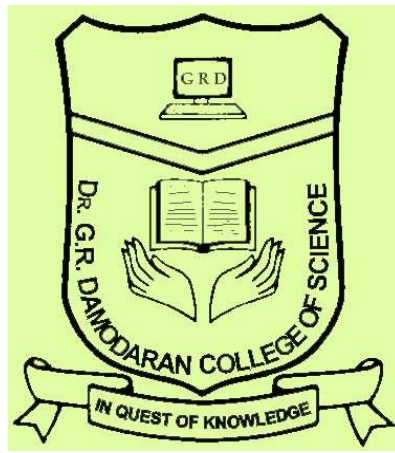


ANNUAL QUALITY ASSURANCE REPORT(AQAR) OF THE IQAC

2009-2010



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

Name of the Institution: Dr. G R Damodaran College of Science,
Coimbatore – 641 0 14

Year of Report: 2009 – 2010

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 reconstituted IQAC as per UGC guidelines at the beginning of this academic year. The IQAC includes members of the staff who are actively involved in the planning and execution of different activities. 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.

The following plan of action was chiseled out for the academic year 2009-2010.

- To keep up with the vision and mission of the Institution.
- To submit considerable number of proposals to the central funding agencies like UGC, DBT, DST for major and minor research, CSIR and DRDO projects, to conduct seminars/conferences & workshops.
- To conduct faculty development programme for the teachers so as to enable the quality enhancement among the faculty members.
- To intensify the development of curriculum updation and syllabi designing.
- The departments have to organize guest lectures, inviting experts and eminent scholars of the respective subject so as to keep the students updated in their relevant subject.
- National level/ International level conferences/workshops to be organized.
- The faculty members guiding PG projects would be advised to write proposals to Tamilnadu State Council for Science & Technology to receive grants for the PG project.

- To motivate the staff members to publish their research findings in standard journals.
- Departments to arrange field visits/ Industrial visits for the students appropriately
- To arrange for MOUs with subject relevant industries/organisations and institutions.
- Reconstitution of Boards of studies based on subject requirement/industry needs.
- Introduction of new certificate courses for both undergraduate & post graduate students of the College.
- Further development of infrastructure & learning resources.
- To elevate the regular activities of NSS, YRC and RRC of the College.
- More concentration would be given to the training of students in sports related activities.
- Training the students in soft skills.
- Development of Infrastructure and learning resources.
- To monitor the students progress effectively and to facilitate their employment or higher studies in a timely manner through supportive activities.
- To organize alumni meetings effectively.
- To organize extracurricular activities in the campus like exhibitions, model making, cultural programmes etc.
- IQAC to hold periodic meetings to take stock of the progress in respect of the Quality management agenda.

Part - B

1. Activities reflecting the goals and objectives of the institution

Dr. G. R. Damodaran College of Science, within a span of decade and a half since its establishment in 1988 has registered exceptional growth and gained wide recognition including reaccreditation at the “A” grade level by the NAAC in the year 2009. The effectiveness of the College’s systems and procedures for quality focus, monitoring and sustenance has been attested by the certification under ISO 9001:2008. The College was granted autonomy by the UGC in 2004-2005 enabling to design its own innovative programmes, curricular and evaluation system. Starting with 27 students in 2 UG programmes in 1988. The college now has 2654 students comprising of 1712 UG, 881 PG, 30 M. Phil and 31 Ph.d programmes leading to the degrees of Bharathiar University in Management, Computer Science, Information Technology, Social Work, Biotechnology, Biochemistry, Microbiology, Visual and Mass Communication, Commerce and International Business. The college is distinguished by its excellent infrastructure, the quality of its teaching and professional preparation and its unmatched promotion of all aspects of all round advancement of students. Students have opportunities for simultaneously acquiring additional career oriented skills/qualifications through add-on courses of the College and the programmes of the IGNOU study centre at the campus. The IGNOU GYAN VANI FM RADIO (COIMBATORE) STATION is managed and operated by the college. All the students are encouraged and provided opportunities to become computer and internet conversant and to appreciate the potentials of the IT interface of their disciplines.

2. New Academic Programmes initiated(UG and PG) during 2009-2010:

S. No	Programme	Title of the Course	Year of Commencement
1	UG	B. Com CA – B – (additional section)	2009

3. Innovations in curricular design and transaction during 2009-2010:

The advent of autonomy has enabled the college to open up the curricular front and make large number of productive thrusts towards purposeful and effective education. The highlights of the curricular innovations for the year 2009-2010 are as follows:

Course	Innovation
B. Com (CA)	Papers on Grid Computing and Domain Specific Electives were introduced
MSc(CS)	Papers on Web Services and Grid Computing were introduced
MSc(IT)	Papers on Open Source Software and AJAX Programming were introduced
B. Sc (Biochemistry)	Skill Based Subject was introduced.
B. Sc (Biotechnology)	Major revisions made in the scheme and syllabus in all the semester. Introduced core, allied, Elective subjects like: Bioinformatics, Clinical Biotechnology, Nanobiotechnology, IPR and patenting, Industrial Chemistry, Applied Chemistry, Plant Biochemistry. Skill Based subjects were introduced are Training in clinical Biochemistry/ Hospital Management Course in Basic Computer Application/ Computer language, Research methodology, Training in Networking / Multimedia were introduced. Number of practical component in the curriculum was increased to 40%
M. Sc (Biotechnology)	Major revision was made in the scheme and syllabus in all the semesters Core and Elective subjects. Nanobiotechnology and Protein engineering Cell signaling subjects were introduced. Electives subjects were grouped under 3 specializations with 3 subjects each.
B. Sc. Visual Communication	Papers on Audio Production, Integrated Marketing Communication, Script Writing, New Media and Society, Street Theater in South India, Introduction to Visual Design (Theory and Practical) were introduced Advertising I & II were clubbed together to form the subject Advertising with new content.
Master of Journalism and Mass	Changed the nomenclature of papers: Advertising and Public Relations Specialization – Introduction to Corporate Relations, Advance Corporate Relations, Event Management and

	Apprenticeship in Corporate Relations New papers introduced in Multimedia Specialization: Multimedia tools and Applications, Sound and Video Editing, Internet and Web Design, Digital Animation and Modeling, Interactive Graphics, Multimedia and Post production
MBA	Nomenclature of the subjects Summer Internship and Major Projects were changed as Internship Training and Winter Placement Project. Management of Environment and Total Quality Management were introduced as new Self study papers.
B. Com, B. Com [CS] B. Com [CA], B. Com[E. Com] B. Com [AM]	Introduced Mini Project
B. A. English for Global businessContext	Passed new curriculum.

4. Inter – disciplinary programmes started: Nil

5. Examination reforms implemented:

- In the academic year 2009-2010 the grading system as per the Choice Based Credit System (CBCS) proposed by the State Government of Tamilnadu was finalized in the Eighth Academic Council Meeting.
- Project split up was changed from 80 CA and 20 term end to 20 marks CA and 80 marks term end =100 marks to strengthen the research orientation of project work
- MCQ online examination was introduced for all subjects and scaled to 5 marks in CA.

6. Candidates qualified: NET/SLET/GATE etc.

The following faculty qualified NET exam in the academic year 2009-2010.

S. No.	Name of the Staff & Department	Cleared	Year
1	G. Radha Department of Visual Communication	NET	2009
2	D. Anbu Geetha Management Sciences (UG)	NET with JRF	2009

7. Initiative towards faculty development programmes: Faculty members representing all the departments have taken up faculty development programme as follows:

S. No.	Name of the faculty members	Department	Programme Details
1	K. Pavithra	Biochemistry	UGC sponsored Refresher Course in Life Science conducted by UGC academic Staff College, University of Kerala from 18-12-2009 to 29-12-2009.
2	G. Karthikeyani	English	Attended an Orientation Course conducted by UGC Academic college, Bharathiar University
3	G. Karthikeyani	English	FDP on Teaching to the teachers and Research to the Researchers, conducted by Dr. GRDCS
4	D. Joel Charles	English	FDP on Promoting Entrepreneurship in Educational Institutions, conducted by Dr. GRDCS
5	D. Joel Charles	English	FDP on preparation of testing tools for language communication at UG Level, conducted by Bharathiar University
6	D. Joel Charles	English	Teacher Support programme for the BEC by British Council, Chennai
7	K. Prabha	English	Teaching to the teachers and Research to the Researchers, conducted by Dr. GRDCS
8	Mrs. V. Abirami	Management	FDP Organized by GRD Entrepreneurship Development Cell on a topic "Entrepreneurship Teaching and Curriculum Development" from 16 th to 23 rd December, 2009.
9	Mr. Sundaeswaran T.	Management	Faculty development program on entrepreneurship teaching & curriculum development at GRD college of science, Coimbatore (16 th – 23 rd Dec 2009)

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10	Ms S. Brindha	Management	One day faculty program on emerging paradigms in Indian business education at Dr. NGP Business school on 30th Dec 2009
11	Ms. R. Jayanthi	Management	Faculty development program on entrepreneurship teaching & curriculum development at GRD college of science Coimbatore (16 th – 23 rd Dec 2009).
12	Mrs. S. Kavitha	Management	Faculty development program on entrepreneurship teaching & curriculum development at GRD college of science Coimbatore (16 th – 23 rd Dec 2009).
13	Mrs . A. Sarasu	Management	Faculty development program on entrepreneurship teaching & curriculum development at GRD college of science, Coimbatore (16 th – 23 rd Dec 2009).
14	Dr. R. Suganthi	Biotechnology	Faculty development program on entrepreneurship teaching & curriculum development at GRD college of science, Coimbatore (16 th – 23 rd Dec 2009).
15	Dr. J. Fathima Benazir	Biotechnology	Faculty development program on entrepreneurship teaching & curriculum development at GRD college of science Coimbatore (16 th – 23 rd Dec 2009).
16	Dr. C. S. Shobana	Microbiology	Faculty development program on entrepreneurship teaching & curriculum development at GRD college of science Coimbatore (16 th -23 rd Dec 2009).

17	Mr.V. Padhmanabhan	Management	Attended FDP at Rishikesh on topic "Entrepreneurship Awareness Programme in Jan 2010 to Feb 2010 (10days).
18	V. Manju Bashini	School of Information Technology & Science	Faculty Development Program in Datamining using Polyanalyst and Matlab.
19	M. Prabhavathi	School of Information Technology & Science	Faculty Development Program in Datamining using Polyanalyst and Matlab.
20	Mrs. S. Prasanna	School of Information Technology & Science	Faculty development program on entrepreneurship teaching & curriculum development at GRD college of science Coimbatore (16 th – 23 rd Dec 2009).

8. Total number of seminars/workshops conducted:

A total of 120 seminars/workshops/ conferences were conducted during the academic year 2009-2010. The details are as follows:

School of Biosciences

S.No.	Date	Programme
1	30, June 2009	Guest lecture on Gene Cloning - with reference to Indian scenario
2	3, September 2009	Guest lecture on opportunities in Biotechnology abroad
3	7, September 2009	One day guest lecture on "Pheromone Biology"
4	29, September 2009	Workshop on Developments of Science and Technology in Coimbatore for teachers
5	19-20, October 2009	National level seminar on the Role of Siddha and Ayurveda in geriatric health. Sponsored by Department of AYUSH, Ministry of Health and Family Welfare, Govt. of India.
6	20, January 2010	Training programme on Molecular Techniques for Biology students.

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7	22, January 2010	BIO FOCUZ – Science Training Programme for School Students
8	22, January 2010	Workshop on "Staining techniques"
9	29, January 2010	Workshop on "Molecular techniques"
10	29, January 2010	Health and Hygiene Awareness Programme for the residents of Rawathur Village, Coimbatore District.
11	8, February 2010	Guest lecture on “Proteomics and recombinant antibody in agricultural biotechnology”
12	8, March 2010	Guest Lecture: Techniques in Biomarker Discovery by Dr. Nandhakumar, Scientist R & D, Biorad, USA
13		Science Day Celebrations
14	11, March 2010	Inaugural Address: Introduction to Clinical Research and Importance of GCP by Mrs. Nagalakshmi Anantha Padmanaban, CEO, Consortium Clinical Research, Coimbatore.
15	12, March 2010	Seminar on “Intellectual property rights”
16		National Seminar on Microbial Diagnostics
17	18, March 2010	Inaugural Address: Dr. A. Anand, School of Biosciences and Technology, VIT, Vellore.
18	19, March 2010	Workshop on Standards for Food and Water Quality Examination.
19	26, March 2010	Workshop on Analysis of DNA polymorphisms by PCR Based Techniques
20	27, March 2010	One Day Workshop on “Statistical Package for the Social Sciences (SPSS)”
21	31, March 2010	One Day National Seminar on “Human Pathogens”
22	19 May – 2 June 2010	Summer Workshop on “Mastering Techniques in Biotechnology”

School of IT & Science

23	1-7-09	Seminar on Linux Operating System
24	1-7-09	Seminar on Demo ON CONNECT 4M
25	11-7-09	Seminar on Opportunities in Higher education
26	15-07-09	Seminar on Personality Development
27	17-07-09	Seminar on Recent Trends in IT sector
28	17-07-09	Seminar on Digital signal processing
29	24-07-09	Seminar on HIV Awareness programme
30	25-07-09	Seminar on Motivation
31	25-07-09	Seminar on Enterprise computing and open source
32	1-8-09	Seminar on IT scenario - Industry's Expectation
33	6-8-09	Seminar on Growing as an Entrepreneur
34	10-8-09	Seminar on Software as Service
35	21-08-09	Seminar on Crazy Mind
36	27-08-09	Seminar on Higher Studies Abroad
37	3-09-09	Seminar on Preparing yourself for Corporate World
38	05-09-09	One day workshop on MAT LAB - A tool for research
39	07-09-09	Workshop on Troubleshooting Human ware
40	07-09-09	Seminar on Potential Opportunities in Hospitality Industries
41	16-09-09	Seminar on Career in Oracle Administration
42	19-09-09	Seminar on Career in Education - Stepping Ahead
43	24-09-09	Seminar on Recession and its impact on IT
44	19-12-09	Seminar on Automata theory
45	05-01-10	Seminar on Mobile Phone Manufacturing Technology & Training

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46	13-1-10	Seminar on Assembling and Troubleshooting
47	19-01-10	Seminar on Research Methods in Information, Communication Technology
48	20-01-10	Seminar on Global Education
49	29-01-10	Seminar on Opportunities in Certification courses (IT Oriented)
50	30-01-10	Seminar on Effective Communication
51	06-02-10	Seminar on Emerging Trends in Nano Technology
52	11-02-10	Seminar on Distributed Computing - A Journey
53	12-2-10	Seminar on Higher Education - Overseas
54	01-03-10	Seminar on Self Esteem
55	06-03-10	Seminar on Data Mining- Opportunities & Challenges
56	08-03-10 & 09-03-10	Two day workshop on Python as a Scientific and Engineering Tool Kit
57	18-03-10 & 19-03-10	Two day Lecture workshop on research paradigms in communication and data engineering, Indian Academy of Science, Bangalore. & Indian National Science Academy, New Delhi. & The National Academy of Science, India, Allahabad.

Management Sciences (UG)

58	14. 7. 2009	Inauguration of Exe-XL management association
59	16. 7. 2009	Workshop on "ON-LINE" Trading-Session- I
60	31. 7. 2009	Guest lecture on "Cyber Crime"
61	1. 8. 2009	Workshop on "Tally"
62	4. 8. 2009	Workshop on "ON-LINE" Trading-Session- II
63	22. 8. 2009	"E-Carnival"
64	10. 9. 09	Intra collegiate General quiz
65	5 and 12/10/09	Personality development programme for II BBM students

66	11/9/09 14/09/09	and	Personality development programme for III BBM students
67	30. 12. 09		Guest lecture on banking sector – I,II, III BBM.
68	8. 1. 10		Guest lecture on Issues in HR– I,II, III BBM
69	27,28 Jan 2010		Brand expo with business quiz I,II, III BBM
70	23-02-2010		Workshop on Personality Development -(1 ST BBM)
71	25-02-2010		Placement Orientation(3 RD BBM)
72	22-03-2010 TO 24-03-2010		Workshop on Team Building and Communication Skills (1 ST and 2 ND BBM)
73	29-03-2010 TO 31-03-2010		Entrepreneurship Awareness Camp
74	03-04-2010		Valedictory Function - EXE-XL – UG Management Association

School of Commerce and International Business

75	31. 07. 2009 & 01. 08. 2009	CEO's Words Series - "Idea Management, Brand Studies"
76	28. 08. 2009	CEO's Words Series - "Career Prospects in Retail" & Strategic Resource Management in Retail"
77	4. 11. 2009 & 5.11. 2009	International Conference on " International Marketing in Asia Pacific - Issues and Challenges"
78	07. 01. 2010	"I-Dare" " Entrepreneurship"
79	11. 01. 2010	Business Line Club Lecture Series - " Shifting Shapes : The New Meaning of Brands'
80	10. 02. 2010	10th Episode of HORIZON - 2010
81	23. 02. 2010	CEO's Words Series " What Cricket can teach us"
82	01. 03. 2010	Business Line Club Lecture Series - " Business, Economics,
83	10. 03. 2010	CEO's Words Series " UK Economy and Business Relations with INDIA"

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84	16. 03. 2010	"I-Dare" " Entrepreneurship"
85	17. 03. 2010	CEO's Words Series " Globalization"
86	24. 03. 2010	CEO's Words Series - " Education today in UK"
87	31. 03. 2010	One Day National Level Conference - E- Commerce & IT's Impact on Business Productivity
88	01. 04. 2010	One Day National Level Conference -)India's Foreign Trade – Challenges And Opportunities)In The Era Of Post Liberalization"
89	07. 04. 2010	One Day National Level Conference - Opportunities and challenges in rural marketing

GRD Institute of Management

90	15-07-2009	Workshop on Application of SPSS in analyzing Research Project.
91	16-07-2009	EDC Organized Business plan and Business Quiz
92	28-08-2009	Work Shop on “Out of Home Advertising”
93	8. 9. 09	One day national seminar on innovating TQM strategies for SMEs
94	09. 01. 10	Seminar on Management Thoughts for present day Managers, Dr. B. Illango, Former Vice Chancellor, Bharathiar University.
95	29-01-2010	Consumer Awareness Programme at Ravathoor
96	22-03-2010	CSR – Rally on Environmental Awareness and Tree Planting; Collaboration with KEAS Control System, Coimbatore

School of Communication

97	10/07/2009	Workshop - Digital Film Making - K. Harini, Cinematographer, Mumbai Film
98	19/08/09	Workshop – Theyyam Mr. Lakshmanan, Kerala
99	17/09/2009	Workshop – Puppetry - Mrs. Seethalakshmi & Troupe, Chennai
100	05/01/2010	Workshop - Street Theatre - Mr. Koumarane & Co, Indianostrum
101	20/01/2010	Workshop - Digital Film Making - Mr. Leenus Kanoth, Short Film Maker, Kerala
102	29/01/2010	Workshop – Acting - Mr. Thambi Cholan, Koothupattarai, Chennai
103	05/02/2010	Workshop - Documentary and Short Film Making - Mr. R. R. Srinivasan, Director, Chennai
104	19/02/2010	Workshop - Short Film Making - Mr. Arunmozhi, L. V. Prasad Studio, Chennai
105	23/02/2010	Seminar - Aesthetics of Film - Mr. Babu Ramasamy, CBFC, Chennai
106	26/02/2010	Seminar Production Management - Mr. R. N. Subramaniam, Admin Head, L. V. Prasad Studio, Chennai
107	03/03/2010	Seminar - Live Recording - Mr. Srinivasa Moorthy, Sound Engineer, L. V. Prasad Studio, Chennai

School of Social Work

108	04/09/ 2009	guest lecture by Mr. Johnson, on Mental Health
109	11/07/ 09	Guest lecture by Mr. Lakshmansamy, on “Social implications of Disability Management”
110	11/08/ 09	Guest lecture by Mr. V. Sukumar, Mnemonics on “Learning Disabilities”
111	21/08/09 & 22/08/09	A two day National seminar on “HR Trends in the Post Recession Milieu”
112	01/09/09	Guest Lecture on “Industrial Relations” by Mr. Bhuvaneshwaran, Advocate.
113	29/09/09 & 30/09/09	Workshop on “Cash course on Psychotherapy” conducted by Mr. Ravi Samuel, Psychotherapist.

114	08/01/10	Guest Lecture on Role of Social Worker in protecting the Environment by Mr. Dharmalingam Venugopal
115	09/01/10	Guest Lecture on Schizophrenia- Dr. Ravishankar Consultant Psychiatrist, Krishna Nursing Home
116	12/01/10	Guest Lecture on Disaster Management by Dr. Madhavan
117	19/01/10	Workshop on "Proposal Writing" in SC)B (all - Dr. Sankara Narayanan, Director, NMCT
118	01/02/10	Seminar on "Leadership Qualities in New Millennium" by Mr. Pasupathi, Secretary, Coimbatore Productivity Council
119	02/02/10	Seminar -Mental Disorders in Children- Mr. Narendran, KRISH, Director
120	01/04/10	Seminar on "Stress free Interview" by Mr. Sri Rangan, HR Manager, Sakthi Finance Ltd.

9. Research projects:

The research projects were divided into sponsored research projects carried out by the faculty members, the Ph. D projects of the faculty members, the Ph. D and M. Phil projects of the research scholars. Apart from these the PG projects done by the students is excluded from here.

I. Sponsored Research /Extension Project – ongoing 2009-2010

S. No.	Project	Funding Agency
1	Production of vermicompost as an effective income generation activity for the rural population of virudhunagar district in Tamilnadu.	Department of Biotechnology, Govt. of India.
2	Income generation Mushroom cultivation and value addition by the rural women in Theni District of Tamilnadu	Department of Biotechnology, Govt. of India.
3	Entrepreneurship Development cell	National Science and Technology Entrepreneurship Development Board, Department of Science & Technology, Govt. of India.

4	DST – NIMAT project	National Science and Technology Entrepreneurship Development Board, Department of Science & Technology, Govt. of India.
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II. Ph. D projects of the faculty members:

S. No	Name of the Staff	Department	Topic & Name of the Guide	University
1	Dr. V. Kalaigandhi	Microbiology	Detection and Characterization of <i>Azotobacter</i> from Tondi Coast, South India; Dr. E. Kannapiran.	Alagappa University
2	Dr. P. Saravana Kumari	Microbiology	Studies on Production, Characterization and Applications of Biosurfactant from Soil Microbial Isolates; Dr.K.Mani	Bharathiar University
3	Dr. A. Revathy	Commerce	A study on Consumer perception and preference towards the sales promotion of washing soaps and detergents with reference to Coimbatore city under the guidance of Dr.K. K. Ramachandran.	Bharathiar University
4	Dr. RaviShankar. C	Commerce	A Study on effectiveness of trade shows – An empirical evaluation under the guidance of Dr.K.Ramasami.	Bharathiar University
5	Dr. S. Sarojini	Commerce	A study on role of sales force in Relationship marketing: Customer perspective - Under the guidance of Dr. M. Venkataraman.	Bharathiar University
6	Mr. G. Thamizhchelvan	Commerce	Marketing of Self Help Groups products under the guidance of Dr.R. Vijaya Kumar.	Bharathiar University

7	Dr. J. Fathima Benazir	Environmental Biotechnology	Studies on Culm Anatomy, Waxes, Fibre Characteristics and Molecular Characterization of a Sedge Cyperus pangorei used in Silk Mats of Pathamadai.	Manonmaniam Sundarnar University
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III PhD Projects of the Research Scholars (2009-2010)

S. No	Name of the scholar	Department	Topic & Name of the Guide	University
1	Ms. Karuna	Commerce	A Study on the customer perception preference and satisfaction towards online travel in Thrissur, Kerala. Under the guidance of Dr. K. K. Ramachandran	Bharathiar University
2	Ms. Chitrakala	Commerce	A Study on impact of celebrity endorsement towards brand choice with special reference to coimbatore city Under the guidance of Dr. K. K. Ramachandran	Bharathiar University

IV. M. Phil. Projects of the research scholars (2009-2010)

S. No.	Name of the scholar	Department	Topic & Name of the Guide	University
1	Anitha S	Microbiology	Antimicrobial activity of Acinomyces; Dr. R Vijayakumar	Bharathiar University
2	Indhra S	Microbiology	Immunology of Leptospiral infection; Dr. T. Viswanathan	Bharathiar University
3	Aruna S	Microbiology	Immunology; Dr. T.Viswanathan	Bharathiar University
4	Brinda M	Microbiology	Antifungal activity of drugs against <i>Fusarium</i> sp. causing mycotic keratitis; C.S. Shobana	Bharathiar University
5	R. Shobana	Management	A study on Service Quality of Selected restaurants in CoimbatoreCity; Mrs. S. Brindha.	Bharathiar University
6	T. Sangeetha	Management	A Study on Job Performances of Nurses at Multispecialty Hospitals in Coimbatore; Mrs.S. Brindha	Bharathiar University
7	Anusha Rani	Management	A study on Quality of Work life of Employees in Veston Fashion Tirupur ; Mrs. S. Brindha	Bharathiar University
8	P. Krishna Kumar	Management	A Study on Consumer Awareness and Preferences Towards Departmental Store Brands over the Competitors Brand in Coimbatore City; Mrs. A. Sarasu	Bharathiar University
9	Benny Godwin	Management	A Study on Perceptual Mapping on Brand Equity with Special Reference to Audi	Bharathiar University

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			Motors India; Mrs. A. Sarasu	
10	Nirmala Shiny	Management	A Study on Stress on Management Among Higher Secondary Teachers in Coimbatore Mrs.D . Anbu Geetha	Bharathiar University
11	P. R . Kannan	Management	A Study on the perception of Work life Balance Policies Among Employees of AKR textile; Mrs. D . Anbu Geetha	Bharathiar University
12	Arunkumar T	Biochemistry	Biodegradation of textile dyeing industry effluent and its influence on the growth of Vigna radiate; S. Kokila	Bharathiar University
13	Ms. Sudha. V	Commerce	“Performance of LIC housing finance in Erode District”	Bharathiar University
14	Ms. Rajarajeswari. K	Commerce	Customers satisfaction in ICICI prudential life insurance	Bharathiar University
15	Mr. Ganesh. G. K	Commerce	“A study on level of satisfaction of foreign tourists in India with special reference to Ooty”	Bharathiar University
16	Ms. Sangeetha.G	Commerce	“A study on consumer preference and sales promotional offers towards health drinks”	Bharathiar University
17	Ms. Jesena A	Commerce	“Problems and Prospects of Value added sea food export in cochin” Mr.A.Muruganandam	Bharathiar University September 2009

10. Patents generated, if any: NIL

11. New collaborative research programmes:

Collaborative research programme between the Department of Microbiology of the College and the Department of Microbiology, Faculty of Science & Informatics, University of Szeged, Hungary, was initiated in the year 2009-2010. This collaborative research was materialized through Aravind Eye Hospital and Post Graduate Institute of Ophthalmology, for sample collection & processing, microbiological analysis, molecular studies and joint research publications.

12. Research grants received from various agencies:

The continuation grants were received for the projects mentioned in item 9 I.

13. Details of research scholars:

I. List of faculty registered for Ph. D Programme during the year 2009-2010:

S. No.	Name of the Staff	Department	Name of the Guide	University
1	Ms. R. Gokila	Commerce	Dr. K. K. Ramachandran	Bharathiar University
2	Ms. Pa. Keerthi	Commerce	Dr. K. K. Ramachandran	Bharathiar University
3.	Y. Vijila	Socialwork	Dr. A. Ponnusamy	Bharathiar University
4	R. Jayanthi	Management	A Study on the awareness, Attitude and Attributions of CSR on the buying behaviour of consumers with special reference to college teachers.	Bharathiar University
5	S. Kavitha	Management	A Study on liquidity, solvency and Profitability of SMEs in Coimbatore District.	Bharathiar University

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6	S. Brindha	Management	A Study on Emotional Intelligence and Job Performance among nurses in multi Specialty Hospital at Coimbatore	Bharathiar University
7	T. Sundareswaran	Management	Investment pattern and risk perception among college teachers in Coimbatore city	Bharathiar University

II. List of Research Scholars registered for Ph.D. Programme during the year 2009-2010:

S. No.	Name of the	Department	Name of the Guide	University
1	Ms. Dayana Sajjanan	Commerce	Dr. K. K. Ramachandran	Bharathiar University
2	Saranya A (PhD FT)	Biotechnology	Dr. R. Suganthi	Bharathiar University
3	Nidhiya. K. A (PhD FT)	Biotechnology	Dr. R. Suganthi	Bharathiar University
4	Vijesh. V. V(PhD FT)	Biotechnology	Dr. R. Suganthi	Bharathiar University
5	Mr. S. Karthik	Computer Science	Mrs. K. Vanitha	Bharathiar University
6	Ms. M. Sharanya	Computer Science	Dr. T. Santha	Bharathiar University
7	Mrs. S. Soundari	Computer Science	Ms. A . Santha Rubia	Bharathiar University
8	Mrs J. Geetha	Computer Science	Mr. R. Boobathiraj	Bharathiar University
9	Yendrembam Randhir Babu Singh (Ph.D FT)	Microbiology	Dr.K.Paneer Selvam	Bharathiar University

III. List of Research Scholars registered for M.Phil Programme during the year 2009-2010

S. No.	Name of the Scholars	Department	Name of the Guide	University
1	Ms. Saranya S	Commerce	Dr. S. Dhanaraj	Bharathiar University, September
2	Mr. S. Karthik	Computer Science	Mrs. K. Vanitha	Bharathiar University
3	Ms. M. Sharanya	Computer Science	Dr. T. Santha	Bharathiar University
4	Mrs. S. Soundari	Computer Science	Ms. A . Santha Rubi	Bharathiar University
5	Mrs J. Geetha	Computer Science	Mr. R. Boobathiraj	Bharathiar University
6	Mr. D. Boopathy	Computer Science	Ms. R. Srividhya	Bharathiar University
7	Ms. G. Hemalatha	Computer Science	Ms. C. Divya,	Bharathiar University
8	Ms. P. Mary sriryin	Computer Science	Dr. G. Radhamani	Bharathiar University
9	Ms. S. Jamuna	Computer Science	Mrs. S. Uma Maheswari	Bharathiar University
10	Ms. R. Sasikala	Computer Science	Mrs. K. Vanitha	Bharathiar University
11	Gayathri. M	Communication	Radha. G	Bharathiar University
12	R. Shobana	Management	S. Brindha	Bharathiar University
15	Benny Godwin	Management	A. Sarasu	Bharathiar University
16	Anusha Rani	Management	S. Brindha	Bharathiar University
17	T. Sangeetha	Management	S. Brindha	Bharathiar University
18	P. Krishna Kumar	Management	A. Sarasu	Bharathiar University
19	Ms. Nirmala Shiny	Management	Mrs D. Anbu Geetha	Bharathiar University
20	Mr. P. R. Kannan	Management	Mrs D. Anbu Geetha	Bharathiar University
21	Ms. P. Jacqueline	Management	Mrs. V. Abirami	Bharathiar University,
22	Ms. M. Kavitha	Management	Mrs A. Sarasu	Bharathiar University
23	S. Akila	Biotechnology	Dr. Thayumanavan Tha.	Bharathiar University
24	Gifty Sara Thomas	Biotechnology	Dr. Thayumanavan Tha.	Bharathiar University
25	P. Poongothai	Biotechnology	Dr. Thayumanavan Tha.	Bharathiar University
26	M. Vineeth	Biotechnology	Mrs. Renuka Devi	Bharathiar University

27	S. Srilatha	Microbiology	Dr. P. Saravanakumari	Bharathiar University
28	Richlin Machoda T	Microbiology	Dr. P. Saravanakumari	Bharathiar University
29	Kiruthika S	Microbiology	Dr. V. Kalaigandhi	Bharathiar University
30	Sathya C	Microbiology	V. Amsaveni	Bharathiar University
31	Boopathy G	Microbiology	C. S. Shobana	Bharathiar University
32	Devi K	Microbiology	C. S. Shobana	Bharathiar University

14. Publications of faculty members and impact factor (citation index of the faculty members):

SCHOOL OF BIOSCIENCES

S. No.	Name of the faculty member	Department	Publication details	Impact factor
1	R. Suganthi / J. Fathima Benazir	Biotechnology	Suganthi R, Manonayaki S, and J F Benazir (2009) .Y chromosome microdeletions in infertile men. International Journal of Medical sciences 2 (1): 53	
2	R. Suganthi / J. Fathima Benazir	Biotechnology	J Fathima Benazir, P Ravichandran, B Mathithumilan, V VinothiniJochebed, R Suganthiand V Manimekalai (2009). <i>In vitro</i> Propagation of mat sedge (<i>CyperusPangoreiRottb</i>) used in silk mat making. Journal of plant Biochemistry and Biotechnology 18(2) :209-215.	0.414
3	J. Fathima Benazir / Suganthi. R	Biotechnology	J Fathima Benazir, Suganthi. R, D. Rajvel, M. PadminiPooja and B. Mathithumilan. (2010). Bioremediation of Chromium in tannery effluent by Microbial consortia. African journal of Biotechnology. 9(21): 3140 – 3143.	0.573
4	R. Suganthi / J. Fathima Benazir	Biotechnology	Suganthi. R, Manonayaki.S, J Fathima Benazir. (2010) Follistatin concentrations in women from kerala with	0.26

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			Polycystic ovary Syndrome. Iranian Journal of Reproductive Medicine. 8 (3) : 131-134.	
5	J. Fathima Benazir / Suganthi. R	Biotechnology	J. Fathima Benazir, R. Suganthi, Reeja Mary Rajan, M. Padmini Pooja (2009) Efficiency of Immobilized Saccharomyces Cerevisiae In Remediation of Chromium. Asian Journal of Environmental Science. 2: 46	
6	R. Suganthi / J. Fathima Benazir	Biotechnology	Suganthi, R., and J. Fathima Benazir (2009). Leptin and leptin receptor gene polymorphisms in polycystic ovary syndrome. <i>Biotechnology: An Indian Journal</i> 3 (1).	
7	R. Suganthi / J. Fathima Benazir	Biotechnology	Suganthi, R., Fathima Benazir, J., Padmini Pooja, M., Swathee, C., and Sudharshan Balaji (2009). Detection of Aflatoxins in animal feeds. <i>Environmental Sciences: An Indian Journal</i> 4 (2).	
8	P.R.Vijayalakshmi	Biotechnology	Vijayalakshmi PR, Rajalakshmi R and Subashini S (2010), Inhibitory action of Borassus Flabellifer L. Shell extract on corrosion of mild steel in acidic medium, <i>E-Journal of chemistry</i> , 7(3):1055-1065.	0.48
9	P. R.Vijayalakshmi	Biotechnology	Vijayalakshmi PR, Rajalakshmi R and Subashini S (2010), <i>Cocos Nucifera</i> shell as a potential inhibitor for mild steel corrosion in acidic medium, <i>Asian Journal of chemistry</i> , 22 (6): 4537-4548.	0.35
10	J. Fathima Benazir / R. Suganthi	Biotechnology	J. Fathima Benazir, V. Manimekalai, P. Ravichandran, R. Suganthi, and D. C. Dinesh (2010). Properties of Fibres/Culm Strands From	1.309

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			Mat Sedge <i>Cyperus Pangorei</i> Rottb. Bioresources 25 (2): 951-967.	
11	Dr. C.S. Shobana / Dr. K. Panneer Selvam	Microbiology	CS Shobana, K Panneer Selvam, P Manikandan, PAmsaveni, M Sueshkumar and R Rajendran. 2010. A study on the pathogenic molds of <i>Pleurotus ostreatus</i> and related materials. <i>The IUP Journal of Biotechnology</i> .4(3): 63-73. ISSN 0973-8495.	
12	Dr. C.S. Shobana / Dr. K. Panneer Selvam	Microbiology	K Panneer Selvam, CS Shobana, K Ravikumar, P Manikandan, R Rajendran and K Rajaduraipandi. 2010. Evaluation of various axenic and monoxenic media on the cultivation of <i>Acanthamoeba</i> . <i>International Journal of Biotechnology and Biochemistry</i> . 6(7):1075-1082. ISSN 0973- 291.	
13	Dr. V. Kalaigandhi	Microbiology	Kalaigandhi V, E. Kannapiran, Harimuraleedharan, A. Michael, T. Sivakumar and V. Thirumal Arasu, 2010. <i>Azotobacter</i> population in Rhizosphere and Non- Rhizosphere sediments of Thondi Coast. <i>International Journal of Biological Technology</i> , 1(1): 63-65	
14	Dr. V. Kalaigandhi	Microbiology	Kalaigandhi V, Kannapiran, E, Hari Muraleedharan and Thirumaali Arasu V, 2010. Molecular screening of marine <i>Azotobacter sp.</i> using <i>nifH</i> gene, <i>Advanced Biotech</i> . 10 (3): 33-35.	
15	Dr. V. Kalaigandhi	Microbiology	Harimuraleedharan, E. Kannapiran, V. Kalaigandhi and E. Michael, 2010. Ecology of total heterotrophic bacterial population from rameshwaram island (Palk Bay) Southeast coast of India. <i>Int. J. Appl. Bioengineering</i> , 4: 7-13.	

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16	Ms. V. Amsaveni	Microbiology	Amsaveni.V and Sudha S.S. 2010; Antimicrobial activity of <i>Lawsonia innermis</i> Linn. on urinary pathogens. <i>International Journal of Environmental Science</i> . 1 (1): 24
17	Dr. C.S. Shobana / Dr. K. Panneer Selvam	Microbiology	CS Shobana, K Panneer Selvam, R Rajendran, P Manikandan and K Rajaduraipandi. 2009. Antimicrobial susceptibility of <i>Pseudomonas</i> sp., isolated from corneal infections. <i>Sci & Soc</i> . 7 (2) 163 - 167. ISSN 0973-0206.
18	Dr. T. Viswanathan	Microbiology	Viswanathan. T, A. Michael, K.R . Mani and R. Gowrishankar. Comparative Assessment of Sero diagnostic Techniques, MAT, MSAT, and ELISA for the Detection of Anti-leptospiral Antibodies in (uman Serat. <i>Scientific transactions in environment and Technovation</i> , vol. 2 (3) 2009.
19	Dr. K. Panneer Selvam	Microbiology	K. Panneer Selvam, K. Rajadurai Pandi, K. Ravi Kumar, A.K. Lakkumivenmal, R. Rajendran and C. Manoharan. 2009. Production of the biopolymer – Polyhydroxybutyrate (PHB) using <i>Bacillus subtilis</i> . <i>J. Sci. Trans. Environ. Technov</i> . 2(3):163 – 166.
20	Ms. V. Amsaveni	Microbiology	Amsaveni. V and Sudha S.S. 2009. Antibacterial activity of different plant extracts on <i>Pseudomonas aeruginosa</i> . <i>AJBMES</i> ;11(4): 947-949.
21	Dr. V. Kalaigandhi	Microbiology	Hari Muraleedharan, E. Kannapiran, V. Kalaigandhi and A. Michael, 2009. Antibiotic sensitivity test against <i>Vibrio</i>

			sp. Isolated from Rameswaram island. <i>International Journal of Sci. Trans. Technov.</i> , 3(2) :64-68.	
22	R Subhashini	Bioinformatics	Baby Joseph, S Silja, R Subhashini and S Sujatha, 2010, Molecular Docking studies of 3, 17-Disubstituted 2-Alkylestra-1,3,5 (10)- Trien-3-ol Derivatives as Anti-Cancer Drugs with Human Carbonic Anhydrase as Target, <i>Journal of Advanced Biotechnology</i> , 9(21)	
23	Thiagarajan B / R Subhashini	Bioinformatics	Naveen P, Shafna Asmy V S, Subhashini R, Thiagarajan B, 2010, Comparative Studies on Potential and Efficient Ayurvedic Drug for Alzheimer's Disease, <i>Scholars' Research Journal (Journal of Life Sciences and Inter-disciplinary Biology)</i> , 1(1) : 25-31	
24	Thiagarajan B / R Subhashini	Bioinformatics	R Sandhya Nair, R Subhashini and B Thiagarajan, 2010, Comparative Docking Analysis on Natural Compounds Versus a Synthetic Drug as a Therapeutic for Acquired Immuno Deficiency Syndrome, <i>American Medical Journal</i> , 1(2): 148-150. [DOI: 10.3844/amj.2009.148.150]	
25	Ms. A Malarvizhi	Biochemistry	Malarvizhi A and Shanmugapriya K, 2009, Influence of protein fraction of leaves of <i>Coleus forskohlii</i> on the levels of immune cells and cytotoxicity in DLA cells induced Balb/C mice, <i>Research J. of Biol. Sci.</i> , pp.247-252.	
26	Dr. G. Radhamani	School of IT & Science	G. Radhamani, Thomson Fredrick, 2010, A GUI Based Tool for Generating XQuery and	2.52

			Fuzzy XQuery, <i>International Journal of Computer Applications</i> , USA, 9(17), pp. 45-49.	
27	Dr. G. Radhamani	School of IT & Science	G. Radhamani, Niju P. Joseph, 2009, Managing Uncertain Data using Multi Criteria Repeat Crossover Genetic Algorithm, <i>International Journal of Recent Trends in Engineering</i> , 2(4), pp.207-210.	
28	Dr. G. Radhamani	School of IT & Science	G. Radhamani, Thomson Fredrick, 2009, Fuzzy Logic based XQuery operations for Native XML Database Systems, <i>International Journal of Database Theory and Applications</i> , 2(3), pp. 13-20.	
29	Dr. G. Radhamani	School of IT & Science	G. Radhamani, Niju P. Joseph, 2009, Uncertain Data Management using Genetic Algorithm, <i>International Journal of Computer Science and Information Technology</i> , 2(1), pp.101-104.	2.93
30	N.Sudha Bhuvanewari	School of IT & Science	N.Sudha Bhuvanewari, 2010, Vibrant ambient intelligent system for traffic congestion control in Coimbatore city (VAISTC4), ACM, ISBN:978-960-474-162-5.	
31	N.Sudha Bhuvanewari	School of IT & Science	N.Sudha Bhuvanewari, 2010, A Spontaneous Content Based Filtering Approach for Network Security, ACM, ISBN:978-960-474-162-5.	
32	N.Sudha Bhuvanewari	School of IT & Science	N.Sudha Bhuvanewari, 2009, An Adaptive Intrusion Detection and Prevention System Approach to Network Security, CiiT International Journal of Networking and Communication Engineering, Print: ISSN 0974 – 9713 & Online: ISSN 0974 –9616	0.569
33	S.Sujatha	School of IT &	S.Sujatha, 2010 ,Vibrant ambient intelligent system	

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		Science	for traffic congestion control in Coimbatore city (VAISTC4), ACM, ISBN:978-960-474-162-5.	
34	S.Sujatha	School of IT & Science	S.Sujatha, 2010, A spontaneous Content Based Filtering Approach for Network Security, ACM, ISBN:978-960-474-162-5.	
35	K.Vanitha	School of IT & Science	K.Vanitha, K.Sasikala and Dr.G.Radhamani, 2010, FlyPS – A Pricing and QOS Model for Pervasive computing with an airport illustration, International Journal of Computer Science and Engineering, March, 1(4), pp. 402-408.	
36	S. Prasanna	School of IT & Science	S. Prasanna, 2010, An asymmetric authentication protocol for mobile devices using Hyper Elliptic Curve Cryptography, International Joint Journal Conference in Engineering, IJCE, ACEEE.	
37	S. Prasanna	School of IT & Science	S. Prasanna, 2010, An efficient protocol for resource constrained platforms using ECC, International Journal of Computer science and engineering, 2(1), January, ISSN:0975-3397.	
38	T. Sarathamani	School of IT & Science	T. Sarathamani, 2009, Adaptive Intrusion Detection and Prevention System Approach to Network Security, CIIT International Journal of Networking and Communication Engineering, 1(8), November.	0.569
39	P. Edith Linda	School of IT & Science	Dr. E. Chandra, P. Edith Linda, 2010, Assessment of Software Quality through Object Oriented Metrics, CIIT International Journal of Software Engineering, 2(2), Feb 2010, 18-21.	0.261
40	P. Edith Linda	School of IT & Science	P. Edith Linda, 2010, Metrics for Component Based Measurement	1.4

		Science	Tools, International Journal of Scientific And Engineering Research, 2(5), May. (ISSN 2229-5518).	
41	P. Edith Linda	School of IT & Science	P. Edith Linda, 2010, Metric Analyzer for Java - A Tool to Analyze the Java Source code Quality, International Journal of Scientific And Engineering Research, 3(2), February. (ISSN 2229- 5518).	1.4

15. Honours / Achievements of faculty members:

Faculty name	Honors/ Awards
Dr. K. K. Ramachandran, Vice Principal and Director, GRDSCIB	Best Management Educator – World Management Congress 2010 Invited by The Govt. of USA for an International Visitor Leadership Programme
Dr. K . Panneer Selvam, Department of Microbiology	Ph.D Awarded
Ms. S.Kokila, Department of Biochemistry	Best paper award in National Seminar on “Biotechnology Institute Industry Meet” conducted by Bannari Amman Institute of Technology, Feb 19-20, 2010
C.S. Shobana, Department of Microbiology	MBA (Biotech.), Anna University
Dr. R. Hamsa Lakshmi, Management Sciences (UG)	Ph.D Awarded
Mrs. S. Brindha, GRDIM	Completed PGDCA
Dr. V. Latha, GRDIM	Ph.D Awarded

16. Internal resources generated:

The following resources were generated during the academic year 2009-2010:

Department	Internal Sources
Biotechnology	Refrigerated Centrifuge, Incubator shaker ,PH meter, Circulating water bath, UV spectrophotometer , Weighing balance (0.1mg), ,Rotary evaporator, Incubator shaker Electronic balance (10mg), Freeze dryer, Binocular, microscope, Serological water bath, Automatic biochemistry analyser and Gel documentation system.
Commerce	An audio-visual room allotted in the first floor Computers, scanners and net connectivity in departments
Microbiology	Gradient PCR – Thermal Cycler, ELISA Reader, Refrigerator (3Nos), Microwave Oven, Water Bath (2Nos), Centrifuge

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

Nil

18. Community services:

The following community services were organized through NSS/ YRC/ RRC during 2009-2010:

- HIV Awareness Programme to Under Graduate students
- Breast Cancer Awareness Programme for Girls & Women
- Exam Awareness Programme for students
- Health Awareness Programme on Human Reformation and Hygiene Nutrition and Diet
- Social Visit
- Donation of used clothes, house hold articles, books, stationeries and money to orphanages by students and faculty
- Awareness Programme on Consumer Rights and Protection
- Tobacco Awareness Campaign
- Blood Grouping Campaign

- Health and Hygiene Awareness Programme for the residents of Rawathur Village, Coimbatore District
- General medical camp and veterinary camp
- Eye camp and Diabetes Screening
- Motivation speech on overcoming exam fear among school children

19. Teachers and officers newly recruited:

The following new members were inducted during the year 2009-2010

S. No.	Name of the Staff	Department	Date of Joining
1	Ms. M. Kavitha	Management Science (UG)	16.07. 2010
2	Ms. J. Deepa	Management Science (UG)	31.07. 2010
3	Ms. Mariya	School of Communication	22.06.2009
4	Ms. BanuPriya	School of Communication	27.07.2009
5	Ms. Lokeswari	School of Communication	06.01.2010
6	Mr. Rajesh	School of Communication	06.01.2010
7	Ms. Parvatha Varthini	English Department	03.07.2009
8	Mrs. R. Kavitha	English Department	06.07.2009
9	Mrs. H. Kumuda Lakshmi	English Department	09.09.2009
10	Mrs. A. Santha Devi	English Department	21.12.2009
11	Dr. S.M. Chockalingam	School of Commerce & International Business	09.07.2009
12	Ms. Pa. Keerthi	School of Commerce & International Business	24.06.2009
13	Dr. Ravi Shankar. C	School of Commerce & International Business	01.07.2009
14	Ms .M. Mallika	School of Commerce & International Business	01.07.2009
15	Ms .N. Vijaya Rani	School of Commerce & International Business	01.07.2009
16	Dr. S. Sarojini	School of Commerce & International Business	09.07.2009
17	Mr. R. Dhana Sekar	School of Commerce & International Business	09.07.2009
18	Ms. N. Archana	School of Commerce & International Business	16.12.2009

19	Mr. G. Gopu	School of Information & Technology	01.01.2010
20	Ms. Shanmugapriya. K	School of Biotechnology	03.07.2009
21	Ms. Golda Sunder	School of Biotechnology	03.07.2009
22	Ms. Jagathambal .M	School of Biotechnology	03.07.2009
23	Ms. S. Hepziba suganthi	School of Biotechnology	14.06.2010
24	B. Nalina	School of Socialwork	01.07.2009
25	T. Kavitha	School of Socialwork	September 2009

20. Teaching – Non – teaching staff ratio:

Teaching Staff: 145

Non-teaching Staff: 136

21. Improvements in the library services:

The infrastructure and the learning resources of the library were upgraded. Additional books including reference books were procured for all the three libraries viz., Main Library, Commerce Library , Management & Computer Science Library.

22. New books/journals subscribed and their value:

The status of the books, journals and periodicals purchased during 2009-2010 is as follows:

Library	No. of Books	Amount (Rs.)	No. of	Amount (Rs.)
Main library	500	282187.07	115	109012
GRDIM	392	164166	84	145133
GRDSCIB	21	6195	9	5629

23. 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 using a structured feedback form. 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 analyzed and inferences are drawn. Based on the inferences an Action plan is prepared to appreciate and improve the teaching of each and every individual faculty.

24. Unit cost of education:

Excluding Salary Component: Rs. 6093/-

Including Salary Component: Rs. 13022/-

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

The College has an excellent administrative/ management software called Edu Manage developed by Locus Technologies. This software enables multiple user level access like Principal, admin, staff, student etc., can access the software using an unique id and password. Each user will be able to access the functionality of the software pertaining to them. Admitted students data entry, daily attendance, continuous assessment marks, controller of exam office administration, purchase office entry, issue of course completion certificate, transfer & conduct certificate are all managed using this software. Further, the college has its own website www.grd.org/grdcs which provides all the details of the college. Further the term end examinations are published in the college website in a timely manner.

26. Increase in the infrastructural facilities:

The College is extra-ordinarily well endowed with modern well equipped buildings, hostels, play areas, canteen, well stocked and up to date library, auditorium, air conditioned conference halls, staff rooms and indoor stadium as well as well equipped laboratories and computer centers, with sophisticated instruments and systems. Excellent provisions have been made for water supply, and stand by electric power (covering the total power requirement). There is a fleet of transport vehicles. Liberal provisions are made for continual addition to the libraries, ICT facilities, continuous modernization of laboratories and upkeep of the campus. The IT Block (71,325 Sft.) construction was completed during this year. There are adequate personnel like electricians and technicians employed for regular maintenance of various facilities. There are Annual Maintenance Contracts for laboratory equipments and computer systems. For other specialized repairs like in the case of generators, A/Cs, Furniture or Vehicles, specialized services are availed of whenever necessary from outside.

27. Technology up gradation:

The following were added with the existing resources of the Institution:

- Edumange software was upgraded to manage all the academic and administrative activities of the college.
- Additional projectors, Computer Systems, Both desktop & laptops

were procured.

- Created an account in Google mail application for staff mail id.
- Upgraded internet connection up to 8 MBPS.
- Software collection: Adobe CS3 Master Collection 3D Studio Max 2009 & 2010 Version were added.

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

- In all the departments as well as libraries, laboratories there are computers with internet facilities. Both teachers and students have access to the internet.
- The non-teaching staff are given basic computer training once in a year.
- Apart from the above, the GRD Institute of Management was enabled with connectivity.

29. Financial aid to students:

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

30. Activities and support from the Alumni Association:

- Contribution of ideas regarding content in curriculum development.
- Induction meeting
- Contribution in placements
- Contributions 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.

31. 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-teachers 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 defaulters 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 misbehavior / misconduct, the Principal meets the guardian / parent before taking any strict disciplinary measures. This helps to maintain a 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.

32. Health services:

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

33. Performance in sports activities:

The year 2009-2010 was an eventful one with regard to sports activities as follows:

Events	Trophies won	Rank
Atheletics	CICAA	IV
Basketball (Men)	CICAA	I
Chess(Men)	CICAA	IV
Basketball (Men)	State level Intercollegiate Kongu Trophy, Kongu Engineering college Erode	II
Chess(Men)	Bharathiar university Inter collegiate Tournament	IV
Basketball (Men)	Bharathiar university Inter collegiate Tournament	I
Badminton (Men)	Bharathiar university Inter collegiate Tournament	IV
Tennis(Men)	Bharathiar university Inter collegiate Tournament	II
Basketball (Men)	Inter collegiate level SSK Trophy SSK College of Engineering Coimbatore	III
Basketball (Men)	All India Intercollegiate Basketball Tournament, Mahendra college of Engineering Namakkal	IV
Basketball(Men)	PECOJEUX Trophy All India Inter Collegiate Basketball Tournament Pondicherry Engineering College Puduchery	III

34. Incentives to outstanding sports persons:

Sports students are provided with fee concession and hostel subsidy. The College distributes sportswear and trophies as incentives to outstanding college sportspersons. Their participation in various sports events are taken as attendance on duty.

35. Student achievements and awards 2009-2010:

- Ms. Umadevi, II M.Sc. Biochemistry won 1st Place in Science Cartoon in Souls 09 Edition
- J. John Vinod II M.Sc. Biochemistry awarded II Prize in Innovation of the Year For Science And Technology students.
- Ms. Dharshika Choudary, II M.Sc. Biochemistry won IInd Place in Science Cartoon in Science Cartoon in Souls 09 Edition
- Ms. Umadevi, II M.Sc. Biochemistry won IInd Place in Poster presentation in Pulse 2009
- 2009 batch MCA Students were runners up in intercollegiate meet at PSG Institute of Technology.
- On 29.9.2009, Inter Collegiate meet conducted by SAN School of Business, Coimbatore. The following students won II Prize - K.S. Gunanidhi in Best manager event and II Prize in corporate show by Dinesh, Deepthi Divakar, Shilpa, Praveen.R, S. Vignesh, M. Vigneswaran
- On 29.9.2009, Inter Collegiate meet conducted by, VLB College of arts and science, Delin Suhand and Mohammed Fazil won first prize in business plan event
- Danish Sait, Brand Ambassador Infosys and Gold Medalist in Acting –World Championship for Performing ARTS – Hollywood
- Hari Krishna, RJ, Hello FM
- J. Jackson, Freelance photographer for Ananda Vigadan and Photography Awards for “BIMBHAM”
- Juhi Lalka, Vice President AIESEC, Coimbatore

- Narayanan. N, Freelance photographer for Ananda Vigada
- Pooja Nair, Freelance Reporter for The Hindu and Times of India, Coimbatore
- Madhumitha. B, I Prize Winners for Karishma- 08 Dance Competition, PSGR Krishnammal College of Arts & Science
- Sanjusri, I Prize Winners for Karishma- 08 Dance Competition, Krishnammal College
- Anandkrishna, YUVA – 08 & Singapore Music Fest

- Divya Kumar, I Prize in solo dance interstate dance competition, Participated in Amrita TV super dancer, Participated in inter college event karishma, Krishnammal college.
- Ranjith C. Gimmi, district level basket ball player
- Akash. K, Ex-vice president, AIESEC, Coimbatore
- Pavithra Uday, district level solo song competition, Ist runners / UP, Participated in inter college event karishma, krishnammal college
- Alina, Participated in inter college event karishma, krishnammal college
- Debangan basu, Participated in Subroto mukherjee foot ball tournament
- Sivaram Mony, FILCA Campus special Jury award 2007, Kerala Chalachitra Academy Teen Reel Award 2008 and Won awards for short films.
- Kannan Sreerang, Worked as assistant cinematographer for award winning short films.
- Students activities published from internet “Paragati” (Hindi)
- Students articles published in book “Gunjan” (Hindi)
- Philip Simon I MSW student won District level Elocution entitled “Humanity for Peace” conducted by Youth Red Cross Headquarters at Chennai.
- In 2009, I MSW student Muthu Mala Preethi was chosen as an Young Parliamentarian by the UNESCO and she was given a capacity building training at Delhi, in the field of “Advocacy for HIV/AIDS” for a period of 10 days, subsequently she has been offered a job as the Research Coordinator there, by the UNESCO.
- In 2009, I MSW students Muthu Mala Preethi and Deepika were selected as a script writer and as a Radio Jockey organized by Radio FM & Fairever, College sema Star 2009. There were totally 13 students from GRD college of Science. The show was on air on Aug 16, 2009, Deepika was selected as the “Best Performer” from DR. GRD College of Science.
- On 1st march 2010 II MSW student Abin C Alex won 1st place for Poetry writing entitled “Dignity of Women” at Karpagam University on the World Womens’ day.
- on 5th March 2010, among the total participants from 9 colleges the II MSW students Rekha and Chithra won 1st prize (Rs. 2000) in HR Quiz Competition conducted by NIPM Coimbatore Chapter at PSG College of Arts and Science.

36. Activities of the Guidance and Counseling unit:

The goal of the Guidance and Counseling 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 Counseling Services throughout the year.

Counseling 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.

37. 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
M.Sc (BT)	12	14	5	1
B.Sc(BT)	2	9	-	12
B.Sc(MB)	7	10	3	4
MBA	26	19	-	1

Major Recruiters for the year 2009-2010 are:

- Career Net Consulting, Bangalore
- C H Robinson
- Kuehne + Nagel
- World wide logistics
- Kirtilal Kalidas Jewellers Pvt Ltd
- Get it Info Services Pvt Ltd
- J P Morgan
- Al seer
- Vengard Logistics
- Panalpina Logistics
- Lowe Lintas
- Pricol
- Ford Business Services
- Ace Management
- IBM
- Sakthi Finance
- Federal Bank
- H&R Johnson, Mumbai
- Blue Lotus, Chennai,
- Dhana Group of Companies, Nigeria
- Payoda Technologies
- Shell Company, Bangalore
- TIME, Cochin
- Tata Motors, Madurai
- Thomson Reuters, Bangalore
- C Bay Systems
- Infosys
- KGISL
- Wipro Technologies
- Slash support, Chennai
- CSS Cybernet
- United Finance India Pvt Ltd
- Nobal Software Technologies
- Cognizant Technology Solutions
- Recruiter Bazaar.com
- Captain TV
- Makkal TV

38. Development programmes for non-teaching staff:

The non-teaching staff were given orientation and training by the Institution especially in the area of Software management and use of computer.

39. Healthy practices of the institution:

The management regularly attends office and major decisions involving financial commitments, new programmes, developments, faculty training etc are all taken quickly.

A quality enhancement agenda in terms of crucial areas of quality focus and action such as student centre curricular and methodology, professional and practical training, faculty up gradation, greater use of ICT in all aspects, and continuous monitoring has been framed and circulated for concerted effort by all departments and faculty.

Regular audits are being carried out as required under the ISO certification systems. The continuous assessment marks and term end examination results are analysed and remedial action are immediately implemented.

Faculty performance appraisal is done periodically.

The core values NAAC seeks to promote among colleges are part of college's mission statement.

The quest for excellence is reflected in curricular design, student centricity, research and extension development, quality sustenance measures (IQAC & ISO) faculty upgradation and development and continual modernization of practice.

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

- International conference on “International Marketing in Asia Pacific – Issues and Challenges” with University of Central Lancashire (UCLAN), United Kingdom.
- NEN, National Entrepreneurship Network, Founded by Wadhvani Foundations Promotes Entrepreneurship qualities among students. Two faculty members of GRDIM are NEN Leaders focusing on conducting various activities on Entrepreneurship
- Research bodies like Indian Academy of Sciences, Bangalore, Indian National Science Academy, New Delhi, and The National Academy of Sciences, Allahabad
- The South India Textile Research India Association, Coimbatore.
- Life Teck Research Centre, Chennai
- Indian Institute of Chennai , SAIF Department, Chennai
- Sargam Laboratory Pvt. Ltd., Chennai
- Sri Ragavandra Biotechnologies Ltd., Bangalore
- Dalmia Center for Research and Development, Coimbatore
- Sargam Metals Private Limited, Chennai
- Indian Council of Forestry Research and Education, Coimbatore
- University of Rajasthan, Department of chemistry, Jaipur
- All India Institute of Medical Science, Electron Microscope Department Delhi
- PSG College of Technology, Coimbatore
- Madurai Kamaraj University, School of plant Biology, Madurai.
- Oncophyta Labs, Madurai, India
- University of Wurzburg, Department of Botany, Wurzburg.
- Aravind Eye Hospital and Post Graduate Institute of Ophthalmology, Coimbatore-641014.
- University of Szeged Faculty of Sciences Kozep Fasor 52H – 6726 Szeged HUNGARY

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

Part C

Detail the plans of the institution for the next year:

- Develop the existing laboratory resources.
- To motivate the faculty members to publish in peer reviewed journal with impact factor.
- Different departments to bring out relevant subjects textbooks/workshops.
- To depute faculty members for various upgradation activities.
- Faculty members can apply for research fundings from various agencies like DBT, DST, CSIR, UGC, RDD etc.
- To increase the existing library resources.
- To include newer components in the curriculam.
- Sustenance of quality in all aspects through IQAC & ISO.