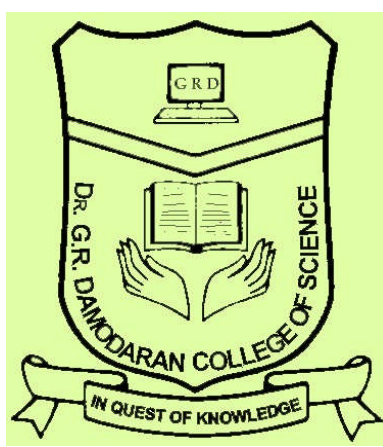


ANNUAL QUALITY ASSURANCE REPORT(AQAR) OF THE IQAC

2012-2013



Dr. G.R. DAMODARAN COLLEGE OF SCIENCE

(Autonomous)

Civil Aerodrome Post, Avanashi Road,

Coimbatore – 641 014.

The Annual Quality Assurance Report (AQAR) of the IQAC 2012-2013

The Annual Quality Assurance Report (AQAR) of the IQAC

Name of the Institution: Dr. G R Damodaran College of Science, Coimbatore-14

Year of Report: 2012 – 2013

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

The college invited various plans of action from members of the staff who are actively involved in the planning and execution of different activities of the individual department. The cell planned a number of regular and special activities for the year. An academic calendar was prepared which gives a detailed schedule of all activities for smooth functioning of the college.

1. To develop Moral, Social and Cultural Values among the students.
2. To develop the use of modern gadgets (ICT) in teaching- learning process.
3. To adopt best practices in teaching and research.
4. To improve communication skills, entrepreneurship skills and innovative skills etc. by way of encouraging the students to perform and to take part in National and International events.
5. To promote co- and extra-curricular activities for over-all personality development of the students.
6. To develop responsible citizenship through awareness and inculcating of ethical values.

Part B:

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

- Inviting experts and Alumni for curriculum development
- International, National Conferences and workshops.
- Boot camps and Pre placement training
- Organize short courses and workshops/seminars/conferences by various departments.
- Planning of co curricular and extracurricular activities
- Launching of new Certificate / Diploma Courses
- Constitution of different committees for smooth conduct of the activities
- Planning of study tours, industrial visits and field trips.
- Infrastructural development and community outreach

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2. New academic programmes initiated (UG and PG):

S. No	Programme	Title of the Course	Year of Commencement
1	UG	B. Com(International Business)	2012

3. Innovations in curricular design and transaction:

Course	Innovation
B. Sc Biotechnology	New syllabus for Animal Biotechnology subject
M. Sc Biotechnology	New syllabus for Applied Microbiology, Medical Biotechnology and Research Methods and Biostatistics subjects.
B.Com, B.Com [CS] B.Com [CA], B.Com [IT] MIB, PGDIB	Structural modifications and content revamping in few subjects
MBA	Introduced New Elective paper Business Process Outsourcing for Systems specialization Minor modifications in few subjects
MCA	Introduced new paper on Fault Tolerant System & Cloud Computing
MSc(IT)	Introduced new papers on Component based Architecture, Optimization Techniques & Fault Tolerant System
MSc(CS)	Introduced new papers on Big Data, Pervasive Computing, Mobile programming and Android
BBA	Introduced new paper on Taxation, Services Marketing and Modern Baking Practices .

4. Inter – disciplinary programmes started:

UG	Inter-disciplinary subject	Year
B. Sc (IT)	Elective : Geographical Information System	2013
B. Sc (CS)	Elective: Enterprise Resource Planning	2013
M. Sc (IT), M. Sc (CS)	2D, 3D Animation and Editing & Animation Lab	2013

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5. Examination reforms implemented:

- The Board of Examiners (External) for UG and PG revised
- GS I MCQ exam online implemented.
- GS II (Environmental Awareness) Theory exam has been changed to objective type, online based.

Candidates qualified: NET/SLET/GATE etc.

Name of the Staff	Cleared	Year
R.Boobathiraj, Assistant Professor, Dept. of Computer Science.	NET	2012
M.Chithra, Assistant Professor, Dept. of Social Work.	NET	2013

6. Initiative towards faculty development programmes:

Mr.D. Sampathkumar, Regional Head, The Hindu, conducted an interaction with the department faculty on using the Business Line Newspaper as a course material in classrooms for MBA students.

7. Total number of seminars/workshops conducted:

Date	Title Of Seminar / Conference/Symposia / Workshop / Training Programme	Resource Persons
22.9.12	Inaugural Function of Bioscience Association	Mr.Vimal Balakrishnan, VWR Lab Products Pvt. Ltd., Coimbatore
30.11.12	A Special Awareness programme on “Cervical cancer and its prevention”	Dr. Athima Pathak, MD DGO, Consultant Gynaecologist, KMCH, Coimbatore
5.12.12 - 7.12.12	Three days National level seminar on “The applications of chromatography for bioscience explorations related to defense research”	Dr P.V.L.Rao, Director, DRDO – BU, Centre for Life Sciences, Coimbatore.
7.11.13	Guest lecture on “Medical coding-Introduction about placement offered”	ENJIVA system

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4.1.13	Guest Lecture on “Medical Coding”	Mr. S. Syed Samiullab, Professional InfoTech, Coimbatore
22.2. 13	Special lecture on “Phytochemicals as cytoprotective agents in various disease conditions”	Dr. V. Vijaya Padma, Assistant Professor, Department of Biotechnology, Bharathiar University, Coimbatore-46.
07-03-13 & 08-03-13	International Conference on “International Marketing – Asia Pacific Issues and Challenges”	‘Inspiring Leadership’ Mr.Kim Owens, President, Pheonix Performance Group, Sr.Consultant, OD at General Motors.
07.03.13	‘Digital Democracy’	Mr. Ramesh Jude Thomas, President and CKO. Equator Management Consulting, Bangalore.
07.03.13	‘E-Commerce Landscape in India’	Mr.Rahul Narvekar, CEO – NDTV E-Commerce Director, New Delhi.
07.03.13	‘Beyond Pappadams, Noodles and Coffee – A Colorful Canvas of the New World Order.	Prof.Sri Kandiah, Professor, Southampton Management School, University of Southampton, UK.
07.03.13	‘Marketing Higher Education’	Mr. Zorlu Senyucel, Director in learning and teaching, University of East London, UK .
08.03.13	‘Strategies on Product Quality & Satisfaction’	Mr. Zafaran Hassan, Faculty of Business Management, University Technology MARA, Malaysia.
08.03.13	‘Vedic Management’	Mr. Hiran Vyas, Educationist, Gujarat.
08.03.13	‘Technology Trends in E-Commerce’	Mr. Aneesh Nair, CIO-NDTV, E-Commerce, New Delhi
08.03.13	‘Internationalization of Retailing’	Dr. Gibson G Vedamani, MD & CEO, Sharon Wayne Inc. Mumbai.
07.03.13	‘Youth Marketing	Mr. Dheeraj Sinha, Author and Chief Strategy Officer, South East Asia Grey India, Singapore
08.03.13	‘Engaging the Consumers on Mobile’	Mr. Mahesh Narayanan, Country Head, Mobile/Google India, Mumbai.
08.03.13	‘Industrial Marketing – Re-engineer Yourself’	Mr. Krishnan CV, CEO, Mahavir Engi Tech, Mumbai

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30.11.12	'Engaging People in Social Media'	Mrs. Asha Cornelio Beh, NBC Universal Washington, USA
08.03.13	'Innovation Management'	Mr. Subra Parameswaran, University of East London
08.03.13	'Metaphors in Leadership & Management'	Mr. Ravithilangan, HR Chief, FSS, Chennai.
08.03.13	'Management Philosophy, Culture, Business ethics and Education'	Mr. Kamal Chakravarthy, Director, Academic & Research, SGJ Institute of Management and IT, Mandvi, Kutch, Gujarat.
25.06.12	CEO word series on ' Role of HR in Euro Crisis	Mr. Martin Pointer, Professor in HRM, University of East London, UK.
27.06.12	Preparatory Workshop for Placements	Mr. Alvin Saldhana, Chief Creative Officer, Idea Domain, Mumbai.
22.08.12	I MBA- Orientation	II MBA Student, Co-ordinators. Alumni Interaction.
27.08.12	CEO word series on 'Idea Management'	Mr. Alvin Saldhana, Chief Creative Officer, Idea Domain, Mumbai.
28.08.12	CEO word series on "Brand Management" (II- MBA Students)	Mr. Alvin Saldhana, Chief Creative Officer, Idea Domain, Mumbai.
04.09.12	'Corporate Theatre'	Mr. Prakash Dharmarajan V.P. , O&M, Chennai.
26.02.13	Challenges to overcome this decade	Mr. Biju Dominic, Founder and CEO, Final Mile
26.12.13	Careers in Retailing	Dr. Gibson G Vedamani, Sharon Wayne Inc.
26.12.13	What makes Indians Unique Customers in the Retail Universe	Mr. Nimish Shah , C.O.O., Landmark group, (Lifestyle).
28.11.12	B2B Technology Marketer	Mr. Sujith Janarthanam, .V.P. Net Magic Solutions Pvt. Ltd.
28.11.12	Youth Marketing	Mr. Deeraj Sinha Author & Chief Strategy Officer, Grey India
28.11.12	Enduring Brands	Mr. Alvin Saldhana Chief Creative Officer, Idea Domain Mumbai

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28.11.12	Fit for a Career	Dr. Aashish Contractor Asian Heart Institute.
28.11.12	Face to Face	Mr. Parvez Damania, India's Most Acclaimed Entrepreneur.
11.09.12	Industrial Visit to Bombay Stock Exchange	Mrs. S.Brindha , Mr. T.Arockia Sagayaraj and II MBA Students
14.09.12	CEO Word Series on 'Should a finance director take marketing decisions? – the disruptive value of interdisciplinary thinking'	Mr. Ramesh Jude Thomas, President and CKO., Equitaor Management Consulting, Bangalore.
19.10.12	CEO Word Series on 'OD value propositions & Challenges for future leaders'	Mrs. Kimberly Owens, President & Founder, Phoenix Performance Group., LLC., US.
30.11.12	CEO Word Series on 'Social Media'	Mrs. Asha Cornelio, Social Media Manager, US Dept. Of State.
14-12-12	CEO Word Series on 'Entrepreneurship'	Ms.Devita Saraf, CEO, VU Technologies, Zenith, Mumbai.
04-01-13	Business Line On Campus	Mr.Selvan Rajadurai, GM, Business Development Dept., Tamilnadu Mercantile Bank, Tuticorin. Mr.D.Sampath Kumar, Editor, Business Line, Chennai. Mr.Sujith Kumar, Location Head, HR Sr.Manager, Business Partner, Infosys Ltd., Chennai.
10.01.13	Webinar on Introduction to Business Intelligence and opportunities in Global Business Environment.	Dr.Virginia Miori, Professor, St.Joseph's University, U.S.A.
22.01.13	Multicultural Management Reading & Writing	Mr.Alvin Saldhana Chief Creative Officer, Idea Domain Mumbai
05.02.13	CEO Word Series on 'Success is all about Creativity'	Dr.Kiran Bedi, Social Activist, Former IPS Office, New Delhi.
20.02.13	Webinar on Religion in Social Media	Dr.Bruce Bennett Lawrence, Professor of Duke University, USA

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04-09-12	Corporate Theatre	Mr.Prakash Dharmarajan
11-02-13 & 12-02-13	Fastest feet in Rhythm	Mr. Jason Samuels Smith, American tap dancer performer, choreographer, and director. Mr.Chitresh Das, Classical dancer of Kathak, Choreographer, Composer, and Educator, Calcutta.
04-03-13 & 05-03-13	Short term course on 'Change Management'	Mr.Sri Kandiah, Vice-Chair, Non-Executive Director, Hampshire, NHS Trust, UK.
05.10.12 & 06.10.12	SMG – Busiess Simulation – Games – Training – START comp	Dr. Vinod Dumblekar, Director, MANTIS, New Delhi.
15-04-2013	'From Campus To Corporate' Authored by Dr.K.K.Ramachandran Director, GRDIM	Provided a copy of book to all I MBA students, supporting to develop their employability skills.
29.08.12	Face to Face	Dr.Kiran Bedi, Social Activist, Former IPS Officer, New Delhi.
10.09.12	Face to Face	Mr.Parvez Damania India's Most Acclaimed Entrepreneur.
13.02.13	Face to Face	Ms.Shanna Diety, Cultural Affairs Officer, US Consulate, Chennai.
18-02-13	Face to Face	Mr.Cyrus Broacha Film Actor.
11.08.12 To 15.08.12	Big Day Celebration	Big Bazaar, Coimbatore.
11-09-12	Retail Therapy on Organised Vs Unorganised Sector	Pelladium Mall, Linking Road, Mumbai
05.10.12	Collage on 'FDI in Retail'	A team of 2 students each of 30 teams of I – MBA students prepared 30 collages
19-10-12	Foot Prints –Volume I–Issue I (October 2012)News letter of GRDIM	II MBA Students
17.11.12	Presentation on 'Implementation of Marketing Strategies for Hindu Newspaper'	6 teams of I year MBA Students
09-03-13	Presentation on Union Budget 2013-14	I Year MBA Students
05.01.13- 07.01.13	Master Stroke Outbound Training program – Ooty	Team of Resource Persons, Master Stroke.

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07-03-13	Foot Prints –Volume I–Issue I (Jan., Feb. 2013) News letter of GRDIM	I MBA Students
Weekly	‘IN THE ZONE’ and ‘ACADEMIA’ – Notice Board Activities: News paper cuttings, Book Review, Quotes and Thoughts, News letter, Latest updates and Students’ articles	I year MBA Students
Daily	Business News papers viz Business Line, Business Standard and Economic times given to students	I & II MBA Students
22.06.2012	CEO's Word Series	Mr.Alvin Saldanha, CEO, Idea Domain, Mumbai. Topic : "First Things First"
25.06.2012	CEO's Word Series	Mr.Maarten Pontier, Professor in HR Management, UK. Topic : Role of HR in Eurozone Crises
27.07.2012 - 28.07.2012	Window Display (Creative Streaks)	SCIB Block
06.08.2012 - 07.08.2012	Workshop	"Corporate Theater" -Mr.Prakash Dharmarajan,
29.08.2012	FACE 2 FACE	Dr.Kiran Bedi, Social Activitsts
27.08.2012 - 30.08.2012	Brand Studies	Mr.Alvin Saldanha, CEO, Idea Domain, Mumbai
04.09.2012 - 05.09.2012	Workshop	"Corporate Theater" -Mr.Prakash Dharmarajan,
14.09.2012	Calibre 2012	Mr.K.Peter Abraham, Airport Director,Coimbatore, Mr.Ramesh Jude Thomas, President & Chief Knowledge officer, Equitor Management Consultant, Bengaluru
18.09.2012	SCIB Liga	College Ground

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- 21.09.2012		
03.10.2012 - 04.10.2012	SCIB Hunt	SCIB Block
14.09.2012 (AN)	CEO's Word Series	"Should a finance diector take marketing decisions" - The disruptive value of interdisciplinary thinking, Mr. Ramesh Jude Thomas, President & Chief Knowledge officer, Equitor Management Consulting, Bangalore.
02.10.2012 - 08.10.2012	Joy of Giving - 2012	"Give what u can"
03.10.2012 - 04.10.2012	SCIB Hunt	SCIB Block
16.10.2012 - 18.10.2012	Brand Studies	Mr.Alvin Saldanha
19.10.2012	CEO's Words Series	"Organizational Development Value Proposition and Challenges for future leaders" Ms.Kim Owens, President, Pheonix Performance Group, Sr.Consultant, OD at General Motors
28.11.2012	Conclave 2012	<p>1.Mr.Prathap Suthan, Managing Partner, Chief Creative Officer BangLnThe Middle, Chief Creative Officer, iYogi Inc. - "Futute of Content in a Digital Age",</p> <p>2. Mr.Rahul Narvekar, CoFounder - Director Brand sourcing, Fashion and You, New Delhi</p> <p>3.Mr.Gaurav Gupta, Ambassador, TEDx, - "TED and TEDx, Mr.Pat Casidy, Commercial Officer, Embassy of the United States of America, " Business Opportunities" Mr.Sumit</p> <p>4. Goyal, Editor in chief at Food and Nightlige Magazine</p> <p>5. Mr.Naval Shukla, Senior Vice - President & Head, Higher Education Division, Macmillan Publishers India Ltd, New Delhi, - Career in Publishing sector"</p> <p>6. Ms.Rituparna Chakraborty, Co-founder & senior</p>

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		Vice President, Team Lease Services pvt ltd, New Delhi
29.11.2012	The Grand Battle	IIIrd year UG
30.11.2012	CEO's Word Series (Video Conferencing)	Asha Conrnelio Beh, Socila Media, Manager at US, Department of State.
06.12.2012	The Grand Battle	IIRD year UG
10.1.2013	Webinar " Business Intelligence"	Dr.Virginia Miori, Professor, Saint Josephs University, USA
18.1.2013	FACE 2 FACE	Maduvanti Arun,
21.1.2013	Brand Studies	Mr.Alvin Saldanha, CEO, Idea Domain, Mumbai
24.1.2013	IBM Placemnt	IBM
5.2.2013	CEO' Word Series	"Success is all about creative leadership" Dr.Kiran Bedi
11.2.2013	Tap dance & Kathak workshop	Pandit chitresh Das & Jason Samules Smith Tap
12.2.2013	Fastest Feet in Rhythm Tab & Kathak	Pandit chitresh Das & Jason Samules Smith Tap
13.2.2013	FACE 2 FACE	Ms.Shanna Dietz, US Cultural Affairs Officer, US Consulate General
18.2.2013	FACE 2 FACE	Mr.Cyrus Broacha
20.2.2013	Webinar "Religion on social media"	Mr.Bruce Bennett Lawrence, Professor of Duke University, USA
07.03.2013 & 08.03.2013	ICIM 2013	<ol style="list-style-type: none"> 1. "Inspiring Leadership" - Ms.Kim Owens, President, Pheonix Performance Group, Sr.Consultant, OD at General Motors 2. "Digital Democracy" - Mr. Ramesh Jude Thomas, President & Chief Knowledge officer, Equitor Management Consulting Bangalore, 3. "E-Commerce Landscape in India" - Mr.Rahul Narvekar, Co founder – Director,Brand Sourcing ,Fashion and you,New Delhi, 4. "Beyond Pappadams, Noodles and Coffee – A Colorful Canvas of the New World Order" Mr. Sri Kandiah,(Vice chairman, non-executive director, Hampshire NHs Trust, UK) 5. "Marketing Higher Education" Dr.Zorlu Senyucel, Director In Learning and Teaching, University of East London, UK, 6. "Strategies on Product Quality &

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		<p>Satisfaction” Prof. Dr. Zafaran Hassan, Faculty of Business Management University Technology MARA, Malaysia,</p> <p>7. “Vedic Management” Mr. Hiran Vyas, Educationist, Gujarat, 8. “Technology trends in E – Commerce” Mr. Aneesh Nair, CIO – NDTV E-Commerce New Delhi</p> <p>8. "Industrial Marketing – Re-engineer yourself”</p> <p>10. Mr. Krishnan C V, CEO-Mahavir Engi Tech, Mumbai,</p> <p>9. “Innovation Management” Dr. Subraparameswaran University of East London, UK,</p> <p>10. “Metaphors in leadership and management” Dr. Ravithilagan, HR Chief, FSS, Chennai</p> <p>11. " Internationalization of Retailing" Mr. Gibson G Vedamani, MD & CEO Sharon Wayne Inc. Mumbai</p> <p>12. "Engaging the consumers on mobile" Mr. Mahesh Narayanan, Country Head, Mobile/Google India Mumbai.</p>
7.1.12 & 8.1.12	Workshop on “Research Methodology”	Dr. K. Kannan, Madurai Institute of Social Sciences
6.1.12 to 31.1.12 (7 days)	Workshop on “Psychotherapy”	Dr. Lakhmanan, Clinical Psychologist, Sri Madhuhari Counseling Centre, Coimbatore
14.6.12	Orientation Programme on “Students Counseling” for class tutors	Mrs. Y. Vijala, Coordinator, GRDSSW and Mrs. Jothimani, Asst. Professor, GRDSSW
09.07.12	“Job Fair 2012 for the Differently Abled”	Mr. Varatharajan-Director, Rajashree Sugars & Chemicals Ltd, C. Jasmine, Coimbatore District Differently Abled – Welfare Officer
14.07.12	Guest Lecture on “Employees State Insurance Act 1928”	Mr. M. Karthikeyan, M.Sc, M.Phil, Deputy Sub Regional Officer
28.7.12	Extension Activity	Universal Peace Foundation Nallagoundanpalayam
04.08.12	Street Play	Mr. P. Ranganathan, Professional Street Play Trainer, Coimbatore
11.08.12	Extension Activity	Udavum Karangal, Vadavalli, Coimbatore.
24.08.12	National Conference on “Empowering persons with Disability through Information and Communication Technologies”	Mr. K. Murali, Director, Deaf Leaders, Coimbatore Mrs. Parween, Asst. Professor in Special Education, Ramakrishna Mission Vivekanandha University Mr. Maa. Thamizpparithi, Asst. Professor, Eriyar University, Salem Dr. A. Sethurama Subbiah, Prof & Head, Bharathiar University

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08.09.12	Guest Lecture on “Transgender and Society”	Ms.B.Dhanalakshmi, AzharVoice and Accent Trainer, Mettupalayam
10.09.12	Guest Lecture on “Labour Legislation”	Adv.M.Bhuvaneshwaran, Consultant for Labour Legislations
06.10.12	Extension Activity	Varuthayankaranpalayam. Coimbatore
10.10.12	Rally on World Mental Health Day	Naveen Hospital
23.11.12	Seminar on Psychiatric Social work Practice	Dr.Duraipandi Arunachalam, Mental Health Consultant, Adita Counseling Centre, Coimbatore
01.12.12	Seminar on Competency Mapping and Performance Management	Ms.V.Valarmathi, HR Executive, Chandra Hyundai, Coimbatore
07.12.12	Guest Lecture on Interview Techniques	Mrs.D.Kausalya, MA, M.Phil, Asst. Professor, English Dept. Dr.GRDCS, Coimbatore
08.12.12	Guest Lecture on Cancer Care & Tobacco Awareness	Dr.B.Sivanesan Balasubramanian
07.01.13	Seminar on “Career Guidance after Under Graduation”	Dr.A .Shahin Sultana, Reader, School of Social Sciences & International Studies, Pondicherry University
02.02.13	Workshop on “Psychotherapy”	Dr.B.Selvaraj, Associate Professor of Psychology, Guidance Counselor, Guidance and Counseling Centre, Coimbatore
15.02.13	Convergence 2013- An Inter Collegiate Meet	Mr.P.J.Naidu, Editor, Journal of School Social Work
09.02.13	Guest Lecture on “Psychiatric Social Work Practice in Various Settings”.	Dr.V.Subathra, Mental Health Professional
28-06-12	Measuring and fingerprinting click-spam in Ad-Networks	Dr.Saikat Guha, Researcher, Microsoft Research India, Bangalore
09-07-12	Higher Education	N V Subrahmanyam, Center Director, T.I.M.E, Coimbatore.
14-07-12	Enhancing Employability Skills	Mr.James Vineeth, Launchpad LLC, Coimbatore.
18-07-12	Opportunities in WIPRO Technologies	Mr.Lavanam Ambala, HR - WIPRO TECHNOLOGIES, Chennai.
07-08-12	Computer Networks	Mr. P.Raman, Director, Ransys Bios Technologies Pvt. Ltd., Chennai.
10-08-12	Cloud Computing	Prof. Louise E Moser and Prof. P.M. Melliar-Smith, Dept of Computer Engineering, University ofCalifornia
11-08-12	Game Theoretical approach for research in Computer Science	Mr.Ganesh Neelakanta Iyer, Research Scholar, National University of Singapore, Singapore
30-08-12	Global Opportunities for Indian Youth in IT sector	Mr.M. Janakiraman, General Manager, Bahwan IT LLC, Muscat, Oman
31-08-12	Thin Client Computing	Mr.V.Murali, Senior Director, Newyork city

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		Transit(Technical Solutions), USA
14-09-12	Power of Habits	Mr.A.GopalaKrishnan, Program co-ordinator, SPARK
21-09-12	Motivation Program	Lions club member, Coimbatore
29-11-12	Current Trends in Agent Technology	Mr.V.Rajesh, Manager Projects, Cognizant Technology Solutions, Coimbatore.
05-01-13	Information Security & Ethical hacking	Mr. Devlina Shah, Center Director, Appin Tech Lab, Coimbatore.
11-01-12	Mathematics made Easy	Mr.N. Sasikumar, PG Maths teacher, P.S.G Sarvajana Higher Secondary School, PSG Group of Institutions
30-01-13 & 31-01-13	Fun with Robotics	Simple Labs, Chennai
31-01-13	Global Career Opportunities in IT Sector	Mr.Sunil Taneja, Head ofSouth Asia Business Development, FTMS Global Academy, Singapore.
08-02-13	Networking	Mr.Mahesh Kumar, System Admin, Dr.GRD College of Science
10-02-13	Governing Intellect Through IT	Dr.U. Dinesh Kumar, Professor, Indian Institute of Management, Bangalore.
10-02-13	Paradigm shift in Software Engineering	Mr.VinothVijayakumaran, SAP Labs India pvt ltd, Bangalore
10-02-13	Governing Intellect Through IT	Mr.R.Rajesh, IBM, Bangalore
13-02-13	Transforming Indians to Transform India	Br.Rishiji,Chinmaya Mission, Coimbatore
14-02-13	Cloud Computing on the Horizon	Mr.Vishnu Vankayala from University of Leicester, UK.
19-02-13	MobileApps with Android	Mr.J.Bala Chandar, Director, Appville Software, Coimbatore.
25-02-13	Pervasvive/Ubiquitous computing	Dr Ramalatha Marimuthu, International Chair, IEEE Women in Engineering, Head of IT Department, Kumaraguru college of Technology, Coimbatore.
25-02-13	eXtensible Markup Language(XML)	Dr. G. R. Gangadharan, Assistant Professor, Institute of Development and Research in Banking Technology (IDRBT), Hyderabad.
26-02-13	Web Services and Service Licensing	Dr. G. R. Gangadharan, Assistant Professor, Institute of Development and Research in Banking Technology (IDRBT), Hyderabad.
26-02-13	Predictions : Cloud – Computing and Ra in Clouds	Dr. G. R. Gangadharan, Assistant Professor, Institute of Development and Research in Banking Technology(IDRBT), Hyderabad
26-02-13	Agent Technology and Scheduling	Dr.Thiagarasu, Associate Professor of computer science, Gobi Arts & Science, Gobichettipalayam, Erode district
27-02-13	Cloud Computing : Evolution,	AS Syed Nazir Ahmed, Assistant Professor,

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	Trends & Challenges	Department of Applied Mathematics and Computational Sciences, PSG College of Technology, Coimbatore
27-02-13	Managing Changes in Current Education Scenario	Dr.S.Ramachandran, Principal, Kumaraguru College of Technology, Coimbatore.
27-02-13	Cloud Computing	Dr.T.Devi, Reader and Head i/c, Department of Computer Applications, School of Computer Science & Engineering, Bharathiar University, Coimbatore.
01-03-13	Eucalyptus Overview	Mr.Pavan Yara, Senior Technical Consultant, Eucalyptus, Bangalore.
02-03-13	Rough Set Based Quality of Service Design for Service Provisioning in Clouds – SOA	Dr. Rajeev Wankar, Reader, School of Computer and Information Sciences, University of Hyderabad.
02-03-13	Research Writing: Work Sheets and Activities	Ms.R.Kalpana, Assistant Professor, Department of English, PSG College of Technology, Coimbatore.
04-03-13	Cloud Computing : A Research Perspective and Cloud Based IR	Dr.G.R.Karpagam, Professor, Computer Science and Engineering, PSG College of Technology, Coimbatore.
04-03-13	Grid Computing: Research Challenges & GridSIM	Dr. Renuga, Associate Professor, Department of Computer Science, Coimbatore Institute of Technology, Coimbatore.
05-03-13	Prototyping for sensor data acquisition.	Mr.L.Jagadeeshwaran, Propreitor, IMIK Technologies, Coimbatore.
06-03-13	Pervasive/Ubiquitous computing	Mr. Mahesh U.Patil, Principal Technical Officer, CDAC, Hyderabad.
07-03-13	Wearable Computing: Theory Design & Application	Dr. L.Ashok Kumar, Associate Professor, Department of EEE, PSG College of Technology, Coimbatore.
08-03-13	Centrality to Application of Entropy of Cloud Computing	Mr.Vannirajan Chellapan, Deputy General Manager, HCL Technologies, Chennai.
08-03-13	Challenges in IT Sector	Mr.Raveendhran, Senior General Manager, Sakthi Finance Ltd, Coimbatore.
09-03-13	Wireless Sensor Networks	Prof.Krishnendu Mukhopadyay, Professor, Advanced Computing and Microelectronics Unit, Indian Statistical Institute, Kolkata.
09-03-13	Remote Sensing Applications	Padmasree Prof. B.L. Deekshatulu, FASc, FNA Chairman NIT Warangal (AP), Distinguished Fellow IDRBT(RBI-Govt of India), Visiting Professor, JNTU, Kakinada.

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8. Research projects

List of faculty who received their Ph.D during the year:-

Sl. No.	Name of the Staff	Department	Topic & Name of the Guide	University
1	Dr P R Vijayalakshmi	Chemistry	Inhibitive action of <i>Cocos nucifera</i> L. (Coconut palm) and <i>Borassus flabillifer</i> L. (Palmyra palm)-shell. leaf stalk and penduncle extracts on the corrosion of mild steel in acidic media and their absorption characteristics Guide: Dr.R.Rajalakshmi	Avinashilin gam Deemed University for Women, Coimbatore
2	Dr.N.Meeran Mydheen	Commerce	Study on Marketing of Hospital Services in Coimbatore Dist. Dr. S. David Amirtharajan	Madurai Kamaraj University
3	Dr.S.Thinakaran	Commerce	“Customer’s Perception and satisfactions on the quality of services offered by the foreign sector banks in Coimbatore district” Dr. R. Vijaykumar	Bharathiar University
4	Dr. A Muruganandham	Commerce	Marketing Performance of BSNL – with reference to Coimbatore Telecom District Dr. P. Chellasamy	Bharathiar University

Faculty who submitted Ph.D during the year:-

Sl No	Name of the staff	Department	Topic & Name of the Guide	University
1	A.Kumaresan	Commerce	A Study on customer satisfaction towards retail stores. Dr. R. Rajkumar	Bharathiar University
2	R. Gokila	Commerce	A study on preference and satisfaction of women consumers towards branded baby products. Dr. K. K. Ramachandran	Bharathiar University
3	S. Sitrarasu	Commerce	Study on Occupational Stress Dr. R. Vijayakumar	Bharathiar University
4	S.Kavitha	Management	A Study on liquidity, solvency and Profitability of SMEs in Coimbatore District. Dr. Chinraju	Bharathiar University
5	R.Jayanthi	Management	A Study on the awareness, Attitude and	Bharathiar

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			Attributions of CSR on the buying behaviour of consumers with special reference to college teachers. Dr. Saleendran	University
6	S.Brindha	Management	A study on Emotional Intelligence & Job performance of nurses in Multi speciality hospitals in Coimbatore. Dr. D Padmanaban	Bharathiar University
7	V.Abirami	Management	A study on Causes and coping Strategies of Stress among college teachers with reference to Coimbatore District. Dr K V Kannan	Bharathiar University

List of Research scholars completed M.Phil during the year

Sl No	Name of the scholar	Department	Topic & Name of the Guide	University
1	Manimozhi. M	Biotechnology	Characterization of Mesentericin 103 produced by Leuconostoc mesenteroides BPB GRD 103. Dr. R. Suganthi	Bharathiar University
2	Swetha S Menon	Commerce	A Study On Consumer Perception, Preferences And Satisfaction On Online Retailing In India With Reference To Coimbatore City Dr.K.K.Ramachandran	Bharathiar University
3	Gurunathan A	Commerce	A Study on Investment and Savings pattern of Salaried Employees – with special reference to Coimbatore city Mr.A.Kumaresan	Bharathiar University
4	R. Govindaraju	IT	Enhanced Quasigroup Encryption approach for ECG Data Security - Guide Mrs.S.Sujatha	Bharathiar University
5	S. Yamuna	IT	Deriving Performance of Data Mining in Prediction for Cancer Disease using Modified ID3 Algorithm Guide : Mrs.N.Sudha Bhuvaneshwari	Bharathiar University
6	R.M. Priya	IT	An Enhanced Secret Sharing Scheme for VANET Authentication in a Clustered Network Guide : Mrs.S.Umamaheswari	Bharathiar University
7	Abraham Kiran Joseph	IT	A hybrid Swarm Intelligence Framework for Test case Optimization -Dr. G. Radhamani	Bharathiar University
8	Nadar Sukanya Paulraj	IT	Multicast ARTI –Q System in Vehicular AdHoc Networks – Mrs. S. Sujatha	Bharathiar University
9	A.Pandia Rajan	Social work	A study on social,economical and	Bharathiar

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			psychological wellbeing of employees after closing down the dyeing units in Tirupur District.- Dr. A. Ponnusamy	University
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9. Patents generated, if any: Nil

10. New collaborative research programmes: Nil

11. Research grants received from various agencies: Nil

12. Details of research scholars:

List of Research Scholars registered for Ph.D Programme during the year

Sl.No.	Name of the Scholars	Department	Name of the Guide	University & Year of joining
1	Mr.K.Anish	Management	Consumers' Perception and Preference towards Organic Products Dr.K.K.Ramachandran	Bharathiar University October – 2013
2	A. Sarasu	Management	Organisational Citizenship Behaviour Dr.V.Latha	Bharathiar University 2012-13

List of Research Scholars registered for M. Phil Programme during the year

Sl.No.	Name of the Scholars	Department	Name of the Guide	University & Year of joining
1	Shobana Sundari. N	Biotechnology	Dr. R. Suganthi	Bharathiar University 2012September
2	Shervin. S	Biotechnology	Dr. R. Suganthi	Bharathiar University 2012September
3	Mohanapriya. M	Biotechnology	Dr. R. Suganthi	Bharathiar University 2012September
4	Backialakshmi.S	Biotechnology	Dr. R. Suganthi	Bharathiar University 2012September
5	Mohamed Saaid	Commerce	Dr.A.Muruganandam	Bharathiar University, October 2012
6	R Sangeetha	Commerce	Mr.A.Kumaresan	Bharathiar University, October 2012
7	Kulandai poshpam A	Commerce	Ms.T.C.Brindha	Bharathiar University,

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				October 2012
8	Jaividhya S	Commerce	Mr.S.Sitrarasu	Bharathiar University, October 2012
9	Suchithra S	Commerce	Mrs.R.Gokila	Bharathiar University, October 2012
10	B.S Keerthi	Commerce	Dr.Ravishankar C	Bharathiar University 2012September
11	Nivethitha D	Commerce	Dr.A. Revathi Murali	Bharathiar University, October 2012
12	V.Ambika	Management	Mrs. S.Brindha	Bharathiar University 2012-2013
13	Sathishkumar	Management	Mrs.V.Abirami	Bharathiar University 2012-2013
14	D.Subhasini	Management	Mrs.A.Sarasu	Bharathiar University 2012-2013
15	B.Gokila Devi	Management	Mrs.A.Sarasu	Bharathiar University 2012-2013
16	K.S.Karthikeyan	Management	Dr.K.K.Ramachandran	Bharathiar University 2012-2013
17	C.Shanthini	Management	Mrs.K.Umarani	Bharathiar University 2012-2013
18	S.Yoganath	Management	Mrs.A.Sarasu	Bharathiar University 2012-2013
19	P.Ananthavalli	Management	Dr.K.K.Ramachandran	Bharathiar University 2012-2013
20	V.Usha	Management	Mrs.K.Umarani	Bharathiar University 2012-2013
21	R.Priyadharshini	Management	Mrs. S.Brindha	Bharathiar University 2012-2013
22	G. Hariharasudhan	Management	Dr.K.K.Ramachandran	Bharathiar University 2012-2013
23	M. Gopalakrishnan	Management	Dr.K.K.Ramachandran	Bharathiar University 2012-2013

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13. Citation index of faculty members and impact factor:

Journal	Impact factor
T. Santha (2012), A Conceal Extremity of Blowfish Scheme with an Ameliorate Feistel Structure, <i>International Journal of Engineering Research and Technology (IJERT)</i> Vol. 1 Issue 6, August , pg 1-5, ISSN: 2278-0181.	1.76
G. Radhamani (2013), Efficient Schema for scrum methodologies in highly distributed software projects for SMEs, WULFENIA journal, Klagenfert, Austria, vol 20, No 3, March, ISSN No.1561-882X	0.267
G. Radhamani(2012), Hybrid Denoising method for removal of mixed noise in medical images, <i>International Journal of Advanced Computer Science and Applications</i> , Vol.3, No.5, pp.44-47.Co-author: J. Umamaheswari.	1.324
G. Radhamani(2012), Quadratic Program Optimization using support vector machine for CT Brain image classification, <i>International Journal of Computer Science issues</i> , Vol.9, No.4, July 2012 pp.305-310.Co-author: J. Umamaheswari.	0.242
G. Radhamani(2012), An Amalgam Approach for DICOM Image Classification and Recognition, <i>International Journal of Computer and Communication Engineering</i> , Vol.6, No.38, pp.218-223.Co-author: J. Umamaheswari.	-
G. Radhamani(2012), A Hybrid approach for DICOM Image segmentation using Fuzzy Techniques, <i>International Journal of Fuzzy Logic Systems</i> , July 2012 Vol.2, No.3, pp.51-58. Co-author: J. Umamaheswari.	1.51
N.Sudha Bhuvaneshwari(2012), Efficient Message Passing in VANET Using Message Handling Algorithm and LTA, MNA Agents, <i>International Journal of Scientific and Research Publications</i> , ISSN-2250-3153, October 2012 ,Volume 2, Issue 10.	0.69
S.Umamaheswari, K.N.Sandhya Sarma(2012), A Powerful Protocol for Electronic - Voting using a HYBRID Crypto Realm”, <i>International Journal of Computer Science and Technology</i> , Vol. 3, Issue 3, July – September.	-
S.Umamaheswari, K.N.Sandhya Sarma(2012), A Prolific Principle for Highly Immune E-VOTING conformity by using mixed cryptographic approach, <i>International Journal of Engineering Research & Technology (IJERT)</i> , Vol. 1 Issue 6, August.	1.76
Vimalanathan P, R Srividhya(2012), A Survey: On	-

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generation of Wireless Telephony Technology, <i>International Journal of Computer Technology & Applications</i> , July-August 2012 Vol 3(4), 1467 - 1470.	
Vimalanathan P, R Srividhya, Manoj T.H, A Santha Rubia(2012), Secured way of Encrypted message Transmission using Audio file, <i>International Journal of Computer Technology & Applications</i> , July-August 2012, Vol 3(4), 1463 - 1466.	-
Dr.K.K.Ramachandran 1.The First Bridge:School to college 2. Managing Market Competitive Strategy successfully :An Empirical testing of successful generic strategy implementation leading to product quality and customer satisfaction. 3. customer perception on online services.	-
S.Brindha 1. A study on Job Performance of nurses at multi speciality hospitals in Coimbatore. WIDE Spectrum March – 2013 (ISSN 2250 – 2815) 2. Job Stress among women employees working in call centres in Coimbatore. WIDE Spectrum April – 2013 (ISSN 2250 – 2815)	-
Dr.S.Kavitha “The Effect of Capital Structure and its Impact on the Profitability of the Micro, Small and Medium Enterprises (MSMEs)- An Empirical Study” in WIDE Spectrum Research Journal , vol-1, No.5,December, 2012. ISSN 2250-2815.	-
R.Jayanthi Awareness of corporate social responsibility activities of selected FMCG companies among consumers in Coimbatore city A study on awareness and public receptivity towards health insurance products of ICICI Prudential Life Insurance company in Indian Journal of Research, PARIPEX, Vol.I Issue-12, Dec’12 (ISSN-2250-1991)	-

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14. Internal resources generated:

Three numbers of Binocular Microscope

15. Honors/Awards to the faculty:

- GRD Institute of Management was awarded with 'B-SCHOOL LEADERSHIP AWARD' for Best Management Institute in India, by World Education Congress in the 'GLOBAL AWARDS'(For Excellence in Education, Leadership & Teaching), held on 29th & 30th June, 2012 at Hotel Taj Land End, Mumbai.
- Ms. K. Mohanaranjani completed her PGIBO from IGNOU and has been awarded Gold Medal for ranking FIRST in the respective university examination.
- Mr.R.Muthukrishnan Awarded as the "Best Faculty" on September 05, 2013 by Akshya College of Engineering, Coimbatore.

16. Details of departments getting SAP, COSIST (ASSIST)/DST.FIST, etc. assistance/recognition:

Nil

17. Community services:

1. Joy of Giving-FESTIVAL OF PHILANTHROPY

- Engaged people through acts of giving – money,time,clothes,books and other resources to the needy people on 25.10.2013
- Orphanage Visits – Students spent hours together in conducting activities like games, dance, singing songs etc., in the orphanages at Neyam, Kuttaiyur, M.K. Pudur, Karamadai, Coimbatore, Udavum Karangal (Sontham), Bharathiar University, Mercy Home, Avinashi, Aashraya Orphanage Home, Vadavalli, Coimbatore.
- Department of Social work conducted a rural camp during January 5th to 11th 2013 at Vellanaipatti
- Geo Green Computing Club – World Zero Emission Day (Vehicle's emission checking)

2. Joy of Giving: A Team of five students from II year MBA involved in the following activities in this program during July, 2012.

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- Gifted dress materials to new born babies at Government Hospital, Coimbatore.
- Provided drawing and story book and abacus tools to the children of 10 to 15 years old admitted in Government Hospital, Coimbatore.
- Tree saplings were given to the students of Govt. Girls Hr.Sec. School, SBOA School and to some of the households of RS Puram.
- Donated old cloths, books and toys to a Charity Trust.

18. Teachers and officers newly recruited:

The following new members were inducted during the year: 2012-2013

Sl.No.	Name of the Staff	Department	Date of Joining
1	S.Monisha	Biotechnology	09.06.2012
2	G. Jayaprabha	Biotechnology	06.02.2013
3	Mrs.S. Sumithra	Commerce	04.06.2012
4	Mrs. T. Christy Chanchu	Commerce	07.06.2012
5	Mr. S. Sivaraman	Commerce	18.07.2012
6	Mr. B. Sivakumar	Commerce	05.12.2012
7	Dr. R. Renuga	Commerce	05.12.2012
8	Mrs. S. Srimathi	Commerce	09.01.2013
9	Ms. S.Angel	Computer Science	23.04.2012
10	Ms. J.P.Nandhinishree	Computer Science	02.05.2012
11	Ms. S.Kalaivani	Computer Science	05.09.2012
12	Ms. V.Vasuki	Computer Science	28.11.2012
13	M.Chithra	Social Work	02.07.2012
14	A. Asha Rani	Social Work	21.09.2012

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19. Teaching – Non – teaching staff ratio: 160 : 114

20. Improvements in the library services:

- J- Gate Online database and resources are available to all MBA students.
- Soft copy of revised syllabi and University question papers of previous year made available to all departments.

21. New books/journals subscribed and their value:

Library	No. of Books	Amount Rs.	No. of journals/periodicals	Amount Rs.
Main library	380	43646.75	104	133440
GRDIM	2492	1031704	71	150651
GRDSCIB	659	2,42,849	18	19277

22. Courses in which student assessment of teachers is introduced and the action taken on student feedback:

Feedback from students is collected at the end of each semester on the subjects handled by every individual faculty. The feedback is based on the parameters such as Teaching ability and Effectiveness, Teaching method and approaches, Rapport developed with the students, Discipline etc.,

Based on the above parameters, the students are asked to respond on the teaching performance of the faculty, by giving the rating from poor to outstanding coded with 1 to 5. The responses from the students are analysed and inferences are drawn. Based on the inferences an action plan is prepared to appreciate and improve the teaching ability of each and every individual faculty

23. Unit cost of education:

Expenditure	: Rs. 11,16,74,066
No.of Students	: 2977
Unit Cost	: Rs. 37,512.28

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

The entire system of administration is computerized in terms of dealing with database and documentation, stores and purchase, office and accounts, student admission, relations and communication.

Experts from Industry and Academia are included in the Board of studies and Academic Council of the respective courses. The ISO certification system of the Institution facilitates the complete maintenance of documentation and quality of the system.

The Controller of Examination section effectively manages the conducting of Term End Exams, Evaluation and Issues of results in online on time. The degree certificates will be issued by the Bharathiar University.

25. Increase in the infrastructural facilities:

- Digitalized library
- Office Automation & Specialized Equipment Support
- An audio-visual room allotted in the first floor.
- Computers, scanners and net connectivity in departments
- Sony HDV Cameras (HVR – 1, Z5, Z7)

26. Technology upgradation:

- The following were added with the existing resources of the institution:
Additional DLP projectors, Computer Systems, Laptops.
- “Edumanager” software was introduced to automate all the academic activities of the college.
- Created an account in Google application for staff members.
- Upgraded internet connection up to 8 MBPS.
- Software collection included: Adobe CS3 Master Collection 3D Studio Max 2009 & 2010 Version

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

There are ten computer labs in our institute in all departments. Internet facility is available in the whole campus through Wi-Fi and LAN with 35 MBPS 1:1 Fiber leased line Internet Access and this facility is available to all the faculty members and students. Office staff were trained to use computer applications effectively. Institute has EDUMANAGE software for various academic activities of the institute. EDUMANAGE featured with online attendance and online internal assessment. Every year in the beginning of the academic session, new faculty members have been provided orientation on EDUMANAGE software.

28. Financial aid to students:

- Free education for meritorious students
- Free education for sports students
- Free hostel facilities to sports students

29. Activities and support from the Alumni Association:

- Contribution of ideas regarding content in curriculum development.
- Induction meeting
- Contribution in placements
- Contribution for social activities
- Counseling students in making career choice
- Assistance in organizing Industrial visits.
- Providing suggestions regarding co-curricular activities and the best practices in the institution.

30. Activities and support from the Parent - Teacher Association:

The Institution believes in a strong interaction between teachers and the parents. At least once a year, a formal parent-teacher's meeting is held. Besides this, at various formal and informal levels, the teachers are in contact with the parents. For students having irregularities in attendance, the teachers get in touch with the parents. The parents of those students who are likely to go into the defaulter's list, are informed in advance by personal meeting and their wards are given a chance to improve, so that their terms can be granted. For any misbehaviour / misconduct, the Principal meets the guardian / parent before taking any strict disciplinary measures. This helps to maintain discipline, with the humane approach that is required. There is also a Parents Teachers Association set up to receive feedback from the parents and to involve them in the growth of the College.

31. Health services:

- Insurance cover for faculty members and students
- Blood donation camps.
- Supply of free medicines
- Providing first aid services.

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32. Performance in sports activities:

EVENT	TROPIES WON	Rank
BADMINTON (Men)	Bharathiar university intercollegiate Tournaments	IV
BADMINTON (Women)	Bharathiar university intercollegiate Tournaments	IV
BASKETBALL (Men)	Bharathiar university intercollegiate Tournaments	I
TABLE TENNIS(Men)	Bharathiar university intercollegiate Tournaments	II
FOOTBALL (Men)	Bharathiar university intercollegiate Tournaments	IV
BASKETBALL (Men)	Karunya university Trophy Tournaments	II
BASKETBALL (Men)	State level Chettinadu Trophy Tournaments – Karur	II
BASKETBALL (Men)	PSN Trophy Tournament-Tirunelveli	III
BASKETBALL (Men)	All India level Jain Trophy Tournament-Bangalore	IV

33. Incentives to outstanding sports persons: Nil

34. Student achievements and awards:

- II MSW & I MSW students won III prize of Rs.1000 cash award in Street Play competition conducted by PSG College of Arts and Science, Coimbatore.
- I & II MSW Students won Overall Trophy in ALTUS conducted by Madras School of Social Work, Chennai.

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MBA:

S.No	Date	Event	Participants
1	04-10-2013	Students Management Game AIMA, New Delhi, IV Place in the South Zone level	1. Kesav Kishore 2. Nithin Jayan 3. Sathyan S 4. Adhipan J
2	02-03-2012	Coimbatore Management Association & GRD Award Best Management Student Award	Sundeeep Parakulangara
3	08-09-2013	Best Paper Presentation Life Insurance Corporation I prize	Sundeeep Parakulangara
4	02-03-2012	Best Swadeshi Manager Award Krishna Institute of Management I Prize	1.K.S.Navin
5	01-03-2013	Best Manager Guruvayurappan Institute of Management I Prize	1.M.Mythili
6	01-03-2013	Best Management Team Guruvayurappan Institute of Management I Prize	1.Keshav Kishore 2.Nithin Jayan 3. Alisha Moosa 4. Sharmila B
7	01-03-2013	Systems Game Guruvayurappan Institute of Management II Prize	1.Sathyan S 2. Deepak V
8	01-03-2013	Marketing Team Guruvayurappan Institute of Management III Prize	1.Aiswarya Raj 2. Elsa Shaji 3. Saroj Priya 4. Sharmila B
9	01-03-2013	Finance Team Guruvayurappan Institute of Management III Prize	1. Nibin Selvan 2. Jagadheeshan Adhipan
10	15-03-2013	Off – Beat (Intra-Collegiate competition) Dr.GRD College of Science, Coimbatore III Prize	1.Gayathri 2.Waseem J Niwaz 3.Iswarya.S 4.Karthik N 5.Lakshmi Ajay A 6.Nithin Jayan 7.Navin KS 8.Ramprakash.K 9.Ranjith K 10.Tessla D

35. Activities of the Guidance and Counselling unit:

The goal of the Guidance and Counselling Service is to support students in their personal, educational and career development by providing an understanding and caring service for students. Majority of the students lack a sense of direction, a sense of purpose and a sense of fulfillment and indulge in destructive activities, which lead to social damage and loss. Adequate guidance and counseling facilities is the only answer to help and guide the youth to worthwhile channels and help them realize the goals of optimum academic, personal and social development. Students are actively encouraged and above all are most welcome to use the Guidance and Counselling Services throughout the year.

Counselling to students is done by the Class-Tutors whenever the need arises. The class Tutor and the Faculty members identify the students who require counseling and they carry out with respect to the situation. In the case of external support the student may be referred to the Counseling and Guidance Cell functioning in the college.

36. Placement services provided to students:

Considerable attention and effort are devoted to secure placements for the students through campus interviews as well as to arrange recruitment opportunities at major metropolitan centers. A lot of students are working outside India.

The list of placement details is as follows:

Course	No of students placed	No. of students opting for their own Business	No. of students Pursuing Research	No. of students opting for higher studies
M.Sc (BT)	1	-	1	1
B.Sc(BT)	-	-	-	7
MBA	25	22	-	2

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Major Recruiters:

- Career Net Consulting, Bangalore
- Tech Mahindra
- Peol Solutions, Bengalooru
- Tata Consultancy Services, Chennai
- Cognizant Technology Services, CBE
- DNeers Services, CBE
- Wipro Technologies, Chennai
- Binarch Info Solutions, Chennai
- Hewlett Packard, Chennai
- iGate Software Services, Chennai
- Acheron Technologies, Hyderabad
- ZekaTechnologies,Chennai & DoxifyyTechnologies, Hyderabad
- IBM – BPO
- Syntel Technologies, Chennai
- AEE BEE Academy
- KGISL – BPO
- Velan Infotech
- Café Cofee day
- Neeyamo
- Versatile information
- Kuehne Nagal
- CG VAK
- Mc Donald
- Snap Deal
- ICICI Securities
- BNP Paribas
- Hi design
- Citi Bank, Coimbatore
- Citi Bank, Dubai
- TCS
- Northern Trust Bank
- Ford
- IBM Technologies
- Wipro Technologies
- Federal Bank
- Achilles India Pvt Ltd, Mumbai

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- Career net
- Hi- Design, Bangalore
- Landmark, Mumbai
- FSS Solutions, Chennai
- Stanley Boutique, Coimbatore
- Adecco- Fashion Louis Philippe

37. Development programmes for non-teaching staff:

- Training on Edumange Software is given to non teaching staff to update staff & students database.
- Training on MS office is given to the non teaching staff.
- Orientation on E-mailing for all non-teaching staff members. (26.07.2013)

38. Healthy practices of the institution:

- Exposure through various events
- Interaction with top professionals from various sectors
- Mentoring/ counseling by the professionals.
- Soft skill development.
- Career planning for the job aspirants.
- Inculcating the spirit of responsibility towards the society

39. Linkages developed with National/International, academic/ Research bodies:

- 1.The South India Textile Research India Association, Coimbatore.
2. Life Teck Research Centre, Chennai
3. Indian Institute of Chennai, SAIF Department, Chennai
4. Sargam Laboratory Pvt. Ltd., Chennai
5. Sri Ragavandra Biotechnologies Ltd., Bangalore
6. Dalmia Center for Research and Development, Coimbatore
7. Sargam Metals Private Limited, Chennai

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8. Indian Council of Forestry Research and Education, Coimbatore
9. University of Rajasthan, Department of Chemistry, Jaipur
10. All India Institute of Medical Science, Electron Microscope Department Delhi
11. PSG College of Technology, Coimbatore
12. Madurai Kamaraj University, School of plant Biology, Madurai.
13. Oncophyta Labs, Madurai, India
14. University of Wurzburg, Department of Botany, Wurzburg.

40. Any other relevant information the institution wishes to add: Nil

Part C: Detail the plans of the institution for the next year:

- To improve the quality of education by introducing value based courses for the students
- To improve research activities
- To write effective proposals for obtaining funding
- To conduct short term course on “change management” by inviting an International faculty.
- Encouraging faculty to undergo training and courses of workshops offered in industry.
- Enhance and introduce the corporate culture during the collegiate education itself.
- Conducting workshops / seminars on high end technologies to be on par with the growing professionals.
- Encouraging entrepreneurship activities by participation, organizing sessions and interactions.
- Improving consultancy activities to companies.
- Conducting conferences at National and International levels.