



KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Criterion 3 – Research, Innovations and Extension

Key Indicator – 3.2 Resource Mobilization for Research

3.2.2 Number of workshops / seminars / conference including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Academic Year
2019 -2020**

Workshops / Seminars / Conference on Research



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Title of the Conference	First International Conference on Multidisciplinary Academic Research and Global Innovations
Date of the Conference	14/02/2020 & 15/02/2020
Resource persons with designation	Dr. Shivakumara Palaiahnkote, Faculty of computer Science and Information Technology, University of Malaya, Kuala Lumpur, Malaysia Dr. Rupa Gunaseelan Director i/c, BSMED, Bharathiar University. Coimbatore
Theme of the Conference	International Conference on Multidisciplinary Research and Global Innovations cordially welcomes participants from all over the world that need to explore globally. It provides the platform and an opportunity to connect author ideas to be shared in the forum of professionals from various disciplines of Arts and Science and also those conceived ideas will invoke the society and humanity in a better way. The conference will be a focal point to globally renowned speakers and delegates from academia, research and industry to share insights and disseminate research findings specifically related to Commerce, Management, General Science, Computer Science, Bio-Technology, Mathematics, and English Literature.
Total no. of Participants	120
ISBN of the proceedings	978-93-5279-508-6



14/02/2020 - 15/02/2020 – 1st International Conference on Multidisciplinary Academic Research and Global Innovations

Chief Patron
Dr. Ashok Bakthavathsalam
 Managing Trustee,
 KGISL Educational Institutions, Coimbatore.

Patron
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 Secretary,
 KG College of Arts & Science, Coimbatore.

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Dr. N. Eswaran Vice-Principal

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Dr. B. Adalarasu Dean - Research
Dr. P. Ajitha Dean - Science

Prof. P. Rajendran Dean - Management Studies
Dr. S. Vidhya Director - IQAC

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Ms. S. Gomathi HoD, Dept. of English
Mr. B. Karthikeyan HoD, Dept. of Commerce
Mr. J. K. Bharath HoD, Dept. of Commerce CA & M.Com (IB)
Ms. R. Kanchana HoD, Dept. of Commerce PA
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Ms. M. Usha HoD, Dept. of Information Technology
Mr. M. Arun Prasad HoD, Dept. of Electronics & Communication Systems
Mr. Alwin Pinakas HoD, Dept. of Software Systems
Dr. B. Sangeetha HoD, Dept. of Bio-technology

For further details please contact
The Convener
ICMARGI'20
 KG COLLEGE OF ARTS AND SCIENCE
 KGISL Campus, 365 Thudiyalur Road, Saravanampatti, Coimbatore-641035.
 +91 98426 15185 | 79048 56371 | 98438 62331 | 99439 73099 | 90929 23261
 icmargi20@kgcas.com

1st International Conference
ON
MULTIDISCIPLINARY ACADEMIC RESEARCH AND
GLOBAL INNOVATIONS
14th & 15th February 2020

Organized by
KGCAS
KG COLLEGE OF ARTS AND SCIENCE
 (Accredited by NAAC & affiliated to Bharathiar University)
 KGISL Campus, 365 Thudiyalur Road, Saravanampatti, Coimbatore-641035.
 Phone: 0422-4419999 | E-mail: principal@kgcas.com

www.kgcas.com

ABOUT KGCAS

KG College of Arts and Science (KGCAS) was established in the year 2005 with the intent to provide quality education at the undergraduate level and post-graduate level, focusing primarily on meeting the talent requirements of the domestic and global IT and IT-enabled service providers. The infrastructure available in the institution for the pursuit of IT and ITES education is unparalleled. A very liberal scholarship provides for opportunities for economically challenged yet academically brilliant students to take up courses at the college. Choosing the right institution for the future will depend on the proximity of such institutions with the industry. KG College of Arts and Science, an Institution sponsored by KG Information Systems Private Limited, is the perfect match to an Industry-Institute learning environment. We call it 'Campus Inside' where learning takes place within the precinct of industry. The KG College of Arts and Science is located on the KG Campus, a sprawling 40-acre campus, just 8 kms away from city, which also houses the BPO, Software, Call Center operations of KGISL apart from co-location of its Institute of higher learning. The Campus presents the perfect integration of Institute - Industry - Infrastructure in an environment of perfecting learning - the foothills of the Western Ghats, Coimbatore. The placement opportunities start from the time you join such future-thinking programmes. What better then, will be an opportunity, than mentoring yourself at an institution sponsored by an Industry.

ABOUT THE CONFERENCE

International Conference on Multidisciplinary Academic Research and Global Innovations (ICMARGI 2020) cordially welcomes the participants from all over the world that needs to explore globally. It provides the platform and an opportunity to connect author's ideas to be shared in the forum of professionals from various disciplines of Arts and Science and also those conceived ideas will invoke the society and humanity in a better way. The conference will be a focal point to globally renowned speakers and delegates from academia, research and industry to share insights and disseminate research findings specifically related to Commerce, Management, General Science, Computer Science, Bio-Technology, Mathematics, English Literature and Electronics. The conference will be held in regular interval to make it an ideal platform for people to share views and experiences in "MULTIDISCIPLINARY ACADEMIC RESEARCH AND GLOBAL INNOVATION" and its related areas.

ADVISORY COMMITTEE

Dr. Eswaramoorthy Rangaswamy Principal & Provost, Amity Global Institute, Singapore.
Dr. Kankeyanathan Kannan Senior Lecturer, University of Jaffna, Sri Lanka
Prof. Dr. E. Raja Justus Professor (Finance), Maastricht University, The Netherlands.
Dr. Shivakumara Patalahnakote Professor, University of Malaya, Kuala Lumpur, Malaysia.
Dr. Sathish Kumar Selvaperumal Program Leader for Telecommunication Engineering, Asia Pacific University of Technology and Innovation (APTI), Kuala Lumpur, Malaysia.
Dr. Jibu Thomas Associate Professor & Head, Department of Biotechnology, Karunya Institute of Technology & Sciences, Coimbatore.
Dr. S. Senthilkumar Professor in Accounting & Management, Sky Line University, Nigeria.
Dr. S.A. Senthil Kumar Professor & Head, Department of Management, Pondicherry University, Karaikal Campus, Puducherry U.T.
Dr. P. Ponnuragan Associate Professor, Department of Botany, Bharathiar University, Coimbatore.

CONFERENCE THEMES

Bio- Technology

1. Antisense Therapy
2. Biotechnological approach for waste water management
3. Proteomics & Genomics
4. Phytotherapeutics
5. Plant Metabonomics engineering

Commerce & Management

1. International Trade Policies & Development
2. Sustainability in Global Business
3. Global Business Intelligence
4. Global Partnership and HR Practices
5. Innovation & Entrepreneurship

Computer Science

1. Machine Learning
2. Artificial Intelligence
3. Digital Image Processing
4. Data Science & Analytics
5. Sensor Networks

Electronics & Communication System

1. Nanotechnology
2. Robotics
3. Embedded System
4. Biomedical Instrumentation
5. Thin Film Technology

English Literature

1. Cognitive Approach in Students Literature
2. Literary Criticism - An Overview
3. English for Empowerment
4. The Conception of Humanitarianism in Literature
5. Predicament of Women in the Modern Society depicted in Modern Literature

Mathematics

1. Fuzzy Systems
2. Applied Mathematics & Its computational aspects
3. Information Theory & Signal Processing
4. Physical Applied Mathematics
5. Neural Network in Mathematical Field

WHO CAN PARTICIPATE?

Executives working in Industries, Faculty members, Research Scholars, and students from Arts, Science and Engineering colleges can participate and present the papers in their concern domain.

AUTHOR GUIDELINES

Authors are instructed to use Times New Roman Font type and it should be in IEEE format with proper line spacing and figures.

PUBLICATION DETAILS

Selected Papers will be published in the Scopus Indexed Journal, ICTACT peer reviewed International Journal and all the papers will be published in the Conference Proceedings with ISBN No.

REGISTRATION DETAILS

For Abroad Delegates: \$50
 For Indian Delegates: Rs. 1,500/-
 For Students: Rs. 1,000/-
 Registration fee includes conference kit, lunch and refreshments

DATES TO REMEMBER

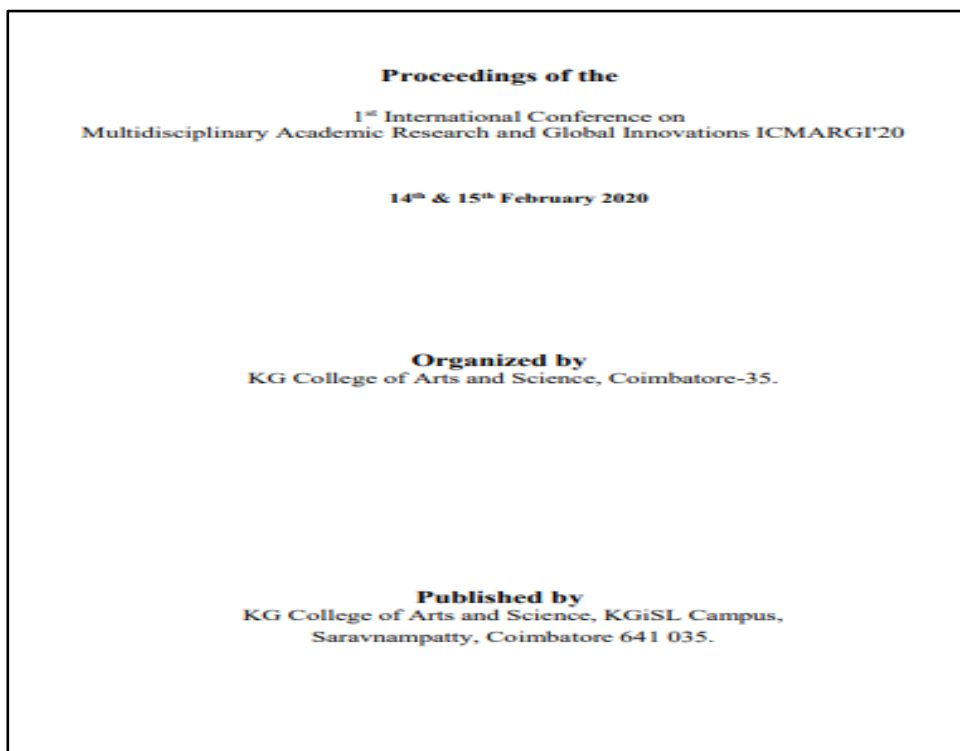
Last date of Submission of Abstract: 10th January 2020
 Last date of Submission of full paper: 20th January 2020
 Communication of Paper Acceptance: 30th January 2020
 Last date to Pay Registration fee: 05th February 2020

Note:
 Registration forms can be downloaded from college website (www.kgcas.ac.in).
 Registration fee can be done through online and the bank details will be sent to the individual mail.

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**14/02/2020 - 15/02/2020 – 1st International Conference on Multidisciplinary Academic
Research and Global Innovations**



**14/02/2020 - 15/02/2020 – 1st International Conference on Multidisciplinary Academic
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Workshops / Seminars / Conference on Entrepreneurship



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Name of the Department	Commerce
Name of the department Association / Club	Rocking Greeks
Activity	Guest lecture
Date of the activity	12/07/2019
Title of the activity	Opportunity in start-up company
Objective	The main purpose for arranging this lecture is to make students aware of the opportunities available in starting new companies.
Resource Person	Mr.V.Arunkumar founder–Zucca Pizzeria
Total no. of beneficiaries	250
Outcome / Report	The guest lecture on 12.07.2019 by Mr.V.Arunkumar founder–Zucca Pizzeria. On the same day fresher's day Was also held for 1st Year students all the students from our department Cordially participated in it.



Kalliammal
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COIMBATORE - 641 035.

12/07/2019 – Guest Lecture on Opportunity in Start-Up Company



12/07/2019 – Guest Lecture on Opportunity in Start-Up Company





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Name of the Department	Management Studies
Name of the department Association / Club	Arthasastra
Activity	Guest Lecture
Date of the activity	25/07/2019
Title of the activity	Guest lecture on Entrepreneurship and Bank
Objective	The program motivated them to the development of Entrepreneur and Bank
Resource Person	R.Karthikeyan Ramasamy, Product Head India, Minkasupay, Bangalore
Total no. of beneficiaries	120
Outcome / Report	The students have learnt the following skills from the expert talk. The resource person highlighted the vast career opportunities available for the young and MAT related Entrance Examination energetic graduates and how to utilize it in an effective manner.



Kalliammal
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25/07/2019 – Guest Lecture on Entrepreneurship and Bank

The poster features the KGCCAS logo in the top left corner. The main text is centered and reads: 'KG COLLEGE OF ARTS AND SCIENCE', 'Affiliated to Bharathiar University and Accredited by NAAC, ISO 9001 : 2015 Certified Institution, KGISL Campus, Saravanampatti, Coimbatore 641035.', 'DEPARTMENT OF MANAGEMENT STUDIES Organizes', 'A GUEST LECTURE BY MR.KARTHIKEYAN RAMASAMY (PPRODUCT HEAD- INDIA, BANGALORE)', 'DATE : 25.10 .2019 Time :10 AM TO 11 AM', 'Dr R Latha HOD', and 'Dr R ANUJA PRINCIPAL'.

25/07/2019 – Guest Lecture on Entrepreneurship and Bank





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Name of the Department	Commerce
Name of the department Association / Club	Rocking Greeks
Activity	Guest lecture
Date of the activity	30/7/2019
Title of the activity	Women Entrepreneur
Objective	The main purpose for arranging this lecture is to make students develop their career as an entrepreneur.
Resource Person	Mrs.R. Srinithi Mohan, Proprietor, Shiska jewellers, Coimbatore.
Total no. of beneficiaries	230
Outcome / Report	On 30 /07/2019 Our department arranged a guest lecture on Women entrepreneurs. Nearly 230 participated and made it a great success.



Kathirammal
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30/07/2019 – Guest Lecture on Women Entrepreneur



30/07/2019 – Guest Lecture on Women Entrepreneur





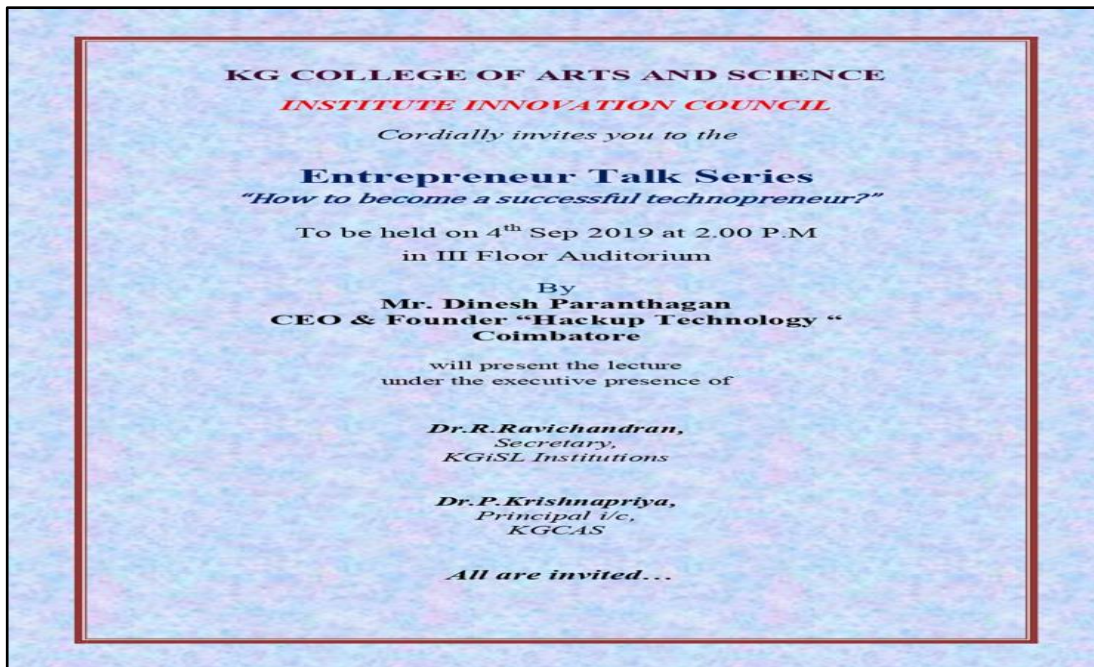
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Name of the Department	Software Systems and Computer Science (PG)
Name of the Association	Mind Benders
Activity	Entrepreneur Talk Series
Date of the activity	04/09/2019
Title of the activity	How to become a successful technopreneur?
Objective	The main objective of this session is to give motivation to become a successful entrepreneur. The main objective of this session is to give more inputs to develop innovative products.
Resource Person	Mr.M.Dinesh Paranthagan,CEO & Founder, Hackup Technology, Coimbatore
Total no. of beneficiaries	240
Outcome/ Report	There were 240 students participating in this function. Mr.M.Dinesh Paranthagan, CEO & Founder, "Hackup Technology", Coimbatore acted as the Chief Guest. We were proudly enlightened that he is an alumnus of this college. The Head of the Software systems department Mr.Alwin Pinakas James has given the welcome address and started up the programme. Mr.M.Dinesh Paranthagan presented the students with an admiring speech about entrepreneurship. The session was very much informative. The speaker has insisted the students to find the problems and its solution and advised them to update themselves by attending seminars, webinars etc. The students also have got an idea about how to acquire funds and patterns for new product innovations.



Kalliankottai
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04/09/2019 – Guest Lecture on Women Entrepreneur



04/09/2019 – Guest Lecture on Women Entrepreneur





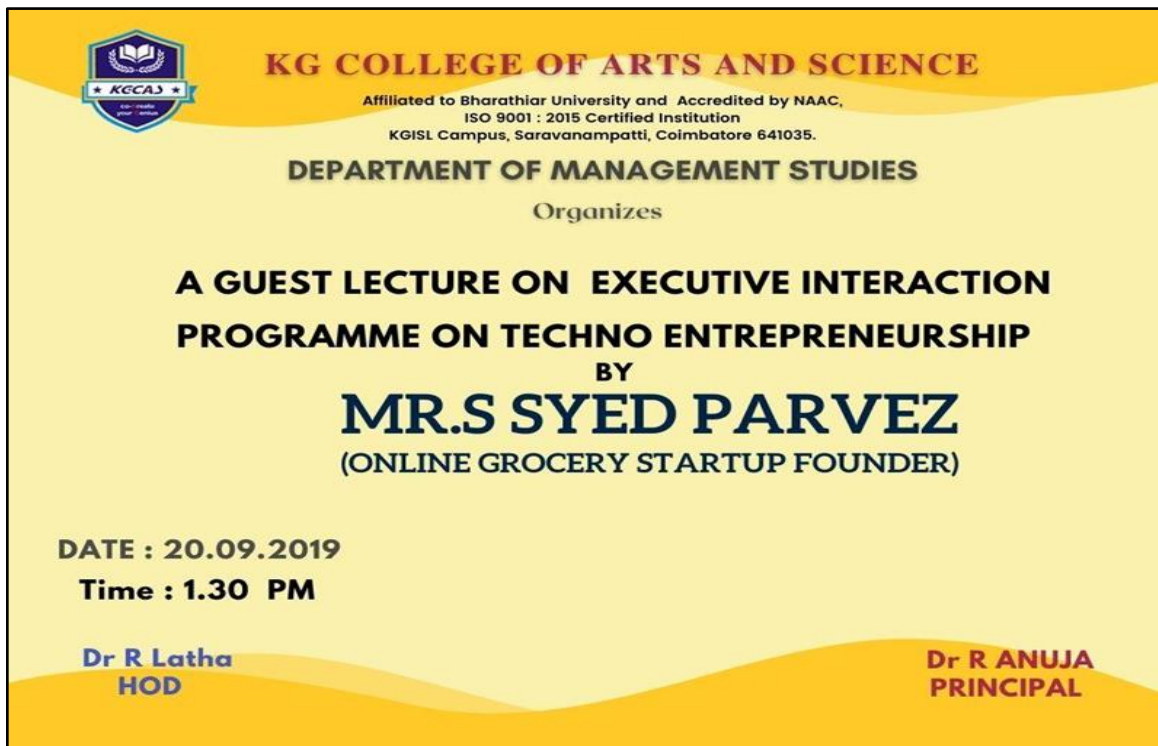
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Activity	Guest lecture
Date of the activity	20/09/2019
Title of the activity	Technopreneurship
Objective	Techno entrepreneurship is a program motivated them to the development of communications
Resource Person	Mr. S. SYED PARVEZ, Founder Grafuta.com (Online Grocery Startup)
Total no. of beneficiaries	102
Outcome / Report	The students have learnt the following skills from the expert talk. This first one may come across as less expected than the others, but in my experience it's one of the traits you learn first when working as wellbeing. They learnt more about wellbeing and to manage a situation. She clearly explained about the life skill techniques and students interacted with them and learnt more.



Rathinamoorthy
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**20/09/2019 – Guest Lecture on Executive Interaction Programme on
Techno Entrepreneurship**



The poster is for a guest lecture event. At the top left is the logo of KG College of Arts and Science (KCCAS), which is affiliated to Bharathiar University and accredited by NAAC. The text on the poster includes the college name, affiliation, accreditation, and department details. The main title of the event is 'A GUEST LECTURE ON EXECUTIVE INTERACTION PROGRAMME ON TECHNO ENTREPRENEURSHIP' by Mrs. Syed Parvez, an online grocery startup founder. The date is 20.09.2019 at 1.30 PM. The event is organized by Dr. R. Latha (HOD) and Dr. R. Anuja (Principal).

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DEPARTMENT OF MANAGEMENT STUDIES
Organizes

**A GUEST LECTURE ON EXECUTIVE INTERACTION
PROGRAMME ON TECHNO ENTREPRENEURSHIP
BY
MR.S SYED PARVEZ
(ONLINE GROCERY STARTUP FOUNDER)**

DATE : 20.09.2019
Time : 1.30 PM

Dr R Latha
HOD

Dr R ANUJA
PRINCIPAL

**20/09/2019 – Guest Lecture on Executive Interaction Programme on
Techno Entrepreneurship**





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Name of the Department	Commerce with Professional Accounting
Name of the department Association / Club	ProTants
Activity	Guest lecture
Date of the activity	19/12/2019
Title of the activity	Investment and Financial Market: Asset Allocation Decision
Objective	Bank savings and regular income cannot be enough for wealth creation. Investment in stock, debt markets and even commodities can help grow wealth and even prove to be an added source of income.
Resource Person	Dr. S.Naganadhini, Head of the Department, Nehru Institute of Technology, Coimbatore
Total no. of beneficiaries	350
Outcome / Report	Students learn what the main financial markets and their characteristics and how the price of stocks and bonds are computed and why they move while you will become increasingly aware of the notion of risk and why it matters when measuring an investment's performance. It helps them to start to figure out how you can use them to achieve financial goals.




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**19/12/2019 – Guest Lecture on Investment and Financial Market: Asset
Allocation Decision**





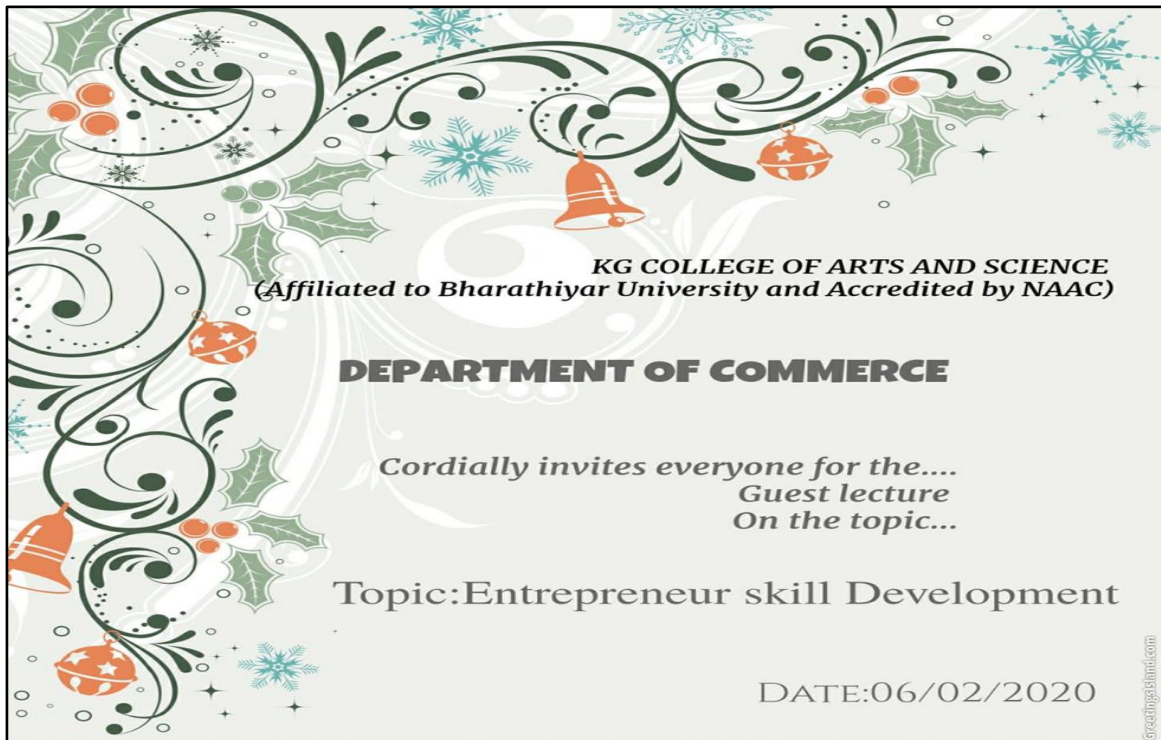
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Name of the Department	Commerce
Name of the department Association / Club	Rocking Geeks
Activity	Guest lecture
Date of the activity	06/2/2020
Title of the activity	Entrepreneur Skill Development
Objective	The main aim of organizing this lecture is to make students aware of the entrepreneurship opportunities.
Resource Person	Mr. Bhargava Sreevastan J, Senior Executive, Deloitte Haskins and Sells, Coimbatore.
Total no. of beneficiaries	45
Outcome / Report	On February 6 2020 Department arranged a guest lecture on topic Entrepreneurship Skill development. Nearly 45 students participated and made it a grand success.



Rathinam
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06/02/2020 – Guest Lecture on Entrepreneur Skill Development



06/02/2020 – Guest Lecture on Entrepreneur Skill Development

