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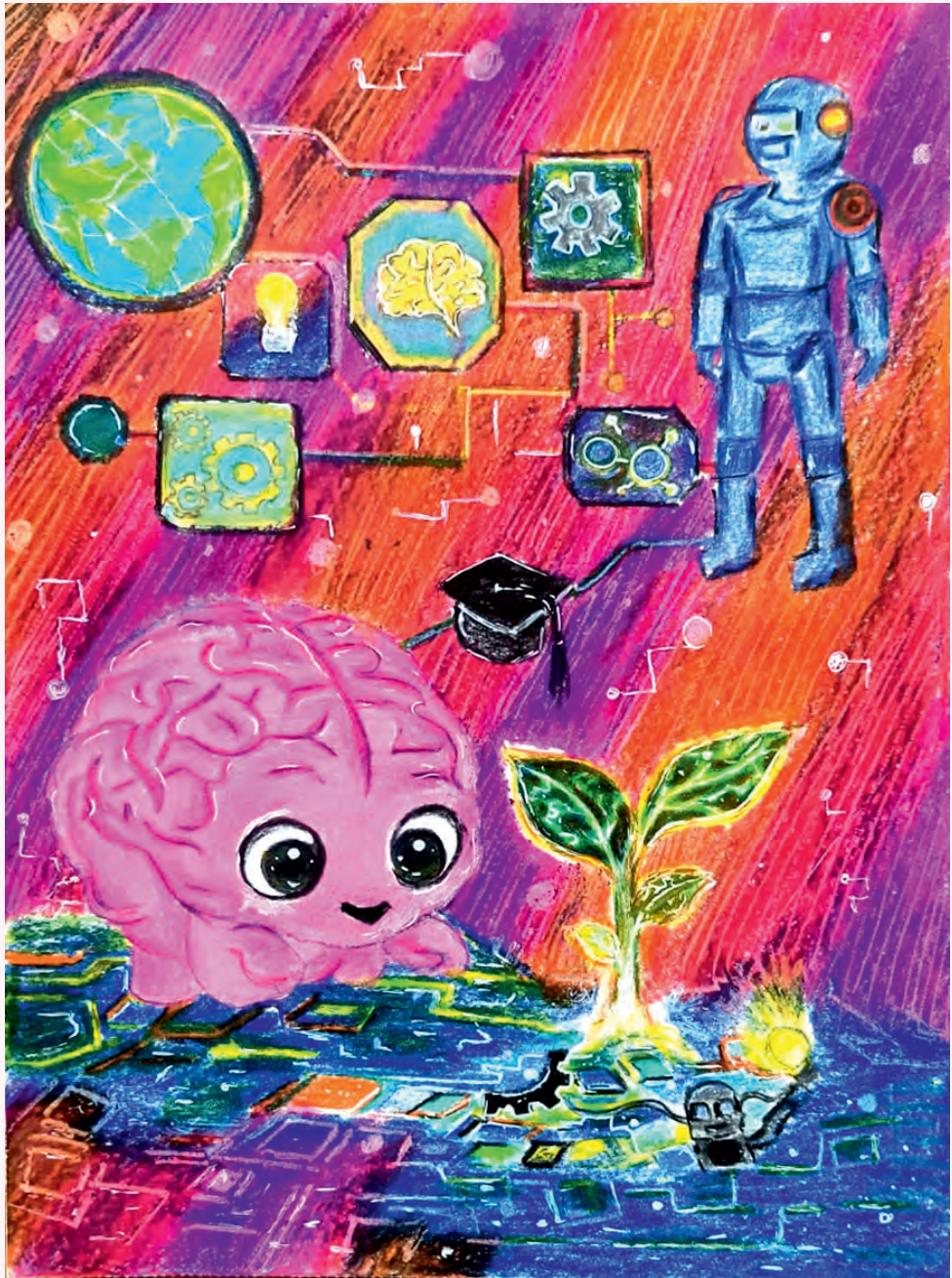


## PSG COLLEGE OF ARTS & SCIENCE

An Autonomous College - Affiliated to Bharathiar University  
Accredited with A++ grade by NAAC (4th Cycle)  
College with Potential for Excellence (Status awarded by the UGC)  
Star College Status Awarded by DBT - MST  
An ISO 9001:2015 Certified Institution COIMBATORE - 641 014



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Raveena - 25BLG043

# பு. சா. கோ. கலை அறிவியல் கல்லூரி

NAAC- ன் A++ தகுதியும் (நான்காம் சுற்று)  
UGC - யின் சிறப்பு முதன்மைத் தகுதியும், DBT - MST யின் நட்சத்திரத் தகுதியும்,  
ஐ. எஸ். ஓ. 9001-2015 சர்வதேசத் தரச்சான்றும் பெற்ற கல்லூரி  
விமான நிலையம் அஞ்சல், கோயம்புத்தூர் - 641 014

## ஆண்டு மலர் 2025-2026



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# Our Founders



**Shri PS Govindaswamy Naidu**

“Let there be charity, so that other people  
can share my family’s prosperity”



**Shri PSG Venkataswamy Naidu**



**Shri PSG Rangaswamy Naidu**

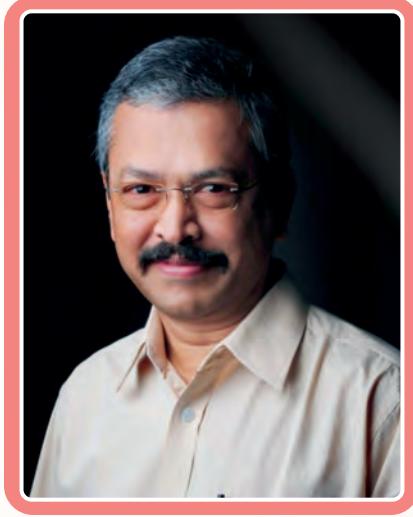


**Shri PSG Ganga Naidu**



**Shri PSG Narayanaswamy Naidu**





**Shri L. Gopalakrishnan**  
Managing Trustee



**Dr. T. Kannaian**  
Secretary



**Dr. M. Jayanthi**  
Principal



# Secretary's Message

**Dr. T. Kannaian**  
Secretary



**"Innovation distinguishes between a leader and a follower."** — Steve Jobs

Progress is shaped by individuals who are willing to think differently and explore new paths. In a rapidly evolving world, institutions must encourage ideas that challenge conventions and open doors to new possibilities. The theme "Innovate to Escalate: Redefining Possibilities" reflects this spirit of forward thinking and growth.

At PSG College of Arts & Science, we strive to create an environment where students are motivated to develop creativity, initiative, and leadership. Alongside academic pursuits, platforms such as the college magazine play an essential role in fostering originality and self-expression among students.

The contributions featured in this issue demonstrate the enthusiasm and imagination of our young minds. Through diverse forms of writing and artistic expression, students explore ideas that reflect both their individuality and their awareness of the world around them.

A publication like this also strengthens the sense of community within the institution. It encourages dialogue, celebrates talent, and inspires students to continue pursuing innovative ideas in every sphere of their lives.

I commend the editorial team and all the contributors who have worked diligently to bring out this issue. Their collective effort has resulted in a publication that truly represents the creativity and dynamism of our student community.





# Principal's Message

**Dr. M. Jayanthi**  
Principal



Education today must extend beyond the boundaries of classrooms and prescribed texts. It must encourage students to question, reflect, and explore ideas that shape their understanding of the world. The theme “Innovate to Escalate: Redefining Possibilities” reflects the importance of cultivating curiosity and creative thinking among learners.

A college magazine is an important academic and cultural space where students express their insights and experiences. Through poetry, essays, stories, and artwork, students engage with ideas in meaningful ways and present perspectives that enrich the intellectual life of the campus.

Such publications nurture thoughtful engagement and critical reflection. Writing and creative expression allow students to develop clarity of thought, sensitivity to diverse viewpoints, and the confidence to articulate their ideas effectively.

This magazine also serves as a record of the aspirations and creativity of our student community. The voices represented in these pages demonstrate the enthusiasm and imaginative spirit that thrive within our institution.

I congratulate the editorial board, faculty mentors, and contributors for their sincere efforts in bringing out this issue. Their commitment has made this publication a valuable reflection of the academic and creative energy of our campus.

May these pages inspire every reader to imagine boldly, create thoughtfully, and innovate to elevate possibilities.





# Editorial .....

A college magazine is more than a compilation of writings; it is a reflection of the ideas, creativity, and voices that shape the intellectual life of an institution. This edition is guided by the theme “Innovate to Escalate: Redefining Possibilities,” inviting students to look beyond the familiar and engage with the world through imagination, inquiry, and expression.

Within these pages, readers will encounter a rich tapestry of perspectives expressed through poetry, essays, short narratives, and artistic creations. Each contribution reflects the individuality of its creator while collectively portraying the vibrant spirit of our student community. The magazine thus becomes a space where diverse ideas converge and creativity finds meaningful expression.

Editing this issue has been an enriching journey marked by collaboration, thoughtful discussion, and careful selection. Every submission carried a unique perspective, and shaping them into a cohesive publication required dedication and teamwork. The process reaffirmed the power of language and creativity in bringing people together and inspiring dialogue.

I extend my sincere gratitude to the management, the Secretary, the Principal, the Vice-Principals and the faculty mentors for their constant encouragement and support. My appreciation also goes to the members of the editorial team whose commitment and diligence have made this publication possible.

Most importantly, I thank all the student contributors whose enthusiasm and imagination have given life to these pages. Their voices remind us that innovation begins with the courage to think differently and the willingness to share those thoughts with the world.

As Albert Einstein wisely observed, “Imagination is more important than knowledge.” It is imagination that fuels creativity, nurtures innovation, and ultimately expands the horizons of possibility. May this magazine inspire readers to continue imagining, creating, and redefining possibilities in their own unique ways.







## **PSG COLLEGE OF ARTS & SCIENCE**

Coimbatore - 641 014.

# **Editorial Board .....**

<b>Dr. M.Jayanthi</b>	Principal
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<b>Dr. M.Umarani</b>	Vice Principal
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<b>Dr. K.Reshmi</b>	Associate Professor Department of English







**Clubs  
&  
Forums**



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## WINGS OF CHANGE

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A spark of thought about future  
Things our eyes capture  
Visions in the silenced dark  
That never leaves its mark  
Even if you reach the star  
Remember the roots as you are for  
Adds up much more vision.

Stepping into newer world  
The adventures that future hold  
We redefine the scope of human reach  
In every lesson that our failures teach

Possibility is a vast and open sea.  
Where we become the best we'll ever be  
We innovate to touch the stars above  
with power, vision, heritage and love.



**Malathi .R - 24BMA117**

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

### The Spark Beyond the Line

A thought was born in Silence,  
A whisper in the night -  
“What if every locked - up door  
Still held a key in Sight?”

The world once flat and narrow  
Now rises deep and wide,  
When passion pairs with wonder  
Impossible with hide.

The future waits in shadows  
For hands that dare to trace-  
Now where the others ended,  
But a brand new starting place.

So let your flame unravel,  
Let your heart and mind combine-  
Innovate and rise above,  
Redefine the bound and line.



Menaka .S - 24BMA119

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

### POETRY

Innovate minds, activate thought,  
Every lesson learned, every battle fought,  
Escalate goals with clarity,  
Move with vision and originality.

It begins with a spark of audacity,  
A belief in our boundless capacity,  
To question the norm, to challenge delay,  
And shape what tomorrow dares to say.

To innovate is to imagine more,  
Unlocking doors we ignored before,  
All young minds want is to challenge reality,  
To redefine life's true potentiality.

Old limits whisper, stay the same,  
Nothing here is done for the fame,  
A single thought, brave and new,  
Encouraged only by a few.

Each failure channeled into strategy,  
Fueling progress, not tragedy,  
Break the walls of "never" and "can't",

It is the zeal we forever plant.  
From silent ideas to echoing change,  
From fragile dreams to actions bold,  
We innovate, we elevate,  
Redefining what the world once told.

No labels, no chains, no silent hesitation,  
This generation rises past limitation,

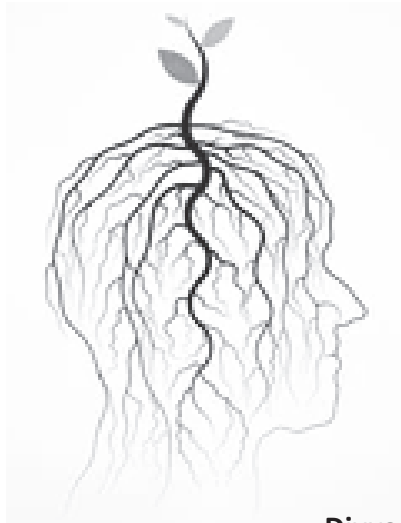
So stand up now, this is our space,  
Ideas in motion, setting the pace.  
And again we innovate to escalate!



## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

### POEM

while old limits slowly fade away.  
Yesterday's paths no longer guide us,  
Today designs the road to tomorrow.  
Imagination rises with courage,  
Turning doubt into direction.  
The word "Possible" reshapes itself,  
Wider, Brighter and Stronger than before.  
Thoughts awaken and more upward,  
choosing growth without fear of falling.  
Innovation becomes the leader,  
Escalation the vision it reveals.  
Through change, new doors appear,  
And possibilities are born again.



Divya Dharshini .G - 24BMA106

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## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

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### POLITICS

One Earth,  
One Nation.  
One Ideology,  
Fair to all living beings.  
One God,  
who creates everything from out of nothing.  
One Ruler,  
who is not equal to mortals and fears the wrath of  
God.  
One Truth,  
Death is only a purification process by God. But  
there is no resurrection for brute beasts.  
One Politics,  
That does not shake the hearts of good people.



Thangapandiyam .R - 25BVC056

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## SHORT STORY

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### “ THE LADDER NOBODY SAW ”

A city stood still in routine.  
The Same jobs, the same houses, the same dreams  
nothing changed, and nobody tries to change

Except for Aarav, a young mechanic who kept asking,  
Why not build better tools?  
Why not fire things faster?  
Why not try something new?

In his tiny workshop, with metal scraps  
Scattered accross the floor,  
Aarav designed something strange - a folding  
ladder that could stretch, bend, twist and fit into a backpack.  
People laughed  
“A ladder is a ladder. Why change what works?”

Aarav didn't answer - he worked.  
Day and night, through failures and sparks and broken metal.  
Until one day, the ladder was ready.

A fire broke out in the city square.  
A child stood crying on the rooftop of a house, no staircase, no exit.  
Fire engines were stuck in traffic.  
Everyone panicked.  
Aarav rushed forward  
He opened his small bag.  
And unfolded his miracle.  
In seconds, the ladder extended upward, turning  
corners along the wall.  
The child descended to safety.  
Silence swallowed the crowd -  
then applause burst like thunder.  
News spread everywhere.



Soon his invention was used by firefighters.  
mountaineers, travellers, even astronauts.  
Aarav stood quietly and smiled.  
He once saw a problem everyone ignored.  
And he turned it into a possibility no one believed.  
From a small workshop to saving lives, he  
proved one simple truth.

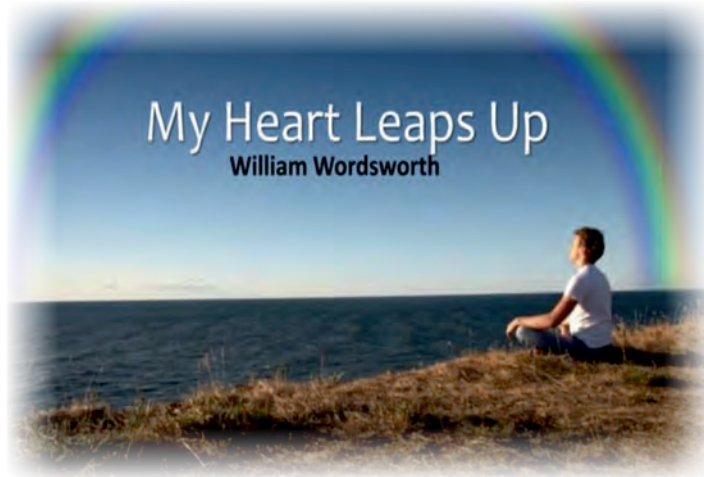
**Innovation is not about having  
the biggest brain,  
but the courage  
to see what others miss.**



**Pramika A.L - 24BMA124**

## MY HEART LEAPS UP BY WILLIAMS WORDSWORTH

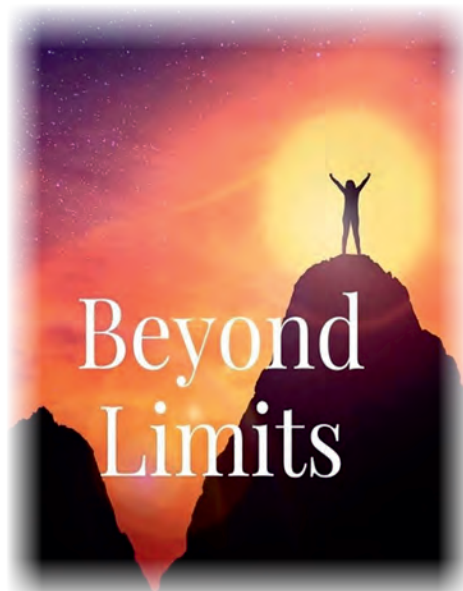
My heart leaps up when I behold  
A rain bow in a sky;  
So was it when my life began;  
So it is now I am a man;  
So be it when I shall grow old,  
Or let me die!  
The child is the father of man  
And I could wish my days to be  
Bound each to each by natural piety.



Natin .S - 25BBI030

## "Beyond Limits"

We dream of things beyond the line,  
And make new paths with hopeful minds.  
Each small idea shows a way,  
Turning fear into courage each day.  
With brave thoughts, we learn and grow,  
Past the walls we used to know.  
New ideas help us see,  
Beyond limits, who we can be.



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## BLUE SHIRT

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On 19.11.2025 around 9.00 pm a man was arrested for murdering a woman. That man was Dr.Kutty. Yes he is a doctor. He was a tall man with medium muscle mass and a dark skin tone.

Around 10:00 pm he was at the police station surrounded by senior officers. He started denying but the police to treated him in their special way. By 12.00 pm he was unconscious. By morning 6.00 am the important eye witness came to the police station. It was a woman who addressed herself as Mrs.Kutty. Yes, it was his wife. She told him that Dr.Kutty killed that woman. Ray entered the police station with eye full of tears. He was the husband of Rani i.e the woman who was murdered.

Rani was the maid at Dr.Kutty's house. She was kind to everyone. She does not talk much but she expresses kindness. By 7.30 am a man with dark skin tone, tall and lean entered the police station as the second eye witness. That man was Mrs. Kutty's friend, Mr. Stephen.

The important evidence on which police arrested Dr.Kutty was a video. A CCTV video was captured in which a man entered the apartment in a red shirt. Mrs. Kutty confirmed that the man from the video was Dr. Kutty. The time in which the video was recorded was around 7.00 pm.

In the report, it is mentioned that the woman was murdered around 8.30 pm and the murder weapon was a knife and it was missing.

Here at the police station, Dr.Kutty was waiting to be taken. Around 10.00 am an unexpected thing happened. While Checking other CCTV footages, a colour video was found. In that video the person who was entering the apartment by 7.00pm was in a red shirt. But unexpectedly the friend of Mrs.Kutty was wearing a blue shirt. On checking the videos again at 8.45 pm a car came in and at 9.00 am a car was moving out. On checking the number

plates again Dr. Kutty seemed to have entered the apartment at 8.45 pm and Mr. Stephen in the morning at 9.00 am.

On checking Stephen's car, a knife with blood was found and it is proved that it was Rani's blood.

Now the table had turned. Dr.Kutty was found innocent and Mr. Stephen found guilty.



**Janakiram .V - 24BMA111**

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## SHORT STORY

### “The Last Seat in the Classroom”

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Every morning, Dharun reached school ten minutes early. Not because he was very punctual, but because he loved sitting on the last bench near the windows. From there, he could see the neem tree, the birds and sometimes even a kite flying high in the sky.

One day, when Dharun entered the classroom he froze. A new girl was sitting in his seat.

He felt angry but stayed quiet. The teacher introduced her as Riya, a transferred student. She smiled shyly at everyone. Dharun didn't smile back. During lunch break, Dharun sat alone. Riya came near and said, “I am sorry if I took your seat. I didn't know”.

Dharun looked at her and suddenly felt bad. “It's okay”, he said softly.

That day they shared lunch, talked about their favorite subject and even laughed.

By the end of the day, Dharun realized something important.

Sometimes, losing a seat can help you gain a friend.

From that day, the last bench had space for two.

**Moral :** Kindness and understanding can turn small problems into beautiful friendship.

**Kutti Kailash .K - 24BMA116**

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES



### ESSAY

Innovating new skills and ideas takes one to a better position with passionate responsibilities towards life, enhancing the older ideas to the betterment of society and humans, makes country grow economically and develops human mind in various aspects. Life without innovations and new ideas is a myth without a solution. Myth shouldn't be a mystery forever. So, every individual ideas makes mystery a clear vision. Hardwork and smart work together combines to bring light for the development of society. Everyday a new innovation is needed to develop yourself and your surroundings. Think far behind everything. With faster moves, you can make changes in the world in a positive manner. Everything in the society should be changed and every chance should be given to every individual to apply their knowledge in practical life. Everyday betterment can be a big success and innovation without enhancement is nothing. It like is success without proper clarity.



**Veerichetty R.S - 24BMA132**

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

Innovation is not just about new ideas but about bold actions that lead to meaningful change. Innovate to escalate highlights how creative thinking helps break barriers and push beyond the ordinary. When we redefine possibilities, we move from what is, to what can be, unlocking growth, resilience, and progress through innovation, where challenges become stepping stones, and vision turns into reality, enabling individuals & organisations to rise to new heights across the world.



**Sri Sakthi .S - 24BMA131**

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## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

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### SHORT STORY

#### THE SMALL IDEA :

Meena was an average student and she was afraid of Science. One day, she noticed that many plants in her area dried because people forgot to water them. She thought “ How do we know whether the plant wants water (or) needs water”. And she had an idea of a small sensor and mobile app. Meena created a whatsapp bot which sent a message whenever the soil near the plant became dry. It was a simple idea but powerful and very useful.

And she introduced that app to people and they started using that app. Soon, many homes started using her idea. Water was saved and plants stayed green.



## INNOVATE SIMPLE IDEAS TO POWERFUL CHANGE

### The Broken Radio (Short Story)

Rani, a college student found a broken radio near her hostel. While others saw it as a waste, Rani saw a chance to learn. She repaired it using old parts and online lessons. Instead of using it only for music, Rani changed the radio into a small learning device. It played recorded lessons and worked even during power cuts. She gave it to a village school where students struggled to study.

The teachers were amazed. Rani's small idea helped many children learn better. Rani understood one truth: innovation turns simple ideas into powerful ones.



Nesan .M - 24BMA121

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## THE SELFIE STICK – AN UNDERRATED INNOVATION

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When we hear "innovation", we always picture complex things like laboratories, satellites, artificial intelligence, and the likes. In that overwhelming influx of scientific breakthroughs, we forget to appreciate certain inventions that got rid of so many problems which people silently battled with.

And one such object is the humble selfie stick.

You might ask, "But what's so special? It's just an extended rod to hold your phone for photos, right?"

Yes, but there were quite a few inconveniences which it silently resolved.

Before selfie sticks, group photos were always a place of sacrifice – someone had to hold the phone and click while the others posed, or strangers had to be entrusted with the phone so that everyone could be in the frame. With front-camera group photos (group selfies or "groupies"), had the limits of the lengths to which human hands could reach up to decided who would get covered, often coming with awkward exclusions and ugly crop-outs, with tall people in particular being victims of the latter, and having to bend down as a compromise, in exchange for visibility. There were also significant difficulties in capturing the moment along with its place and vibe.

Enter the selfie stick – a long, extendable rod with a secure holder for the phone and connected to it via an aux cable, or through Bluetooth.

Suddenly, you had a wider field of view, and everyone in your gang - both tall and short - could fit in the frame. Picturesque landscapes could be captured in their full glory, and most importantly, it saved people with shivery hands from dropping their phones too often.

Initially, they were criticised as being a symbol of vanity, but they revolutionised photography by introducing an aspect of letting the subject choose how they wanted to appear in their own memories, which is a powerful way to assert oneself.

True innovation is not always about huge scale.

Sometimes, it can even take the form of increasing distance to create fonder memories for the heart.

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## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

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In a rapidly changing world, true progress depends on the ability to continually innovate and rise above new challenges. "Innovate to Escalate" is more than a catchphrase—it defines the path to staying relevant and achieving growth. Innovation drives us to break barriers, while escalation transforms these breakthroughs into tangible progress. Together, they are essential for overcoming limitations and actualizing new possibilities. For businesses, this approach directly impacts growth, profitability, and market leadership by positioning them to adapt to market demands and seize new opportunities. By connecting innovation with strategic escalation, organizations can enhance their competitive edge and ensure long-term success.

Innovation begins with curiosity and the courage to question existing systems. Traditional methods, though once effective, often fail to address modern challenges such as climate change, digital transformation, economic inequality, and global competition. A notable example can be seen in the case of Netflix, which transformed from a DVD rental service to a leading streaming platform by embracing digital innovation to meet modern viewing habits. By embracing innovation, societies and businesses can develop creative solutions that are efficient, sustainable, and inclusive. From artificial intelligence in healthcare to renewable energy technologies, innovation has expanded the boundaries of what was once considered impossible.

To escalate means more than mere growth; it signifies advancement in quality, efficiency, and influence. Innovation acts as the driving force behind escalation by improving processes, enhancing productivity, and unlocking new opportunities. Businesses that innovate not only survive market disruptions but also lead industries by setting new standards. Similarly, educational institutions that integrate innovative teaching methods empower students with critical thinking and adaptability, enabling them to excel in a competitive world.

The concept of "Innovate to Escalate" also holds strong relevance at the individual level. Personal growth depends on the willingness to learn, unlearn, and relearn. By continually innovating one's skills, mindset, and approach to problem-solving, individuals can advance their careers and achieve greater personal success. In an era where automation and technology are reshaping employment, innovation becomes the key to staying valuable and adaptable.

Moreover, innovation fosters social progress. Governments and communities that adopt innovative policies and technologies can address long-standing issues such as poverty, healthcare access, and education inequality. Digital governance, smart cities, and inclusive financial systems are examples of how innovation can escalate the quality of life for millions. When innovation is guided by ethical values, it not only accelerates development but also ensures fairness and sustainability.

However, innovation requires a supportive environment. Encouraging creativity, accepting calculated risks, and learning from failure are essential elements of an innovative culture. Fear of failure often restricts progress, but true escalation occurs when setbacks are viewed as stepping stones rather than obstacles. Collaboration across disciplines and cultures further strengthens innovation by bringing together diverse perspectives.

In conclusion, embracing the mindset of "Innovate to Escalate" is essential for thriving in the modern world. Innovation propels progress, and escalation ensures that progress leads to enduring impact. By focusing on both innovative thinking and purposeful advancement, individuals and societies can unlock expanded possibilities, build resilience, and achieve meaningful, sustained success.



## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

### SHORT STORY

The village had learned to live with darkness. When the sun dipped behind the hills, lamps flickered weakly, and dreams were postponed until morning. Everyone believed that was just the way things were, everyone except Meera.

Meera was a quiet tinkerer. She didn't have much, but she had questions "Why should night stop life?" "Why should limits decide the future?". While others accepted scarcity, she saw potential hidden in it. Using scraps of metal broken wires, and old batteries, she worked day after day in a small shed.

One evening, as the village prepared for another early sleep, the hills glowed. Light spilled into every home. Steady, warm, unstoppable. Meera had built a simple solar grid, designed from nothing but waste and will. Children laughed, shops stayed open, and elders stared in disbelief.

That night, the village didn't just gain electricity, it gained confidence. Farmers planned better harvests, students studied longer and new ideas began to circulate as freely as the light itself.

Meena didn't just innovate to solve a problem, she innovated to elevate an entire community. By redefining, what was possible, she proved that progress doesn't always come from abundance - sometimes, it begins with courage and a referral to accept limits.



**Kaviya .B - 24BMA115**

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## THE SILENT PRESSURE OF BEING A 'SO CALLED' PERFECT STUDENT

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Who is a topper? Is it a person who studies well and is always appreciated by everyone? Is it a person who is always perfect at everything? Going by basic knowledge, a topper is the person whom students depend on when they don't know a topic, don't know what to study, or have an assignment due the next day but don't know the answers. But who does the topper go to when they don't know what they're doing in their life? Who do they depend on when they feel alone in this world? Who do they seek comfort from when they feel like the only thing they're good at is studying, but at the end of the day, they don't know what to do with their life?

The topper is the person who is hated on a normal day for answering questions a teacher asks, prompting the teacher to scream at the rest, for submitting assignments that weren't asked, but loved when others need assignments to submit, when they have an exam the next day and don't know what to study.

At school, there's a feeling of confusion when you don't know who actually wants to befriend you and who is using you for your assignments and exam answer sheet.

And then at the end of the day, when you go home to feel comfortable and relaxed after spending a whole day battling within yourself, you see your parents who are constantly dissatisfied and angry, even at the highest percentage in the grade.

Constantly hearing that, "This isn't enough," "you can do better," giving you the pain of feeling like you aren't good at the one thing you are supposed to be good at. Feeling like no matter what you do, you'll never be enough. All they want is one person telling them that they are here for them, that they are proud of them and finally, that they are enough. Are they asking for too much? This is a feeling only a topper knows, and no matter how much they've been through, they pray that no one else feels this way.

**Shreenidhi - 25BC052**

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

Innovation to escalate : Redefining possibility is a powerful future- focused line. Here's how it can be understood.

- ☞ Innovation - Create new ideas, methods or solutions.
- ☞ Escalate - Grow, advance or reach a higher level.
- ☞ Redefining Possibility - Breaking existing limits and imagining what was once thought impossible.
- ☞ By innovating, we can rise beyond current limits and reshape what is possible.
- ☞ Motivational and aspirational.
- ☞ Works well for education, startups, technology, leadership, research or personal growth.
- ☞ Suggests progress, ambition and transformation.
- ☞ Alternative refined version.
- ☞ Innovation that escalates possibility.
- ☞ Escalating growth through innovation.
- ☞ Where innovation redefines possibility.
- ☞ Innovation fuels elevation.
- ☞ Think new, rise higher.
- ☞ Beyond limit through innovation.

**Sanjay .E - 24BMA128**

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

Innovation is not just about new ideas, but about bold actions that lead to meaningful change. Innovate to escalate highlights how creative thinking helps break barriers and push beyond the ordinary. When we redefine possibilities, we move from what is to what can be, unlocking growth, resilience, and progress. Through innovation, challenges become stepping stones, and vision turns into reality, enabling individuals and organizations to rise to new lights in a dynamic world.



**Nandhini .P - 24BMA120**

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## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

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Innovation does not always come in the form of machines, technology, or big discoveries. Sometimes, innovation enters our life silently, through books. For me, books have always been more than stories. They are spaces where thoughts grow, questions are raised, and imagination begins to work freely.

Reading has helped me escape limits — not by running away from reality, but by understanding it better. Every book I read leaves behind a thought, a question, or a feeling that stays with me. Books shape our character, influence our thinking, and slowly change the way we see the world. Reading improves our creativity, communication, and critical thinking, while also keeping our minds active and curious. In many ways, books are one of the simplest yet strongest tools for innovation.

It is not a coincidence that many successful people are readers. Bill Gates reads nearly fifty books a year, Elon Musk grew up learning through books, and Warren Buffett spends most of his day reading. Their journeys show us that innovation begins with ideas, and ideas are born when we read, reflect, and think beyond what is placed in front of us.

In 2025, my reading journey moved through different worlds, emotions, and realities. Each book I read offered a unique perspective, but all of them made me reflect on human emotions, choices, and society. These books did not just entertain me — they helped shape the way I think and understand possibilities.

The Palace of Illusions – Chitra Banerjee Divakaruni

This book retells the Mahabharata through Draupadi's voice, and that itself felt like innovation to me. Reading a familiar story from a woman's perspective made me question everything I had accepted before. It showed me how redefining a narrative can create space for unheard voices. This book reminded me that innovation is not always about creating something new, but about seeing existing stories differently and giving them new meaning.

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## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

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Pookuzhi (Pyre) – Perumal Murugan

Pookuzhi is a powerful and uncomfortable book that reflects the harsh realities of society. It shows how traditions and social structures can limit human freedom. This book made me realise that innovation also means questioning systems that suppress individuality. By forcing readers to confront reality, it pushes us to think about change, courage, and the need to break free from harmful norms.

The Girl in Room 105 – Chetan Bhagat

Set in a contemporary environment, this book reflects modern relationships, emotions, and confusion faced by today's youth. Beyond the story, it made me think about personal growth and self-awareness. Innovation here lies in understanding ourselves better, accepting change, and redefining what we want from life. Sometimes, escalating in life begins with changing our mindset.

Together, these books shaped me in 2025. They taught me that innovation does not belong only to scientists or entrepreneurs. It belongs to readers, thinkers, and individuals who are willing to question, imagine, and grow. Books help us escape limitations and redefine possibilities — one page at a time.

To innovate is to escalate, and for me, books have been the quiet force that continues to push me forward.



## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

Plans begin with a simple thought,  
small ideas are often enough  
Growth starts when we try something new  
Changes happen when we believe  
Old fears slowly fade away  
Learning teaches us to move ahead  
Little steps lead to big dreams  
Every effort has a meaning  
Giving up is never the way  
Each day helps us grow stronger  
Opportunities come to those who try  
Failure teaches better lessons  
Aiming higher than yesterday  
Reaching beyond what we know  
Trying again builds confidence  
Success follows hard work  
Soul and mind walk together  
Creativity lights the path  
Ideas turn into actions  
Every mind holds power  
New ways create new futures  
Changing the world step by step  
Every possibility begins with innovation.



**Sukritha .S - 24BBC552**

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## POEM

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never knew what you like,  
never learned the sound of your laughter,  
never saw your eyes  
brimming with love.  
I have never seen you in person,  
yet you exist  
somewhere between my thoughts and my heart.  
If time had been kinder,  
I wish I had seen you before.  
I wish I had found the courage  
to tell you  
that I love you.  
I wish I knew  
what went wrong  
or if nothing did at all.  
Because you are not mine to fight for,  
not mine to love aloud,  
not mine to claim or possess.  
You remain  
a beautiful almost,  
a quiet what if,  
a man who lives  
only in my wishing...



**Harinipriya - 24MEN010**

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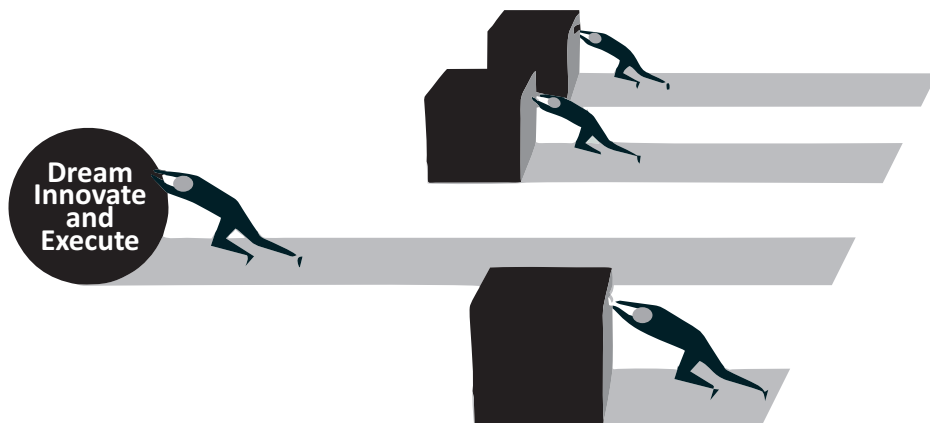
## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

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This is a short innovative and creative story based on my own imagination. When the main character of our story is Ziya who is full of creativity (i.e) like she lives in her own world without any rules or regulations but she was an orphan that was the only worry that she had. She felt like atleast once in her life she should feel the warmth and love of a family which she had never felt before. Ziya was pursuing her bachelors degree in Robotic Engineering and she was also interested in the spiritual world. So after completing her 2 years in the field she was made to submit a final year project and Ziya was too confursed and was thinking about what to do. The only thing that stuck her mind was her longingness to live a day with her parents so she came up with an idea to combine virtual world and robotics and create a project. But she was demotivated by everyone. Everyone said that her idea was too childish but Ziya never let her idea go off as a dream. She worked hard to make it true and to experience it. So she slowly started her project but she was not able to complete it. In each and every attempt she faced failure and she was the only one for herself and no one stood with her. Then she took a two days break and she read many novels, stories about people who had lost their family members, friends and she imagined herself in that place and felt their pain. Then as a last try she made a few changes and started the project from the beginning and finally she completed the work. Actually the project was a mini robot which listens to people's feelings and respond to it. There will be a virtual world will be created. First we should express our feelings like what we want (how we wish our life to be (or) go back we should be with someone whom we lost (or) to a old memorable day of ours). Then after that there will be a shot of magical drink that we should drink and lie down. Through that robot, a virtual world will be created that will have all the characters that was in our story. We will be there and for an hour. We can see it and feel the love of that life. So as Ziya went and took her shot, Ziya's mother and father were created. In that world she very

happy and she lived her day for that an hour and was satisfied too. Not only humans but our dead or lost animals could also be seen in it. Then her project was presented in her college and was approved world wide and many people started their new life through this. After this Ziya was popular and was awarded for her project. Ziya was in extreme joy that she was able to make others happy. She was motivated to create many things like this and she was on her process to do many new things and make others happy. So from this we can understand that if we have something innovative we should work for that and execute it.

Thus **“Dream, Innovate and Execute”**



**Varshni .E - 24BBC559**

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

Dare to dream beyond the known,  
where fragile thoughts are finely grown,  
In quiet minds, a spark takes flight,  
To challenge dark, to kindle light.

Innovation whispers first,  
A gentle image, a curious thirst,  
To question paths already made,  
And reshape truths that time has laid.

From single thought to rising flame,  
Escalation calls its name,  
Step by step, through trial and fall,  
Each stumble builds a stronger wall.

Not just to climb, not just to race,  
But lift the world to higher space,  
where limits fade and fears dissolve,  
And courage learns the art to solve.

With minds aligned and hearts aware,  
Ideas grow when shared with care,  
In unity, bold visions start,  
Where change is science mixed with heart.

So 'Innovate' - Lost hope create,  
Then rise, expand, and escalate,  
For those who dare redefine the key,  
Unlock tomorrow's possibility.



**Sania Shaji .A - 24BBC540**

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## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

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The laboratory lights remained, until 8.17am. The reason for the use of the company's outside of normal working hours was not because people had forgotten to switch them off. In fact it was because staff were working to improve the services to offer.

One proto type lay on the table. It hadn't functioned properly. The result was somewhat satisfactory. This little thing, despite its many faults, had a certain quality that was far more valuable than mere perfection - the potential for growth and development. It is the willingness to initiate change and to attempt the impossible which is the key to greatness. It is not success which brings the growth that leads to escalation , but the willingness to attempt what was never been done before.

The company's motto is 'Innovate to Elevate'. This world needs a bit of radicalism. We need to challenge the conventional wisdom where progress has to be steady and predictable. It is a matter of attitude. A quiet defiance of notion is that, the development has to be slow and risk-averse. Every innovation does not have to be some major break-through; innovation occurs whenever we think differently about ordinary objects and are prepared to push them further than most people would.

The elevator that never moved in a small town, an old elevator consistently malfunctioned. Day after day, there were complaints from the public. Despite the maintenance efforts by the engineers, the problem persisted. It was a student who first picked up a point that he had not observed; the real issue wasn't the elevator itself but the perception of waiting time. The machine's system was modified by fitting it with mirrors instead. The crowd was quiet, transfixed by their own reflections. She managed to accomplish something entirely original. The real problem was essentially redefined in order to produce a solution. "This is

what redefining possibilities looks like."

Most innovations do not announce themselves. The process usually starts unnoticed - a student writes something in his notebooks, another voices his opinions in class, or an Individual silently wonders what if. In this way, as it is with many processor and systems, norms can be formed, and when These are established, other people tend to accept that "this is how it's done".

Small ideas can change the way people think, transforms systems, and shape outcomes. History proves this-learning moved beyond classrooms, healthcare evolved through prevention, and communication escalated with gobal connectivity. These shifts came from questioning boundaries. Innovation begins with necessity, but escalation drives transformation. The future belongs to those who act despite uncertainty, because once creativity is sparked, possibilities become endless.



**Akshaya .K - 24BBC503**

## Sports Achievement



The Chief guest Dr. Ch. VST. Saikumar, Former Principal & Secretary, Sri Ramakrishna Mission Vidyalaya Maruthi College of Physical Education along with Secretary Dr.T.Kannaian and Principal i/c Dr M.Senguttuvan awarding the Winners (PSG CAS team) of the 46th State Level Inter-Collegiate Ball Badminton Tournament For 'PSG Trophy' (Men) 2024 – 2025



Sree Yashwanth (PSG CAS) -Winner of the 40th State Level Inter-Collegiate Badminton (Men Singles) Tournament receiving the trophy from the chief guest Dr. Ch. VST. Saikumar, Former Principal & Secretary, Sri Ramakrishna Mission Vidyalaya Maruthi College of Physical Education.



Team PSG CAS emerged as the Winners of the 49th State Level Inter-Collegiate Basketball (Men) Tournament for PSG Trophy 2024 - 2025.

### Felicitation to Eminent Alumni of PSG Institutions

The PSG Arts Alumni Association, in collaboration with PSG College of Arts & Science, organized a felicitation ceremony to honor eminent alumni of PSG Institutions on Friday, 14th February 2025, at 5:30 PM at the GRD Auditorium, PSGCAS. The event was presided over by Shri L. Gopalakrishnan, Managing Trustee of PSG & Sons' Charities. Fifteen distinguished alumni, recognized for their excellence in public service and leadership in industry associations, professional bodies, and entrepreneurial ventures, were honored during the ceremony. Shri Jayakumar Ramdass, President of the PSG Arts Alumni Association, delivered the welcome address. As part of the event, he also presented a cheque on behalf of the association towards the PSG Alumni Platinum Jubilee Auditorium, contributing ₹1 crore to support this significant initiative. The ceremony was graced by the presence of Secretary Dr.T.Kannaian and Principal i/c Dr.M.Senguttuvan along with the heads of PSG Institutions, faculty members of PSGCAS, distinguished alumni guests, and approximately 650 students, making it a memorable and inspiring event.



The Alumni Awardess along with the dignitaries Shri L. Gopalakrishnan, Managing Trustee of PSG & Sons' Charities, Shri Jayakumar Ramdass, President of the PSG Arts Alumni Association, Secretary Dr.T.Kannaian and Principal i/c Dr.M.Senguttuvan of PSGCAS.

## PSG Staff Day Celebrations

The PSG & Sons' Charities Staff Day was celebrated with great enthusiasm on 20th February 2025, in commemoration of the birth anniversary of Dr. G.R. Damodaran, at the Dr. GRD Auditorium, PSG CAS. Following the music performance by students, the program officially began with the screening of the PSG Video, highlighting the legacy and contributions of PSG & Sons' Charities. This was followed by a welcome address delivered by Dr. M. Senguttuvan, Principal (i/c) of PSG CAS, who extended his greetings to the dignitaries, faculty, and staff members present. The presidential address was delivered by Dr. R. Rudramoorthy, Director of PSG CARE, who emphasized the institution's unwavering commitment to academic excellence and staff welfare. The Chief Guest, was honoured by Dr. R. Rudramoorthy. In his address, the Chief Guest spoke about the importance of dedication and service in the field of education and the role of faculty in shaping future generations. The highlight of the evening was the distribution of service awards, recognizing staff members from various PSG Institutions for their outstanding commitment and contributions to the institution. 3 faculty from PSG Sarvajana Higher Secondary School, 14 faculty from PSG Polytechnic College, 2 faculty from PSG College of Arts & Science, 15 faculty from PSG College of Technology, 1 faculty from PSG Institute of Medical Sciences & Research, 17 faculty from PSG Hospitals and 1 faculty from PSG College of Nursing were honoured with Service Awards for successfully completing 25 years of service. The Kumar Arumugam Endowment Award, was conferred to Dr. Prasanna N. Kumar, Professor of Pathology and Medical Superintendent (Diagnostics) PSG Hospitals and Mrs.N.Sasikala, non-teaching faculty from PSG College of Technology for their service excellence. The event concluded with a vote of thanks delivered by Sri. N. C. Nandagopalan, Secretary, PSG Schools, expressing gratitude to the dignitaries, organizers, and staff members for making the event a success. The program ended with the National Anthem, followed by High Tea.



The Chief guest Dr. G. Gnanasambandan, addressing the audience



The chief guest Dr. G. Gnanasambandan presenting the service award along with dignitaries' Sri. N. C. Nandagopalan, Secretary, PSG Schools, Dr. R. Rudramoorthy, Director of PSG CARE and Dr. M. Senguttuvan, Principal (i/c), PSG CAS.

### **International Conference On Recent Innovations In Sustainability & Biological Sciences (icrisbs – 2025)**

The Life Science Departments of PSGCAS conducted a one-day international conference on Recent Innovations in Sustainability & Biological Sciences (ICRISBS) on 21st February 2025. Dr.D.Victor Arokia Doss, Associate Professor & Head Department of Biochemistry welcomed the gathering and stated that this platform have immense scope to expand scientific explorations. Dr. M. Senguttuvan Principal I/C in his presidential address emphasized the need for Connectivity, Convergence and exchange of information for the growth of research that will in a direction that will benefit the society at large. The resource person Dr.K.Kumar Scientist 'G' and Centre Head DRDO – DIBT (Formerly DFRL) stressed that evolution of technology should augment human performance realistically and should transform the lives of people with a positive impact. Following this, the first session on Gut Microbiome and Postbiotics in unlocking the potential for human health was handled by Dr.R.Kumar. The second speaker for the day Dr.Santhanam.P Professor, Marine Planktonology & Aquaculture Laboratory, Department of Marine Science, Bharathidasan University, Tiruchirappalli, in his speech emphasized on aquaponics as a viable tool to solve food and water crises and ensure food security. The plenary session 3 was handled by Dr.Harshavardhan Mohan, Post-Doctoral Research Associate, Division of Biotechnology, College of Environmental & Bioresource Sciences, Jeonbuk National University, South Korea. he spoke on microbial degradation of Plastics, microplastics & optimization of degradation process. The Last and valedictory session on Bioprospecting: Sustainable Utilisation of Forest Resources was presented by Dr.N.Senthil kumar, Scientist F, Chemistry and Bioprospecting Division, ICFRE-Institute of Forest Genetics and Tree Breeding, Coimbatore. About, 430 students and 45 faculty participants gained valuable insights into recent innovations in sustainability and biological sciences that have significantly impacted environmental conservation, healthcare, and industrial processes.



Chief guest Dr.K.Kumar Scientist 'G' and Centre Head DRDO – DIBT lighting the lamp in the presence of dignitaries (from the left) Dr.D.Victor Arokia Doss, Associate Professor & Head Department of Biochemistry, Dr S.Dhanakumar, Assistant Professor and Head, Dept.of Environmental Science, Secretary Dr. T. Kannaian, and Principal i/c Dr. M. Senguttuvan

### PSGCAS Sandhai 2.0



PSGCAS Sandhai 2.0, organized on February 25th & 26th, 2025, was a vibrant entrepreneurial festival held at PSG College of Arts & Science, Coimbatore, as part of the National Startup Day Celebrations. This grand initiative, organized by the Centre for



Innovation, Incubation & Entrepreneurship (CII&E) and Institution's Innovation Council (IIC) in collaboration with CODISSIA, aimed to showcase and promote student-led startups, MSMEs, and innovative business ideas. The event featured 20 start-up stalls, comprising 10 commercial ventures and 10 food-based businesses. The event was inaugurated by Shri. Karthikeyan, President of CODISSIA. In his inaugural address he emphasized the importance of fostering a start-up culture among students, highlighting the support available for emerging entrepreneurs through CODISSIA. The event witnessed an overwhelming response, with a total of 2,000 students, 30 faculty members, and external visitors actively engaging in the exhibition. PSGCAS Sandhai 2.0 not only provided a sales platform but also laid the foundation for future collaborations between student startups and industry mentors, and set a precedent for future entrepreneurial events at PSGCAS.

Dignitaries (From the left), Principal i/c Dr. M. Senguttuvan, Secretary Dr. T. Kannaian and the chief guest Shri. Karthikeyan, President of CODISSIA viewing the stalls

### **One-Day International Conference on Insure Tech Innovations: Impact of Ai & Digitalization on Global Trade Insurance**

The Department of Commerce (Foreign Trade), PSGCAS, successfully organized a One-Day International Conference on "Insure Tech Innovations: Impact of AI & Digitalization on Global Trade Insurance" on 14th March 2025, in association with the Insurance Institute of India, Mumbai, and Coimbatore Insurance Institute. Dr. T. Kannaian, Secretary, and Dr. M. Senguttuvan, Principal i/c, presided over the event. The Felicitation Address by Dr. S. Chandrasekar, JMD, Roots Group of Companies, highlighted AI's role in risk assessment, while the Inaugural Address by Shri. B. Prasad, Hon. Secretary, Coimbatore Insurance Institute, focused on AI-driven risk management. The Keynote Address by Er. G. Rajamurthy, Chairman, Export Promotion Centre, Tamil Nadu Chamber of Commerce, emphasized AI integration in trade insurance. The conference featured five technical sessions: Dr. P. Karthika (Kebri Dehar University, Ethiopia) spoke on Global Trade Risk Management in the AI Era; Dr. R. Manju Priya (Jain University, Bangalore) explored AI & Digitalization in Personalized Insurance; Mr. S. Krishna Kumar (Fiinvest Financial Services) discussed AI-Powered Personalized Insurance Solutions; Er. G. Rajamurthy addressed The Evolving Role of Insurance in Trade Risk Mitigation; and Dr. S. Senthil Kumar (Skyline University, Nigeria) concluded with a detailed talk on Future Insure Tech Innovations & AI Impact. With 239 participants, the event fostered academic-industry collaboration and recognized outstanding research through the Best Paper Presentation Award.



Release of the Conference Proceedings book by the Dignitaries (From left ) Dr. V. Santhosh, Assistant Professor, Dr.B.Saranya, Associate Professor & Head, Department of Commerce (Foreign Trade), Er. G. Rajamurthy, Chairman, Export Promotion Centre, Tamil Nadu Chamber of Commerce, Dr. S. Chandrasekar, Joint Managing Director, Roots Group of Companies, Dr. M. Senguttuvan, Principal i/c PSG CAS , Shri. B. Prasad, Hon.Secretary, Coimbatore Insurance Institute, and Dr. V. Mallika, Dean – Commerce, PSGCAS

### **Inauguration of the Manjappai Vending Machine**

PSG College of Arts & Science, Department of Zoology (PG-SF) in along with Department of Environmental Science organized the inauguration of Manjappai Vending Machine on 12th March 2025 in the PSG CAS campus. Dr. K. Ravichandran Joint Chief Environmental Engineer, Tamil Nadu Pollution Control Board inaugurated and installed the Manjappai Vending Machine sponsored by the Tamil Nadu Pollution Control Board. Principal i/c Dr.M.Senguttuvan addressed the gathering and motivated the students to avail this facility. Around 70 students and faculty members participated in the event and gained awareness about sustainable cloth bags as an alternative to plastic bags.



Dr. K. Ravichandran Joint Chief Environmental Engineer, Tamil Nadu Pollution Control Board, Principal i/c Dr.M.Senguttuvan , faculty members and students in the Inaugural function of the Manjappai Vending Machine in PSG CAS campus.

### **International Conference on Digital Health 360°**

The International Conference on Digital Health 360° organised by the Department of Hospital Administration was held on 7th March 2025. The event began with Dr M Amaravathi, Associate Professor and Head- Department of Hospital Administration, welcoming the gathering. The Presidential Address was delivered by Dr M Senguttuvan, Principal (i/c), and Dr J S Bhuvaneshwaran, Director of PSG Super Speciality Hospital, extended his felicitation. Distinguished chief guest, Ms. Preetha S Priyadarshini, Founder & MD, Richmond Talent Solutions delivered the keynote address on "Digital Culture: The Future," offering profound insights into the evolving landscape of digital health. Dr Wong Ling Shing, Professor and Pro Vice-Chancellor, Research and Innovation, INTI International University, Malaysia, virtually delivered a compelling talk on the potential of remote monitoring, highlighting how digital applications can significantly enhance patient care. Dr Ramalakshmi Gagan, Senior Manager, Digital Health, Kauvery Hospital, Chennai captivated the audience with a thought-provoking session on the power of personal health data. Dr Bablu Kumar Dhar Associate Professor, Business Administration, MUIC (AACSB),



Mahidol University, Thailand, joined virtually and concluded the series of presentations with an insightful discussion on healthcare management in the digital age. Post lunch, was the panel discussion featured an esteemed group of digital health experts who shared their extensive knowledge on the latest trends and challenges in the field of healthcare. In celebration of International Women's Day, the event also featured the release of Nalama, a digital flipbook designed as a guide for cancer awareness. Additionally, the Conference Proceedings and Department Newsletter- CURErator (Vol 3), along with the Administrator Rolodex, were unveiled. A total of 250 participants from 40 academic, industry and research institutions participated in the conference and the awards were presented for the best papers and posters during the valedictory ceremony.



Dignitaries (From the left) Dr M Senguttuvan, Principal (i/c), Dr J S Bhuvaneshwaran, Director of PSG Super Speciality Hospital, Chief guest, Ms. Preetha S Priyadarshini, Founder & MD, Richmond Talent Solutions, releasing the Department Newsletter- CURErator along with the chief guest Dr Ramalakshmi Gagan, Senior Manager, Digital Health, Kauvery Hospital, Chennai and Dr M Amaravathi, Associate Professor and Head- Department of Hospital Administration.

## Euphoria '25

The South India's Grand Intercollegiate Cultural Fest of Manavar Manram (SF) Euphoria '25 was held on 21st March 2025 at PSG College of Arts & Science. Mr. R. Saravanaprabhu, Chairperson, Manavar Manram SF welcomed the gathering. The presidential address was delivered by Dr. M. Senguttuvan, Principal i/c, who emphasized the importance of cultural festivals in promoting unity and diversity. Secretary, Dr. T. Kannaian, in his felicitation address, highlighted the significance of hardwork to achieve anything in their life. The chief guest Dr. J. S. Bhuvaneshwaran, Director, PSG Super Specialty Hospital, in his chief guest address, inspired the students about the importance of contribution to the society welfare. Following the chief guest address, the Euphoria '25 Overall Trophy was unveiled to the audience and the formal event concluded with a vote of thanks presented by Ms. G. Priyadarshini, Chairperson, Manavar Manram SF. This was followed by a range of on-stage and off-stage events. Participants from over 80+ colleges actively took part in the various competitions, showcasing their talents and skills. A total of 1700+ participants competed for exciting cash prizes worth around Rs.2 Lakhs. The event was a resounding success, promoting cultural exchange and fostering unity among the participants. The overall trophy was won by PSG College of Pharmacy, Coimbatore.



Cultural Performance of Students



Cultural Performance of Students



Principal I/C Dr.M.Senguttuvan, awarding the winners along with the Vice principal Dr.M.Umarani, Staff In charges and Office Bearers of Manavar Manram.

## Pathivugal 2025

The 19th Pathivugal Short Film Festival was successfully organized by the Department of Visual Communication & Electronic Media, on 17th and 18th March 2025, at the GRD Auditorium. The festival served as a platform to recognize and celebrate the talent of budding filmmakers from South India, providing them with an opportunity to showcase their creative works. The event spanned for two days, featuring insightful sessions with esteemed film industry professionals. The Guest Speakers & Jury Members on 17th March 2025 were Mr. T. J. Gnanavel – Film Director & Screenwriter, Mr. Rajeshwar Kalisamy – Film Director and Mr. Anil Krish – Editor/Director. On 18th March 2025, the guests were Mr. Rathnakumar – Film Director & Writer, Mr. Arun Ravichandran – Film Director and Mr. Anil Krish – Editor/Director. The esteemed guests shared their experiences and insights into filmmaking, guiding aspiring filmmakers and students toward industry best practices. With more than 60 short films received from all over south Indian Colleges, the short films 'The Wall' and 'Netrin Ninaivugal' were awarded as the best short films. Apart from the best short film, awards were also given for Best Direction, Best Script Writing, Best Cinematography, Best Editing, Best VFX, Best Sound Design, Best Acting, and for Best Music. About 450 students from Visual communication department participated in the mega event.



Director and Writer Mr.Rathna Kumar presenting the award to winner Ms.Mahasweta of I BSc Visual Communication along with Mr.Anil Krish editor and Director Mr.Arun Ravichandran in the presence of Secretary Dr.T.Kannaian, Principal i/c Dr.M.Senguttuvan and Dr. G.Radha Head, Department of Visual Communication and Electronic Media.,PSGCAS.

### CASCALL 2025

On 20th March 2025, the Inter-collegiate cultural and literary event of Manavar Manram (Aided), Cascall'25 was conducted at PSG CAS. The chairperson (men) of the Manavar Manram Mr. Etheendra P.A. welcomed the gathering. Principal i/c Dr. M. Senguttuvan, in his presidential address congratulated all the students & staff for their efforts for Cascall'25. The Secretary Dr. T. Kannaian felicitated the gathering and mentioned the importance of Alumni Auditorium. The Chief guest of the day was Dr. K. Ravichandran, Joint Chief Environmental Engineer, Tamil Nadu Pollution Control Board. The chief guest in his presidential address inculcated the urgent need to address environmental degradation and plastic pollution. He emphasized the need for collective action to address plastic pollution and promote sustainable practices. Following this honouring the retiring staff members took place. The Overall Winner & Runner trophy were revealed by the principal. The pleasantries were presented by the principal to the Chief guest. Following the vote of thanks by chairperson (women) Ms. Shanmugapriya, the cultural events took place and the winners were presented the prizes.



Cultural Performance of Students



Principal Dr.M.Senguttuvan along with Vice Principal Dr M.Jayanthi presenting the trophy to the Winners of CASCALL  
– Hindustan College of Arts and Science

## Pongal Celebrations @PSGCAS

Pongal Vizha 2025 was celebrated at PSG CAS on January 10, 2026, with enthusiasm and active participation across the campus. The program started with the music programme by the students of Carnatic music department, followed by the Pooja at Saraswathi Temple. Secretary, Dr.T.Kannian, Principal i/c Dr.M Senguttuvan, Vice principals, Faculty members and students participated in the programme. Showcasing the theme "Tamil Culture and Traditional Pongal, various events, like Pattimandram, Vazhakkadu Mandram, Essay Writing, Pencil Sketching, Just a Minute, Connections, and Rangoli were organized by the different departments and students displayed their talent, intellectual skills, and artistic flair. The campus buzzed with cultural vibrancy as students enthusiastically participated in debates, created intricate Rangoli designs, showcased their artistic skills in Pencil Sketching, and displayed wit in Just a Minute sessions. Pongal Vizha celebrations at PSG CAS celebrated the Tamil heritage and fostered cultural pride, leaving a lasting impression on the campus community.



Secretary, Dr.T.Kannian, Principal i/c Dr.M Senguttuvan, Vice principals, Faculty members and students celebrating the Pongal festival.

## Kadambari 2025

PSG Kadambari a music festival organized by PSG & Sons Charities was well celebrated from 2th to 5th January 2025. This event inaugurated by Shri. L. Gopalakrishnan, Managing Trustee, PSG & Sons' Charities, inaugurated the event, was graced by the presence of the chief guest Dr.Chandrasekhar, Chairman of Cardiothoracic Surgery and Director of cardiac transplant services at GKNM Hospital, Coimbatore. In the event which is held every year in the first week of January. students of all PSG Institutions showcased their talents in this event. Attendees included the general public, students, faculty, and staff of PSG institutions, all of whom enjoyed the cultural extravaganza.

The inaugural day, January 2, 2025, featured a mesmerizing light music concert titled Raga Pravagam, performed by students from various educational institutions, which impressed the audience. The Kalai Sudar award was also presented to students excelling in music and dance within PSG institutions. On January 3, the event began with Arangama Nagarulane, a



musical performance by PSG school students, followed by an electrifying contemporary fusion music performance by Shri Sai Vignesh and his team, renowned for their work in Varaha Roopam. The third day, January 4, opened with Kandhanum Kannanum, a classical dance performance by students of PSG institutions, followed by Krishna Tarangam, a captivating classical music concert by the Sai Sisters, Kiran and Nivi. The final day of Kadambari, January 5, commenced with a Carnatic music concert titled Swarna Sangeeth Evergreen Classics, performed by students from the Department of Carnatic Music at PSGCAS. The prestigious Yuva Kalaratna award, presented by PSG Foundation to young achievers who have made outstanding contributions to music and dance was bestowed upon Kumari Spoorthi Rao by special guest Kalaimamani Madhuari G.S. Mani, who graced the occasion with her presence.



The prestigious Yuva Kalaratna award, presented by PSG Foundation to young achievers who have made outstanding contributions to music and dance was bestowed upon Kumari Spoorthi Rao by special guest Kalaimamani Madhuari G.S. Mani along with JS Bhuvaneshwaran Director, PSG Super Speciality Hospital and Dr P V Mohanram. Secretary, PSG iTech.

## PSG CAS Achievement



The Institution's Innovation Council (IIC) at PSG College of Arts and Science, has been awarded a 4-star rating (4 stars being the highest rating for this year) by the Ministry of Education's Innovation Cell, Government of India, for its exemplary performance in actively conducted activities prescribed to foster innovation and promote entrepreneurship on campus during the year 2023-24.

## Student Entrepreneur Achievements @ PSGCAS



Mr.Sanjai (Dept of Zoology (aided), Mr.Arun (Dept of BBA) and Mr.Bala vignesh (Dept of English) – Team Pixor ,awarded as the Title Winner of Futurepreneur of 2024 – 25 (Coimbatore Zone) with a cash prize for Sustainable Innovation and Product Development .



Mr.Sabareesh.S, Mr.Nijanthan, Mr.Muniyasamy , Ms.Jyothimalar, Mr.Vishal parween, -Team Scute Wrap received a seed grant of 1000 euros for sustainable innovation and prototype funded by United Nations Organisation with German Federal Ministry of Environment & Adelphi (NGO) UK.



## International Conference on Automation & Next Gen Innovations – Atnexgen'25

The Department of Computer Science with Data Analytics organised an International Conference on Automation & Next Gen Innovations – Atnexgen'25 on 10th January 2025 to explore the evolution and impact of Intelligent Automation, AI, Robotics, and other cutting-edge technologies. Dr. M. Senguttuvan, Principal i/c, emphasized the role of disruptive technologies in shaping future curricula, while the resource person Dr. Sivaraman Eswaran, Senior Lecturer, from Curtin University Sarawak, Malaysia discussed about the global trends and key technologies such as AI, IoT, and Big Data. The keynote address by Mr. Mohammed Abdul Kather, Senior Architect, Anya Consultancy Service, Buckinghamshire, UK, discussed about the low-code platform Flutter Flow, revolutionizing app development for businesses.

The valedictory address by Mr. Arun Diwaharan, Corporate Trainer, J Impact Creative Learning Services, Coimbatore focused on Industry 5.0, sustainability, and the integration of AI for societal benefit. With 121 participants, a total of 99 research papers were presented by faculty members, research scholars & students from various institutions, fostering knowledge exchange, collaborations, and discussions on the future of automation and innovation.



Dr. M. Senguttuvan, Principal i/c, delivering the felicitation address

## பாவை விழா - நான்கு நாட்கள் தொடர் சொற்பொழிவுகள்

பூ.சா.கோ கலை அறிவியல் கல்லூரித் தமிழ்த்துறை(சுய நிதிப்பிரிவு) நடத்திய பாவை விழாவானது 6/01.2025 முதல் 09/01/2025 வரை சிறப்பாக நடைபெற்றது. இவ்விழாவில் ஆண்டாளின் சிறப்புகள் பாவை நோன்பின் நன்மைகள்,இறை தத்துவங்கள் போன்ற செய்திகள் பகிரப்பட்டன. முதல் நாள் நிகழ்வில் தமிழ்த்துறை உதவிப்பேராசிரியர்(அரசுப்பிரிவு) முனைவர் இராம பரிமளம் அவர்கள் ஆண்டாள் பாடல்களில் தமிழ்ச்சுவை என்ற தலைப்பிலும், இரண்டாம் நாள் தமிழ்த்துறை தலைவர் & இணைப்பேராசிரியர்(சுயநிதிப்பிரிவு) முனைவர் கோ.வசந்திமாலா அவர்கள் பாவை பாடிய பாவை என்ற தலைப்பிலும் மூன்றாம் நாள் நிகழ்வில் தமிழ்த்துறை இணைப்பேராசிரியர்(சுயநிதிப்பிரிவு) முனைவர் நீ.பகவத்யம்மாள் அவர்கள் ஆண்டாள் தமிழை ஆண்டாள் என்ற தலைப்பிலும் சிறப்புரை ஆற்றினார். 9/01/2025 மாலை 2மணியளவில் இவ்விழாவின் நிறைவு விழா கொண்டாடப்பெற்றது. இவ்விழாவின் தொடக்கமாக கல்லூரியின் செயலர் முனைவர் தி.கண்ணையன் அவர்கள் தலைமையுரையாற்றினார்.கல்லூரி முதல்வர் முனைவர் மா.செங்குட்டுவன் அவர்கள் வாழ்த்துரை வழங்கினார். சிறப்பு விருந்தினராகக் கற்பகம் கல்வி நிறுவனத்தின் மக்கள் தொடர்பு அலுவலர் க.மௌ.க ஆதி பாண்டியன் அவர்கள் கலந்துகொண்டு மார்கழி நோன்பு என்ற தலைப்பில் சிறப்புரை ஆற்றினார்.பாவைவிழா தொடர்பாக நடைபெற்ற இசைப்போட்டியில் வெற்றி பெற்ற மாணவர்களுக்கு பரிசுகள் வழங்கப்பெற்றது. நிறைவாக நாட்டுப்பண்ணுடன் விழா இனிதே நிறைவுபெற்றது.



முதல் நாள் நிகழ்வில் (06/01/2025) அரசு பிரிவைச் சேர்ந்த உதவிப்பேராசிரியர் முனைவர் இராம.பரிமளம் அவர்கள் ஆண்டாள் பாடல்களில் தமிழ்ச்சுவை என்ற தலைப்பில் உரையாற்றினார்.

## Student Achievement



Ms. S. Nandhini, currently in II year of B.Com (Professional Accounting), was honoured by Principal i/c Dr. M.Senguttuvan for receiving the “BEST STUDENT AWARD” from Silampoli Foundation for securing 600/600 in Class 12th Board Exams 2023 on 24th January 2025.



Ms. S. Nandhini, (II year B.Com (Professional Accounting)) was honoured with 1 gram Gold Coin by Prof Dr. R. Vijayaraghavan, Retired Special Officer (Publications and Public Relations), Tamil Nadu Agricultural University, for securing 600/600 in Class 12th Board Exams 2023.

## Student Achievement



F/C Sudeeth .K.S, II BSc Zoology of 2(TN) Air SQN represented Tamilnadu, Puducherry & Andaman Nicobar NCC Directorate in the All India Republic Day Camp 2025 held at New Delhi.

## Republic Day Celebrations

PSG College of Arts & Science, Coimbatore, commemorated the 76th Republic Day with grandeur. The celebrations began with the unfurling of the national flag by Principal i/c Dr. M. Senguttuvan, followed by the national anthem. The ground was filled with a sense of pride as the Republic Day march commenced, with cadets of the 2 TN AIR SQN NCC, 2 TN ARTY BTY NCC, 2 TN ARTY BTY NCC (FSFS), and 5 TN GIRLS BTN NCC. The 2 TN AIR SQN NCC also presented a remarkable special Airmen drill performance, which captivated the audience and highlighted their precision and skill.

The welcome address was delivered by Flt. Lt. E.M. Rajesh, ANO of the 2 TN AIR SQN NCC, who warmly greeted the attendees and set the tone for the occasion. Dr. M. Senguttuvan, Principal i/c in his presidential address, motivated the students to strive for excellence in life and encouraged them to uphold the values of discipline, unity, and service to the nation. Following this was the prize distribution ceremony, where the achievements of the NCC cadets and NSS volunteers were recognized. The institution's management, Secretary, and Principal annually appreciate the efforts of the NCC cadets, and this year was no exception. The NCC cadets and volunteers who had represented the Tamil Nadu Puducherry & Andaman and Nicobar Directorate in National-level camps were awarded with cash prizes in recognition of their dedication and hard work.

To celebrate the spirit of patriotism, the NCC cadets also presented a captivating cultural program that blended dance, music, and performances reflecting India's rich cultural heritage. The performances highlighted the values of unity, discipline, and the indomitable spirit of the nation. The vibrant display of patriotism resonated with the audience, showcasing the commitment of the youth towards the country. The celebration concluded with a vote of thanks by Lt. D. Antony Arul Raj, ANO of the 2(TN) Bty Artillery NCC, who expressed gratitude to all those involved in making the event a success. The gathering ended on a high note with the singing of the NCC Song, leaving the attendees with a sense of pride and national pride.





Principal i/c Dr. M. Senguttuvan Hoisting the Flag



NCC Cadets showcasing their pride and patriotism in the Republic day celebrations

## International Conference on Emerging Trends in Technology and Digital Transformation for Sustainable Business Development"



The Department of Commerce with Computer Applications organized a one-day international conference on “Emerging Trends in Technology and Digital Transformation for Sustainable Business Growth” at GRD Auditorium in PSG College of Arts & Science on 29th January, 2025.

Dr. V. Mallika, Associate Professor and Dean of the Department of Commerce, delivered the welcome address. The inaugural address was delivered by Dr. R. Venkateswaran, Professor at the University of Technology and Applied Sciences, Oman. His address provided valuable insights into the role of digital transformation in achieving sustainable business growth. Dr. R. Senthilkumar, Professor at Presidency University, Bengaluru, in his keynote address focused on the various emerging trends in technology, that transform business operations. The conference proceeded with a series of technical sessions and paper presentations.

Distinguished resource persons shared their expertise during the technical sessions. Dr. R. Venkateswaran discussed AI's role in modern industries and its potential for promoting sustainable development. Mr. Mohamed Rafi Moosa, QA Manager at MSP Hitect Services Private Limited, Malaysia, elaborated on the significance of adopting advanced technologies in achieving sustainability goals. Mr. Maruthi Rajan, Service Delivery Head at Tata Consultancy Services, Chennai, highlighted the practical challenges faced by businesses in implementing digital transformation initiatives and provided solutions to overcome them.

The event concluded with a valedictory session led by Mr. Maruthi Rajan, who summarized the key outcomes of the conference. Certificates of participation and best presentation were distributed, marking the formal conclusion of the event.



(From the left) Dr. V. Mallika, Associate Professor and Dean, Department of Commerce, Dr. M. Umarani, Vice principal (SF), PSG CAS, resource person Dr. R. Venkateswaran, Professor, University of Technology and Applied Sciences, Oman, Dr. R. Senthilkumar, Professor, Presidency University, Bengaluru, Dr. M. Thirumagal Vijaya, Head, BCom (CA) releasing the published proceedings of the conference



Chief Guest of Director Logesh Kanagaraj



Foundation Day 2025

## Know Ur Market'25

The Department of Management Sciences organized Know Ur Market'25 on 21/08/2025 - 22/08/2025 from 9.00 am to 5.00 pm at PSGCAS. This two-day event served as a vibrant platform for students to showcase their entrepreneurial and managerial skills. A total of 32 commercial stalls were set up by the students, each reflecting creativity, innovation, and business acumen under the theme of sustainability.





Department of Bio Technology organized National Conference on Nano Bio Technology for Human and Environmental Welfare





Harmony in Motion Students of PSG College of Arts & Science come together in a vibrant ensemble setting the stage alive with rhythm and youthful energy at Kadambari





International Conference on “AI-Powered Business Transformation: Strategies for Unlocking Growth, Innovation & Competitive Advantage” on 17th February 2026 at the GRD Auditorium



## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

### HAIKU

1. I had one small thought  
I took one step forward  
Things began to change
2. Small discovery  
Better treatment  
More lives saved
3. Small code written  
Smart tools improved  
Future opens
4. Small beginnings matter  
Effort finds way  
Dreams take shape
5. A new way of seeing  
Changes every thing



Jayasri .G.K - 24BBC518

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

என்பதன் பொருள் புதுமை புதிய யோசனை, ஒரு துறையில் உள்ள பிரச்சனையை அல்லது குழப்பத்தை சரிசெய்ய வேறு வழியில் சிந்தித்து மேம்படுத்துவதாகும்.

புதிய யோசனை என்பது பெரிய கண்டுபிடிப்பு ஆராய்ச்சியாக இருக்க வேண்டிய அவசியமில்லை. நாம் காலை எழுந்ததில் இருந்து இரவு உறங்கும் வரை உள்ள சிக்கல்களுக்கு அல்லது சில சிரமமாக உள்ள வேலைகளுக்கு புதிய வழியை சிந்திப்பது நம்மால் இயன்றால் அவற்றைப் பயன்பாட்டிற்கு கொண்டு வருவதே ஆகும்.

மாணவர்கள் அதிக சிந்திக்கும் ஆற்றல், புதிதாக யோசனை செய்வது போன்றவற்றில் ஆர்வமாக ஈடுபட்டு வருகின்றனர். புத்தக அறிவோடு மட்டும் நிறுத்திவிடாமல் சிந்தித்து புதிய வழியை அல்லது பொருள்களை கண்டு பிடிக்கின்றனர்.

அதற்கு எடுத்துக்காட்டாக

- 1) அபிநவ் மற்றும் அவரது குழு (பொறியியல் மாணவர்கள் ) பார்வையற்றவர்கள் சாலையில் நடக்கும் போது உள்ள தடைகளை கண்டறியும் கருவி (குச்சியை) கண்டுபிடித்தனர்.
- 2) ஈஷா கருணாகரன் என்பவர் தமிழ்நாடு பள்ளி மாணவன், அவர் கிராமப்புறங்களில் மற்றும் சிரமங்களுக்காக கிரிய ஆற்றல் மூலம் இயங்கும் இரும்புப் பெட்டியை கண்டுபிடித்தார்.

இவர்களெல்லாம் மாணவர்களின் ஆராய்ச்சி சிந்தித்தல், திறமை, புதுமையாக கோசித்தல் போன்ற வற்றுக்கெல்லாம் சில எடுத்துக்காட்டு ஆவர். சமூதாய உயர்வுக்கு இவர்களே முக்கியகாரணம்.

தோல்வியே வெற்றியின் முதற்படி அதற்கு ஏற்றாற் போல் தோல்வியில் இருந்து நாம் நிறைய அனுபவங்களை அடைகிறோம். அதிலிருந்து அடைந்த அனுபவங்களை சரி செய்ய அல்லது தடுக்க மாற்று வழிகளை கண்டுபிடித்து சிந்தித்து செயல்பட வேண்டும்.

புதுமையாக யோசித்தல், வேறு வழிகளை ஆராய்தல் போன்றவையே நவீன இந்தியாவின் வளர்ச்சிக்கான முக்கிய காரணங்களாகும். ஒவ்வொரு மனிதனுக்குள்ளும் ஒரு தீர்க்க இயலாத கேள்வி ஓடிக்கொண்டே இருக்கும்.

அவற்றை ஆழ்ந்து சிந்தித்து அதற்கான விடையை அல்லது பல வழிகளை கண்டுபிடிக்க முயலுங்கள். புதிய சிந்தனை உயர்ந்த சாதனையை உருவாக்கும்.

V. Deepika - 24BBC510

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

### புதிய சிந்தனை உயர்வின் பாகை

புதுமை விதை தூவி  
புதுதாய் உலகைகாண்போம்,  
இயலாதது என்று சொல்லப்பட்ட  
இடங்களை எல்லாம் தாண்டிப் போவோம்.

சிந்தனைக்கு சிறகு கொடுத்தால்  
சிகரம் தானே நம்மை தேடும்,  
நம்பிக்கையை நெஞ்சில்  
நாட்டினால்  
நாளை நம்கையில் ஏறும்.

பழைய பாதை பழுதானால்  
புதிய பாதை நாம் படைப்போம்,  
சாதாரணம் என்று சொன்ன  
எல்லையை  
சாதனையாக மாற்றிப்  
போற்றிப்போம்.

கேள்வி கேட்கும் மனம் இருந்தால்  
கண்டு பிடிப்பு பிறக்கும்.  
தோல்வி தட்டினாலும்  
தொடர்ந்த முயற்சி வெற்றி தரும்.

'இது முடியாது' என்ற  
வார்த்தையை  
இன்று நாமே மாற்றிவிடுவோம்,  
புதுமை கொண்டு உயர்ந்திட

புதிய உலகை  
உருவாக்கி விடுவோம்.  
ஏணி ஏறிக்கொண்டேபோனால்  
எல்லை என்றுறேதும் இல்லை,  
புதுமை தான் நம் சக்தி என்றால்  
உயரம் நிச்சயம் தள்ளிப் போகாது  
நிலை.

புதுமை செய் - உயர்வு பெற,  
சாத்தியங்களை  
மறுபரிசீலனை செய்!



K. Supriya - 25BLG047

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

நேற்றின் எல்லை இன்று இல்லை,  
இன்றின் எல்லை நாளை இல்லை  
சிந்தனை பறந்திடும் வானத்தில்  
'அசாத்தியம்' என்ற வார்த்தை  
இல்லை

கேள்வி கேட்ட மனம் தான்  
கண்டுபிடிப்பின் தாய் ஆகும்,  
சவாலை சந்தித்த காலடி தான்  
சிகரத்தின் வழி ஆகும்.

சாதாரணம் சொன்ன கதையை  
சாதனை மாற்றிக் காட்டட்டும்,  
தோல்வி ஒரு தடை அல்ல,  
தொடக்கம் தான் ஒரு புதிய பாதை  
முயற்சி என்ற தீயில் எரிந்தால்  
முளைக்கும் வெற்றி மாலை  
கனவுகள் காத்திருக்காது,  
அதை கையில் பிடிக்க வேண்டும்,  
புதுமை என்ற பலம் இருந்தால்  
புதிய வரலாறு எழுத வேண்டும்

மாற்றம் நம்மில் தொடங்கட்டும்  
முன்னேற்றம் நம்மால் உருவாகட்டும்,  
உயர்வின் உச்சி எட்டும் வரை  
உறுதி நெஞ்சில் நிலைக்கட்டும்.

புதுமை செய் - உயர்ந்து செய்  
சாத்தியங்களை மீண்டும் வரை,  
நாம் உருவாக்கும் நாளைய உலகம்  
நம்மை பெருமையாக நினைக்கட்டும்



T. Sandhya - 24BBC510

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

\*உயிர் நிழல்\*

வேர்கள் கருகிய பூமியில்  
விஞ்ஞானம் விதைப்போம்...  
தொழில்நுட்பத் தாரகையில்  
புதியதோர் உலகம் சமைப்போம்!  
நேற்றைய மரங்கள் கனவாகலாம்,  
ஆனால் -  
நாளை நமக்கொரு நிழல் வேண்டும்!  
கரிமத் துகள்களைக் காற்றாய் மாற்றும்  
கவின்மிகு 'உயிர் நிழல்' வேண்டும்!  
கூரியக் கோபத்தைச் சுருட்டி வைத்து  
சுவாசப் பையினைத் திறந்து வைப்போம்...  
இயற்கை தொலைந்த இடத்தில்தான் - நாம்  
செயற்கை கொண்டு வனம் செய்வோம்!  
முயற்சி என்பது முடிவல்ல - அது  
முடிவிலி நோக்கிய முதல் அடி!  
சாத்தியமற்றது ஏதுமில்லை...  
சிந்தனை மாறினால் - இங்கே  
மண்ணும் விண்ணும் நம் கைப்பிடி!



Nivetha .K - 24BBC532  
Yallini .M - 24BBC560

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

புதிய சிந்தனை விதைக்கும்போது,  
பழைய எல்லைகள் உடைந்து போகும்.  
பயமற்ற முயற்சிகள் தொடங்கும்போது,  
அசாத்தியம் சாத்தியமாகும்.  
பின்பற்ற அல்ல - படைக்க,  
நகலெடுக்க அல்ல - புதுப்பிக்க.  
ஒவ்வொரு கேள்வியும் ஒரு கதவாக,  
ஒவ்வொரு முயற்சியும் ஒரு உயர்வாக.  
புதுமை என்பது கண்டுபிடிப்பு மட்டும் அல்ல,  
மாற்றத்தை ஏற்றுக்கொள்ளும் துணிவு.  
அந்த துணிவே நம்மை உயர்த்தி,  
புதிய வாய்ப்புகளை உருவாக்கும்.  
வாய்ப்புகளை மீண்டும் வரையறுக்கும் பயணம்.



Nandida .D.S - 24BBC528

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

### சூழலியல் சார்ந்து சிந்தித்தல் ( Nature-based Innovation ) வீரயுக நாயகன் வேள்பாரி நாவலை முன்வைத்து

பறம்பு மலை மக்கள் இயற்கையை வெறும் வளமாகப் பார்க்காமல், அதை ஒரு நுட்பமான கருவியாகப் பயன்படுத்தினர். பனை விதை நுட்பம்: பாரியின் வீரர்கள் நெடுந்தூரம் பயணம் செய்யும்போது, தெளிவற்ற அல்லது நச்சுத்தன்மை கொண்ட நீர்நிலைகளில் பனை விதைகளை (பனை முளை) இடுவார்கள். அது நீரைச் சுத்திகரிக்கும் ஒரு இயற்கை வடிக்கட்டியாகச் செயல்பட்டது.

### போர் யுக்திகளில் புதுமை (Innovation in Strategy)

மூவேந்தர்களின் பிரம்மாண்ட படைகளை எதிர்கொள்ள பாரி கையாண்ட முறைகள் 'சாத்தியமற்றதைச் சாத்தியமாக்கியவை.

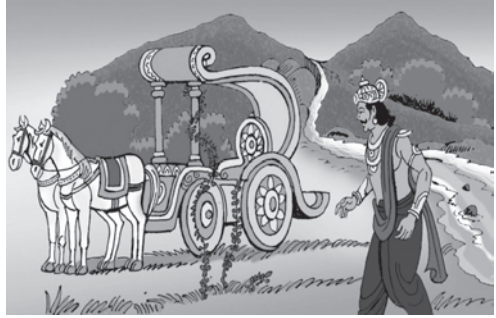
ஏழுவனாற்றுப் படலம்: பறம்பு மலையின் புவியியல் அமைப்பை பாரி ஒரு தற்காப்புக் கருவியாக மாற்றினான். மலையில் ஓடும் சிற்றாறுகள் அனைத்தும் ஒரே மாதிரி இருக்கும்படி இயற்கை அமைந்திருந்தது. எதிரி நாட்டுப் படைகள் உள்ளே நுழையும்போது, எந்த ஆறு எங்கே செல்கிறது என்று தெரியாமல் குழம்பி வழிதவறிப் போவார்கள்.

### தலைமைத்துவத்தை மாற்றி அமைத்தல் (Redefining Leadership)

அரசனுக்கும் மக்களுக்கும் இடையிலான உறவை பாரி மாற்றி அமைத்தான்.

வேளிர் குலத் தலைமை: பாரி தன்னை ஒரு 'அரசன்' என்று காட்டிக்கொள்வதை விட, ஒரு 'குடித் தலைவனாக' இருப்பதையே விரும்பினான். அதிகாரத்தை விட அன்பால் மக்களை

ஒருங்கிணைப்பது ஒரு புதிய நிர்வாக முறை (Management Style). இதுவே மூவேந்தர்களால் பல ஆண்டுகள் கத்தியாலும், சூழ்ச்சியாலும் தகர்க்க முடியாத ஒரு அரணாக இருந்தது.



### முல்லைக்குத் தேர் கொடுத்த பாரி (Redefining Values)

இது வெறும் கொடை அல்ல, ஒரு பொருளின் பயன்பாட்டை (Purpose) மாற்றி யோசிப்பது. தேரின் புதிய பயன்பாடு: போர் புரியப் பயன்படும் ஒரு தேரை, ஒரு செடி படர்வதற்குப் பயன்படுத்திக் கொள்ளலாம் என்று பாரி நினைத்த கணமே அங்கு 'சாத்தியங்கள் மாற்றி அமைக்கப்பட்டன (Possibilities Redefined). ஒரு ஆயுதம் ஒரு உயிரைக் காக்கும் ஆதாரமாக மாறியது.

Shanmuga Vadivel .S - 24BBC544

## மாற்றமே உயர்வு

பழைய பாதையில் பயணம் போனால்  
புதிய திசையை அறிய முடியுமா?  
தேங்கி நின்றால் குட்டையாகுவாய் - நீ  
துணிந்து நடந்தால் நதியாவாய்!  
புதுமை செய் - அதுவே  
உன் உயர்வின் திறவுகோல்!  
கற்பனைச் சிறகை விரித்துவிடு  
காலத்தின் வேகத்தை உணர்ந்துவிடு  
முயற்சியில் மாற்றம் செய்திடு - உன்  
வளர்ச்சி வாணைத் தொட்டுவிடும்!  
பழமையைக் கடந்து, புதுமையைப் படைத்து,  
உயரப் பறப்போம் வா!



Amirtha Varshini .R - 24BBC505

## விழுமியங்களின் மறுபக்கம்

காலச் சக்கரம் சுழலும் போது  
கோலங்கள் மாறுவது இயற்கையன்றோ?  
பழைய வேர்கள் பலம் சேர்த்தாலும் - புது  
கிளைகள் இன்றி மரம் உயருமோ?  
பணிவு என்பது பண்பால் இணைதல்!  
அமைதி என்பது மெளனம் அல்ல,  
அநீதி கண்டால் எழும் பேரொலி!  
உழைப்பு என்பது வியர்வை அல்ல,  
அறிவைத் தீட்டும் கூர்மை அது!  
கற்க வேண்டியதை கற்கத் துணிவோம்,  
கைவிட வேண்டியதை கழற்றி எறிவோம்.  
மாற்றம் என்பது அழிவல்ல - அது  
வளர்ச்சிக்கான புதிய முகவரி!



Bhavya .S - 24BBC508

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

### விழுமியங்களின் மறுமலர்ச்சி: ஒரு புதிய பார்வை

காலம் மாறும்போது நாம் அணியும் உடைகள் மாறுகின்றன, பேசும் மொழி மாறுகிறது; ஆனால் நம்மை வழிநடத்தும் விழுமியங்கள் (Values) மட்டும் மாறாமல் இருக்க முடியுமா? விழுமியங்கள் என்பவை கல்வெட்டுகள் அல்ல, அவை நதிநீரைப் போலத் தூய்மையாகவும் அதே சமயம் ஓடிக்கொண்டே இருப்பவையாகவும் இருக்க வேண்டும்.

### மாற்றத்தின் மகுடம்

#### நேர்மை (Integrity):

அன்று நேர்மை என்பது சொல்லுக்கும் செயலுக்கும் இடைவெளி இல்லாமல் இருப்பது. இன்று, தகவல்கள் கொட்டிக்கிடக்கும் உலகில், 'உண்மை எது?' என்று தேடிப் பார்ப்பதே ஆகச்சிறந்த நேர்மை.

#### பணிவு (Humility):

மற்றவர்களுக்குக் கட்டுப்பட்டு நடப்பது பழைய பணிவு. தன் குறைகளைத் திறந்த மனதுடன் ஏற்றுக்கொண்டு, புதியவற்றைக் கற்றுக்கொள்ளத் தயாராக இருப்பதே நவீனப் பணிவு.

#### வெற்றி (Success):

தனிமனித முன்னேற்றம் மட்டுமே ஒருகாலத்தில் வெற்றியாகக் கருதப்பட்டது. இன்று, மற்றவர்களையும் உள்ளடக்கிய (Inclusivity) வளர்ச்சியே உண்மையான வெற்றியாக வரையறுக்கப்படுகிறது.



Srigaa .J - B 24BBC550  
Kavipriya Dharshini - M 24BBC520

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

புதிய சிந்தனை விதை விதைத்தால்,  
புதிய உலகம் மலர்ந்து விடும்.  
புதுமை என்ற ஒளி ஏற்றினால்,  
இருள் நிறைந்த பாதை பிரகாசிக்கும்.  
கற்பனை என்ற சிறகுகள் கொண்டு,  
மனிதன் வானத்தைத் தொட முயலும்.  
நேற்றைய வரம்பை உடைத்து இன்று,  
புதிய பாதையை மனிதன் அமைக்கிறான்.  
சாத்தியமில்லை என்று சொன்ன உலகம்,  
சாதனை கண்டு வியந்து நிற்கிறது.  
சிறு எண்ணம் கூட பெரு மாற்றம்,  
உலகம் முழுவதும் பரவ முடியும்.  
ஒரு கண்டுபிடிப்பு பிறந்தால்,  
ஆயிரம் வாழ்க்கை மாறி விடும்.

புதுமை செய்து முன்னேறுவோம்,  
புதிய சாத்தியங்களை உருவாக்குவோம்.  
உயர்வு நோக்கி பயணம் செய்து,  
உலகை மாற்றும் மனிதராக இருப்போம்.



Safana .M - 24BTA012

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

புதுமை பாதையில் நடந்தால் மட்டும்,  
புதிய வாய்ப்புகள் கதவாய் திறக்கும்.  
கற்பனை என்ற சிறகுகள் கொண்டு,  
மனிதன் வானத்தைத் தொட முயலும்.  
சிறு முயற்சி தினமும் செய்தால்,  
சிறந்த எதிர்காலம் உருவாகும்.  
நம்பிக்கை என்ற ஒளி இருந்தால்,  
இருள் கூட வழி விடும்.  
மாற்றம் என்பது வளர்ச்சியின் விதை,  
முயற்சி என்பது வெற்றியின் நடை.  
புதுமை என்ற சக்தி இருந்தால்,  
உலகமே நமக்காய் மாறும்.  
நாம் செய்யும் சிறு மாற்றங்கள்,  
நாளை உலகை மாற்றும்.  
புதுமை கொண்டு உயர்ந்தால்,  
சாத்தியங்கள் புதிதாய் பிறக்கும்.



Kanishka .S - 24BTA004

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

மாற்றத்தை ஏற்றுக் கொண்டால்  
வாழ்க்கை உயரம் தொடும்.  
பயம் இல்லாமல் முயன்றால்  
அசாத்யம் கூட சாத்தியம் ஆகும்.  
சிந்தனை புரட்சியை உருவாக்கும்.  
புதிய முயற்சிகள்  
புதிய வாய்ப்புகளைத் தரும்.  
எண்ணங்களை வளர்த்தால்  
எதிர்காலம் மலரும்.  
முயற்சியில் விடாமுயற்சி இருந்தால்  
முடியாதது எதுவும் இல்லை.  
புதுமை என்பது  
வெற்றியின் முதல் படி.  
எண்ணங்களை உயர்த்தி  
வாய்ப்புகளை மறுபரிசீலனை செய்வோம்.  
புதிய உலகை உருவாக்க  
நம்மிலிருந்து மாற்றம் உண்டாக்குவோம்.



Sachika .G.T - 24BTA011

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES

மனிதன் உருவாக்கிய புதிய மதி - AI  
மனித சக்தியால் பிறந்த அறிவின் தீபம்.  
கேள்வி கேட்டால் பதில் தரும் தோழன்,  
கண நேரத்தில் உலகை காட்டும் வழிகாட்டி.  
உழைப்பை குறைத்து உதவும் கரம்,  
உறங்காமல் பணியாற்றும் இயந்திர மனம்.  
நோயை அறியும் இயந்திர மருத்துவர்,  
நாளை உலகை மாற்றும் சக்தி இதுவே.  
ஆனால் மனித அறிவே அதன் மூலம்,  
AI வளர்ந்தாலும் மனதில் கொள்,  
அறிவு தெய்வம் ; அறிவுதான் தெய்வம்



Riha .B - 25BTA015

## INNOVATE TO ESCALATE : REDEFINING POSSIBILITIES



செயற்கை நுண்ணறிவு வந்தது  
நம் தேடல்கள் குறைந்தது...  
இழந்தது சிந்திக்கும் திறன்  
மீறியது தனிநபர்களின் தரவு...  
நெறிமுறையற்ற பயன்பாடு  
சமூகத்தில் எதிர்மறையான தகவல்கள்..  
சிந்தனையை சிதைத்தது  
மனிதர்களின் மனித நேயத்தை வதைத்தது...  
அதிகரித்தது குற்றங்கள்  
பாதிப்படைந்தது மக்கள்..  
உணர்வு பூர்வமாக இருந்தது மக்களின் வாழ்க்கை  
உணர்வற்றவர்களாகினை செயற்கை நுண்ணறிவு...  
செயற்கை நுண்ணறிவு போதை போன்றது  
அது மக்களின் வாழ்க்கை பாதையை அழித்துவிடும்...  
அளவறிந்து பயன்படுத்துவோம்  
அறம் சார்ந்த சமுதாயத்தை உருவாக்குவோம்...



Nandhini .M - 25BTA013

# INNOVATE TO ESCALATE



Bhavya .S - 24BBC508



Manimegalai .V - 25BLG020



Arri Krishnan - 25BLG005

## INNOVATION BEGINS WITH AN IDEA ESCALATION BEGINS WITH PERSISTENCE



Every story journey begins with a story searching for its way 1



But... The world said no...Repeatedly 2



But imagination refused to stay quiet 3



Self-doubt grew louder than the words 4



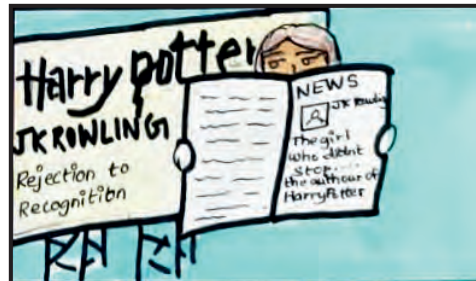
Still, she choose to rewrite-again and again 5



A world slowly began to take shape 6

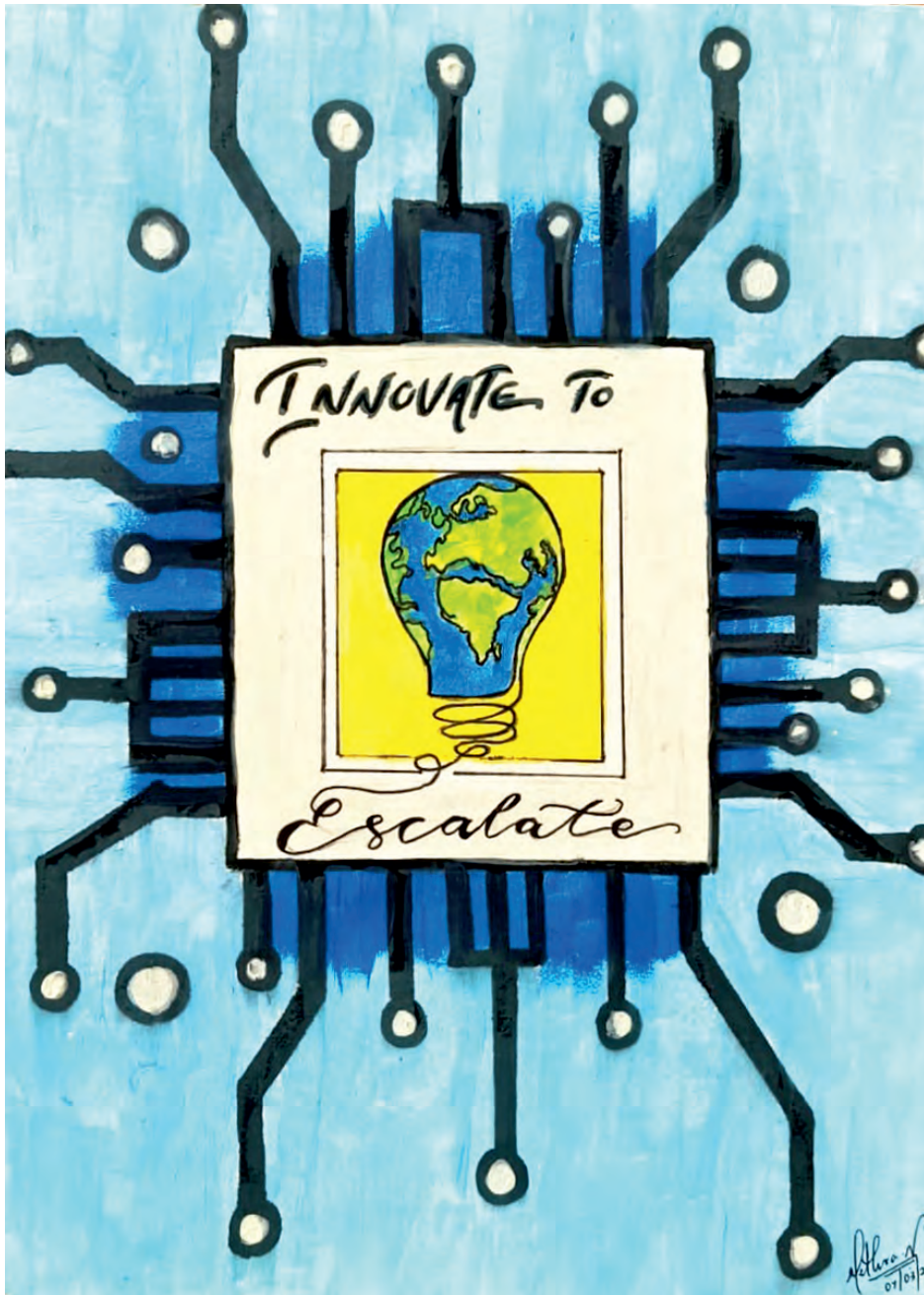


One book became many-one dream became legacy. 7



What negan as belif became history. 8

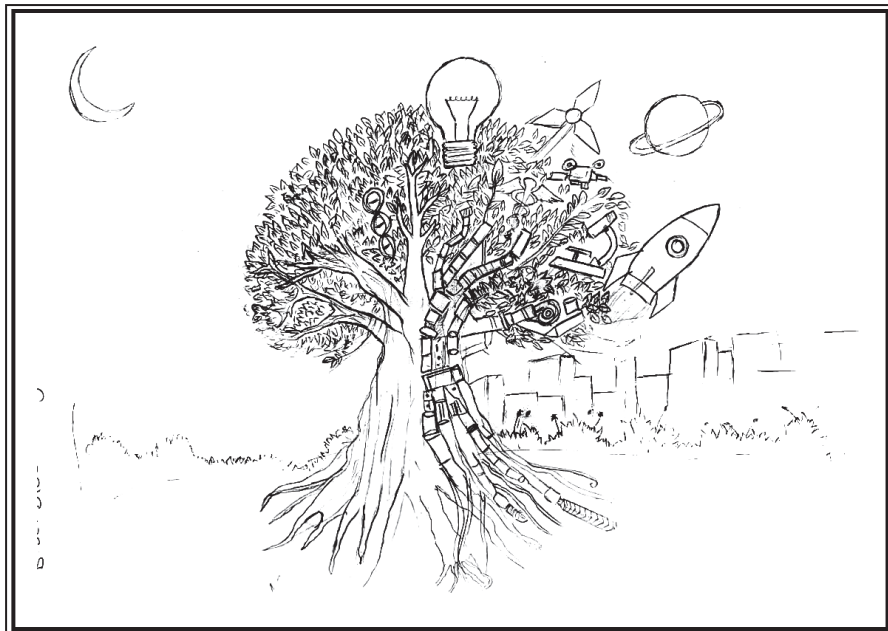
Sudharshni .A - 24BBC551



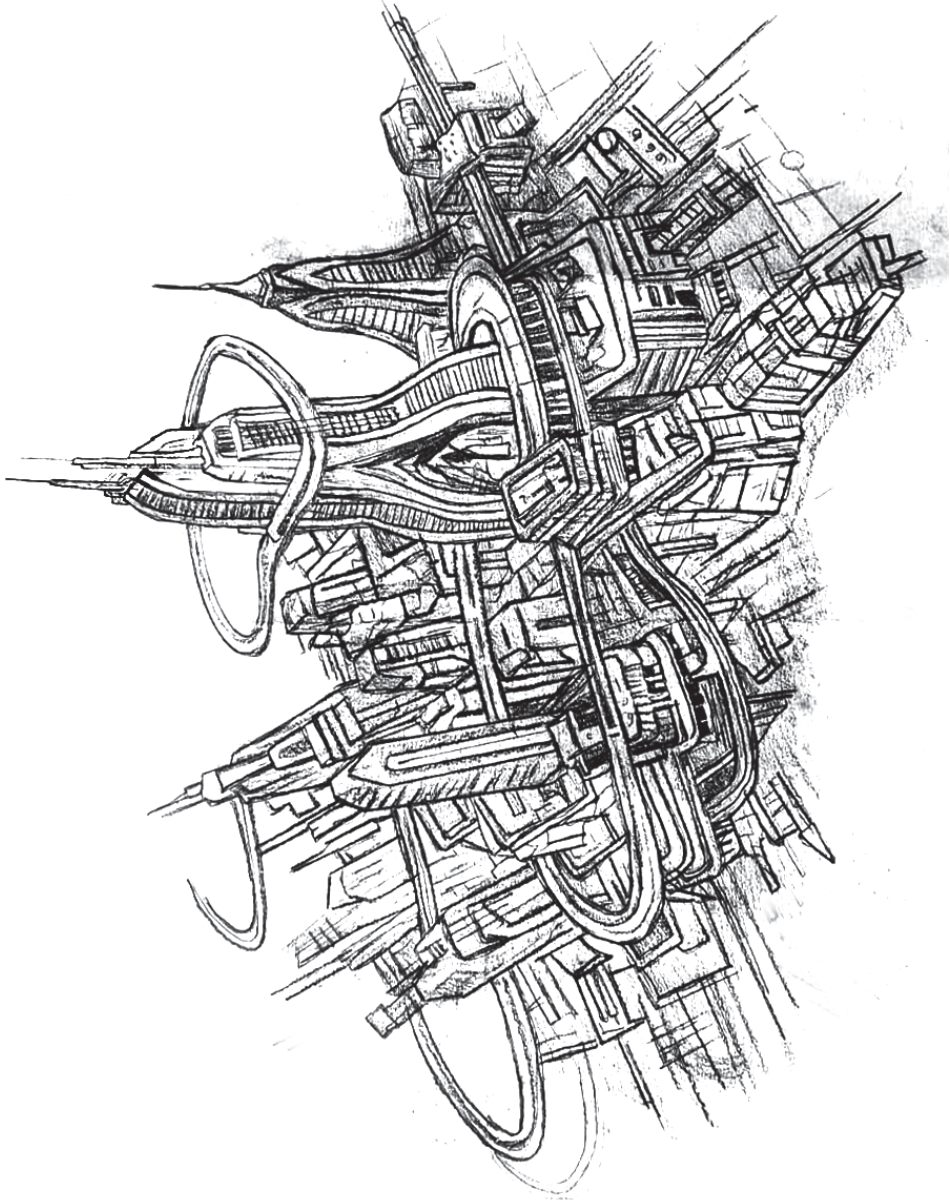
Nethra .N



Sethu Rathinam - 24BBC543



Jeevanesh - 24BBC519



Shruthika S.T - 25BLG041



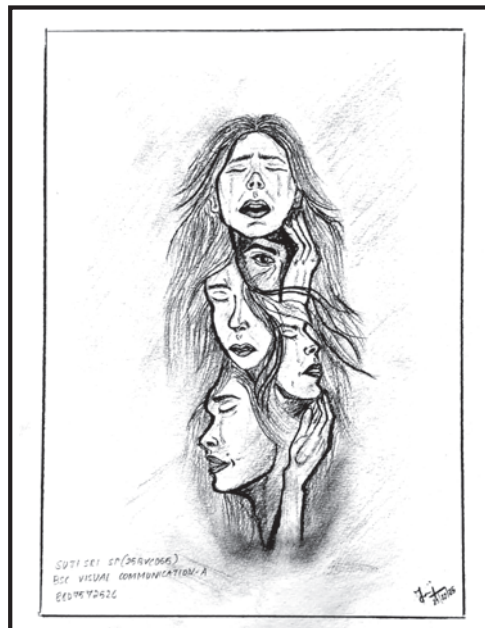
**Aswanth .K - 25BVC105**



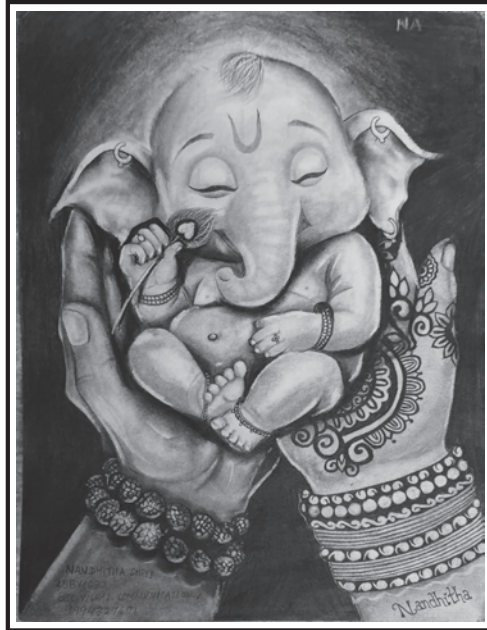
**Aswanth .V - 25BVC105**



**Suji Sri S.P - 25BVC055**



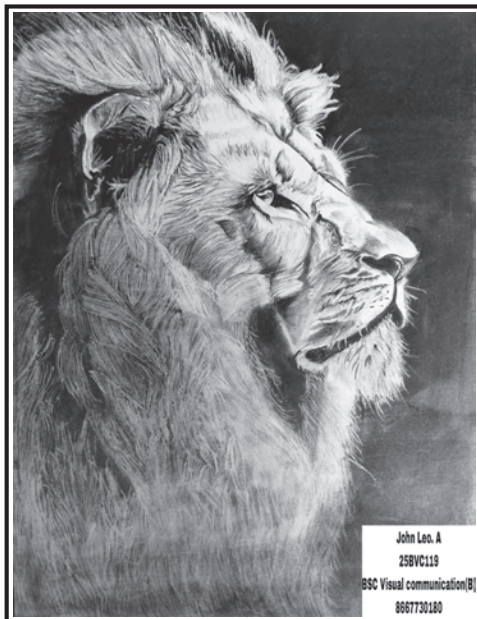
**Suji Sri S.P - 25BVC055**



**Nandhitha Shree - 25BVC032**



**Namiya - 25BVC128**



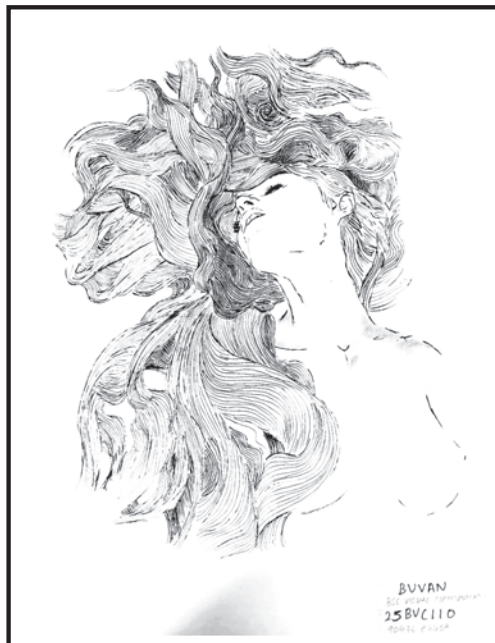
**John Leo .A - 25BVC119**



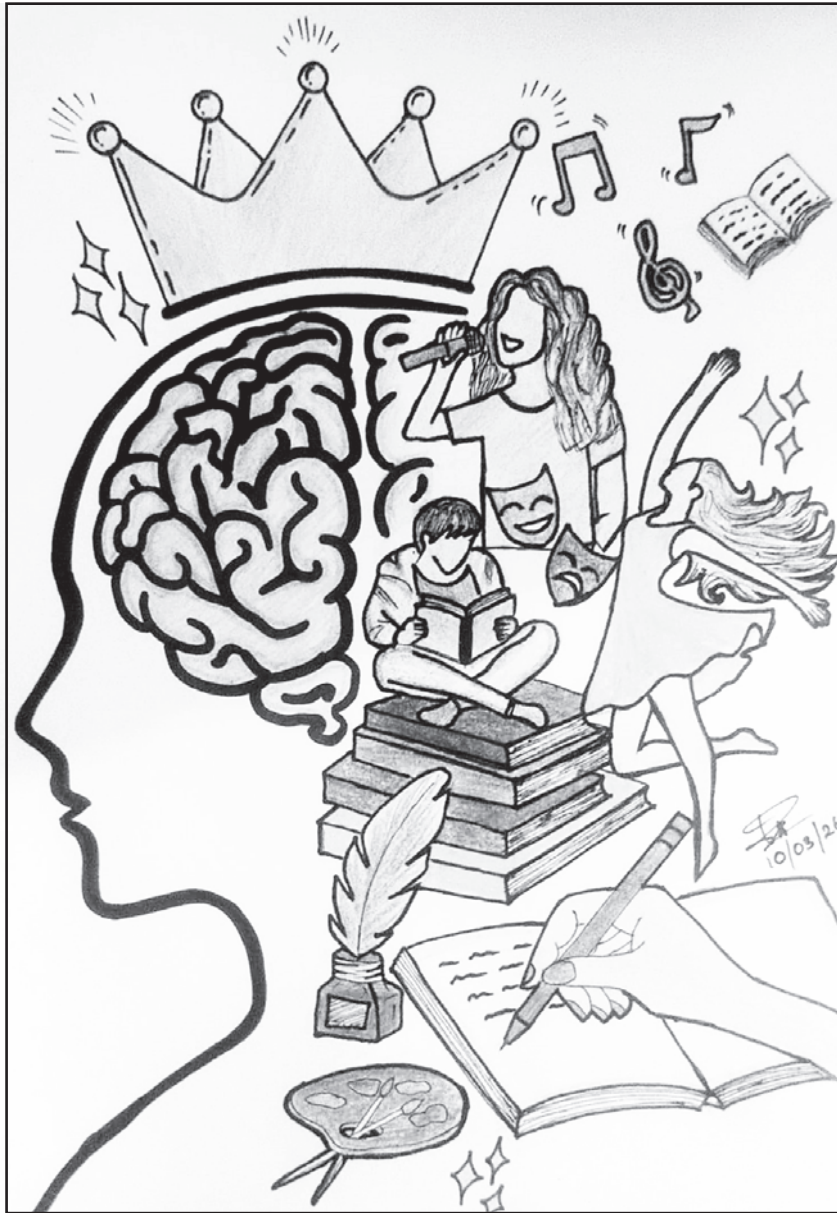
**John Leo .A - 25BVC119**



**Buvan - 25BVC110**



**Buvan - 25BVC110**



## VISION

- To offer Academic programmes with contemporary relevance and job-connect, with in-built modules for character and skill building.



## MISSION

- To offer estimable value and need based education, with a view to create in students, the urge to be good citizens of the nation.
- To inculcate the spirit of compassion, kinship and commitment for national harmony.
- To progressively adopt ICT enabled teaching - Learning methods.
- To maintain a vibrant research culture.



## VALUES

- Core Domain Excellence
- Socially Responsible
- Digital Competency
- Green Thinking
- Globally Adaptive



