



Dr. ASHOK. G. BAFNA

PRESIDENT

COIMBATORE WELFARE ASSOCIATION

PRESIDENT'S MESSAGE

**“The goal of life is not live forever.
The goal is to create something which will last forever”**

We have a strong commitment to teaching and student learning at the undergraduate level. Our students flourish under the mentorship of professors and staff who care for students, inspire them to learn, and push them to reach beyond what they perceive to be their limits. Challenges and Opportunities are two sides of the same coin. Modern education, curriculum development and teaching methodologies have to keep pace with the demand of the economic environment. **Shri Nehru Maha Vidyalaya College** endeavors to educate a new generation of leaders—men and women who will be capable of shaping the future with vision, justice, and charity—with a sense of calling, with concern for all of the human family.

"We cannot always build the future for our youth, but we can build our youth for the future." “Tell me and I'll forget. Show me, and I may not remember, Involve me, and I'll understand”. This is more relevant in the present day academic and professional world, where the student should not be a mere blind receiver of lessons, but also have the power and ability to critically examine them in the light of facts and situation, leading to creativity, success and a sense of fulfillment.

As the President of this institution I wish you the students all the very best. I appreciate the efforts put in by the editorial team for bringing the magazine to the present shape and bettering their efforts to show case the college as excellent centre of learning. I am indebted to one and all who are associated in making the institution one of the best in the field of Education.

With Best Wishes

Dr. ASHOK. G. BAFNA

SHRI. P. ASHOK KUMAR
SECRETARY



TRADITION VS MODERNITY

“The modernity of yesterday is the tradition of today, and the modernity of today will be tradition of tomorrow.” - Jose Andres Puerta

Technology has become an essential part of life today and is taking over our lives because of the fast-paced world that we live in. But, it is high time that we all pause and take stock of our lives. We have to ask ourselves whether a life lived without the cultural and traditional values left behind by our ancestors is actually worth living. SNMV CAS has always tried to uphold the ethnic values passed down to us through generations and it is one of the reasons that SNMV CAS has been able to cross the milestone of twenty-five years of success.

Traditional values like beliefs, moral codes and principles may be consigned to the old-school by the young generation, but are in fact the pillars of any society. Moral values can never be replaced by Technology. But, that is not to say that technological development is unnecessary. It too, forms an important part of our social system. Human beings have to make a careful choice or find a compromise between the two. Co-existence is the key to existence. By bringing the old and the new together, it is possible to engage everyone at an exalted level of thought processes and new ideas. The Management and the Faculty of every college is responsible for inculcating moral standards and new concepts in the minds of the youth. That is why, SNMV CAS has always striven towards a conciliation between the traditional and the modern and will continue to do so in order to turn out more responsible and morally conscious citizens of tomorrow.

Yours Sincerely

A handwritten signature in dark ink, appearing to read 'Ashok Kumar', written in a cursive style.

P. ASHOK KUMAR



SHRI. BHARATHKUMAR JAGHAMANI
JOINT SECRETARY

DREAMS OF KALAM

“Great dreams of great dreamers are always transcended”– Dr. A.P.J Abdul Kalam

The year 2015 is a year that Indians will not easily forget because it was the year that brought about the demise of the beloved Dr. A.P.J Abdul Kalam. It was a sad moment, but also a moment of solidarity and singularity as all Indians came together as one to mourn the great personality. Dr. Kalam was and will always be a person who inspired students towards making a better India. He always placed his confidence in the youth of the country. Now, it is time that we try to make his dream of India 2020 a reality. As students and part of the youth brigade, all of you are faced with the challenge of bringing about change for the better.

Change always begins with two simple questions – What would I like to change in myself? and When would I want that change to take place? These are not easy questions with easy answers because they require a degree of self- knowledge and self-awareness. Unless we realize that we, as individuals, are intrinsic to the process of change, there can be no transformation. So, instead of complaining it is high time that we look at the concept of self-governance. We can change society if we change. That is why SNMV CAS has always endeavored to keep up with the shifting scenarios while maintaining its quality of Education. We salute the revolutionary Dr. Abdul Kalam and hope that his vision of development and self-sustenance will come true in the coming years because of your continuous efforts and energies. **Jai Hind !!!**

Yours Sincerely

BHARATHKUMAR JAGHAMANI

Dr. A. PONNUSAMY
PRINCIPAL
SNMV CAS



NATION-BUILDING

“The test of good citizenship is loyalty to country.” - Bainbridge Colby

Our commitment at SNMV CAS is to provide a safe and intellectually challenging environment that will empower students to become innovative thinkers, creative problem solvers and inspired learners prepared to thrive in the twenty-first century. It is with pride that we claim that our institution has been able to do so and fulfill its promise towards nation-building. Our nation is still in the process of development and each of us has a major role to play. We are the architects of the future and it is our floor plans that will design upcoming events.

For this, effective teaching methods including application of class-room teaching to real life situations is necessary, which in turn signifies the need for more practical training and hands-on experience. It also indicates the need to ask the right questions about development, creative and critical thinking. The life-blood of any institution is its faculty and its students. Without proper communication between these two factors, there can be no progress. Hence, the onus is on all of us to create an environment which is suggestive of nation - building in order to teach the youth to be responsible and respective citizens of an India which is not only beautiful but also advanced in all fields. In conclusion, I hope that all the faculty and students of this wonderful institution, SNMV CAS, will put their hands together and frame an India that is invincible. **All the Best!!!**

With Best Wishes

A handwritten signature in black ink, appearing to read 'A. Ponnusamy', written in a cursive style. The signature is positioned above the printed name.

Dr. A. PONNUSAMY

PATRONS

- ❖ **Dr. ASHOK. G. BAFNA**
PRESIDENT
- ❖ **SHRI. P. ASHOK KUMAR**
SECRETARY
- ❖ **SHRI. BHARATHKUMAR JAGHAMANI**
JOINT SECRETARY

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- ❖ **Dr. A. Ponnusamy**, M.S.W, M.Phil., M.B.A., Ph.D.
Principal, Shri Nehru Maha Vidyalaya College of Arts and Science
- ❖ **Dr. Manjula Suresh**, M.A, B.Ed, M.Phil, Ph.D
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Assistant Professor, Department of English
- ❖ **Ms. D. Nishasujatha**, M.A, M.Phil.
Assistant Professor, Department of English
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HoD, Department of Tamil
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Assistant Professor, Department of Hindi
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Executive Officer, SNMV CAS

Student Members

- | | | |
|---|--------------------------|-------------------------------------|
| ❖ | L. Sandhya | I M.A English Literature |
| ❖ | J. Rashmi | III B.A. English Literature |
| ❖ | S. Sachin Chordia | III B.Com |
| ❖ | P. Aravinth | III B.Sc. Microbiology |
| ❖ | M. Sowmya | II B.Sc. Computer Technology |
| ❖ | P. Satheesh Kumar | II BCA |

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

Shri Gambhirmal Bafna Nagar,
Malumachampatti, Coimbatore - 641 050.

ANNUAL REPORT 2015-2016

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 as well as extension programmes, placement training and industrial interaction. The College is recognized by the UGC as per Sections 2F and 12B of the UGC Act. In the current year, the total strength of the College is 1952 students (1060 boys and 892 girls) with 102 teaching and 85 non-teaching staff. The College is affiliated to Bharathiar University and approved by Government of Tamil Nadu and AICTE, New Delhi.

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

INFRASTRUCTURE

Arts and Science Block

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

Library

The Library is an information hub with rich resources contributing to the intellectual capital of the students and teachers with its working hours from 8 am to 5 pm. The Library Resources include a total of 23,896 volumes of books, 62 periodicals including 10 International Journals. Delnet and Inflibnet Databases are also available.

Digital and E-library

The library has 1539 Non Book Materials on various subjects. DELNET online database subscription has vast reference material.

Library Services

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

Computer Labs

SNMV College of Arts and Science provides exceptional computer lab service and state-of-the-art computing resources in order to fulfill the academic needs of the student community. The Institution has six computer labs (Desktop - 308 and Laptop-60) with high-tech laptops, desktop and NComputing (Green Environment systems). The whole campus is well connected through wired and wireless networks as well (Wi-Fi Campus). The computing facility is being continuously upgraded and modernized. The labs provide one-to-one access to students for a variety of peripherals. The College provides Leased Line (5 Mbps) Internet connection to staff and students for the enhancement of their knowledge in their field of study.

Science Laboratories

The spacious Science laboratories are well equipped and run round the clock for conducting experiments in Molecular Biology, Plant Tissue culture, Biochemistry and Microbiology. The labs provide need-based practical and project training for the UG and PG students of Microbiology and Biotechnology.

SNMV Institute of Management

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

FACILITIES

Hostels

The hostels are well-designed and furnished to ensure residential stay on campus. There are separate Ladies and Gents Hostels (with independent Mess), monitored by full-time Wardens and

Assistant Wardens. There are two Wings in Boys Hostel and three floors in each hostel; each consists of 48 and 71 rooms respectively. There are two Wings in Girls Hostel, three floors in each which consists of 51 and 32 rooms respectively. The hostel facilities include medical assistance room and reading room. The strength of the hostel inmates has multiplied from 33 students in 1998 to 282 as on date (156 boys and 126 girls).

Canteen

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

Transport

The College plies nineteen buses that provide access to different parts of Coimbatore, Tirupur, Palakkad, Udumalpet and Pollachi. A bus and a cruiser van are available for shuttle trips from Malumachampatti to the College and vice-versa.

ACADEMICS

Courses offered

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

New courses are introduced every year based on emerging trends. The institution offers a rich array of 15 UG and 7 PG Courses along with Research and Doctoral programmes, complemented by 14 Career-Oriented Add-On courses (sponsored by the UGC) and value-added Coaching Classes for CA, ICWA and ACS competitive examinations.

UG Courses

B.B.A.

B.Com.

B.Com. (Computer Applications)

B.Com. (Information Technology)

B.Com. (Professional Accounting)

B.Com. (Corporate Secretaryship)

B.Sc. Biotechnology

B.Sc. Microbiology

B.Sc. Physics

B.Sc. Information Technology

B.Sc. Computer Science

B.C.A.

B.A. English Literature

B.Sc. Mathematics (Computer Applications)

B.Sc. Computer Technology

PG Courses

M.B.A.
 M.Com (International Business)
 M.Sc. Information Technology
 M.Sc. Biotechnology
 M.Com. (Computer Applications)
 Master's in Social Work (MSW)
 M.A. English Literature

Research Programmes

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

Biotechnology, Computer Science and Commerce

Ph.D. Programmes

Biotechnology and Commerce

Additional Programmes

Coaching for:

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

Career Oriented Programmes

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

Admissions

No Donation! No Capitation! This is the stern policy adopted by Coimbatore Welfare Association. Eight Hundred and ninety six (896) students have been admitted in the academic year 2015-2016.

As a part of admission drive, our College participated in a number of educational exhibitions held at Tirupur, Coimbatore, Kannur, Kottayam, Palakkad, Nilgris, Pollachi and Udmalpet. In addition, 18 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 scholarships:

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

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

PG

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

Sports Scholarship Scheme (From +2 to UG)

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

Sports Scholarship Scheme (From UG to PG)

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

Institutional Social Responsibility (ISR)

To commemorate the 26 years of existence of the institution, 26 seats were offered by the Management to deserving students under the 'Institutional Social Responsibility' (ISR) scheme, for children from economically weaker sections with good academic records.

ACHIEVEMENTS OF STUDENTS BHARATHIAR UNIVERSITY RANKS

Two students of our college, (April 2015 passed out batch) are the proud recipients of Bharathiar University Ranks.

Sl .No	Course	Name of the Student	Rank
1	B.Sc. Mathematics (CA)	Ms. Karpagapriya S	II
2	MBA	Ms. Karnikumari Bafna	III

ACHIEVEMENTS OF STUDENTS UNIVERSITY RANKS

Bharathiar University Examinations results of the students are highly commendable. The Comparative result analysis of April 2013-2014 and April 2014-2015 is presented below:

COMPARITIVE RESULT ANALYSIS - April - 2013-14 & and 2014 - 15

		APRIL 2013-14		APRIL 2014 - 15		PASS %		COMPARISON
COURSE	YEAR	APPEARED	PASSED	APPEARED	PASSED	2013-14	2014 - 15	
BCOM - A	I	42	19	49	21	45.24	42.86	-2.38
	II	40	14	38	15	35.00	39.47	4.47
	III	29	22	40	23	75.86	57.50	-18.36
BCOM - B	I	33	10	51	22	30.30	43.14	12.83
	II	45	23	35	16	51.11	45.71	-5.40
	III			43	34		79.07	
BCOM (CA) - A	I	46	9	49	16	19.57	32.65	13.09
	II	54	30	44	18	55.56	40.91	-14.65
	III	34	29	54	50	85.29	92.59	7.30
BCOM (CA) - B	I	40	11	46	28	27.50	60.87	33.37
	II	40	26	44	15	65.00	34.09	-30.91
	III	33	29	38	32	87.88	84.21	-3.67
BCOM (IT)	I	21	11	18	8	52.38	44.44	-7.94
	II	41	14	19	12	34.15	63.16	29.01
	III	7	6	37	33	85.71	89.19	3.47
BAA	I	10	1	24	10	10.00	41.67	31.67
	II	20	13	7	3	65.00	42.86	-22.14
	III	19	13	21	13	68.42	61.90	-6.52
BCOM (PA)	I	18	7	40	26	38.89	65.00	26.11
	II			17	11		64.71	
BSC (CS) - A	I	51	21	55	30	41.18	54.55	13.37
	II	39	23	51	35	58.97	68.63	9.65
	III	20	16	36	34	80.00	94.44	14.44
BSC (CS) - B	I	34	15			44.12		
	II			31	29		93.55	
BSC (IT)	I	40	17	45	23	42.50	51.11	8.61
	II	48	27	39	32	56.25	82.05	25.80
	III	41	28	46	35	68.29	76.09	7.79
BCA	I	50	19	45	12	38.00	26.67	-11.33
	II	50	29	46	28	58.00	60.87	2.87
	III	27	27	48	39	100.00	81.25	-18.75

		APRIL 2013-14		APRIL 2014 - 15		PASS %		COMPARISON
COURSE	YEAR	APPEARED	PASSED	APPEARED	PASSED	2013-14	2014 - 15	
B.Sc (CT)	I	15	8	30	16	53.33	53.33	0.00
	II			12	8		66.67	
BSC (BT)	I	22	9	29	8	40.97	27.59	-13.32
	II	22	19	22	17	86.36	77.27	-9.09
	III	18	17	23	22	94.44	95.65	1.21
BSC (MB)	I	13	7	35	30	53.85	85.71	31.87
	II	13	10	13	9	76.92	69.23	-7.69
	III			13	8		61.54	
BSC (MATHS CA)	I	24	21	28	21	87.50	75.00	-12.50
	II	21	16	24	23	76.19	95.83	19.64
	III			21	18		85.71	
BA (ENG)	I	22	8	26	19	36.36	73.08	36.71
	II	16	4	18	12	25.00	66.67	41.67
	III			15	14		93.33	
MBA	I	51	34	42	31	66.67	73.81	7.14
	II	51	44	51	43	86.27	84.31	-1.96
MIB	I	3	3	3	3	100.00	100.00	0.00
MCOM (CA)	I	13	13	13	9	100.00	69.23	-30.77
	II	23	21	13	11	91.30	84.62	-6.69
MSW	I	5	4	5	5	88.00	100.00	20.00
MSC (BT)	I	3	2	5	5	66.67	100.00	33.33
	II	5	5	3	3	100.00	100.00	0.00
TOTAL		1312	754	1600	1038	57.47	64.88	7.41

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 the students based on a comprehensive criterion of continuous assessment of their reading books, journals and newspapers and presentation of article reviews. Two students, one each from UG and PG are selected for this award. S.Nandhini of III BSC Maths (CA) and K.Mahalakshmi of II MBA are the award winners of the academic year 2015 - 2016.

ACHIEVEMENTS OF STAFF

The institution has well qualified and experienced teaching staff including 20 Ph.D holders and 43 M.Phil degree holders. Presently, four faculty members are pursuing their Ph.D programmes and five have undertaken M.Phil course.

Ph.D HOLDERS

S.No	FACULTY	DESIGNATION	DEPARTMENT
1.	Dr. A. Ponnusamy	PRINCIPAL	SOCIAL WORK
2.	Dr. S. Balusamy	DIRECTOR	MBA
3.	Dr. P. Manjula Suresh	Dean	LANGUAGE
4.	Dr. A. Mohanasundaram	Dean	COMMERCE
5.	Dr.M. Premalatha	HOD	SOCIAL WORK
6.	Dr. R. Bhakyaaraj	HOD	BIOSCIENCE
7.	Dr. V. Aarthi Agnihotri	Asst. Prof.	HOD - B.COM(CS) & M.COM (IB)
8.	Dr. K. Dhanalakshmi	Asst. Prof.	TAMIL
9.	Dr. G. Senthil Kumar	Asst. Prof.	TAMIL
10.	Dr. C.V. Venkatalakshmi	Asst. Prof.	TAMIL
11.	Dr. S. Senthil Kumar	Asst. Prof.	TAMIL
12.	Dr. M. Gnanamani M	Asst. Prof.	TAMIL
13.	Dr. G. Renuka	Asst. Prof.	HINDI
14.	Dr. A. Thiruvenkateswari	Asst. Prof.	COMMERCE
15.	Dr. R. Nithya	Asst. Prof.	BIOSCIENCE
16.	Dr. P. Ruban	Asst. Prof.	BIOSCIENCE
17.	Dr. R.Ramya	Asst. Prof.	BIOSCIENCE
18.	Dr. D.Arunkumar	Asst. Prof.	BIOSCIENCE
19.	Dr. K.Ramalashmi	Asst. Prof.	BIOSCIENCE
20.	Dr. S.V. Manivannan	Asst. Prof.	MBA

RECOGNITION FOR GUIDESHIP

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

S.No	Faculty	Designation	Department	Guiding
1	Dr. A. Ponnusamy	Principal	Social Work	Ph.D & M.Phil.
2	Dr. S. Balusamy	Director	Commerce	Ph.D & M.Phil.
3	Dr. Mohanasundaram	Dean	Commerce	Ph.D & M.Phil.
4	Mrs. K. Tamilselvi	HOD	Computer Science	M.Phil.
5	Mr. M. Chandrakumar	HOD	Computer Applications	M.Phil.
6	Mrs. J. Gladys Glory	HOD	Information Technology	M.Phil.
7	Dr. M. Premalatha	HOD	Social Work	M.Phil.
8	Mrs. B. Chithra	Asst. Prof.	Computer Technology	M.Phil.
9	Mr. R. Nandhakumar	Asst. Prof.	Computer Science	M.Phil.
10	Mr. K. Vijay Anand	Asst. Prof.	Computer Science	M.Phil.
11	Ms.R. Meena Kumari	Asst. Prof.	Computer Science	M.Phil.
12	Ms. S. Santhana Megala	Asst. Prof.	Computer Science	M.Phil.
13	Mr. G. Viswanathan	Asst. Prof.	Computer Science	M.Phil.
14	Mr. G. Vadivel	Asst. Prof.	Computer Science	M.Phil.
15	Ms. V.Rajalakshmi	HOD	Commerce	M.Phil.
16	Ms. K. Kalaiyarasi	Asst. Prof.	Commerce	M.Phil.
17	Mr. A.Gurunathan	Asst. Prof.	Commerce	M.Phil.
18	Dr. P. Ruban	Asst. Prof.	Bio Science	M.Phil.
19	Dr. R. Nithya	Asst. Prof.	Bio Science	M.Phil.
20	Mrs. S. Kavunthi	Asst. Prof.	Mathematics	M.Phil.
21	Dr. K. Dhanalakshmi	Asst. Prof.	Tamil	M.Phil.
22	Dr. G. Senthilkumar	Asst. Prof.	Tamil	M.Phil.
23	Ms. D. Nishasujatha	Asst. Prof.	English	M.Phil.

Seminars and UGC Project Proposals:

A total number of 14 minor project proposals and 6 Seminar / Conference proposals from eight departments have been submitted to the University Grants Commission. The details are given below.

Sl.No	Department	No. of Minor Projects Proposals	No. of seminar/ conference proposal
1	Bioscience	4	1
2	Computer Technology	1	-
3	Management Studies	2	1
4	Information Technology	1	1
5	Computer Science	1	-
6	Commerce	3	1
7	Social Work	2	1
8	English	-	1

Memorandum of Understanding:

- The college has signed a Memorandum of Understanding with the Indian Institute of Crop Processing Technology, Ministry of Food Processing Industries, Government of India, Thanjavur, and Tamil Nadu. The main objectives of the venture are the exchange of faculty, students and staff for the purpose of research; coordination of joint research, lectures and training; and development of mutually beneficial research programmes. Shri. P. Ashok Kumar, Secretary of the College and Dr. K. Singaravadivel, Director, Indian Institute of Crop Processing Technology signed the MoU on 11th June, 2015. Dr. A. Ponnusamy, the Principal of the college signed as a witness.

- The Institution has signed a Memorandum of Understanding with Indian Institute of Technology (IIT) Bombay for the year 2015 - 2016. The objective behind this MOU is to offer online training in both academics and placement to students.

- SNMV Institute of Management has entered into an Memorandum of understanding [MoU] with M/s Annamalai Capital Services [ACS] Private Limited. The MoU imparts training and certification on capital markets, derivatives and Future and options etc., in the short-run and an array of industry-institute partnership programmes in the long run.

SNMV Institute of Management - Activities

- Dr. S. Balusamy, Director SNMV Institute of Management, acted as a resource person in “SEBI Financial Education Workshop”, for UG Business Management students held at Rathinam College of Arts and Science, Coimbatore on 27th July, 2015.

- Shri Nehru Maha Vidyalaya Institute of Management conducted a guest lecture on 'Lean Manufacturing' on 31st July, 2015. Mr. R. Vignesh, Planning Engineer cum Financial Analyst, Sree

Santhosh Exports Private Limited, Tirupur, was the Chief Guest.

- SNMV Institute of Management organized a lecture cum In-basket Exercises Programme on 'Change Management' as part of 'Meet the Manager Lecture Series' on 3rd September, 2015. The Chief Guest of the day was Mr. Abhinav, Operations Manager, VWR Technologies, Rathinam Infopark, Coimbatore.

- As a part of Weekly Industrial Visit, the budding managers of SNMV IM numbering about 50 along with two faculty members visited the District Co-operative Milk Producers Unions, Avin Dairy Unit, Pachapalyam, on 4th September, 2015.

- The final year MBA students underwent a session on Resume Building as part of their Placement training on 8th September, 2015. Mr. Sastha Kumar, Centre Head, SMART Training Resources India Pvt Limited was the resource person.

- As a part of the movie review programme, a motivational video on Dabbawala was screened for MBA students on 9th September, 2015.

- The Department conducted a guest lecture entitled 'Meet the Manager' on 10th September, 2015. The Guest Shri. P. Ashok Kumar, Managing Director, Ottajee Plastics Pvt. Ltd., spoke on entrepreneurship.

- The MBA students celebrated Onam on 11th September, 2015, on campus. Onapookkalam (flower carpet) was designed in the MBA lobby. Onasadhya (feast) was served for staff and students. Various competitions were held.

- The MBA students carried out an action research on 'Impediments and Efficiency on Motor and Pump industry in Coimbatore', on 12th September, 2015.

- Mr. Jithin Thayambath and Sheris. S of II MBA participated in the Strategist Business Quiz Competition conducted by Business Standard in Krishna College of Engineering and Technology, Coimbatore, on 12th September, 2015.

- The Team Building Game named 'Classical T' was conducted for the I year MBA students on 15th September, 2015.

- Dr. S. Balusamy, acted as a resource person in a Financial Education Workshop for company executives at Indo Shell Cast Private Ltd- Unit - II, Coimbatore on 15th September, 2015.

- Mr. Nagarajan, Assistant professor, MBA, participated in an International conference on 'International Marketing in Asia Pacific Issues and Challenges' held at GRD Institute of Management from 18th to 19th September, 2015. He presented a paper titled, 'Consumer Ethnocentrism and its Managerial Implication.'

- The Department in association with CII Institute of Logistics conducted a "Functional Certificate Program in warehousing and distribution" for MBA students as a part of logistics specialization from 7th to 8th of October 2015.

- SNMV IM celebrated Pongal on 13th January. 2016. The festival showcased the rich culture and tradition of the people of Tamil Nadu.

Women Empowerment Cell

On 2nd February, 2016 the Women Empowerment Cell organized a Seminar on Reproductive Health Awareness. The resource person was Dr. Kamalaveni, Assistant Professor, Bharathiar University.

Faculty Development Programme

- A Faculty Development Programme was conducted by the Departments of English & Social Work on 15th June 2015. Dr. A. Sethuramasubbiah, Professor and Head, Department of Social Work, Bharathiar University, was the resource person who highlighted the topic, 'Scaling New Heights in Higher Education.'

- Dr. G Sudhakar, Former Director, Academic Staff College, Bharathiar University was the resource person for an FDP held on 13th July 2015 by the Department of Commerce. 'The importance of Teaching Technology and Evaluation Methodology' was the subject matter of the programme.

- The Department of Commerce, organized a two-day Faculty Development Programme from 25th to 26th September, 2015. The Resource persons for the Programme include Dr. P.Selvarathi, Dean, College Development Council, Bharathiar University, addressed the audience on the topic 'Research Grants and Funding Agencies'; Dr. Ganesan, Director, School of Commerce, Bharathiar University, on 'Research and Teaching - Inseparable'; Dr. V. Mohanasundaram, Professor of Economics, PSG College of Arts and Science on '3-Dimensions of Research Design Theoretical, Methodological and Analytical'; Dr. K. Govindarajulu, Professor of Economics, Bharathiar University, on 'Research for Community Development' and Dr. K. Ramya, Assistant Professor, Avinashilingam School of Management, on 'Analysis of data with SPSS'. Dr.Lakshmana Perumalsamy, Former Registrar, Karpagam University proposed the valedictory address.

- MBA department organized a Faculty Development Programme on "Advance Research Tools through SPSS Software", on 20th November 2015. The resource person was Dr. K. Ramya, Assistant Professor, Avinashilingam School of Management.

Inaugural Functions and Guest Lectures

- On 09th July, 2015, the Departments of B.Com. (IT), B.Com. (PA), B.Com. (CS) and B.B.A had the inaugural function of their associations. The Chief Guest, Mr. P. K. Shoban, Education Consultant in Brand, Coimbatore addressed the students on the topic "The Inner Dynamics and Success."

- On 10th July, 2015, the Department of B.Com. (CA) conducted the inaugural function of its association. The Chief Guest, Dr. M. Dhanabhagam, Assistant Professor, Department of Commerce, Bharathiar University, Coimbatore, delivered a special address on the topic "Job Opportunities for Commerce Students."

- The Department of Computer Technology inaugurated its Association, 'Masterotech' along with a seminar on "Online Trendz" on 10th July, 2015. Mr. J. Karthik, Senior Software Engineer, Meggotec Technologies, Chennai, was the Resource Person who interacted with the students and highlighted the opportunities available through online project development.

- The Department of English conducted the Inaugural function of its Association, LITERATI' on 15.07.2015. Mr. Austin Brown, Regional Director, Anglia Ruskin University, UK, the Chief Guest of the function, addressed on the topic 'English in Modern scenario'.
- The Department of Tamil inaugurated its association, 'Thendral' on 17th July, 2015. Dr. Arasu Parameshwaran, Arignar Anna Government College, Namakkal was the chief guest of the occasion and he spoke on the topic, 'Kanavugal Kaivasam.'
- The Department of BCA inaugurated its Association, 'Radical' 20th July, 2015. Dr. J. Thirumaran, Principal, Rathinam College, Coimbatore, the resource person of the function, highlighted the latest trends and developments in the field of computer applications.
- The Department of Commerce conducted a guest lecture on 'Corporate Processes in Finance and Accounting' on 27th July, 2015. Mr. C.A.G. Nagarajan, Chartered Accountant & Cost Accountant, Founder of Artha Vidhya, Bangalore, was the guest speaker. The guest lecture was presided over by the Secretary, Shri. P. Ashok Kumar and was felicitated by the Principal, Dr. A. Ponnusamy.
- The Departments of B.Com IT and BBA conducted an inauguration of management games entitled "All Play and No Work" for II year Commerce Students on 11th August, 2015.
- Dr. R. Bhagyaraj, HOD, Bioscience acted as a resource person at KSG College of Arts and Science, Coimbatore, during the inaugural function of the Department of Biotechnology on 11th August, 2015. He spoke on 'The Scope and Application of Biotechnology'.
- The Department of Commerce organized a guest lecture on 'The Importance of Communication Skills', for the students of I and III B.Com on 28th September, 2015. Dr. C. Muralidhara Kannan, Professor of English, Government Arts College, Coimbatore, was the resource person.
- The Department of Mathematics with Computer Applications organized a Guest Lecture on 12th September, 2015. Dr. D. Jayanthi, Assistant Professor of Mathematics, Avinasilingam University, was the guest speaker who spoke on the topic, 'Mathematics a Wonder.'
- The Department of B.Com. (CS) organized a Guest Lecture on 'Entrepreneurship' on 11th September, 2015. Mr. Venkatraman, Chairman, Institute of Company Secretaries of India, Coimbatore, was the guest speaker.
- On 12th January 2016, the Department of Bioscience & Research inaugurated its cultural association "THE ECHOS"(Exploring culture and heritage). Mr. Ragevendra, RJ from Hello FM, Coimbatore was the chief guest.
- On 12th January, 2016, the Department of Commerce with Professional Accounting organized a Guest Lecture. The Chief Guest, Dr. P. Radhakrishnan, HOD, Sree Narayana Guru Institute of Management Studies addressed the audience on the topic, 'Recent Trends in Indirect Tax'.
- On 12th January 2016, the Department of Tamil organized a Pattimandram on the title 'Which is considered more important by modern youth, Money or Character?' Mrs. Rasathi Manogaran, Public Speaker and Rtd. Tamil Teacher, Kanya Gurukulam, Coimbatore acted as the mediator.
- On 18th January, 2016, the Department of BCom CS conducted a Guest Lecture on the topic "Central indirect tax". Mr. R. Mani Mohan, Superintendent, Central Excise Department, spoke on

central excise, service tax, GST procedures and cases.

- The Department of Commerce conducted a guest lecture on 20th January, 2016 on the topic “GREEN MARKETING”. Dr.Nageshkumari, the resource person, lectured the students about the importance of Green Marketing.

- On 2nd February 2016 the Department of B.Com (PA) organized a career guidance programme. The resource persons were Mr. K.S. Shanmugam of Shanmugam Vasudevan and Company, Coimbatore and Chairman of The Auditors Association of South India (TASSI), Coimbatore and Mr.C.A Jayakumar of TASSI.

- On 4th February 2016, the Department of IT organized a Guest lecture on the topics “YOU CAN”, Multimedia to greater Levels” and “The touch of Corel Draw & Multimedia”. Mr. Kadamai Ravi, Senior Branch Manager, Mr. Sukumar, Manager and Mr. Periyasamy, Technical Head, YRSK & CSC, Coimbatore handled the sessions respectively.

Seminars/ Conferences/Workshops - Organization / Presentation/ Participation

- A one-day workshop on PHP was conducted by the Department OF BCA on 12th August, 2015. The Chief Guest of the occasion was Mr. U. Dinesh, Technical Consultant, AJ Groups, Tirupur.

- A One-Day Workshop on 'Effective Communication Skills' was conducted by the Department of English for the 11th standard students of Shri Nehru Vidyalaya School (SNV) on 03.09.2015. The special address was delivered by the Secretary, Shri. P. Ashok Kumar. The Principal of the College, Dr. A. Ponnusamy, felicitated the gathering. Students were tremendously benefitted out of this programme.

- The Department of Bioscience held a one-day awareness workshop on 'Prospects of Food Processing, Entrepreneurship and Skill Development Initiatives by Government of India' on 23rd September, 2015. 250 participants including students, faculty members from other colleges, self-help group members and farmers attended and got benefitted through the workshop.

- On October 1st, 2015 the Department of B.Com PA organized a workshop on, 'Personality Development', wherein the students were exposed to puzzles, brain teasers and illusions. The Resource Person, Mr. C. Raghuram, Assistant Professor of SNMV IM, addressed on 'Lateral Thinking.'

- In observance to World AIDS Day, the Department of Social Work in association with Native Medicare Charitable Trust, an NGO for Community Development Initiatives, organized an Exhibition and Awareness program on HIV/AIDs on 11th December 2015 at Shri Nehru Vidyalaya School. The same programme was organized in the College on 22nd and 23rd December 2015.

- Five students from the Department of Bioscience visited the Indian Institute of Crop Processing Technology (IICPT), Thanjavur on 29th July, 2015, to attend a three-day workshop on 'Food Processing Technology'.

- The Department of Social Work, SVASTIKA Student Counselling Cell, in association with 'Coimbatore Cancer Foundation' organized a sensitization program on the topic, “Ill Effects of

smoking, Alcoholism & Drug Addiction' to the adolescent students of SNMV CAS on 17th July, 2015. Dr. B. Sivanesan, Oncologist, GKNM hospital was the Chief Guest.

- The students of M.Sc. Biotechnology attended a National Level Seminar and presented research papers on 'Conservation Strategies' at Sri Narayana Guru College of Arts and Science, Coimbatore, on 30th September, 2015.

- Sixty Five students from the Department of Bioscience along with Dr.R.Bhagyaraj, HOD and Dr.K.Ramalashmi, Assistant Professor attended and presented 10 posters and 9 papers in a One Day National Level Seminar on 'Whole Grain 2015' at IICPT, Tanjore on 16.10.15.

- Dr. M. Premalatha, Head, Department of Social Work attended a Two Day Seminar on "Empowering People: Effective Social Work Approach and Strategies" organized by the Department of Social Work, Bharathiar University from 3rd to 4th December 2015 and presented a paper titled "Need for Community Empowerment among the Paniyan of Nilgiris". The students of Social Work Department attended the Programme.

- Mr. Pattabiraman and Mr. Ramakrishna Moorthy, Resource persons from the banking sectors, organized an orientation programme on 'Diploma Course in Banking and Finance' for the II year students of Commerce, B.Com (CA) and B.Com(IT) on 21st December 2015. The same programme was organized for the students of I MBA on 22nd December 2015.

- On 13th January 2016, the Department of IT organized a One Day Workshop on Photoshop & CorelDraw. The Guest speaker was Mr. Sukumar, Branch Manager, YRSK Technologies. The technical session of the workshop was handled by Mr. Jithin, Technical Head, YRSK Technologies. 51 students were benefitted.

- The Department of English organized an International Workshop on "Techniques in Storytelling" on 22nd January, 2016. Dr. Eric Miller, Founder and Director of World Storytelling Institute, Chennai was the resource person. 100 staff and students from various colleges and institutions participated.

- The Department of Computer Applications, organized a One Day Workshop on "ANDROID" on 27.01.2016. Mr.R.Karthikeyan, System Programmer, KnowledgeQ Interactive Service, handled the technical session.

- The Department Of Computer Science organized a Seminar on "Open Source Technologies" on 19th January, 2016. The Chief Guest was Mr. D.Prithiviraj, Technical Head, Accent Techno soft.

- The Department of Computer Technology organized One Day Workshop on 08.02.2016. Mr.P.Ganesh, Operation Head, UCAN Computer Solutions, Sivakasi, handled the session on "Editing Photos Using Photo Shop"

- A National Level Conference on 'The role of Tamil Literature in the Development of Science and Technology' was organized by the Department of Tamil on 9th February, 2016. Dr.S.Sundaresan, Head, Department of Folklore Studies and Controller of Examinations at Tamil University, Tanjore; Dr.Avayambal, Dr.Senavaraiyan and Dr.Selva Subramaniam, Assitant Professors in Tamil at L.R.G. Government Arts College for Women, Tirupur and Government Arts College, Coimbatore respectively;

Dr.Vijaya Samundeeshwari, Vice Principal, Krishna College of Arts and Science, Coimbatore; Dr.R.Bhagyaraj, Head Department of Bioscience, SNMV CAS and Kavinghar A.Puviyarasu, Sahitya Akademi Award winner were the keynote speakers for the conference.

- The Department of Computer Science and Information Technology Conducted a National Level Conference entitled “Next - Gen X Computer Applications and Technology” on 10.02.2016. Mr.Baskaran, Consultant - Strategic Sales and Solutions, TCS, Coimbatore; Dr.J. Thirumaran, Principal, Rathinam College of Arts and Science; Dr.M.Senthil Kumar, Associate Professor of Computer Science, Government Arts College, Ooty and Dr.M. Ramasamy Associate Professor of Computer Application, Madurai Kamaraj University, were the keynote speakers.

- The Department of Bioscience in collaboration with IICPT organized Symbios '16, the 9th National Conference titled “Modern Biological Sciences” on 11th and 12th February, 2016. The Guests and the Resource persons included Dr.K. Singaravadivel, Former Director, IICPT, Tanjore; Dr.S. Bharathi, Vice Principal, The Oxford College of Science, Bengaluru; Dr.K.P.Sutheer, Dean, Kelappaji College of Agriculture, Engineering Technology, Kerala; Mrs. Vidyalakshmi, IICPT, Tanjore; Dr. R. Kannan, Associate Professor, Department of Botany, NGM College, Pollachi; Dr. K. Anbarasu, Deputy Manager, TCMPT Ltd, Central Dairy, Chennai and Dr. M. Loganathan, Director i/c ,IICPT, Tanjore.

- On 3rd February 2016, the Department of Social Work organized a National Conference on, “Changing Scenario of Marriage and Family System in India”. The Chief Guest was Dr. F.X. Lovelina Little Flower, Head of the Department of Social Work, Bharathiar University, Coimbatore. There were four plenary sessions which were addressed by: Dr. J. Paranjothi Ramalingam, Retd. Professor & Head, Department of Social Work, Ramakrishna Vidyalaya College of Arts and Science, Coimbatore; Dr. K. Muralidharan, Retd. Professor & Head, Department of Social Work, PSGCAS, Coimbatore; Dr. Rajan, Professor and Head, Department of Social Work, PSGCAS, Coimbatore and Ms. Kalpana Martin, Manoshanthi Family Counseling Centre, Coimbatore. Dr. Rengasamy, Assistant Professor, Amrita University and Dr. Shahin Sultana, Head of the Department of Social Work, Pondicherry University, graced the occasion as Chair Persons.

- On 4th and 5th February 2016, the Department of B.Com CA organized a workshop on TALLY. The resource persons were Ms. Saranya Devi, Ms. Nirmala Devi and Mr. Santhosh Kuma, Faculty members from A - TECH COMPUTER SYSTEM.

- On 4th and 5th February 2016, 50 students from the Department of Bioscience along with two Staff members, Dr. D. Arunkumar and Mrs. B. Abirami attended a National Seminar on “Emerging Trends in Management of Infectious Diseases and Public Health (ETMIDPH - 2016) conducted by Mohamed Sathak College of Arts and Science, Chennai.

- Ms.Rakhi L Lalwani, Assistant Professor of English participated and presented a paper entitled “Oral Tradition - A Translation and an Analysis of Three Sindhi Nursery Rhymes” at the UGC Sponsored National Seminar held at PSGR Krishnammal College for Women on 12.02.2016.

Achievements in Co-Curricular and Extra-Curricular Activities NSS

- NSS Unit conducted a One day Yoga programme for Faculty Members on 15th June 2015.
- 92 NSS Volunteers participated Cruelty and Cattle Transport Awareness Programme organized by Cattle Care Association on 26th July 2015.
- In relation to International Youth day celebrations, the NSS Unit conducted different activities on 7th August 15.
- Tree Plantation programme was conducted on 10th September 2015. Mr.Chakravarthi, Rtd Police officer, Founder, VOYCE, inaugurated the function and planted saplings on SNMV College campus.
- To commemorate International Trauma Day, The MSW Department of Bharathiar University in collaboration with Dr.Muthu Hospital and VOYCE organized 'A Road Safety Awareness Programme' on 8th October 2015. The college NSS unit took part in it.
- A campus cleaning programme was organized on 13th October 2015.
- The NSS Unit celebrated Dr. A.P.J. Abdul Kalam's birthday at Kathri Mills School on 15th October 2015 and conducted diverse cultural activities for the students of the school.
- The NSS unit organized A Sapling Plantation Programme in the college premises on 23rd December 2015. The students from SNV School participated in the programme.
- 118 NSS Volunteers participated in A Sanitary Census Activity on 29th December 2015 in Malumachampatti Panchayat.
- The NSS Unit of the College and the Rotary Club of Kovaipudur organized an End Polio Awareness program on 8th January 2016 at Kovaipudur.
- RSS Programme was organized on the campus from February 6th to 7th, 2016. Events on Yoga, Sports and Skill Development were conducted. 300 people in and around Coimbatore attended the programme and were benefited.

Oru Viral Osai - A 100% Voting Awareness Campaign:

The institution in collaboration with 'Pudhu Nambikai' (NGO), organized an awareness programme on voting rights titled, 'Oru Viral Oasai' on 25th August, 2015 (Tuesday), in the college premises. The Chief Guest of the function was Mr. Naresh Gupta, IAS, Former Election Commissioner and the Guest of Honour was Shri. D. Nandakumar, President, Indian Chamber of Commerce and Industry, Coimbatore. Dr. Ashok G Bafna President and Shri P Ashok Kumar, Secretary, addressed the gathering. Sri MM Bhuradia, Vice President, and Shri Bharath Kumar Jaghamani, Joint Secretary, graced the occasion with their presence. Around 700 students from various colleges in and around Coimbatore participated in this programme organized through the NSS of the college.

Vipassana Meditation

Vipassana Meditation was conducted on the campus from 20th to 31st of May, 2015 and 65 persons participated.

Sports:

- K. Nandhakumar of III B.Com has won laurels for our institution by securing the second prize in Bharathiar University Inter-collegiate Chess Tournament held at Hindustan College of Arts and Science, Coimbatore on 29th July, 2015. He and J. Sanjay Kumar of III B.Sc. CT have been selected for the Bharathiar University Chess Team as they secured the 89th and 116th position respectively.
- In a Bharathiar University Inter - Collegiate Boxing Tournament held at Rathinam College Eachanari on 13th August, 2015, the college won the Overall Championship. R.S. Muralidharan, R.Bharani and R. Karthikeyan of I B.Com (CS) bagged Gold Medals. A.Titus Sangeeth and Mervyn S Remegious of I B.Com (PA) won Silver Medals.
- P.K. Thoufic Ahamed of I BBA, secured the 6th place in Body Building Competition organized by Decathlon Sports Ground, Neelambur, Coimbatore on 4th October, 2015.
- K. Nandhakumar of III B.Com., who has been selected for Bharathiar University Chess team, participated in the All India Chess Tournament held at Amrita Vishwa Vidyapeetham, Coimbatore from 6th to 10th October, 2015, and secured the 10th Place.
- P.K.Thoufic Ahamed of I BBA secured the second place in Power Lifting Competition in 90 + held at Devar Mandapam in Ramanathapuram, Coimbatore on 11th October 2015.
- P.K.Thoufic Ahamed of I BBA secured the 5th place in Power Lifting Competition in 90 + with total weight of Bench Press 120 kg held at JEGAN GYM Coimbatore on 25th October, 2015.
- R. Karthikeyan of I B.Com (CS) and A.Titus Sangeeth of I B.Com. (PA) won Gold and Bronze Medals respectively in a State Level Boxing Event held at Thangam Kidgee School, Coimbatore on 3.1.2016.
- R. S. Muralidharan of I B.Com (CS) bagged a Silver Medal and R. Bharani of I B.Com. (CS), a Bronze Medal in a Boxing Inter State event organized by the Karnataka Boxing Association at Bengaluru.

Disaster Management:

Our Management, Principal, Staff and Students extended wholehearted support to help the victims of the floods in Chennai and Kadalur. They came forward with money contributions and a team of staff members proposed plans of collecting food materials, drinking water and medicines to cope with the disaster management.

Dental Health Awareness Programme:

The college in collaboration with Indian Dental Association conducted a Dental Health Awareness programme on 02.12.2015 at AVB Matriculation Higher Secondary School, Periyanaickenpalayalam, Coimbatore. The Guests of the programme include Dr.G.Surendran, Treasurer; Dr.R.Babu Ranganathan, Secretary and Dr.Kavitha Gopinath, Vice- President of IDA.

Orientation Programme:

- The Admission Team of the college organized a School Counseling for 40 Schools in and around Coimbatore, Pollachi, Udumalpet, Kozhinjamparai, Chittur, Palakkad and Nilgiris; a Mock Objective Test was also conducted.
- On 7th February 2016 the College organized a Programme on 'Ultra Speed Learning Skill Classes'

at Sri Krishnalakshmi Marriage Hall, Pollachi. The Chief Guest of the programme was Dr. Vijayakumar, Neuro psychologist. More than 600 students from 50 schools participated in the programme.

Science Forum:

- The 23rd National Children Science Congress forum in association with Tamil Nadu Science Forum (TNSF) was conducted in our college on November 14th, 2015. The main objective of this forum was to identify Young Scientists among the school students. Around 350 students participated and 69 projects were presented. They exhibited their projects to the evaluation panel and 8 projects were selected for National level. Apart from this, around 1000 Science books were exhibited to students for purchase.
- In order to make collaborative research with IICPT, the Department of Bioscience started a Five-day Mobile Processing Unit from 07.12.15 to 11.12.15. This brought an awareness on Prospectus of Food Processing Entrepreneurship for students of various schools and farmers in and around Coimbatore .

FUNCTIONS AND CELEBRATIONS

Induction Ceremony:

The college conducted the Induction Ceremony, 'SWAJITH' 2015 to welcome the first year UG students on 1st July, 2015. The Ceremony was followed by a Parent-Teacher Meet. Dr. Ashok G Bafna, President, Shri. M. M. Bhuradia, Vice President, Shri. P. Ashok Kumar, Secretary and Dr. A. Ponnusamy, Principal of the college, participated in the ceremony.

Graduation Ceremony 2015

The 23rd Graduation Day was held on 25th July 2015. Prof. H. Devaraj, Vice Chairman, University Grants Commission, New Delhi, was the Chief Guest. The Academic Procession was headed by Dr. A. Ponnusamy, the Principal of the College. He presented a report on the salient features and achievements of the college. The chief guest delivered the Graduation Day address and presented medals to the University rank holders. Degrees were conferred upon 249 graduates.

Freshers' Day 2015

As it is customary to welcome the newcomers in order to provide them an environment of friendliness and motivation, the Freshers' Day was conducted by the various UG Departments on August 14th, 2015 to welcome the first year students.

Inter-school /Inter-collegiate Competitions:

- On 6.10.2015 the Departments of Computer Science, Computer Applications, Information Technology and Computer Technology organized a one day Inter-School Technical Meet "LAURUS - 2K15". The program was inaugurated by the Chief Guest, Mr. K. KALIDASAN, President, OSAI Environmental organization, Coimbatore. Around 248 students from 16 schools participated and the Overall trophy in various competitions was won by S.B.O.A School, Coimbatore.

- To commemorate and honour Dr.APJ Abdul Kalam the Department Of Commerce conducted an Inter school Meet namely “Dreams of Kalam” on October 15, 2015. 200 Students from 12 Schools participated in this meet.

Independence Day Celebrations 2015:

- Independence Day was celebrated on 15th August, 2015. Dr. Ashok G. Bafna, President hoisted the National Flag and delivered the Presidential Address. Thiyagi G. Muthusamy, Secretary, Freedom Fighters' Association, was the Chief Guest of the function. Dr. A. Ponnusamy, Principal of the college delivered the welcome address.

Onam 2015

- Onam was celebrated by our students on campus with grandeur on 20th August, 2015. Students made a beautiful flower carpet in the college Lobby and sweets were distributed to all as a part of the celebration. The function came to an end with the "Onam Sadhya" (Feast).

Teachers' Day Celebrations:

As a special day of appreciation of teachers and to honour them, Teachers' Day was celebrated by the students of various departments on 7th September, 2015.

Gandhi Jayanthi Celebrations 2015:

Our institution celebrated Gandhi Jayanthi on October 2nd, 2015. Dr. K. Kulandaivel, Former Chancellor, Avinashilingam Deemed University and Advisor, Kumaraguru College of Technology, Coimbatore, was the chief guest of the function.

Pongal Celebrations 2016

Samacheer Pongal was celebrated on the Campus on January 13th, 2015. Shri N.Shanmugam, President, Malumachampatti Panchayat, was the Chief Guest. Dr. Ashok G Bafna, Vice-President, Shri MM Bhuradia, Secretary, Shri P Ashok Kumar and the principal Principal, Dr. A.Ponnusamy took part in the celebration. The celebrations included various games and events such as Uriyadhithal, Drums (Jamab), Tug of war and Lucky Corner.

Kumbhabhishekam 2016

The 17th Annual Kumbhabhishekam of the Shri Jai Hanuman Temple was performed on January 20th, 2016. President, Dr. Ashok Bafna, Vice-President, Shri MM Bhuradia, Secretary, Shri Ashok Kumar, Joint Secretary (SNMV), Shri Bharathkumar Jaghamani, Joint Secretary (SNV), Shri S.R. Kankani, and the Principal, Dr. A.Ponnusamy, along with Staff and Students, participated in the function.

Republic Day 2016

The College celebrated the 67th Republic Day on January 26th, 2016. Vice-President, Shri M. M. Bhuradia and Joint Secretary, Shri Bharathkumar Jaghamani, felicitated the gathering, and exhorted the students to live up to the ideals of our freedom fighters and to be responsible citizens.

Sangamam 2016

'Sangamam' 2016, a mega inter-collegiate event organized by the Institute of Management, was hosted on-campus on February 5th, 2016. 710 students from various Colleges took part in the various competitions, including Business Quiz, Mimicry, Solo and Group Songs, Solo and Group Dances, and Treasure Hunt. President, Dr. Ashok G Bafna and Vice-President, Shri MM Bhuradia; Dr. A.Ponnusamy, Principal and Dr.S. Balusamy, Director, MBA participated in the function. The overall Trophy was won by Karpagam College.

Annual Sports Day 2016

The Annual Sports Day was celebrated on February 9, 2016. The ceremonious gathering was graced by the presence of the Chief Guest, Mr.J. Ranjith Kumar Jayaseelan, Para Aathlete; International Medalist and Arjuna Award Winner. President, Dr. Ashok G Bafna; Vice-President, Shri MM Bhuradia; Governing Council Member, Shri. Mahaveer Bothra, and Dr. A.Ponnusamy, Principal, took part in the celebrations. Mr.G.Vigneswaran, Physical Director, presented the annual records of sports events for the academic year 2015-2016.

Regalia 2016 - An Intercollegiate Cultural Fest

Our College organized the Intercollegiate cultural Fest, 'Regalia' on February 18th, 2016. Around 600 students from various colleges in and around Tamil Nadu participated in the event.

Dr. Ashok G. Bafna, President, presided over the function. Shri. M. M. Bhuradia, Vice President and Shri. P. Ashok Kumar, Secretary, SNMV College of Arts and Science, felicitated the gathering.

The Chief Guest, Mr. Amuthavanan, is a renowned Entertainer, Mimicry Artist and Dancer best known for his performance on Star Vijay. The Guest of Honour, Mr.Yoganathan, Social Activist, highlighted the social responsibilities of the youth.

The on-stage events included Group Dance, Solo Dance, Adapt Tune, Variety Entertainment, Mimicry, Explore your Culture, Instrumental Music and Solo Singing. The off-stage events conducted were Photography, Flower Arrangement, Facial Painting, Rangoli, Mehendi, Wealth from Waste, Treasure Hunt and Poster Design.

COLLEGE DAY - QUAKE ARENA 2016

The college grandly celebrated 'Quake Arena 2016' on 19th February, 2016. The Chief Guest, Tamil Neri Semmal Chinthanai Kavinghar, Dr,Kavidasan, Director, Roots Industries India Ltd., Coimbatore and Secretary, Satchidananda Jothi Nikethan International School, Mettupalayam, addressed the students on the scope and significance of higher education to meet the challenges in their lives. President, Dr. Ashok G Bafna; Vice-President, Shri MM Bhuradia; Secretary, Shri.P.Ashok Kumar and Dr. A.Ponnusamy, Principal, took part in the celebrations.

SNV-SNMV Get Together:

Our President, Dr. G. Ashok Bafna, convened a staff get together of SNV-SNMV teachers on the school campus on 20th, June 2015. Our Secretary, Shri P. Ashok Kumar; Vice President, Shri M.M. Bhuradia; Secretary of CWA and School, Shri C. Amrithalal Jain; Shri S.R. Kankani, Joint Secretary, SNV; Shri Bharathkumar Jaghamani, Joint Secretary, SNMV; Shri Gautham Bafna, Joint Treasurer and the GC Members, Shri Gauthamchand Srisrimal, Shri Rameshchand Sutaliya, and Shri Rathanchand Bothra, graced the occasion with their presence. Dr. A. Ponnusamy, Principal of the college and Mrs. Chembaga Ramesh, Principal of the school addressed the gathering. There was a lively interaction between the Management and the staff members regarding admission and academics followed by dinner.

Book Fair:

A Book Fair was organized by the Library Department to support the Publishers and Distributors like Higgin Bothams Private Limited; AA Book Gallery; Pai and Sons Book Sellers; Vivekananda Book Shop; R.M Book House, Chennai and Vignyan Books Distributors, Chennai, on 10th and 11th of September, 2015. The students and staff of various departments visited the Book Fair and purchased books of their respective disciplines and were benefitted.

Future Plans

New Courses & Additional Sections:

- The proposed New Courses for UG /PG for the academic year 2016 - 2017 are B.Com. (Banking and Insurance) and M.Sc. (Microbiology)
- Additional Sections in B.Com. (PA) for the academic year 2016 - 2017 have been proposed.
- B.Sc. Biochemistry - Nomenclature to be changed as B.Sc. Chemistry from the year 2016 - 2017.
- Research Programme in MSW (M.Phil PT/FT) and Ph.D. (PT/FT)

Others Facilities

- New block construction is under progress.
- Sports Academy has been established and Cricket Ground has been formed.
- Throwball, Kho-Kho and Kabadi Grounds will be set up later.
- Two more college buses were added.
- A new computer lab & Language lab will be established in the new block.
- The covering of the open air auditorium is in progress.

PLACEMENT

Sl. No.	Date of Recruitment	Name of the Recruiters	No. of Students Recruited
1.	09-03-15	Royal Bank of Scotland	1
2.	12-03-15	KGISL	9
3.	13-03-15	Royal Crown Clubs	28

4.	14-03-15	GK Management Services	7
5.	18-03-15	CSS CORP10	
6.	23-03-15	Safe Express Logistics	4
7.	16-04-15	Atria Convergence Technologies Pvt. Ltd.	1
8.	23-06-15	Amazon.Com	2
9.	20-08-15	TATA Consultancy Services	5
10.	14-09-15	Edusly Resource Private Limited	1
11.	18-09-15	Prompt Multi State Cooperative House Building Society Ltd.	8
12.	22-09-15	ZOHO Corp	1
13.	15-10-15	TATA Consultancy Services	23
14.	30-10-15	VWR Lab Products India Pvt Ltd	1
15.	08-12-15	Infosys	18
16.	09-12-15	Concentrix - IBM Business Services	06
17.	29-12-15	VDart Software Services - HCL	10
18.	07-01-16	PICOR NMS	1
19.	13-01-16	Excel Group	4
20.	20-01-16	WIPRO FMCG	8
21.	23-01-16	TATA Consultancy Services	20

- Placement Cell organized a Guest Lecture for all Final year and Pre-final year students on 24th & 25th June 2015. Lt.Esan Ex-Navy Officer presented guidance on career opportunities in the Uniformed Services.

- A Placement Training Activity was organized on 5th August 2015. Trainers from Key Mind and Trinity interacted with 230 final year UG students from the Commerce, Computers and Bio Science streams.

- Mr.Selvakumar - Alumnus, Head Placement at DJ Academy visited the college for a career orientation program for Final year UG Computer stream students on 7th August 2015.

- Final year Computer stream students attended the TCS Pool Campus Drive at Karpagam University on 7th& 8th August 2015. Three students were selected - M.Visudha and L.Soundarya of B.Sc Maths and R.Rinesh of BCA

- Final year students of B.Sc IT, B.Sc CS, B.Sc CT attended TCS Pool Campus Drive at GRD College on 20th & 21st August 2015. S.Sanal of B.Sc IT and M.Sneha, K.Thuslima Nazzreen of B.Sc CT were selected.

- Placement Cell conducted an Aptitude test, Mock Interview cum Assessment for MBA final year students on 25-08-2015. Mr.Ramakrishnan - Placement Director from Vivekananda Institute of Management visited our campus for the assessment.

- 197 final year UG students attended a Written Test - II on Quantitative aptitude, Reasoning & Verbal ability on 02-09-2015.

- The UG Final year Computer stream students attended a training on "Networking - Introduction". Mr.Prathap - Senior Trainer from Network Bulls, Delhi visited our campus for the training on 07-09-2015

- The Placement Cell Organized a seminar on "Job opportunities in Health care Industry" All final year Bio-Science students attended this program on 08-09-2015. Mr.Syed Samiullah - Head Operations from Professional Info Tech visited our campus for the session.

- The Placement Cell Organized a Training session on "Resume Building" for MBA final year students on 08-09-2015. Mr.Sastha kumar, Center Head from SMART Training Resources India Pvt Ltd visited our campus for the training.

- 118 final year students attended an Interview Skills Training program on 09-09-2015. Mr.Ramanamoorthy - Founder from YRSK Technologies visited our campus for the training.

- SNMV Alumnus Mr.Selva Kumar , Head Placement Officer from DJ Academy visited our campus for the Placement Training for MBA final year students on 15-09-2015

- 23 MBA final year students attended the Off Campus interview for Prompt Multi State Cooperative Housing Building Society Ltd at Vivekananda Institute of Management on 18-09-2015. The below mentioned students were selected.

Sl.No	Student Name	Dept	Designation	Salary
1	Jithin	MBA	PROBATIONARY OFFICER	The Starting basic pay is Rs.16,900/- in the Scale of Rs.12,100 - 20,100 applicable to Junior Management Grade Scale I
2	Nandhu.M.P			
3	Sanesh.P			
4	Ajeesh.P			
5	Sijesh.J			
6	Mohammed Ansar.M			
7	Gowtham.r			
8	Mayoori.sv			

- MBA final year students attended ZOHO CORP - Off Campus interview at DJ Academy on 22nd (Written Test) & 23rd (Personal Interview) September 2015. Aaron Brandon Nigli was selected as Technical Support Executive with the salary of 4.65 Lks per Annum.

- Mr.Krishna Prasad, Chief Trainer from Aathi Foudation visited our campus for a Guest Lecture on "Motivation and Leadership" All Final year UG students attended this training on 23-09-2015.

- The Commerce and Computer stream UG final year students attended Placement Training on "Communication Development" on 30th September 2015 at Mahaveers Auditorium. Mr.Ravindranathan - TPO visited our campus for the training.

- UG final year Bio science & BA English students attended Placement Training on "Interview Skills"

at MBA Seminar Hall on 30th September 2015. Mr.Kumaragurubaran, Chief Trainer from Trinity Skill Works visited our campus for the training.

- 23 final year MBA (Marketing) students attended "WILDCRAFT" Off campus interview at DJ academy on 6th October 2015.

- The Placement Cell invited Rotary Club - RYLA and organized a training program on the topic "Individual development" on 6th October 2015 by Rtn.Kamal Kankani and Rtn. Rakesh Sharma. In total 45 students belonging to both I & II year MBA attended the session.

- The Placement Cell Organized a placement training by TRINITY Soft Skill Services on 7th October 2015. 33 final year UG students from Commerce & Life Science streams attended the session at Apex Seminar Hall.

- The Placement Cell conducted an activity based training on "Concentration Development Skills" on 7th October 2015 at Mahaveers Auditorium. 82 final year UG students from Commerce & Computer stream attended this training.

- MBA final year students attended training on "Interview FAQ's" on 13th October 2015. Mr.Gokul from Infini Skill Solutions visited our campus for the training.

- The Placement Cell conducted activity based training on "Communication Skill Development" on 14th October 2015 at MBA Seminar Hall. 47 final year UG students from Commerce & Computer streams attended this training. Mr.Dinesh and Mrs.Sylvia Mercy, Asst. Prof., Department of English, handled the session.

- Placement Cell organized a placement training on "Self Awareness & Listening Skills" by TRINITY Soft Skill Services on 14th October 2015. 33 final year UG students from B.A English, Commerce & Life Science streams attended the session, which was handled by Mr.Kumaragurubaran and Mr.Naveen.

- Placement Cell scheduled an FDP organized by Bharathiar University at Infosys - Mysore campus. Infosys held an Eight-day training programme for four faculty members between 23rd November and 2nd December 2015. The Company arranged the stay, food and study materials free of cost. The programme titled "Global Business Foundation Skills (GBFS)" has been designed and validated by the NASSCOM. The teachers were expected to coach the final year students of the college for 60-70 hours spread over from December 2015 - March 2016 after the training. The colleges which deputed their teachers also signed an MoU and received continuous support from Infosys in terms of FDPs, Industrial visits, Campus placements, student competitions and on-line coaching in aptitude areas. In the academic year (2014-2015) 28 colleges signed MoU for GBFS; for 2016-2017 another 25 colleges were linked under this scheme for long term relationship with Infosys

- VWR Lab Products Pvt Ltd invited our Placement Cell & Department of Bio Science to attend 'Bridge 2015', a platform to bridge the gap between campuses and corporates , on 27th November 2015.

- The Placement Cell conducted an On Campus interview with VWR Lab Products Pvt Ltd on 30th October 2015. S.P.Swapna from III B.Sc Micro Biology has been selected as Junior Analyst with the salary of 1.68 Lakhs per Annum.

- 20 final year UG students attended CONCENTRIX - IBM Pool campus interview at CMS College on 9th December 2015. Six of our students have been placed as Practitioner with the salary of 17.5k per month.
- 45 final year UG students attended Infosys pool campus drive at Hindustan College on 11th December. Eleven of our students have been placed as Process Executive with the salary of 15k per month.
- 9 of our final year UG shortlisted students attended Infosys IT final round interview on 18-12-2015 at SNR College. The below mentioned, seven students have been placed as Technical support Executive with the salary of 2 lks per Annum.

Sl.No	Selected Students' Name	Department
1	K.M. Ruchi	III BCA
2	Supriya	
3	Jeevitha	III B.Sc Maths
4	Sindhuja	III B.Sc IT
5	Vinodhini	
6	Sastika	III B.Sc CT
7	Sneha	

- Final year MBA (Finance) students attended Sundaram Business Services' off campus interview at Kongu Nadu Arts & Science college on 18-12-2015.
- Mr.Krishna Kumar, founder of Match Point solutions & Authorized recruiter for BNP Paribas, visited our campus on 15th December 2015 to address final year UG, PG Commerce stream & MBA students on "Career opportunities for finance students"
- The Placement Cell Organized an On-Campus interview for VDart Software Services Pvt Ltd on 29th December 2015. 112 final year students of BCA, B.Sc IT, B.Sc CS, B.Sc CT, B.Sc Maths had attended the interview. The Following 10 students have been selected as Technical Support Executive with the salary of 1.8 Lks per Annum. The selected students are scheduled for one month training after their final semester exam.

S.No	Name	Department
1	Fouziya Banu S	BSc CT
2	Ayisha Afritha A	BSc CT
3	Sanal S	BSc IT
4	Kiran Kumar R	BSc IT
5	Rahul J	BSc CS
6	Asfak Ahamed I	BSc CS
7	Parimala K	BSc Maths
8	Soundarya L	BSc Maths
9	Aswin L	BSc IT
10	Jenifer V	BCA

- Mr.M.Dinesh, Placement Coordinator has interacted with final MBA students regarding upcoming job opportunities and Necessary of Training on 5th January 2016.
- Placement Cell conducted Elton Technologies ON CAMPUS interview for final MBA students On 13th January 2016. Mr.Rajesh, (Director - Business Development) had visited our campus and interacted with the students. 5 students are selected as Business Development Manager & HR Executive with the salary of 1.8 lks per Annum.
- Mr.C.Rahuram & Mr.M.Dinesh conducted Group Discussion training for MBA final year students on 19th January 2016.
- II MBA (Finance) students attended BNP Paribas Off Campus interview at KCT College on 19th January 2016. The shortlisted students attended the final round interview at Chennai office on 12th February 2016.
- I & II MBA (Marketing) students attended WIPRO FMCG campus recruitment on 19th January 2016. Below mentioned students have been selected for the short term project for 15 working days with Wipro FMCG. On completion of the short term project, 2nd year students can be offered a role as Sales Trainee and 1st year students stand a chance to have an interview with the Area Sales manager for Internship. The selected students will be given a certificate from WIPRO FMCG after the successful completion of this project.

SL.No	Name	Department
1	Vignesh S	II MBA
2	Gowtham R	
3	Sijesh J	
4	Vignesh	
5	Ajeesh	
6	Fahiza Begum	
7	Guru Prasath	I MBA
8	Mathews P V	

- Mr.M.Dinesh - Placement Coordinator Attended Infosys review meeting at Bharathiar University on 22nd January 2016. Placement training report from 14-12-2015 to 22-1-2016 has been submitted to Dr.Jeyakumar - Placement Director, Bharathiar University, and Mrs.Reena - Senior HR Infosys.
- Placement Cell Conducted Aptitude test for final year MBA students on 25th Jan 2016.
- Mr.Rahuram, Asst.Prof, MBA conducted group discussion training for MBA final year students on 27th Jan 2016.
- Placement Cell organized a Banking Exam Awareness & training program for final and pre-final year UG students on 28th Jan 2016.
- Final MBA (Marketing) students attended TATA telecom Services off campus interview at DJ Academy on 29th Jan 2016.

- Mr.Scott Allan Morrice - Development & External Affairs and Ms.Pooja Arora - Manager, India Operations from University of Sterling, Scotland-UK visited our campus for a Guest Lecture on Career & Higher Education opportunities in foreign countries. All final year UG students attended this session on 4th February 2016.

- Placement Cell organized for LEADERSHIP training for all final year UG students on 8th February 2016. Lt.Esan - Ex Navy Officer and Prof.Anto had visited our campus and addressed our students. Lt.Esan shared his experience on Chennai flood rescue operation. We honored him for his bravery service to the Nation.

- Placement Cell organized a seminar on 'The Hour of Code' - A unique opportunity for the students to earn while learning. Mr.Francesco Stasi, Head of Operations at Coders Trust, Denmark addressed 130 UG Computer stream students on 11th February 2016.

- Placement Training for all Final & Pre-final year students has been scheduled during the class hours from 14-12-2015 to 15-2-2016. The same training system will be followed in upcoming days.

Conclusion

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

SHRI NEHRU VIDYALAYA MHSS

... a School that works for the upliftment of the society

Shri Nehru Vidyalaya, a co-educational English medium Higher Secondary School situated at R.S. Puram , Coimbatore, was founded in the year 1964 by a group of philanthropists belonging to the business community under the banner 'Coimbatore Welfare Association'. Their intention was to impart quality education to the children in and around Coimbatore, mould them into well-adjusted, fully developed, multi-faceted personalities with many dimensions to their character to face challenges in different walks of life.

The association gave Shri Nehru Maha Vidyalaya College of Arts and Science (SNMV) to Coimbatore as its Silver Jubilee gift in the year 1989. Considering the repeated requests from parents, the CWA started Pre K.G. classes from the academic year 2005-2006.

Three languages are taught from KG onwards. Medium of instruction is English and additional Language (third language) is compulsory for classes 1 to 8.

Goals:

To provide quality education in a fully integrated multicultural environment, to combine the finest traditions in academics with a unique methodology of teaching, to inspire young minds of diverse background, to nurture a genuine and enduring love for learning, to teach them to think critically and to instill in them the capacity for independent and collaborative thinking and education.

Vision:

It envisages the harmonious development of all the qualities in the children of Coimbatore, by providing quality education, aiming at international standards, to mould them into the torch bearers of future India, paving way for the rich cultural heritage and ethics.

Classes 11 & 12 - Groups offered

Part 1: Hindi, Tamil or French

Part 2: English

Part 3: Science Group:

Mathematics - Physics - Chemistry - Computer Science.

Mathematics - Physics - Chemistry - Biology

Arts Group:

Economics - Commerce - Accountancy - Computer Science.

Economics - Commerce - Accountancy -Business Mathematics

Awards Class XII

- The students who excel in the Higher Secondary Board Examination are conferred with Silver medals, Certificates and Cash awards.
- Students with a state rank in XII Std. shall receive a cash award of Rs.1,00,000/-.

Class X

- SNV Students securing a state rank in the X std. board exam opting to study in our school will have 100% fee concession in XI std. and will be given a laptop as a token of appreciation. SNV is a school which is known for its Academic, Co-curricular, Extra Curricular and Sports Activities. SNV Association provides ample opportunities to bring out the innate talent of the students. We have Bharat Scouts & Guides, Road Safety Patrol, NCC, NGC, Interact club & NSS to mould the students as better citizens. We are blissful to see our students in victorious places in diverse fields worldwide.