



SRI RAMAKRISHNA COLLEGE OF ARTS & SCIENCE FOR WOMEN



Affiliated to Bharathiar University, Accredited By NAAC &
An ISO Certified Institution
395, Sarojini Naidu Road, Sidhapudur, Coimbatore 641044

IMPRINTS

A Bi-Annual News Letter

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Dr. K. Chitra
Principal

I welcome you all for the New Academic year 2020-21.

Learning at SRCW continues with the Motto 'To strive, to seek, to find and not to yield', despite the global pandemic. We have started off the Academic year well with National level rankings from Times of India, India Today, etc. The MoUs signed, and the Industry-Academia linkages have given a new-dimension to our teaching learning process. Value added courses and club activities help to enhance the students' performance in the curricular and extra-curricular activities.

I welcome the freshers who have joined us this academic year and I hereby register my gratitude to the parents for having entrusted their wards to us.

Let us make this year another successful one.

Follow the Government rules! Stay Safe!

My Best Wishes!

Dr K Chitra
Principal



Lamp Lighting Ceremony / Farewell

Research and Development Cell

Project Proposals Submitted

- ❖ 28 research projects were submitted to various funding agencies for funding assistance by faculty members like TNSCST-Student Project, ICSSR- IMPRESS, ICSSR, National Commission for Women, Science and Technology for Women SEED Division & DBT.

Project Proposals Sanctioned

- ❖ A commendable amount of Rs.29,14,500 lakhs was received as grant for sanctioned project proposals from various agencies like ICSSR- IMPRESS, ICSSR & TNSCST- Student Project.



IQAC

Date	Programme	Resource Person
Dec 06, 2019	Innovative Techniques for Outcome Based Assessment	Dr.N.Tajunisha Head, Department of Computer Science Sri Ramakrishna College of Arts & Science for Women, Coimbatore
Feb 10, 2020	FDP on Emotional Intelligence	Mr.Gandhi, Assistant Professor - OB/HRM SDMIMD, Mysore
Feb 21, 2020	Teaching and Learning Techniques for GEN Z	Dr.P.Suresh Kumar, Management Consultant & Strategist Peoplecraft Business Solutions, Salem

- ❖ Three days workshop on the topic "Statistical Tools and application in Research" was held from November 20 to 22, 2019. The faculty members and Research Scholars from various departments participated in the workshop.
- ❖ A Faculty Development Programme on Academic Services @ Infilibnet- UGC was held on March 06, 2020. Mr. Raja Visvanathan, Scientist - B (Computer Science) at INFLIBNET Centre, An IUC of University Grants Commission, Gandhinagar, Gujarat was the chief guest.



Department of Tamil

- ❖ A State level workshop on Tamil Wikipedia and Open Culture was organized on December 11, 2019. Mr. M. Tamilparidhi, Assistant Professor, Dept. of Journalism & Mass Communication, Periyar University, Salem was the chief guest.



- ❖ On account of Bharathiar's birthday a Guest lecture was conducted by Mr. G. Sampathkumar, Assistant Professor, Dept. of Tamil, Pioneer College of Arts & Science College, Coimbatore.

Parampariya Panpaattu Vizha 2020

- ❖ On account of Pongal celebration 'A Parampariya Panpaattu Vizha 2020' was conducted. Mrs. V. Karunya, Assistant Professor, Dept. of Tamil, Sri Krishna Aditya College of Arts & Science, Coimbatore was the Chief Guest. Traditional events like Uriadithal, Pongal making, Vannamiku Makkolam, Folk Dance, Folk Song & Debate were conducted.



World Mother Tongue Day

- ❖ On account of World Mother Tongue Day, A Guest Lecture was conducted Dr.S.Gurunambikai, Assistant Professor, Dept. of Tamil, Avinashilingam Deemed University, Coimbatore was the Chief Guest.



Department of English

Date	Programme	Resource Person
01.11.2019	Essay Writing Competition on Vigilance Awareness Week-Integrity: A Way of Life	Mrs. Shivakalai Enforcement Officer, EPFO Coimbatore
19.12.2019	Guest Lecture - An Awareness Session on 'Creating A Plastic-Free Environment'	Mr.P.J Balakumaran Assistant Professor of English SNMV College of Arts and Science President - TARGET ZERO
11.01.2020	Guest Lecture - English Literary Criticism- A Bird's Eye View	Dr. J Aiswarya Assistant Professor Emerald Heights College for Women
11.01.2020	Guest Lecture - Mapping the Genesis and Growth of British Drama as a Literary Art	Dr. Nancy Thambi Assistant Professor of English PSG College of Arts and Science
29.01.2020	Workshop - A Workshop on Presentation Skills	Dr. S. Shankarakumar E Teacher & Moderator Assistant Professor of English PSG college of Technology
13.02.2020	Guest Lecture - Discussion Swami Vivekananda Hinduism and India's Road to Modernity	Mr. Makarand R Paranjape Director, Indian Institute of Advanced Studies

Department of Commerce

Date	Programme	Resource Person
06.01.2020	Seminar on Business Analytics	Ms. R. Surya, Team Leader, IBM - Business Partner
21.01.2020	Seminar on on Global Business Certification	Mr. S. Calvin Fredy Paul, Regional Manager - Business Development, ISDC, Bangalore
24.02.2020	Motivational Session Series IV on Social Intelligence	Ms. Rhoda Daniel, VITAE International Accounting Services Pvt. Ltd, Coimbatore

Department of Business Administration

Date	Programme	Resource Person
12.12.2019	Guest Lecture on Managing New Age Workforce Mix	Mr. A. Antonie Baskar, Head HR & Divisional Manager, Kirkoskar Brother Limited
01.02.2020	Guest Lecture on Future of BPS	Mr. C. Vivek, Group Leader, Quintessence Business Solution & Services, Coimbatore
03.02.2020	Session on Unlimited Possibilities	Mr. Nisar Ahamed, CEO & Founder, Rabbit Tortoise
10.02.2020	Workshop on Emotional Intelligence	Mr.L.Gandhi, Assistant Professor, Shri Dharmasthala Manjunatheshwara Institute for Management, Mysuru

MARCAS Carnival 2020

MARCAS Carnival 2020 was organized on February 26, 2020. The chief guest was Ms.Preethi Elangovan, Deputy General Manager, Kirkoskar Brother Limited, Coimbatore.



Lit Fest 2020



Litfest 2020, Annual Literary Carnival was celebrated from February 5-7, 2020. Ms. Pankaja Srinivasan Senior Deputy Editor, The Hindu, Mr. Inba Vignesh, Author of the Law of Jiluk series, and Mr. Nizar Ahamed CEO & Founder, Rabbit and Tortoise were invited as the chief guests. About 1000 students participated enthusiastically in all the events.

International Conference



Department of Commerce and Business Administration jointly organized an International Conference on Emerging Trends in Business and Management - ICETBM - 2020. Mrs. Sarayu Gopalakrishnan, Senior Branch Manager / AVP, Southern New Jersey was the chief guest of the event. Dr. Jason James Turner, Head of Graduate School of Business, Asia Pacific University of Technology & Innovation, Malaysia & Dr. S. Sudalaimuthu, Professor & Head in the Department of Banking Technology, Pondicherry Central University, Pondicherry were the keynote speakers.

Department of Biochemistry

Date	Programme	Resource Person
06.01.2020	Lectures on Academic and Life Science Industry Ligation and Genome Edition	Prof. Dr. R. Ragunathan Director, Centre for Bioscience and Nanoscience Research, Eachanari, Coimbatore
04 & 05.02.2020	Workshop on Techniques in Molecular	Mr V.Saravanaperumal, Director, Abbes biotech, Chennai
13.02.2020	Lectures on Academic and Life Science Industry Ligation and Genome Edition	Dr.J.Anitha Research Professor, Institute of Basic Science, Wonk-Wang University, Republic of Korea
21.02.2020	Motivational Talk	Ms.Shilpa Uma Sreenivasan, Clinical Data Specialist, IQVIA RDS, India Pvt Ltd., Kochi
03.03.2020	Motivational Talk	Ms.R.Prathima, Entrepreneur-AMIKA Boutique, Coimbatore
07.03.2020	Video Conferencing on Industrial Expectations & Current trends in Biochemistry	Dr.Lee Ratner's lab, Washington University, Missouri



- ❖ A Breast cancer awareness campaign and BMI checkups were arranged for public and school students at Kulathupalayam & Devarayapuram on Feb 11 & 12, 2020.
- ❖ A one day National Conference on Innovative Prospects & Technological Developments in Bioscience was organised on Feb. 15, 2020. Ms.T.A.Jayanthi, Scientist - Biotechnology Centre for Environment and Development, Thiruvananthapuram, Kerala & Mr.V. Senthil Kumar, Data Scientist, TCS Innovation Labs, Coimbatore and Mr.G.Munirasan, Deputy Director Regional Forensic Science Lab, Coimbatore were the resource persons.

Department of Microbiology

- ❖ An online video conferencing on Good Manufacturing practices was organised and Dr. Annamalai Balasubramaniam, Deputy General Manager, Intas Pharmaceuticals Limited -Biopharma, Ahmedabad was the resource person.
- ❖ A Hands on training on 'Separation Techniques' was organized on February 17 & 20, 2020. About 125 benefited out of the event.



Department of Computer Science

Date	Programme	Resource Person
04.01.2020	Seminar on Robotics & Expert System	Alagappan Karthikeyan Dev Ops Engineer, FGE Control Pvt. Ltd, Singapore
25.02.2020	Alumni Motivational talk	Ms. R. Shahin (MCA-2011), Entrepreneur, Yours Purely & Aaraa Clothing Ms.S.Karthika (MCA - 2011), Senior HR Associate, Svastanibhanba Medical Technologies Pvt. Ltd.



Creation, JAM -Puzzling & Visage Mask & Poster Presentation.

DACM 2020

An International Conference on Data Analytics & Computational Mathematics (DACM 2020) was jointly organized by Department of Computer Science & Mathematics on Feb 29, 2020. Dr. Sujatha Krishnamoorthy, Assistant Professor, Department of Computer Science, Wenzhou-Kean University, China and Dr.S.Arumugam, Senior Professor & Dean-R&D, Arulmigu Kalasalingam College of Engineering, Krishnankoil were the resource persons.



Technotry 2K19

A State Level Inter-Collegiate Meet "TECHNOTRY 2K19" was organized on December 20, 2019. Mr.Prashanth Ganesh was the chief guest of the event. 200 students from various colleges in and round Coimbatore participated in the competitions like Slide Deck, Bug Master, Brain Hunt and Thought Driven.

Avalanche Association-Award Ceremony

Avalanche Association-Award Ceremony 2020 was organized on Feb. 13, 2020. Mr. Arunkumar Kalyanaswamy, Founder at UXIndia & UXDaddy, Coimbatore was the Chief Guest. Awards were given to the winners of the events conducted such as Hacker Rank, Paper Presentation, Web Page creation, GIF Image

Department of Mathematics

Date	Programme	Resource Person
06.01.2020	Seminar on 'Data Analytics'	Ms.Sumathi, Software Trainer, IBM-Business Partner.
23.01.2020	Seminar on 'Making Equation & equilibrium in Life'	Mr. R.Manimohan, Suptd of Central Excise and GST, Coimbatore.
03.03.2020	Workshop on "Matlab"	Dr.S.Kannimuthu, Associate Professor, Karpagam College of Engineering, Coimbatore.
	Video Conferencing Session on "Applications of Mathematics".	Dr. Balasubramaniam, Professor & Head, Gandhi Gram University, Dindigul

Ramanujan's Birth Anniversary

"Ramanujan's Birth Anniversary" & "National Mathematics Day" were celebrated on December 18, 2019. A Variety of events like Math Rangoli, Math Griddles and Model Making were conducted and the winners were awarded with prizes and certificates.

Pi Day Celebration

"Pi Day" was celebrated on March 13, 2020. Competitions such as poster presentation, Pi Decoration and Mono Act were conducted for bringing out the talents and mathematical skills of the students.



Career Guidance and Higher Education Cell

Date	Programme	Resource Person
22.01.2020	Seminar on "Ethical education in current scenario"	Dr.Sujatha Samuel, Medical Advisor.
30.01.2020	Guidance session on "Avenue to MBA - An Outlook"	Dr.V.Manju & Ms.Deepa C Kumar Assistant Professors, SRIT.
04.02.2020	Awareness session on "Job Opportunities in Aviation Industry"	Mr.Vignesh Kumar, Chief Executive Officer, Skylife Aviation Academy.
08.02.2020	Guidance session on "How to Crack SSC Examination"	Mr.Satheesh, Founder, Explore Academy and Mr.Karthikeyan, Co-Founder, Explore Academy.
11.02.2020	Motivational session on "Towards Better Scores - UPSC Examination"	Mrs.Yashmi Arun, CEO, Shankar IAS Academy, Coimbatore.



Entrepreneurship Cell

Date	Programme	Resource Person
11.12.2019 to 13.12.2019	Entrepreneurship Awareness Camp	Mrs. R. Mathangi Devi Business Associate, Titan Eye Plus Coimbatore.
02.01.2020 to 04.01.2020	Entrepreneurship Awareness Camp	Mrs. Sudha Purushotaman President, (WOBEDA) Women Business Enterprise Development Association, Coimbatore.
10.01.2020	A trade fair by the students	Dr. Aishwarya Arjun, Co-Chair, Young Indians, Coimbatore Chapter.
03.02.2020	Interaction Session	Ms. Ishana Ismail, Proprietor, Ana Creations, Coimbatore.
11.02.2020 to 13.02.2020	Entrepreneurship Awareness Camp	Mrs. P.W. Reni Auxiliya Co- Founder, Momade Cuisines Coimbatore
10.03.2020	Business Plan Preparation	Ms. Shruthi Suresh Founder - Momolicious & Southerntic, Coimbatore.



Women Empowerment Cell



Self Help Group Bazaar

Self Help Group Bazaar was organized on March 2, 2020. Mr.K.Selvaraju, Project Director, Magalir Thittam inaugurated the event. Items like Cosmetics, Eatables, Herbal products, Clothes, Bags, Accessories, Jewellery were sold in the stalls exhibited by 20 Self Help Groups of Coimbatore.

Women's Day celebrations

On the event of Women's day, on March 3, 2020 various competitions like Varna, Kahoot Quiz on Women Achievers, Elocution, Nataka were conducted. Also, on March 7, 2020 accomplished women namely Mrs.Uma Maheswari, Joint Managing Trustee of ANANYA Shelters Pvt Ltd, Mrs.Sanjana Vijayakumar, Managing Director and Co-Founder of Town and City Developers, Mrs.Jayashree Mahesh, Mrs. India Earth Classic 2016 and Fitness Therapist were invited to motivate the students.



Date	Programme	Resource Person
07.12.2019	"Gender Neutral Management Practices"	Ms.Pranavi Jay, Founder of Dreams - Academy for Behavioral Skills & Mental Health Awareness Counselor
09.12.2019	"Behavioral Impact on Gender Misconceptions"	Ms.Reena Kothari, Proprietor - Nxmindworks
13.12.2019	"Installation and usage of Kavalan App"	Ms.Balaji Saravanan, IPS., Deputy Commissioner, Law & Order, Coimbatore, Thiru. Karthikeyan, Asst. Commissioner, Thirumathi.Latha, Inspector of Police, C1 Kaattoor Police Station
19.12.2019	"Self Defence Workshop"	Mrs.Latha Sundaram, Founder and Managing Trustee of ARAM Foundation Charitable Trust & Mr.Madhavan

National Commission for Women sponsored Legal Awareness Programme

"Legal Awareness Programme" sponsored by National Commission for Women was organized on 30th January, 2020. Mrs.Latha Sundaram, Founder and Managing Trustee of ARAM Foundation Charitable Trust, Dr.S.Durgalakshmi, Principal incharge of Govt Law college, Salem, Mr.S.Raveendran, Advocate, Thirumathi. Latha, Inspector of Police at C1 Kattoor Police Station handled sessions on various laws enacted by our government to protect women. 221 participants including the students from other colleges and working women in and around Coimbatore benefited out of this.



NSS

Date	Programme	Resource Person
03.01.2020	New year Celebration with orphanage Children & SRCW	Dr P.Selvi Student Members
11.01.2020	Awareness programme on 'Maamazhi Potrutum'	Thiru S.P. Velumani Minister of TamilNadu Thiru Rajamani IAS, District Collector, Coimbatore
25.01.2020	Awareness session on Voters Day	Ms. Jaya Shree, Assistant Professor, Department of Business Administration, SRCW
25.01.2020	Swachh Survashan Feed Back	Dhanalakshmi, Bill Collector
28.01.2020 to 04.02.2020	Aadhar Card Updation & Correction Camp	Thiru S.Ravikumar, Postmaster, Pappanayakanpalayam Coimbatore



RRC

AIDS awareness : A Guest Lecture on 'AIDS Awareness' was organised on December 04, 2019. Mrs. R. Meenakshi, President of 'Covai District HIV Ullore Nala Sangam' was invited as a resource person. She deliberated on the cause and effects of AIDS and the way to ensure the physical and emotional well-being of the affected people.

Health Club

Date	Programme	Resource Person
31.01.2020	Dental Camp	Dr Priscilla, Dept of Health Dentistry, Sri Ramakrishna Dental College and Hospital, Coimbatore
06.03.2020	Camp and Awareness Session on Organ donation	Dr Anandh Bharathan, Consultant Surgeon, HPB Surgery, Sri Ramakrishna Hospital, Coimbatore
12.03.2020	Premarital Counseling Session	Dr Kanmani.M, Consultant, Obstetrician and Gynecologist, Sri Ramakrishna Hospital, Coimbatore



Youth Red Cross

- ❖ In association with Indian Red Cross Society, Coimbatore branch "First Aid Training" was organised for the YRC volunteers from December 10-18, 2019. E.Bilthe Sudhir, First Aid/DM Trainer, Field coordinator, Indian Red Cross Society, Tamilnadu branch was the resource person.
- ❖ 20 YRC members of the college participated in the 'Motor Cycle Rally' conducted on February 29, 2020 between Red Cross buildings to Aditya College of Technology, Kurumbapalayam, in commemoration of the Centenary year of Indian Red Cross Society.

- ❖ Youth Red Cross has organized Minnal'2020 for the orphanage children for the 16th Consecutive year. About a hundred children from 'Families for Children', 'Saranalya' and 'Sevaalayam' actively took part in various cultural events and won many prizes.



- ❖ A Blood donation camp was organized on Feb 21, 2020 along with Sri Ramakrishna Hospital, and 14 units blood from volunteers was donated to the Blood Bank.



- ❖ World hearing day was celebrated at IRCS Speech and Hearing Impaired Children's School on March 3, 2020. 60 students participated in various activities conducted.
- ❖ Mrs.D.Amsaveni YRC Programme Officer and S.Suganya III B.Com (CA) received a certificate of appreciation award from Coimbatore District Collector Thiru.K.Rajamani for the active participation in Youth Red Cross activities for the year 2019-2020 during the centenary celebration of Indian Red cross Society Tamil Nadu Branch on March 7, 2020.

- ❖ An exhibition on Protein rich foods for women was organized on December 07, 2019 for IUG students.
- ❖ Nilavembu kasayam was distributed to teaching and non teaching staff during December 16-20, 2019 as a preventive measure for Dengue Fever.
- ❖ An Awareness programme on corona virus was conducted on February 10, 2020. Mrs. K. Meenakshi, Assistant Professor in Microbiology, SRCW briefed on the measures to prevent the spread of corona virus. It was also shared through Public Addressing System, WhatsApp, and Video Projection in the college premise.

Music Club

- ❖ In the event of Republic Day Celebration songs of patriotism, pride and thankfulness were sung by the students of music club in honour of the freedom fighters at the college premises on January 26, 2020.
- ❖ On account of National Science Day on February 28, 2020, students of the Music Club composed a song themed "Women in science".



Artistry Club

Date	Programme	Resource Person
07.03.2020	Competition - "SRCW Best Women Art & Craft Makers" as part of Womens Day celebration	Ms.Ruchika Jain Pidilite Industry
09.03.2020	Workshop on "Soft Toy Making"	Mrs.Jayanthi Premier Fashion Institute, Coimbatore



Sports

29th Annual Sports Meet 2020

- The 29th Annual Sports Meet 2020 was held on January 8, 2020. Mr. R. P. Ravichandran, District Sports and Youth Welfare Officer, Coimbatore was the chief guest. D. Haripriya of II BBA (CA) won the Individual Championship in Annual Sports Day 2020. Department of Business Administration won Athletics Overall Trophy during Annual Sports Day 2020. Department of Mathematics won Overall Games Trophy during the meet.



Shrestha-Senior

- Shrestha senior intercollegiate Throwball tournament was conducted on February 28, 2020. Teams from 12 colleges participated enthusiastically.

Alumnae Speak...



Studying in SRCW has helped me to establish an excellent foundation in building my career. Brilliant academic coaching, curricular and co-curricular activities has led to the expansion of my horizons.

*Neolene Maria Almeida, III BSc Microbiology (2015-18)
Research Assistant - Spillane Lab,
National University of Ireland, Galway City, Ireland*



"There are so many take-aways from SRCW. So many of which have helped me get to this station of my career. Even after graduating many years ago, not a day goes by without feeling a sense of pride and gratitude for the knowledge and confidence the institution imparted."

*Dr. P. Renuka Devi, B.Sc Biochemistry (1993-96)
HOD, Department of Biotechnology, Anna University
Regional Campus, Coimbatore.*

Photography Club

- A Photography Exhibition on the themes "God in little things" & "Street Photography" was held between March 07 & 13, 2020. 75 Mind blowing photographs were showcased by the photography club. Winners were selected by students votes.



Placement

All the job aspirants were placed in the following prestigious firms across India.



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