



Dr.SNS RAJALAKSHMI COLLEGE OF ARTS AND SCIENCE

(Autonomous)

Coimbatore - 641049.

**Accredited by NAAC (Cycle - III) With 'A+' Grade
(Recognised by UGC, Approved by AICTE, New Delhi
and Affiliated to Bharathiar University, Coimbatore)**

Redesigning Common Mind & Business Towards Excellence



Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork

ANNUAL REPORT 2023-2024

28-03-2024

10.30.a.m.

About the Institution

I am delighted to present the Annual Report of Dr. SNS Rajalakshmi College of Arts and Science, which documents the college's performance and academic achievements for the academic year 2023–2024. Many events and success stories have occurred during this year. All these are due to collective and concerted endeavors of Management, faculty members and Students.

Dr. SNS Rajalakshmi College of Arts and Science is a distinguished Autonomous Institution situated in Coimbatore, affiliated with Bharathiar University. It is overseen by the esteemed Sri SNS Charitable Trust, led by Dr. S. Rajalakshmi mam as the managing trustee, Dr. S.N. Subbaramanian sir as the chairman, and Dr. Nalin Vimal Kumar as the member trustee. This renowned institution is dedicated to academic excellence, offering students a conducive environment to excel in their chosen fields and prepare for future leadership roles.

The college was started in the year 1999 and was awarded the status of Autonomy by the University Grants Commission in the year 2011-2012 and subsequently renewed up to 2033-2034 .It was recognized under sections 2(f) and 12(B) of the University Grants Commission Act 1956 in the years 2015 and 2012 respectively, and approved by the All- India Council for Technical Education. The Institution has been accredited and re-accredited with “A” Grade by the National Assessment and Accreditation Council (NAAC) in the years 2009 and 2014 respectively. During the year 2019, the college has been accredited again by NAAC (Third Cycle) with “A+” Grade (CGPA: 3.31).

I am pleased to inform you about our outstanding achievements during the Academic year 2023-2024.



NIRF Ranking -2023:

The College continued its goal of excellence by submitting data for the National Institutional Ranking Framework (NIRF) and also Ranking by Reputed Private Agencies such as The Week, India Today and Business Today.

The result of NIRF Rankings 2023 was announced on 05.06.2023 and we are proud that our Institution is placed at **89th rank** among the top 100 Institutions in the all India Level and NIRF-Innovation Ranking-2023 Category, our institution placed in the rank band between 11-50 in the all India level

Week - Hansa Ranking 2023:

The result of Week - Hansa Rankings 2023 was announced on 18.06.2023 and the Science Stream of our college secured **41st Place** among top 100 institutions in India, Commerce stream secured **47th Place**, the Hotel Management stream secured **38th Place** and Costume Design and Fashion secured **20th Place** among top 100 institutions in the all over country.

India Today Ranking 2023:

The result of India Today Rankings 2023 was announced on 26.06.2023 and our Institution was placed at **95th rank** in the Discipline of Bachelor of Arts(BA) **82nd rank** ,in the Discipline of Bachelor of Science(B.Sc), **47th rank** , in the Discipline of Bachelor of Computer Applications(BCA), **76th rank**, in the Discipline of Bachelor of Commerce(B.Com), **45th rank** ,in the Discipline of Bachelor of Costume Design and Fashion (B.Sc CDF), **63rd rank** in the Discipline of Bachelor of Business Administration(BBA among top 100 Institutions in the all India Level.



Business - Today Best B-School Ranking 2023

The result of India Today Rankings 2023 was announced on 26.06.2023 for Management Programme, our Institution got **2nd Rank** in Coimbatore region and placed **79th Position** in terms of Learning Experience, **90th Position** in terms of Future Orientation , **80th Position** on Return on Investment (ROI) and secured overall rank of **153rd out of 272** among top Business Schools of India.

Education World Ranking (India Higher Education Ranking 2023-2024)

The Education World Ranking for the year 2023-2024 was recently announced on April 16, 2023. We are delighted to share that Dr. SNS Rajalakshmi College of Arts and Science has achieved remarkable rankings: 4th place in Coimbatore District, 10th place in the state of Tamil Nadu, and an impressive 22nd rank at the national level among Private Autonomous Colleges.

We are proud to be listed in India Today MDRA Ranking 2023 announced on June 2023 with considerably leading positions for all the departments.



Curriculum and Learning

The college is offering 26 under-graduate programmes, 06 post-graduate programmes, 06 M.Phil and Doctoral programmes during the academic year 2023-24. The year 2023-2024 was marked by several new projects,



transformations, reforms, performances, and accomplishments across the institution in various fields.

In order to focus more on the efficacy of the existing Outcome Based Curriculum, the College has implemented the design and structure of the Curriculum based on Design Thinking Approach for all Under Graduate and Post Graduate Programmes, for which we already got patent.

The total number of students studying in the College during the current academic year 2023-2024 is **4716**. 4043 at the UG level and 673 students at the PG level. Further, there are **115** part time Ph D Scholars & **20** full time scholars doing research in different disciplines in the college.

Following the guidelines of the University Grants Commission at the beginning of an Academic Year, Induction Programme was conducted for all UG Programmes from **04-07-2023 to 20-07-2023**

The current academic year for the Undergraduate program commenced on June 23, 2023. For the Second and Third-year classes, the academic year began on July 21, 2023. Additionally, for the first year Post-Graduate classes, excluding MBA and MCA classes, the academic sessions commenced on August 4, 2023.

We are happy to inform that we have started three new Programmes in the college from the Academic Year 2023-2024, such as B.Sc Computer Science (Full Stack Web Development), B.Sc Computer Science (Devops and Cloud) and B.Sc Computer Science (Data Science & Visualization) based on the recommendations of the Governing Body and approved by Bharathiar University.

Before commencing regular academic sessions, our institution organized a comprehensive bridge course designed around a well-defined curriculum. This bridge course was tailored to address the varied needs of our incoming students



and aimed to bridge any existing gaps in their knowledge and skills. The course covered essential subjects such as Mathematics, Computer Science, Accounts, Management, and English

The overall results for the academic year 2023-2024 was exemplary. The overall pass percentage of the UG is **91.98** and the PG is **98.57**

Teacher Quality

All our study programmes are designed and taught by 331 faculty members, including 30 visiting faculty members who constitute 24 Departments. There are 18 Technical Staff in the college to assist the laboratory courses. In addition, there are 27 administrative and 49 supporting members. Among the 331 faculty members, 131 members possess Ph.D. degree; 162 members possess M.Phil or Post graduation degree and other members are progressing in their doctoral works. Also, 18 faculty members have qualified in NET/SET Examinations.

Whenever new teaching programmes are introduced, adequate number of well qualified faculty members with required experience is recruited based on merit and they are provided with regular faculty development and training programs to enhance their skills, stay updated with the latest educational trends and methodologies, and ensure the delivery of high-quality education to our students.

MOOCs online courses provide students a cost-effective and flexible opportunity to learn new skills and improve in their careers while also delivering high-quality educational experiences at a large scale. In this regard, the various departments availed 128 MOOC Courses offered by various online platforms such as NPTEL, Coursera, Future Skills, edX, Open HPI, Great Learning, IBM, and others for the Academic Year 2023-24. As a result, a total of 2745 students



from various disciplines have completed various online courses relevant to their domain.

Faculty Award and Recognition

Our Technical Director, Dr. S. Nalin Vimal Kumar, has been awarded the prestigious "Trend Setter 2023" award by the Times of India in the Edupreneurship Vertical for his innovative leadership trait. This award was presented by Thiru T.M Anbarasan, the Minister for Small Scale Industries, Tamil Nadu.

Our esteemed Technical director Dr.S.Nalin Vimal Kumar has given his inspirational talk in Global Expo & Knowledge Summit 2024 on the topic of ' Innovation and Entrepreneurship- the future of education on February 2024.

On September 13, 2023, Dr. SNS Rajalakshmi College of Arts and Science achieved a remarkable feat by setting a "Noble World Record" for the "Fabric of Unity for Weavers." A staggering 4500 students participated by wearing cotton dresses, coming together to create the largest human cycle forming the symbolic "Fabric of Unity." This initiative not only showcased the college's commitment to promoting unity and supporting weavers but also demonstrated the collective strength and spirit of our student community.

Our College has received **"India's world Record"** for Largest Wall Mural painting Painted by students measuring 90 feet X 30 feet on "I Love Kovai Theme" on 19.04.2023.

The College has received certificate of appreciation for noteworthy contribution as a host college for ground breaking national level faculty development on Cloud Infrastructure presented by Brain O vision Solution India Pvt. Ltd. in collaboration with All India Council for Technical Education



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(AICTE) in achieving the remarkable feat of securing a place in “**India Book of Records 2023**” for the maximum participation of 28000 faculty members from more than 400 college/universities from all over India.

Dr. B. Murugeshkumar, Head ,Department of Computer Science, along with Ms. B. Nandhini and Ms. R. Vani, Assistant Professors, have been honored with the title of 'Faculty Coordinators' for their outstanding coordination skills and dedicated efforts in organizing the above said event.

Our college is certified as “**Amazing Work Place**” under the category of Mid-Size organization from Amazing workplaces.

Dr R. Anitha, myself, has received ‘The Best Young Principal award’ from Scientific International Publishing House on 08-10-2023.

We take immense pride in our continuous efforts to enhance the qualifications of our faculty through various programs. In the current academic year, we are pleased to announce that nine faculty members from different departments have obtained their Ph.D. degrees. We extend our heartfelt congratulations to Dr. V. Deepha, Dr. A. G. Mythili, and Dr. K. Rani from the Commerce Programme, Dr. A. Jagadambal, Dr. K. Karpagambigai, and Dr. J. Vijayalakshmi from Management Studies, Dr. B. Angelin and Dr. S. P. Saranya from the Computer Science Department, and Dr. K. Usha from the Department of English for their remarkable achievement in attaining their Ph.D. degree this academic year.

We would like to congratulate **Dr.S.Vydehi Head &Mr.D.Rajkumar**, Department of Information Technology for receiving the certificate for registering as **Premium Member** of Institute for Engineering Research and Publication (IFERP).

We are happy to congratulate **Dr. J. Jayashree**, Department of Commerce



with DM &DM for receiving **Affiliate Membership** certificate from International Association of Academic plus Corporate.

We are happy to congratulate **Dr.M.Umamaheswari, Research -Coordinator** for receiving the Best Scientist Award from Indian Academic Researchers Association on 13.08.2023.

Dr. D. Kalaivani , Department of Computer Technology has received the **Best Teacher Award** from Tamil Thai Foundation in collaboration with MSME UDYAM Scheme on 05.09.2023.

We also congratulate Dr D Kalaivani and **Dr. J. Jayashree** for receiving 'Iron Lady Award' from Edufam International Academy, Dubai.

We are delighted to extend our warmest congratulations to Mr. R. Yuvaraj, Assistant Professor in the Department of Commerce (Digital Marketing and Data Mining) and NCC Caretaker at 2(TN) Battery NCC, for his selection as an Associate NCC Officer (ANO). Mr. Yuvaraj will undergo three months of intensive training from July 2024 to September 2024 at the Officer Training Academy (OTA), Maharashtra.

We are delighted to congratulate **Dr.K.Sumathi** , **Dr.J.Jayashree** and **Dr.J.Udhayakumar** Associate Professors & Heads and **Mr Prakash** in Commerce Stream for receiving **Abdul Kalam Award 2023** from **Tamil Thai Foundation** in collaboration with MSME UDYAM Scheme on 15.10.2023 for their contribution towards Students Community.

Ms N.Srimathi and V. Priyanka from commerce stream have received 'Thiranari Chelvar Virudhu' and 'Green Thinker Award' from **Tamil Thai Foundation** for their exemplary work to the society.

We are pleased to congratulate **Dr R Elangovan** from **Department of Tamil** for receiving '**Sirantha Peraasiriyar virudhu** from



'Thenindhiyapathirikaiyalarsangam and IndhiranVasagarVattam. We are delighted to congratulate **Dr A Syamala Vasantha, Associate Professor in Tamil department** for contributing valuable speeches in **All India Radio on 03-08-2023** in the topic of **'Aram seyka'** and **on 10-08-2023** in the topic of **'tholviyaikondaduvom'**

We are happy to share that **Dr. Venkatesh Kumar,Head** Cyber security for having been selected as a **board member in 'Research Publications rating and indexing services'**.

We proudly announce that **Dr N Shanmuga Priya** from Computer Applications hasreceived **'Research Excellence award'**.

We would like to congratulate **Ms.Revathi** from the department of computer science AI & DS for clearing NET examination on January '2024.

Dr S. S. Suganya and Dr. M. Praveena Associate Professors in the department of Computer science have received **' Exceptional Changemakers of 2023'** award from SAMMAT foundation, Karnataka on 15th August of 2023

Ms.Suchitra and Ms.Abhisha Raju Assistant Professors in the department of costume design and Fashion technology have received **'National designer award'** from world Design Forum, Delhi on 29-12-2023.

We would like to congratulate **Dr.J.Sumitha, IQAC Co-ordinator**for her participation in the regional meet of Institutions Innovation Council MoE's innovation cell on 04-12-2023.

We would like to congratulate **Dr.R.Annapoorani,Head** of the department of Psychology for receiving **'Tecaching Excellence award'** and Research Excellence award 2023 on the occasion of International Day of Education on 24th January 2024 by 12OR India.

We are happy to congratulate **Dr A G Mythili,** Assistant Professor of commerce finance department for receiving **'Organiser award'** for successfully



organizing the Noble World Record Event of Most sets Suryanamaskar Yoga in 12 Minutes held at Dr.SNS Rajalakshmi College of Arts and Science on 04/07/2023.

Dr M Praveena, Associate Professor from the Department of Computer science has been awarded as 'Puthumai Penn 2024' by Tamil Amuthu Trust on March 8th of 2024.

Research

- Research is a dynamic and systematic process that plays a vital role in the growth of knowledge, academic excellence, and societal progress.
- The Center for Creativity, Research and Development of our institution organized a two-day **International Conference** titled **"Recent Trends in Multidisciplinary Research and Practices"** in Hybrid Mode on 29th and 30th March 2023 in **Collaboration with Cyber Jaya University, Malaysia.**
- Our institution's Centre for creativity and research and development has conducted 'International Business conclave on global career opportunities on 04-10-2023.

There are 208 Research papers published during this academic year by our faculty members in UGC Care/SCOPUS indexed journals with good impact factor. And also published **1198** books with ISBN Number. They have filed 47 patents for the benefit of academic community and society in general.

The faculty members presented **8** papers in national & International conferences, during the current academic year. A few faculty members became the reviewers of research journals of national and international repute. Also,



most of our heads and senior faculty members were invited for talk and to chair sessions in conferences and seminars.

Throughout the academic year, all departments at our college organized a total of 89 academic events, showcasing our commitment to holistic education and continuous learning. These events included: 24 guest lectures, 8 national and international seminars, 2 national and international webinars, 8 workshops, 12 Faculty Development Programmes, 3 skill development programmes, 2 Awareness programmes, 3 Hands on training, 21 Alumini Talks, 3 CEO Talks and 1 book publishing event.

Based on the need towards empowerment in emerging areas, all our faculty members attended 548 various academic Programmes such as 388 FDPs, 15 Webinars and Seminars, 66 workshops and 79 conferences conducted by reputed and prestigious institutions in and outside Coimbatore.

We are proud to say that The Teachers Forum and weekly Research Colloquium are the part of our quality initiatives in research.

Collaboration

Memorandum of Understanding (MoU) & Consultancy Services:

Institution established an innovation hub 'The iHub' in the college to encourage students to adopt an entrepreneurial mindset and to widen their industry networks. Also, the college signed **64 MoU's** during this period with various industries for internship, career training and placement.



Consultancy Services

I extend my heartfelt congratulations to the Department of Commerce with Computer Applications, Costume Design and Fashion Technology, Department of Computer Applications, Catering Science and Hotel Management, and Department of Management and English for their exceptional dedication and effort in providing consultancy services to 14 different firms. Through their hard work and expertise, these departments have successfully mobilized funds amounting to Rs. 5,05,000/- during this academic year.

Students Activities and Achievements

Education is not confined to the four walls of a classroom; it extends beyond textbooks and lectures. Co-curricular and extra-curricular activities play a vital role in shaping well-rounded individuals by providing students with opportunities for holistic development. We at SNSRCAS truly believe it. So we are constantly motivating the students to participate in various co curricular and extra curricular activities.

Co curricular& extracurricular activities:

More than 4700 students participated in 237 co-curricular activities including participation in conferences, seminars and workshops conducted by our College and other reputed institutions.

Students also participated in good number in various Club and Association activities conducted in the College and outside the institution to showcase their talents. Nearly 303 students participated in different cultural and skill based programmes outside the institution during the current academic year. Most of the students won medals and awards in co-curricular and extracurricular events and bring pride to our institution.



Co curricular activities

As per the recommendation of Bharathiyar University it is essential for the students to take part in upskilling programmes offered by the National Skill Development Corporation (NSDC), Ministry of Skill Development, Government of India and the Entrepreneurship Development Innovation Institute (EDII), Government of Tamil Nadu. In this context, **March 28th and 29th, 2023**, Bharathiar University, the Hub of Entrepreneurship Development Innovation Institute (EDII), Government of Tamil Nadu conducted a two-day workshop on “Intellectual Property Rights (IPR)”, in which **33 students** studying B.Sc. Information Technology, B.Com. PA, and BCA took part.

- Under the Nan Mudhalvan Scheme, the Career Guidance and Higher Education Cell of the College has organized Career Orientation Programme namely “**Job Opportunities in Government Sector**” on 28.07.2023 and “**Job Opportunities in Public and Banking Sector**” on 12.10.2023 and 950 students participated.
- **In the Design Thinking Challenge- An Ideathon Inter Collegiate Meet held on 02-08-2023** organized by Sri Krishna college of Arts and Science, Coimbatore, 150 colleges registered overall, and the above top 25 colleges were selected as finalists.

Ms. Kerena Jasmin and Sebin from I B.Com DM&DM were selected as finalists and they presented their ideas for a given topic.

- On September 22, 2023 the programme entitled “**Maperum Tamil Kanavu**” was held at Tamilnadu Agriculture University, Coimbatore, TamilNadu. In this event, 100 students from Various Departments participated. Ms.DhanyaLakshmi Tharani and K.Solai Raj III B.Sc Computer Science were



received the following awards “Perumidha Selvi” and Perumidha Selvian respectively.

- Infosys BPM CSR Skill Development Program was conducted from 31.07.2023 to 17.08.2023, **137 students** from various Under-Graduate Programmes participated and enriched their skills in Languages, Soft Skills and Quantitative Aptitude.
- Rubicon’s “Connect with Work” Training Program (supported by Barclays) was conducted from 11.07.2023 to 08.09.2023, **1167 students** from various UG Programmes got trained.
- Bajaj Finserv Ltd - Certificate Programme in Banking, Finance, and Insurance was conducted from 18.08.2023 to 7.10.2023. Totally **57 students** from Commerce and Management stream received their certificates.
- Students of I M.Sc.CS (Renuka K, Madhumitha R, Drishya P) have won **TITLE WINNER** in the event project expo - A national symposium held at KGISL Institute of Technology, Coimbatore on 26.10.2023.
- Ms.Lincy Prince, Mr.Adithbiju and Rahul from II B com DM & DM attended International Representative Meet on Job and Education Opportunities in Europe Countries held at Kerala.
- **27 students of II B.Com DM & DM and 1 student of II B.Com IT** participated and presented their paper in One day **National Level Conference at KMEA College of Arts and Science, Cochin** on 23.11.2023.
- 2745 students completed 128 different online courses from IBM, LinkedIn, Hubspot, Edx, Skillup, Great Learning, NPTEL, and Coursera etc., linked to their teaching and learning, respectively.
- Totally 104 Students of III B.Com have completed Business Analytics 40 hours Course Collaborated with MSME Skill development Centre Chennai from 15.7.2023 to 26.07.2023. Mr. Rahul M. was awarded an Outstanding



Performance award for his exceptional score of 100 out of 100. Bhavana.B. secured second position with 95 marks and Abirami, P., Karmukilan, E., and Nithyashree, V. Secured third position with 90 marks, and also received Best Performance Medal from MSME Technology Development Center in Chennai.

- P. Ajay of III B.Com DM&DM Received Most Aspiring Young Entrepreneur Award for his own Startup namely PS Sarees from the South India's largest B2B Sourcing Expo - Textiles Accessories Garment Expo (TAG EXPO) Organized at Texvalley ,Erode on 28.07.2023.
- Rahul Moorthi of III B com has received appreciation from the district collector of Coimbatore in the independence day event on 15th August of 2023 for his dedicated service of giving voice over of Broad casting government schemes to the public through mass media
- K. A. J.Kabhilan& A. Aakaash II B.Sc AI & DS won First Prize in Debugging organized by Hindustan College of Arts and Science, Coimbatore on 05.09.2023.
- D.Gopikrishnan II B.Sc AI & DS won Second Prize in Knowledge Knockout organized by SNS College of Technology, Coimbatore on 11.09.2023.
- T.T.Akhil II B.Sc AI & DS won Third Prize in Quiz Competitions organized by SNS College of Technology, Coimbatore on 11.09.2023.
- Serin Silviya Simson of II BA English published a book in the title "Serin's Poetry Collection" on 12.09.2023.
- S.Priyadharshini& Abithan from II CS A won I Prize in paper presentation held at XIANZE'24 on 24.02.24 organized by KG College of Arts and Science.
- Aravind Venkatesh Krishna & Sajin of III B com won 2ndprixe in Intercollegiate Consumer care analysis competition held on 9-01-2024 at



Dr NGP college of Arts and Science, Coimbatore.

- Rahul Moorthi of III B com has received appreciation from the district collector of Coimbatore in the independence day event on 15th August of 2023 for his dedicated service of giving voice over of Broad casting government schemes to the public through mass media.

Extra Curricular Activities

- T.Priyadharshini III B.Com and Harshini Priya I B.Com DM & DM received EllamSathanaiallar Award (இளம்சிந்தனையாளர்விருது) from Singaki Tamil Sangam on 17.03.2023.
- Susmitha.J from II B.Com DM & DM has received Painthamil Sudar Viruthu from Pasumai vassal Foundation & Sree Success Academy, Coimbatore on 29.04.2023.
- Mr. Hariharan II B.Com PA B won 2nd Place in Oratorical in State Level Literary Competition held at Ramakrishna Mission Vidhyalaya-Gurupuja-2024, Coimbatore on 10.10.2023.
- The II and III year students of Costume Design and Fashion participated in the Corporate Walk and won 1st Prize conducted by Nehru Groups of Institution, Coimbatore
- B Loga nayaki of B SC AI & DS has been proudly awarded as the 'best Dancer award by Tamil Thai foundation's Iconic award category which held on 25-11-2023
- Our college's vibrant Dance Club students popularly known as 'Akelizers' has participated in 11 intercollegiate cultural events in this year and excelled in 9 events as title winners.
- S Pandiselvan from II B Sc Cyber Security won 3rd prize in the Thirukural Speech Contest on 16.02.24 organized by Thavathiru Saandhalinga



Adigalarkalaiarivialkaloori Coimbatore. Healso gotan opportunity to talk in the famous talk show' Kalyana Malai' and brought pride to our institution.

Sports

Sport is a transformative power for students. Our SNS students are enthusiastic in participating in many sports events and exemplary in bringing laurels to our institution.

- Harish Mahadevan II B.Com won 1st Place in State Level Tennis Competition conducted by Nazareth Tennis Academy, Chennai on 04.06.2023.
- R. Kamesh Karan II BBA won 2nd Place in Triple Jump ,Kamatchi won 1st Place in ShortPut,Archana.G won 3rd Place in Triple Jump,B.Loganayaki of II B.Sc AI & DS won 3rd Place in Long Jump ,R. Kameshkaran II BBA, Archana.G&B.Loganayaki II B.Sc AI & DS won 3rd Place in Mixed Relay ,Muthulakshmi, Deekshna, Archana. G &B.Loganayaki II B.Sc AI & DS won 3rd Place in Relay in the Coimbatore District Athletic Association Meet held at Bharathiyar University, Coimbatore on 04.09.2023 & 05.09.2023.
- T.P.Sanjay II B.Sc IT won the Silver Medal in the Tamilnadu Power lifting Championship held on 22.09.2023.
- Anirudh. M of 1 BBA CA won the U19 singles and the U19 doubles match in the Nilgiri District Level U19 Badminton Tournament conducted by JSS College Ooty on 7.10.2023
- Purushothaman I-B.Com PA won Gold Medal in the Individual Pursuit and Bronze Medal in the Time Trial in the State Track Cycling organized by the Tamil Nadu Cycling Association (TNCA), Chennai on 10.10.2023.
- He also participated in the Khelo India Cycling Event held at Chennai on 23-01-2024 and won the Bronze medal. He also participated in the All India



Inter University Cycling Track and road, men category Championship at Guru Nanak Dev University, Punjab which was held from 05-03-2024 to 08-03-2024.

- R.Vicknesh of II B.Sc Computer Science was recognized by **UNICO World Records and Noble World Records** for his Outstanding Performance in Silambumon 29.05.2023. He's now a proud holder of the "**Impossible Book of World Records 2023**" for his exceptional demonstration of Silambam.
- A.Saravanan from III BBA won 1st place in Kata events in the State Karate Championship -2023 held at Don Bosco School of Excellence, Coimbatore on 25.06.2023.
- D.Antony of III B com has won 2nd place in State Level Karate event for Above 18 category conducted by Tamil Nadu State Sports Karate Championship 2023, Chennai on 30.07.2023.
- Mr. B. Abhishek I B.Sc (CS) (GCD) won the **Gold Medal** in the WAKO India Kick Boxing Federation Championship (Cadet & Junior Category) held at Ranchi, Jharkhand, India from 21.08.2023 to 30.08.2023. He has also participated in the 3rd Indian Open international Kick Boxing Championship held at Indhra Gandhi Indoor Stadium Delhi from 07-02-2024 to 11-02-2024 and brought pride to us by winning Gold medal. He has been selected to participate in WAKO world Junior Kickboxing Championship -2024 which is to be held in Italy.
- S.Yogesh I M.Com won 1st place in State Level Power lifting Event conducted by the Indian Fitness Federation, Coimbatore on 15.08.2023. He has also won the First Position in the Raw Junior Bench Press Category (80kg) conducted by World Power Lifting Congress Nationals 2023 held at Bangalore on 12.10.2023 to 15.10.2023 .



- He also won 1st place in National Bench Press Dead lift competition held in Gujarat on 25-02-2024. He also brought laurels to us by winning 1st prize in open state level Bench Press dead lift competition on 17-03-2024.
- Ms. M. Devadharshini II B.Com won the **3rd Place** in the 1st KMITL Karate Championship 2023 held at Bang Hong, Thailand on 28.05.2023. She also participated in the 13th National karate Championship and won third prize held at Gujarat from 26-01-2024 to 28-01-2024 and won bronze medal.
- Vishnumurthy A from commerce CA has been awarded as the Best player of the match' in the football tournament conducted by Bharathiyar Univeristy Intercollegiate Football tournament held on 07-10-223.
- A Manikandan of I B com won 2nd place in Kumite for above 21 years age category conducted by the Karate Do Federation Tamilnadu State selection & championship 2024 held on 04-02-2024

Yoga:

- A.Saravanan, B Deva, M. Rithika, P. Harish, P Dharshini, B Revathi & Gowthami have participated in the Noble World Record Event of Most sets Suryanamaskar Yoga in 12 Minutes held at Dr.SNS Rajalakshmi College of Arts and Science on 04/07/2023.
- **B. Deva & T. Tamilsudar of II MCA** acted as a **Jury for the State Level Yoga Interschool Championship 2023**organised by Sri Vinayaka Public School, Maddukari on 26.03.2023.
- A.Saravanan III BBA won gold medal in the 5th National Yoga Championship held at Yoga Association of Tamilnadu, Coimbatore on 21-06-2023. He also got 1st Place in the 17th Interstate Yoga Competition held at United Institute of Technology, Coimbatore on 30.07.2023.



- D. Gowthami I M.Com won 2nd place in Yoga Sports for Common category in State Level conducted by 78th Tamil Nadu Yoga Sports Open Championship 2023 in Madurai on 02.09.2023.
- B.Gokulof III B.Com won 1st place in Yoga Sports for Common category in State Level organized by 78th Tamil Nadu Yoga Sports Open Championship 2023 in Madurai on 02.09.2023.
- Yashwanth Bhala II BBA CA won 2nd Place in Yoga Sports for Common category in State Level organized by 78th Tamil Nadu Yoga Sports Open Championship 2023 in Madurai on 02.09.2023.
- Gayathri.B from I B.Sc (DevOps & Cloud) won prize in the 16th National Level Yogasana Championship-2024 on 27.02.24 organized by Suguna Institution Coimbatore.

INTERNSHIP:

The students are encouraged to take up internships in diversified sectors and hence all our II year Under Graduate students studying different Programmes took up internship in various industries. Mr.Kannapiran Sharan has successfully completed his 3 months internship with Mc@VIVO PTE LTD in Singapore from 19.06.2023 to 19.09.2023.

Extension activities

Extension activities involve students actively participating in community service projects, contributing their time and skills to address local needs and make a positive impact. Several Health and Social Awareness Programmes with various themes were conducted by NCC, NSS, Youth wing of our college for the benefit of the society in the academic year 2023-2024.



National Service Scheme was established in our college from the inception of 1999. There are 3 Units (3x100) functioning under the NSS with 300 NSS volunteers.

- There were 3 awareness programmes conducted on road safety and voters' awareness by NSS.
- MeendumManjapai Awareness Programme was conducted in Vellamadai Panchayat on 27.04.2023. We provided an awareness speech was delivered on Importance of Cotton bags.
- On February 12th 2024, a blood donation programme has been organised by NSS wing. 136 students participated in this noble initiative by donating blood.
- A 7 days NSS special Camping Programme has been organised at Vellamadai Panchayat from 24-02-2024 to 01-03-2024 in which 150 NSS volunteers participated. 7 days programme includes the schedule of many social activities such as School surrounding cleaning, plant sapling, conducting awareness campaign on water management, blood donation, road safety, global warming, women entrepreneurship, solid waste management, electricity saving and soil restoration, etc for the communities of adopted villages. Students have entertained the villagers by many cultural activities having social awareness themes.

NCC

NCC -National Cadet Corps - Army Wing. Unit has been established in our esteemed institution in the Academic year 2021-2022. With an intake of 50 students (35 boys and 15 girls) from Under Graduation, our NCC wing is involving in various activities.

In NCC, our cadet M.Naveena Priya participated in the 10 days Thal



SainikCamp (TSC) Selection Camp held at KSR College of Arts and Science, Tiruchengode. Also 10 cadets participated in Service Selection Board (SSB), Special National Integration Camp (SNIC), Kerala trekking selection held at NCC Group Head Quarters Singanallur ,

15 cadets attended Yoga and Army Attachment selection held at Sree Narayana Guru College Coimbatore,

15 cadets participated in the International Day against Drug Abuse - Rally conducted by Army Wing at Somanur Bus Stop and Annual Training Camp held at RVS College of Engineering and Technology, Sulur,

10 NCC Cadets attended the Republic Day Camp Selection at Bishop Appasamy College Coimbatore,

15 cadets participated in Swatch Bharath Abiyan Conducted by NCC HQ at Singanallur,

02 cadets attended the Republic Day Camp (RDC) Selection camp held at Hindusthan College of Engineering and Technology, Coimbatore.

R. Devi Sangameshwaran attended the Republic Day Camp (RDC) Training Camp which was held at (Tamilnadu Agriculture University) Coimbatore. He also attended the Army Attachment Camp held at Ooty from 04-08-2023- 15-08-2023.

17 cadets from our college participated in a combined Annual training programme for 7 days from 22-12-2023 to 31-12-2023 conducted at Karamadai Vidya vikas Matriculation school.

The NCC wing also conducted one day seminar on Leadership and Personality Development Programme graced by Lt Dr. M Ramesh, Associate NCC Officer, Sri Ramakrishna Engineering College as a resource person.



Students Progression

Being an Autonomous Institution, the college is offering World Class Curriculum blended with Soft Technical and Professional Skills under CBCS, promoting flexibility and value addition by well qualified eminent faculty members using modern teaching methods. As a result, 1154 students studying in various programmes are placed by the College Placement and Training Cell through on-campus and off-campus programmes during this Academic year till date and the college possesses an impressive placement record with the highest pay band of Rs.5.60 Lakhs per annum. Some of the Multinational Companies that visit our Campus for recruitment regularly are Accenture, Infosys, Tata Consultancy Services, EY's Global Delivery Services ("GDS"), Zoho, Sutherland Global services, Federal Bank and Premier Mills. Furthermore, students with entrepreneurial skills received additional training at the institution. As a result, our students founded 54 Startup Businesses.

In addition, the Placement Cell organized a 15-day Students Skill Development Program in collaboration with Infosys BPM Limited and Bharathiar University, Coimbatore, and also a student development programme on capacity building and employability skills training in collaboration with Barclays Premier Bank was organized. Students have gained valuable skills in banking, finance, and insurance through the Employability Skill Enhancement Certificate program offered by Bajaj Finserv Ltd as part of their CSR initiatives.

Among the Under-Graduate students who graduated in **April/May 2023**, 30 students joined Post-Graduate Programmes in Top Ranked Colleges with NIRF Rank(1-200). 129 students are Pursuing Higher Education's in Nationally Important Institutions, Universities and Top 200 Colleges in NIRF.



New Initiatives by the Institution during 2023-24

(i) Yoga Club/ Training Centre

The College inaugurated a Yoga Club/training centre in the campus on 4.10.2023 totally 150 Students registered as members of the Yoga Club. In this connection the institution has signed an MOU with Vethathiri Maharishi Institute for Spiritual and Institutional Education, the world Community Service Centre(WCSC), Aliyar, Valpara Road, Pollachi for conducting Foundation Course, Certificate Course, and Diploma Courses for our Students. Among 150 students registered, 7 Students have registered for Foundation Course, 2 Students registered for Certificate Course and 16 students registered for Diploma Course.

The yoga club is coordinated by Dr A G Mythili and convened by Dr.K.Nagarathinam and Dr Kavitha who are Certified Yoga Trainers. The objective of the club is to build the students physically and mentally strong and also to make the students to participate in State, National, and International Level Yoga Championships and to break the previous world records in yoga and also to serve the society in their well being and local community health care. So far, 12 have received certificates at International Level, 9 Students at the National Level and 15 Students at State Level.

(ii) CA and CMA Foundation Courses:

The College has signed an MOU with **Chezhiyan Academy for training students for writing CA and CMA Foundation Course Examinations.** The Programme will be 130 Hours for CA and 120 hours for CMA (3 days per week). The Program was inaugurated on 09.10.2023.



(iii) Innovation Hours :

To develop entrepreneurial mindset among the students and to enhance their skills, the College has introduced Ihub, Club Activity, Online Course and Contest Hours for the Second Year Students in their regular time table.

(iv) Master Health Check up Camp:

The College has conducted Master Health Check up Camp in Collaboration with BRJ Ortho Centre & MAK Hospital for our Faculty Members on 05.07.2023 and 31.08.2023. So far 50 faculty members had undertaken their medical tests.

(v) AI Tools Boot Camp:

The Department of Artificial Intelligence and Data Science and the Department of Computer Science with Cyber Security jointly conducted a two day AI Tools Boot Camp in Collaboration with **MindfulAI** during 27.07.2023 to 29.07.2023. Totally 250 students have attended training on AI.

(vi) Student Development Programmes:

The Department of Computer Science has organized three Days Student Development Programme on Artificial Intelligence from 04.10.2023 to 06.10.2023. Mr.UpendraKumar Tiwary ICT Academy, IIT Kanpur was the resource person for the session. Totally 203 students attended and received the certificates.

We signed a MoU with Veranda Rce Government Exams Coaching Institute on December 2023 to offer coaching for bank courses and other competitive examinations.

We are happy to announce that the Ministry of skill development & entrepreneurship, through the National Skill development corporation (NSDC), New Delhi, has generously allocated a grant of 50 lakhs to our college on 23rd March of 2024. This grant is designated for empowering 240 individuals through



training under the scheme - Pradhan Mantri Kaushal Vikas Yojana 4.0.

(viii) Skill Development and Entrepreneurship Training:

SNS iNNovation Hub in association with Jet Aerospace Aviation Research Centre, Kerala organized “The Drone Technology Skill Development and Entrepreneurship Training”, exclusively for SC/ST Students from 3.10.2023 to 07.10.2023 at our campus, which was a comprehensive event designed to educate participants about the latest developments and applications of drone technology. The program was supported by IHFC-Technology Innovation Hub at IIT Delhi, which aimed to empower eligible students by exposing them to the intricacies of drone design and the latest advancements in drone technologies. Totally 160 students participated and received the certificates.

(ix) SNS Colors 2023 - National Design Thinking Contest:

SNS Colors, A Vibrant National Design Thinking event conducted in the month of September 2023 with Nineteen Events which are designed based on the Five Pillars, Totally, 1382 participants across the globe have participated and received their awards and certificates.

(x) International Conference:

The Research and Development wing of the college in Collaboration with School of Computing & Technical Innovation organized **International Conference** entitled on **Data Analytics, Artificial intelligence and Cyber Security (ICDACT 2023) in Hybrid Mode** on 11.09.2023. The conference received a total of 124 papers from participants worldwide,

(xi) SNS Kuruthi Kodai Sangam

Our institution donated the blood for the patients of Coimbatore Govt. Hospital, P.S.G. Hospital, Kupuswamy Naidu Hospital, and Ganga Hospital. Totally 31 students took part in blood donation camps.



(xii) International Collaboration Panel Discussion

Durban University of Technology (DUT) South Africa, Dr.SNS Rajalakshmi College of Arts and Science and UniversitiTeknologiMARA(UITM), Malaysia jointly organized a Panel Discussion on “**Good Organizational Governance**” on 30.08.2023.

(xiii) International Webinar

An International Webinar on “Conducting the research in Accounting in a constantly evolving global environment” was held on 18.10.2023.

Dr.G.Gnanasekaran of our college was the moderator. More than 100 participants from India, Malaysia and South Africa participated in the webinar.

Students Welfare Programmes by the Management

To motivate and support student community, the Management is generously providing various financial Assistance. I am very much happy to share that our management has provided various financial aid to the meritorious students.

In the academic year 2023-24, 212 students were benefitted from the following concession schemes provided by our management

Merit concession	10	4,20,000
Sports	31	14,44,800
SNSFounders Scheme	36	17,25,360
COVID 19 Welfare scheme	2	98000



Old student concession	79	63100
Special concession	35	3,13000
Special concession on correspondent madam birthday	19	7,80,900
	212	48,45,160

Our Management is very happy in spending Rs. 48,45,160 for the welfare of 212 students through various welfare schemes during this academic year 2023-2024.

For the Academic Year 2022-2023, 120 girl students got benefited under the Pudhumai Penn Scheme and received an incentive amount of Rs. 1000 per month which will be continued till the completion of their UG degree Programme. During the Academic Year 2023-2024, 74 girl students have applied for the Pudhumai Penn Scheme.

Infrastructure Development

The Management is constantly upgrading the physical infrastructure, learning resources, and computer facilities to provide quality education in a conducive, environment, ambience, and comfort.

The College is equipped with a good library with a collection of 38,622 text and reference books. During the current Academic year, 1202 books were purchased and 72 Journals/Magazines have been renewed for current year at the cost of Rs. 7,94,865. Out of 1202 books, 432 books have been purchased and kept



for students reference for preparing IAS, SSC, Banking,, TNPSC Competitive Examinations.

Recently 49,000 NPTEL videos augmented with existing facility. Additionally, the college has e-resources like DELNET, INFLIBNET- NLIST, National Digital Library facilities.

Our institution is equipped with 1131 computer systems for students with high configurations and internet capacity from 80 Mbps to 500Mbps .

Two New Computer Laboratories namely Open AI Studio and Deloitte Factory with 132 systems with High Configuration and with Internet for the Three New Programmes namely (i) B.Sc Computer Science (Full Stack & Web Development), (ii) B.Sc Computer Science (Devops and Cloud) and (iii) B.Sc Computer Science (Data Science & Visualization) inaugurated on 27.09.2023.

Conclusion

The remarkable level of progress, development, and prosperity of this iconic institution is due to Management's unwavering support and encouragement, as well as contributions from stakeholders such as members of the Governing Body and Academic Council, Government and University authorities, faculty members, students, alumni, parents, and well-wishers. I thank each and every one of them. I want to take this opportunity to congratulate all our academic winners on this memorable occasion.

All our future endeavors are intended to enhance the quality and standard of the College. We feel elated and happy when the bright, talented and righteous students perform remarkably well. However, what makes us happier is when a weak student from a rural background progresses steadily to attain greater heights in life. Whatever the College has achieved this academic year is a result of



collective and systematic work.

My sincere and grateful thanks to all the faculty members and non-teaching members for their support and co-operation throughout this academic year.

I want to take this opportunity to commend the students on their wonderful behaviour and performance, as well as their parents' support.

I express my gratitude to the Almighty for blessing us with a year filled with harmony and prosperity. I extend my thanks to everyone for their patient listening and warmly welcome you all once again. Thank you.

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