



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)
COLLEGE WITH POTENTIAL FOR EXCELLENCE, LINGUISTIC MINORITY
INSTITUTION
AFFILIATED TO UNIVERSITY OF MADRAS
ARUMBAKKAM, CHENNAI 600 106**

COLLEGE DAY REPORT

2020-2021

Principal's Report 2020-2021



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Jai Shri Krishna

Dwaraka Doss Goverdhan Doss Vaishnav College had its humble beginnings in the year 1964, founded by the Sri Vallabhacharya Vidya Sabha on the principles of Vaishnavism with the objective of imparting education and empowering the youth. The college, over the five decades, has recorded phenomenal growth in terms of infrastructure, introduction of innovative job-oriented courses and the impressive student strength.

This academic year, 2020-21, despite being the most challenging one because of the global pandemic, has witnessed some important milestones being achieved. The college has been striving to sustain quality and excellence in all spheres of activity. To enrich the teaching-learning experience, the college constantly collaborates with the industry to provide a platform for the students to develop necessary skillsets required for their professional lives. This year the following MoUs have been signed.

LEADERSHIP TRANSITIONS

The New Principal of the college **Dr.S.Santhosh Baboo**, M.Sc. PhD., Associate Professor, Post Graduate & Research Dept. of Computer Applications is appointed as the Principal of the College. Dr.Santhosh Baboo, was on Deputation as a Registrar, at **Manonmaniam Sundaranar University, Tirunelveli**. The following teachers have assumed charge as Head of the departments from this academic year.

Department	Name of the Faculty
Mathematics	Mr. R. Venkataramanan
Corporate Secretaryship	Dr. Prabha Rajagopalan
Bio Technology	Dr. M. D. Balakumaran
MAHRM	Dr. N. C. Martin
Psychology	Dr. R. Aswini
Tourism and Travel Management	Ms. D. Swathi
Tamil Literature	Dr. A. Ramesh

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- **Dr.T.S.Prema**, Associate Professor & Head Dept. of Economics was appointed as the Member Secretary in the Academic Council of DDGD Vaishnav College, She is also appointed as the coordinator of NAAC & IQAC of the college
- **Dr.J.Jayasankar**, Associate Professor and Head, PG & Research Dept.of Commerce is appointed as a Finance Committee Member of the college.
- **Prof.S.Seshadrinathan**, Associate Professor PG & Research Dept. of Commerce and Head, Dept. of Commerce(Shift-II) is appointed as a Member in the Governing Body of the college.

PH.D'S AWARDED

Name of the Supervisor	Department	Name of the Scholar
Dr.T.S.prema	Economics	<ul style="list-style-type: none">• Ms.V.Meenakshi• Ms.A.Sugantha
Dr.M.Venkatramanan	Economics	<ul style="list-style-type: none">• Ms.R.Vijayalakshmi
Dr.T.S.Vembu	Commerce	<ul style="list-style-type: none">• Dr M Hameedunissa
Dr R Nagarajan	Commerce	<ul style="list-style-type: none">• Dr A Kavitha• Dr R Ashok
Dr M R Vasudevan	Commerce	<ul style="list-style-type: none">• Dr K Jayashree• Dr Kavitha Menon• Dr M Deepthi
Dr N Kalyanaraman	Commerce	<ul style="list-style-type: none">• Dr R Dhakshayani
Dr B Vijayakumar	Commerce	<ul style="list-style-type: none">• Dr Manimegalai D• Dr Monica K
Dr.S.Bangaru Sudarsan Alwar	Chemistry	<ul style="list-style-type: none">• V.Subha• G.Kavitha
Dr.T.Augustine Arul prasad	Chemistry	<ul style="list-style-type: none">• Bindu Thomas• Mary Panthenal



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FACULTY ACHIEVEMENTS

- Mr. D. Venkatesh has been awarded "Best oral presentation award in conference organized by Dr. Ambedkar government college in association with Tamil Nadu State Council for Science and Technology, Department of Science and Technology, Government of India.
- Dr. R. Uma received Best paper presenter at Bio Spectrum 2020 an International conference on Biotechnology and biological science organized on 19-21st November 2020.
- Ms. Sangeetha Sathyanarayan has been awarded Honour of Excellence in Teaching (4 star) from Edge India Publishing Private Limited on 15th November 2020.
- Prof S. Vaidehi, Honour of Excellence in Teaching (5 Star) from Edge India Publishing Private Limited on 15th November 2020.
- Ms. G Vasanth, won the Best Paper award in the International Summit organized by M O P Vaishnav College on "Innovation and Deep Learning Summit".

MEMORANDUM OF UNDERSTANDING

The college actively collaborates with various institutions for effective teaching, learning, student training and community bonding. The following are the MOU's during this academic year

- Vetri Education Centre
- Golden Jubilee Biotech Park for Women Society
- Tamilnadu Advanced Technical Training Institute, Chennai 2.
- Integrated Intelligent Research (IIR)
- CSIT-Computer Software Institute of Technologies (Association with MHRD, Govt of India)
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- KALVI World Solutions Pvt Ltd.
- VJ Biotech
- Indian Healthcare BPO
- National Foundation for Entrepreneurship Development (NFED)
- Indian Institute of Materials Management
- The Institute of Cost Accountant of India (ICAI)

VALUE ADDED COURSES

35 Value added courses are offered during this academic year. 3393 students have enrolled and enriched their skills through these courses.

- Partial Integration of ACCA
- 3D Animation
- Effective Communication in English
- Digital Media Publishing Tools
- Fashion Photography
- Lighting and Studio techniques
- Business Management
- Computer Programming Skills
- Presentation Skills
- Spoken Tutorial - Python I
- Spoken Tutorial - Latex III
- Spoken Tutorial - Linux
- French for Beginners I
- Business Analytics



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- Logistics and Shipping management
- E-Entrepreneurship
- Logistics & Supply chain Management
- English for Competitive Exams
- GST Filing
- Videography
- Live News Show
- HR Analytics
- Computer Skills
- R Programming
- Spoken Tutorial-Php&MySql
- Spoken Tutorial- Introduction to Computers
- Spoken Tutorial-JAVA
- Personality development
- Program in Banking & Finance
- GST
- TALLY
- Web Designing
- French for Beginners II
- Food Safety & Hygiene Standards

EDUCATE, EMPOWER & ENRICH STRATEGY OF THE COLLEGE

- In order to inspire the faculty for undertaking research the management provided Rs.11.29 Lakhs during this academic year. 59 faculty members were the beneficiaries from these facilities.



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- During the academic year faculty members published 49 books and chapters in edited volumes, papers at national/ international conference proceedings
- 214 Collaborative activities per year for research/ faculty exchange/ student exchange/ internship/ on –the-job training/ project work
- Library resources worth Rs.15.04Lakhs had been spent on the purchase of books/ e-books and subscription to journals/e-journals
- 1180 students benefited through Government Scholarships and 152 students got benefitted through private and non-Government Scholarships.
- During the pandemic many faculty members have shown interest in equipping their abilities. During this academic year 63 faculty members were provided financial support to attend conferences /workshops and towards membership fee of professional bodies.
- 365 teachers of the college have undergone online/ face-to-face Faculty Development Programmes (FDP), Professional Development Programmes, Orientations Induction Programmes, Refresher Course, Short Term Courses. Work from home enabled them to equip themselves. Though pandemic is cursed for many things, it enabled the faculty members to learn, unlearn and relearn and empower them for meeting the expectations of the HEI's.
- College periodically conducts professional development /administrative training Programmes for teaching and non-teaching staff to cope up with the current Academic needs. 44 such programmes are organized during this year. The following list provides the details of the sessions organized.

Dates (from-to) (DD-MM-YYYY)	Title of the professional development program / Administrative Training Program organised for teaching staff	No. of participants
24-11-2020 – 30-12-2020	Professional Development Programme Series	10
27-07-2020 – 20-11-2020	Literature Criticism and Theory	4
25-05-2020 –	Professional Development Programme Series	6



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30-06-2020		
28-05-2020 – 17-08-2020	Capacity Building Program	6
04-01-2020 – 21-09-2020	Language and Workplace Skills	2
24-06-2020 – 29-08-2020	Inter-Personal Development Series	8
07-09-2020 – 15-10-2020	Competitive spirit enhancement series	8
27-06-2020 – 05-12-2020	THE CHANGING SCENARIO IN COMMERCE, TRADE AND LIFESKILL	38
03-03-2021 – 04-05-2021	Ability Enhancement Series	20
26-06-2020 – 11-11-2020	Fin-Tech Awareness Programme series	8
29-08-2020 – 09-12-2020	Professional Talk series	8
11-10-2020 – 08-11-2020	Knowledge Dissemination Series on Digital Marketing	3
08-08-2020 – 01-11-2020	Tax System in India- A Knowledge Dissemination Approach	40
13-03-2021 – 10-04-2021	Research Series	42
31-05-2021 – 04-06-2021	Theory of Automata and Discrete Structures	20
26-09-2020 – 05-12-2020	Knowledge Dissemination Series on Artificial Intelligence	17
03-04-2021 – 26-05-2021	Accounting Skill Enhancement Series	20



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11-07-2020 – 27-08-2020	Webinar Series 1 on Pure and Applied Mathematics	33
28-08-2020 – 10-10-2020	Webinar Series 2 on Pure and Applied Mathematics	33
24-10-2020 – 28-11-2020	Webinar Series 3 on Pure and Applied Mathematics	33
15-02-2021 – 21-02-2021	Faculty Development Programme on Promising Success Through Inclusive Development	33
22-03-2021 – 28-03-2021	Faculty Development Programme on Aspects on Mathematics	33
06-06-2020 – 29-09-2020	Faculty Development Programme Series	6
13-06-2020 – 11-07-2020	Technical Capacity Building Program	6
27-06-2020 – 19-09-2020	Innovative Capacity Development Program Series	6
08-06-2020 – 17-10-2020	Knowledge Dissemination Series	6
24-10-2020 – 23-12-2020	Different Dimensions of HR	6
24-08-2020 – 18-12-2020	National level Webinar Series-Nurturing Global Competencies in STEM	7
08-06-2020 – 05-08-2020	Capacity Building Programme Series	4
05-06-2020 – 19-08-2020	Knowledge Dissemination Series	4
02-06-2020 – 11-10-2020	Professional Development Programme Series	4
22-09-2020 – 15-10-2020	Technical Capacity Building Programme Series	4



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23-05-2020 – 26-07-2020	Pandemic: Challenges & Opportunities	5
08-04-2020 – 10-02-2021	National Level Faculty Development Programme	40
29-10-2020 – 22-03-2021	Culture & Media	4
15-07-2021 – 19-07-2021	Professional Development and Capability Enhancement Programme on AS and Ind AS	84
28-05-2021 – 04-06-2021	Inhouse FDP on CO-PO Attainment	79
23-01-2021 – 18-06-2021	Knowledge Updation Series	25
30-01-2021 – 13-03-2021	Webinar Series 4 on Pure and Applied Mathematics	28
20-03-2021 – 17-04-2021	Webinar Series 5 on Pure and Applied Mathematics	17
05-02-2020 – 16-10-2020	Innovative Capacity Development Program Series on Big Data Analysis	42
20-07-2020 – 30-07-2020	Nanool: Teaching and Learning - International Workshop [Online]	13
03-08-2020 – 09-08-2020	Multifaceted perspective in Sekkizhar - Online International Webinar	13
12-08-2020 – 18-08-2020	Nambiyagaporul: Online International Workshop on Learning and Teaching	13



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IQAC

The active IQAC of the college organised Faculty orientation programme and Webinar on Intellectual Property Rights and Filing Patent.

- During the Academic year 70 workshops/seminars conducted on Research methodology, Intellectual Property Rights (IPR), entrepreneurship, skill development in order inculcate the passion for research and entrepreneurship

FACULTY MEMBERS AWARDED NATIONAL / INTERNATIONAL FELLOWSHIP FOR ADVANCED STUDIES/RESEARCH DURING THE ACADEMIC YEAR

Name of the Faculty	Award	Awarding Agency
Dr. N Vidhya lakshmi	Research Excellent Award	Institute of investigation in remote sensing & GIS
Dr. N Vidhya lakshmi	NPDF Poster Competition 2021- Merit Certificate	ACS publications
Dr.M.D.Balakumaran	Reviewer Award, Journal of Microbiology, Biotechnology and Food Sciences	Journal of Microbiology, Biotechnology and Food Sciences
Dr. R. Sundari	Fellow Membership	Indian Academic Researcher Association
Dr. R. Sivaraman	Outstanding Scientist Award	International Research Award on Science, Health and Engineering .
Dr.M.D.Balakumaran	Outstanding Reviewer Awards	IOP Publishing
Dr.M.D.Balakumaran	Reviewer Award,Advances in Natural Sciences: Nanoscience and Nanotechnology (ANSN).	Advances in Natural Sciences: Nanoscience and Nanotechnology (ANSN).
Dr.A.Sivaranjini	Adarsh Vidya Saraswati Rashtriya Puraskar	Global Management Council
Dr.R.Kumaran	Reviewer Award, Journal of Biomedical Research & Environmental Sciences	SciRes Literature



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Dr.M.D.Balakumaran	Reviewer Award, ACS Applied Materials & Interfaces	ACS Applied Materials & Interfaces
Dr.M.D.Balakumaran	Reviewer Award,Advances in Natural Sciences: Nanoscience and Nanotechnology (ANSN).	Advances in Natural Sciences: Nanoscience and Nanotechnology (ANSN).
Dr.M.D.Balakumaran	Reviewer Award,Advances in Natural Sciences: Nanoscience and Nanotechnology (ANSN).	Advances in Natural Sciences: Nanoscience and Nanotechnology (ANSN).
Dr.G.Shoba	Reviewer Award, Research Journal of Pharmacy and Technology	A&V Publications
Dr.M.D.Balakumaran	Reviewer Award,Advances in Natural Sciences: Nanoscience and Nanotechnology (ANSN).	Advances in Natural Sciences: Nanoscience and Nanotechnology (ANSN).
Dr.M.D.Balakumaran	Reviewer Award,Electronic Journal of Biotechnology	Elsevier
Dr.M.D.Balakumaran	Reviewer Award,Journal of molecular Structure	Elsevier
Dr.M.D.Balakumaran	Reviewer Award,Current Bioactive Compounds	Bentham Science Publishers
Dr.R.Kumaran	Reviewer Award, French Ukrainian Journal of Chemistry	Fr.Ukr.J.Chem.]
Dr.M.D.Balakumaran	Reviewer Award,Biocatalysis and Agricultural Biotechnology	Elsevier
Ms.Shoba	Young Researcher Biotechnology	Institute of Scholars INSC



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RESEARCH PUBLICATIONS

Grants received from Government and Non-Government agencies for research projects, endowments, Chairs in the institution during the Academic year- Rs.50,000. Research papers are prepared and published in the Journals notified on UGC website during this academic year

Title of paper	Name of the author/s	Department	Name of journal
THE THEORY OF THEOSOPHICAL STRUCTURE OF ILANGO ADIGAL	DR.K.SUDHAKAR	TAMIL	INTERNATIONAL RESEARCH JOURNAL OF TAMIL
A FLUORESCENCE APPROACH ON THE INVESTIGATION OF UREA DERIVATIVES INTERACTION WITHNON-PET BASED ACRIDINEDIONE DYE-BETA CYCLODEXTRIN (B-CD) COMPLEX IN WATER:HYDROGENBONDING INTERACTION OR HYDROPHOBIC INFLUENCES OR COMBINED EFFECT?	DR R KUMARAN	CHEMISTRY	SPECTROCHIMICA ACTA PART A: MOLECULAR AND BIOMOLECULAR SPECTROSCOPY
A RANKING APPROACH FOR SOLVING TRAPEZOIDAL INTUITIONISTIC FUZZY ASSIGNMENT PROBLEM	DR.B.ABIRAMI	MATHEMATICS	SAMBODHI (UGC CARE JOURNAL)
TRANSFORMATION OF CONSUMER SPENDING AFTER COVID19- THE FIRST WAVE	DR.CHITHRALEGA	ACCOUNTING & FINANCE	INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS
CLASSIFYING HEART DISEASE IN MEDICAL DATA USING DEEP LEARNING METHODS	U.LATHA	B.C.A	JOURNAL OF COMPUTER AND COMMUNICATIONS



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A STUDY ON CUSTOMER AWARENESS TOWARDS PLASTIC MONEY	DR.T.KAMALA	COMMERCE	THE JOURNAL OF INDIAN ART HISTORY CONGRESS
FACTORS OF WORK STRESS AMONG TEACHERS IN PRIVATE SCHOOLS	J.P.JAIDEEP, M.RENUKA, S. BALA MURALI	BBA	UTKAL HISTORICAL RESEARCH JOURNAL
A STUDY OF SUPPLY CHAIN MANAGEMENT PRACTICES IN SMALL SCALE ENTERPRISES	DR.S.P.DEEPEKA	BBA	UTKAL HISTORICAL RESEARCH JOURNAL
A STUDY ON THE SOCIAL ENTREPRENEURSHIP INCLINATION OF ARTS AND SCIENCE COLLEGE STUDENTS IN CHENNAI	DR R SUNDARI	PG & RESEARCH DEPARTMENT OF COMMERCE	JOURNAL OF THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA
A STUDY TO ANALYSE THE EFFECTIVENESS OF LEARNING AND DEVELOPMENT OF INTERNS FROM VARIOUS CITY COLLEGES WITH REFERENCE TO KAAR TECHNOLOGIES AT CHENNAI CITY	DR. K. RAO PRASHANTH JYOTY	BBA	UTKAL HISTORICAL RESEARCH JOURNAL
A STUDY TO MEASURE THE EFFECTIVENESS OF DIGITAL MEDIA IN INFLUENCING THE BUYING DECISIONS OF THE VIEWERS - WITH SPECIAL REFERENCE TO SOCIAL MEDIA MARKETING	J.P.JAIDEEP, M.RENUKA, DR. K. RAO PRASHANTH JYOTY, M.MAHALAKSHMI PRIYADHARSHINI	PG AND RESEARCH DEPARTMENT OF ECONOMICS	UTKAL HISTORICAL RESEARCH JOURNAL
ANALYZING UNCERTAINTY IN CARDIOTOLOGRAM DATA FOR THE PREDICTION OF FETAL RISKS BASED ON MACHINE LEARNING TECHNIQUES USING ROUGH SET	DR A. ANITHA	PG DEPARTMENT OF COMPUTER SCIENCE	JOURNAL OF AMBIENT INTELLIGENCE AND HUMANIZED COMPUTING
THE APPLICATION OF THE ROUTINE ACTIVITY THEORY IN EXPLAINING VICTIMIZATION OF CHILD MARRIAGE	DR.A. MICHAEL LOORDHU VALAN	CRIMINOLOGY	INTERNATIONAL REVIEW OF VICTIMOLOGY



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TRUSTWORTHINESS OF ECOMMERCE PORTALS FOR BUSINESS (B2B) DURING PANDEMIC PERIOD WITH SPECIAL REFERENCE TO JUSTDIAL, INDIAMART, URBANCLAP, CHENNAI.	Mr K.S. FELIX AARON	BBA	UTKAL HISTORICAL RESEARCH JOURNAL
COMMUNAL FRAUD DETECTION ALGORITHM FOR ESTABLISHING IDENTITY THEFTS IN ONLINE SHOPPING	DR. S. VAITHYASUBRAMANIAN	MATHEMATICS	INTERNATIONAL JOURNAL OF E-COLLABORATION
CONSUMER TILT FROM UNORGANISED TO ORGANISED RETAIL: A REALITY CHECK	DR HARIDAYAL SHARMA	PG & RESEARCH DEPARTMENT OF COMMERCE	UTKAL HISTORICAL RESEARCH JOURNAL
A STUDY ON CONSUMER PERCEPTION OF MOBILE PAYMENT APPLICATION- WITH REFERENCE TO CHENNAI	S.VIDHYA	BBM	KALA: JOURNAL OF INDIAN ART HISTORY CONGRESS
A STUDY ON JOB PERFORMANCE OF COLLEGE TEACHERS IN CHENNAI WITH RESPECT TO ONLINE WORK	M.KALYANA SUNDARI & DR. J. JAYASANKAR	BBM	ANVESAK
EXPONENTIAL STABILIZATION OF FIXED AND RANDOM TIME IMPULSIVE DELAY DIFFERENTIAL SYSTEM WITH APPLICATIONS	DR. S. HARIHARAN	MATHEMATICS	MATHEMATICAL BIOSCIENCES AND ENGINEERING
FACTORS INFLUENCING GOLD PURCHASING BEHAVIOUR OF SALARIED EMPLOYEES AND THEIR LEVEL OF SATISFACTION	DR. R. SUNDARI	PG & RESEARCH DEPT.OF COMMERCE	JOURNAL OF EDUCATION - RABINDRA BHARATI UNIVERSITY
FINANCIAL ASSISTANCE AND SCHOLARSHIP BY CENTRAL GOVERNMENT FOR COLLEGE STUDENTS	MR.S.SAIRAM	COMMERCE	KALA: JOURNAL OF INDIAN ART HISTORY CONGRESS



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FLUORESCENCE COUPLED WITH ELECTROCHEMICAL APPROACH AT THE BULK AND THE INTERFACE REGION OF HYDROGEN-BONDING SELF ASSEMBLIES OF UREA DERIVATIVES WITH DDP DYE IN AQUEOUS SOLUTION	M. VANJINATHAN, DR R KUMARAN, DR. R. VASANTHI,	CHEMISTRY	SPECTROCHIMICA ACTA PART A: MOLECULAR AND BIOMOLECULAR SPECTROSCOPY
GENERALIZED PADOVAN AND POLYNOMIAL SEQUENCES	DR. R. SIVARAMAN	MATHEMATICS	JOURNAL OF MATHEMATICAL COMPUTATIONAL SCIENCE
A Study on the impact of digital media on teenagers in tamil nadu during covid pandemic	MS. G. VASANTH	VISUAL COMMUNICATION	JOURNAL OF EDUCATION: RABINDRABHARATI UNIVERSITY
INTERACTION OF ACRIDINEDIONE DYE WITH A GLOBULAR PROTEIN IN THE PRESENCE OF SITE SELECTIVE AND SITE SPECIFIC BINDING DRUGS: PHOTOPHYSICAL TECHNIQUES ASSISTED BY MOLECULAR DOCKING METHODS	DR R KUMARAN, DR. R. VASANTHI, MRS.G.SHOBA, DR.M.D.BALAKUMARAN	PG & RESEARCH DEPARTMENT OF CHEMISTRY	SPECTROCHIMICA ACTA PART A: MOLECULAR AND BIOMOLECULAR SPECTROSCOPY
JAINAMATASWAROPAM BOWDHHAMATAPEKSHAYAT AT PRACHEENATVAM	DR B KESHAVAPRAPANNANDEY	SANSKRIT	PRACYA
KAVERIPPAKKAM VATTARA PEN THEIVA KOILKAL VARALARU	DR.C.SADHANANDAN	TAMIL	MODERN THAMIZH RESEARCH (A QUARTERLY INTERNATIONAL MULTILATERAL THAMIZH JOURNAL - SPECIAL ISSUE)
LIQUID PHASE HYDRODEOXYGENATION OF FURFURAL OVER LAPONITE SUPPORTED NIPMOS NANOCATALYST: EFFECT OF PHOSPHORUS ADDITION AND LAPONITE SUPPORT	DR.P.TAMIZHDURAI	CHEMISTRY	JOURNAL OF SAUDI CHEMICAL SOCIETY
LIQUID PHASE HYDROGENATION OF FURFURAL TO BIOFUEL OVER			



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ROBUST NICU/LAPONITE CATALYST: A STUDY ON THE ROLE OF COPPER LOADING	D.P.TAMIZHDURAI	CHEMISTRY	ADVANCED POWDER TECHNOLOGY
MATHURAKALIY AMMAN VAZHIPPATTIL MARAPUM PUTHUMAYUM	DR.K.GIRIVASAN	TAMIL	MODERN THAMIZH RESEARCH (A QUARTERLY INTERNATIONAL MULTILATERAL THAMIZH JOURNAL - SPECIAL ISSUE)
MECHANISTIC MODEL FOR THE BATCH EXTRACTION OF OIL FROM AVOCADO SEEDS AVAILABLE FOR BIOFUEL PRODUCTION	DR. S. VAITHYASUBRAMANIAN	MATHEMATICS	INTERNATIONAL JOURNAL OF GREEN ENERGY
PLAYING BACK THE IDENTITY: PLAYBACK THEATRE, EMBODIMENT, AND TRANSFORMATIONAL CATHARSIS	DR. K.G. NAGA RADHIKA	M.A. ENGLISH	JOURNAL OF THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA
PRICE DETERMINATION OF A NON-INSTANTANEOUS DETERIORATING EOQ MODEL WITH SHORTAGE AND INFLATION UNDER DELAY IN PAYMENT	DR. S. VAITHYASUBRAMANIAN	MATHEMATICS	INTERNATIONAL JOURNAL OF SYSTEMS SCIENCE: OPERATIONS & LOGISTICS
RELATION BETWEEN TERMS OF SEQUENCES AND INTEGRAL POWERS OF METALLIC RATIOS	DR. R. SIVARAMAN	MATHEMATICS	TURKISH JOURNAL OF PHYSIOTHERAPY AND REHABILITATION
ROLE OF INTERMEDIARIES IN INVESTMENT DECISION OF INDIVIDUAL INVESTORS - STRUCTURAL EQUATION MODEL (A STUDY WITH SPECIAL REFERENCE IN SALARIED CLASS INVESTORS IN CHENNAI CITY)	DR. R. SUNDARI	PG & RESEARCH DEPT.OF COMMERCE	SAMBODHI
SUMMATION THROUGH POLYNOMIALS	DR. R. SIVARAMAN	MATHEMATICS	TURKISH JOURNAL OF PHYSIOTHERAPY



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			AND REHABILITATION
THE CATALYTIC REACTIVITY OF TITANIUM DIOXIDE SUPPORTED ON SBA-15 CATALYST FOR SELECTIVE OXIDATION OF BENZYL ALCOHOL	DR.P.TAMIZHDURAI	CHEMISTRY	JOURNAL OF POROUS MATERIALS
THE LIFE-COURSE THEORY OF SERIAL KILLING: A MOTIVATION MODEL	DR. S. A. DEEPAK	DEPARTMENT OF CRIMINOLOGY	INTERNATIONAL JOURNAL OF OFFENDER THERAPY AND COMPARATIVE CRIMINOLOGY
THREE INTERESTING PROPERTIES OF METALLIC RATIOS	DR. R. SIVARAMAN	MATHEMATICS	JOURNAL OF CONTEMPORARY ISSUES IN BUSINESS AND GOVERNMENT
DETECTION OF CSGA GENE IN CARBAPENEM-RESISTANT ACINETOBACTER BAUMANNII STRAINS AND TARGETING WITH OCIMUM SANCTUM BIOCOMPOUNDS	MRS. G. SHOBA	BIOTECHNOLOGY	IRANIAN JOURNAL OF BASIC MEDICAL SCIENCES
ESSENTIAL OILS AS AN EFFECTIVE ALTERNATIVE FOR THE TREATMENT OF COVID-19: MOLECULAR INTERACTION ANALYSIS OF PROTEASE (MPRO) WITH PHARMACOKINETICS.	MRS. G. SHOBA	BIOTECHNOLOGY	JOURNAL OF INFECTION AND PUBLIC HEALTH
MOLECULAR CHARACTERIZATION AND EPITOPE-BASED VACCINE PREDICTIONS FOR OMPA GENE ASSOCIATED WITH BIOFILM FORMATION IN MULTIDRUG-RESISTANT STRAINS OF A.BAUMANNII	MRS.G.SHOBA	BIOTECHNOLOGY	IN SILICO PHARMACOLOGY
TUNING MAGNETIC, ELECTRONIC, AND OPTICAL PROPERTIES OF MN-DOPED	DR.P.TAMIZHDURAI	CHEMISTRY	JOURNAL OF SAUDI CHEMICAL SOCIETY



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RAHASYATRAYASARODHISH A RAHASYATRAYAVIVECHANA M	DR. B. KESHAVAPRAPANNA PANDEY	SANSKRIT	NIBHANDHAMALA
MAJOR ELEMENTS OF JAINISM AND ITS ANCIENTNESS THAN BUDDHISM	DR. B. KESHAVAPRAPANNA PANDEY	SANSKRIT	PRACHYA
UBYALIDRA BRAHA	DR.V. BALAJI	SANSKRIT	NIBHANDHAMALA
THE PROGRESS OF LEARNING IS AN ESSENTIAL ONE TOWARDS DIGITALIZED WORLD	MR.C. VEERAN	ENGLISH	ALOCHANA CHAKRA JOURNAL
NARRATOLOGY IS AN ESSENTIAL TOOL FOR EDUCATIONISTS IN DIGITAL LEARNING	MR.C. VEERAN	ENGLISH	PARISHODH JOURNAL
PSYCHOLOGICAL INTERPRETATION OF THE BLACK CHARACTERS IN TONI MORRISON'S NOVELS	DR S HEMALATHA	ENGLISH	ANVESAK
RELATIONSHIPS LOST AND FOUND IN SELECT SHORT STORIES OF KATHERINE MANSFIELD	DR S HEMALATHA	ENGLISH	WESLEYAN JOURNAL OF RESEARCH
COMPETITIVE HYDROGEN BONDING INFLUENCES OF FLUOROPHORE- UREA- ADENINE SYSTEM IN WATER: PHOTOPHYSICAL AND	DR.R.VASANTHI, DR. R.KUMARAN	CHEMISTRY	SPECTROCHIM ACTA A MOL BIOMOL SPECTROSC



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PHOTOCHEMICAL APPROACHES			
FLUORESCENCE AND QUANTUM MECHANICAL APPROACH ON THE INTERACTION OF AMIDES AND THEIR ROLE ON THE STABILITY AND COEXISTENCE OF THE ROTAMER CONFORMATIONS OF L-TRYPTOPHAN IN AQUEOUS SOLUTION	DR. R.KUMARAN AND DR. T.AUGUSTINE ARUL PRASAD	CHEMISTRY	SPECTROCHIM ACTA A MOL BIOMOL SPECTROSC
CONTROLLING THE REACTIVITY OF [PD(II)(N [^] N [^] N)CL] ⁺ COMPLEXES USING 2,6-BIS(PYRAZOL-2-YL)PYRIDINE LIGANDS FOR BIOLOGICAL APPLICATION: SUBSTITUTION REACTIVITY, CT-DNA INTERACTIONS AND IN VITRO CYTOTOXICITY STUDY	DR.M.D.BALAKUMARAN	BIOTECHNOLOGY	JOURNAL OF INORGANIC BIOCHEMISTRY
MOLECULAR CHARACTERISATION OF CSGA GENE AMONG ESBL STRAINS OF A. BAUMANNII AND TARGETING WITH ESSENTIAL OIL COMPOUNDS FROM AZADIRACHTA INDICA	MS.G. SHOBHA	BIOTECHNOLOGY	JOURNAL OF KING SAUD UNIVERSITY - SCIENCE
ON METRIC AND ULTRAMETRIC TREES	DR. R. SIVARAMAN	MATHEMATICS	EUROPEAN JOURNAL OF MOLECULAR AND CLINICAL MEDICINE
EXPLORING METALLIC RATIOS	DR. R. SIVARAMAN	MATHEMATICS	MATHEMATICS AND STATISTICS
RECOMBINANT ENGINEERED PHAGE-DERIVED ENZYBIOTIC IN PICHIA PASTORIS X-33 AS WHOLE CELL BIOCATALYST FOR EFFECTIVE BIOCONTROL OF VIBRIO PARAHAEMOLYTICUS IN AQUACULTURE	DR. A. MAGESWARI	MICROBIOLOGY	INTERNATIONAL JOURNAL OF BIOLOGICAL MACROMOLECULES

Principal's Report 2020-2021



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DOMINANT GROUPS AND DIFFERENCES IN SMART PHONE AND INTERNET USAGE: A DISCRIMINANT ANALYSIS APPROACH	DR.P.M.RAMESHKUMAR	SCHOOL FO MANAGEMENT	INTERNATIONAL JOURNAL OF MANAGEMENT
A STUDY ON THE CUSTOMER SATISFACTION AMONG THE USERS OF ONLINE BANKING SERVICES	DR.G.YAMUNA	COMMERCE	INTERNATIONAL JOURNAL OF ADVANCED SCIENCE AND TECHNOLOGY
GREEN SYNTHESIS AND CHARACTERIZATION OF SILVER NANOPARTICLES USING AQUEOUS EXTRACT OF MICROALGA DESMOCOCCUS OLIVACEUS AND ITS BIOLOGICAL ACTIVITIES	DR.R.UMA	BIOCHEMISTRY	BIOTECHNOLOGY AND BIOLOGICAL SCIENCES- PROCEEDINGS OF THE 3RD INTERNATIONAL CONFERENCE OF BIOTECHNOLOGY AND BIOLOGICAL SCIENCES, BIOSPECTRUM 2019
PREDICTING SUPPORT AND RESISTANCE INDICATORS FOR STOCK MARKET WITH FIBONACCI SEQUENCE IN LONG SHORT-TERM MEMORY	DR. T. VELMURUGAN	COMPUTER SCIENCE	JOURNAL OF COMPUTER SCIENCE
THE LIFE-COURSE THEORY OF SERIAL KILLING: A MOTIVATION MODEL	DEEPAK S.A., RAMDOSS S.	CRIMINOLOGY	INTERNATIONAL JOURNAL OF OFFENDER THERAPY AND COMPARATIVE CRIMINOLOGY
KNOWING NARAYANA COWS SEQUENCE	DR. R. SIVARAMAN	MATHEMATICS	ADVANCES IN MATHEMATICS: SCIENTIFIC JOURNAL
FAULHABER POLYNOMIALS	DR. R. SIVARAMAN	MATHEMATICS	JOURNAL OF MATHEMATICAL AND COMPUTATIONAL SCIENCE
GENERALIZED NARAYANA SEQUENCES AND FIGURATE NUMBERS	DR. R. SIVARAMAN	MATHEMATICS	ADVANCES IN MATHEMATICS: SCIENTIFIC JOURNAL



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RELATION BETWEEN SUMS OF POWERS OF NATURAL NUMBERS	DR. R. SIVARAMAN	MATHEMATICS	ADVANCES IN MATHEMATICS: SCIENTIFIC JOURNAL
PROPERTIES OF BERNOULLI POLYNOMIALS	DR. R. SIVARAMAN	MATHEMATICS	JOURNAL OF MATHEMATICAL AND COMPUTATIONAL SCIENCE
GENERALIZED NARAYANA SEQUENCES AND QUADRATIC SEQUENCES	DR. R. SIVARAMAN	MATHEMATICS	ADVANCES IN MATHEMATICS: SCIENTIFIC JOURNAL
BEHAVIOUR OF GENERALIZED NARAYANA SEQUENCES	DR. R. SIVARAMAN	MATHEMATICS	JOURNAL OF ADVANCED RESEARCH IN DYNAMICAL AND CONTROL SYSTEMS
BERNOULLI POLYNOMIALS AND RIEMANN ZETA FUNCTION	DR. R. SIVARAMAN	MATHEMATICS	JOURNAL OF CRITICAL REVIEWS
REMEMBERING RAMANUJAN	DR. R. SIVARAMAN	MATHEMATICS	ADVANCES IN MATHEMATICS: SCIENTIFIC JOURNAL
SECURITY BASED APPROACH OF SHA 384 AND SHA 512 ALGORITHMS IN CLOUD ENVIRONMENT	DR. T. VELMURUGAN	COMPUTER SCIENCE	JOURNAL OF COMPUTER SCIENCE
“CATCH THEM YOUNG”: ROLE OF EDUCATIONAL INSTITUTIONS IN COMMUNITY DEVELOPMENT-A DESCRIPTIVE STUDY ON THE PERCEPTION OF COLLEGE STUDENTS IN CHENNAI	DR. R. SUNDARI	COMMERCE	INTERNATIONAL JOURNAL OF ADVANCED SCIENCE AND TECHNOLOGY
ON ODD HARMONIOUS LABELLING OF EVEN CYCLES WITH PARALLEL CHORDS AND DRAGONS WITH PARALLEL CHORDS	DR. V. SRIVIDYA , DR.R. GOVINDARAJAN	MATHEMATICS	INTERNATIONAL JOURNAL OF COMPUTER AIDED ENGINEERING AND TECHNOLOGY



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COMPARATIVE ANALYSIS OF ANTIFUNGAL, ANTIOXIDANT AND CYTOTOXIC ACTIVITIES OF MYCOSYNTHESIZED SILVER NANOPARTICLES AND GOLD NANOPARTICLES	DR. M.D.BALAKUMARAN DR. S. JAGADEESWARI	BIOTECHNOLOGY	MATERIALS TECHNOLOGY
ANTIMICROBIAL ACTIVITY OF SELECTIVE TRANSITION METAL CO-ORDINATION COMPLEXES OF MYRISTIC ACID	VIJAYAROHINI P., KAVITHA G., BANGARU SUDARSAN ALWAR S	CHEMISTRY	MATERIALS TODAY: PROCEEDINGS
ENHANCED BIOLOGICAL PROPERTIES OF TAURINE METAL COMPLEXES VIA BINDING ACTIVE SITES	VIJAYAROHINI P., KAVITHA G., BANGARU SUDARSAN ALWAR S.	CHEMISTRY	MATERIALS TODAY: PROCEEDINGS
A NEW APPROACH FOR SOLVING TRAPEZOIDAL INTUITIONISTIC FUZZY TRANSPORTATION PROBLEM	ABIRAMI B., VAMITHA V., RAJARAM S.	MATHEMATICS	ADVANCES IN MATHEMATICS: SCIENTIFIC JOURNAL
FOOD COLOR AND AUTISM: A META-ANALYSIS	BAKTHAVACHAL U P., MEENAKSHI KANNAN S, QORONFLEH M.W.	BIOTECHNOLOGY	ADVANCES IN NEUROBIOLOGY
ACCESSING THE T-CELL AND B-CELL IMMUNO-DOMINANT PEPTIDES FROM A.BAUMANNII BIOFILM ASSOCIATED PROTEIN (BAP) AS VACCINE CANDIDATES: A COMPUTATIONAL APPROACH	GIRIJA A.S.S., SHOBA G., PRIYADHARSINI J.V.	BIOTECHNOLOGY	INTERNATIONAL JOURNAL OF PEPTIDE RESEARCH AND THERAPEUTICS
MAARIYAMMAN VAZIPAADU KANNAKI VAZIPAADE	DR K.SUDHAKAR	TAMIL	SHANLAX INTERNATIONAL JOURNAL OF TAMIL RESEARCH
LOCATION SPECIFIC PERCEPTIONS AND ADOPTION OF THE HEALTH MANAGEMENT INFORMATION SYSTEM (HMIS) AMONG ESIC PATIENTS IN THE TIRUNELVELI SUB-REGION: A QUANTITATIVE APPROACH TO UNDERSTAND THE ADOPTION PATTERNS	DR. C.SRIRAM AND DR. C.PICHAANDY	VISUAL COMMUNIC ATION	INTERNATIONAL JOURNAL OF ADVANCED SCIENCE AND TECHNOLOGY



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ADOPTION OF HEALTH MANAGEMENT INFORMATION SYSTEMS (HMIS) AMONG ESIC HEALTHCARE PROFESSIONALS IN SOUTHERN DISTRICTS OF TAMIL NADU: AN INTEGRATED MODEL	DR.C.SRIRAM, DR.V.MOHANASU NDARAM	VISUAL COMMUNIC ATION	INDIAN JOURNAL OF PUBLIC HEALTH RESEARCH & DEVELOPMENT
EFFICACY OF STATE INTERVENTION AND PUBLIC RESPONSE IN THE CONTAINMENT OF COVID-19 : A NOTE ON AAROGYA SETU	DR.C.SRIRAM, DR.V.MOHANASU NDARAM	VISUAL COMMUNIC ATION	JOURNAL OF CRITICAL REVIEWS
COVID19 INDIA WEBSITE AND PREVENTING THE SPREAD OF THE CORONA VIRUS IN CHENNAI, TAMIL NADU: AN ASSESSMENT	DR.C.SRIRAM, DR.V.MOHANASU NDARAM	VISUAL COMMUNIC ATION	JOURNAL OF CRITICAL REVIEWS
PURANANOORU : THOGUPPUMURAIYIN ARASIYAL	DR. J. SIVAKUMAR	TAMIL	SHANLAX INTERNATIONAL JOURNAL OF TAMIL RESEARCH
NOVEL VARALATRIL SU. TAMIL SELVI	DR. J. SIVAKUMAR	TAMIL	JOURNAL OF MODERN THAMIZH RESEARCH
M.S. POORNALINGAM PILLAI : DHIRAVIDA SAIVAK KARUTHTHIYALIN MUNNOODI	DR. J. SIVAKUMAR	TAMIL	PEYAL RESEARCH JOURNAL
THIRUPPANAZHVAR PASURATHTHIL URAI VERUPADUGAL	DR. K. GIRIVASAN	TAMIL	INTERNATIONAL JOURNAL OF TAMIL LANGUAGE AND LITERARY STUDIES



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ACTIVITIES ORGANIZED BY THE DEPARTMENTS

Department	Activities Organized
Applied Microbiology	<ul style="list-style-type: none">• Induction program 2020 for freshers• Freshers Day & Farewell Day• Role of Bioinformatics in Life Sciences• International webinar on "Food Safety profession"• Webinar on "Nanotechnology : A general perspective• "Webinar on ""Cartenoids from Dunaliella Salina as a functional food and an over production using various approaches"• Herbal Gardening - Phase II• Webinar on "Ocular Microbiome"• Guest Lecture on “A Perspective on Environmental Sustainability”• Webinar on "Stem cell Biology - A life changing science"• Webinar on "Genotypes & Diseases"
B.A Journalism	<ul style="list-style-type: none">• Guest lecture on Mobile Journalism• Webinar on "Strategic planning in Television News Production• Webinar on "Trends in Radio Broadcasting"• Webinar on "Nuances of Crime Reporting"



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B.Com - Honours	<ul style="list-style-type: none">• Newsletter release and Workshop on Social Science research• Filing IT returns - Practical approach• Forensic Audit• Employee training & Development - a theoretical insight to corporate culture• Webinar on "Environmental Pollution"• Organisational Analysis - An overview of Strategic tools• Panel discussion on Union Budget• The Office Olympics
B.Com(General)-Shift-I	<ul style="list-style-type: none">• Tax Payer Awareness-Webinar Series: I, II & III• Skill Based Webinar on: Building the Right Analytics and Artificial Intelligence solutions for a better future• Release of the Dept. newsletter- COM talk• Webinar on Importance of Tally certifications and its career opportunity series - III• Webinar series - I : Research in commerce & Social Sciences : Problem identification in Research, Relevance of statistical analysis in social science research, Data analysis using Open source tools, Scaling & data Analysis in commerce & Social science research• Virtual factory visit to TI Diamond chain• Chinese Virus / COVID 19 – Understanding Psycho-Social Aspects and Support to Communities
B.Com(General)-Shift-II	<ul style="list-style-type: none">• Webinar on Entrepreneurship - Post covid Era



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	<ul style="list-style-type: none"> • Webinar on "Logistics & Supply chain management" • Virtual factory visit to TI Diamond chain • Career workshop on "Options and Opportunities in Commerce careers" • Webinar on "Financial literacy and freedom" • Pre placement talk on Hedge fund accounting • "Webinar on ""Business studies and emerging employment opportunities in India""" • Tips & Tricks to crack competitive exams • Do you respect yourself- Motivation Talk on Self-Esteem
B,Com Accounting and Finance	<ul style="list-style-type: none"> • LUCAFAMA
B.Com Corporate secretaryship	<ul style="list-style-type: none"> • Recruitment & Selection practices in it - A Corporate Perspective • Climate change adaptability and Sustainability • Webinar on Overview of GST • Emotional Intelligence - An Exemplary life skill for every career • Financial parameters fro assessment of Company Performance • Company Financials - A Statistical perspective" • Graphical Portrayal of company financials • International webinar on FINTECH - The future of Accounting •
B.com Finance and Taxation	<ul style="list-style-type: none"> • Invited talk on Plan to Priortize • An overview of Annual reports of corporates



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	<ul style="list-style-type: none"> • Discovering Dreams - Guidance & Counselling on Finance as a career option
B.Sc Computer Science	<ul style="list-style-type: none"> • Prevention of Cyber attack and bullying • Webinar on "Cloud computing in AWS" • FDP on "Research areas in image processing" • Student Enrichment Programme on "Recent trends in Technologies"
B.SC Visual Communication	<ul style="list-style-type: none"> • Fashion Photography workshop
BBA	<ul style="list-style-type: none"> • Freshers Day 2020 • MARKUTSAV 2020 • Production management seminar for Production Administrator • Vayalum Vaazhvum • Students & Soil • Unveiling of Epitome 2020 • Personal Finance Management • Inauguration of BBA studio • Student induction programme • Synergy 20221 • The Wonder Women - Equity to Equality • Career Guidance for TOEFL • Apps for Career Guidance • Parent Teacher Assessment (PTA) • Industrial visit to Nilgiris • Inauguration of BASF • Understanding Technostress & balancing strategies
BBM	<ul style="list-style-type: none"> • Talent Source - 2020 for Freshers • Webinar on "Career options in Current Economic scenario & Post COVID Scenario"



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	<ul style="list-style-type: none">• Webinar on Job Opportunities in BFSI sector• Career options in Bank & SSC• BANCO'21• WEBINAR on “Issues & Trends in Placement”
BCA	<ul style="list-style-type: none">• National webinar on "Developing machine learning applications using Python framework"• National webinar on Modern Era of Artificial Intelligence• National level seminar on "Creativity with passion leads to success"• National webinar on "Enhance your employability skills"• Cyberfest'21
Bio Chemistry	<ul style="list-style-type: none">• National Webinar on Understanding the signs & symptoms of COVID-19 infection• Webinar on "A Habitat within a Habitat"• How to read Scientific literature• Perspectives in antioxidant research - current scenario and future projects• Career prospects for Biochemistry in Pharma Industry & R&D• Webinar on "How to crack GATE exam for Life science students"• National webinar on "Intellectual Property Rights & Innovations: Patents & Designs"• Online Awareness quiz• Webinar on "Cheating of cheater - Covid 19"



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Bio Technology	<ul style="list-style-type: none">• Webinar on Emerging water contaminants & the Treatment technologies• for providing Safe Drinking water• Webinar on " COVID-19 associated innovations in Medical Biotechnology• National Webinar on Phytomedicine - a New Look• Workshop on Food Safety & Good Clinical practice• Guest Lecture on “Job Readiness in Biotech Market• Alumni talk series - I - The Dreamers and the Doers• Webinar on Emerging technologies on Coral Reef Conservation• Alumni talk series - II - The Dreamers and the Doers• Guest Lecture on “A Journey from India to Hungary to work with STEM Cells”• Health Lecture & Virtual Factory Tour• SPOT LIGHT - VIDEO CONTEST• Science Prophet – Poster Presentation• Virtual Webinar on “Fundamentals of Research Writing and Manuscript Publication"
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	<ul style="list-style-type: none"> • National webinar on "Insects of Forensic Importance" • National webinar on Product validation for manufacturing of biological products • International web conference on Advances in Biotechnology - Gene Biotechnology • Eureka – Make life simple by Science • Online Webinar on Women in Leadership • Guest Lecture on "Studies on the operation of Microbial Fuel Cells using Pseudomonas spp • Virtual webinar on "Research aspects in Biotechnology"
Chemistry	<ul style="list-style-type: none"> • Workshop on Molecular Modelling for Beginners • Inauguration of DG Vaishnav Chemical Society • National level CSIR - UGC NET • National level CSIR - UGC NET • National level CSIR - UGC NET • Inspiring Alumni - Lecture series 2 • ICNVCR - 2021 • 5 days online FDP on Recent advances in Chemistry Teaching & Learning • Inspiring Alumni - Lecture series 3 • 2 days workshop on Skill development & Entrepreneurship • Inspiring alumni - 4 • Inspiring Alumni • Rasayanotsav 2021



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Computer Science	<ul style="list-style-type: none">• Pedagogy on Security Challenges in IOT• Webinar on An Introduction about Intellectual Property Rights• National Webinar on Digital Transformation• Webinar on AI TECH & Development in Asia• International webinar on Cloud Based Mobile Device Management• Webinar on Artificial Intelligence• International webinar on Building modern web applications using• JQuery & Bootstrap• Seminar on Development cycle in server and Serverless(AWS)
Criminology and Police Administration	<ul style="list-style-type: none">• Lecture series on Criminal justice• Release of newsletter
Economics	<ul style="list-style-type: none">• Union budget making process and implementation in India: Public policy perspectives• Workshop on "Terrain to Terrace Farming"• International Conference & Call for paper presentations – Aug2020• Union Budget 2021-22 - An Analysis• Krishi Abhiyan -Agro economics survey cum workshop• Quest economics 2021.



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	<ul style="list-style-type: none">• A panel discussion on the Impact of Covid – 19 on the Indian economy – Inclusive Growth was held on 3rd July 2020.• Capability Enhancement Programme Through the Voice of Alumni and Seniors.• Prarambh 2020, the Student Induction Programme for the first year under graduate students was held on 23rd of September through virtual mode.• The department organised a one day Agro economic workshop cum survey at Chittampur in Villupuram district Tindivanam.• The jubilant auguring of the auspicious month of THAI was celebrated as FARM FEST 2021 with strict adherence to the SOP prescribed by the Government of Tamilnadu on 12-01-2021.• Dr M.Venkatramanan Endowment lecture was organized by the Post Graduate and Research Department of Economics on 11th March 2021 at 10.00 am on the topic “ Indian Economy – Future Prospects.• A special edition of the department newsletter ECON WORLD titled ‘SAMPRADHA ’ was released on 23rd February 2021• UZHAVUM VAAZHVUM- One day Agro Economic Workshop cum Survey- 3rd March 2021 Workshop on “Terrain to Terrace Farming”- 20th Feb 2021• Helping those who help us-Community Outreach Programme-12th Jan 2021
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	<ul style="list-style-type: none"> • Capability Enhancement Programme Through the Voice of Alumni and Seniors-31th Oct 2020. • Induction program on OMPT in collaboration with SAMAS Academy on 31st March 2021
Business Economics	<ul style="list-style-type: none"> • Panel Discussion – Covid 19 Impact on the Economy and Inclusive Growth -3rd July 2020 • Call for Papers – Aug 2020 • Orientation Programme - SIP – Prarambh 2020 - 23rd Sept 2020 • Capability Enhancement Programme Through the Voice of Alumni and Seniors-31th Oct 2020. • Farm Fest 2021- 12th Jan 2021 • Helping those who help us-Community Outreach Programme-12th Jan 2021 • Workshop on “Terrain to Terrace Farming”- 20th Feb 2021 • Release of SAMPRADHA – Special Edition of the Department Newsletter ECON WORLD - 23rd Feb 2021 • UZHAVUM VAAZHVUM- One day Agro Economic Workshop cum Survey- 3rd March 2021. • Fusion- 25th Mar 2021 • Induction Program on OMPT (ONSITE MEDIA PRACTICAL TRAINING) in collaboration with SAMAS Academy 30th March 2021
English Shift 1	<p>Webinar on LEAD AND SUCCEED</p> <ul style="list-style-type: none"> • English to Excel • Workshop on Grammar and Usage



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	<ul style="list-style-type: none">• Workshop on "Script a Winning Interview"
English Shift 2	<ul style="list-style-type: none">• Workshop on "Emoting in the New Normal"
English Literature	<ul style="list-style-type: none">• LITEROSODY - 2020• Rendezvous 2020 - Virtual Alumni meet• Ignite the young minds• Guest Lecture on Writing from the margin: Feminism and Women's Writing• Webinar on "English Language & Linguistics"• INCUNABULA• From unknown to the known: A Special talk on translation studies• Guest Lecture on Re-Reading Texts: Explorations into critical theories"• Lecture on "Tropes and figures: Reading poetry in literature class"• Contemporary Perspectives: Interpreting Literary Texts.
B.Com(Finance & Taxation)	<ul style="list-style-type: none">• Understanding modern cost & management Accounting Techniques• Accounting beyond curriculum• Webinar on "The State of Indian & Global Equity markets"• International Financial Reporting Standards
Hindi Shift 1	<ul style="list-style-type: none">• Guest lecture on "Online hindi teaching & Examination difficulties and solutions"• Webinar on "Bhaktikavya - The golden eera of Hindi Literature"• Guest lecture "AAdhunik hindi sahithya"• Guest lecture on "Ekanki sahithya"



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	<ul style="list-style-type: none">• Guest lecture on "Kavitha Lekan"• Darpan workshop
Hindi Shift 2	<ul style="list-style-type: none">• Guest lecture on "ICT for teaching and Learning"• Webinar on Importance of journalism for students• Social contribution of Hindi Essays• Utility of Hindi one act play for students
B.Com(Hons)	<ul style="list-style-type: none">• Webinar - A Refresher on SEBI
MA.HRM	<ul style="list-style-type: none">• National Webinar on Agile HR• Webinar on LESS IS MORE• Webinar on Performance Management System• National Webinar on Organizational Development• National webinar on Journey of managing self to managing Leaders of Leaders• KNOW THYSELF - 2.0• National webinar on "The face of Digital HR"• TANTHRA 20201• National webinar on Theory and Practice of Learning• Leadership Development Program• National webinar on "How to crack the Interview"• National webinar on "Talent Management"• National webinar on "How to constructively give a feedback"• National webinar on "Game Philosophy for Life"• National webinar on "Beyond Barriers"• National webinar on "industrial relation for organizational growth"• Strategic HR management & planning



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	<ul style="list-style-type: none"> • National webinar on "Employee engagement driving business results" • National webinar on "The impact of LinkedIn on Recruitment metrics" • National webinar on "Transition from Institution to an Organisation" • HRD Student's forum - Valedictory forum 2021 • National webinar on "Leadership in crisis"
Interior Design and Decor	<ul style="list-style-type: none"> • Workshop on "House Plan Using Vaastu Principles"
Journalism and Communication	<ul style="list-style-type: none"> • Guest lecture on Television news anchoring • Series of online webinars • Series of online webinars • Series of online webinars • Series of online webinars • Webinars on Career prospects in Communication • Webinars on Career prospects in Communication • Webinars on Career prospects in Communication • Webinars on Career prospects in Communication
M.A English	<ul style="list-style-type: none"> • Webinar on "Postcolonialism- An Overview" • Special Lecture on D.H. Lawrence's Rainbow, Part 1 • Special Lecture on D.H. Lawrence's Rainbow, Part 2
Mathematics	<ul style="list-style-type: none"> • National Webinar on General measure and Integration • National webinar on Application of epidemiological model to quantify the spreading of fake news in social media • National Webinar on Introduction to Mathematics



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	<ul style="list-style-type: none">• National webinar on Uniform Convergence• National webinar on Quick visit of Matrices• National webinar on "Explorations in Number theory"• 7 days National Level Virtual FDP on "Promising success through inclusive Development"• HIV infection and its remedial drug therapy - A mathematical study• National webinar on "Fundamentals of Mathematics & Its Applications"• Online quiz in Mathematics for school students• National conference on Analysis and its Applications• National webinar on Nevanlinna theory and its applications• Chase crack conquer CSIR NET• National webinar on "Linear algebra & Its Applications"• MATHCIPHER• National webinar on "An introduction to Stochastic calculus"• FDP on "Aspects of Mathematics"• National webinar on "Graphs from algebraic structures"• Fuzzy mathematics - Applications & E-resources• Webinar on "On Graceful tree conjecture"• National webinar on "An Introduction to Queuing systems"
Mathematics with Computer Application	<ul style="list-style-type: none">• E-quiz Quantitative aptitude



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	<ul style="list-style-type: none">• National webinar on "An introduction to linear programming problems: Graphical and simplex method• National webinar on "Aesthetics and applications of mathematics
MBA	<ul style="list-style-type: none">• Tarang - HR Congress• Guest Lecture on “The Art of Purposeful Networking”• Outbound training• MMA Annual Convention 2021• Village survey as a part of Unnat Bharat Abhiyan• Personality Development Program• Guest lecture on “Time & Stress Management”• Guest Lecture- “Relationship Between Marketing & HR”• Guest lecture on "Digital transformation - Impact of Financial department"• Guest lecture on "Omnichannel marketing"• Cloud connect 2021 - A 2 day web series• Virtual internship - Summer interns of 2021• Visiting schools allotted under UBA• WFH- Women for Humane DAKSHA• National webinar on "Cloud based google services• Keras Fundamentals for Deep Learning



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MSW	<ul style="list-style-type: none"> • National seminar on Gender Stereotypes : A Multidimensional approach • Release of "Placement Brochure" 2019 - 2021 batch • Campus to Corporate • Placement Preparation 101 • Orientation on Service sector Internship • Guest lecture -1 - Personality development • Guest lecture -2 - The role of social worker in correctional setting • Outbound training • Total quality management • Preparation to Seperation The HR journey • International conference on "Pandemic Aftermath: building workplace resilience" • Rural camp was organised at Pondavakkam village • Leadership performance - upskilling & reskilling for digital workforce • HR Metrics and HR analytics • Talent Management in Digital Age
Physics	<ul style="list-style-type: none"> • Webinar on "Nuruting Global competencies in STEM" • Women in Stem - Empowering diveristy in science
	<ul style="list-style-type: none"> • Webinar on Lunar Eclipse - The Myth and Science



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Physics with Computer Application	<ul style="list-style-type: none">• Window to the microworld - Microscopes Overview• National webinar on Nurturing Global Competencies in STEM• Webinar on Recent view on Laws of Thermodynamics• Two dimensional nanosheets for flexible and stretchable electronics• Webinar on "Past, present and future trends in IT Applications"• Yoga for students Personality and Skill development• Wellbeing - Physical & Mental• Alumni mentoring session
Plant Biology and Plant Biotechnology	<ul style="list-style-type: none">• National Webinar on "Biofertilizers - An Eco Friendly approach for Crop improvement"• Bonsai Making• Zoology - E Quiz• Bio-Vision for Botanist• National webinar on Marine Biodiversity and conservation - An Indian Context• International Webinar on Cassava Biotechnology
Sanskrit	<ul style="list-style-type: none">• Lecture on "Influence of Surya Sakti in individual - from the yogic perspective
Sociology	<ul style="list-style-type: none">• Webinar on Personality Development• Workshop on "Discovering talents and values to drive excellent and fitting careers• 2 days National conference on "Current Scenario of Social Development"• 5 day webinar series



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	<ul style="list-style-type: none">• Webinar on Discover your ideal career
Statistics	<ul style="list-style-type: none">• State level webinar on "Application of Statistical methods for social sciences"• Guest lecture on "Statistical Inference"• Workshop on "Ms-Excel and R-programming"
Tamil	<ul style="list-style-type: none">• Paavai Vizha• Ilakiya Inbam - 1• Tamil ilakiya ula• SENkurali – Newsletter
Visual Communication	<ul style="list-style-type: none">• Demonstration & Workshop on "Studio Lighting techniques"• Wall of Freedom• Live art form workshop n Semmozhi poonga• Workshop on Terracota clay modelling• National level FDP• Embedded ICT• Arts integration technology• Delivering digital media over Web• Blended learning• Use of augmented learning• Impact of digital images
M.A. Journalism communication	<ul style="list-style-type: none">• Field visit to Dakshina Chitra - Museum and The Face The Canvas Photo exhibition and interaction



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COMMUNITY BUILDING ACTIVITIES

During the academic year 53 extension and outreach Programs conducted in collaboration with industry, community and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., 3362 student volunteers participated and rendered their services.

NCC

- How to clear CDS Exam
- 9th National seminar on "Career opportunities for NCC cadets"
- Model examination quiz for NCC 'C' Certificate
- S-NAP Be the Free Spirit
- Emergency service aid

NSS

- NSS day 2020
- National unity day
- Eco Friendly Diwali
- Blood Donation
- Webinar on River restoration and wetlands conservation
- Aadhar enrollment and updation camp
- Constitution day
- Webinar on cancer awareness
- Workshop on Yoga and its physical fitness for women
- Annai fathima child welfare centre(Annai Illam)
- Armed forces flag day
- Thothru noi thadupil siddha maruthuvathin pangu
- State level webinar on prevention and management of covid 19 by our food.
- Covid 19 awareness
- CURA
- Road Safety awareness program



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ROTARACT CLUB

- 14th DRR Visit Retrospect
- Orientation program - KICK OFF

WOMEN'S CELL

- Webinar on "Gender and Covid 19"
- WOW 2021

VAISHNAV INITIATE FOR EXCELLENCE

- V Fest 2021
- Creating spaces: A Talk on workplace ethics
- Together we can - A workshop on Gender sensitization

SRINATH FINE ARTS

- Kamdhenu - Visit to Goshala
- Parakram Divas

The college, in tune with its vision, embodies the true purpose of education—to impart knowledge as a service to the society in order to make a difference and foster the spirit of camaraderie and oneness. The departments conduct various academic and co- curricular events and programmes throughout the year. This year, even though, most of the programmes have been conducted on online platforms, efforts were taken to retain the spirit of the events albeit the challenging times that we live in. I am proud to record the remarkable performance of each department and would like to highlight some of their key events.



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SPORTS ACHIEVEMENTS 2020-2021

Body Building:

1. A.Vignesh of B.com (BBM) Won the Gold Medal in Tamilnadu state Body Building Championship 75kg Category. Held at KPR Institutions, Coimbatore on 30.01.2021.
2. A.Vignesh of B.com (BBM) Won the Silver Medal in Tamilnadu state Body Building Championship 75kg Category. Held at Chennai on 28.01.2021.
3. A.Vignesh of B.com (BBM) Won the Bronze Medal in Tamilnadu state Body Building Championship 85kg Category. Held at KPR Institutions, Coimbatore on 30.01.2021.
4. SWIMMING: H.Ahamed Azrag of B.sc (Jor) won the medals in State level swimming championship held at Velachery Swimming pool held on 7th March 2021.

Event	Place
400m Free style	ver Medal
200m free style	old Medal
100m free style	old Medal
800m free style	ver Medal
1500m free style	ver Medal
4x100m free style	ver Medal

Fencing:

5. S.Prabhanjan of B.com (A&F) won the Third position for under 20 category Foil Event in Chennai District Fencing championship held on 20.02.2021.

RUN RIDE: 25 KM Cycle Race.

6. S.Lokajit of B.A. Criminology Participated in occasion of Indian ARMY DAY and has completed 25 km in cycle race on 20.01.2021.
7. S.Lokajit of B.A. Criminology Participated in NAVY DAY on 06.12.2020 and has completed 100km in Cycle Race.
8. S.Lokajit of B.A. Criminology Participated in REPUBLIC Day RIDE 2021 and has completed 25 km in cycle race on 28.01.2021.



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SWIMMING:

9. Sachin kumar of B.com(G) Won the Gold Medal in 4x50 M Mixed Medley Relay in Tamilnadu state level swimming championship on 7th March 2021 held at Velachery Swimming pool.

10. Sai Ram of B.com (G) Won the Third place in 50m Butterfly and 100M Free Style in Tamilnadu state level swimming championship on 7th March 2021 held at Velachery Swimming pool.

ARCHERY:

11. Tinu Glen.G. of B.com(G) has PARTICIPATED in the 13th Tamilnadu State Archery Meet in M.G.R. Janaki Women's College , Chennai on 21.02.2021.

PLACEMENT

Despite the challenges faced during the global pandemic, in terms of layoffs and slowdown in recruitments, 205 students were successfully placed, which is around 10% of the overall number of job aspirants of the college.

NAME OF THE COMPANY	COMPENSATION	NO.OF.STUDENTS PLACED
Bank Of New York Mellon Corporation	2,60,000	7
Deloitte	3,82,500	3
DELOITTE GLOBAL	3,30,000	8
Societe General	5.05,000	1
TCS	5,79,430	2
TCS	5,70,000	4
Kotak Life Insurance	3,50,000	3
Kotak Life Insurance	4,50,000	1
Kotak Life Insurance	2,50,000	5
Hexaware Tech	2,28,000	2
Kaar Technologies	6,50,000	1



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Kaar Technologies	3,50,000	1
Kaar Technologies	3,60,000	3
CTS B-School	5,50,000	2
CTS	2,52,000	1
CTS	2,28,000	36
Ramco Cements	5,00,000	2
NatWest Group	3,25,000	15
CAMS	3,00,000	12
Domex	2,10,000	7
Godrej	3,85,000	6
Syngene	3,13,605	1
HCL	2,00,000	37
N Trust	1,84,000	12
Kumaran Systems	3,25,000	1
Kumaran Systems	3,50,000	1
Ramco Systems	4,50,000	1
Ducen IT Pvt Ltd	3,00,000	2
Consark Advisory Services LTD	2,30,400	1
FR8 New OLOG Logistics Pvt Ltd	2,29,645	2
Bon Bloc	3,00,000	1
Skill Skapes	2,40,000	1
BYJUS	5,00,000	7
India Cements Limited	2,76,000	1
Epi Source	3,50,000	6
Ford Motors	2,50,000	16
Avalon Technology Pvt Ltd	2,64,000	2
NelsonIQ	3,60,000	24



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SYNERGY MARITIME PVT LTD	3,25,000	4
DXC TECHNOLOGIES	2,75,000	2
JOCATA FINANCIAL ADVISORY AND TECHNOLOGY	4,20,000	1
CONGRUENT SOLUTIONS PVT.LTD	2,20,000	14
CTS (DIGITAL HIRING - UG & PG)	4,01,986	2
Sutherland	2,50,000	2
Mobius	1,32,500	4
Mr.Copper	2,25,000	2
Bijilipay	2,13,120	1
Infosys		23



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Quality enhancement is a continuous process. As an autonomous and accredited institution, the college strives to set the standard of excellence in the teaching-learning process, quality of academic research, knowledge sharing and efficient functioning of the entire system. The college enjoys the status of College with Potential for Excellence and has adopted effective measures to ensure quality sustenance and move towards the status of College of Excellence.

I express my deep sense of gratitude to the management for their philanthropic zeal in contributing towards the growth of this institution. I whole heartedly thank the efforts and support extended by the faculty members and the administrative staff throughout the year in sustaining the growth and development of the institution. My special thanks to our students who have built the college to be what it is now. My sincere thanks to everyone who, through their trust and faith, have been the motivating force and inspiration for us.

Jai Hind

Dr. S. Santhosh Baboo
Principal



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THANK YOU