on an educational tour to Bangalore and Mysore from 28.08.2013 to 30.08.2013. Twenty students (10 students each from I & II year) accompanied by two faculty members visited Mysore University Library, Central Institute of Indian Languages, Mysore Maharaja Palace, The Zoo and Lal Bagh, Vidhana Soudha, Tippu Sultan's Palace and Cubbon Park at Bangalore.

#### **Industrial Visits**

- Twenty eight students of III-B.Com (CA) A&B sections accompanied by four staff members went on an Industrial visit to Bangalore, Mysore and Coorg from 29.08.2013 to 03.09.2013. They visited ACC Cements, Bangalore and Karnataka Silks, Mysore.
- 37 students of the Department of Computer Applications (18 III year and 19 II year students) have gone on an Industrial visit to Bangalore, Mysore and Coorg from 31.08.2013 to 04.09.2013. They have visited the Industries, MPower and V-Guard at Bangalore.

#### **Extension Activity**

A team of 40 students of II MBA carried out an Extension Activity accompanied by three staff members. They visited an Old age home managed by a Christian Mission at Puliakulam, Coimbatore on 30.08.2013. There were one hundred inmates at the home, ninety six women and four men. Our students sponsored full meals to the inmates. They entertained them with melodious songs and exchanged words of care and affection with them.

#### **Science Exhibition**

The Departments of Bio Sciences organized a Science Exhibition on the topic 'Impact of Smoking and Drinking' on 29.08.2013. 50 models were exhibited and the students and staff of all the departments visited the Exhibition. Our Secretary inspected and appreciated the exhibits.

## **Workshop**

One day workshop was organized for the I,II & III Year UG students on 27.08.2013 (Tuesday) by the Departments of Computer Applications and Computer Technology on the topic 'Multimedia & Web Technology' through SARPS Media,Coimbatore, 66 students (20 students each from I & II year and 24 from III year BCA and two from I B.Sc Computer Technology) participated and were benefitted.

## **Faculty Retreat**

Our Management sponsored a staff trip to Thirumoorthi Hills, Amaravathi and Aliyar Dams on 31.08.2013. 95 staff members (58 Teaching and 37 Non Teaching staff) participated and enjoyed the trip. They visited the temples and waterfalls at Thirumoorthi Hills, the crocodile park and the dams at Amaravathi and Aliyar .

## **Achievements in Co-curricular and Extra Curricular Activities**

### **NSS**

The main objective of the NSS programme is to develop community participation, social and civic responsibilities among the students. The college has four NSS units with 100 volunteers in each, deeply involved in serving the community by educating rural masses in public health, pollution and traffic regulation. Regular activities include green campus, afforestation and blood donation.

### **Trekking to Kothagiri:-**

26 students and 4 staff members – Dr.K.V.Mahalakshmi, Mr.J.Rajesh, Dr. M. Arudselvan and Mr. M. Chandrakumar went on a Trekking Campaign to Kothagiri on 21.09.2012. They reached Bisons Park Resort and saw a herd of bisons. The team was greeted by our Secretary, Shri. Ashok Lunia and Principal, Dr. P. Jeyaram. The next morning they reached Kolikarai village for the inauguration of Plastic free environmental cleaning campaign, which was inaugurated by our Secretary and Principal along with the president of Kunjapannai Panchayat, Ms. S. Krishnammal and our NSS Program Officer, Dr. K.V. Mahalakshmi. Sweets were distributed to the children of CSI Primary School. The entire team reached Kolikarai village and distributed dustbin tubs with lids to store waste and segregate it into organic and



non-organic materials. All the student volunteers did cleaning and tree plantation in the village. The village president, Mr. Mari, the guide, Mr. Bhoopathy, and the area Manager, Mr. Chandran were present for this programme. This was followed by the trekking campaign from Konavukarai to Chembhukarai river. Later our Secretary and Principal along with the NSS team visited Nawa Hospital of Kolikarai village and distributed biscuits to the patients. After lunch, at Nahar Retreat and Wellness Spa, they visited Kodanadu View Point from where they had a panoramic view of the western ghats. Bonfire was arranged at Bisons Park Resort where the stay for the night was arranged. The NSS Programme officers and volunteers expressed their sincere thanks to our Secretary who had made all the arrangements for this memorable trekking programme.

### Yoga

Every student admitted in the college has to attend Yoga classes throughout the academic year for their physical and mental well-being.

### Guest Lectures

The association of each department functions with the perspective of providing rich learning experience. Guest Lectures are organized by the associations frequently to enrich the knowledge of the students and to update them on current developments.

S. No	Date	Resource Person	Title	Department
1.	06.08.2012	Mr. Pradeep Yuvaraj, Director of Finerva Solutions	Personality Development	MBA
2.	16.08.2012	Mr. Boby Mathew, Director, 'Enhance Academy'	A differentiating factor in global business scenario	MBA
3.	07.09.2012	Dr. M. Mayilvaganan, Associate Professor, Computer Science of PSG College of Arts and Science	Enterprise Resource Planning	BCA
4.	12.09.2012	Mr. Anand Raj,	Steps to build your confidence	BBA

		Training Executive, KLN College of Engineering, Madurai		
5.	15.10.2012	Mr. Jawahar Karthikeyan, Director, Finerva Solutions	Risk Management in Finance.	MBA
6.	21.01.2013	Mr. K.Kalidasan, President Osai, Environmental Organization, Coimbatore.	Conservation of Nature	Ecoclub
7.	29.01.2013	Mr. Vijay Mallik Raj,  Assistant Professor, OAA MAVMM School of Management, Madurai	Dynamics of Capital Market	BBA
8.	11.02.2013	Dr. K. Julia Rose Mary, Assistant Professor of Mathematics, Nirmala College for Women, Coimbatore	'Applications of Mathematics'	Mathematics
9.	15.02.2013	Mr. Anand Raj. G,  Training Executive, KLN College of Engineering, Madurai	Secret of Body Language	B.Com (CA)
10.	04.03.2013	Mr. Abhikalyan,  Product-Head, CADD Centre, Chennai	Project Management – A Prognosis	B.Com (CA)
11.	06.03.2013	Mrs. Rajshree,  HOD, Languages, GRD College of Science,	The Code of Conduct for Students	Hindi
12.	12.03.2013	Dr. A.Chandran, Dean, Dept of Science & Humanities, RVS College of Engineering & Technology, Sulur.	Communicative English	English
13.	13.03.2013	Mr. Aravind Thangam,  Paul and Aravind Chartered Accountants Group, Coimbatore	Financial Management and indirect tax	B.Com IT
14	25.07.2013	Mr. Kavignar. Na.Muthukumar	Kaalam Thindra MeesaiKali Tamil Mandra Thuvakka Vizha	Tamil
15	26.07.2013	Mr. M.Naveen, Assistant Marketing Manager, MAZNET, Chennai	'What Winners do to Win'	Commerce
16	26.07.2013	Mr. Sabarinathanmuthu, Technical Manager, 'Poras Technologies	Android Application Development'	Computer Science

17	05.08.2013	Ms.T.Sangeetha,	Bio-Envisage' of Biotech and 'Glanzenda'	Biotech
18	05.08.2013	Mr.Bobby Mathews	Tech Genie 2K 13'	IT
19	06.08.2013	Mrs. Priya Sharon Thomas, Associate Professor and Head, Department of English, Hindusthan College of Arts and Science	English Language in the Current Scenario	
20	06.08.2012	Mr. Pradeep Yuvaraj, Director, Finerva Solutions.	Personality Development	MBA
21	07.08.2013	Dr.S.Anuradha, HOD of Mathematics, Hindusthan College of Arts and Science	Brain Storme'	Mathematics
22	14.08.2013	Mrs.Premalatha, Pracharak from Dakshin Bharath Hindi Prachar Sabha, Coimbatore	JAGRUTI –The Hindi club	Hindi
23	16.08.2012	Mr.Boby Mathew, Director, Enhance Academy.	A Differentiating Factor in Global Business Scenario	MBA
24	23.08.2013	Mrs.Priya Mahendran, Branch Manager, State Bank of Travancore, Sundarapuram.	Investment Opportunities in Banking Sector	M.COM CA & M.I.B

### Paper Presentation by Faculty

The Faculty members presented papers in National and International Seminars organized by various institutions.

S.No	Date	Name of the Staff	National, International Seminar/ Conference	Title of the Paper	Organised by
1	08.08.2012	S. Karthik, Asistant Professor, Commerce	International Seminar	A study on Impact of Social Networking sites in India	Vellalar College for women
2	08.08.2012	Dr. S. Santhakumari, Assistant Professor, Commerce with	International Seminar	A study on Impact of Social Networking sites in India	Vellalar College for women

		Computer Applications			
3	08.08.2012	R. Poornima, Assistant Professor, Commerce with Computer Applications	International Seminar	Electronic media and Social networking	Vellalar College for women
4	08.08.2012	M. Deepa, Assistant Professor, Commerce with Computer Applications	International Seminar	Social Networking, a boon in Electronic media	Vellalar College for women
5	08.08.2012	D. Divya, Assistant Professor, Commerce with Computer Applications	International Seminar	Social networking sites	Vellalar College for women
6	08.08.2012	S. Ranjith, Assistant Professor, Business Management	International Seminar	Social networking and Social Change	Vellalar College for women
7	08.08.2012	P. Gayathri Devi, Assistant Professor, Commerce with IT	International Seminar	Social Networking, a boon in Electronic media	Vellalar College for women
8	09.01 2013 & 10.01.2013	Ms. B. Chithra, Assistant Professor, Computer Applications	2nd International conference on 'Advances in Communication and computing'	Breast Cancer Data Analysis using Clustering in Data Mining	Tejaa Shakthi Institute of Technology for women in collaboration with Asian Institute of Technology, Bangkok, Thailand

### Article Publication

- Dr.P.Ruban, Assistant.Professor, Bio-Science, has published two International books and two Papers in International journals.The titles are as follows:

Books:

1 Seasonal Distribution of Methanogens in Manimuthar river[ISBN NO 9783659381126 ]

2. Better Lead Identification for Avian Influenza By Molecular Mechanics.[ISBN NO 9783659423949]

Journals

1 : International Journal of Biodiversity and Conservation. (ISBN No: 2141-243x)

2: American-Zurasian Journal of Agricultural and Environmental Science (ISSN No: 1818-6769)

Title : 2. Starch Waste as a substrate for Amylase Production by Sago Effluent Isolate Bacillus Subtillis and Aspergillus Niger.

- The articles published by Mr.M.P..Karthikeyan, HOD i/c, Dr.P.Ruban and Mr.T. Purusothaman ,Assistant Professors of Biotechnology have been registered and assigned ISSN No:2321 – 7812 in the ‘International Journal of Life Sciences and Research’ by National Institute of Science Communication and Information Resources, New Delhi.

For the very first time the list of publications of Bio-Science & Bio-Technology is accredited and allotted with ISSN serial number for the research publications. Thus we have received the license or provision for publishing articles in national and international journals.

#### **Book Publication**

- Dr.K. Dhanalakshmi, Assistant Professor, Department of Tamil, published a book titled ‘Purananurum Iruthalialum’ (ISBN No:978-9-3804-1224-0-5). The book was published by Kavya Publishers, Chennai in July 2013.

#### **Research and Development Wing**

The inaugural function of Research and Development Wing (R&D Wing) was held on 3/01/2013. Dr.Thirumalvalavan, Former Registrar,Bharathiar University,Coimbatore was the Chief Guest of the function. He gave a talk about the need and importance of research in the academic field.

To create the ambience for research, every Thursday a program focusing on improving the knowledge of faculty on research is organized. Faculty Development Programs and Workshops were also conducted for the betterment of the faculty.

The first program was initiated by Dr.B.Prasanna Kumari,Vice-Principal on the topic entitled 'Effective Teaching Methodology' in two sessions. This was followed by a quiz program for the faculty. A preliminary quiz and a final round were conducted from 09.01.13 to 10.01.13.

An intercollegiate Research Meet was held on 05.03.13. Dr.Viji.M.Draviam, Group Leader university of Cambridge,London was the Chief Guest. She gave a speech on the topic 'Molecular art of Chromosome Segregation in Human Cells'. A Poster Presentation was also organized and the prizes were awarded for the first three best presentations. The last session for the year was conducted by Miss.B.Chithra on 07.03.13. She spoke on 'How to do Research and Develop Skills about Research Planning'.

An UGC grant worth Rs.1,40,000 was applied for organizing a two day National Seminar on, 'Envisioning the future of Education, Research and Technology(EFERT)' by Dr.B.Prasanna Kumari,Vice-Principal and Dr.D.Leena Lavanya, Asst.Professor, Department of Bio-Technology and Ms.Shanthana Megala,Asst.Professor,Department of Computer Applications in June 2013.

Our Principal,Prof.Dr.R.K.Vaithyanathan, address the faculty members on the topic 'Contemporary Teaching Methods on July 4 and 11,2013. He emphasized the importance of time, core values, empathy and excellence in performance. He encouraged the faculty members to do home work for effective class room teaching. Review and overview are the finest techniques in academic development. Self learning and Self updation are equally important for teachers and they should also try to help each other.

An other talk was organized on Teaching Methodology 'by Dr.B.Shantha Kumari, Asst.Professor,Commerce with computer Applications on 18.07.2013. This was followed by a lecture on 'Good qualities of a teacher' by Dr.Shankar, Assistant Professor of Tamil. Our secretary appreciated them for their good talk. A session on ' The problems faced by the researcher 'was delivered by Mr.P.Sam Gnana Paul Pandian, Assistant Professor, Business Management on 01.08.2013. On the same day Ms.M.Srividhya,Assistant Professor of Computer Applications spoke on 'Versions of Android'. Dr.Manjula Suresh, Dean, Languages, highlighted the topic, 'Teaching Methodology and Language Proficiency' on 22.08.2013. She pointed out the pivotal role played by language in class room teaching and in the academic field.

The Research and Development Wing of our college has applied for UGC grants worth rupees one Lakh forty five thousand for organizing a two day National seminar on the topic, Envisioning the

future of Education, Research and Technology (EFERT) from 09.12.2013 to 10.12.2013. This is initiated by Dr. Leena Lavanya, Assistant Professor, Department of Biotechnology. Our Principal addressed the faculty members on the topic 'Contemporary Teaching Methods' Phase – I on 04.07.2013 (Thursday). This was a lecture organized by the Research and Development Wing. He continued the topic as Phase-II on 11.07.2013 (Thursday). He emphasized the importance of time, core values, empathy and excellence in performance. He encouraged the faculty members to do home work for effective classroom teaching. Review and overview are the finest techniques in academic development. Self learning is equally important for teachers and they should also try to help each other.

Another talk was organized on "Teaching Methodology" by Dr. B. Shanthakumari, Assistant Professor, Commerce with Computer Applications on 18.07.2013 (Thursday). This was followed by a lecture on 'Good Qualities of a Teacher' by Dr. Shankar, Assistant Professor of Tamil. Our Secretary appreciated all the three of them for their good talk.

A session on 'The Problems faced by the Researcher' was delivered by Mr. P. Sam Gnana Paul Pandian, Assistant Professor, Business Management on 01.08.2013 (Thursday). This was followed by a talk on 'Versions of Android' by Ms. M. Srividhya, Assistant Professor, Department of Computer Applications.

## **FUNCTIONS AND CELEBRATIONS**

### **Induction Ceremony:- 2013**

- An Induction Ceremony, 'SWAJITH 2013' was organized to welcome the First year UG students on 25.06.2013. The ceremony started with the lighting of kuthuvilakku and prayer. This was followed by welcome address delivered by the Dr. R. K. Vaithyanathan, Principal of the college. He highlighted the salient features of the college which offers value based education at affordable cost without collecting donation and capitation. "In this competitive world, students' performance has to be excellent. The determination for self victory must be there." he stated. High-tech laboratories, good library facilities and dedicated faculty members are the assets of the institution. Yoga classes are imparted to all the students for their physical and mental well-being. Placement is offered in top-notch companies and the students are made competent through training in communicative English, aptitude, interpersonal skills and mock interviews. The anti-ragging committee paves the way for ragging-free campus.

The Pledge was read out by Dr. B. Prasannakumari, Vice Principal of the college, which was repeated by the freshers. The Vote of thanks was proposed by Dr.S.Parimala, HOD, Commerce and Convener of the programme.

Parents-Teachers Meet 2013 was held at 11am on the same day. The Principal and the staff interacted with the parents and answered their queries regarding the job prospects of all the courses, conduct of CA classes and Seminars. The emphasis of the interaction was on formal dress code, punctuality, discipline and communicating in English.

- **SNMV Institute of Management**

The classes commenced for I MBA students from 19.08.2013 with an induction ceremony. Our Principal greeted the 20<sup>th</sup> Batch of MBA students and he reminded them that the foreign countries admire the systematic Indian approach towards Management. He advised the students to live up to the expectations of their teachers and parents. Our Vice Principal congratulated MBA department for organizing the induction and orientation programme. Training is given in fundamental skills, communication, technical and interpersonal skills. The main objective of the induction programme is to make a management person an all rounder.

This was followed by a guest lecture by Mr. Anmol, Chief Executive Officer (CEO), Keymind Learning Solutions. A workshop on 'Linguistics' was conducted by Dr. Krishnamurthy, Neuro Linguistic Programme (NLP) Practitioner on 20.08.2013. The ice breaking sessions by Ms. Aishwarya from MI Training Solutions were really enjoyable on 21.08.2013. The communication workshop by Dr. Moncy Thomas, Communication Trainer was conducted on 21.08.2013. The Leadership Training by Mr. Abhinesh, Manager, Operations from VWR and Alumni session by Mrs. Toshi S. Parmer, Gold Medalist and First Rank Holder on 22.08.2013 were the other highlights.

NGO visit and social service activity for tribal society at Anaikatty on 23.08.2013, Psychology training on "The Road Less Travelled by" by Dr.Imtiaz, Psychologist and outbound training at Kotagiri by outreach training organization from 27.08.2013 to 30.08.2013 have made the induction week "SAMVIT" (Knowledge) unforgettable.

### **INDEPENDENCE DAY 2013**



Our college celebrated 67th Independence Day on August 15th 2013 at 8.30 am on the college campus. On the occasion of Independence Day celebrations, Youth Red Cross of the college in association with KG Hospital conducted a blood donation campaign in the college premises and fifty seven students donated blood.

The National Flag was hoisted by Shri Ashok Lunia, Secretary of the college. This was followed by a spectacular parade by the NSS volunteers. Dr.R.K.Vaithyanathan, Principal, delivered the welcome address. He reminded the students to be proud Indians. Quoting the words of Shiv kera he said, 'freedom is not free' and that India achieved freedom after the mental agony undergone by martyrs.

In his Independence Day Address, the Secretary told the students that the need of the hour is to sail back into the past to remember and pay homage to the builders of our nation. The secretary emphasized the need to adopt the tool of ahimsa to achieve our goals. Today we have come a long way in the path of free India. The youth of today have to do their duty of preparing themselves to be well-educated citizens of tomorrow. They need knowledge, energy and dynamism. At the same time, they should adopt the weapons of truth and non-violence that have been followed by Gandhiji.

Shri Kanaklal Abhaichand, Past President, brought out the importance of education and knowledge. 'Independence means a lot of responsibilities,' he reminded the students. He motivated them to utilize their capacity and capability for the development of their beloved country. Shri.Mangilal Jain, Past President, graced the occasion with his presence.

The Cultural Events like the skit, speeches, music, dance and video presentation based on patriotic themes made the programme colorful. The winners, of oratorical, music and group dance competitions conducted as a part of the celebration, received their prizes and certificates from the dignitaries.

### **Freshers' Day 2013:-**

Freshers Day was conducted by all the UG departments on 12.07.2013(Friday) from 10 a.m. to 1.15 p.m.

### **Pongal Celebrations:-2013**

Our institution celebrated 'Samacheer Pongal' with pomp and splendor on January 11, 2013. The students belonging to various religions prepared Pongal and it was distributed to all those who participated in the celebrations.

Our Principal declared open the celebrations. Mr. N. Shanmugam, President, Malumachampatti Panchayat graced the occasion with his presence and distributed prizes to the winners in the presence of the Secretary. Dr. S. Seetharaman, Head, Department of Tamil, welcomed the gathering.

It was a day of discovering new talents as competitions like Rangoli, Uriyadhithal, Tug-of-war, Kabadi, Silambattam, Kummiattam, Thevarattam and Jikkaatam were held and as many as 200 students participated in the competitions. Martial Arts set the tone and tenor of the celebrations with their dexterity and skillfulness. The celebrations concluded amidst a riot of colour, costumes and entertainment.

#### **Republic Day Celebrations 2013:-**

- "Republic Day" was celebrated at our College on 26.01.2013 at 9:00 am. The Secretary hoisted the National Flag. This was followed by a spectacular March Past by NSS volunteers. Shri M. M. Bhuradia, Vice President, Shri Kanaklal Abhaichand, Past President, Principal and Vice Principal graced the occasion with their presence.

The Principal delivered the welcome address. In his special address, the Secretary stated that we have to pay homage to the freedom fighters who have laid down their lives for the security of the nation. "As a democratic republic we have been guided by the principles of justice, liberty, equality and fraternity for more than six decades... the road ahead is a long one, where we have miles to go... on this special occasion, I urge all of you to be united strongly and to develop the nation where citizens live with peace and mutual understanding."

- Shri Kanaklal Abhaichand, Past President, addressed the students and motivated them to learn beyond the syllabus and to become true citizens of our country. "Truthfulness, sincerity and dedication will win in the long run," he concluded.

- The Patriotic programmes presented by students included speeches in English, Tamil and Hindi, dances and skits and a documentary show on “India as a Super power.” The vote of thanks was proposed by Mrs. S. Kavunthi, HOD, Mathematics and convenor of the function.

### **Graduation Day 2013:-**

- The 21st Graduation day of our college was held on 02.03.2013, Saturday, at 10:35 a.m. in Mahaveers Auditorium.
- Dr. G. JAMES PITCHAI, Vice Chancellor, Bharathiar University, was the Chief Guest. Shri. Shreegopal Maheshwary, Past President, Coimbatore Welfare Association, presided over the function. Shri. Ashwin .K. Shah, President, Coimbatore Welfare Association, Shri. Ashok Lunia, the Secretary of the College, Shri M.M. Bhuradia, Vice President, Shri P. Ashok Kumar Bhandari, Joint Secretary and Shri. Mangilal Jain, Past President graced the occasion with their presence.
- The Academic Procession was headed by Dr. P. Jeyaram, the Principal of the college. Welcome address was delivered by Shri. Ashok Lunia, the Secretary of the College. The chief guest delivered Graduation day address and presented gold and silver medals to the university rank holders. Shri. Ashok Lunia, the Secretary of the College, congratulated the Graduates, who are the ambassadors of the Institution. He stated: “the task of the modern educator is not to cut down the jungles, but to irrigate the deserts.” He further added that the College has created a record of sorts by having placed 102 of our students in various companies in a single day i.e. on 27/2/2013 in addition to having obtained placements in prestigious multinational companies like Goldman Sachs, SAP, HP, Citi Bank, Virtusa, USA., Accenture etc., totaling nearly 300 placements this year. He informed the students that the college has become an ISO: 9001:2008 certified institution and the NAAC re-accreditation result is awaited.
- Degrees were conferred upon 495 graduates by the chief guest. In his Graduation Day Address, the chief guest stated: “Entering into this institution and facing intense competition, you pursued your academic work with great dedication. By your hard work to maintain high standards, you earned your degrees and awards. It is a moment of pride for you as much as it is for your teachers, parents and those who had any part in shaping your life so far. You can

recall that your mission for higher learning began here with great passion. But know for sure that it will not end here. It will not end until you feel fully confident of meeting uncertainties and challenges of the life's laboratory and dealing with successes and failures with a positive attitude".

#### **International Women's Day 2013:-**

- International Women's Day was celebrated on the campus on 08.03.2013(Friday) at 2 pm. Dr. B. Prasannakumari, Vice Principal addressed the girl students and lady faculty members on the topic 'Women's Wellness'. She stated that a woman adds value to life. Beauty of the women lie in character, behaviour, patience, courage and honour. Women have proved to be successful in the professional fields and also as homemakers. Ms. Shophia Merline, Librarian and convenor of the function, welcomed the gathering and Dr. Manjula Suresh, Dean, Languages proposed the vote of thanks. The cultural programmes presented by the girls of SNMV made the function colourful.

#### **Red Ribbon Club(RRC):-**

- A film highlighting the disastrous effects of HIV-AIDS was projected by the Red Ribbon Club of our college on 12.02.2013. 1200 students saw the movie in Mahaveers Auditorium along with their teachers.

#### **Sports**

- Mr. Dhandapani, student of MBA I Year won the Gold Medal awarded by Bharathiar University for the 'Best Physique' of the year 2012. He is already the holder of Mr. Coimbatore Classic 2012. The gold medal was presented to him by the President, Shri. Ashwin K Shah, in the presence of the Secretary, Principal, and the faculty and students of MBA Department of SNMV Institute of Management on 07.09.2012. His performance in academics is also commendable. He is also the recipient of the award, 'Champion of Champions' in the competitions conducted by Coimbatore District Amateur Body Building Association.

#### **General Events**

##### **NAAC Mock Peer Team Visit:-**

- Dr. Sudhakar, Former Director, Academic Staff College, Dr. Manickam, Former HOD, Commerce, Bharathiar University, and Dr. Murali, HOD, Computer Science, PSG College of Arts and Science visited the college as the members of NAAC Mock Peer Team on 06.09.2012.

They visited all the departments, MBA block, library, Computer and Science Laboratories, hostels and the canteen. They presented their observations in the presence of the Secretary of the college, Shri. Ashok Lunia and the Principal, Dr. P. Jeyaram assured them that the suggestions for academic improvement will be carried out.

#### **NAAC Peer Team Visit, October 2012:-**

- NAAC Peer team under Prof. Jayrama Reddy as the Chairman, Prof. Nisar Ali, Member Coordinator and Dr. Pragash D Patil, Member, NAAC Peer Team visited our campus for the Re-accreditation process from 25th to 27th October 2012.
- On Oct 25th the peer team was given a royal welcome with the traditional 'Vadhyaam' and this was followed with a Presentation about the college by the Principal. All the Departments gave their presentations along with their colleagues. The peer team also met our alumni, parents, current students and Non-teaching staff. They were treated with good hospitality which included a delicious lunch too.
- October 26th(day 2) The three peer team members visited our support services of the Institute, departments, library, MBA block, Mahaveers auditorium and all other amenities of the Institute. Documentary evidences of the Institute and all other related documents pertaining to NSS, women Empowerment Cell, Students redressal cell and other clubs were scrutinized. This was followed by critical and healthy comments of the peer team members.
- On October 27th(day 3) the NAAC peer team was received for the exit meeting. The observations, suggestions and applause were exit meeting. The observations, suggestions and applause were given by Prof. Jayarama Reddy, Chair Person of NAAC peer team. The members were facilitated with 'Pagadi' by our Secretary, Vice President and Joint Secretary to highlight our culture and heritage. Finally the exit report was presented by the NAAC peer team members to our Secretary.

#### **Certificate of Accreditation**

The executive committee of the National Assessment and Accreditation council on the recommendation of the duly appointed Peer team declared the institution as Accredited with

'A' grade(3.11 on Four Point Scale). This is valid upto March 22,2018.

### The District Level Science exhibition

- The District Level Science exhibition was organized at our campus by the District Education Office, Coimbatore, Government of Tamilnadu on 09.11.2012. 500 students from 250 Schools along with 100 teachers participated and exhibited their models. Around 200 innovations, inventions and models were exhibited.
- The Exhibition was inaugurated by Shri. Ashok Lunia, Secretary of the college. The inaugural address on behalf of the organizers was given by Dr. Sathya Narayanan, Convenor & Secretary of Mani Higher Secondary School. The Principal of SNMV College, Dr. P. Jeyaram, addressed the gathering. Mr. Haja Sheriff, Principal of CMS Matriculation Higher Secondary School, Ganapathy, proposed the vote of thanks.

### Preparation for ISO Certification

- A briefing on ISO Certification was given to the staff on 16-11-2012(Friday) by **Mr.A.Shanmugam**, Manager,Systems, TUV Rheinland (India Pvt.Ltd).

The orientation started with an introductory session on ISO 9001 followed by an explanation of the objectives of the programme. The ultimate aim is to brand the institution with a good image.The standardization is based on Plan, Do, Check and Act(PDCA). Accordingly a core committee was formed to streamline and channelize the activities and the procedures of ISO.

Review meetings regarding Manual preparation for ISO certification were conducted regularly by our Secretary along with the core committee members.

### Laurus – Auctus 2012 - Interschool Meet:-

- **‘Laurus – Auctus 2012’, an Interschool Cultural Meet**, was conducted at our campus on **30<sup>th</sup> November 2012**. The Talent Hunt was organized to empower the skills of the student community and to bring out their hidden talents. **Mrs. R.Thiruvallarselvi, Chief Educational Officer/SSA**, was the **Chief Guest** of the Inaugural Function. She encouraged the students to showcase their talents by participating in competitions, extra curricular activities and sports. She highlighted the importance of smart

work and motivated them to become a unique person in the school. **The Secretary of the College** delivered a special address.

Shri. M.M. Bhuradia, Vice President and Shri. Ashok Kumar Bhandari, Joint Secretary graced the occasion with their presence. Dr. P. Jeyaram, Principal, delivered the welcome address and Dr. B. Prasannakumari, Vice Principal, proposed the vote of thanks.

**Fourteen Mega Events** were organized on this day – Creative Writing in English, Tamil elocution, Solo Dance, Facial Painting, Mehendi and Bridal Makeup, Quiz, Math Race, Adz-apt, Techno Walk, Spell Bee, Yoga etc. The events are framed to bring out the brilliance of the participants. The winners were awarded cash prizes, cups and certificates. The **Overall Champion Trophy** was awarded to SBOA Matric Higher Secondary School and **Runner-up Trophy** was bagged by Sri Sowdeswari Matric Higher Secondary School during the valedictory function. A selection panel identified four Principals and three school teachers from the participating schools for the award of the **“Best Principal”** and the **“Best School Teacher”**. The awardees were presented with cash awards, co-memorative shields and a certificate in recognition of their contribution to the cause of education. 726 students from more than 30 Higher Secondary Schools attended the programme along with their teachers.

#### **ISO Certification:-**

- The ISO Auditors visited the campus on 19.12.2012 for the final auditing process. They visited the UG and PG departments, Library, Computer and Science Laboratories and the Office. They scrutinized the important files, stock registers and the documentation. They reviewed the admission process, teaching-learning process and Research Planning. In the closing meeting at 4 p.m. the team gave suggestions for improvement and declared that SNMV College has been recommended for the issuing of ISO certificate.
- The institution has received the certificate issued by ISO stating that an audit was performed and the proof has been furnished that the requirements according to ISO 9001:2008 are fulfilled.

#### **Music & Dance Club and Photography Club:-**

- The Music & Dance club and Photography Club of our College was inaugurated by Mr. Chinni Jayanth, Film Personality and Comedian on December 21, 2012(Friday) at 9.30 a.m. in Mahaveers Auditorium. The Secretary of the college, in his welcome address, referred to the chief guest as a 'popular cine star, Director, Actor and Mimicry Artist par excellence. Extraordinary simplicity has taken him a long way.' He called him the living symbol of the saying, 'laughter is the best medicine'.
- Shri. M. M. Bhuradia, Vice President, Shri. Ashok Kumar Bhandari, Joint Secretary, Dr. P. Jeyaram, Principal of the college and 1500 students along with their teachers attended the program. Shri. Kushal Bachawat of Kothagiri graced the occasion with his presence. Dr. B. Prasannakumari, Vice Principal, proposed the vote of thanks.
- The chief guest, in his address, commented upon the beautiful atmosphere of the college which is entering its 25th year of existence. Luck, discipline and systematic administration have led to the success of the institution. 'Discipline in every move should be the manthra' he told the students. This will lead to success and happiness in life. He suggested that the infrastructure and pleasant climate prevailing on the campus are conducive for launching 'Visual Communication' which may become the most prominent course in Tamilnadu. He wished success to all the students and predicted that the institution will produce eminent sports and media persons.
- This was followed by lively interactive sessions with students on talents, future plans and the true meaning of love. Various games organized by the guest brought out the bubbling enthusiasm and fun - loving nature of students. The dazzling performance by the members of music and dance club made the event colourful and memorable. The prizes were handed over to the winners of the games by the chief guest.
- The road-laying work on the campus is nearing completion.

#### **Farewell Meeting:-**

Farewell meeting for the final year students was conducted by the junior students on 16.03.2013(Saturday). Best wishes for a bright and prosperous future were conveyed to the



outgoing students by the Principal, Vice Principal, Dean and Heads of all the departments. They were advised to keep up the good image of the institution as they are the ambassadors of the college.

**Placement Activities**

<b>S.No</b>	<b>Name of the Company</b>	<b>No. of Students Selected</b>
1	Goldman sachs	5
2	Cadilla Pharmaceuticals 2012 passed out	7
3	Cadilla Pharmaceuticals 2013	18
4	Citibank 2012 passed out	0
5	Enhance academy for 2012 passed out	0
6	HP	12
7	TCS	7
8	Cognizant	7
9	iGate	5
10	Wipro	5
11	CSS slash support	51
12	Kgisl	5
13	PPTS	2
14	Megamart	5
15	Shoppersstop	9
16	Ford	7
17	Virtusa	2
18	Minijob Fair	174
19	FIRST SOURCE	34

20	ICICI BANK	20
21	SAP	0
22	WIPROFMCG	5
	Total	<b>380</b>

- First campus Interview for the Academic Year 2012-2013 was held at our college on 31.07.2012. Cadila, the Pharmaceutical Company, was invited to our campus and 30 students (Passed out graduates of April 2012) participated in the campus drive and 7 were shortlisted for the first round of personal interview. Six candidates cleared this round and all of them were selected with a salary of 1.3 Lakhs per annum. They have to attend training at Ahemadabad.
- 138 students of MBA department (April 2012 out gone batch) from 34 colleges, including SNMV, MEP Vaishnav-Chennai, PSG Institute of Management, Sri Krishna IM, Ramakrishna Engineering College, Happy Valley B School, etc attended placement interview by Citi Bank at our college on 11.08.12; 67 were shortlisted for the second round and 45 were selected for online test; 20 emerged successful for the final round which was proposed to be held on 31.08.2012. The salary will be 5.3 Lakhs per annum and they have to attend training for two weeks.
- In the final round of interview conducted by Citi Bank one candidate was selected on 26.08.2012.
- 52 Final year students visited **Infosys, Chennai** on September 8, 2012 along with the placement officer and two staff members.
- Goldman Sachs visited the campus on 10<sup>th</sup> and 11<sup>th</sup> October, 2012 and 3 students were placed at a salary of Rs. 24000/- per month and one student has got internship for two months.
- 14 students were placed in an off-campus interview by TCS conducted by Bharathiar University at Sri Krishna College of Arts and Science on 12<sup>th</sup> October, 2012 and salary is Rs. 16,500/- per month.
- Infosys, Bangalore visited the campus on 05.11.2012 (Monday) for assessing our college and students for possibilities of MOU.

As per the communication received from Bharathiar University on 02.11.2012, under Industry – Institute Interaction, 3 year UG programme in Business Process Management will be introduced in affiliated colleges with the support of TCS. Five of our faculty members attended the meeting, who will be guided to train our students. The students who undergo this course will be given preference in campus placement.

#### **Placement Training:-**

- Placement training commenced for the final year students from 06.12.2012(Thursday) by the faculty members of the college from 2 p.m. to 4 p.m. The training programme includes Communicative English, Aptitude, Technical and operations rounds and HR rounds.

#### **Internship**

- Mr. Dinesh Kumar, Management Consultant from Hyderabad, interviewed 38 students of Ist MBA and selected 4 for internship in Wickfield. 12 students were selected for internship in Wipro, one in Goal Man Sachs, one in HDFC, 3 in Chennai Power Plant and 4 in Aditya Birla More.

#### **Placement :-**

- **On and Off campus placement drive** was conducted at our college by **hp (Hewlett-Packard, an American Multi National Information Tech. Corp) for the post of Business Process Associate on December 10, 2012** (Monday) for the students of SNMV and other colleges. 2550 students from 36 colleges have participated in the campus drive.
- The Campus Registration started at 8.30 a.m. on 10.12.2012. Transportation was arranged from Malumachampatti to the college campus. The programme started with a presentation on the salient features of hp in the presence of the **Secretary of the college**. He addressed the gathering and motivated the student participants to make use of the golden opportunity to get placed in a 'fortune 500' company. The HR team of hp comprising of 17 members were present on the campus for the recruitment. The procedures and the eligibility criteria were explained to the students. There were written tests on Communication and Aptitude. This was followed by Technical and Operations and HR rounds. Out of 2550 students, 48 were selected which includes 10 of our students.

- 'Slash support' visited the campus on 17.12.2012; 163 final year students attended and 51 were short listed.
- An off campus placement drive was conducted by Igate at RVS College of Arts and Science on 18.12.2012; 40 of our students attended and 5 are placed.
- Cadila Pharmaceutical Company conducted an interview in our campus on 19.12.2012; 36 students attended and 17 were selected.
- 40 of our students attended an off campus placement drive by Ford at Krishna College of Arts and Science on 21.12.2012 and the result is awaited.
- An on campus placement drive was organized on 29.12.2012 by Wipro; 38 final year students of B.Sc (Computer Science), BCA and Information Technology attended the interview and 5 were selected with a salary of Rs. 24,000/- per month.
- 30 final year students of BCA and IT attended an on campus interview conducted by SAP Limited (German based company) on 05.01.2013. SNMV is the only college in Coimbatore which has participated for this employment opportunity. The selected 6 candidates have to undergo training for two years with a stipend of Rs. 15,000/- per month; based on performance they will be absorbed by the company during the second year, with a salary of Rs. 2.5 Lakhs per annum in Bangalore.
- 50 Students attended an Interview conducted by Cognizant Technology Solutions (CTS) and 6 were selected on 10.01.2013 with a salary of Rs. 2 Lakhs per annum.
- 36 students were selected by First Source with a salary of Rs. 72000 per annum on 18.01.2013.
- 6 students visited S.A.P Bangalore and attended the final round of Interview on 21.01.2013 and the result is awaited.
- MBA students had a campus drive by Bharathi Axa on 21.1.13 and the result is awaited.
- An on campus placement drive was organized on 29.12.2012 by Wipro; 38 final year students of B.Sc (Computer Science), BCA and Information Technology attended the interview and 5 were selected with a salary of Rs. 24,000/- per month.
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- 6 students visited S.A.P Bangalore and attended the final round of Interview on 21.01.2013 and the result is awaited.
- An off campus placement drive was conducted by IBM at Kongunadu College of Arts and Science on 31.01.2013. 92 students participated and 2 were selected from our college with a salary of Rs. 14000/- per month.
- Virtusa, USA based multinational company organized an on campus placement drive from February 1<sup>st</sup> to 2<sup>nd</sup>, 2013. 738 students from 15 colleges participated in the program; 34 students were placed including 2 from our college with a salary of Rs. 10000/- per month during the training period.
- In an on campus interview conducted by Mega Mart on 04.02.2012, 97 students attended and 29 of our UG students were selected as Assistants and 4 as Cashiers with a salary of Rs. 8000/- to 10000/- per month. 4 students of MBA department were selected as HR persons with a salary of Rs. 2.4 Lakhs per annum.
- KGISL Campus interview was conducted on 11.02.13. 3 UG students were selected for a salary of Rs. 11,750/- per month. 7 students of MBA Department attended the interview at KGISL for HRO post and the result is awaited.
- 5 MBA HR students have attended an interview for the First Source Ltd for HR trainee job on 14.02.13 and the result is awaited.
- The Regional Manager of ICICI Direct conducted an awareness programme on National Stock Exchange Certification Financial Markets(NSECFM) for our I and II year MBA students on 12.02.2013.
- First year MBA students are being sent for Internship in First source, MegaMart and 'More' super market.
- The Departments of Business Management and Commerce with Information Technology organized a placement training programme on 'Career Development' for the I and II year UG

students on 20.02.2013. Mr. Vigneshwaran, Life Course Trainer, was the resource person. 110 students attended the program along with their teachers.

- ICICI Bank conducted a placement interview on 23.02.2013 for all the UG students. After an online test and HR interview, 20 students were selected as Sales Officers with a package of 1.3 Lakhs.
- Shopper's stop conducted a placement drive on 07.03.2013 and 4 UG and 5 MBA students were selected with a salary of Rs. 7500/- for UG, Rs. 10,000/- for MBA, during training period; (on confirmation 2.5 lakhs and 4 lakhs Salary per annum respectively).
- Mr.Rajesh Ravindran, Country Manager, HP visited our campus, addressed our 2nd year students of UG and PG, MSC (IT) on software test training program.
- Shopper's stop conducted a placement drive on 07.03.2013 and 4 UG and 5 MBA students were selected with a salary of Rs. 7500/- for UG, Rs. 10,000/- for MBA, during training period; (on confirmation 2.5 lakhs and 4 lakhs Salary per annum respectively).
- Mr.Rajesh Ravindran, Country Manager, HP visited our campus, addressed our 2<sup>nd</sup> year students of UG and PG, MSC (IT) on software test training program.
- The Secretary of the college distributed the offer letters to 110 students who are placed in various companies in the 'Mini Job Fair' on February 27, 2013 on SNMV campus.
- A job mela was organized on the Campus on 08.06.2013. 39 students from 14 colleges participated in the job fair and ten were selected by i.solve Group of companies, Chennai.
- Placement training for Goldman Sachs started from July1,2013. 30 final year students are attending the program.
- Training is given to the 1<sup>st</sup> year and 2<sup>nd</sup> year UG students in communication skills, Aptitude & Placement by ATIC(60 hours program 151 students are attending the program from 19.08.2013, 2 pm to 4pm.

### **Conclusion**

The motto of the institution "Thou art one-Unity is our heritage" reflects vision and values practised by the institution and the activities scheduled assert the process on man – making. First class infrastructure, stimulating curriculum taught in line with modern pedagogy, comprehensive supervision and feedback, quality education taught by highly qualified and committed faculty members are the strength of the institution. SNMV has earned its strong academic reputation, since

its founding in 1989, the college has upheld a rigorous commitment to quality education at affordable cost. The institution marches ahead with new developments in academic and administration activities. The change and innovation contribute to positive atmosphere and instill hope to envisage success.