

PSG COLLEGE OF ARTS AND SCIENCE

College with Potential for Excellence

(Status Awarded by the UGC)

An Autonomous College – Affiliated to Bharathiar University,

Reaccredited at A⁺ Grade by NAAC

An ISO 9001:2008 Certified Institution

Coimbatore-641014



Since 1947

Annual Quality Assurance Report

2009 – 2010

Submitted to

NAAC

26-05-2010

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Annual Quality Assurance Report (AQAR) of the IQAC

Name of the Institution:
PSG College of Arts & Science
Coimbatore -641 014
Tamilnadu

Year of Report:
2009 - 2010

Part A: What is the plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and what is the outcome by the end of the year

Plan of Action:

- The IQAC had decided to conduct International and National level programmes for the faculty and students to enhance their knowledge base on Total Quality Management of Higher Education, break the barriers and to keep pace with the XI plan.
- The IQAC had decided to conduct programmes for the teaching and support staff to help them with the use of technology in the ICT portals.
- To motivate faculty to publish papers in International Journals and present papers in International Conferences.
- To offer innovative cluster inter disciplinary programmes for Post Graduate students of all disciplines so as to enable them to acquaint with maximum inputs possible.
- To help all the under graduate students of the college to undermine their problems and help rectify psychologically to enable them to become globally challenging citizens.

Outcome:

- The faculty got to know the challenges of the XI plan and to prepare themselves towards that goal which will automatically lead them to acquire quality in every aspect possible.
- Two programmes were conducted for teaching and support staff to enable them use the technology with ease.
- The students fared well in placements by unlearning and relearning their needs.

Part B:

1. Activities reflecting the goals and objectives of the institution:

1.1 Quality Management Initiatives

A Two-day Workshop on “*The Unflinching Steps Towards TQM*” was held on June 12 and 13, 2009 for the **164** self financing faculty members of the college to orient them towards various concepts & systems of quality in higher education.

The speakers on various topics were as follows:

12.06.09

S.No	Speaker	Topic
1	Dr R Nandagopal (PSG IM)	Introduction on Trust & PSG Institutions
2	Dr M Arumugam (PSG CAS)	XI Plan Guidelines on Autonomy
3	Dr Sheela Ramachandran (PSG CAS)	TQM in Higher Education
4	Dr R Kannuswamy & Mr P Mahendran (PSG CAS)	Systems Audit
5	Dr Rama Narayanan (PSGR Krishnammal College)	Academic Audit
6	Dr T G Vijaya (PSG IM)	Competency Mapping & Performance Appraisal
7	Dr R Rajendran (PSG CAS)	Research and Publications in Life Sciences (Parallel Sessions)
8	Dr K Chitra (Sri Rama Krishna Engineering College)	Research and Publications in Commerce and Management (Parallel Sessions)

13.06.09

S.No	Speaker	Topic
1	Dr B Vanitha (Bharathiar University)	NAAC Accreditation & Re-accreditation
2	Dr K M Chinnadorai (PSG CAS)	The Roadmap of Systems at PSGCAS
3	Dr D Victor Arokia Doss & Mr Bojan Vengateswaran (PSG CAS)	Education Technology (Parallel Sessions)
4	Dr R Nadarajan (PSG College of Technology)	Applications, Research and Publications in Computational Sciences (Parallel Sessions)
5	Dr A Kandhasamy (PSG College of Technology)	Innovation, Incubation & Entrepreneurship
6	Dr K Prakasan (PSG College of Technology)	IPR & Patents
7	Feedback & Interaction with Faculty Members	

1.2 Inaugurals of Centre for HOPE (Helping Our People Excel)

The Inaugural Function of the **Centre for HOPE (Helping Our People Excel)** was held at 2.00 PM on Thursday 23rd July at GRD Auditorium, PSG College of Arts and Science. **Dr P Thirumalvalavan, Registrar, Bharathiar University, Coimbatore, the Chief Guest** released the pamphlet which explains the services to be offered by the Centre and handed over the first copy to Dr Sheela Ramachandran, Principal, PSG College of Arts and Science. The venue of this centre is the **Alumni Hall** (near Book Depot) and will function from **8 AM to 9 AM & 1PM to 4 PM** on all working days. The Department of **Psychology** conducted **“Psychological Testing”** for all the Final Year UG students (Aided & Unaided) of our college for the purpose of Career Counseling from September 22 to October 5, 2009. Street plays were conducted by the students of Psychology Department near Ganesh temple, canteen and other vantage points to create awareness among the students to make use of the facility provided.

1.3 Independence Day Programme by NSS

NSS units of our college celebrated the 63rd Independence Day on August 15, 2009 at the adopted Panchayat Union Primary school, Poonga Nagar. Mr. K. Manian, Chairman, Education committee of the school hoisted the National Flag. Dr. D. Rajan, Reader, Department of Social work the chief guest delivered the special address and distributed the prizes to 45 school students who won in various cultural and sports competitions conducted by NSS units of our college. Mrs. R. Uma Sathyabama, Chairperson, Parents Teacher Association, School Headmistress Mrs. T. Poongothai, and staff members, Prof S Venkatakrishna Kumar and Prof S Kandasubramaniam and 100 NSS volunteers were also present for the occasion. On the eve of Independence Day Celebrations, NSS Units had organized several competitions in our college to bring out the literary talents of students on patriotism.

1.4 Teachers Day Celebrations

Teachers Day was organized by the Management at 5 PM on 5th September 2009 at GRD Auditorium, PSG College of Arts and Science to honor the retired teachers of PSG Institutions. **Managing Trustee Shri G Rangaswamy** welcomed the gathering and presented the mementos to retired teachers and the heads of various PSG Institutions. A skit on the theme “National Integration” enacted by the faculty of PSG Medical and Para medical Sciences thrilled the audience.

1.5 Workshop on Clinical Care Nutrition

A Workshop on Clinical Care Nutrition was organized by the Coimbatore chapter of ISPEN on 15th September 2009 at PSG Arts and Science Auditorium between 2.15 pm to 5.30 pm. The chief guest of the workshop, **Dr. S. Sadasivam, Consultant Oncology Surgeon, GKNM Hospital, Coimbatore** spoke on Perioperative Nutrition Support. Mrs. V. Kavitha, Senior Dietitian was felicitated for being the first Registered Dietitian of PSG Hospitals. Dr. Sivakumar, Consultant Intensivist, Kovai Medical Centre gave an inspiring speech on Critical care Nutrition. One hundred delegates comprising doctors, nutritionists, dietitians, staff nurses, and students from various institutions participated in the workshop. Dr. Sheela Ramachandran, Principal, PSG College of Arts and Science and President of ISPEN, Coimbatore chapter presided over the function.

1.6 Inauguration of Citizen Consumer Club

Citizen Consumer Club of PSG College of Arts & Science was inaugurated at 2.15PM in the GRD Auditorium on September 16, 2009. Principal Dr Sheela Ramchandran stressed the lack of consumer awareness among the students & malpractices like adulteration which affects many people and lack of solution for their problems. The **Secretary of Coimbatore Consumer Voice** and Organizer of Citizen Consumer Club, of this college, **Mr Logu** insisted that lack of awareness of consumers' rights and responsibilities makes students misled by advertisements.. Around 500 students & lecturers of PSG College of Arts & Science participated in this programme.

- **Health and Fitness Initiative**

1.7 **World Heart Day** was observed on September 25, 2009 by the Departments of **Nutrition and Dietetics & Clinical Nutrition and Dietetics** sponsored by Nestle India Limited. An interactive session on “Know your Heart” was organized with the medical team from PSG Hospitals. A Diet Clinic also functioned in the premises to give diet counseling to all the students and staff members of the college. A street play was also enacted at vantage points to give wide publicity for the programme.

- **New Initiative for Research**

1.8 A Two Day Workshop on **“Publish and Cherish: The Nuances and Nitty-Gritty of Writing Articles and Project Proposals”** was organized on October 5 and 6, 2009 at PSG College of Arts and Science. **Dr Devaraj H, Vice-Chancellor In-charge** and Professor, Department of Biotechnology, University of Madras, Chennai in his inaugural address lauded the initiatives taken by the college in promoting research culture.

- ***National Education Day***

1.9 The Department of ***Computer Science and Applications*** organized a guest lecture on the topic ***“ICT- The Cutting Edge Facilitator of Education”*** on November 11, 2009 to mark the celebrations of National Education Day. ***Prof Ravichandran R***, Secretary and Director, KGISL Educational Institutions, Coimbatore was the guest speaker.

- ***Technology Awareness Initiative***

1.10 National Association of Software & Service Corporation (NASSCOM) and Data Security Council of India (DSCI) organized ***“Cyber Safe Tamil Nadu 2009”*** on December 14, 2009. The main objective of this programme was to spread the message of cyber safety and IT security across all user community. ***Mr Srinath Krishnan***, Associate Member Services, NASSCOM, ***Mr K Saaminathaelamaran***- Director(operations) Sansbound and ***Mr R Koti Reddy*** – Director(Technical and Training) threw light on cyber security challenges, cyber safety & ethical hacking, identity theft and corporate data security in their presentation.

- ***Out bound Training Trip***

1.11 The management had planned for a two day out bound training trip to ***Vazhai Thottam, Nilgiris*** on December 19 and 20, 2009. The Principal along with 18 member team comprising of Heads of various departments and function heads participated in the out bound trip.

- ***Workshop by CIIL***

1.12 The Regional Field Unit of PSG College of Arts and Science, for the National Testing Services, Central Institute of Indian Languages, Mysore conducted a one day workshop on the topic ***“Rethinking Evaluation: A Shift from the Traditional Approach”*** on December 24, 2009 at PSG College of Arts and Science for 19 faculty members of the college. ***Dr Manimozhi SS***, Lecturer, Department of Education, Avinashilingam University, Coimbatore was the guest speaker.

- ***Science Excitement Initiative***

1.13 An In-Service Training Programme for ***60*** Secondary Grade Science Teachers of Coimbatore District sponsored by Tamilnadu State Council for Science and Technology, Chennai was conducted from January 4 to 8, 2010. The training was on teaching methodology of the syllabus of Science of classes VI to VIII. The Chief Guest ***Tmt Shantha V***, Deputy Commissioner, Coimbatore City Municipal Corporation lauded the initiatives taken by the college in promoting Sciences among the teachers especially from

Government and Corporation schools. The Chief Guest released the *Souvenir* and handed over the first copy to the Principal, Dr Sheela Ramachandran. **Mr Chandrasekaran V**, District Education Officer, Coimbatore motivated the college for conducting more programmes in future which would benefit the student community.

- **All India Principals' Conference**

1.14 Indian Colleges Forum (ICF), Society for Education and Economic Development (SEED), New Delhi & PSG College of Arts and Science, Coimbatore, jointly organized the 16th National Conference on **“Reforming Higher Education in the Context of Globalization”** from 5th to 7th, February, 2010. Around **150** Principals of colleges, from **21** States across India participated in the conference. Prof GD Sharma, President, ICF & SEED, New Delhi, Dr BK Tyagi, Secretary, ICF, New Delhi and their team coordinated the conference. Shri G Rangaswamy, Managing Trustee, PSG and Sons' Charities, Coimbatore, presided over the Inaugural Function. Dr C Swaminathan, Vice- Chancellor, Bharathiar University, Coimbatore was the Chief Guest and Prof M I Sawadatti, Chairman, Karnataka State Council for Higher Education & Former Vice- Chancellor, Mangalore University delivered the Key Note Address.

This conference witnessed 6 Technical Sessions wherein the burning issues' involving higher education were discussed in a futuristic perspective.

The topics and speakers were as follows:

Sno	Topic	Speaker
1.	Reforms in Governance of Higher Education in the Context of Global Knowledge Economy	Prof GD Sharma President ICF, New Delhi
2.	XI Five Year Plan Thrusts and Implications for Reforms: Inclusiveness with Quality	Rev Dr Xavier Alphonse Director, ICRDCE, Chennai Commission Member, UGC
3.	Role of ICT in Enhancing the Quality of Higher Education	Mr PM Austin CEO, Max Value Online, Chennai Mr P Natarajan Vice President Academic Learning Services, Chennai

4.	Legal Hurdles in Higher Education	<i>Sri P Haridas</i> Senior Counsel, Madras High Court & Secretary, MOP Vaishnav College for Women, Chennai
5.	Career Reforms for Career and Professional Orientation of Collegiate Education	<i>Dr G Manjula</i> Principal, GVG College for Women Udumelpet, Coimbatore <i>Dr S Natarajan</i> Principal, Kovai Kalaimaghal College, Coimbatore
6.	Quality Assurance for International Competitiveness	<i>Dr Sheela Ramachandran</i> Principal PSG College of Arts and Science Coimbatore

Prof M Anandkrishnan, Chairman, Indian Institute of Technology, Kanpur & Chairperson, Madras Institute of Development Studies, Chennai, was the Chief Guest of Valediction and Awards Ceremony.

- ***Two Day International Conclave(Silver Jubilee Celebrations)***

1.15 Department of Management Sciences, PSG College of Arts & Science, on the occasion of its Silver Jubilee Celebrations, along with CII, conducted a two day ***International Conclave – 2010*** on the theme –“***Marketing Strategies for Emerging Economies***” on 19th & 20th of March ‘2010. Six hundred and fifty delegates from Corporate Industry, Alumni of the Department, Academicians, Research Scholars, Under Graduate and Post Graduate students of Management and Commerce disciplines participated in this two day event. ***Mr SarathBabu E***, Founder & CEO, Food King, Chennai, the Chief Guest of the inaugural function stressed on the Business Organizations to understand the customer’s need and focus on Innovation and Creativity to expand the market. The Conference demonstrated borderless participation which was possible through ***Video Conferencing*** with ***Prof Kuldeep Bonwait of University of Derby, UK. Padmashri Dr Bakthavathsalam G***, Chairman, KG Hospitals, was the Chief Guest for the valediction on 20th of March 2010.

The speakers and sub themes were:

SNo	Plenary/Special Sessions	Themes/Sub themes	Speakers
1.	Plenary Session – I	Retailing	1. Mr Vivek J Matthai Assistant Vice President-Sales Mount Everest Mineral Water Ltd (A TATA Enterprise) 2. Mr Murali M Managing Director Sri Krishna Sweets 3. Mr Sashikumar G Business Head Aditya Birla Retail Limited
2.	Special Session I	Intellectual Property Rights on Branding	Ms Sri Vidhya Raghavan Prof of Law University of Oklahoma
3.	Plenary Session – II	Branding	1. Mr Muthu V R Managing Director VVV & Sons 2. Mr Gopinath B Vice President & General Manager The Residency 3. Mr Vaideeswaran N Regional Business Manager M/s. Titan Industries Limited Jewellery Division 4. Mr Mayank Shah Group Product Manager Parle Products Ltd
4.	Plenary Session – III	Services Marketing	1. Mr Joe. A. Scaria Special Correspondent Economic Times. 2. Mr Mohamed Nassar Z Director E2E Excite Enumeration 3. Mr Mithun Chittilappily Executive Director V-Guard Industries
5.	Plenary Session – IV	Supply Chain Management (SCM)	1. Mr Vikram Katre Managing Director Seahorse Shipping Limited 2. Mr Govindarajan N Managing Director, Flow link Systems 3. Mr Srinivasan Sarangapani Assistant Vice President GENPACT India

6.	Plenary Session – V	Customer Relationship Management (CRM)	1. Mrs Mrinalini Menon Customer Service Supervisor Jet Airways 2. Mr Balasubramaniam P Vice President Axis Bank
7.	Special Session II	Branding Bollywood	Mrs Saradha Ramanathan Director Golden Square Film Pvt Ltd Magnus India.
8.	Special Session III	Thought Leadership & Social Media Social Media & Branding	Mr Rithish Babu Chief Executive Officer SAE College Mr Kirubha Shankar Founder CEO Business Blogging Pvt Ltd.
9.	Panel Discussion	Marketing Strategies for Emerging Economies	Moderator Mr Varadaraj R Director & Chief Operating Officer Rajsree Sugars & Chemicals ltd Panelists 1. Mr Klaus Bergman Managing Director Erba Tech India pvt. Ltd. Germany 2. Mr Shankar ES CEO Dornier Fabric 3. Mr Ravi S Managing Director Craftsman Automation 4. Mr Illango K President CODISSIA Managing Director RSM Auto Kast

- **National Testing Service**

1.16 A Two Day Workshop on “**Generation and Validation of Multiple Choice Questions**” sponsored by the National Testing Services, India and organized by the Regional Field Unit was organized on 26.3.10 and 27.3.10. This workshop provided an exposure to innovative methods of generating, assessing and validating the Multiple Choice Questions in the field of English, Humanities & Social Science, Commerce & Management Science and Physical Sciences for 27 teachers of the colleges of Coimbatore, Nilgiris and part of Kerala.

The themes and resource persons for the workshop were:

Sno	Themes	Speakers
1.	<i>Methods of Assessment and Evaluation</i>	Dr Dhanapal D , CEO & Director KPR Management School, Coimbatore
2.	<i>Generation of MCQs</i>	Dr Brunda Ravikumar Lecturer, Communication Skills Centre, PSG College of Arts and Science
3.	<i>Validation of MCQs</i>	Dr Devashagayam Selvakumar Principal, Mestern College of Education, Chennai

The proceedings of the workshop saw the validation of Multiple Choice Questions in groups in their related subjects by the participants very actively. The outcome of the workshop is to empower teachers in all walks of life to seek, evaluate, use and create information effectively in order to achieve their personal, social and occupational goals.

1.17 A Two Day Workshop on “***Publish and Cherish: The Nuances and Nitty-Gritty of Writing Articles and Project Proposals***” was organized on October 5 and 6, 2009 at PSG College of Arts and Science. **Dr Devaraj H, Vice-Chancellor In-charge** and Professor, Department of Biotechnology, University of Madras, Chennai in his inaugural address lauded the initiatives taken by the college in promoting research culture.

2. New Academic Programmes Initiated: (UG and PG)

2.1 Under Graduation

- i. BCom- Professional Accounting
- ii. BBM – Retail Management

2.2 Diploma

- i. One year Post Graduate Diploma in Bioresource Technology
(UGC Sponsored Innovative Programme)
- ii. One year Post Graduate Diploma in Fitness, Health & Nutrition
- iii. Diploma in Post Harvest Technology sponsored by Ministry of Food Processing Industries , New Delhi.

2.3 Partnership Professional Courses

- i. CPT (CA Programm
- ii PCC (CA Programmes)
- iii Foundation & Inter for ACS Programme

3. Innovations in Curricular Design and Transaction:

- A Two Day Workshop on “*Publish and Cherish: The Nuances and Nitty-Gritty of Writing Articles and Project Proposals*” was organized on October 5 and 6, 2009 at PSG College of Arts and Science. *Dr Devaraj H, Vice-Chancellor In-charge* and Professor, Department of Biotechnology, University of Madras, Chennai in his inaugural address lauded the initiatives taken by the college in promoting research culture.

4. Inter-disciplinary Programmes started:

- Cluster Inter-disciplinary Programmes offered for Post Graduate students of all disciplines.

5. Examination Reforms Implemented:

For the academic year 2009 -10, we have not implemented any new examination reforms.

6. Number of Candidates Qualified:

- NET - 2
- SLET - 3

7. Total number of Seminars/ Workshops conducted: 14

- International- 1 sponsored by CII
- National-13 two sponsored by DBT
one sponsored by UGC
two sponsored by NTS
one sponsored by Nestle
one sponsored by ISPEN
one sponsored by Malcolm Elizebeth Adishesiah Trust
four sponsored by Management
one sponsored by CIIL

8. Research projects

a) Newly implemented - 11

- Government Funded Major Projects- 3
- Government Funded Minor Projects-4
- Industry sponsored projects/ consultancy-1
- Other agencies/organizations sponsored projects & consultancy- 1
- Students - 2

b) Completed – 6

- Government Funded Major Projects- 2
- Government Funded Minor Projects-1
- Other agencies/organizations sponsored projects & consultancy- 3

9. Patents generated, if any: Nil

10. New collaborative research programmes: Nil

11. **Total research grants received from various agencies: 68.85 laks**

- University Grants Commission – 23.82 laks
- Ministry of Food Processing Industries – 43.75 laks
- Tamilnadu State Council for Science and Technology- 28, 000
- Malcolm Elizebeth Adiseshiah Trust – 1 lak

12. **Number of research scholars:**

- M Phil - **128**
full time-114
part time 14
- PhD – **50**
full time - 20
part time - 30

13. **Citation index of faculty members and impact factor:**

- Total number of papers published - 14
 - 08 International Publications
 - 06 National Publications

Citation Index ranges from 0.261 to 0.786

14. **Honors/ Awards to faculty: 13**

International

- **Dr Rajendran R**, Reader, Department of Microbiology was selected and invited as an “*Eminent Scientist*” to deliver a plenary lecture on “*Micro/Nano encapsulation of Herbal Extracts for Antimicrobial Finishes in Textiles*” at the 6th International Conference under the theme Textile Processing: State of Art and Future Developments organized by Textile Research Division, NRC at Cairo, Egypt from April 5 to 7, 2009. He was bestowed the title of *Eminent Scientist of the year 2008-09* and a trophy.
- **Dr Michael A**, Head, Department of Microbiology has delivered a lead lecture on “*Neutralization of the Pharmacological effects of Cobra and Krait venoms by chicken egg yolk antibodies*” at the Annual International Congress of Antibody 2009 at Beijing, China from May 22 to 24, 2009.

National

- **Mr Jayaprakash CR**, Lecturer, Department of Communication has won the *first prize* in Coimbatore Vizha – Nature and Wildlife – Photography Competition among 63 participants organized by Young Indians of *Confederation of Indian Industry (CII)* in May 2009.

- **Mr Mayilvaganan M**, Lecturer, Department of Computer Science won the **I prize** in paper presentation on the topic **“Data Mining Application in Phytochemical”** at the National Seminar organized by the Tamil Nadu Science Association at Alagappa University, Karaikudi on August 15, 2009.
- **Dr Radhakrishnan R**, Reader, Department of Statistics has successfully completed **“Six Sigma Black Belt”** Training Programme organized by Indian Statistical Institute, Coimbatore from January 25 to June 21, 2009. His live project titled **“Improving the efficiency and effectiveness of effluent treatment plant at textile dyeing process”** has been carried out and presented to various delegates. This certification acknowledges the technical expertise, analytical skills and application experience necessary to effectively lead, guide, coach and train an organization towards six sigma and total satisfaction using statistical soft wares organized by Indian Statistical Institute, Coimbatore.
- **Mr Balusamy K**, Lecturer, Department of Tamil was bestowed the title of **“Thirukural Gnani”** on October 13, 2009 by KSG College of Arts and Science, Coimbatore for disseminating the message of Thirukural to the students and public right from studenthood. Perur Aadinam Marudhachala Adigalar and Dr K Vijayaraman, Principal, KSG College of Arts and Science, Coimbatore presided over the function.
- **Dr Parimala R**, Lecturer, Department of Tamil was bestowed the **“Kalai Sevagar Award”** for best educational services by organizing 108 materials from our college students for the 62nd Independence Day Celebrations Programme organized by Kaviyarasar Kalai Tamil Manram, Namakkal in October 2009.
- **Dr Anusuya Devi K**, Lecturer, Department of Clinical Nutrition and Dietetics has passed the **Registered Dietician** Examination conducted by Indian Diabetic Association on 8th January, 2010. Dr Anusuya is one among the two registered dieticians of this region.
- **Mr Jayaprakash CR**, Associate Professor, Department of Mass Communication won the **first** prize in photography competition titled Nature and Flowers at the Third Covai Flower Show held at Tamilnadu Agricultural University, Coimbatore on 9th and 10th January, 2010.
- **Dr Rajendran R**, Associate Professor, Department of Microbiology won the **Best Poster Award** for the paper on **“Development of Biocidal Textiles using**

Polyalthia Longifolia” at the Indian Herbal Conference organized by Cholayil Groups, Chennai from 12th to 14th February, 2010.

- **Dr Rajendran R**, Associate Professor, Department of Microbiology won the **Second Best Research Paper** for the paper on “**Antimicrobial Activities of Onion Skin Extracts**” at the Indian Herbal Conference organized by Cholayil Groups, Chennai from 12th to 14th February, 2010.
- **Mr Jayaprakash CR**, Associate Professor, Department of Mass Communication successfully completed the training programme on **Strategic Communication** – organized for Professors of Journalism and Mass Communication organized by UNICEF at Bangalore from 15th to 18th February, 2010.
- **Dr Sivakumaran PK**, Lecturer, Department of Statistics has been nominated as **authorized statistician** for NDB trainees of G Kuppuswamy Naidu Memorial Hospital, Coimbatore from March 2010.

15. Internal Resources generated:

The infrastructure of the institution is used optimally in the following ways for the generation of income.

- To conduct competitive exams for agencies like CAT, MAT, AIMA, AIEEE and Banks.
- To conduct contact programmes for Distance Education of Madras University and Madurai Kamaraj University.
- To conduct certificate / diploma courses under the PSGCAS Academy of Excellence.
- Use of Central Research Laboratory by the research scholars on campus and from outside institutions.
- Conduct of extension & consultancy services to industries and other agencies.
- Infrastructure fees from Triumphant Institute of Management Education for conducting of CAT classes exclusively for PSG CAS students.

16. Details of departments getting SAP, COSIST/ DST, FIST, etc. assistance / recognition

- The Department of Electronics has been sanctioned and released an amount of Rs 50, 000/- by DRDO in the month of July 2009 for conducting a workshop on “

- Dr Victor Arokia Doss, Associate Professor, Department of Biochemistry has been sanctioned an amount of Rs 75, 000/- by TNSCST in the month of December 2009 for conducting a 5 day In service Training Programme for Science Teachers of Coimbatore District.
- The Department of Nutrition and Dietetics has been sanctioned an amount of Rs 43.75 lacs by Ministry of Food Processing Industries, Government of India in the month of December 2009 for creation of infrastructure facilities towards initiating of One Year Diploma in Post Harvest Technology.
- The Regional Field Unit of the National Testing Services has sanctioned an amount of Rs 45, 000/- in the month of December 2009 for maintenance of National Testing Service in the college.

17. Community services

- The NSS units of the college performed a *cultural event* at Bharathiar University on August 15, 2009.
- *All* the first year Post Graduate students of the Department of Clinical Nutrition and Dietetics assessed the nutritional status of the population (150 families) residing at Dheenapalayam, Vedapatti Panchayat on August 31 and September 18, 2009.
- *10* NSS volunteers extended their services in catering and stage arrangements during the XXIII Graduation Day functions at GRD Auditorium, PSG College of Arts and Science on September 9, 2009.
- *23 men* students and *59 women* students along with NSS Programme Officers *Mr Kandasubramanian S* and *Mr Ramesh B* went for a one day trekking to Palamalai near Kovanur, Coimbatore on 2.10.09. NSS volunteers cleaned the temple premises and helped in serving lunch to the general public at the temple.
- The NSS units of the college organized “*Vastra Saman*” – collecting old clothes, utensils, newspapers, dry ration, umbrellas, magazines, one side papers, books, toys, foot wear, etc for the rural youth in India from 7.10.09 – 14.10.09 at NSS room and handed them to the Social Service Organization “Koonj”.
- NSS Programme Officers *Mr Venkata Krishnakumar B*, *Mr Kandasubramanian S* and *Mr Ramesh B* organized the *Brest Cancer Awareness Programme* and *rally* conducted on 14.10.09 at Nehru Nagar, Coimbatore. *Dr*

Senthil Kumar D, Reader, Department of Statistics presided over the programme. This programme was jointly organized with Ramakrishna Hospital and Bharathiar University NSS cell.

- **Mr Ramesh B**, NSS Programme Officer along with **51** volunteers participated in the **Anti-Obesity, Walkathon Rally** organized by Gem Hospital and Bharathiar University, Coimbatore on 25.10.09.
- **Hema Nandhini V** and **Ishwarya G** of I year Social Work rendered voluntary services to the inmates at Chesire Home, Coimbatore from 20.11.09 to 1.12.09.
- **Manosankari P** and **Sivakumar T** of I year Social Work participated in field work activities of Tirupur Social Service Organisation from 22.11.09 to 28.11.09.
- **Mr Ramesh B**, NSS Programme Officer along with **25** volunteers participated in the **AIDS Awareness Programme** conducted by Don Bosco Anbu Illam and Tamilnadu AIDS Control Society on 5.12.09 at Shanthi Theatre. The function was presided by the district collector Dr Umanath B. A documentary film on “Life, love, hope” was screened on the occasion.
- **Mr Ramesh B**, NSS Programme Officer along with **140** volunteers participated in the **AIDS Awareness Rally** conducted by Indian Red Cross Society to spread awareness on AIDS and Red Cross Movement among the public on 15.12.09.
- **Mr Ramesh B**, NSS Programme Officer along with **190** volunteers participated in the **Power Saving Rally** organized by Rotary Galaxy and Tamilnadu Electricity Board at Gandhipuram on 19.12.09.
- 150 volunteers of NSS units of our college participated in the **“Students Awareness Rally”** on Global Warming from Sivananda Colony to VOC Park organized by the Helping Hearts and VOYCE a service organization on 6.01.10.
- **Surender S** and **Vijayakumar SP** of I MSW in collaboration with PSG Rural Health Centre conducted an **Awareness Programme on First Aid** to the NSS Students of PSGR Krishnammal College for Women on 6.1.10.
- **Jency Priya G** and **Jennifer Arulmozhi S** of I MSW conducted **Memory Test** to the inmates at Observation home, Coimbatore on 07.01.10.
- **Hemanandhini V** and **Ishwarya G** of I MSW with Social work students of CMS, CSI Bishop Appasamy College, Hindusthan College, NGM College, Pollachi and Nehru College conducted a **Street Play** on awareness on HIV / AIDS in collaboration with Imayam Social Welfare Association, Coimbatore on 07.01.10.

- **Manoshankari G, Kalidass K, Sivakumar S** of I MSW and **Nishanthi R** of II MSW organised an awareness programme on **Disability Management** at Government High School, Kallapalayam, somanur in collaboration with UDIS Forum on 08.01.10.
- **Samarasam K** and **Shameer K** of I MSW conducted **indoor games** for the inmates at the ICDS Balwadi Centre, Vedapatti on 08.01.10.
- **Pradeep Kumar R** and **Praveen G** of I MSW conducted a survey regarding awareness on **Primary Eye Care** Centre among the people of Alandurai, Semmedu, Siruvani, Mathampatti areas on 9.1.10 and 10.1.10.
- **Jency Priya G** and **Jennifer Arulmozhi S** of I MSW conducted **Drawing Competition** to the inmates at Observation home, Coimbatore on 13.01.10.
- **Surender S** and **Vijayakumar SP** conducted **general health checkup** for 6th to 8th standard students of PSG Sarvajana Higher Secondary School, Coimbatore on 20.1.10 and 21.1.10.
- **Jency Priya G** and **Jennifer Arulmozhi S** of I MSW conducted **various competitions** to the inmates at Observation home, Coimbatore on 21.01.10.
- 70 NSS volunteers conducted survey on Personal, Economical, Health and other social aspects for the public at Sennanoor, Mathipalayam and Karadimadai. Awareness Campaigning on **HIV AIDS, 100% Sanitation, Blood Donation and Importance of Saving Nature** were made to the public through various activities like street play, rallies, demonstration, dance and songs. Various sports events were also conducted for the school children and prizes were distributed from 23.1.2010 to 25.1.10.
- **Republic day** was celebrated in Sennanoor to inculcate the spirit of patriotism for the public. Veteran and senior citizens were honored on this occasion. Cultural programmes were performed by school children dressed up like freedom fighters on 26.1.10.
- As part of NSS Week celebrations, a **General Eye Checkup** was conducted by “The Eye Foundation” Hospital, RS Puram, Coimbatore for all the I year UG Students at Brahmam Hall. Dr.Amit Mukherjee and his team examined 497 students and reported that 154 out of 497 have eye defects on 27.1.10.
- **Hemanandhini V** and **Ishwarya G** of I MSW organised **Mupperum Vizha** in coordination with Imayam social Welfare Association on 10.2.10.

- **Surender S** and **Vijayakumar SP** of I MSW organised a **medical health checkup** at Chandra Matriculation School on 11.2.10 and 12.2.10.
- **Samarasam. K** and **Shameer K** of I MSW organised **Health and Social Awareness Programme** for Women at Harijan colony, Sundapalayam. Around 21 women participated in the programme. Mrs.Rajalakshmi, Field Work Officer, Sundapalayam and Nursing students from PSG Hospital, Coimbatore addressed the gathering on 11.02.10.
- **Samarasam K** and **Shameer K** of I MSW organised an **awareness programme** on health and social well being for women at Sundapalayam on 11.02.10.
- **Kavitha N** and **Krishnaveni S** of I MSW organised a programme on “**Health Awareness Programme for the Parents of Children in Special School**” in collaboration with Kovai Rehabilitation Information Services for the Disabled (KRISH) at KRISH on 11.02.10.
- **Samarasam K** and **Shameer K** of I MSW conducted a programme on **Health Education** for school students at Government Boys Higher Secondary School, Thondamuthur on 18.02.10.
- 210 NSS Volunteers attended the **Special Camp** at the adopted villages Sennnaoor, Mathipalayam and Karadimadai. The volunteers involved in activities like white washing the school premises, collection of soil samples for testing its manure content, rallies to protect environment, stop child labors, medical checkup, eye and mental checkup for the village people and school students from 12.2.10 to 18.2.10.
- **Samarasam K** and **Shameer K** of I MSW organised a **health awareness programme** for the self help group members at Thaliyur on 25.02.10.
- **Kavitha N** and **Krishnaveni S** of I MSW conducted **group work activities** for the children at KRISH, Coimbatore on 25.02.10.
- **Hemanandhini V** and **Ishwarya G** of I MSW organised a **community organisation programme** to the people at Avarampalayam, Coimbatore on 04.03.10.
- **Prasanna G** and **Sharmila A** of I MSW conducted a **survey among the cancer patients** of Ashwin Hospital on “Mental Status of Cancer Patients” on 04.03.10.
- On the eve of World Kidney Day, 25 NSS Volunteers participated in “**Kidney Walk 2010**” organized by the Coimbatore Kidney Foundation at Gandhipuram.

Coimbatore Corporation Mayor and NSS Coordinator- Bharathiar University flagged off the Rally on 7.3.2010

- **Samarasam K** and **Shameer K** of I MSW organised a programme for the **teachers** handling differently abled students at Vedapatti on 10.03.10.
- **Hemanandhini.V** and **Ishwarya.G** of I MSW organised a **group work programme** to the people of Arumuga Goundanur, Chettipalayam on 11.03.10.
- **Manjula.S**, **Manoshankari.G** and **Sowmya.S** of I MSW organised a **Community Organisation Programme** to the people at Karadimadai on 11.03.10.
- **Jency Priya G** and **Jennifer Arulmozhi S** of I MSW conducted **painting competition** to the inmates at Observation Home, Coimbatore on 11.03.10.
- **Devendraraj M** and **Tharik Ahmed A** of I MSW conducted programmes for the children at Make – A – Wish foundation on 14.03.10.
- 20 NSS Volunteers participated in a rally at Gandhipuram to distribute pamphlets to the general public to create awareness on the arrival of the **Red Ribbon Express** to the North Coimbatore Railway Station. This rally was organized by Youth Red Cross on 23.3.2010.

18. Number of teachers and officers newly recruited:

- Teachers- 30
- Officers – 1

19. Teaching – Non- teaching staff ratio: 3: 1

20. Improvements in library services

- **e-resources of Information and Library Network Centre**

The above is an autonomous Inter- University Centre of UGC. They have identified our college to provide access to e-resources through the programme entitled “**National Library and Information Services Infrastructure for Scholarly Content (N-LIST)**” funded by the MHRD under its National Mission on Education through ICT.

The Programme would provide access to more than **2100 e-journals** (including current issues with 5 - 10 years back files) and more than **51,000 e-books**. Access is for all teachers and students of the college from April 2010.

1. Expansion of Digital & Virtual Library
2. Virtual and Digital Library access to

- 2100 on line journals
- 51,000 on line books
- 1126 – EBSCO
- 671 - DELNET
- 2750 CDs & DVDs

21. **Number of new books / journals subscribed and their value- 2302; Rs 11, 02,796/-**

22. **Number of course for which student assessment of teachers is introduced and the action taken on student feedback**

- The three tier student feed back system followed by the institution enables us to get the feel about the various quality initiatives
 - On administration and infrastructure – once a year
 - On curricula and syllabi – once a year from the outgoing students
 - On individual teachers – end of each semester
 Besides, students also contribute through their participation in Students' Council Meetings
- Reports of the feedback obtained from the students pertaining to the academic inputs, infrastructural facilities are placed in the HOD's meeting, ISO Core Committee and IQAC meetings for deliberations and recommendations.
- All department have made changes in context of syllabus based on students' feedback
- Established Communication Skill Centre on request of students
- Offered Communication and Soft Skill training programmes

23. **Unit cost of education**

For students in the aided programme - Rs 19, 628/-

For students in the unaided programme - Rs 19, 628/-

24. **Computerization of administration and the process of admissions and examination results, issue of certificates –**

- Interdepartmental and intradepartmental networking of campus
- Additional computers to the departments
- Access to the results of comprehensive examinations through the college websites. www.psgcas.ac.in
- Access of results also through mobile phones

25. **Increase in the Infrastructural facilities**

- Hostel for Foreign students (capacity 100 occupancy)
- Hitech Fitness Centre
- Expansion of Digital & Virtual Library

26. Technology up gradation

- LCD Projectors in **45** classrooms
- Video conferencing through **4** modes

27. Computer and internet access and training to teachers and students:

- A Two day Workshop on *“Advanced Training in Computer Hardware Maintenance, Assembling and Troubleshooting”* was held on *April 5 and 6, 2010* for **50** teachers of aided and unaided programmes of the college to enhance their working skills and safety. This was conducted by the Instrumentation Maintenance Facility (IMF) of the college, sponsored by UGC. The speakers on various topics were from Acenet Technologies India Pvt Ltd, Coimbatore.
- Softwares for simulated experiments and research in Physical Sciences, Mathematical & Computational Sciences, Life Sciences, Social & Psychological Sciences and Commerce & Management Sciences.

28. Financial aid to students

- Hundreds of low-income, minority students are highly motivated and made ready for college every year through a number of Government and management scholarships made available to them. This year **486** students were bestowed with scholarships worth **Rs 11, 49,504**.
- The Nutra Alumni Association scholarships were distributed to **20** students of the department of Nutrition and Food Science based on socio economic and merit criteria to a tune of Rs 50,000/- on March 12, 2010.
- Established in 2003- *Ungalukkaga Naangal- We for you*, this is meant to provide financial support to the economically backward students to get education in our campus, create a helping tendency among the minds of affluent students and make them realize the sense of satisfaction through charity and to provide a platform for poor students to earn while learning. So far more than 150 students are benefited with more than Rs. 1,10,000/-. The need to provide financial support for socially, economically and educationally weaker students are engraved in the young hearts.

29. Activities and support from the Alumni Association:

- *Alumni Initiatives*

1. **PSG Arts and PSG IM Alumni Associations** – They jointly organized *CURRY MASALA 2010* on February 21, 2010 at PSG IM grounds from 6 to 9 PM. The programme witnessed a rural ambience with lots of fun and games. More than **35** dishes

of vegetarian and non vegetarian items were prepared by the students of Catering Science and Hotel Management. A *designer show* by the students of Costume Design and Fashion ramped by models thrilled the audience. More than **2000** people participated in this mega event.

2. **Nutra Alumni Association**-The alumni association of the Department of Nutrition and Dietetics and Clinical Nutrition organized *Triad of Events* by their Alumni on 12.3.10. The Department Library was inaugurated by *Mr P Venkittapathy*, Managing Director, HITECH TMT Steel Group, Coimbatore. Books worth Rs 20,000/- were purchased for the library. The bookshelves were sponsored by the Nutra Alumni Association. Scholarships were distributed to **20 students** of the department based on socio economic and merit criteria to a tune of Rs 50,000/-. *Dr P Sadasivam*, Professor in Management, Jansons School of Business, Coimbatore delivered the special address. Dr Anandhi Narain, Head, Department of Nutrition and Dietetics launched the website of the Nutra Alumni Association.

30. Activities and support from Parent – Teacher Association

The suggestions of the Parent – Teacher meetings are duly recorded to initiate suitable steps at appropriate time.

31. Health Services

- *Yoga Centre*

The main objective of the yoga centre is to train the learners to have a better physical, psychological and spiritual health. Started in the year 1994, we have so far completed 76 batches with input of 35-40 per batch. Classes are conducted in the mornings & evenings by outsourcing experts. All the basic requirements are met here. The program is oriented towards integral development of learners. The programme input involves dynamic exercises, compulsory Surya Namaskars, Basic Asanas, Pranayanas, Yogic relaxation, Kriya (cleansing methods) and memory training. It has helped more than 3330 students so far to gain good concentration, overcome cynositis, asthma related complaints and controlling anger. The college has made yoga practice as a compulsory component under part IV of Value Education to infuse a sense of balance, internal harmony and a more positive outlook to life for the students.

- ***Diet Clinic***

The '***Diet Clinic***' since its inception in 2007 caters to the health needs of the students and staff of various departments in the campus. The clinic helps to overcome the nutritional problems by assessing the nutritional status, counseling for over weight and under weight, anemia and other deficiency disorders. The clinic provides counseling and guidance to the family members of the faculties. More than 300 members have benefited as witnessed through a log register of the clinic.

- ***Nalans Snack Corner***

Organized by students of the Department of Catering Science and Hotel Management '***Nalans Snack Corner***' since June 2008 exposes the students to the art of bulk cooking, presentation and service. Different varieties of cookies and biscuits are prepared by the students on rota basis and serviced between 11-11.30 AM and 3.30-4.15 PM near the department. The sense of accountability and team working was cherished by more than 50 students. Bulk orders were also taken from staff members during special occasions for unique items of cookies. This provided a stepping-stone towards self employment and entrepreneurship in the young minds.

- ***Gym***

The college also has a gym to cater to the health needs of the students and provide relaxation.

- **Free Medical check up** was organized for the **827** aided and **1191** unaided I year Under graduate and Post graduate students of the college from **February 12 to 16, 2010** by doctors from PSG Hospital.

- To commemorate the ***World Heart Day*** a special Diet Clinic functioned in the premises to give diet counseling to all the students and staff members of the college on September 25, 2009.

32. Performance in sports activities:

State level Tournaments

Sno	Events	Status
1.	Table tennis singles & doubles (men)	Runners
2.	Table tennis (men)	Third
3.	Table tennis (women) tournament	Runners
4.	Volleyball	Fourth

District Level: (Men)

SNo	Events	Status
1.	Volleyball	Winners
2.	Volleyball	Winners
3.	Basketball	Winners
4.	Volleyball	Runners
5.	Cricket	Winners
6.	Table Tennis	Winners
7.	Badminton	Winners
8.	Athletics	Runners
9.	Basketball	Runners
10.	Kho Kho	Runners
11.	Hockey	Runners
12.	Chess	Runners
13.	Weight Lifting	Third
14.	Table Tennis	Winners
15.	Chess	Winners
16.	Kho-Kho	Winners
17.	Foot Ball B-Zone	Winners
18.	Cricket B-Zone	Winners
19.	Soft Ball	Fourth
20.	Basketball	Runners
21.	Volleyball	Runners
22.	Volleyball	winner
23.	Basketball	winner
24.	Athletic Meet	Winners
25.	Shuttle	Winners
26.	Hockey	Winners
27.	Cricket	Winners
28.	Badminton	Winners
29.	Athletic Meet	Runners
30.	Cricket	Runners
31.	Football	Runners
32.	Volleyball	Winners
33.	Basketball	Winners
34.	Football	Runners
35.	Volleyball	Winners
36.	Basketball	Third
37.	Cricket	Winners (Coimbatore Vizha 2010)
38.	Cricket	Winners (CDCA)
39.	Cricket	Winners (VIE 10)

District Level: (Women)

Sno	Event	Status
1.	Table Tennis	Winners
2.	Football	Runners
3.	Hockey	Runners
4.	Tennis	Runners
5.	Table Tennis	Winners
6.	Tennis	Winners
7.	Hockey	Fourth

Individual events:

- **Mohana Priya G** of III MSc Software Systems won the **Gold medal** in 18 -20 years girls' black belt kumite and **Bronze medal** in 18 -20 years girls' black belt kata at the 26th Tamil Nadu State Karate Championship held at Kumaraguru College of Technology from July 17-19, 2009.

33. Incentives to outstanding sportspersons:

The college encourages the sportsmen through 3 different ways:

- Giving preference under sports quota for district, state & national players
- Supporting outstanding sportsmen by paying their examination fees &
- Conducting 8 PSG Trophies not only for our students but also for students from other colleges.

34. Student achievements and awards

a. Best Paper Award/Publications

Sno	Name of the Student & Class	Prize	Title	Date & Venue/ Journal
1.	Yasodha K II MSc Applied Microbiology	<i>best poster</i>	Bionano filters for purification of drinking water	6.8.09 & 7.8.09 National Level Conference Coimbatore
2.	Yasodha K II MSc Applied Microbiology	<i>First-paper presentation</i>	Nanotowels- to clean up marine oil spills	6.8.09 & 7.8.09 National Level Conference Coimbatore
3.	Ramesh Babu L III BSc Mathematics	<i>published a book</i>	The First Step-A guide to prepare Mathematics students for competitive exams	7.8.09 Inauguration of the Association, Mathematics Department

4.	Kalaiselvi K II MSc Microbiology	<i>Louis Pasteur Memorial Award</i>	“Antimicrobial Textiles using Zinc oxide nanoparticles	9.9.09 & 10.9.09 NGP College of Arts and Science, Coimbatore
5.	Yasodha K II MSc Applied Microbiology	<i>Second- paper presentation</i>	Emerging and Re-emerging Pathogens	23.9.09 Thiagarajar College, Madurai
6.	Aneesh M I Commerce	<i>Best Paper Award</i>	Strategies involved in Sales Promotion	21.1.10 Vellalar College for Women, Erode
7.	Aneesh M I Commerce	<i>Best Paper Award</i>	Multiple Checks for Multi Level Marketing	28.1.10 Sri Krishna Collge, Coimbatore
8.	Naga Pravenna Sharma P II Msc Chemistry	<i>Second Best Paper Award</i>	Electrochemical Detection of Dopamine using Gold Microelectrode Arrays	18.2.10 VIT University Vellore
9.	Lalitha A Research Scholar Nutrition	<i>Paper published in International Journal</i>	Total Folate Diversity within Fruit varieties commonly consumed in India	Online February 2010

b) *Literary events*

Sno	Name of the Student & Class	Status	Event	Date & Venue
1.	Thilagavathy R, Gowri P & Arun Kumar G III Bsc Statistics	<i>first</i>	Quiz	29.6.09 National Sample Survey Organisation Coimbatore
2.	Nithyapriya S II BA Tamil	<i>Sixth</i>	Oratorical	26.7.09 Bharathiar University, Coimbatore.
3.	Surjith Raj S II BA English	<i>third</i>	English Elocution	26.7.09 Bharathiar University, Coimbatore
4.	Nishanthi S II MSW	<i>second</i>	Poetry	26.7.09 Bharathiar University, Coimbatore
5.	Rajeswari R I MSc Nutrition	<i>second</i>	Essay writing	9.9.10 & 10.9.10 RVS College of Arts and

				Science, Coimbatore
6.	Sujatha S II MSc Nutrition	<i>second</i>	Food puzzle	9.9.10 & 10.9.10 RVS College of Arts and Science, Coimbatore
7.	Sadhaya Arockena and Sujatha S II MSc Nutrition	<i>first</i>	Quiz	9.9.10 & 10.9.10 RVS College of Arts and Science, Coimbatore
8.	Shiva Dinesh K and Dinesh Kumar R III MSc Software Systems	<i>third</i>	Quiz	9.9.10 & 10.9.10 RVS College of Arts and Science, Coimbatore
9.	Prakash P II MA Tamil	<i>First & over all shield</i>	Oratorical	11.9.09 Bharathi Vizha Karpagam University, Coimbatore
10.	Siva Prakash L III Msc Software Systems	<i>First & over all shield</i>	Oratorical	11.9.09 Bharathi Vizha Karpagam University, Coimbatore
11.	Vidhya V, Umaa R & Krishnasamy T II MCA	<i>first</i>	Word Hunt	13.9.09 PSG College of Technology Coimbatore
12.	Vidhya V, Umaa R, Krishnasamy T, Dhayanithi M & Lavanya M I MCA	<i>first</i>	Software Project Management	13.9.09 PSG College of Technology Coimbatore
13.	Lavanya M I MCA	<i>First & Overall Champion ship Trophy</i>	Star of the Login Event	13.9.09 PSG College of Technology Coimbatore
14.	Arun S III MSc Software Systems	<i>first</i>	Web Designing & Problem Solving	15.9.09 Kodaikanal Christian College Kodaikanal
15.	Arun S III MSc Software Systems	<i>third</i>	Game Creation	15.9.09 Kodaikanal Christian College Kodaikanal
16.	Ram Kumar M III MSc Software Systems	<i>first</i>	Web Designing	15.9.09 Kodaikanal Christian College Kodaikanal
17.	Ram Kumar M III MSc Software Systems	<i>second</i>	Crack & Hack	15.9.09 Kodaikanal Christian College

				Kodaikanal
18.	Ram Kumar M III MSc Software Systems	<i>third</i>	Game Creation	15.9.09 Kodaikanal Christian College Kodaikanal
19.	Arthi T III BA English	<i>first</i>	English Essay Writing	1.10.09 Krishna College of Arts and Science, Coimbatore
20.	Arthi T III BA English	<i>first</i>	English Essay Writing	2.10.09 Tamilnadu Government Social Welfare Board
21.	Sikkander Basha III BA Sociology	<i>consolation</i>	Poetry	1.10.09 Kaviyarasar Kalai Tamil Manram, Nammakal
22.	Udhaya Kumar R I BSc Botany	<i>consolation</i>	Drawing	1.10.09 Kaviyarasar Kalai Tamil Manram, Nammakal
23.	Nandhini A I BSc Electronics	<i>second</i>	Mathematics Exhibition	26.10.09 & 27.10.09 Tamil Manram, Periyar University, Salem
24.	Prakash P I MA Tamil Literature	<i>third</i>	Tamil debate	7.1.10 Krishnammal College for Women, Coimbatore
25.	Sangeetha J, Thanmayee HR & Bharathy V III Bsc Biochemistry	<i>first</i>	Science debate	9.1.10. Muthayammal College of Arts and Science, Rasipuram
26.	Divya S I Bsc Electronics	<i>special</i>	Project display	17.1.10 AJK College of Arts and Science, Coimbatore
27.	Sangeetha J, Thanmayee HR & Bharathy V III Bsc Biochemistry	<i>cash award</i>	National Level Science Debate	29.1.10 Sri Krishna College, Coimbatore
28.	5 students I Msc Mathematics	<i>second</i>	Mathematica I Modeling	24.2.10 PKR Arts College, Gobi

c) Others

Sno	Name of the Student & Class	Status	Event	Venue & Date
1.	Sathya R & Prabhavathi K I MSc Costume Design & Fashion	<i>first</i>	Collage and Dress-a -doll	20.8.09 Kongu Nadu Arts and Science College, Coimbatore
2.	Sridhar S, Sabarinathan D, Dhanraj C & Vinoth V	<i>third</i>	Marketing	9.9.09 State Level Saxon'09

	II MCA			
3.	Subhashini M & Sujitha S I MSc Nutrition	<i>second</i>	Rangoli	9.9.10 & 10.9.10 RVS College of Arts and Science, Coimbatore
4.	Anju S & Rajeswari G I MSc Costume Design and Fashion	<i>first</i>	Face Painting	11.9.09 NIFT-TEA, Tirupur
5.	Shiva Ganesh K, Ram Kumar P, Vasudev K, Stahish B, Jaganathan S & Karthik M III MSc Software Systems	<i>third</i>	Group Song	15.9.09 Kodaikanal Christian College Kodaikanal
6.	Thivya S & Jesica Roshima A II Msc Costume Design and Fashion	<i>first</i>	Hair Do	7.1.10 Kongu College of Arts and Science, Erode.
7.	Mohanadasan & Subha J II Msc Costume Design and Fashion	<i>first</i>	Draping	7.1.10 Kongu College of Arts and Science, Erode.
8.	Saranya VS II Msc Costume Design and Fashion	<i>first</i>	CAD E	7.1.10 Kongu College of Arts and Science, Erode.
9.	Catherine Johnny I Msc Costume Design and Fashion	<i>first</i>	Bouquet Making	7.1.10 Kongu College of Arts and Science, Erode.
10.	Subha V III Bsc Costume Design and Fashion	<i>third</i>	Jewellery Making	7.1.10 Kongu College of Arts and Science, Erode.
11.	Abinaya R III Bsc Costume Design and Fashion	<i>third</i>	Surface Embellishment	7.1.10 Kongu College of Arts and Science, Erode.
12.	Anju S I Msc Costume Design and Fashion	<i>first</i>	Face Painting and Fashion Sketching	15.2.10 NIFT TEA, Tirupur.

d) NCC Air Wing

- CSUO **Praveen Kumar M** of III year Computer Science and Applications represented our country in the **Youth Exchange Programme (YEP)** at Kazakhstan from 16.3.10 to 25.3.10.

- He is recommended for *Fighter Pilot* in Indian Air Force – 2010.
- Won the *Best Cadet Bronze Medal* in Republic Day Camp (RDC), New Delhi – 2009.
- Participated in *Honourable President's Squad* at New Delhi and *Guard of Honor for Prime Minister* Dr Manmohan Singh – 2009.
- Participated in *National Integration Awareness Programme* (NIAP) – RDC – 2009.
- Won the *Best Cadet Gold* in Inter Group Competition at Tamilnadu – 2009.

35. Activities of the Guidance and Counseling unit:

- The *Centre for HOPE (Helping Our People Excel)* functions from *8 AM to 9 AM & 1PM to 4 PM* on all working days to provide counseling and guidance to students on all issues.
- The Department of *Psychology* conducted “*Psychological Testing*” for all the Final Year UG students (Aided & Unaided) of our college for the purpose of Career Counseling from September 22 to October 5, 2009. Street plays were conducted by the students of Psychology Department near Ganesh temple, canteen and other vantage points to create awareness among the students to make use of the facility provided.
- Guidance Cell provides details of various courses/ programmes available on the campus, national and international levels and the institutions offering such programmes at various levels
- At the department level under tutorial system, each tutor/ mentor is assigned with a student (a particular class) who offers them adequate guidance and counseling as and when required giving individual attention to the students.

36. Placement services provided to students:

- Students database were sent to 16 companies.
- 49 companies visited the campus for recruitment inclusive of 5 multinationals during this period. **One hundred and thirty eight** students were placed with average salary of **Rs 8000/-** per month.

37. Development programmes for non- teaching staff:

- A Two-day Workshop on *“Instruments Handling Techniques and First Aid”* was held on *June 12 and 13, 2009* for the *30* lab technicians and lab assistants of the *self financing departments* and on *June 24 and 25, 2009* for the *15* lab technicians and lab assistants of the *aided departments* of the college to enhance their working skills and safety. This was conducted by the Instrumentation Maintenance Facility (IMF) of the college, sponsored by UGC.

The speakers on various topics were as follows:

12.06.09

S.No	Speaker	Topic
1	Mr K Tamilselvan (PSG CAS)	Basics of Electricity & Electronics
2	Mr T Kannaian (PSG CAS)	Electrical & Electronic Instruments Handling Techniques

13.06.09

S.No	Speaker	Topic
1	Dr D Victor Arokia Dass (PSG CAS)	Chemical & Biological Instruments Handling Techniques
2	Dr A Shiva Kumar (PSG IMS & R)	Importance of First Aid

- A Two day Workshop on *“Advanced Training in Computer Hardware Maintenance, Assembling and Troubleshooting”* was held on *April 7 and 8, 2010* for all the support staff of the college to enhance their working skills and safety. This was conducted by the Instrumentation Maintenance Facility (IMF) of the college, sponsored by UGC. The speakers on various topics were from Acenet Technologies India Pvt Ltd, Coimbatore.

38. Any other relevant information the institution wishes to add.

- **Teaching Learning and Evaluation**

Participation in seminars/conferences- **111**

International: **6**

National: **105**

Papers presented in seminars/ conferences- **55**

International: **24**

National: **31**

Resource persons: **41**

Guest Lectures organized: **40**

- **Faculty Development Programme**

1. A Soft Skill Training Programme was organized on the topic “**Be the Change You Want to be**” for all the **151** faculty members of the self financing programmes on 1.12.09. Three different groups were formed and 3 sets of trainers conducted the programme.

2. A Faculty Development Programme on “**Team Skills**” was organized for all the faculty members of the Department of Computer Science on 5.12.09 & 6.12.09.

- **Exhibition on Environmental Studies**

1. The Department of Commerce (Un–Aided) organized an exhibition on Environmental Studies on September 18, 2009. 60 models were created from the waste materials available in the Environment to ascertain that Nature can be protected in simplest ways.

The models were based on the significant themes of today like

- Global Warming
- Hydro Electric Power
- Ozone Layer Depletion
- Rain Water Harvesting
- Reverse Osmosis
- Eco-friendly mode of transport (Train)
- Recycling of Wastes

Along with the models, the students have presented six documentary movies to emphasis the themes that they have chosen. The whole show ascertained that the awareness among the casians should spread among the world Population about Swine flu. The young minds could think great for the human developments by Nurturing the Nature in all possible ways as said above. This show was an eyeopener to one and all who would like to protect our Mother Nature.

- **Department of Costume Design and Fashion**

1. The Department organized an exhibition “**Ethic Busters**” at PSG IM grounds on 21.2.10 between 6 to 9 PM.. Garments included men, women, boys’ and girls’ wears. The students also exhibited articles made by them and some were kept for sale. Items like cushions, car hangers, pouches, letter holders, tile murals were displayed in the

exhibition. There were around 750 articles worth Rs 1, 00,000/- and most of the garments and articles were sold.

2. The Department organized a Fashion Show on the theme “**Indo- Ethnos**” at PSG IM grounds on 21.2.10 between 6 to 9 PM on eve of the Food Festival. Designed by the students which portrayed the traditional costumes of our mother land which is distinct based on ancestry, history, kinship, religion, language, shared territory, and physical appearance. A contribution from different ethnic group has built up the show as a whole. The garments stands witness to the creativity of the students of all the years and ramped by models.

- The college provided soft skills and communication skill training to all the students of II year under graduate aided and unaided students as per their proficiency in English language.

Research

- 11 research projects funded by UGC and other agencies
- Research publications in the national and international journals
- Central Research Laboratory with high end research equipment to support research

Consultancy

The college offers consultancy services to other institutions for preparing for Autonomy, ISO Certification, Accreditation/ Re- accreditation by NAAC and healthy practices in Higher Education, etc

Department of Environmental Science offers consultancy services to various industries

Part C: Explain the plans of the institution for the next year.

- Planning to activate research cell and Centre for Research to encourage inter and multi disciplinary research
- Strengthening the activities of the E-Forum
- Establishment of Centre for Educational Technology
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Name & Signature of the Coordinator IQAC: Dr Radhai Sri .S

**Name & Signature of the Chairperson IQAC: Dr Sheela Ramachandran
Principal**