



## **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  
2021 -2022**

## **Workshops / Seminars / Conference on Research**



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University, Accredited by NAAC,  
ISO 9001:2015 Certified Institution  
KGiSL Campus, Saravanampatti, Coimbatore - 641 035,  
Tamil Nadu, INDIA.



### Institutions Innovation Council 4.0 Activity Report

#### SESSION ON “INNOVATION PROTOTYPE VALIDATION: CONVERTING INNOVATION START UP”

1.	Program type	Webinar
2.	Theme of the program	Start up Founder
3.	Topic of the session	Innovation prototype validation: converting innovation start up
4.	Date & Time	16.08.2022 @ 02.00 p.m.
5.	Speaker(s)	Ms.Siva Raghavi, Incubation centre lead, KGISL
6.	Platform conducted	C54
7.	No. of Students participated	100
8.	Program Link	-
9.	Name of the Coordinator	Ms.R.Geetharamani

#### Objective:

1. To help students to build credibility, establish trust and will drive them towards the start-up for their career.
2. Setting Goals help to keep focused and in line with the Mission of Start up

#### Benefits:

Ms.Siva Raghavi is a young entrepreneur who has arrived as the resource person for the start-up webinar on the topic “Innovation prototype validation: converting innovation start up”. She interacted with the students and gave some ideas to develop their business skills. The necessary statistics on startup success are discussed with real life stories and shared about her own experience.



*R. Geetharamani*  
PRINCIPAL  
KG COLLEGE OF ARTS AND SCIENCE  
COIMBATORE - 641 035.

**16/08/2022 – Webinar on Innovation Prototype Validation: Converting  
Innovation Startup**

Invitation:

The poster features the logos of KG College of Arts and Science and the Institution's Innovation Council. The main text reads: "Session on Innovation/prototype Validation: Converting Innovation Start Up". The resource person is identified as Ms. Siva Raghavi, Incubation Centre lead at KGISL. The event date is 16.08.2022 at 2.00PM. Social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram are shown with the handle Kgcasofficial. A location pin icon is labeled C54, and the website kgcas.com is listed at the bottom right.

**16/08/2022 – Webinar on Innovation Prototype Validation: Converting  
Innovation Startup**





KG College of Arts and Science

**KG COLLEGE OF ARTS AND SCIENCE**  
**Affiliated to Bharathiar University and Accredited by NAAC**  
**An ISO 9001:2015 Certified Institution**  
**KGiSL Campus, Coimbatore - 35**

Name of the Department	Computer Science
Name of the department Association / Club	Cyber Rockz
Activity	Webinar on Research
Date of the activity	11/05/2022
Title of the activity	Webinar on Research –Topic -“Tips to write a successful Research Paper”
Objective	To understand the primary purpose of writing a research paper and ways to get started with the writing process.
Resource Person	Dr.Lakshmanakumar Ramasamy, Head Center for excellence for Artificial Intelligence and Machine learning Hindustan College of Technology Coimbatore.
Total no. of beneficiaries	100
Outcome / Report	The Lecture helped to understand barriers associated with writing a research paper. He said that for quality research it is very important to have the highest standards of integrity, impartiality and respect for data. The session was followed by Question and Answer round; queries of faculty members were answered by our guest.



*Rathinam*  
**PRINCIPAL**  
 KG COLLEGE OF ARTS AND SCIENCE  
 COIMBATORE - 641 035.

Department of Computer Science

Research Webinar

Lecture on “Tips to write a successful Research Paper”

**KG** College of Arts and Science

*Cyber rock3'22*

RESEARCH WEBINAR

Department of **Computer Science**

Webinar on

**TIPS TO WRITE A SUCCESSFUL RESEARCH PAPER**

**CHIEF GUEST**

**Dr. Lakshmanakumar Ramasamy**

**Head**  
Center of Excellence for Artificial Intelligence and Machine Learning,  
Hindusthan College of Engineering and Technology,  
Coimbatore

Google Meet

f t y l i

**Kgcasofficial**

11<sup>th</sup> **May** 2022  
🕒 02:00 PM

🌐 **kgcas.com**

**Department of Computer Science**

**Research Webinar**

**Guest Lecture on “Tips to write a successful Research Paper”**

by

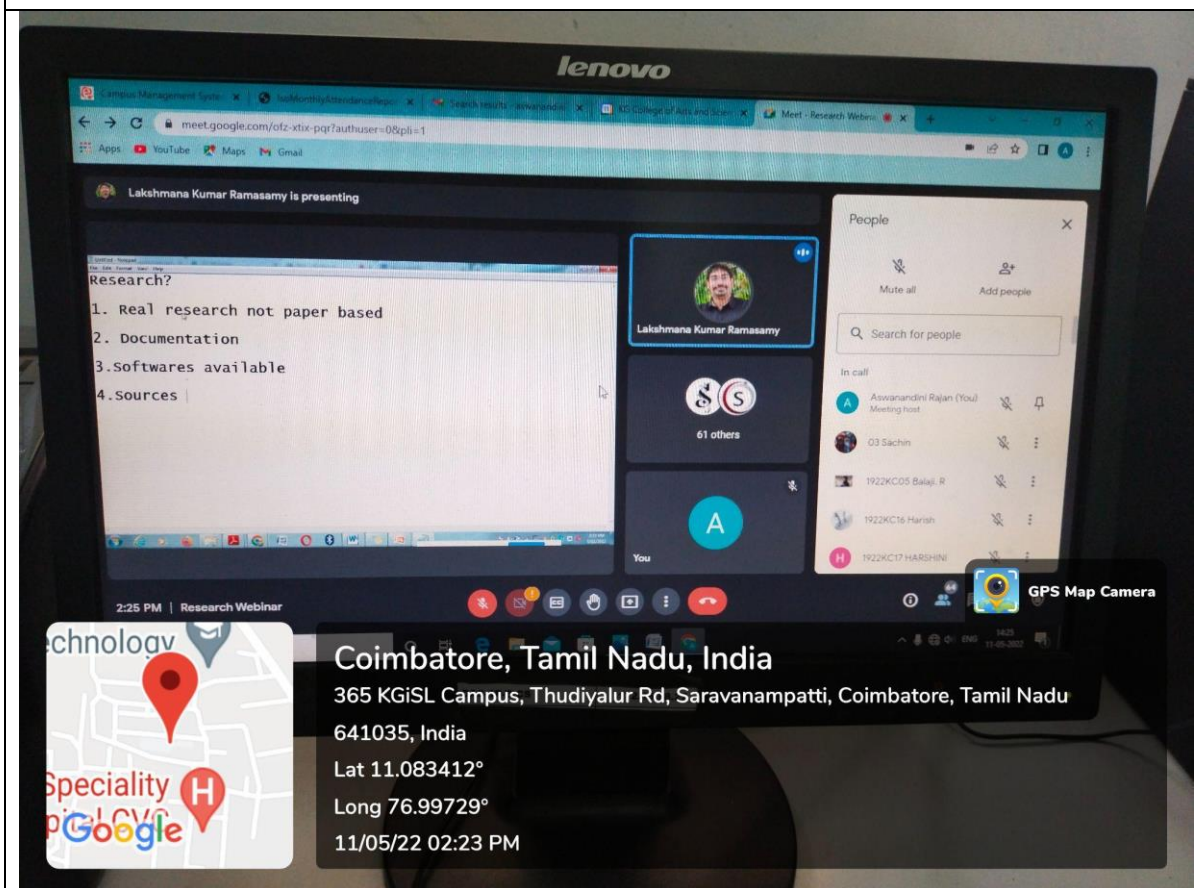
**Dr.Lakshmanakumar Ramasamy,**

**Head,**

**Center for excellence for Artificial Intelligence and Machine learning,**

**Hindustan College of Technology,**

**Coimbatore**





**KG COLLEGE OF ARTS AND SCIENCE**  
**Affiliated to Bharathiar University and Accredited by NAAC**  
**KGiSL Campus, Coimbatore - 35**

Name of the Department	Computer Technology
Name of the department Association / Club	Spangle's
Activity	Guest lecture/ Seminar / Webinar / Workshop / Association Inauguration/ <u>Hackathon</u>
Date of the activity	07/04/2022 & 08/04/2022
Title of the activity	Two days Interdepartmental Hackathon on Innovative Designer 2022
Objective	The student's creative thinking skills will be improved at least to 50% of the overall department strength. Hackathon found to be one of the best and fast career-launchers, since organizations are looking to hire future product innovators and their projects is used to identify 'out of the box' thinkers to join their team. All these students are encouraged, motivated and mentored to participate and win in the hackathon
Total no. of beneficiaries	88
Outcome / Report	Students' participants were able to know how to convert an idea into reality that makes the students to design a prototype based solution. Hackathon are intended to be stimulants for developer's minds, a kind of mixture between endurance and technical skill that usually ends if not with a finished product then, at the very least, a sense of accomplishment.



*K. K. K.*  
**PRINCIPAL**  
 KG COLLEGE OF ARTS AND SCIENCE  
 COIMBATORE - 641 035.

**Department of Computer Technology**

” Two days Interdepartmental Hackathon on Innovative Designer 2022”



**KG** College of Arts and Science

Department of **Computer Technology**  
— organizes —

2-DAYS INTERDEPARTMENTAL HACKATHON

**INNOVATIVE DESIGNER  
2022**



PRINCIPAL

**Dr. J Rathinamala**

CONVENOR

**Dr. V Sathyavathy**

Head, Department of  
Computer Technology

CO-CONVENOR

**Mrs. A Lavanya**

Association Coordinator,  
Department of  
Computer Technology

 Registration Link  
in Description



@Kgcasofficial



IM Auditorium

**7<sup>th</sup> & 8<sup>th</sup> APRIL  
2022**

 [www.kgcas.com](http://www.kgcas.com)

### Department of Computer Technology

#### Two days Interdepartmental Hackathon on Innovative Designer 2022





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Electronics and Communication Systems
Name of the department Association / Club	Electro Genix
Activity	Guest Lecture
Date of the activity	06/04/2022
Title of the activity	Guest Lecture on “Research on Wireless Sensor Networks”
Objective	A Guest lecture session is covering all the key aspects of “Research on Wireless Sensor Networks”. The resource person has also added some of the advanced technologies available to explore in wireless sensor networks. Later, he gave a brief explanation about the applications of it and next generation technology.
Resource Person	Dr. M. Thamarai Selvan, Assistant Professor, Sri Ramakrishna College of Arts and Science, Coimbatore
Total no. of beneficiaries	65
Outcome / Report	Students gained knowledge about the sensor networks and its applications. Students have also been exposed to the different methods to establish the communication via wireless sensor and its technology to save the power using duty cycles. The entrepreneurship opportunities in the communication area are also explained to the students.



*Rathinam*  
PRINCIPAL

KG COLLEGE OF ARTS AND SCIENCE  
COIMBATORE - 641 035.

16/08/2022 – Webinar on Innovation Prototype Validation: Converting Innovation Startup

The poster features the KG College of Arts and Science logo at the top left, with the text 'KG College of Arts and Science' to its right. Below this is the 'Electro Genix' logo. The main title is 'RESEARCH ON WIRELESS SENSOR NETWORKS' in a red box. The speaker is identified as 'CHIEF GUEST Dr. M Thamarai Selvan', an Assistant Professor at Sri Ramakrishna College of Arts & Science, Coimbatore. A portrait of Dr. Selvan is shown on the right. At the bottom, it lists '6th APRIL 2022' from '2:30PM - 3:30PM' and the website 'www.kgcas.com'. Social media icons for Google Meet, Facebook, Twitter, YouTube, LinkedIn, and Instagram are also present, along with the handle '@Kgcasofficial'.

16/08/2022 – Webinar on Innovation Prototype Validation: Converting Innovation Startup

The screenshot shows a presentation slide titled 'Mobile healthcare in WSN'. The slide contains a diagram illustrating a network where an ambulance (Emergency), a house (Home), and a doctor (Physician) are connected to an 'Internet' cloud. A person is shown with a mobile phone, connected to 'Bluetooth/WLAN' and 'GPRS/Cellphone Network'. A 'GPS Map Camera' is also indicated. On the right side of the screen, a list of participants is visible, including 'Dr Thamarai Selvan Mohan', 'Antony Pradeesh', 'Karthikayan Sundarasamy', '2026B15 Raveena', '2026b09ECS Mahesh. K', and 'Senthikumar Managan'. A Google Maps location pin is overlaid on the bottom left, showing the location: 'Coimbatore, Tamil Nadu, India', 'KG Campus, 365, Thudiyalur Road, Keeranatham Rd, Saravanampatti, Coimbatore, Tamil Nadu 641035, India', with coordinates 'Lat 11.084309°' and 'Long 76.997235°'. The date and time '06/04/22 03:04 PM' are shown at the bottom.



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Management Studies
Name of the department Association / Club	Arthasasthra – 2022
Activity	Webinar
Date of the activity	11/03/2022
Title of the activity	Students Approach to Research
Objective	Mr S Alagupandi, Technical Head, Aakkam, Industrial Training and Research Institute presented a webinar on “Students Approach to Research” through which he explained complete components of research design. This supported the students in research study.
Resource Person	Mr S Alagupandi, Technical Head, Aakkam, I Industrial Training and Research Institute.
Total no. of beneficiaries	114 Students



*K. S. Anand*  
PRINCIPAL  
KG COLLEGE OF ARTS AND SCIENCE  
COIMBATORE - 641 035.

11/03/2022 – Webinar on Students Approach to Research

The poster features the KGCCAS logo at the top left with the motto 'create your genius'. The main title is 'STUDENTS APPROACH TO RESEARCH' in large red letters. The chief guest is Mr. S Alagupandi, Technical Head of Aakkam, Industrial Training and Research Institute. The coordinator is Ms. V C Praven Priyaa, Assistant Professor. The event is on 11th MAR 2022 at 11:00AM via Google Meet. Social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram are shown with the handle @Kgcasofficial.

11/03/2022 – Webinar on Students Approach to Research

The screenshot shows a Google Meet session in progress. The main screen displays the webinar poster. A list of participants is visible on the right, including srijan amaresh, Rithakannyska Mari, Faaz Yousof, Pravenpriyaa Veluparatchi..., Anwarth BBA04, and W23103 ANAND JESURAJ. The system tray at the bottom shows the time as 11:38 AM and the temperature as 33°C. A 'GPS Map Camera' overlay is present at the bottom, showing a map of Coimbatore, Tamil Nadu, India, with the location 3XMW+5X6, Saravanampatti, Coimbatore, Tamil Nadu 641035, India. The coordinates are Lat 11.082929° and Long 76.996976°. The date and time are 11/03/22 11:38 AM.



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce
Name of the Department Association / Club	Rocking Geeks
Activity	Webinar
Date of the activity	03/03/2022
Title of the activity	Guidelines for Preparation of research Project Report
Objectives	To make the Students get more involvement in the Research Project.
Resource person	Mr.K.Vinoth Assistant Professor Department of Commerce Hindusthan College of Arts and Science
Total number of beneficiaries	70
Outcome	Students gained more information about doing Research Projects.



*Rathinam*  
PRINCIPAL  
KG COLLEGE OF ARTS AND SCIENCE  
COIMBATORE - 641 035.

03/03/2022 – Guest Lecture on Guidelines for Preparation of Research Project



The poster features the KGCAS logo at the top left, which includes a shield with a book and the motto 'co-rotate your genius'. To the right of the logo is the text 'KG College of Arts and Science'. Below this, the text 'Department of Commerce' is underlined. A central yellow box contains the text 'GUEST LECTURE ON' followed by 'GUIDELINES FOR PREPARATION OF' and 'RESEARCH PROJECT REPORT' in large, bold, red letters. To the right of this box is a portrait of Mr. K Vinoth, a man with a beard wearing a blue shirt. Below the portrait, the text 'CHIEF GUEST' is followed by 'Mr. K Vinoth' in bold red, and his title 'Assistant professor, Department of Commerce, Hindusthan College of Arts and Science, Coimbatore.' Below the portrait, there are social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram, followed by the handle '@Kgcasofficial'. At the bottom center, there is a location pin icon and the text 'Department of COMMERCE'. On the bottom right, the date '3<sup>rd</sup> MAR 2022' and time '11:00AM' are displayed with an alarm clock icon.

KG College of Arts and Science

Department of **Commerce**

GUEST LECTURE ON

GUIDELINES FOR PREPARATION OF

**RESEARCH  
PROJECT REPORT**

CHIEF GUEST

**Mr. K Vinoth**

Assistant professor,  
Department of Commerce,  
Hindusthan College of Arts and Science,  
Coimbatore.

  
@Kgcasofficial

Department of  
**COMMERCE**

3<sup>rd</sup> MAR 2022  
11:00AM



KG COLLEGE OF ARTS AND SCIENCE  
(affiliated to Bharathiar University and Accredited by NAAC)



Institutions Innovation Council 4.0

Activity Report

1.	Program type	Webinar
2.	Theme of the program	Prototype Design
3.	Topic of the session	Process Design Developing and Prototyping
4.	Date & Time	26.02.2022 , 2.30pm
5.	Speaker(s)	Mr.R.Abinesh Application Engineer Coimbatore Cad Solutions Pvt Ltd
6.	Platform conducted	Microsoft Teams Meet
7.	No. of Students participated	142
8.	Program Link	Microsoft teams meet link: <a href="https://teams.microsoft.com/j/meetup-join/19%3awRscF1l0o_bhGQp6A4NlywtP9Fuzrgvlg5TM2gURAbM1%40thread.tacv2/1645773900217?context=%7b%22Tid%22%3a%22f36ed844-272a-4e3b-a576-273f9f296f79%22%2c%22Oid%22%3a%22928b75c9-e076-408c-bafa-99be4e1d0522%22%7d">https://teams.microsoft.com/j/meetup-join/19%3awRscF1l0o_bhGQp6A4NlywtP9Fuzrgvlg5TM2gURAbM1%40thread.tacv2/1645773900217?context=%7b%22Tid%22%3a%22f36ed844-272a-4e3b-a576-273f9f296f79%22%2c%22Oid%22%3a%22928b75c9-e076-408c-bafa-99be4e1d0522%22%7d</a>
9.	Name of the Co Ordinator(s)	Dr.S.Vijaya
10.	Recording Link	<a href="https://drive.google.com/file/d/1WfVWN3TKg5gHggMIiOL5nj8RirFHPez9/view?usp=sharing">https://drive.google.com/file/d/1WfVWN3TKg5gHggMIiOL5nj8RirFHPez9/view?usp=sharing</a>



*K. S. Vijaya*  
PRINCIPAL  
KG COLLEGE OF ARTS AND SCIENCE  
COIMBATORE - 641 035.

**26/02/2022 – Webinar on Process Design & Developing Prototyping**

**KG College of Arts and Science**

**Institutions Innovation Council**

**PROCESS DESIGN  
& DEVELOPING  
PROTOTYPING**

**CHIEF GUEST**  
**Mr. R Abinesh**  
Application Engineer,  
Coimbatore Cad Solution

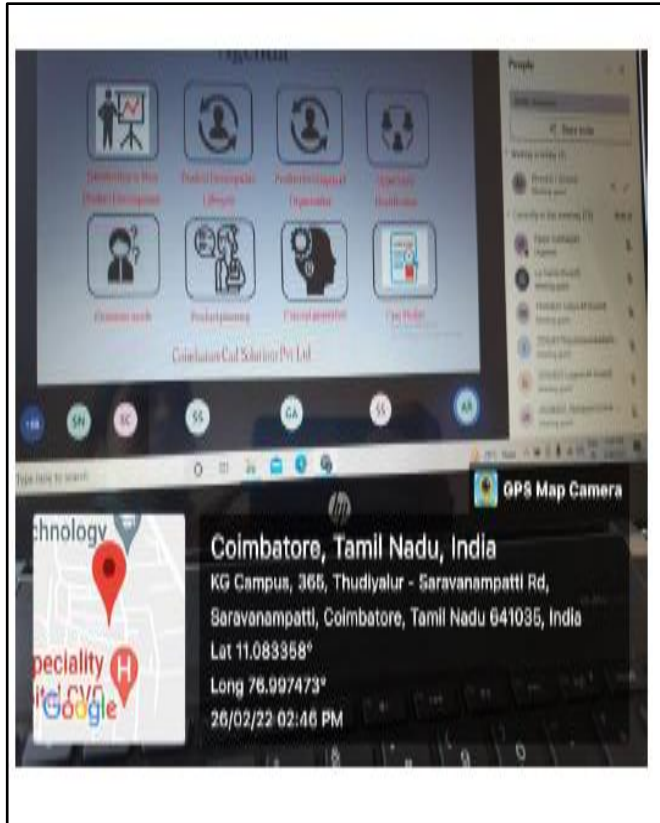
C:\Users\welcome\Downloads\WhatsApp In  
2022-02-25 at 17.39.52.jpeg

**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Member of Education Initiatives)

**@Kgcasofficial** **Google Meet**

**26<sup>th</sup> FEB 2022**  
**02:30PM**

**26/02/2022 – Webinar on Process Design & Developing Prototyping**





**KG COLLEGE OF ARTS AND SCIENCE**  
 Affiliated to Bharathiar University, Accredited by NAAC,  
 ISO 9001:2015 Certified Institution  
 KGISL Campus, Saravanampatti, Coimbatore - 641 035,  
 Tamil Nadu, INDIA.



**Institutions Innovation Council 4.0**

**Activity Report**

1.	Program type	Expert Talk
2.	Theme of the program	Technologies Innovation Development
3.	Topic of the session	"Process on Innovation Development & Technology Readiness Level (TRL)" & "Commercialization of Lab Technologies & Tech-Transfer"
4.	Date & Time	15.02.2022 @ 2.00 pm
5.	Speaker(s)	Mr.Dinesh Paranthagan Founder & CEO Hackup Technology Pvt Ltd. Coimbatore.
6.	Platform conducted	Online
7.	No. of Students participated	89 Participants
8.	Program Link	<a href="https://meet.google.com/qwi-vqui-lfk">https://meet.google.com/qwi-vqui-lfk</a>
9.	Name of the Co Ordinator(s)	Dr. P. Krishnapriya – Convenor Mr. D. Sakthivel – Organizing Secretary

**Objective:**

The Expert talk encourages the students to explore and think innovative and use all the new technologies and tools to generate solutions for real world problems and to bring technology to life. Technology Readiness Level (TRL) determines how far innovation technology is from being deployed by industry or public. Commercialisation involves the innovation technology into commercial product for real time usage, usually through a patent license or invention license.

**Benefits:**

As part of the Expert talk event, KGCAS's IIC & R & D Cell hosted talk on "Process on Innovation Development & Technology Readiness Level (TRL)" & "Commercialization of Lab Technologies & Tech-Transfer"- in online mode. There are 89 student participated in the live session. This platform enlightened and ignites the students to think innovative and how to generate ideas for real world problems? and facilitates students to understand different seed funding and online tools and technologies for their creative ideas and development.



*Krishnapriya*  
**PRINCIPAL**  
 KG COLLEGE OF ARTS AND SCIENCE  
 COIMBATORE - 641 035.

**15/02/2022 – Expert Talk on Process of Innovation, Development & Technology Research Level (TRL) & Commercialization of Lab Technologies & Tech-Transfer**

**Invitation:**

**KG College of Arts and Science**

Institutions Innovation Council  
in association with  
Research & Development Cell organizes

**EXPERT TALK ON**  
Process of  
**" INNOVATION DEVELOPMENT  
& TECHNOLOGY READINESS  
LEVEL (TRL) "**  
& Commercialization of  
**" LAB TECHNOLOGIES  
& TECH-TRANSFER "**

**RESOURCE PERSON**  
**Mr. Dinesh Paranthagan**  
Founder & CEO  
Hackup Technology Pvt Ltd,  
Coimbatore.

**PRINCIPAL**  
**Dr. J Rothinamala**

**CONVENER**  
**Dr. P Krishnapriya**  
Vice Principal (Academics),  
President, KGCAS-IC

**ORGANIZING SECRETARY**  
**D Sakthivel**  
Assistant Professor,  
Member, KGCAS-IIC

@Kgcasofficial

**15<sup>th</sup> FEB 2022**  
**02:00PM**

The screenshots illustrate the content of the expert talk. The top-left screenshot shows a mind map titled "Process of Innovation Development" with branches for Innovation, Development, and Tech-Transfer. The top-right screenshot shows a similar mind map with a different structure. The bottom screenshot shows a presentation slide titled "500 Billion of Smart India Revolution is here" and a video feed of Mr. Dinesh Paranthagan speaking.



**KG COLLEGE OF ARTS AND SCIENCE**  
 Affiliated to Bharathiar University  
 Accredited by NAAC  
 ISO 9001:2015 Certified Institution  
 KGiSL Campus, Coimbatore – 641 035



Title of the activity	Technical Session on "Mendeley : Reference Management Tool"
Organized by	Internal Quality Assurance Cell & Department of Computer Applications
Date of the activity	31/01/2022
Resource Person(s)	Dr. Nachamai.M, Specialist, Research & Technology, Siemens Healthcare Private Limited, Bangalore.
Number of participants	53
Mode of the activity	Online through Google Meet
Objective	To introduce Mendeley Tool and its options to the target participants.
Outcome	The resource person gave an online demo of Mendeley tool and the participants gained awareness about using the tool.

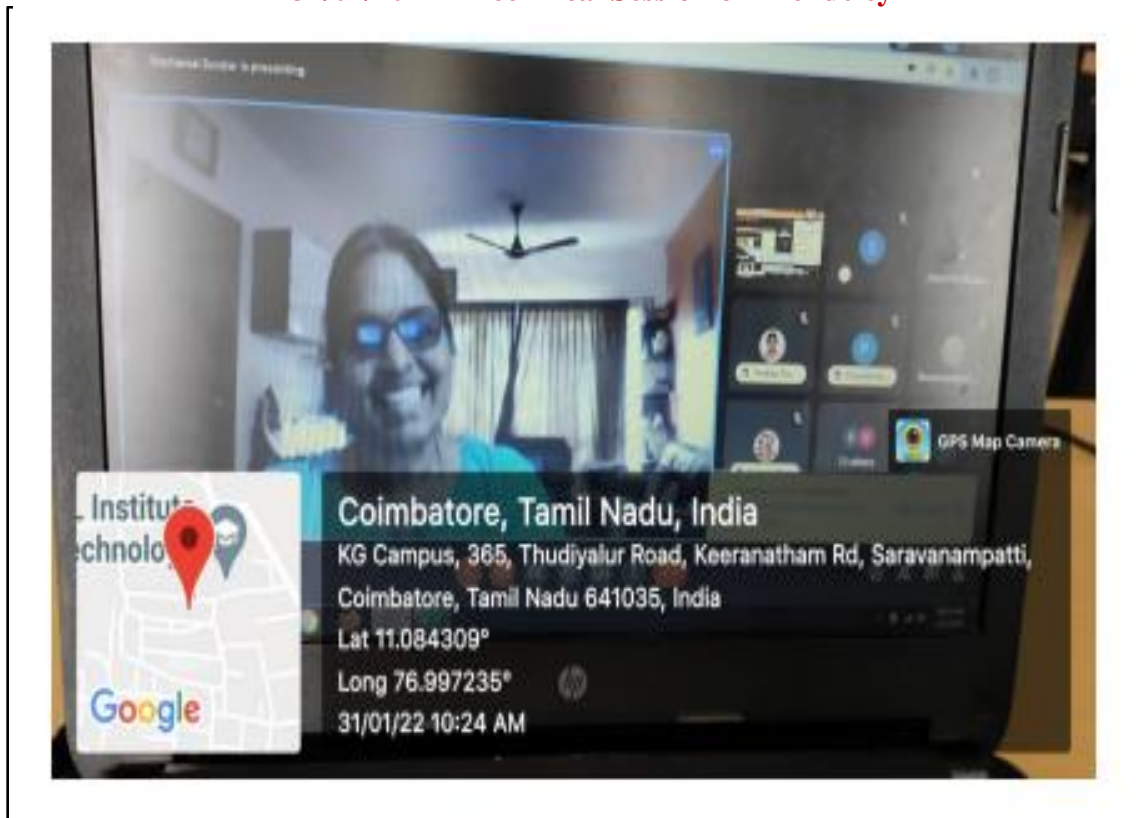


  
**PRINCIPAL**  
 KG COLLEGE OF ARTS AND SCIENCE  
 COIMBATORE - 641 035.

**31/01/2022 – Technical Session on Mendeley**



**31/01/2022 – Technical Session on Mendeley**





**KG COLLEGE OF ARTS AND SCIENCE**  
(Affiliated to Bharathiar University and Accredited by NAAC)

Institutions Innovation Council 4.0

Activity Report



**"ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT-MARKET FIT"**

1.	Program type	Webinar
2.	Theme of the program	Achieving Problem
3.	Topic of the session	Achieving Problem on Solution Fit & Product market fit
4.	Date & Time	05.01.2021 @ 10.00am
5.	Speaker(s)	Ms.B.Kayalvirbi
6.	Platform conducted	Online
7.	No. of Students participated	100
8.	Program Link	<a href="http://meet.google.com/yip-rzsr-jwh">http://meet.google.com/yip-rzsr-jwh</a>
9.	Name of the Co Ordinator	Ms.R.Goetharamani

**Objective:**

1. The webinar are aimed to cater to the needs of young entrepreneurs, skilled workers intending to start their own business.
2. It also focusing on the financial schemes and Solution for the Problems in Marketing field.

**Benefite:**

Ms.B.Kayalvirbi, Assistant Director (Food),Ministry of MSME delivered how to achieve problem- solutions – market fit in step by step process and also explained how to validate the problems is a must for each startup.During this session she discussed what professionals need to do today to improve their problem solving ability to make better decision. Creative and practical tools to identify the real source of a problem; also included with crystal clarity ideas.Students gained more knowledge about the problem solving strategies and opportunities with available resources in MSME.She presented about various Schemes and Finance opportunities and outdated production methods limit their capacity for growth and prevent them from serving new markets . She encouraged students to develop their skills in marketing field. She describes a scenario in which a company's target customers are buying, using and telling about the company's product in numbers large to sustain that products growth and Profitability. Students interacted and clarified their doubts.



*R. Manoj*  
**PRINCIPAL**  
KG COLLEGE OF ARTS AND SCIENCE  
COIMBATORE - 641 035.

**05/01/2022 – Webinar on Achieving Problem-Solution FIT & Product-Market FIT**



**05/01/2022 – Webinar on Achieving Problem-Solution FIT & Product-Market FIT**





**KG COLLEGE OF ARTS AND SCIENCE**  
(Affiliated to Bharathiar University and  
Accredited by NAAC)

**Institutions Innovation Council 4.0**



### Activity Report

#### DESIGN THINKING, CREATIVE THINKING & INNOVATION DESIGN WORKSHOP

1.	Program type	Workshop
2.	Theme of the program	Creative Thinking process
3.	Topic of the session	Design Thinking, Creative Thinking & Innovation Design Workshop
4.	Date & Time	18/12/2021 @ 10.00am
5.	Speaker(s)	Dr.P.Krishnapriya
6.	Platform conducted	Vice Principal (Academics) President ,IIC -KGCAS
7.	No. of Students participated	75
8.	Program Venue	Google Meet
9.	Name of the Coordinator(s)	Dr.S.Vijaya

#### Objective:

1. To get clear idea about Design Thinking, Creative thinking and Innovation Design.
2. To understand how to find out a problem, to give solution and develop a prototype .

#### Benefits:

Dr.P.Krishnapriya, Vice Principal(Academics) gave an enlightening session on “Design Thinking, Critical Thinking & Innovation Design ” for the students of various departments. She explained each and every step in the progress of the Innovation Project with simple examples. Students got clear ideas about Design, Critical Thinking and Innovation Design.



 **KG** College of Arts and Science

Institution's Innovation Council

Workshop on

**DESIGN THINKING,  
CRITICAL THINKING &  
INNOVATION DESIGN**

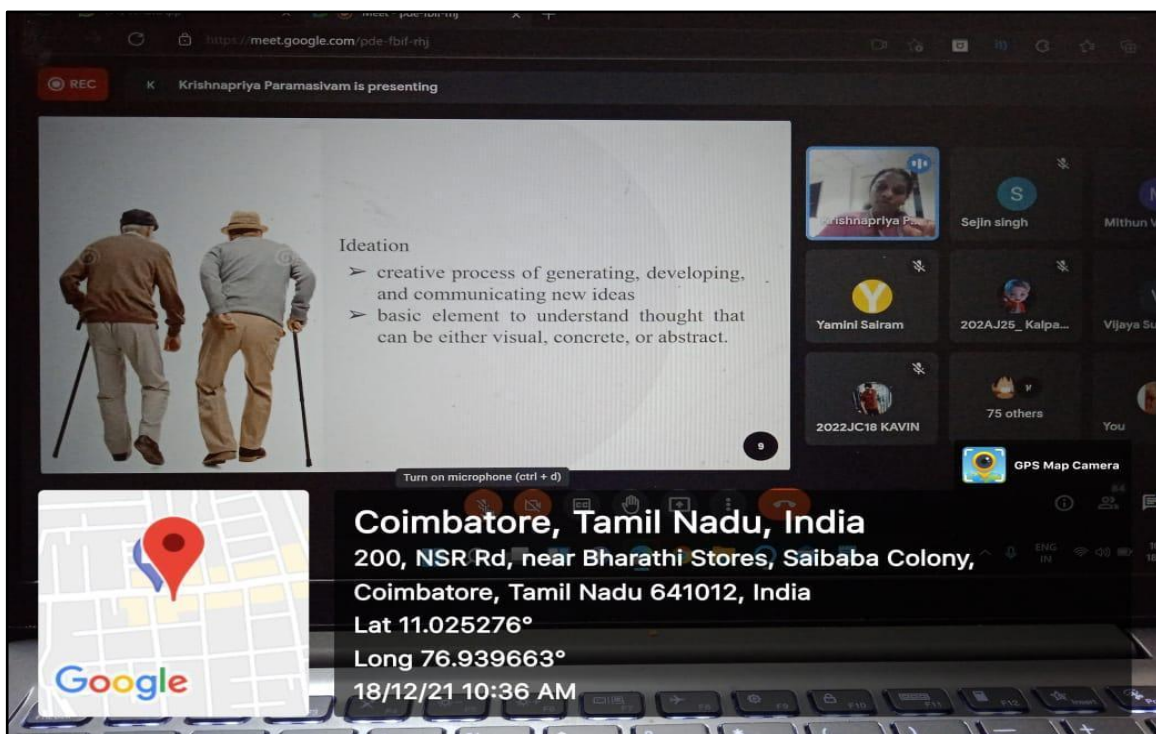
Chief Guest:  
**Dr. P Krishnapriya**  
Vice Principal (Academics)  
President, IIC KGCAS



 INSTITUTION'S INNOVATION COUNCIL  
(Ministry of Education Initiative)

 @Kgcasofficial

**18<sup>th</sup> DEC 2021**  
 **10:00AM** | 




https://meet.google.com/pde-fbf-rhj

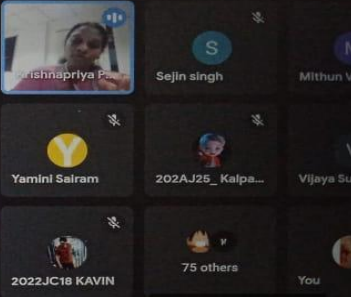
REC K Krishnapriya Paramasivam is presenting

**Ideation**


- creative process of generating, developing, and communicating new ideas
- basic element to understand thought that can be either visual, concrete, or abstract.



Turn on microphone (ctrl + d)

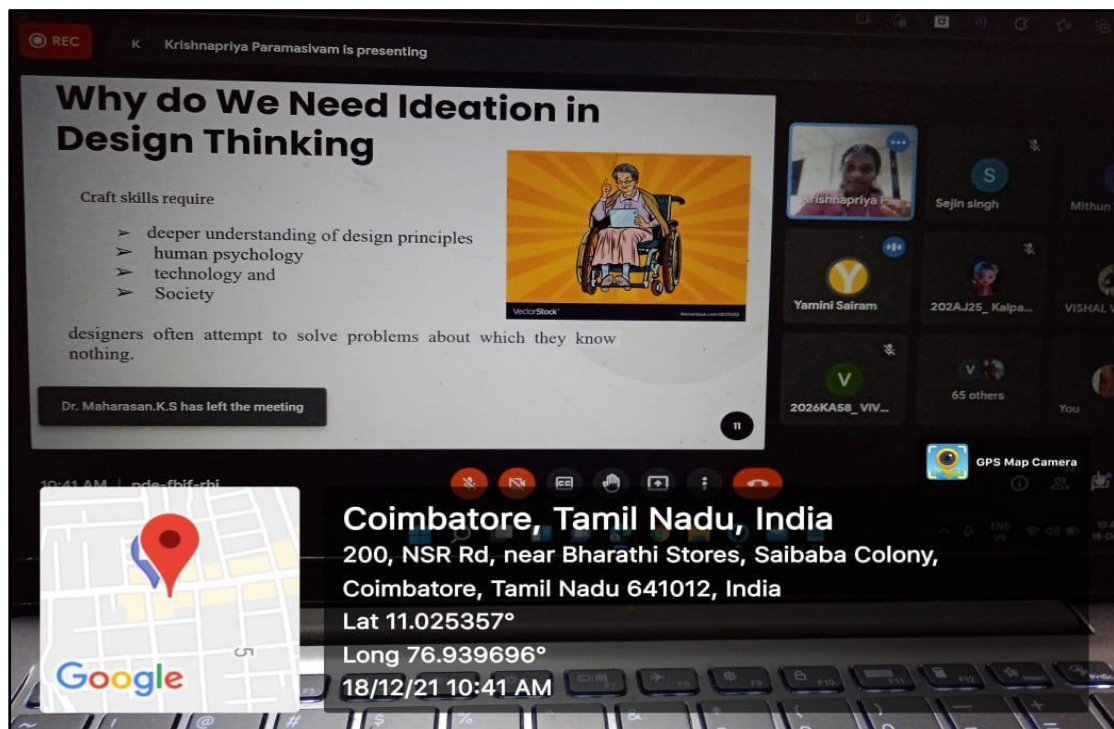
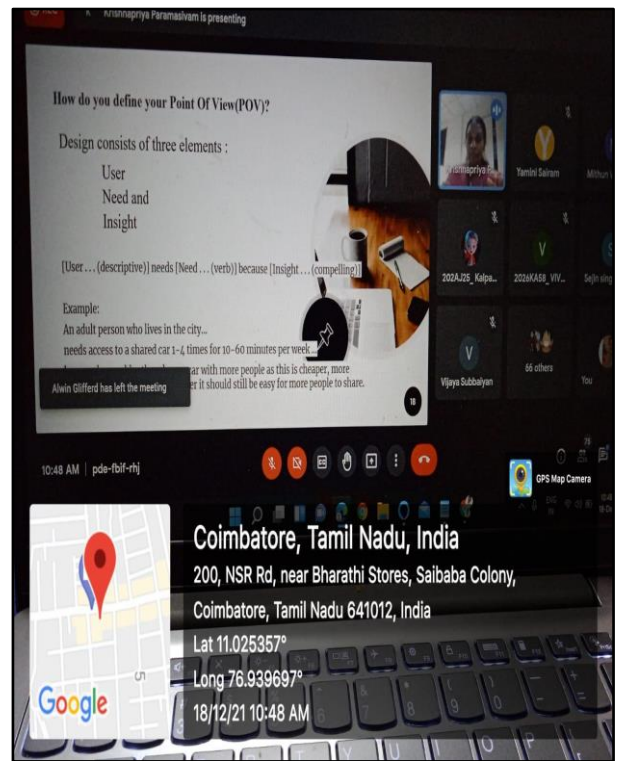
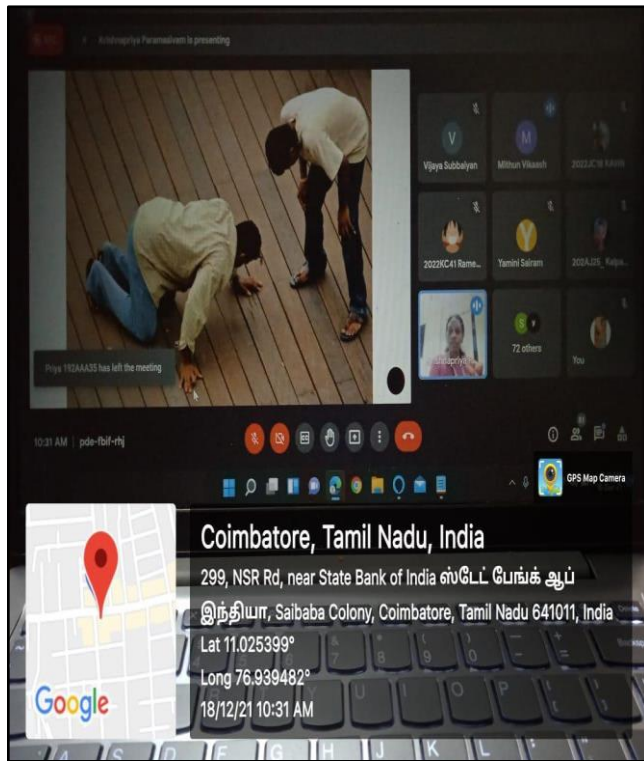


Yamini Sairam, 202AJ25\_Kalpa..., Vijaya Sui, 2022JC18 KAVIN, 75 others, You



**Coimbatore, Tamil Nadu, India**  
200, NSR Rd, near Bharathi Stores, Saibaba Colony,  
Coimbatore, Tamil Nadu 641012, India  
Lat 11.025276°  
Long 76.939663°  
18/12/21 10:36 AM

GPS Map Camera





KG COLLEGE OF ARTS AND SCIENCE  
(Affiliated to Bharathiar University and Accredited by  
NAAC)

Institutions Innovation Council 4.0



## Activity Report

### Ideation Activity

1.	Program type	Orientation to first year students
2.	Theme of the program	Ideation Workshop
3.	Topic of the session	Problem Solving and Ideation Workshop
4.	Date & Time	16/1/2021 @ 02.00pm
5.	Speaker(s)	Dr.Krishnapriya, Vice Principal-Academics President, KGCAS - IIC
6.	Platform conducted	Offline
7	No. of Students participated	54
8.	Program Link	-
9	Name of the Coordinator(s)	Dr.S.Vijaya

#### Objective:

1. To know about problem solving methods and ideation.
2. To get a clear idea about finding a solution to a problem and converting it into an idea.

#### Benefits:

Dr.P.Krishnapriya, Vice Principal(Academics) gave an enlightening session on “Problem Solving and Ideation ” for the students of various departments. Students got a clear idea about problem solving methods and how to convert the solution into ideas. Students of various departments attended the program.



**KG College of Arts & Science**  
 Affiliated to Bharathiar University & Accredited by NAAC  
 ISO 9001:2015 Certified Institution  
 KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA.

**KGCAS- Institution's Innovation Council**  
 in association with  
**Research & Development Cell**  
 Organizes



**PROBLEM SOLVING AND IDEATION WORKSHOP**  
 for First year students of all departments



**Resource Person**  
**Dr.P.Krishnapriya**  
 Vice Principal (Academics)  
 President - KGCAS IIC

**16.11.21**  
**2.00 pm**  
**Seminar Hall**

**Registration Link** :<https://forms.gle/Xws51xLnJB1qkhav5>

**Students' Coordinators**  
 R.Sabareswar  
 R.Muthu Vignesh  
 III B.Sc IT 'B'

**Organizing Secretary**  
 Dr.S.Vijaya  
 Assistant Professor  
 Innovation Coordinator  
 KGCAS - IIC

 ... All are Invited ... [www.kgcas.com](http://www.kgcas.com)





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Information Technology
Name of the department Association / Club	Creative Ideas Club
Activity	Webinar
Date of the activity	13/10/2021
Title of the activity	Webinar on “How to develop Innovative Projects”
Objective	To encourage students of various departments to start their innovative projects by giving clear explanation with existing project demonstrations.
Resource Person	Dr.K.Pandian Controller of Examinations, Professor in Inorganic Chemistry, University of Madras, Guindy Campus, Chennai.
Total no. of beneficiaries	100
Outcome / Report	Creative Ideas Club of Department of Information Technology in association with Institution’s Innovation Council(IIC) organized this event. Our students had an opportunity to get an overview on innovative projects and how to develop innovative projects in recent interdisciplinary domains. Resource person Dr.K.Pandian explained the existing projects in different domains.



**KG College of Arts & Science**  
Affiliated to Bharathiar University & Accredited by NAAC  
 ISO 9001:2015 Certified Institution  
 KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA.

## Department of Information Technology

The Management, The Principal, Members of the Faculty and Students of  
 Department of Information Technology and the

**CREATIVE IDEAS CLUB**  
 in association with  
**INSTITUTION'S INNOVATION COUNCIL(IIC)**



invite you all for the webinar on  
**HOW TO DEVELOP INNOVATIVE PROJECTS**



**Dr.K.PANDIAN**  
 Controller of Examinations  
 Professor in Inorganic Chemistry  
 University of Madras, Chennai

**13.10.21**  
**10.30 A.M.**

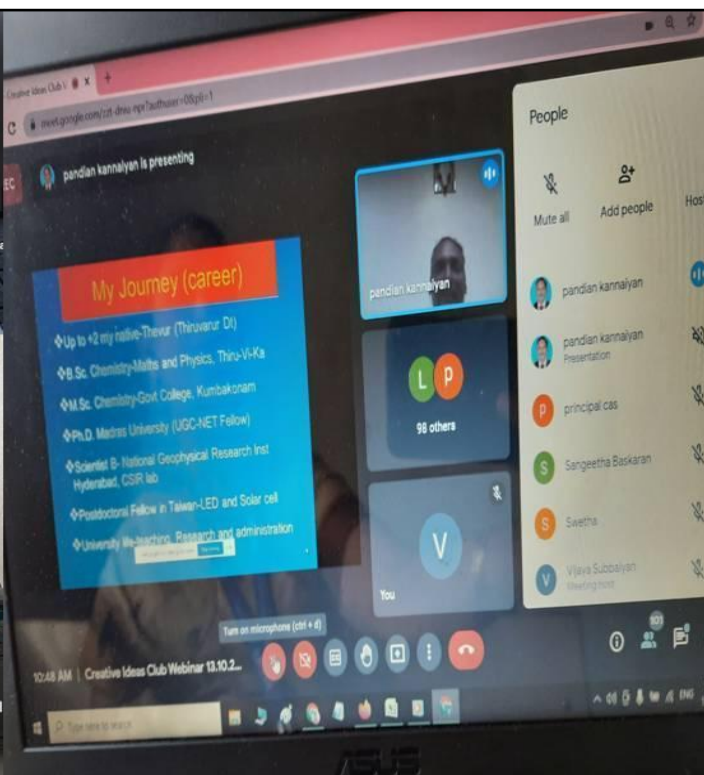
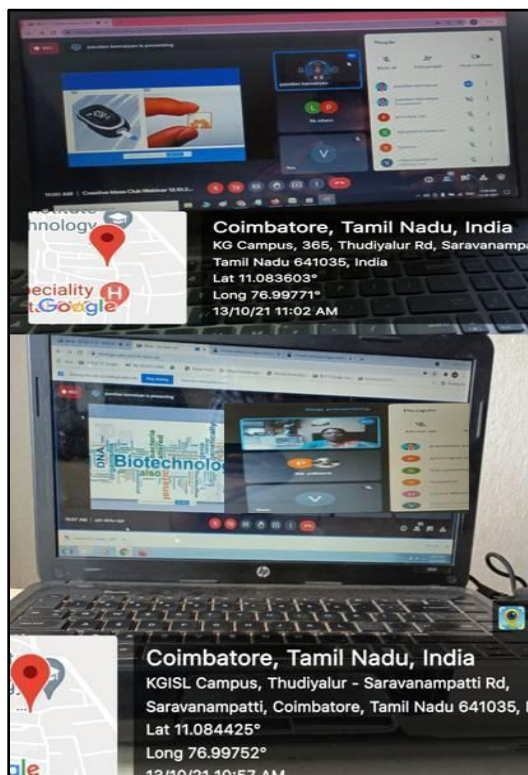
Meet Link: <https://meet.google.com/zzt-dniu-npr>

**Dr.S.Vijaya**  
Organizing Secretary

**Ms.M.Usha**  
HoD, Convenor

**Dr.J.Rathinamala**  
Principal

... All are Invited ... [www.kgcas.com](http://www.kgcas.com)





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Mathematics
Name of the department Association Club	Matjaholics
Activity	International Virtual Conference
Date of the activity	16-09-2021 to 17-09-2021
Title of the activity	Emerging Trends in Applications of Mathematics
Objectives	To bring together Professionals and researchers in the field of mathematics from around the globe with the intension of transforming newest applications on Applied Mathematics. Intends to provide platform for disseminating research knowledge To provide key platform for the development of researchers with international and diversified knowledge and experiences.
Resource Person	<ol style="list-style-type: none"> <li>1. Dr. Vijay Kumar Gudelli Post-Doctoral Research Fellow Physical Science and Engineering Division King Abdullah University of Science and Technology Saudi Arabia</li> <li>2. Dr. Kogularasu Sakthivel Post-Doctoral Research Fellow Department of Photonics National Cheng Kung University Tainan, Taiwan (QS Ranking Nation: N0.3; Global: No. 234)</li> <li>3. Dr. Srinivas Masimukku Post-Doctoral Research Fellow Department of Chemical Engineering National Cheng Kung University Tainan, Taiwan</li> <li>4. Dr. Druba Jyoti Das Post-Doctoral Research Fellow Department of Biomedical Engineering</li> </ol>

	National Cheng Kung University Tainan, Taiwan.
Total no. of beneficiaries	200 + participants.
Outcome / Report	This conference provided an opportunity to share the applications of Fluid Dynamics, Mechanics and Differential Equations in Mathematics. Even more importantly, this International conference was the platform to give thought to set the direction in provoking the research minds in current generation.

**International Virtual Conference**  
on  
**Emerging Trends in**  
**Applications of Mathematics - 2021**  
**September 16<sup>th</sup> & 17<sup>th</sup> 2021**

**Organized by**  
**DEPARTMENT OF MATHEMATICS**  
**KG College of Arts and Science**  
Affiliated to Bharathiar University & Accredited by NAAC  
ISO 9001-2015 Certified Institution  
KGISL Campus, Saravanampatti  
Coimbatore-35

**ICETAM'2021**



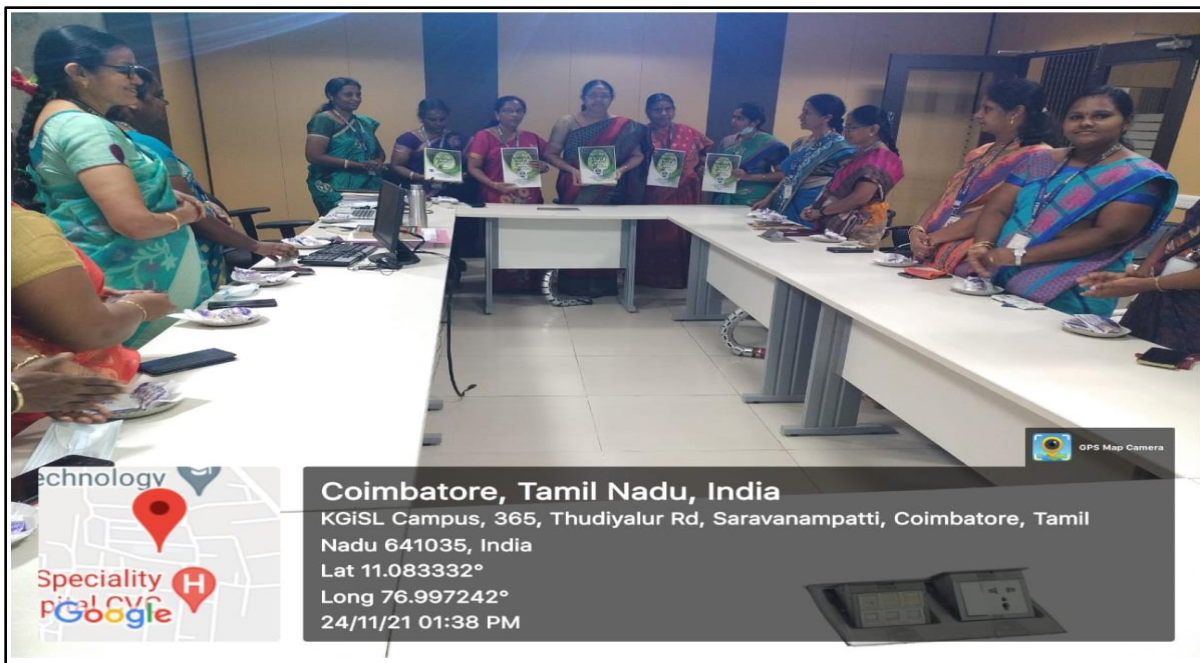
**KG COLLEGE OF ARTS AND SCIENCE**  
AFFILIATED TO BHARATHIAR UNIVERSITY & ACCERDITED BY NAAC  
ISO 9001 : 2015 CERTIFIED INSTITUTION,  
KGISL CAMPUS, SARAVANAMPATTI, COIMBATORE – 641 035, TAMILNADU, INDIA

**INTERNATIONAL VIRTUAL CONFERENCE  
ON  
EMERGING TRENDS IN APPLICATIONS OF MATHEMATICS – ICETAM' 2021**

**Dr. B. VANITHA  
SECRETARY**                      **Dr. J.RATHINAMALA  
PRINCIPAL**



**16.09.2021**



**Coimbatore, Tamil Nadu, India**  
KGISL Campus, 365, Thudiyalur Rd, Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
Lat 11.083332°  
Long 76.997242°  
24/11/21 01:38 PM

Speciality  
PCALCVT  
Google

GPS Map Camera

## கோவை கே.ஜி. கலை அறிவியல் கல்லூரியில் சர்வதேச கணித கருத்தரங்கம்

**KG COLLEGE OF ARTS AND SCIENCE**  
AFFILIATED TO BHARATHIAR UNIVERSITY & ACCREDITED BY NAAC  
ISO 9001 : 2015 CERTIFIED INSTITUTION,  
KGISL CAMPUS, SARAVANAMPATTI, COIMBATORE – 641 035, TAMILNADU, INDIA

INTERNATIONAL VIRTUAL CONFERENCE  
ON  
EMERGING TRENDS IN APPLICATIONS OF MATHEMATICS – ICETAM' 2021

Dr. Kogularasu Sakthivel  
National Cheng Kung University, Taiwan

Dr. Vijay Kumar Gudelli  
National Tsing-Hua University, Taiwan



புன்செய் புனியம்பட்டி செப்டம்பர் 18 : கோவை சரவணம்பட்டி கேஜி கலை மற்றும் அறிவியல் கல்லூரியின் கணிதத் துறையின் சார்பாக சர்வதேச கணித கருத்தரங்கம் இணைய வழியின் வாயிலாக செப்டம்பர் 16 மற்றும் 17 ஆகிய இரு தினங்களாக நடைபெற்றது.

இக்கருத்தரங்கில் கல்லூரியின் முதல்வர் முனைவர் ஜெ. இரத்தினமாலா வரவேற்புரையாற்றினார். கல்லூரியின் செயலர் முனைவர் ப. வனிதா தலைமை உரையாற்றினார். கணிதத்

துறைத் தலைவர் முனைவர் S. சர்மிளா சிறப்பு விருந்தினர்கள் அறிமுக உரையை வழங்கினார்.

அதனைத் தொடர்ந்து கருத்தரங்கில் தைவான் நாட்டைச் சேர்ந்த நேஷனல் செங்குங் பல்கலைக்கழக முனைவர் பட்ட ஆய்வாளர்கள் திரு. கொகுலரசு சக்திவேல், திரு. துருப ஜோதிதாஸ் மற்றும் நேஷனல் டிஸிங் ஹீவா பல்கலைக்கழக முனைவர் பட்ட ஆய்வாளர்கள் திரு. ஸ்ரீனிவாஸ் மாசிமுக்கு, திரு. விஜயகுமார் குடேலி

விருந்தினர்களாக கலந்து கொண்டு கணிதத் துறையின் வளர்ந்து வரும் போக்குகள் குறித்து உரையாற்றினார். இதில்

பல்வேறு நாட்டைச் சேர்ந்த பேராசிரியர்களும் முனைவர் பட்ட ஆய்வாளர்களும் பங்கேற்று ஐம்பதிற்கும் மேற்பட்ட ஆய்வுக்கட்டுரைகளை இக்கருத்தரங்கில் சமர்ப்பித்தனர். விழாவின் நிறைவாக கணிதத் துறை உதவிப் பேராசிரியர் முனைவர் T. மகாலெட்சுமி நன்றி உரையாற்றினார்.



## KG COLLEGE OF ARTS AND SCIENCE

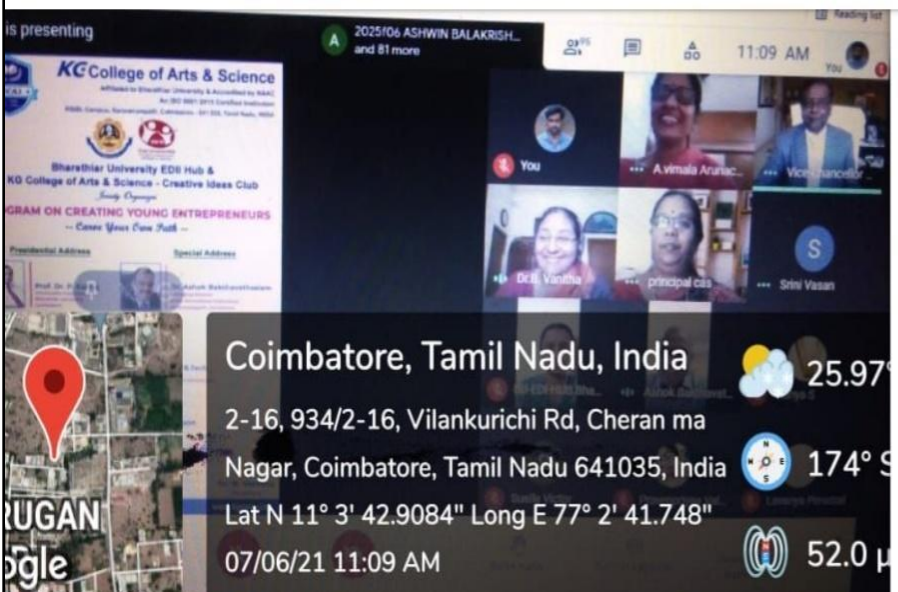
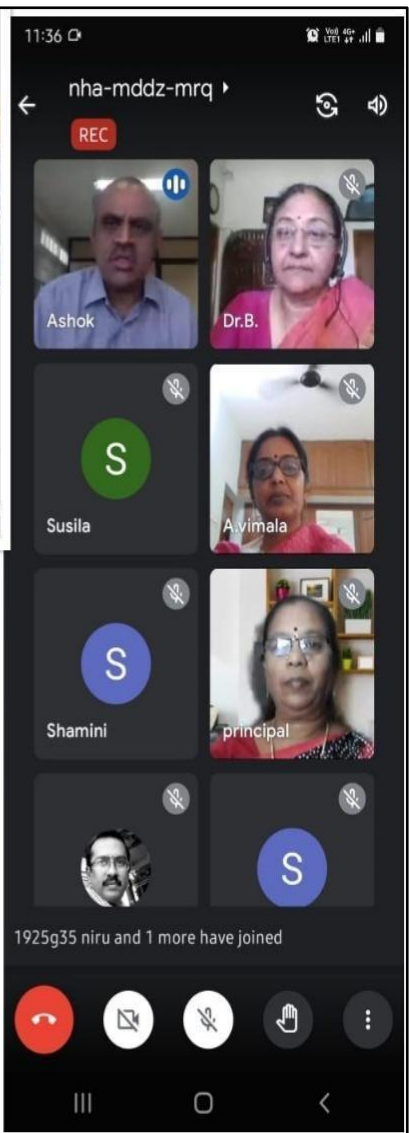
Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Information Technology
Name of the department Association / Club	Creative Ideas Club
Activity	Club Inauguration
Date of the activity	07/06/2021
Title of the activity	Creative Ideas Club Inauguration – “Program on Creating Young Entrepreneurs – Carve Your Own Path”
Objective	The purpose of the creative ideas club is to stimulate interest in creative ideas among students. To focus on the creativity gap and its importance. Students to engage in, and reflect on, various modes of knowledge creation, including aesthetic, interpretive and analytical, as well as different modes of presentation, including creative, written, oral and performative.
Resource Person	Mr.GM.Srinivasan, Proprietor, Sriluck paints.
Total no. of beneficiaries	100
Outcome / Report	Bharathiar University EDII Hub and Creative Ideas Club - KG College of Arts and Science jointly organized this event. Our students had an opportunity to get the overview of recent interdisciplinary thinking about the nature of creativity and the conditions that give rise to it.



## **Workshops / Seminars / Conference on Entrepreneurship**



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Department of Commerce with Professional Accounting
Name of the department Association / Club	ProTants '22
Activity	Webinar on Financial Planning and Literacy
Date of the activity	25/08/2022
Title of the activity	Financial Planning and Literacy
Objective	Mr. T K Venkatesh, Founder and CEO of Zreya Wealth Technologies Pvt Ltd., Coimbatore is the Chief guest of the day delivered Enthusiastic talk on the topic “ <b>Financial Planning and Literacy</b> ”. He started his Speech with the Wealth Benefits and the ways of planning to create wealth. He insisted and explained the various financial planning sources to obtain maximum benefits and created awareness among the students for their future careers.
Resource Person	Mr. T K Venkatesh, Founder and CEO of Zreya Wealth Technologies Pvt Ltd., Coimbatore.

Total no. of beneficiaries	105 Students
----------------------------	--------------

Department of Commerce with Professional Accounting  
Webinar on “Financial Planning and Literacy”



**KG** College of Arts and Science

*ProTants' 2022*

Department of **Commerce PA**  
— organizes —

WEBINAR ON

**FINANCIAL PLANNING  
AND LITERACY**



CHIEF GUEST

**Mr. T K Venkatesh**

Founder & CEO,  
Zreya Wealth Technologies Pvt Ltd,  
Coimbatore.



**Kgcasofficial**

CO-ORDINATOR

**Ms. S Nazira Begum**

Assistant Professor,  
Department of Commerce PA

**25<sup>th</sup> AUG 2022**

**02:30 PM**

**kgcas.com**

**Department of Commerce with Professional Accounting**  
**Webinar on “Financial Planning and Literacy”**  
**By**  
**Mr. T K Venkatesh,**  
**Founder and CEO of Zreya Wealth Technologies Pvt Ltd., Coimbatore.**



**Coimbatore, Tamil Nadu, India**

263-A/16, Silver Crest Apartment, Venkitta puram Rd, Coimbatore,  
Tamil Nadu 641025, India

Lat 11.026814°

Long 76.930505°

25/08/22 03:09 PM

**Co-ordinator**  
**(Ms.S.Nazira Begum)**

**HoD**  
**(Dr.R.Kanchana)**



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Mathematics
Name of the department Association / Club	MATHAHOLICS
Activity	Faculty Development Programme
Date of the activity	01.08.2022 – 05.08.2022
Title of the activity	Math Meets Entrepreneurship Conjoined with Rubber - Sheet Geometry
Objective	<p>The Objective of the FDP is</p> <ul style="list-style-type: none"> <li>● To create awareness about how mathematics is used in business.</li> <li>● To enrich the knowledge in Rubber-Sheet Geometry.</li> </ul>
Resource Persons	<p>Day 1: Mrs. Rachel Premnath Chief Executive Officer, Point Perfect Transcription Services India Pvt. Ltd. Coimbatore.</p> <p>Day 2&amp; 3: Dr. K. Chithra Associate Professor, Department of Mathematics, Government Arts and Science College, Kallakurichi.</p> <p>Day 4 &amp; 5: Dr. K. Reena Assistant Professor, Department of Mathematics, Nehru College of Arts and Science, Coimbatore.</p>
Total no. of beneficiaries	52
Outcome / Report	<ul style="list-style-type: none"> <li>● Math meets entrepreneurship created joy and enrichment among the teaching fraternity to learn about the importance of maths in business.</li> <li>● Faculty members were enlightened with knowledge in deformation.</li> </ul>



**KG College of Arts and Science**  
 Affiliated to Bharathiar University and Accredited by NAAC  
 ISO 9001:2015 Certified Institution  
 KGiSL Campus, Coimbatore – 641 035



◆ Department of **Mathematics** ◆

**Faculty Development Programme**

**MATH MEETS ENTREPRENEURSHIP CONJOINED WITH RUBBER-SHEET GEOMETRY**


**ONE WEEK PROGRAMME | 1<sup>st</sup> AUG to 5<sup>th</sup> AUG 2022**

<b>Day 1</b>	<b>Day 2 &amp; 3</b>
 <b>Mrs. Rachel Premnath</b> Chief Executive Officer, Print Perfect Transcription Services India Pvt., Ltd. Coimbatore.	 <b>Dr. K Chitra,</b> M.Sc, M.Phil, B.Ed, SET, Ph.D. Associate Professor, Department of Mathematics, Government Arts and Science College, Kallakurichi.
<b>Day 4 &amp; 5</b>	<b>Convenor</b> <b>Dr. S Sharmila</b>
 <b>Dr. K Reena,</b> M.Sc, PDDr, M.Phil Ph.D. Assistant Professor, Department of Mathematics, Nehru College of Arts and Science, Coimbatore.	<b>Principal</b> <b>Dr. J Rathinamala</b>
	<b>Organizing Secretaries</b> <b>Ms. R Geetharamani</b> <b>Ms. C Padmavathy</b> <b>Ms. G Hema</b>

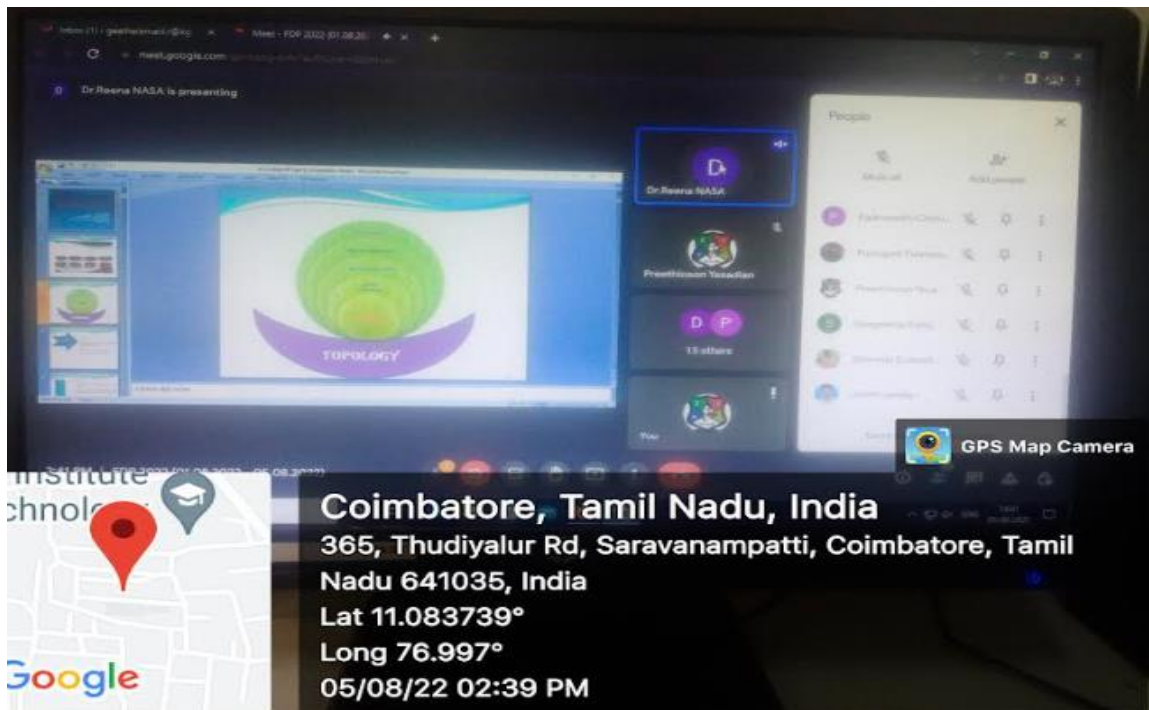
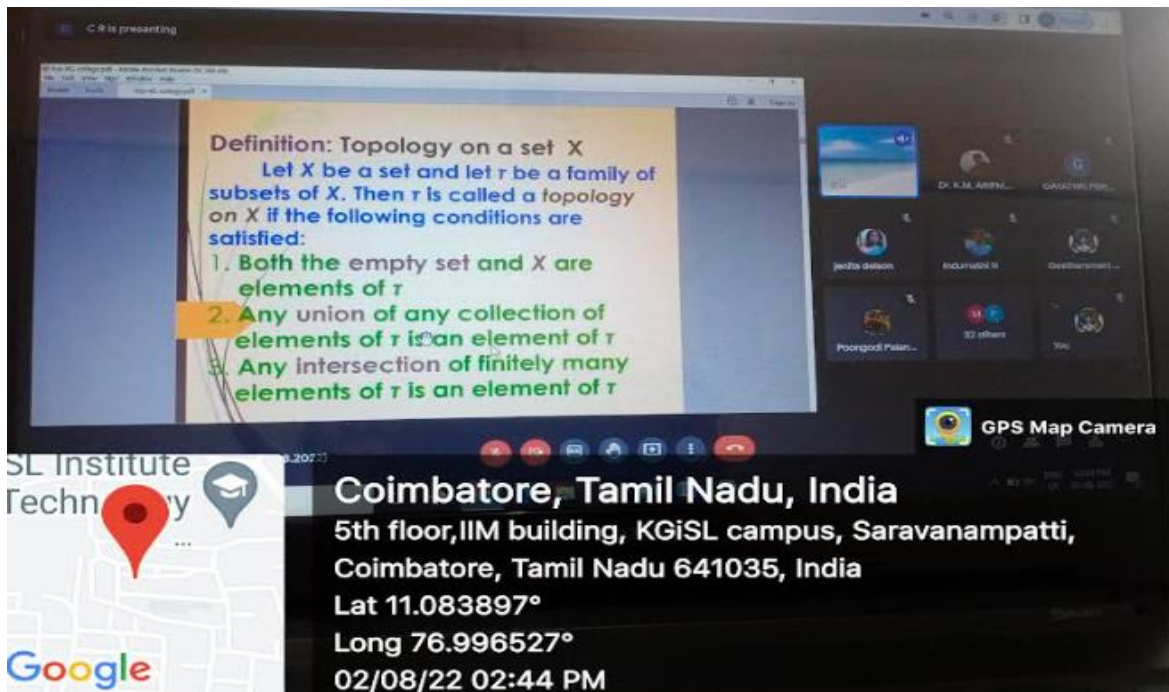
🕒 2:30 PM - 3:30 PM



  
 @Kgcasofficial  
 kgcas.com



Coimbatore, Tamil Nadu, India  
 5th floor, IIM building, KGiSL campus, Saravanampatti,  
 Coimbatore, Tamil Nadu 641035, India  
 Lat 11.083877°  
 Long 76.996572°  
 01/08/22 02:39 PM





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Management Studies
Activity	Scope of FMCG Products in Overseas Market
Date of the event	04/06/2022
Objective	The main objective of this activity is to motivate the Students regarding FMCG Products in Overseas Market
Total no. of beneficiaries	101
Outcome / Feedback	During the lecture he thought about the Market Situation of the Importance of FMCG Products in Overseas Market with examples

**KG College of Arts and Science**

Department of **MANAGEMENT STUDIES**

**INTERNATIONAL GUEST LECTURE ON**

**Scope of FMCG Products in Overseas Market**

**CHIEF GUEST**  
**Mr. Anand**  
 Head of Operations  
 Lily Enterprise Pvt. Ltd.,  
 Republic of Maldives

**ORGANIZING SECRETARY**  
**DR. K. VISHNUPRIYA**  
 Associate Professor

**CONVENOR**  
**DR. B. ADALARASU**  
 Dean - Research and  
 HOD - BBACA & M.Com IB

**04<sup>th</sup> MAY**  
**02:00 PM**

**VENUE: 3rd Floor Auditorium**

**@Kgcasofficial**



Coimbatore, Tamil Nadu, India  
 KG Campus, 365, Thudiyalur - Saravanampatti Rd,  
 Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
 Lat N 11° 4' 59.0448" Long E 76° 59' 51.9396"  
 04/05/22 03:27 PM



Coimbatore, Tamil Nadu, India  
 3XMW+5X6, Saravanampatti, Coimbatore,  
 Tamil Nadu 641035, India  
 Lat N 11° 4' 58.8684" Long E 76° 59' 49.0812"  
 04/05/22 02:27 PM



Coimbatore, Tamil Nadu, India  
 365, Thudiyalur Rd, Saravanampatti,  
 Coimbatore, Tamil Nadu 641035, India  
 Lat N 11° 4' 59.7252" Long E 76° 59' 49.3152"  
 04/05/22 02:28 PM



Coimbatore, Tamil Nadu, India  
 365, Thudiyalur Rd, Saravanampatti,  
 Coimbatore, Tamil Nadu 641035, India  
 Lat N 11° 4' 59.3976" Long E 76° 59' 49.28  
 04/05/22 02:26 PM



Coimbatore, Tamil Nadu, India  
 3XMW+5X6, Saravanampatti, Coimbatore,  
 Tamil Nadu 641035, India  
 Lat N 11° 4' 58.7028" Long E 76° 59' 49.28  
 04/05/22 02:26 PM



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University and Accredited by  
NAAC

**ISO 9001:2015 Certified Institution**

Name of the Department	Computer Science
Name of the department Association / Club	Technical club
Activity	Guest Lecture
Date of the activity	21-5-2022
Title of the activity	Webinar - “Career Opportunities in Graphics Designing“
Objective	The students should be aware of the fundamentals of Graphics Designing. So that students can be motivated to learn the designing software which is useful in graphics designing.
Resource Person	Mr.Vignesh Ganapathy, Graphics Designer, Namma Dsign, Coimbatore.
Total no. of beneficiaries	100
Outcome / Report	The Guest discussed the basics of design application development in Flash, Photoshop, etc with a simple and clear explanation. Students got motivation towards the basics of this technology so that they can develop their ideas to make their career in the designing sector.

**DEPARTMENT OF COMPUTER SCIENCE**

**TECHNICAL CLUB**

**WEBINAR ON**

**“Career Opportunities in Graphics Designing”**



**KG** College of Arts and Science

*Technical Club*

Department of **Computer Science**

Webinar on

**CAREER  
OPPORTUNITIES  
IN GRAPHICS  
DESIGNING**

CHIEF GUEST

**Mr.Vignesh Ganapathy**

Graphic Designer,  
Namma Dsign,  
Coimbatore



 Google Meet



**Kgcasofficial**

**21<sup>st</sup> May 2022**

 **10:00 AM**

 **kgcas.com**

**Department of Computer Science**

**Technical Club**

**Webinar on “Career Opportunities in Graphics Designing”**

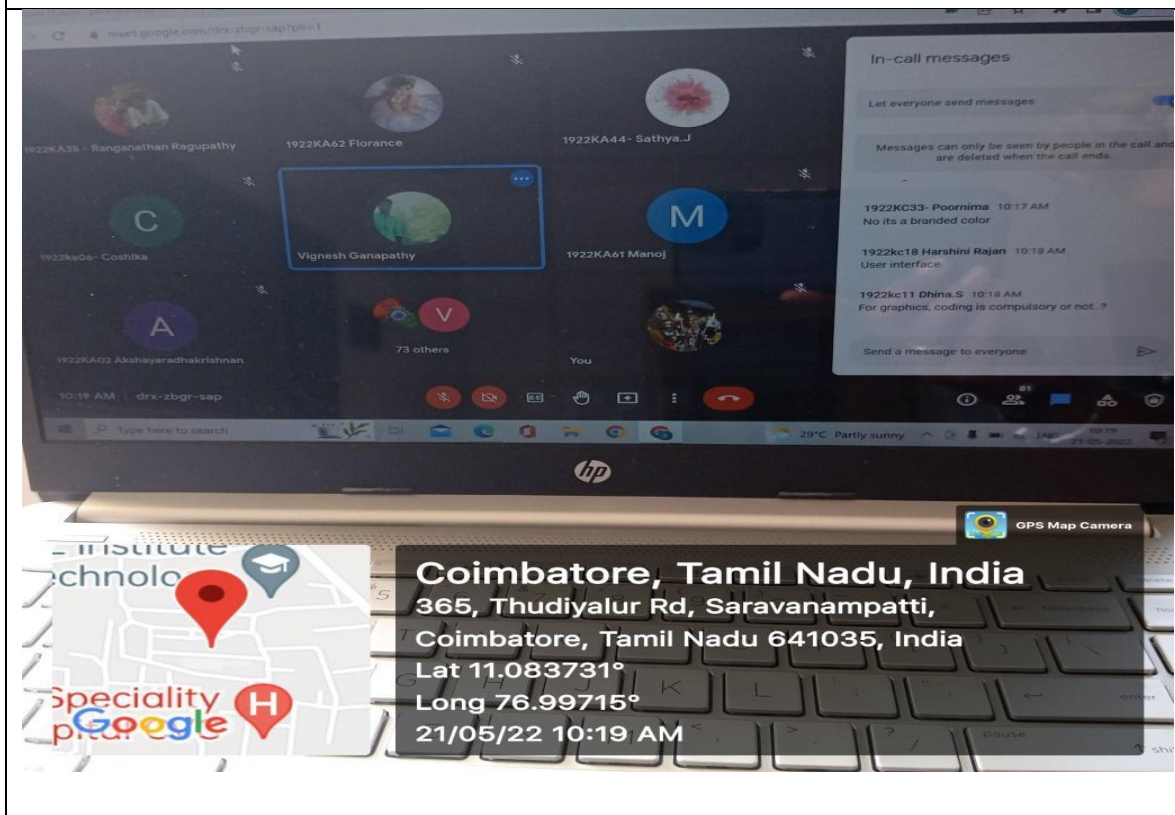
by

**Mr. Vignesh Ganapathy,**

**Graphics Designer,**

**Namma Dsign,**

**Coimbatore.**





KG College of Arts and Science

**KG COLLEGE OF ARTS AND SCIENCE**  
**Affiliated to Bharathiar University and Accredited by NAAC**  
**ISO 9001:2015 Certified Institution**  
**KGiSL Campus, Coimbatore – 641 035**

Name of the Department	Computer Science
Name of the department Association / Club	Cyber Rockz
Activity	Webinar on Entrepreneurship
Date of the activity	29/04/2022
Title of the activity	Webinar on Entrepreneurship -Topic –“ Failure & Acceptance”
Objective	The purpose of this Guest Lecture was to familiarize students with the qualities of an entrepreneur and how to start a company
Resource Person	Mr.Nataraj Selvaraj Proprietor Mr.Happy Dairy Farm & Dairy Products Coimbatore
Total no. of beneficiaries	100
Outcome / Report	He explained in detail about the various attributes of successful entrepreneurs such as drive, communication skills and technical skills.The lecture motivated the students to work hard and start a new venture through adequate forward planning and the execution of the plans.

Department of Computer Science  
Entrepreneurship Webinar  
Lecture on “Failure and Acceptance”



**KG** College of Arts and Science

*Cyber rock3'22*



Department of **Computer Science**

Webinar on

**FAILURE  
&  
ACCEPTANCE**



CHIEF GUEST

**Mr.Nataraj Selvaraj**

**PROPRIETOR**  
MR.HAPPY DAIRY FARM  
& DAIRY PRODUCTS

Google Meet



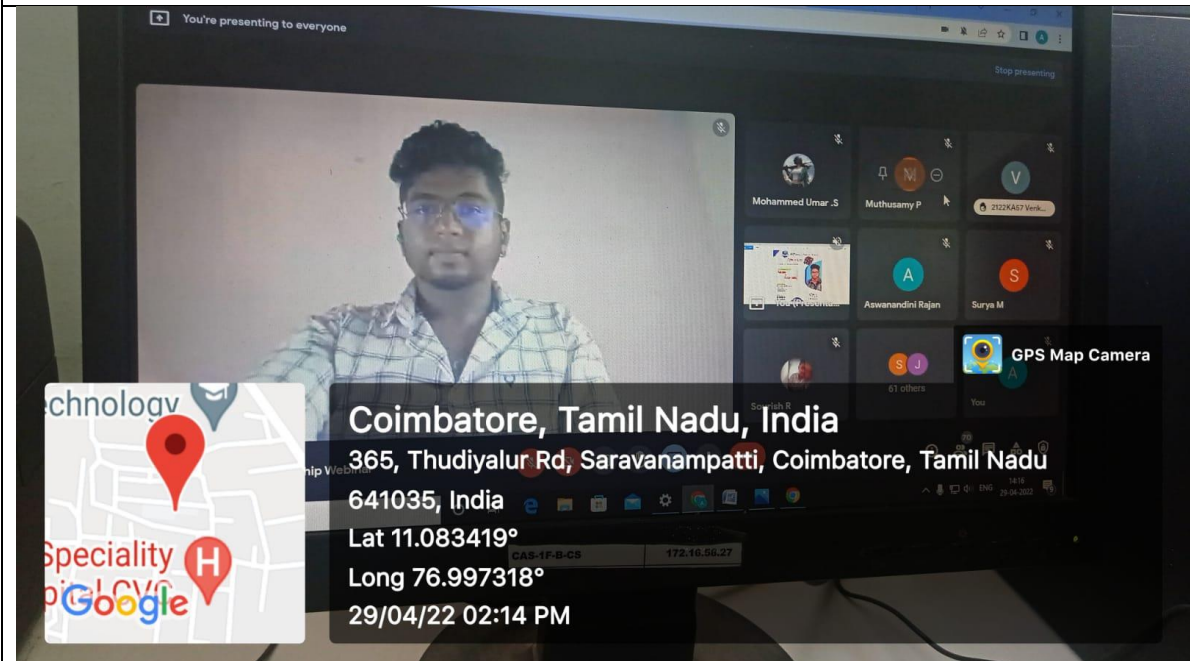
Kgcasofficial

**29<sup>th</sup> April 2022**

**02:00 PM**

**kgcas.com**

**Department of Computer Science**  
**Entrepreneurship Webinar**  
**Guest Lecture on “Failure & Acceptance”**  
**by**  
**Mr.Nataraj Selvaraj,**  
**Proprietor,**  
**Mr.Happy Dairy Farm & Dairy Products,**  
**Coimbatore.**





**KG COLLEGE OF ARTS AND SCIENCE**  
**Affiliated to Bharathiar University and Accredited by NAAC**  
**ISO 9001:2015 Certified Institution**  
**KGiSL Campus, Coimbatore – 641 035**

Name of the Department	DEPARTMENT OF COMMERCE
Name of the department Association / Club	ROCKING GEEKS
Activity	Workshop
Date of the activity	29.04.2022
Title of the activity	<b>“ GOODS AND SERVICE TAX ”</b>
Objective	To increase the interest among the students to gain more knowledge about GST and Taxing the documents.
Resource Person	Mr.M.Varadaraj, Senior Associate, PV Associates Coimbatore
Total no. of beneficiaries	156
Outcome / Report	Students were involved with the Guest and Gained more knowledge about GST Paper and Online Taxation. Students were interacted with the guest and learned more about Goods and Service Tax.

Department of Commerce

Workshop on “GOODS AND SERVICE TAX ”



**KG** College of Arts and Science



Department of **COMMERCE**

**Workshop On**

**“ GOODS AND SERVICE TAX ”  
-; GST ;-**



**CHIEF GUEST**

**Mr.M.Varadaraj,**  
**SENIOR ASSOCIATE,PV ASSOCIATES**  
**COIMBATORE**

**CO-ORDINATORS**

**MS. D. MYTHILI**  
**ASSISTANT PROFESSOR**



**Kgcasofficial**

**V FLOOR**  
**IIM AUDITORIUM**

**29/04/2022**

**09:30 AM**

**kgcas.com**





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University and Accredited by  
NAAC

**ISO 9001:2015 Certified Institution**

Name of the Department	B.Com. Professional Accounting
Name of the department Association / Club	ProTants '22
Activity	Alumni Guest Lecture
Date of the activity	20.04.2022
Title of the activity	“Basic Accounting Principles US GAAP”
Objective	Ms. Swathi Suresh, Junior Transactional Analyst, Integra Global Solutions Corp, Coimbatore. She explained about the concepts of US Accounting procedures to the students. GAAP aims to improve the clarity, consistency and comparability of the communication of Financial information. Applying the same standards throughout the reporting process from one period to the next to ensure financial comparability between periods. While valuing assets, it should be assumed the business will continue to operate. It helps to improve the transparency in financial statements. GAAP is important because it helps to maintain trust in the financial markets. She demonstrated the accounting principles clearly to the students, the students were benefitted and got an idea about US accounting methods and principles.
Resource Person	Ms. Swathi Suresh, Junior Transactional Analyst, Integra Global Solutions Corp, Coimbatore
Total no. of beneficiaries	130 Students
Outcome / Report	Feedbacks collected from students through Google form 102 students given their Feed backs .Out of 130 responses, 49% of the students given their feedback as Excellent about the overall session, 2.9% of the students given their opinion as Fair, 15.7% of the responses was Very Good and 32.4% is of opinion it is good.

Department of Commerce PA

Alumni Guest Lecture on “Basic Accounting Principles US GAAP”



**KG** College of Arts and Science

*ProTants '22*



Department of **Commerce PA**

ALUMNI GUEST LECTURE ON

**BASIC ACCOUNTING PRINCIPLES**

**US GAAP**



**Batch - 2017**

Department of Commerce PA

ALUMNI SPEAKER

**Ms. Swathi Suresh**

Junior Transactional Analyst,  
Integra Global Solutions Corp,  
Coimbatore.

CO-ORDINATORS

**Ms. S Nazira Begum  
Mr. S Manikandan**

Assistant Professors



**Kgcasofficial**

**20<sup>th</sup> APRIL 2022**

**02:30 PM**

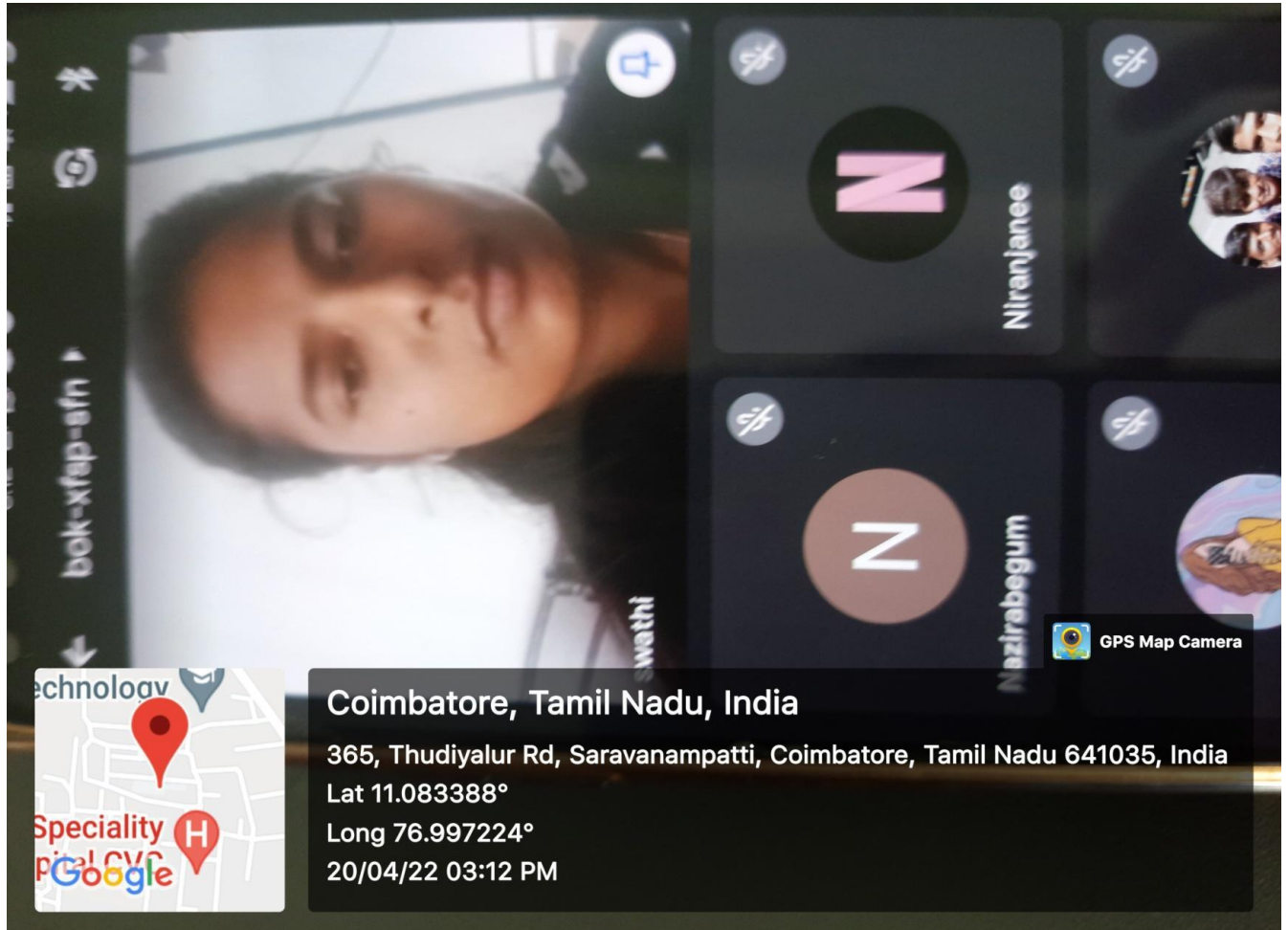
**kgcas.com**

**Department of Commerce PA**

**Alumni Guest Lecture on “Basic Accounting Principles US GAAP”**

**By**

**Ms. Swathi Suresh, Junior Transactional Analyst, Integra Global Solutions Corp, Coimbatore**





**KG COLLEGE OF ARTS AND SCIENCE**  
**Affiliated to Bharathiar University and Accredited by NAAC**  
**ISO 9001:2015 Certified Institution**  
**KGiSL Campus, Coimbatore – 641 035**

Name of the Department	B.Com. Professional Accounting
Name of the department Association / Club	ProTants '22
Activity	Soft Skill Development Program
Date of the activity	12.04.2022
Title of the activity	“Supply Chain Management”
Objective	Mr. Indirajith Baskaran, Business Analyst, IT Orizon Pvt Limited, Bangalore organized the Soft Skill Development Program on “Supply Chain Management”. He delivered the new and innovative ideas that is implemented in the Supply of Goods and Services Interviews and how the students can be adopting themselves in the present Job scenario, He trained the students how the production process takes place in the organisation and how the supply chain and logistics is helpful for the production process in the organisation. He also explained about the updating of profile and importance of LinkedIn, and how it will be helpful for the students to converse. He inspired the students by giving tips about jobs and how they can adopt themselves for the new technologies that is implemented in Business Organisations. The session was very interesting and interactive.
Resource Person	Mr. Indirajith Baskaran, Business Analyst, IT Orizon Pvt Limited, Bangalore
Total no. of beneficiaries	200 Students
Outcome / Report	Feedbacks collected from students through Google form 155 students given their Feed backs .Out of 200 responses, 36.1% of the students given their feedback as Excellent about the overall session, 5.8% of the students given their opinion as Fair, 32.9% of the responses was Very Good and 25.2% is of opinion it is good.

Department of Commerce PA

Soft Skill Development Program on “Supply Chain Management”



**KG** College of Arts and Science

*ProTants' 2022*

Department of **Commerce PA**

SOFT SKILL DEVELOPMENT PROGRAM ON

**SUPPLY CHAIN  
MANAGEMENT**



**CHIEF GUEST**

**Mr. Indirajith Baskaran**

Business Analyst,  
IT Orizon Pvt. Limited,  
Bangalore.



**Kgcasofficial**

CO-ORDINATORS

**Ms. S Nazira Begum,  
Mr. S Manikandan**

III Floor  
Auditorium

**12<sup>th</sup> APRIL 2022**

**02:30PM**

**kgcas.com**

Department of Commerce PA

**Soft Skill Development Program on “Supply Chain Management”**

**By**

**Mr. Indirajith Baskaran, Business Analyst, IT Orizon Pvt Limited, Bangalore**





**KG COLLEGE OF ARTS AND SCIENCE**  
**Affiliated to Bharathiar University and Accredited by NAAC**  
**KGISL Campus, Coimbatore - 35**

Name of the Department	Commerce IT
Name of the department Association	UNICORN
Activity	Guest lecture
Date of the activity	11/04/2022
Title of the activity	Sales and Marketing strategies for global opportunities
Objective	.The Speech focused on making the students build positive 'self- esteem 'and discover their true potential. It covered the key elements required for a student to be successful in academics and later life.
Resource Person	Mr. Subin R, City Head ,Khatabook , Coimbatore
Total no. of beneficiaries	150
Outcome / Report	The chief guest gave some most beneficial points and tips to the students about the various business opportunities. After the session students felt much benefited.



**KG College of Arts and Science**

Department of **Commerce IT**

**GUEST LECTURE ON**  
**SALES & MARKETING STRATEGIES FOR**  
**GLOBAL OPPORTUNITIES**

**CHIEF GUEST**  
**Mr. Subin R**  
City Head,  
Khatabook,  
Coimbatore.

**CO-ORDINATOR**  
**Mrs. Nagapriya T P**  
Assistant Professor,  
Department of Commerce IT

**11<sup>th</sup> APRIL 2022**  
**02:00PM**

**kgcas.com**

**III Floor Auditorium**

**Kgcasofficial**





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce with Information Technology
Name of the department Association	Unicorn'21
Activity	Alumni Guest lecture
Date of the activity	07/04/2022
Title of the activity	Impact of Share Market on Entrepreneurship
Objective	The speaker had given insights on the importance of Savings, Power of Compounding and equity investments in the contemporary world followed by multiple questions regarding Investment in the Stock Market for entrepreneurs which made the session more invigorating.
Resource Person	Ms.G.Karthiga, Assistant Professor, United College of Arts and Science, Coimbatore
Total no. of beneficiaries	98
Outcome / Report	The session enlightened on how to beat the index with their entrepreneurial attitude and skills to become successful entrepreneurs.

**KG College of Arts and Science**

Department of **Commerce IT**

**GUEST LECTURE ON — IMPACT OF SHAREMARKET ON ENTREPRENEURSHIP**

**ALUMNI TALK SERIES**

**Ms. G Karthiga**  
Assistant Professor,  
United College of Arts & Science,  
Coimbatore.

**Year 2015-2018**  
Department of Commerce IT

**CO-ORDINATOR**  
**Mrs. T P Nagapriya**  
Assistant Professor,  
Department of Commerce IT

**7<sup>th</sup> APRIL 2022**  
**02:00PM**

**Google Meet**  
@Kgcasofficial

**www.kgcas.com**

Coimbatore, Tamil Nadu, India  
3XMW+5X6, Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
Lat 11.082814°  
Long 76.99701°  
07/04/22 02:13 PM



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Management Studies
Name of the department Association / Club	Arthasasthra - 2022
Activity	Webinar
Date of the activity	04/04/2022
Title of the activity	My Entrepreneurial Expedition
Objective	Ms Ranjana Singhal, Managing Director, Cafe Totaram Pvt Ltd., delivered a webinar on the topic “ My Entrepreneurial Expedition”. Her points guided students through their own personal journey of becoming an entrepreneur, providing them with the knowledge and skills needed to successfully run a business and craft a personal budget.
Resource Person	Ms Ranjana Singhal, Managing Director, Cafe Totaram Pvt Ltd.,
Total no. of beneficiaries	94

**KG** College of Arts and Science

Department of **BBA**

**MY ENTREPRENEURIAL EXPEDITION**

**CHIEF GUEST**  
**Ms. Ranjana Singhal**  
 Managing Director,  
 Café Totaram Pvt Ltd.,  
 Partner at The Terra Co  
 (On The Go & That's Y Restaurants)

<b>ORGANIZER</b> <b>Dr. G. Karthiyayini</b> Head of Department	<b>E-CELL COORDINATOR</b> <b>Dr. Giftleen Ringel</b> Assistant Professor
--	--

**4<sup>th</sup> APRIL 2022**  
**10:00AM**

[www.kgcas.com](http://www.kgcas.com)

@Kgcasofficial

**Coimbatore, Tamil Nadu, India**  
 No 9, First Cross, Sri Mahalakshmi Gardens, Thudiyalur Rd, near Adithya Convention Centre, Vasantham Nagar, Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
 Lat 11.082833°  
 Long 76.996451°  
 04/04/22 10:20 AM

KG Speciality Hospital CVC



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	COMMERCE CA & COMMERCE
Name of the department Association / Club	Handicraft Club
Activity	Guest lecture
Date of the activity	01/04/2022
Title of the activity	Empowering Handicraft and Handloom Artisans
Objective	Handicrafts are very important. They represent people's culture and traditions. It promotes the heritage of a country through the use of indigenous materials. It preserves traditional knowledge and talents and is gifted every day.
Resource Person	Mr. R. Narendra Bose, Manager, The Tamilnadu Handicraft Development Corporation Ltd., Poompuhar Sales Showroom, Salem.
Total no. of beneficiaries	80
Outcome / Report	Students understand about Public art reflects a community and its surroundings working to cultivate a cultural identity by setting a community apart and attracting people to its uniqueness. Artwork helps express a community's values and creates an elevated sense of awareness for community members and visitors.



**KG** College of Arts and Science

*Handicraft Club*

Department of **Commerce CA**  
— and Commerce —

GUEST LECTURE ON

**EMPOWERING HANDICRAFT AND HANDLOOM ARTISANS**

CHIEF GUEST

**Mr. R Narendra Bose**

Manager,  
The Tamilnadu Handicrafts  
Development Corporation Ltd.,  
Poompuhar Sales Showroom, Salem.



COORDINATORS

**Mrs. Archana Kumar**

Assistant Professor,  
Department of Commerce CA

**Dr. R S Sripoorni**

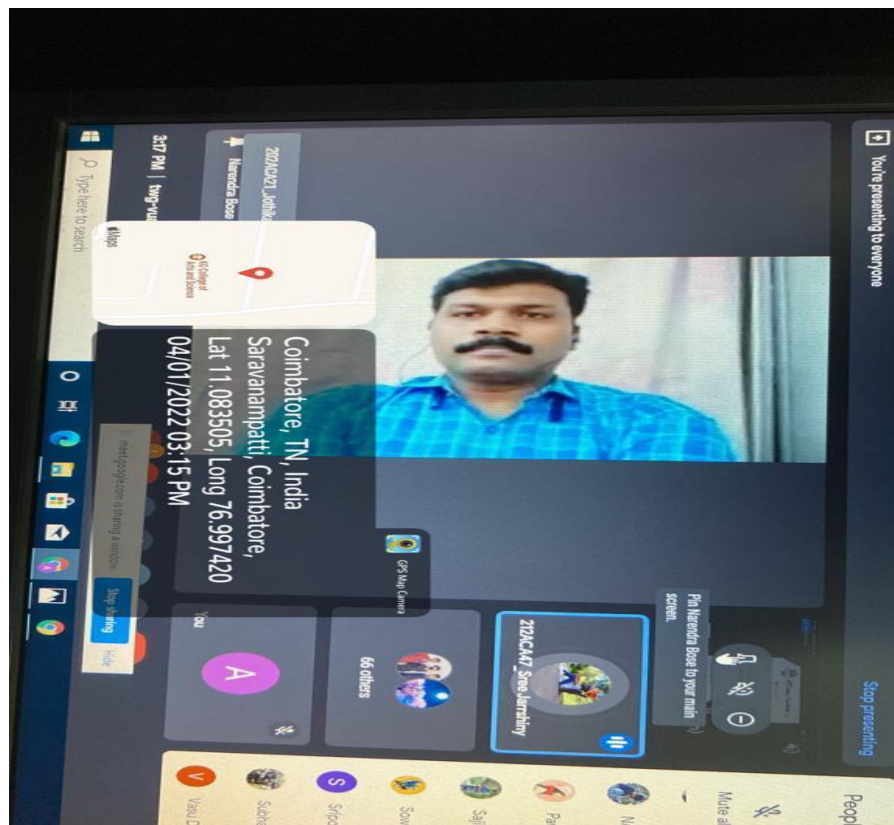
Assistant Professor,  
Department of Commerce

1<sup>st</sup> APRIL 2022

03:00PM

@Kgcasofficial Google Meet

[www.kgcas.com](http://www.kgcas.com)





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce
Name of the Department Association / Club	Rocking Geeks
Activity	Webinar
Date of the activity	01/04/2022
Title of the activity	Entrepreneurial Competency
Objectives	<ul style="list-style-type: none"> <li>• To make the Students to get more involvement in business activities</li> <li>• To develop entrepreneurial skills among students</li> </ul>
Resource person	<p><b>Mr.K.GAshwin ballaji</b> Chief operating officer, Brand monk consulting</p> <p><b>Mr R Ajeeth</b> Dean of academics, Brand monk consulting</p>
Total number of beneficiaries	150
Outcome	He has enlighten us how to start a business and motivated us and improve entrepreneurial skills

**KG** College of Arts and Science

Department of **Commerce**

# ENTREPRENEURIAL COMPETENCY

**Mr. K G Ashwin Ballaji**  
Chief Operating Officer,  
Brand Monk Consulting

**Mr. R Ajeeth**  
Dean of Academics,  
Brand Monk Consulting

**COORDINATOR** Mrs. D Mythili, Assistant Professor, Department of Commerce

III Floor Auditorium

1<sup>st</sup> APRIL, 2022

02:00PM

@Kgcasofficial





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035



**KG** College of Arts & Science

Affiliated to Bharathiar University & Accredited by NAAC  
ISO 9001:2015 certified Institution

KGiSL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA



### CENTER FOR AGRI BUSINESS ENTREPRENEURSHIP DEVELOPMENT(CAED)

&

### ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)

#### REPORT

### A Guest Lecture on 'Entrepreneurship Skills'

Date: 31.03.2022

Venue: III Floor Auditorium

On 31/03/2022, KG College of Arts and Science, Center for Agribusiness Entrepreneurship Development (CAED) & Entrepreneurship Development Cell (EDC) organized a Guest Lecture on the topic '*Entrepreneurial Skills*' in III Floor Auditorium at 2.30 pm, the session was stepped up with the grace of prayer song.

*Ms.S.Nithyashree*, from II B.Com. delivered the welcome address. The function was presided over by Principal, **Dr.J.Rathinamala**, and Key note addressed by Vice Principal **Dr.N.Eswaran**, The Resource person **Dr.S.S.Shanthakumari** was honoured with memento as a token of gratitude by the Principal **Dr.J.Rathinamala**.

The chief guest was introduced by **Ms.B.Priyadharshini**, I.B.Com. The Chief Guest was **Dr.S.S.Shanthakumari**, Corporate Trainer & Proprietrix, ARCANAA, Coimbatore.

**Dr.S.S.Shanthakumari** interacted with the students and got to know their various ideas in starting up a new business. In her interaction, she spoke about the Skills required by a successful Entrepreneur and the desire to improve their world, ability to raise money, relieve stress, to be reproductive, to make entrepreneur friends, ability to spot new trends and to deal with failure. She also mentioned about the various things a person can do to become an Entrepreneur. She further encouraged the students to follow their passion according to their skills. The students were really inspired and took part in the activities organized by her in which they had to come up with their own start up ideas and present it in front of everyone.

It was very motivative and interactive that the students were able to know about the entrepreneurial skills and actual expectation from the students. **Ms.S.Yaseegha**, from II. B.Com. delivered the vote of thanks.

Around 250 students from all streams and faculty members participated in the events. The event was a successful one because of the huge appreciation and over whelming response.

**Invitation & Agenda:**

**KG College of Arts and Science**

Entrepreneurship Development Cell (EDC)  
— & CAED Cell jointly organize —

GUEST LECTURE ON  
**ENTREPRENEURIAL SKILLS**

CHIEF GUEST  
**Dr. S S Shanthakumari**  
Corporate Trainer & Proprietrix,  
ARCANAA, Coimbatore.

ORGANIZER  
**Dr. P Ashok**  
Director, CAED Cell

31<sup>st</sup> MAR 2022  
2:30PM - 3:30PM  
www.kgcas.com

III Floor Auditorium

**KG College of Arts & Science**

CENTER FOR AGRI BUSINESS ENTREPRENEURSHIP DEVELOPMENT(CAED)  
&  
ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)

A Guest Lecture on "Entrepreneurial Skills"

AGENDA


DATE: 31/03/2022 TIME: 2:00PM TO 3:00PM

- ◆ PRAYER
- ◆ WELCOME ADDRESS  
S. Nilhya Shree.S II B.Com. A
- ◆ PRESIDENTIAL ADDRESS  
Dr.J.Jathinamala, Principal, KG College of Arts and Science
- ◆ KEY NOTE ADDRESS  
Dr.N.Eswaran, Vice Principal, KG College of Arts and Science
- ◆ CHIEF GUEST INTRODUCTION  
B.Priyadarshini, I B.Com. B
- ◆ CHIEF GUEST ADDRESS  
Dr.S.S.Shanthakumari,  
Corporate Trainer & Proprietrix, ARCANAA, Coimbatore.
- ◆ VOTE OF THANKS  
S. Yasegha, II B.Com. B
- ◆ NATIONAL ANTHEM

EVENT PHOTOS;





  
**Dr.P.Ashok**  
Director, CAED Cell

**KG College of Arts & Science**Affiliated to Bharathiar University & Accredited by NAAC  
ISO 9001:2015 certified Institution

KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA



**CENTER FOR AGRI BUSINESS ENTREPRENEURSHIP  
DEVELOPMENT(CAED)  
&  
ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)**

**REPORT**

**A Guest Lecture on ‘Entrepreneur’s Journey’**

Date: 30.03.2022

Venue: III Floor Auditorium

On 30/03/2022, KG College of Arts and Science, Center for Agribusiness Entrepreneurship Development (CAED) & Entrepreneurship Development Cell (EDC) organized a Guest Lecture on the topic ‘*Entrepreneur’s Journey*’ in III Floor Auditorium at 2.30 pm, the session was stepped up with the grace of prayer song.

**Ms. Gyan**, from II B.Com. delivered the welcome address. The function was presided over by Vice Principal, **Dr.N.Eswaran**, The chief guest was introduced by **Ms.S.Subhiksha**, II.B.Com. The Chief Guest was **Mr.Selvakumar Varadarajan**, Founder, VilFresh Agroventures Pvt. Ltd., Coimbatore.

In his address, the Chief Guest addressed the developing skill and start-up ideas. His lecture was directed at the new generation millennial and how an entrepreneur must keep in mind who it is he is servicing or targeting before embarking on the painstaking journey of being an entrepreneur.

It was very motivative and interactive that the students were able to know about the entrepreneurship actual expectation from the students. **Ms.K.Sundarapandian**, from II. B.Com. delivered the vote of thanks.

Around 250 students from all streams and faculty members participated in the events. The event was a successful one because of the huge appreciation and over whelming response.



EVENT PHOTOS;



Dr.P.Ashok

Director, CAED Cell



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce with Professional Accounting
Name of the department Association / Club	Finance Club
Activity	Guest Lecture
Date of the activity	24/03/2022
Title of the activity	Finanza Entrepreneur “ The Shelter”
Objective	This main objective of this program is to enhance the meaning of Insurance entrepreneur scope and its benefits with the financial terminology to the students. The great opportunities of Insurance Entrepreneurs Ideas were explained by the guest. Students should understand the insurance business and how to use the area of specialization like health insurance, life insurance, and Vehicle insurance. The insurance industry is relatively open for anyone who’s interested in the industry. The students should be aware the processing method of insurance entrepreneur and license, forms, exams.
Resource Person	Mr.S.SheikIsmaail Branch Manager TATA AIA Coimbatore
Total no. of beneficiaries	120



# KE College of Arts and Science

Department of **Commerce PA**

Guest Lecture on



## FINANZA ENTREPRENEUR "THE SHELTER"

CHIEF GUEST

**Mr. S Sheik Ismail**

Branch Manager,  
TATA AIA Life Insurance,  
Coimbatore.



CO-ORDINATOR

**Ms. M Jayanthi**

Associate Professor,  
Finance Club Coordinator,  
Department of Commerce PA

24<sup>th</sup> MAR 2022

02:00PM

Google Meet



@Kgcasofficial

[www.kgcas.com](http://www.kgcas.com)

chnology

Coimbatore, Tamil Nadu, India  
365, Thudiyalur Rd, Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
Lat 11.08338°  
Long 76.997176°  
24/03/22 02:19 PM



**KG College of Arts & Science**

Affiliated to Bharathiar University & Accredited by NAAC  
ISO 9001:2015 certified Institution  
KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA



**CENTER FOR AGRI BUSINESS ENTREPRENEURSHIP  
DEVELOPMENT(CAED)  
&  
ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)**

**REPORT**

**An Interaction Session on ‘Entrepreneurship’**

Date: 26.03.2022

Venue: IIM Auditorium

On 26/03/2022, KG College of Arts and Science, Center for Agribusiness Entrepreneurship Development (CAED) & Entrepreneurship Development Cell (EDC) organized “an Interaction Session on *“Entrepreneurship”* in IIM Auditorium at 10.00 am, the session was stepped up with the grace of prayer song.

**Ms.S.Rithika Shree** from III B.Com. delivered the welcome address. The function was presided over by **Dr.J.Rathinamala**, Principal, and key note addressed by **Dr.N.Eswaran**, Vice Principal. The chief guest was introduced by **Ms.R. Leela**, III.B.Com. The Chief Guest was **Dr.Ashwin Nithish**, TED Speaker/Entrepreneur/Environmentalist.

In his address, the Chief Guest addressed the developing skill and start-up ideas. He also spoke about the marketing and sales promotion strategies in various fields. He cheered the students to believe and see themselves as a future entrepreneur in spite of all risks and social criticism involved in the business. He interacted with the students about the entrepreneurship start-up process and he also conducted a mind reading activity to up skill the listening capacity. It was very informative and interactive that the students were able to know about the entrepreneurship actual expectation from the students.

At the end of session, the Programme organiser **Dr.P.Ashok**, Director, CAED Cell, was honoured with memento by the Resource Person. **Ms.K.Subhiksha** from II. B.Com. delivered the vote of thanks.

Around 300 students from all streams and faculty members participated in the events. The event was a successful one because of the huge appreciation and over whelming response.

**Invitation & Agenda:**

**KG** College of Arts and Science

Entrepreneurship Development Cell (EDC)  
— & CAED Cell jointly organize —

AN INTERACTION SESSION ON  
**ENTREPRENEURSHIP**

**CHIEF GUEST**  
**Dr. Ashwin Nithish**  
TED Speaker / Entrepreneur /  
Author / Environmentalist /  
World Record Holder

**ORGANIZER**  
**Dr. P Ashok**  
Director, CAED Cell

**26<sup>th</sup> MAR 2022**  
**10:00AM - 11:00AM**

[www.kgcas.com](http://www.kgcas.com)

**IIM Auditorium**

[@Kgcasofficial](https://www.facebook.com/Kgcasofficial)

**AGENDA****KG College of Arts & Science**Affiliated to Bharathiar University & Accredited by NAAC  
ISO 9001:2015 certified Institution  
KGiSL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA**CENTER FOR AGRI BUSINESS ENTREPRENEURSHIP  
DEVELOPMENT(CAED)****&****ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)****An Interaction Session on “Entrepreneurship”****AGENDA****DATE: 26/03/2022****TIME: 10:00AM TO 11:00AM****❖ PRAYER****❖ WELCOME ADDRESS***Rithika Shree.S III B.Com A***❖ PRESIDENTIAL ADDRESS***Dr.J.Rathinamala, Principal, KG College of Arts and Science***❖ KEY NOTE ADDRESS***Dr.N.Eswaran, Vice Principal, KG College of Arts and Science***❖ CHIEF GUEST INTRODUCTION***Leela.R III B.Com A***❖ CHIEF GUEST ADDRESS***Dr.Ashwin Nithish,  
TED Speaker/Entrepreneur/Environmentalist***❖ VOTE OF THANKS***Subhiksha.K II B.Com A***❖ NATIONAL ANTHEM**

**EVENT PHOTOS;**





**Social Media link:**

**YouTube :** <https://youtu.be/rhmQCv6U9vg>

**Instagram :** [https://www.instagram.com/tv/CbuNUqcg9GW/?utm\\_medium=copy link](https://www.instagram.com/tv/CbuNUqcg9GW/?utm_medium=copy_link)

**Twitter:** <https://twitter.com/kgcascollege/status/1507575592132411393?t=SulpN4IsaKZZmEa7Fatxeq&s=19>

**Dr.P.Ashok**



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Computer Applications
Name of the department Association	Technozion'21
Activity	Webinar - Entrepreneurship Orientation
Date of the activity	15.03.2022
Title of the activity	“Freelancing / Entrepreneurship opportunities for college students / freshers in Competitive Exam Coaching”
Objective	To create an awareness among the participants about the importance of Competitive Examinations and the opportunities available for college students and freshers to become a freelancer / Entrepreneur in this sector.
Resource Person	Mr. Bala Senthil Kumar, Founder & Managing Director, Ze Bancairo IAS Study Circle, Coimbatore
Total no. of beneficiaries	98
Outcome	The students gained an understanding about the basics of competitive examinations, the mode of coaching and the freelancing / entrepreneurship opportunities available.

### Department of Computer Applications

**Association Activity :** “Freelancing / Entrepreneurship opportunities for college students / freshers in Competitive Exam Coaching”

 **KG** College of Arts and Science

*Technozion*

Department of **Computer Applications**

**ENTREPRENEURSHIP TRAINING**  
**Freelancing / Entrepreneurship Opportunities for**  
**COLLEGE STUDENTS / FRESHERS**  
**in Competitive Exam Coaching**

**CHIEF GUEST**  
**Mr. B Bala Senthil Kumar**  
Founder and Managing Director,  
Ze Bancairo IAS Study Circle,  
Coimbatore

**ORGANIZER**  
**Ms. C B Pavithra**  
Assistant Professor,  
Department of  
Computer Applications

   
@Kgcasofficial Google Meet

**15<sup>th</sup> MAR 2022**  
 **2:00PM - 3:30PM**

**Department of Computer Applications**

**Association Activity :** “Freelancing / Entrepreneurship opportunities for college students / freshers in Competitive Exam Coaching”



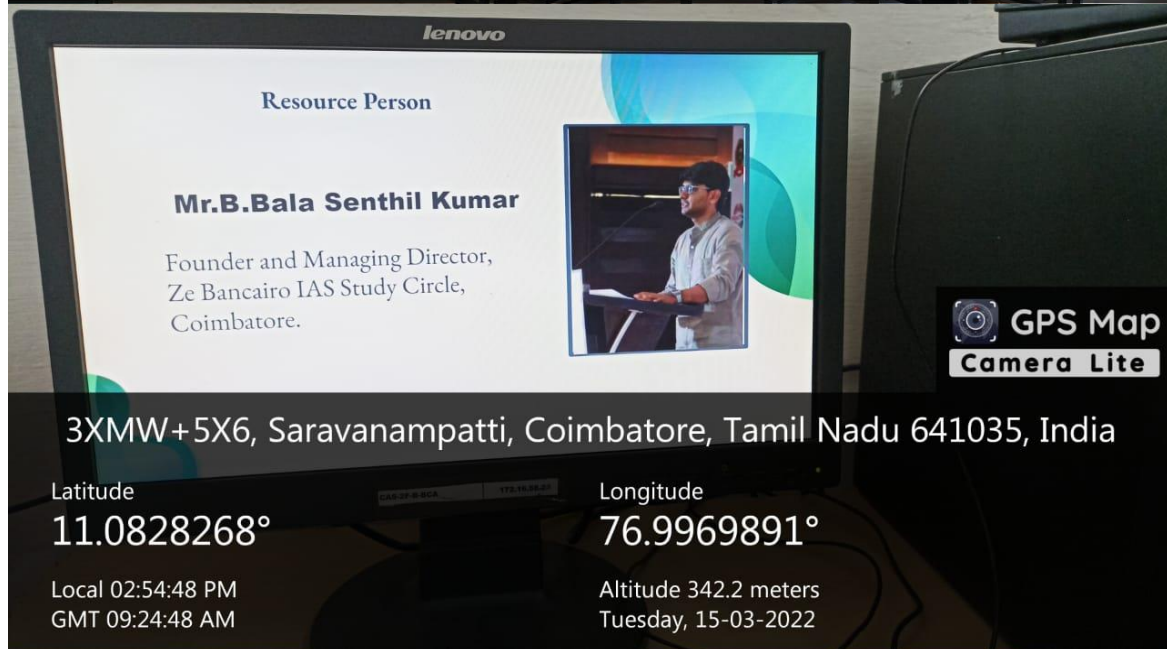
KG Campus, 365, Thudiyalur - Saravanampatti Rd, Saravanampatti,  
Coimbatore, Tamil Nadu 641035, India

Latitude  
**11.083319999999999°**

Longitude  
**76.99764499999999°**

Local 02:53:14 PM  
GMT 09:23:14 AM

Altitude 423 meters  
Tuesday, 15-03-2022



Resource Person

**Mr.B.Bala Senthil Kumar**

Founder and Managing Director,  
Ze Bancairo IAS Study Circle,  
Coimbatore.



3XMW+5X6, Saravanampatti, Coimbatore, Tamil Nadu 641035, India

Latitude  
**11.0828268°**

Longitude  
**76.9969891°**

Local 02:54:48 PM  
GMT 09:24:48 AM

Altitude 342.2 meters  
Tuesday, 15-03-2022



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Department of Management Studies - BBA
Name of the department Association / Club	Arthasasthra - 2022
Activity	Webinar
Date of the activity	12.3.2022
Title of the activity	Webinar on “ Finance function in a Digital World”
Objective	Dr D Gayathiry, Assistant Professor, Department of Commerce with CA, Sri Rama Krishna College of Arts and Science presented a webinar on “Finance function in a Digital World”. Her speech created an awareness of digital technologies and their impact on finance.
Resource Person	Dr D Gayathiry, Assistant Professor, Department of Commerce with CA, Sri Rama Krishna College of Arts and Science.
Total no. of beneficiaries	147 Students
Outcome / Report	Feedbacks collected from students through Google form 142 students given their Feed backs .Out of 142 responses, 63.7% of the students given their feedback as Excellent about the overall session, 1.3% given their opinion as Fair, 19.4% of the responses was Very Good and 15.6% is of opinion it is good.

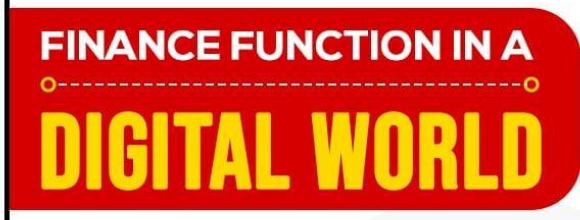
Department of Management Studies

Webinar on “Finance Function in a Digital world”



**KG** College of Arts and Science

Department of **Management Studies**



**CHIEF GUEST**

**Dr. D Gayathiry**

Assistant Professor,  
Department of Commerce with CA,  
Sri Ramakrishna College of Arts and Science



ORGANIZER	COORDINATOR
<b>Dr. G. Karthiyayini</b> Head of Department	<b>Dr. Giftleen Ringel</b> Assistant Professor



@Kgcasofficial



12<sup>th</sup> MAR 2022

🕒 11:00AM

Department of Management Studies

Webinar on “Finance Function in a Digital world”

By

Dr D Gayathiry, Assistant Professor, Department of Commerce with CA, Sri Rama  
Krishna College of Arts and Science.





## KG COLLEGE OF ARTS AND SCIENCE

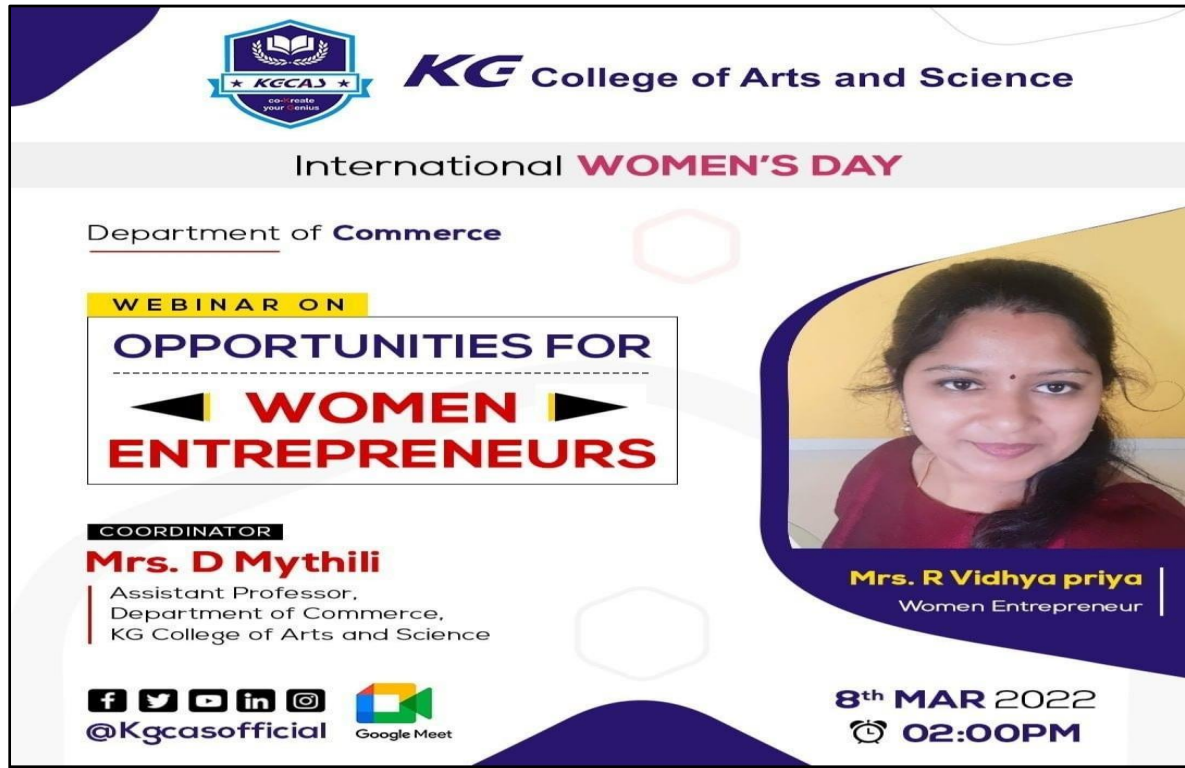
Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce
Name of the Department Association / Club	Rocking Geeks
Activity	Webinar
Date of the activity	08/03/2022
Title of the activity	Opportunities for Women Entrepreneurs
Objectives	To improve the entrepreneurial Skills among the Students and Improving the Leadership skills among the Students.
Resource person	Mrs.R.Vidhya Priya Women Entrepreneur
Total number of beneficiaries	100
Outcome	The Students were motivated to become an entrepreneur. Skills of real world entrepreneurs were discussed with the students.



**KG College of Arts and Science**

International **WOMEN'S DAY**

Department of **Commerce**

WEBINAR ON

**OPPORTUNITIES FOR**

**WOMEN**

**ENTREPRENEURS**

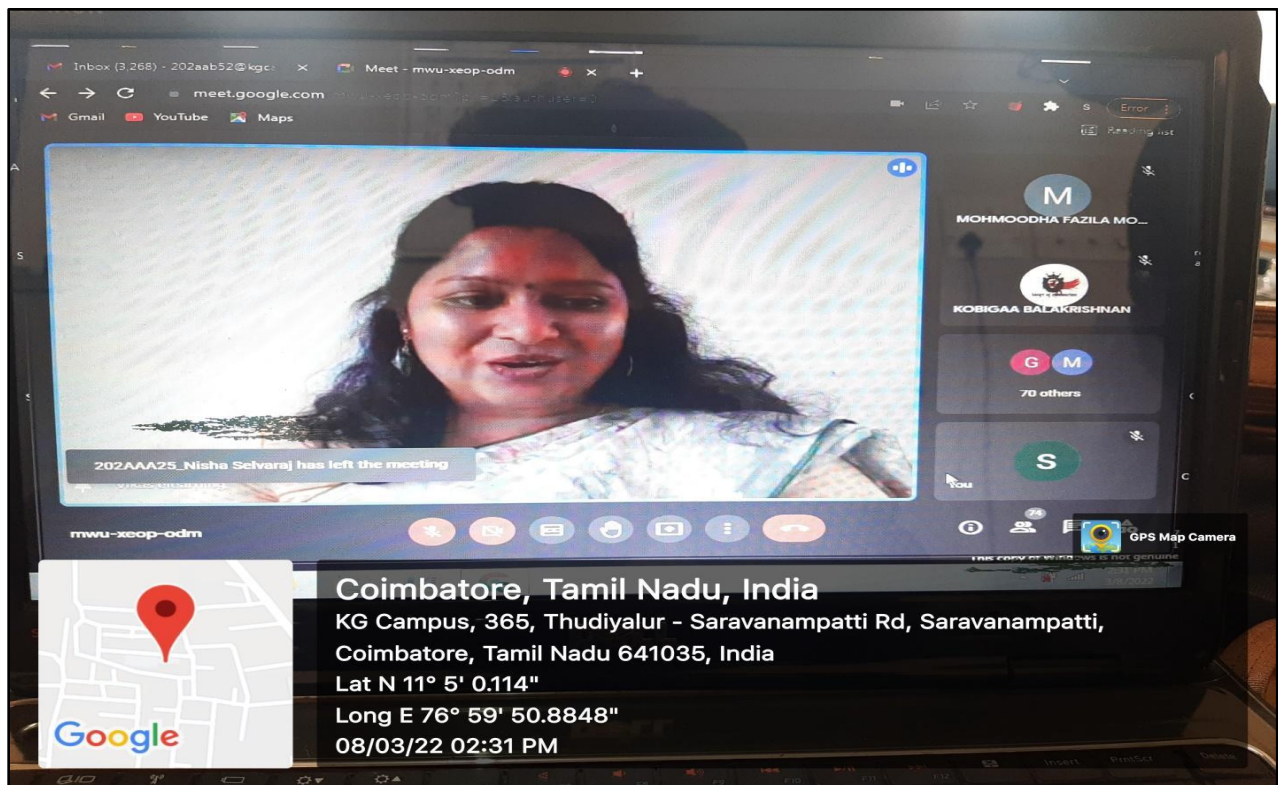
**COORDINATOR**

**Mrs. D Mythili**  
Assistant Professor,  
Department of Commerce,  
KG College of Arts and Science

**Mrs. R Vidhya priya**  
Women Entrepreneur

**8th MAR 2022**  
**02:00PM**

@Kgcasofficial Google Meet



meet.google.com

MOHMOODHA FAZILA MO...

KOBIGAA BALAKRISHNAN

70 others

202AAA25\_Nisha Selvaraj has left the meeting

Coimbatore, Tamil Nadu, India  
KG Campus, 365, Thudiyalur - Saravanampatti Rd, Saravanampatti,  
Coimbatore, Tamil Nadu 641035, India  
Lat N 11° 5' 0.114"  
Long E 76° 59' 50.8848"  
08/03/22 02:31 PM



## KG COLLEGE OF ARTS AND SCIENCE

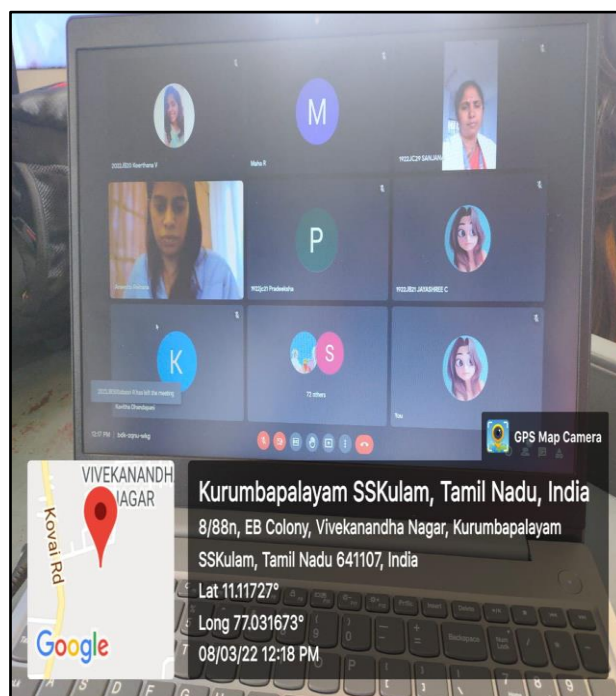
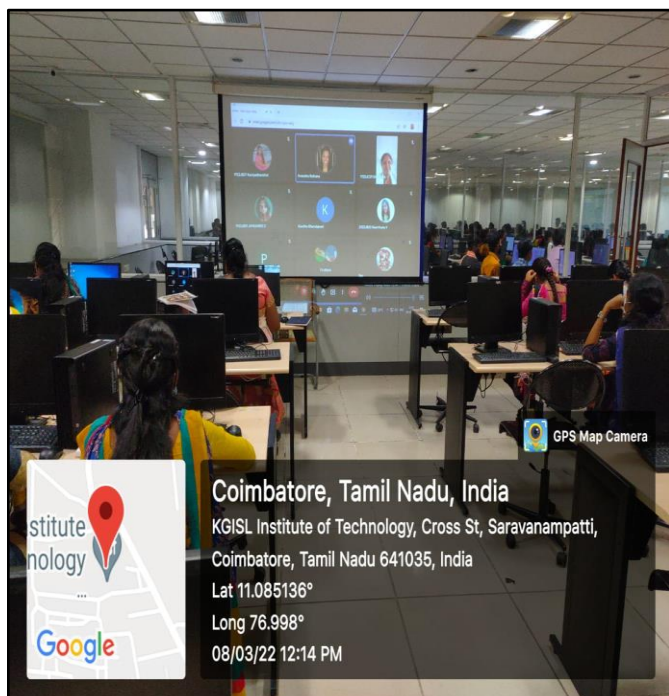
Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Computer Applications
Name of the department Association	Technozion'21
Activity	International Webinar - International Women's Day
Date of the activity	08/03/2022
Title of the activity	Women Empowerment in Fintech and BlockChain
Objective	The main objective of the session was to create an awareness among the women students of the department about Women Empowerment through Fintech and BlochChain Technologies.
Resource Person	Mrs. <a href="#">Aneesha Reihana</a> , CEO, HoneyComb Web3, Singapore.
Total no. of beneficiaries	95
Outcome	The students gained an understanding about the basics of BlockChain and about the opportunities available for Women in the IT domain, especially in FinTech and Blockchain areas..



**KG College of Arts & Science**Affiliated to Bharathiar University & Accredited by NAAC  
ISO 9001:2015 certified Institution

KGiSL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA

**CENTER FOR AGRI BUSINESS ENTREPRENEURSHIP  
DEVELOPMENT(CAED)****&****ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)****REPORT****‘ENTREPRENEURSHIP AS A CAREER’****1. Title of the program :** A Guest Lecture on ‘Entrepreneurship As a Career’**2. Name of the Hub:** Bharathiar University**3. Name of the spoke college:** KG College of Arts and Science**4. Date of the program:** 05.03.2022**5. Venue of the program:** III<sup>rd</sup> Floor Auditorium, KGCAS**6. Mode of the program(online/physical):** Physical**7. Resource person details:** Dr.K.G.Senthilkumar,

Professor &amp; Head,

Department of Management Studies,

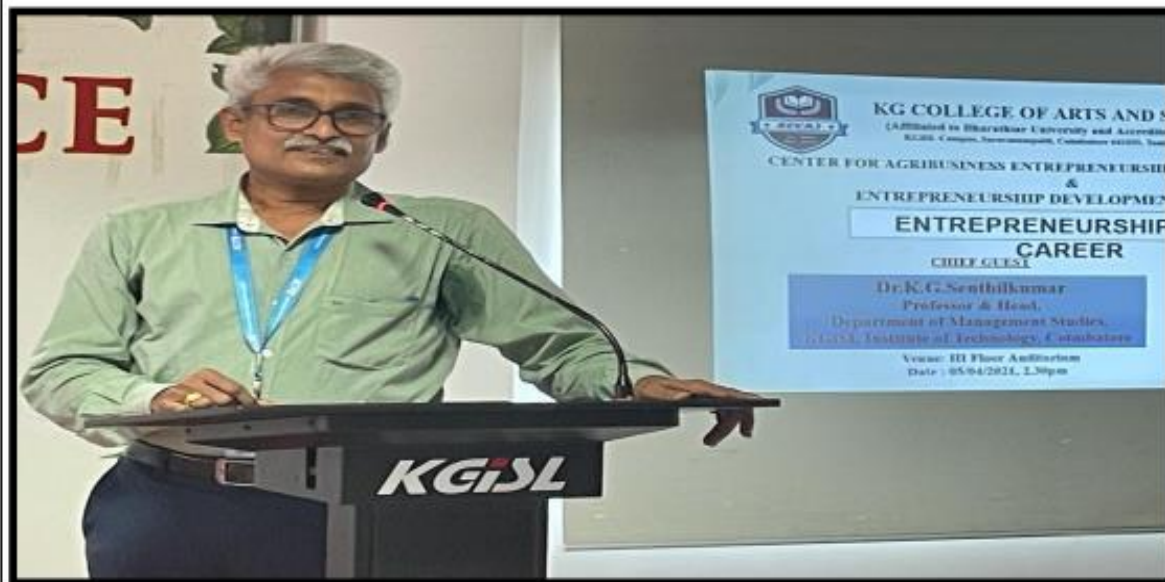
KGiSL Institute of Technology, Coimbatore.

**8. Participant details:** 200 Students & 3 Faculty Members**9. Content of the program:** Entrepreneurship**10. Feedback from participant:** (Enclosed)**11. Photos:** (Enclosed)

Invitation



Event Photo





### Feedback

#### FEEDBACK

I thank Dr. K G Senthilkumar for all your supporting statements and individual judgement towards our profession. We came to know many new things about the Entrepreneurship. And it was very useful for beginners like us.

INFANCIA SANJANA  
I B.Com A

Dr.P.Ashok

Director, CAED Cell



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce with Information Technology
Name of the department Association / Club	Unicorn'21
Activity	Seminar
Date of the activity	25/02/2022
Title of the activity	Money Management for Entrepreneurial Success through Capital Market
Objective	The objective of this programme is to create awareness among the students how to manage their money through capital market.
Resource Person	Er.C.K.Arivazhagan, Empanelled trainer to BSE, Coimbatore.
Total no. of beneficiaries	310
Outcome / Report	This seminar was a great learning session for those who are very passionate about starting new ventures and also encouraged more students to start new business. The resource person shared the techniques to manage their money effectively to become successful entrepreneurs.

**KG College of Arts and Science**

Department of **Commerce IT**

**SEMINAR ON**  
**Money Management**  
*for*  
**Entrepreneurial Success**  
*through*  
**Capital Market**

**COORDINATOR**  
**Mrs. Nagapriya T P**  
Assistant Professor,  
Department of Commerce IT,  
KG College of Arts & Science

**Er. C K Arivazhagan**  
Empaneled Trainer to **BSE**

**25<sup>th</sup> FEB 2022**  
**02:30PM**

@Kgcasofficial

Photos - 20220225\_22329PMByGPSMapCamera.jpg

See all photos Add to a creation

Edit & Create Share

**BSE**

Compounding is magical

Compounding is the Eight Wonder in the world.

Technology

Speciality

Google

**Coimbatore, Tamil Nadu, India**  
KGISL Campus, 365, Thudiyalur Rd, Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
Lat 11.083406°  
Long 76.996892°  
25/02/22 02:23 PM



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Management Studies
Name of the department Association / Club	Arthashastra
Activity	Workshop
Date of the activity	10/02/2022
Title of the activity	Entrepreneurship skills, Attitude and Behaviour development
Objective	To create awareness about Entrepreneurial skills, attitude and behaviour
Resource Person	Dr. K.Prabhakaran, Empanelled Resource person SEBI, NCFE, NCDEX, Coimbatore
Total no. of beneficiaries	101
Outcome / Report	He elaborated on the importance of entrepreneurship, spoke about successful entrepreneurs, qualities essential for entrepreneurs, Government support for small industries, startups, important websites for students to get information and support. Students found the session very useful as he also discussed about project preparation.

**KG College of Arts and Science**

Institutions Innovation Council & Department of Management Studies

**WORKSHOP ON**

**ENTREPRENEURSHIP SKILLS, ATTITUDE & BEHAVIOUR DEVELOPMENT**

**CHIEF GUEST**

**Dr. K Prabhakaran**  
Resource Person of SEBI & NCDEX & Trainer of NCFE

**ORGANIZER**

**Dr. B Adalarasu**  
Dean Research/ Startup Coordinator

10<sup>th</sup> FEB 2022  
10:00AM

INSTITUTION'S INNOVATION COUNCIL  
Member of Excellence Institute

@Kgcasofficial Google Meet

Innovation and Entrepreneurship - 10.10.2020 - Microsoft PowerPoint

Entrepreneurship Skills and Attitude  
By  
Dr. K. Prabhakaran

Dr. Adalarasu Balraj

212AJ26\_LEELA KR...

Angelín Pricilla A

The screenshot displays a Zoom meeting interface. On the left, a presentation slide titled "Basic Steps of Entrepreneurship" is shown. The slide features a staircase diagram with the following steps from bottom-left to top-right: "Ultimate You", "Strong Why", "Correct Data/Info", "Validated Idea", "Right Team", "Working Space", "Mentors", and "Money". The word "Success" is written at the top of the staircase. The slide also includes a date "2/10/2022" and a name "Dr.K.Prabhakaran". On the right side of the Zoom window, a grid of participant avatars is visible. The participants shown are Swetha Nagaraj71, 212AJ26\_LEELA KR..., Udhayakeerthi M, prabhakaran k, Manoj, and 91 others. The "prabhakaran k" avatar is highlighted with a blue border.



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Computer Applications
Name of the department Association	Technozion'21
Activity	Alumni Guest Lecture
Date of the activity	20/12/2021
Title of the activity	Digital Marketing Fundamentals
Objective	To introduce the concept of Digital Marketing and the associated process.
Resource Person	Mr. Kaviraj. D Free-lancing Consultant and Entrepreneur
Total no. of beneficiaries	93
Outcome / Report	The resource person explained the basics of digital marketing in detail by quoting real-time examples. The participants interacted with the resource person to get their doubts clarified about the core topic and about the part-time job opportunities.

**KG** College of Arts and Science

Department of **Computer Applications**

**DIGITAL MARKETING**  
**FUNDAMENTALS**

Chief Guest:  
**Mr. D Kaviraj**  
Free-lancing consultant  
& Entrepreneur

20<sup>th</sup> DEC 2021  
2:00PM - 3:30PM

@Kgcasofficial Google Meet





**KG COLLEGE OF ARTS AND SCIENCE**  
(Affiliated to Bharathiar University and Accredited by NAAC)

**Institutions Innovation Council 4.0**

**Activity Report**



**“MY STORY – MOTIVATIONAL SESSION BY SUCCESSFUL  
ENTREPRENEUR / STARTUP FOUNDER”**

1.	Program type	Webinar
2.	Theme of the program	Start up Founder
3.	Topic of the session	Exhilarating Talk
4.	Date & Time	09.11.2021 @ 2.00pm
5.	Speaker(s)	Mr. Nirmal Nellaiappan
6.	Platform conducted	Online
7.	No. of Students participated	100
8.	Program Link	<a href="http://meet.google.com/bjg-ervo-ihh">http://meet.google.com/bjg-ervo-ihh</a>
9.	Name of the Co Ordinator	Ms.R.Geetharamani

**Objective:**

1. To Make Participants to catch an aerial view on creating imparting strength and vitality
2. To help students to build credibility, establishes trust and will drive them towards the start-up for their carrier.

**Benefits:**

Mr. Nirmal Nellaiappan is a young entrepreneur who has arrived as the resource person for the start-up webinar on the topic “Exhilarating Talk”. He gave an inspiring talk for the Incipient Entrepreneur from his own experience. A Relavant story presented by him was thought provoking and interesting. Many simple techniques for the entrepreneur were discussed to come up in good colours. He created energetic vibration on entrepreneurship through many real life examples and motivated them to become a successful business person. Students also interacted actively and gained more information and tips for attaining success in doing start-up business.

Invitation:

**KG COLLEGE OF ARTS AND SCIENCE**  
Affiliated to Bharathiar University and Accredited by NAAC  
ISO 9001:2015 Certified Institution  
KGISL Campus Saravananpatti, Coimbatore -541035

**INSTITUTION'S INNOVATION COUNCIL 4.0**  
Organizes  
**EXHILARATING TALK**

**9** **2 00**

**Mr.Nirmal Nellaiappan**  
Director,  
Anandhalekshmi Industries Pvt.Ltd,  
Coimbatore.

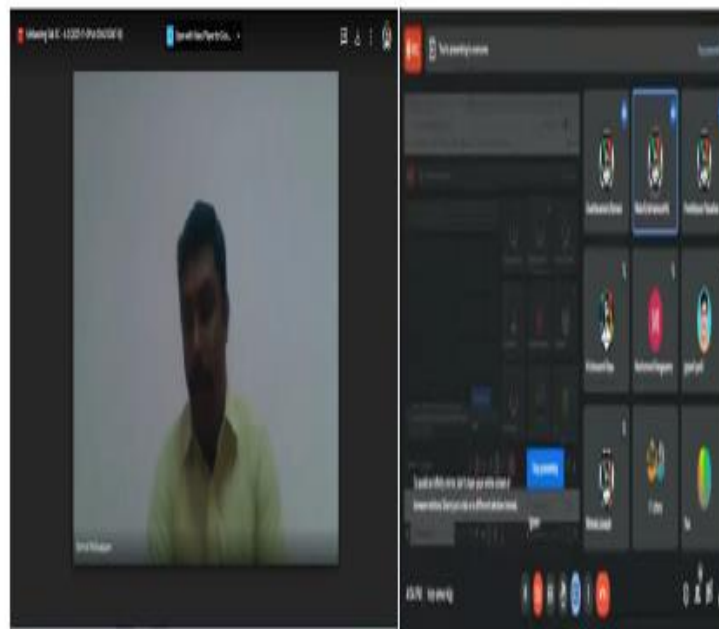
Registration link [https://bit.ly/IIC\\_ET](https://bit.ly/IIC_ET)

Organising Secretary  
Ms. R. Geetharamani  
Assistant Professor,  
Member, KGCAS-IIC.

Convener  
Dr. P. Krishnapriya  
Vice-Principal Academics,  
President, KGCAS-IIC.

Principal  
Dr. J. Rathinapala

Program photo:





**KG COLLEGE OF ARTS AND SCIENCE**  
(Affiliated to Bharathiar University and Accredited by NAAC)

**Institutions Innovation Council 4.0**

**Activity Report**



### **My Story - Motivational Session by Successful Innovators**

1.	Program type	Webinar
2.	Theme of the program	Start-up Business
3.	Topic of the session	How to Start a Successful Start-up
4.	Date & Time	27.11.2021 @ 11:00 A.M
5.	Speaker(s)	Mr.Sethuraman Sathappan, Chief Operating Officer, Emirates NBD, Mumbai
6.	Platform conducted	Online
7.	No. of Students participated	100
8.	Program Link	<a href="https://meet.google.com/sng-ytzs-tej">https://meet.google.com/sng-ytzs-tej</a>
9.	Name of the Co Ordinator(s)	Dr.P.Krishnapriya - Convenor Ms.Usha.M – Organizing Secretary

#### **Objective:**

1. To gain insights to start a successful startup
2. To study on new technology/ knowledge/ innovation based startups.

#### **Benefits:**

SETHURAMAN SATHAPPAN, M.Com., CAIIB., CDCS., CTF., Chief Operating Officer – India Emirates NBD, Mumbai. He has 36 years of banking experience with one Nationalized Bank and 4 foreign banks (Scotiabank, Commerzbank, MayBank Group, Doha Bank) in India. He is a regular columnist in a popular Tamil Daily “Dinamalar”, one of the largest circulated dailies in Tamilnadu and writing articles related to Exports, Imports, Economics, Start-ups for the last 19 years. He has written more than 1500 articles in TAMIL on the above subjects till now. His Start-up columns are very popular among Tamil Readers.

Invitation:



**KG** College of Arts and Science  
Affiliated to Bharathiar University and Accredited by NAAC  
ISO 9001:2015 Certified Institution  
KGCCE Campus, Coimbatore – 641 055

How to Start a  
**SUCCESSFUL  
START-UP**

Chief Guest:  
**SETHURAMAN SATHAPPAN**  
Chief Operating Officer - India  
Emirates NBD



 INSTITUTION'S INNOVATION COUNCIL  
A Part of the NBD Initiatives

 @Kgcasofficial  
Registration Link in Description

27<sup>th</sup> NOV 2021  
11AM





## KG College of Arts & Science

Affiliated to Bharathiar University & Accredited by NAAC  
ISO 9001:2015 certified Institution  
KGiSL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA



### CENTER FOR AGRI BUSINESS ENTREPRENEURSHIP DEVELOPMENT(CAED)

#### REPORT

### Webinar on “Career Opportunities in Agribusiness”

Date: 22.10.2021

On 22/10/2021, KG College of Arts and Science, CAED Cell organized a webinar on the topic “*Career Opportunities in Agribusiness*” through Google Meet at 2.00 pm, the session was stepped up with the grace of prayer song.

**Dr.S.Vidhya**, Director, IQAC delivered the welcome address and introduced the chief Guest. The presidential address was given by Principal **Dr.J.Rathinamala** and Special address was given by Vice Principal (Administration) **Dr.N.Eswaran**. The Chief Guest was **Dr.P.Kumaravadivelu**, Chief Scientist, ICAR – Krishi Vigyan Kendra, Coimbatore.

In his address, the Chief Guest gave introductory remarks briefly highlighting the agribusiness in India, and demonstrated about the Career Opportunities in Agribusiness. He influenced the students with his outstanding interaction about opportunities and scope in agribusiness, and shared his views about initiating new business in the field of agriculture, participants were highly motivated by his speech.

He expressed his well-known ideas about new growth in the agriculture sector and also the role of women empowerment in agribusiness. He gave an idea about effective Organic from agri waste despite of his wealth, he made us wonder by simplicity. The students were briefed about the career opportunities in agribusiness. **Dr.P.Ashok** Director, CAED Cell extended the warm gratitude for all the dignitaries and participants who took part in the session enthusiastically for the grand success of the event.

*Invitation & Agenda;*

**KG COLLEGE OF ARTS AND SCIENCE**  
 Affiliated to Bharathiar University and Accredited by NAAC  
 ISO 9000:2015 Certified Institution  
 Coimbatore-641035, Tamilnadu, India

**CENTER FOR AGRIBUSINESS ENTREPRENEURSHIP DEVELOPMENT (ICAED) & ENTREPRENEURSHIP DEVELOPMENT CELL (IEDC)**  
 ORGANISES A WEBINAR ON  
**CAREER OPPORTUNITIES IN AGRIBUSINESS**

**CHIEF GUEST**

**Dr. P. Kumaravadivelu**  
 Chief Scientist  
 ICAR – Krishi Vigyan Kendra,  
 (Indian Council of Agricultural Research)  
 Coimbatore, TamilNadu

Date: 22.10.2021 | Meet Link: [meet.google.com/agr-rab-pxa](https://meet.google.com/agr-rab-pxa) | Time: 2.00pm

Dr. P. Ashok, Director, CAED Cell, Convener | Dr. J. Rathinamala, Principal | Dr. B. Vantha, Secretary

**KG COLLEGE OF ARTS AND SCIENCE**  
 Affiliated to Bharathiar University and Accredited by NAAC  
 ISO 9000:2015 Certified Institution  
 Coimbatore-641035, Tamilnadu, India

**CENTER FOR AGRIBUSINESS ENTREPRENEURSHIP DEVELOPMENT (ICAED) & ENTREPRENEURSHIP DEVELOPMENT CELL (IEDC)**  
**A WEBINAR ON CAREER OPPORTUNITIES IN AGRIBUSINESS**

**AGENDA** Date: 22.10.2021  
 Time: 2:00pm

**Prayer**

**Welcome & Chief Guest Introduction**  
 Dr. S. Vidhya  
 Director, IQAC

**Presidential Address**  
 Dr. J. Rathinamala  
 Principal

**Special Address**  
 Dr. N. Eswaran,  
 Vice Principal - Administration

**Chief Guest Address**  
 Dr. P. Kumaravadivelu  
 Chief Scientist  
 ICAR – Krishi Vigyan Kendra, Coimbatore

**Vote of Thanks**  
 Dr. P. Ashok  
 Director, CAED Cell

*Event screenshots;*





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Biotechnology
Name of the department Association / Club	Biovision club
Activity	Guest Lecture
Date of the activity	19/10/2021
Title of the activity	Bio-Entrepreneurship
Objective	Bio-entrepreneurship is the process of creating value from life science innovation. Bio-entrepreneurship helps solve global problems by turning basic scientific knowledge into innovative and sustainable solutions for society. The major objective of this guest lecture is to emphasize the opportunities in bio- entrepreneurship.
Resource Persons	Dr.D.Sudhakaran General Manager Golden Jubilee Biotech Park for Women Chennai
Total no. of beneficiaries	75
Outcome / Report	The participants understood the importance of Bio-entrepreneurship and were able to identify the new opportunities in the field of Biosciences.



 **KG college of Arts and Science**  
Affiliated by Bharathiar University & Accredited by NAAC  
ISO 9001:2015 Certified Institution  
KGSIL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu.

**Department of Biotechnology**  
*Organizes*  
Guest Lecture  
On  
**Bio-Entrepreneurship**

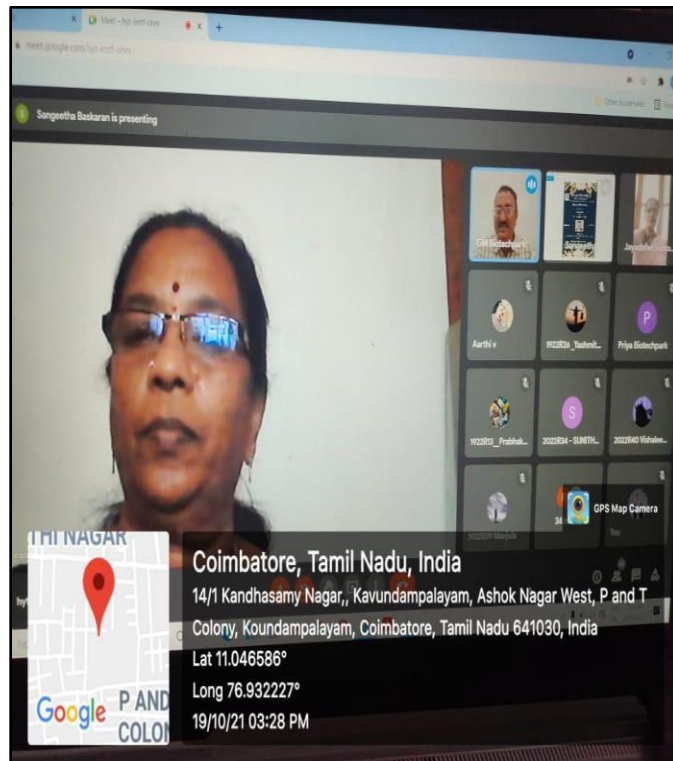
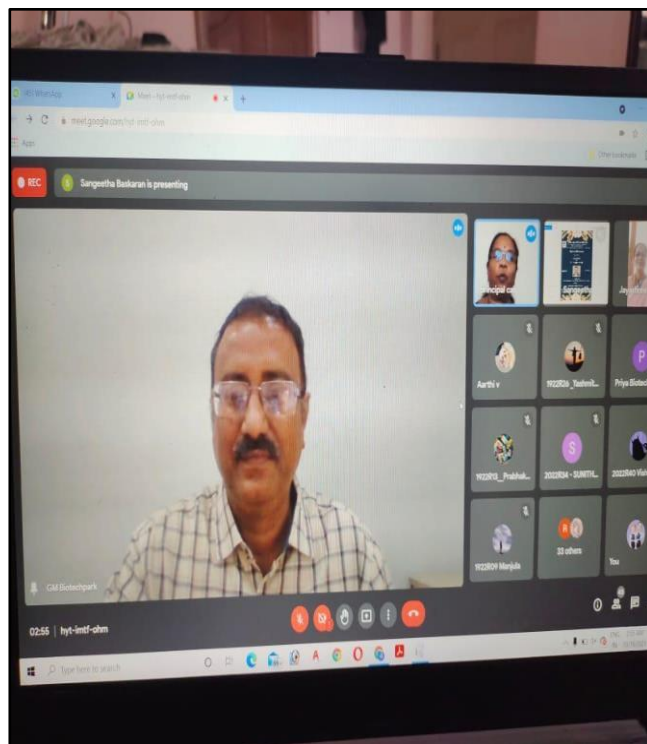
Date: 19.10.21  Time: 3.00 p.m

**Dr. D Sudhakaran**  
General Manager – Golden Jubilee Biotech Park for women  
Chennai  
[meet.google.com/hyt-imtf-ohm](https://meet.google.com/hyt-imtf-ohm)

Organizing committee  
Dr.S.Jayashree  
Dr.D.Shalini

Convenor  
Dr.B.Sangeetha

Principal  
Dr.J.Rathinamala





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	M.Com IB
Name of the department Association / Club	-
Activity	Webinar
Date of the activity	12/10/2021
Title of the activity	Entrepreneurship and International Business
Objective	Exploring IB education can open doors to new and exciting opportunities that are otherwise harder to achieve with updated business education. Student will be an asset to any company, in any industry providing much needed knowledge and skills to take the business another level
Resource Person	Dr.R.Reena, Associate Professor & Programme Incharge M.Com IB, Sri Krishna College of Arts and Science
Total no. of beneficiaries	29
Outcome / Report	Contribution to the world in education, discovery and knowledge is enormous. Tenth biggest economy on the planet and the quickest developing economy next just to china. According to the international monetary fund world economic outlook, GDP in 2021 at the current price. India now ranks 63 <sup>rd</sup> in the world bank's ease of doing business index as compared to 130 <sup>th</sup> rank in 2016. Demand in the domestic market as well as the international market is picking up, which should help the Indian economy.

**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 MCom- International Business**  
**Student Induction Programme-2021**

**Day-2**  
**12.10.2021**  
**10 am**

**Entrepreneurship and International Business**

**Dr.R.Reena**  
Associate professor & Programme Incharge - MCom-IB  
Sri Krishna College of Arts & Science  
Coimbatore

**Resource Person**

**Key takeaways :**

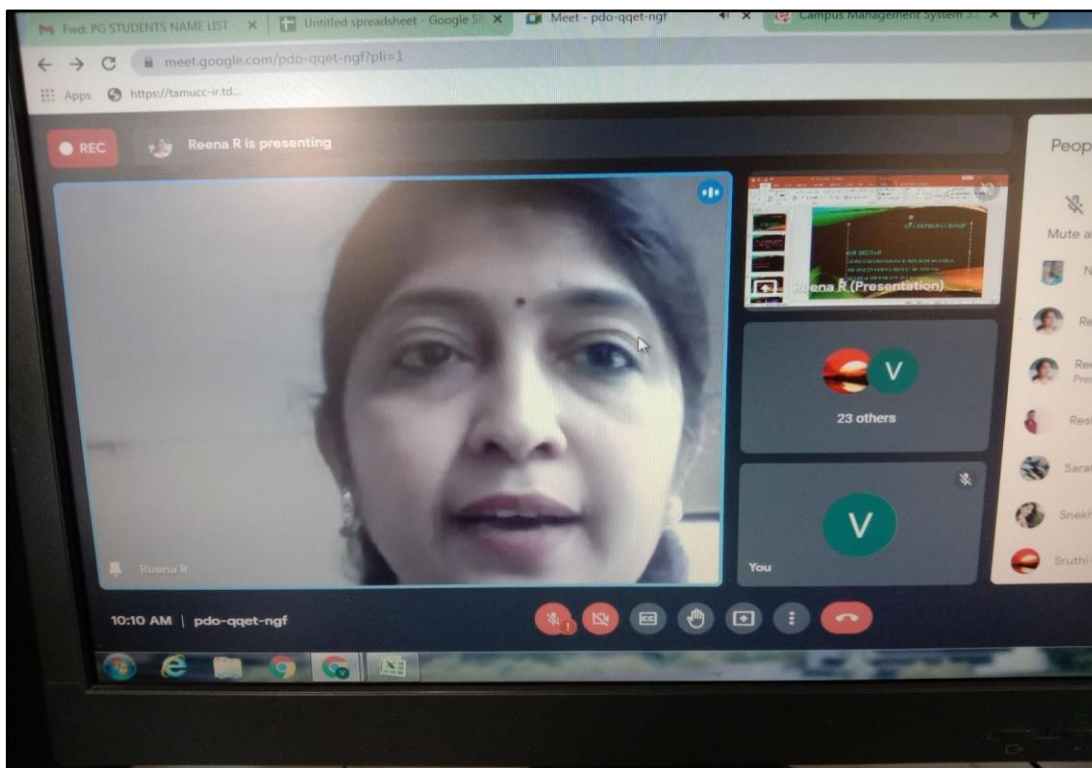
- Exploring IB Education can open doors to exciting and new opportunities that are otherwise harder to achieve with regular business education.
- You'll be an asset to any company in any industry, providing much-needed knowledge and skills to take a business to another level.

**Dr.K.Vishnupriya**  
Organizing Secretary

**Dr.G.Jayanthi**  
Dean - Management (Convener)

**Dr.J.Rathinamala**  
Principal

goglemeet/ pdo-qget-ngf





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Software Systems and Computer Science (PG)
Name of the department Association / Club	MindBenders
Activity	Webinar
Date of the activity	1st October 2021
Title of the activity	Digital Marketing and Design Trends
Objective	This session is covering all the key aspects of digital marketing knowledge and jobs which will be demand in 2021. The main objective is to make the students understand the importance of new technologies which are arising and students should develop many skills for their future career development
Resource Persons	Mr. Sathish Kumar, County Head, Orita Sinclair School of Design, Coimbatore.
Total no. of beneficiaries	45
Outcome / Report	65 participants were actively participating via Google Meet. The session is titled as “DIGITAL MARKETING AND DESIGN TRENDS 2021”. Participants got the knowledge about the different industries and their Digital developing technologies. The speaker explained about Streaming Medias, Online Business, Types of Digital Marketing, Measuring Tools, Media Types, Responsive Design, Email Marketing, Model Email Marketing,

MailChimps.



**KG College of Arts & Science**  
Affiliated to Bharathiyar University & Accredited to NAAC  
An ISO 9001:2015 Certified Institution  
KGiSL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA

**Department of Software Systems & Computer Science(PG)**

**A Webinar On**  
**“Digital Marketing and Design Trends 2021”**

**Date : 01-10-2021**      **Time : 2.30 pm**

**Mr.Sathish Kumar**  
**County Head, Orita Sinclair School of Design**  
**Coimbatore**

**venue : <https://meet.google.com/sxa-kwrn-jyz>**

**Dr.V.V.Gomathi**  
Assistant Professor  
Association Co-ordinator

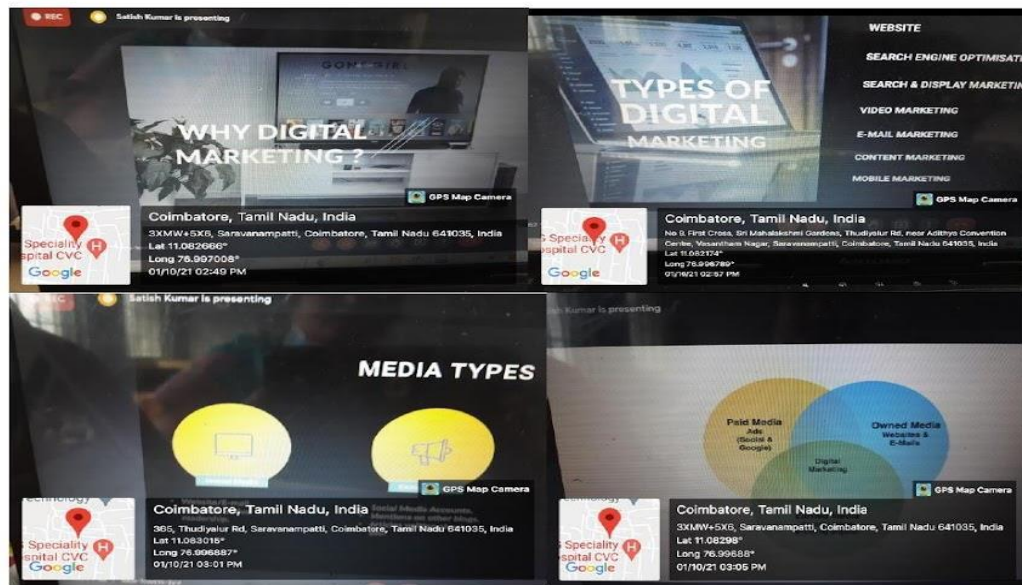
**Mr.Alwin Pinakas James**  
HOD, Convenor

**Dr.J.Rathinamala**  
Principal

**KG COLLEGE OF ARTS AND SCIENCE  
MINDBENDERS**

**Webinar on “Digital Marketing and Design Trends 2021”**

Programme date : 01-10-2021  
 Resource person : County Head, Orita Sinclair School of Design, Coimbatore.  
 Organized Department : Department of Software Systems & Computer Science (PG)



**KG COLLEGE OF ARTS AND SCIENCE**  
 Affiliated to Bharathiar University  
 Accredited by NAAC  
 ISO 9001:2015 Certified Institution  
 KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce with Computer Applications
Name of the department Association / Club	Xebec 21
Activity	Guest Lecture

Date of the activity	23/09/2021
Details of the activity	Entrepreneur Development
Objective	To understand the merits and demerits of becoming an entrepreneur.
Resource Person if any	Sidharth Hari Independent Entrepreneur Mahalakshmi Financial Services
Total no. of beneficiaries	90
Outcome / Report	The speaker stressed the importance of the lecture in the holistic development of the student. The resource person insists on financial development and career development in the business and he wished the college to succeed in the course of time by conducting similar programs in the future.

**KG College of Arts & Science**  
Affiliated to Bharathiar University & Accredited by NAAC  
ISO 9001:2015 certified Institution  
KGISL Campus, Saravenampatti, Coimbatore - 641 035, Tamil Nadu, INDIA

**DEPARTMENT OF COMMERCE CA**  
Cordially invites you to the Guest Lecture on  
**Entrepreneur Development**

**Mr. Sidharth Hari**  
Entrepreneur,  
Financial Services

**Date: 23/09/2021** **Time: 03:00 pm**  
**Google Meet: <https://meet.google.com/vtg-xnyz-xvj>**

Mrs. Archana Kumar Organising Secretary      Dr. J.K. Bharath Ho'D, Convener      Dr. J. Rathinamala Principal

REC Sidharth Hari is presenting

Entrepreneur Development  
The need of the hour

GPS Map Camera  
Coimbatore, TN, India  
Saravanampatti, Coimbatore, 641035, TN, India  
Lat 11°5'0"N, Long 76°59'51"E  
09/23/2021 03:01 PM

Participants: Sidharth Hari, Pooja Panda, Murshitha Begum, Silva shiva, C.S. Srinam, A.Mohammed Ab..., 192ACA10 POOJ..., Abhinaya Sree, Deepanraj Patil..., 78 others, You



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce with Professional Accounting
Name of the department Association / Club	ProTants '21
Activity	Webinar
Date of the activity	22/09/2021
Title of the activity	Innovation and Entrepreneurship
Objective	She delivered innovative ideas to the students to implement in the modern business. She discussed the innovative ideas implemented by many famous entrepreneurs throughout the world, and how they adopted different innovative strategies in their business, and captured the market. Innovative Entrepreneurship is very essential for the business people to survive and capture the market and to lead the market.
Resource Person	Dr. D. Mythili, Assistant Professor, Department of Business Administration( IB & RM), PSGR Krishnammal College for women, Coimbatore.
Total no. of beneficiaries	96
Outcome / Report	The guest has shared the different sources of getting ideas related to entrepreneurs. Students got an idea about the world famous entrepreneurs and their innovation ideas.



**KG College of Arts & Science**  
 Affiliated to Bharathiar University & Accredited by NAAC  
 ISO 9001:2015 Certified Institution  
 KGiSL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA.

**Department of Commerce PA**  
*The Management, Principal, Members of the Faculty and Students of Department of Commerce PA*  
 Invites you all for the Webinar on  
**"Innovation & Entrepreneurship"**

September 22 2021



**2:45pm to 3:45pm**

**Dr.D.Mythili,**  
 Department of Business Administration (IB & RM),  
 PSGR Krishnammal College for Women,  
 Coimbatore.

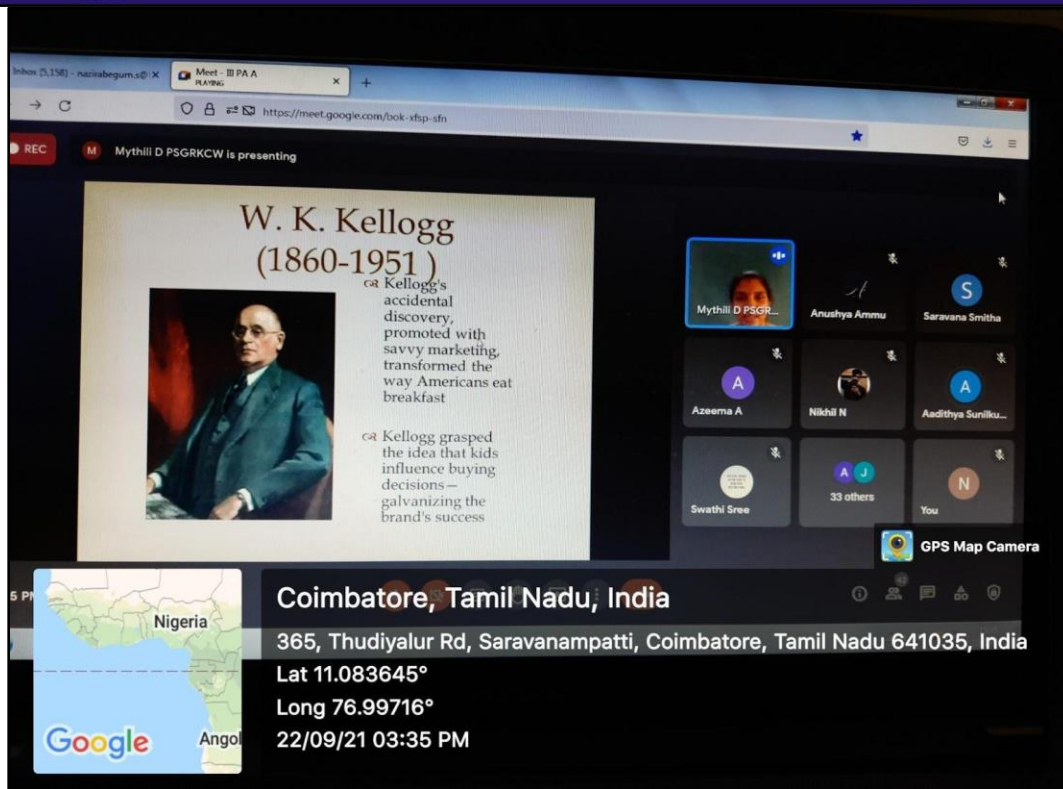
<http://meet.google.com/bok-xfsp-sfn>

**Coordinators**  
 Mrs.S.Nazira Begum  
 Mr.S.Manikandan  
 Assistant Professors

**Convener**  
 Dr.R.Kanchana  
 Head, Commerce PA

**Principal**  
 Dr.J.Rathinamala

 All are invited [www.kgcas.com](http://www.kgcas.com)



W. K. Kellogg (1860-1951)

ca Kellogg's accidental discovery, promoted with savvy marketing, transformed the way Americans eat breakfast

ca Kellogg grasped the idea that kids influence buying decisions—galvanizing the brand's success

Coimbatore, Tamil Nadu, India  
 365, Thudiyalur Rd, Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
 Lat 11.083645°  
 Long 76.99716°  
 22/09/21 03:35 PM



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Software Systems and Computer Science (PG)
Name of the Association	MindBenders
Activity	Alumni guest lecture
Date of the activity	20/09/2021
Title of the activity	Think ERP Think SAP
Objective	<p>To promote knowledge and experience sharing between alumni and students through alumni Guest lectures. So the current active students will have confidence about their future career.</p> <p>This session is covering all the key aspects of ERP and SAP. The main objective is to make the students understand the importance of ERP and SAP which are arising and students should develop many skills for their future career development</p>
Resource Person	Mr. Deepak Kumar Administrative Associate, Clean Swift Co LLC, Dubai.
Total no. of beneficiaries	43
Outcome / Report	43 participants were actively participating via Google Meet. The session is titled “Think ERP Think SAP”. Participants got the knowledge about the ERP and SAP. The speaker explained about SAP industries solutions and its interface, basic technology, SAP ERP incorporates the key business functions of an organization. The speaker presented a live video that how the technology is implemented in the organisation and explained several modules in SAP ERP including of several

modules, including Financial Accounting (FI), Controlling (CO), Asset Accounting (AA), Sales & Distribution (SD), Material Management (MM), Production Planning (PP), Quality Management (QM), Project System (PS), Plant Maintenance (PM), Human Resources (HR), Warehouse Management (WM). Thus, overall it was a brainstorming session and a complete guidance for beginners in SAP.




# KG College of Arts & Science

Affiliated to Bharathiar University & Accredited by NAAC  
ISO 9001:2015 Certified Institution  
KGiSL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA.

## Department of Software Systems & Computer Science(PG)

Cordially invites you all for Alumni Guest Lecture on  
“Think ERP Think SAP”




**Date : 20-09-2021**

**Time : 2.30 pm**

Mr. Deepak Kumar


Administrative Associate  
Clean Swift Co LLC, Dubai

venue :  <https://meet.google.com/sxa-kwm-jyz>

**Dr.V.V.Gomathi**  
Assistant Professor  
Association Co-ordinator

**Mr. Alwin Pinakas James**  
HOD, Convenor

**Dr. J. Rathinamala**  
Principal



-----Welcome all-----

[www.kgcas.com](http://www.kgcas.com)

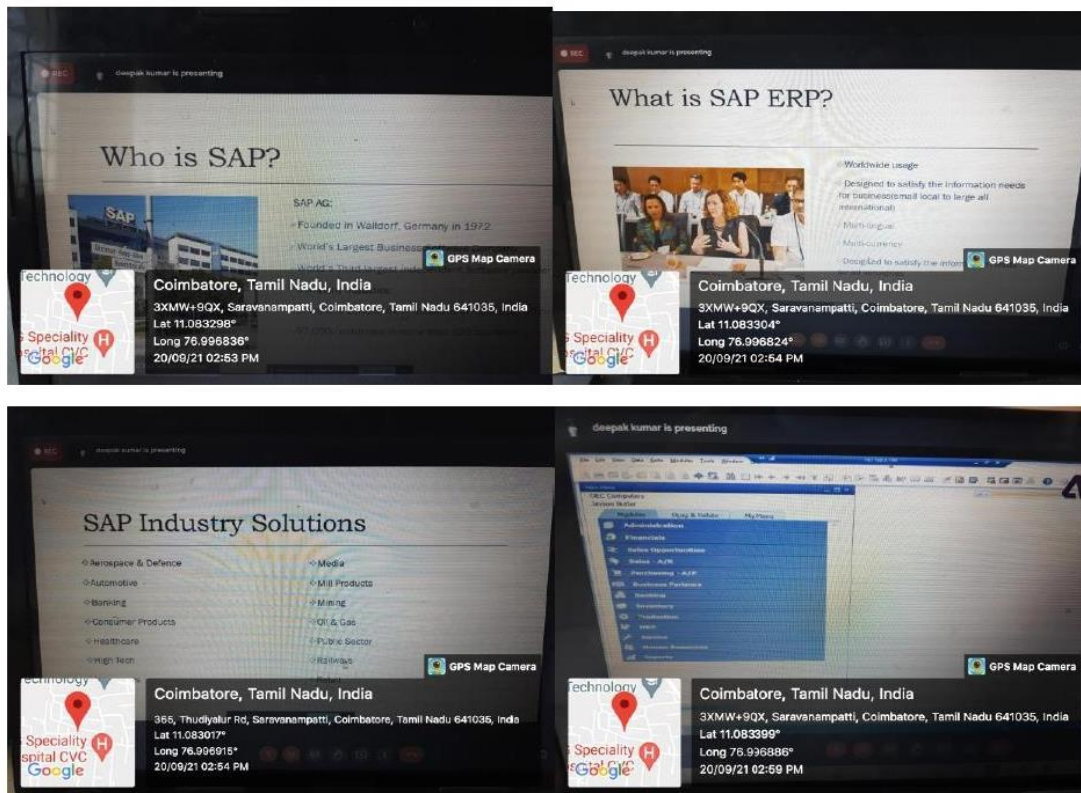
**KG COLLEGE OF ARTS AND SCIENCE**  
**Alumni Guest Lecture on “Think ERP Think SAP”**

Programme Date : 20-09-2021 (AN) & 2.30 pm

Title : Think ERP Think SAP

Resource Person : Mr.A.Deepak Kumar  
 Administrative Associate  
 Clean Soft Co LLC, Dubai

Organized Department: Department of Software Systems & Computer Science (PG)





## KG College of Arts & Science

Affiliated to Bharathiar University & Accredited by NAAC  
ISO 9001:2015 certified Institution

KGiSL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA



### CENTER FOR AGRIBUSINESS ENTREPRENEURSHIP DEVELOPMENT(CAED)

#### REPORT

#### INAUGURATION CEREMONY – ACADEMIC YEAR 2021-22

Date: 28.09.2021  
Platform: Google meet

On 28.09.2021, KG College Arts and Science, the inaugural ceremony of “**The Center for Agribusiness Entrepreneurship Development**” (CAED), commenced with the lighting of Virtual lamp by a group of dignitaries through Google meet Platform. **Dr. P. Ajitha**, Dean Academics, science, welcomed all the dignitaries. **Dr.B.Vanitha**, Secretary, delivered the Presidential address, **Dr.J.Rathinamala**, Principal, described the importance of the CAED and how it motivates the students to get benefited. **Dr.S.Vijaya**, Assistant Professor, introduced the Chief Guest.

**Mr. A.V. Gnanasambandam**, CEO, Technology Business Incubator, Tamilnadu Agricultural University, Coimbatore, inaugurated the cell and delivered his inaugural address, he briefed about the agribusiness opportunities and potential of new developments in agriculture and how aspiring students can tap into it and make a successful venture in the agribusiness start-up space.

At the end of session, on behalf of management, **Dr.P.Ashok**, Director, CAED Cell, proposed his vote of thanks. He extended his warm gratitude to all the invited guests and participants for gracing the occasion by their solemn presence.

**Invitation & Agenda:**

**KG College of Arts and Science**  
 Affiliated to Bharathiar University & Accredited by NAAC  
 ISO 9001:2015 certified Institution  
 KGCE, Coimbatore, Saravanampatti, Coimbatore - 641 015, Tamil Nadu, INDIA

**CENTER FOR AGRIBUSINESS ENTREPRENEURSHIP DEVELOPMENT (CAED)**  
 Cordially Invites you to  
**INAUGURATION CEREMONY 2021-22**  
 Chief Guest

**Mr. A.V. Gnanasambandam**  
 Chief Executive Officer  
 Agribusiness Incubation Society (ABIS) Technology Business Incubator  
 Directorate of Agribusiness Development  
 Tamil Nadu Agricultural University  
 Coimbatore-641003, Tamil Nadu, India

<https://meet.google.com/user-uwds-sqj>

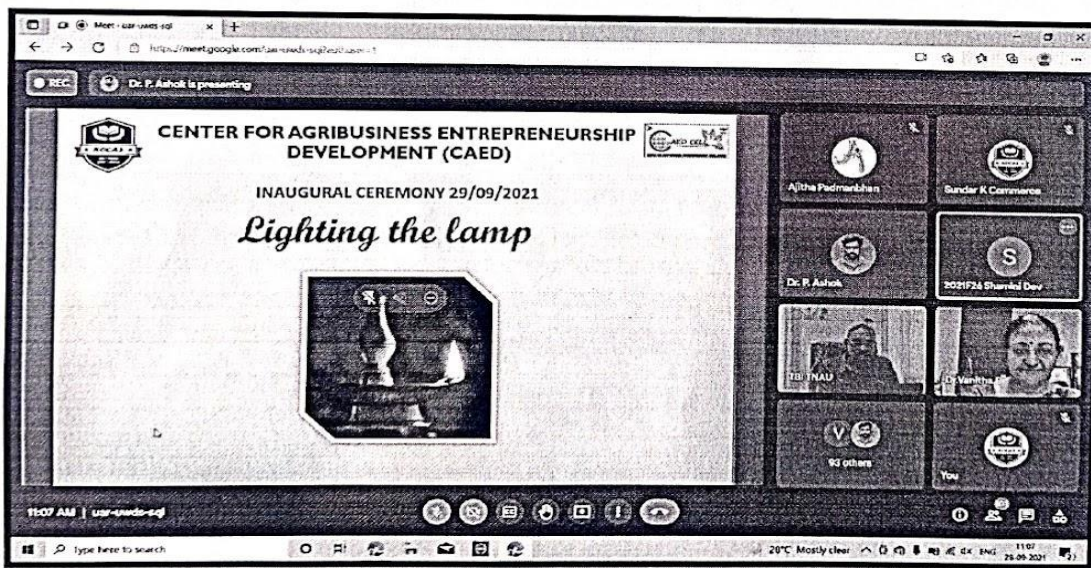
DATE : 28/09/2021 TIME: 11.00 AM

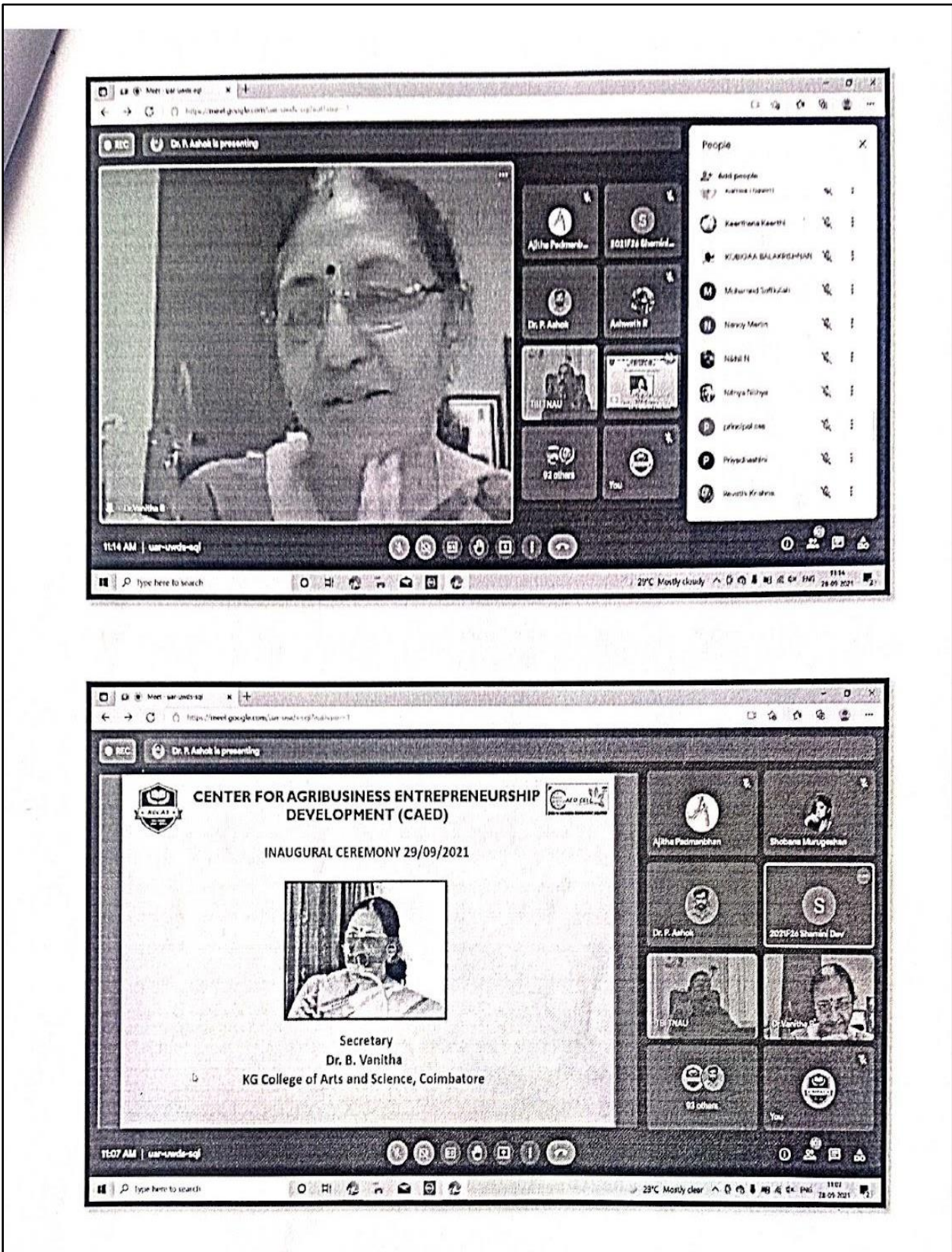
**Dr. P. Ashok** Director, CAED Cell Convener  
**Dr. J. Rathinamala** Principal  
**Dr. B. Vanitha** Secretary

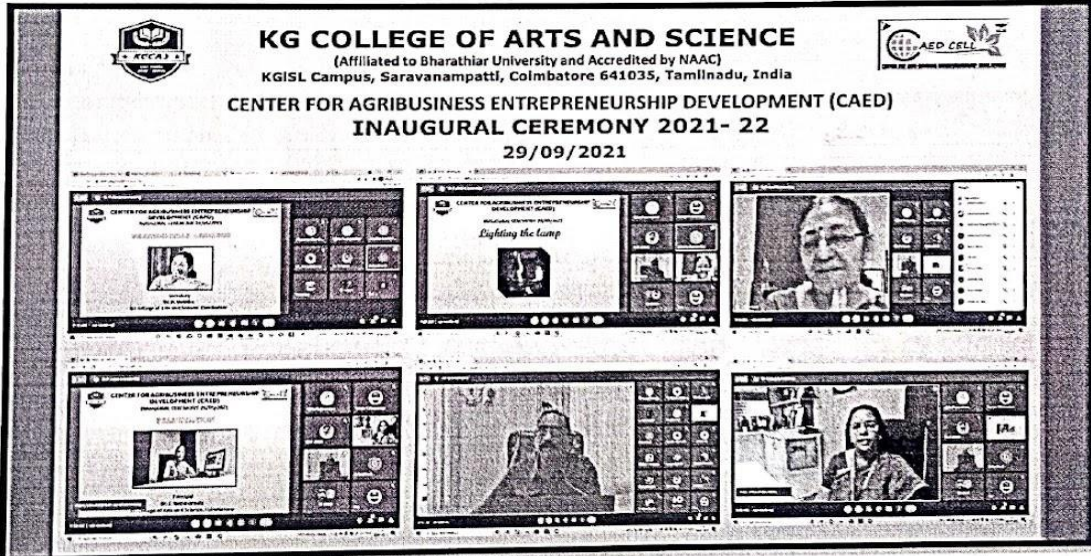
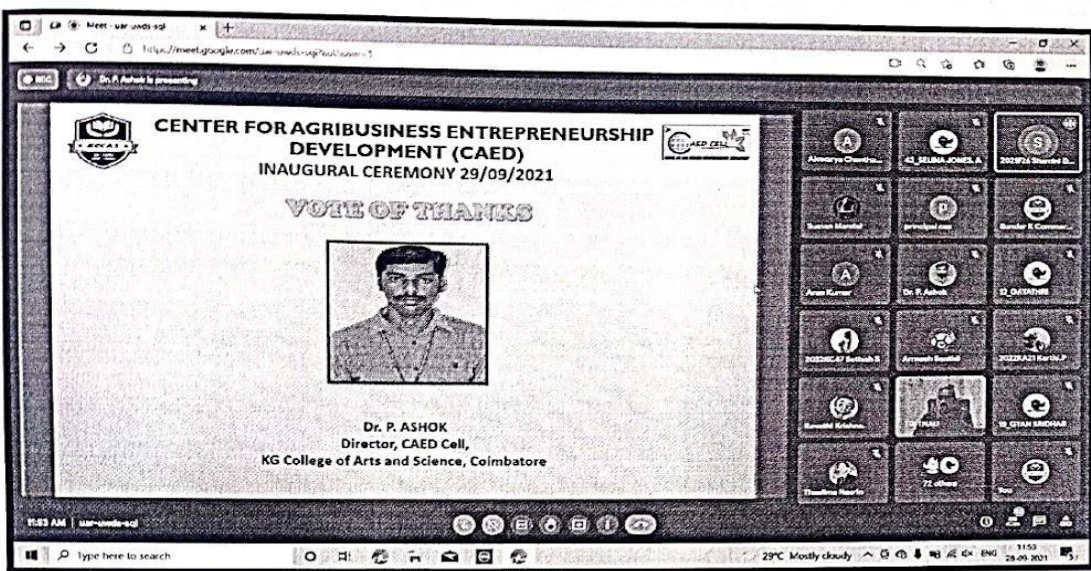
**AGENDA**  
 Prayer  
 Welcome Address  
 Dr.P.Ajitha, Dean Academics - Science  
 Lighting the Lamp  
 AV Session  
 Presidential Address  
 Dr.B.Vanitha, Secretary  
 Felicitation  
 Dr.J.Rathinamala, Principal  
 Chief Guest Introduction  
 Dr.N.Eswaran, Vice Principal, (Administration)  
 Inaugural Address  
 Mr.A.V.Gnanasambandam, CEO, ABIS-TBI, TNAU  
 Vote of Thanks  
 Dr.P.Ashok, Director, CAED Cell

www.kgceas.com

**Screenshots:**







Google Meet link: <https://meet.google.com/uar-uwds-sqj>  
Recording Link: <https://drive.google.com/file/d/1a88g62rpeFnEi7pXPTHdzsJCp6xV92p3/view>

  
Director, CAED Cell

  
Principal



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035


Name of the Department	Commerce with Information Technology
Name of the department Association / Club	Unicorn '21
Activity	Webinar
Date of the activity	01/09/2021
Title of the activity	Opportunities for Women Entrepreneurs
Objective	To create awareness about the start-up culture to the girl students. The targeted audience are girl students. To empower the women by starting their own business. To give the knowledge of startups and to break some myths in entrepreneurship and women entrepreneurship.
Resource Person	Ms. Vaishnavi Rajalakshmi, CEO, CosmicOne Institute of Competitive Exams, Founder – I'm Your Gene, Coimbatore.
Total no. of beneficiaries	85
Outcome / Report	The chief guest addressed the hurdles faced by women entrepreneurs and she explained the status of women entrepreneurs in India. The guest has shared the different sources of getting ideas especially to women entrepreneurs. She shared some resources where we can get the ideas and can read stories of entrepreneurs exclusively for women. The resource person shared her experience and the hurdles she faced during the early stages of her own startup.



**KG College of Arts & Science**  
 Affiliated to Bharathiar University & Accredited by NAAC  
 An ISO 9001:2015 Certified Institution  
 KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA.

**Department of Commerce IT  
 &  
 Unicorn Association**

**Invites you all for the Webinar**  
**“OPPORTUNITIES FOR WOMEN ENTREPRENEURS”**



**Ms. S. Vaishnavi Rajalakshmi**  
**CosmicOne Institute of Competitive Exams**  
**Chief Executive Officer**  
**Founder of I'm your Genie**  
**Coimbatore**

**DATE: 01.09.2021** **TIME: 02:30 PM**

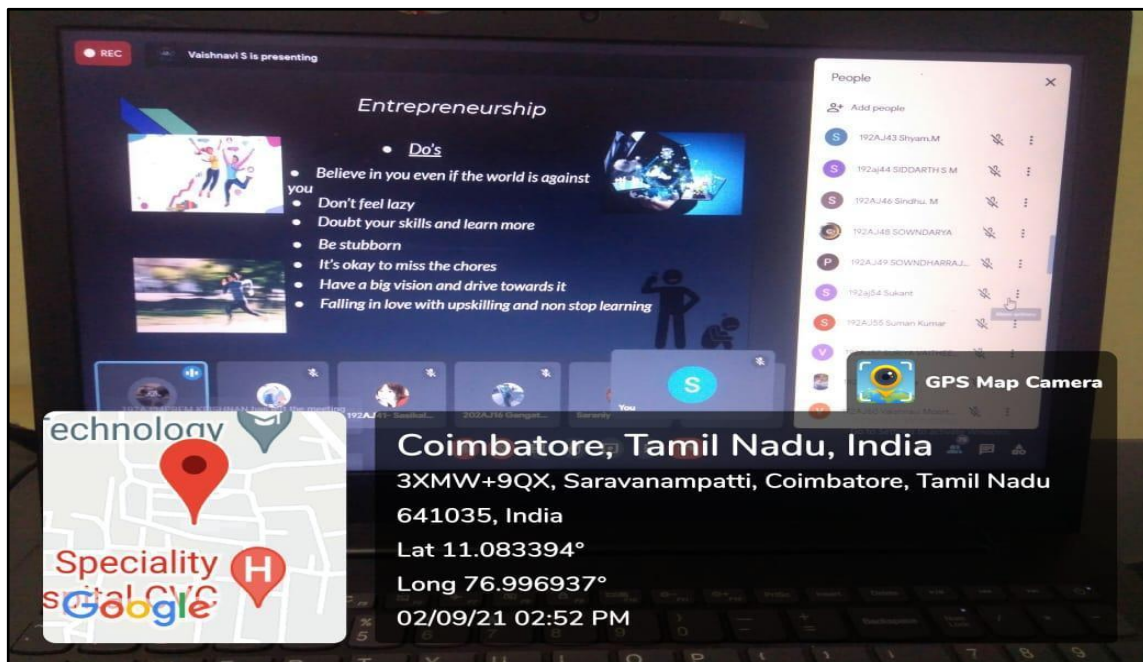
**All are Invited**

**Mrs.G.Saraniya**  
**Mr.N.Sriram**  
**Association Coordinators**

**Dr.R.Perumalsamy**  
**Head of the Department**  
**Convener**

**Dr.J.Rathinamala**  
**Principal**

[www.kgcas.com](https://www.kgcas.com)



REC - Vaishnavi S is presenting

**Entrepreneurship**

**Do's**

- Believe in you even if the world is against you
- Don't feel lazy
- Doubt your skills and learn more
- Be stubborn
- It's okay to miss the chores
- Have a big vision and drive towards it
- Falling in love with upskilling and non stop learning

People

- 192AJ43 Shiyam.M
- 192AJ44 SIDDARTH S.M
- 192AJ46 Snehu. M
- 192AJ48 SOWNDARYA
- 192AJ49 SOWNDHARRAJ
- 192AJ54 Sukant
- 192AJ55 Suman Kumar

Coimbatore, Tamil Nadu, India  
 3XMW+9QX, Saravanampatti, Coimbatore, Tamil Nadu  
 641035, India  
 Lat 11.083394°  
 Long 76.996937°  
 02/09/21 02:52 PM



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the department	Commerce
Name of the Department Association / Club	Rocking Geeks
Activity	Webinar
Date of the activity	21/08/2021
Title of the activity	Stock market
Objectives	<ul style="list-style-type: none"> <li>• To make the Students get more involvement in the Share market and how to invest in shares.</li> <li>• How to be a Share market investor ?</li> </ul>
Resource person	Mr.Sri Harsha MD – Shine Projects Stock Market Analyst
Total number of beneficiaries	60
Outcome	He gave a clear view about the types of Share markets , how to invest in share markets and instruments. More information about the online trading and stock exchanges were explained.

**KG COLLEGE OF ARTS AND SCIENCE**  
 Affiliated to Bharathiar University and Accredited by NAAC  
 ISO 9001 : 2015 Certified Institution  
 KGISL Campus, Saravanampatti, Coimbatore - 35, Tamil Nadu

**DEPARTMENT OF COMMERCE**  
*in association with*  
**Shine Project**  
 Organises a Webinar on

**" STOCK MARKET "**

**-- Resource person --**  
**Mr. Venkata Sri Harsha**  
 Founder of Shine Project  
 International Motivational Speaker  
 Coach and Trainer

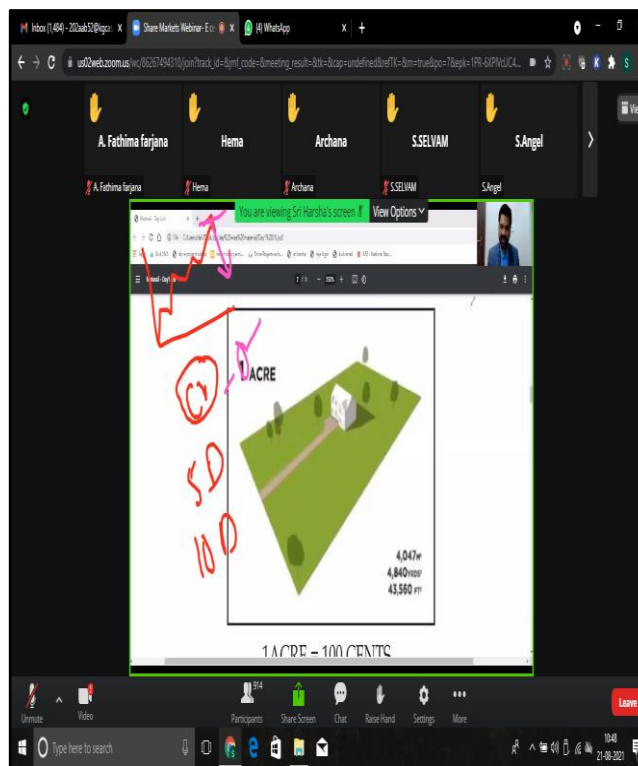
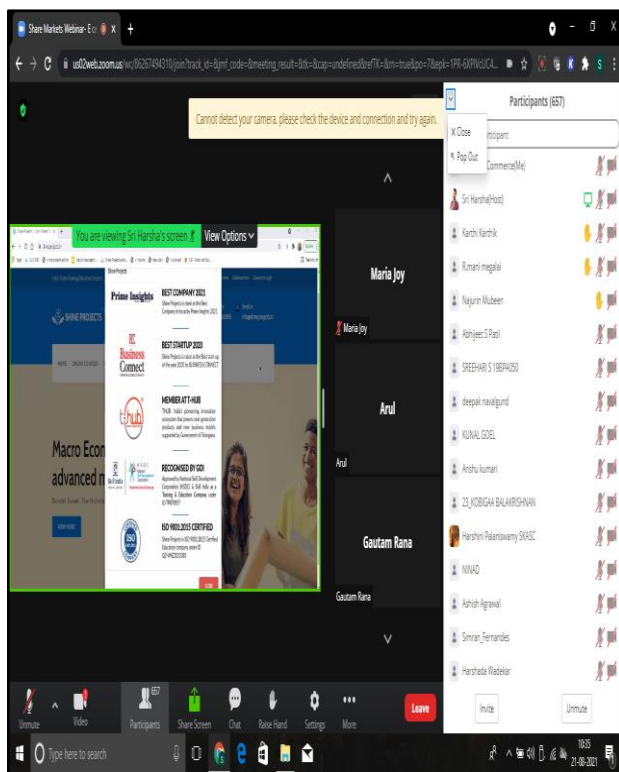
*E - Certificates to all the Participants*

**Zoom link :-** <https://us02web.zoom.us/j/86267494310?pwd=UWkweVh1MU53Vj16UmlZTV55WVJNdz09>

**DATE : 21.08.2021 DAY : SATURDAY TIME : 10 : 30AM PLATFORM: ZOOM**

<b>Ms.D.Mythili</b> Organising Secretary	<b>Dr.B.Karthikeyan</b> Head, Dept. of Commerce Convenor	<b>Dr.J.Rathinamala</b> Principal
---	--	--------------------------------------

☆ ALL ARE INVITED ☆





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce with Information Technology
Name of the department Association / Club	Unicorn'21
Activity	Webinar
Date of the activity	19/08/2021
Title of the activity	How to Start a Startup
Objective	To create awareness about the start-up culture to the students. Start-ups are the need of this modern age. This program was arranged to clear the doubts of students regarding starting a business with the help of technology or starting an innovative business. This program also serves as an experience sharing program to get the knowledge from the pioneers in this field. To make the students think about the start-ups and starting their own innovative business.
Resource Person	Ms. Siva Raghavi, Co-Founder at Startup Culture, Coimbatore.
Total no. of beneficiaries	92
Outcome / Report	The Department of Commerce with Information Technology on 19/08/2021 conducted a webinar on "How to Start a Startup". Ms. Siva Raghavi, Co-Founder at Startup Culture, Coimbatore was the invited guest. 92 students from II and III year participated in this event. The students benefited from this session by getting the knowledge of the resource person. The resource person shared her experience and the hurdles she faced during the early stages of her own startup. This webinar becomes a great learning session for those who are very passionate towards startups.



**KG College of Arts & Science**  
Affiliated to Bharathiar University & Accredited by NAAC  
An ISO 9001:2015 Certified Institution  
KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA.

**Department of Commerce IT & Unicorn Association**

Invites you all for the Webinar  
**“HOW TO START A STARTUP”**



**Ms.Siva Raghavi**  
Co-founder at Startup Culture Coimbatore

**Date: 19.08.2021** **Time: 02:30 PM**

 <https://meet.google.com/kcd-dmrw-bxy>

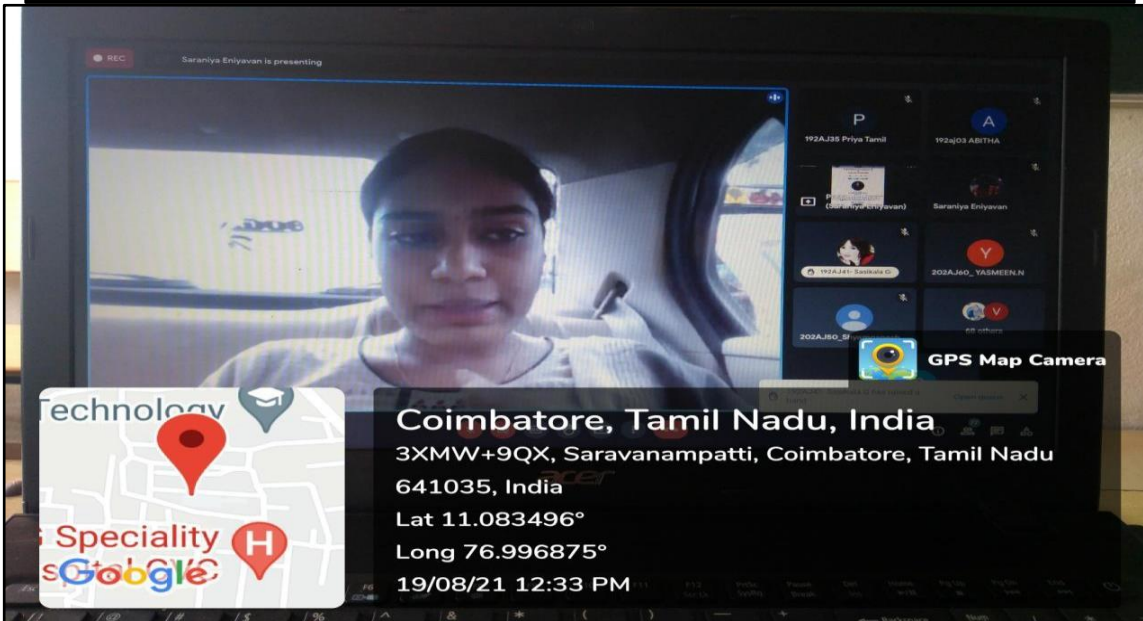
**All are Invited**

**Mrs.G.Saraniya**  
**Mr.N.Sriram**  
Association Coordinators

**Dr.R.Perumalsamy**  
Head of the Department  
Convener

**Dr.J.Rathinamala**  
Principal

 [www.kgcas.com](http://www.kgcas.com)



Saraniya Eniyavan is presenting

192A235 Priya Tamil 192A03 ABITHA

Coimbatore Eniyavan Saraniya Eniyavan

202A160\_YASMEEN N

202A160\_01

GPS Map Camera

Technology

Speciality sGoogle

Coimbatore, Tamil Nadu, India  
3XMW+9QX, Saravanampatti, Coimbatore, Tamil Nadu  
641035, India  
Lat 11.083496°  
Long 76.996875°  
19/08/21 12:33 PM



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce
Name of the Department Association / Club	Rocking Geeks
Activity	Webinar
Date of the activity	13/08/2021
Title of the activity	Trading In Stock Market
Objectives	<ul style="list-style-type: none"> <li>To make the Students get more involvement in the Stock market.</li> <li>Tips and tricks to maintain financial Health have been Guided.</li> </ul>
Resource person	Mr.Sri Harsha MD – Shine Projects Stock Market Analyst
Total number of beneficiaries	50
Outcome	He gave a clear view about the stock markets and the creation of Demat Account. The difference between Nifty and NRE, NRO Account is also cleared in an understandable manner.



# KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University and Accredited by NAAC

ISO 9001:2015 Certified Institution

KG1SL CAMPUS, SARAVANAMPATTI, COIMBATORE-35, TAMIL NADU

## DEPARTMENT OF COMMERCE

In association with

Shine Project

Organises a Webinar On

# " TRADING IN STOCK MARKET "

Resource Person



**Sri Harsha**

**MD - Shine Projects**

Certified Stock Market analyst

Active speaker in share markets

Article writer

Micro economics expert

E - Certificates to all the Participants

Zoom Link:-

<https://us02web.zoom.us/j/86704970882?pwd=SHU0cUJlb2dFQUU1MmhIVEdGZXBadz09>

**Date: 13/08/2021 | Day: Friday | Time: 11:00AM | Platform: Zoom**

**Ms. D. Mythili**  
Organising Secretary

**Dr. B. Karthikeyan**  
Head, Dept. Of Commerce  
Convenor

**Dr. J. Rathinamala**  
Principal

.... All Are Invited ....

6	Metropolitan Stock Exchange of India Ltd.
7	National Stock Exchange of India Ltd.
8	NSE IFSC Ltd.

**Table 1.1 List of stock exchanges in India**

**Number of companies:** There are about 5,000 listed companies on the BSE (Established in 1875), while NSE (Established in 1992) has more than 1,600 companies listed on its platform.

- Sensex: List of top 30 companies (by BSE)
- Nifty: List of top 50 companies (by NSE)ng

Meeting details

Meeting controls: Mute, Video, Chat, Raise hand, Turn on captions, Ganes Anumagam is presenting



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce with Computer Applications
Name of the department Association / Club	Xebec 20
Activity	Webinar
Date of the activity	05/08/2021
Title of the Activity	Webinar on Stock Market
Objective	To get a clear understanding about the Stock Market.
Resource Person if any	Shri Harsha Founder of Shine Projects
Total no. of beneficiaries	270
Outcome / Report	<p>The Department of Commerce CA in association with the Shine Project organized a webinar on 05th August 2021 at 12:00 PM. The department faculty along with 270 students participated for the webinar through ZOOM Meet. The Students from II years and III years of various departments along with the faculty members got benefited through this webinar. The Resource person for this webinar is Shri Harsha founder of shine project. The webinar starts with a prayer song and Welcome speech and the introduction of the resources person was done by Nega Namratha. M III B.Com CA B. She stressed the importance of the webinar in the holistic development of the student. The resource person insists on financial development and career development in the business and he wished the college to succeed in the course of time by conducting similar programs in the future. Finally Vote of Thanks was given by S. Poojashree of II B.Com CA A. She thanked all including the Secretary , Principal, Vice Principals, Deans, HOD, faculty members and our students participants without whom this event wouldn't have been possible. She thanked the resource person for granting the occasion by his solemn presence. The event ended with the national anthem.</p>





# KG College of Arts & Science

Affiliated to Bharathiar University & Accredited by NAAC

ISO 9001:2015 certified Institution

KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA



## CENTER FOR AGRI BUSINESS ENTREPRENEURSHIP DEVELOPMENT(CAED)

### REPORT

#### “Alumni Talk Series – 2021”

DATE: 09.06.2021 TO 12.06.2021

The Center for Agri-business Entrepreneurship Development, had organized a virtual talk series – 2021 on “ Entrepreneurship” from 09.06.2021 to 12.06.2021

**KG College of Arts & Science**  
 Affiliated to Bharathiar University & Accredited by NAAC  
 An ISO 9001:2015 Certified Institution  
 KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA.

**Center for Agribusiness and Entrepreneurship Development (CAED Cell) in association with IQAC Organises**

### VIRTUAL ALUMNI TALK SERIES- 2021 On "ENTREPRENEURSHIP"

 <b>Session 1</b> Date: 09/06/2021 Time: 10.00am to 11.00am Topic: <i>Role of Ethical Hacker in Entrepreneurship</i> <b>Mr. P. Dinesh</b> B.Sc. CS - Batch 2008-2011 Founder & CEO Hackup Technology Pvt. Ltd, Coimbatore.	 <b>Session 3</b> Date: 11/06/2021 Time: 11.00am to 12.00pm Topic: <i>Novice Entrepreneurial Journey</i> <b>Mr. P. Natarajan</b> B.C.A - Batch 2010-2013 Founder & CEO Spell Inspire, Coimbatore.
 <b>Session 2</b> Date: 10/06/2021 Time: 10.30am to 11.30am Topic: <i>Entrepreneurial Marketing</i> <b>Mr. G. Puviyarasan</b> B.Com - Batch 2007-2010 (Alumni President) Founder & CEO, Lakshaa Farms, Coimbatore.	 <b>Session 4</b> Date: 11/06/2021 Time: 2.00pm to 3.00pm Topic: <i>Social Entrepreneurship</i> <b>Mr. J. Sakthivel</b> B.Com. IT - Batch 2017-2020 Proprietor MLJ Group, Coimbatore.
 <b>Session 5</b> Date: 12/06/2021 Time: 10.30am to 11.30am Topic: <i>Be a Leader - Run the World</i> <b>Ms. R. Navathachayani</b> B.Com. PA - Batch 2013-2016 Digital Entrepreneur Supremacy Networks, Coimbatore.	

From 09/06/2021 to 12/06/2021

Meet Link: [meet.google.com/mgp-hfom-way](https://meet.google.com/mgp-hfom-way)

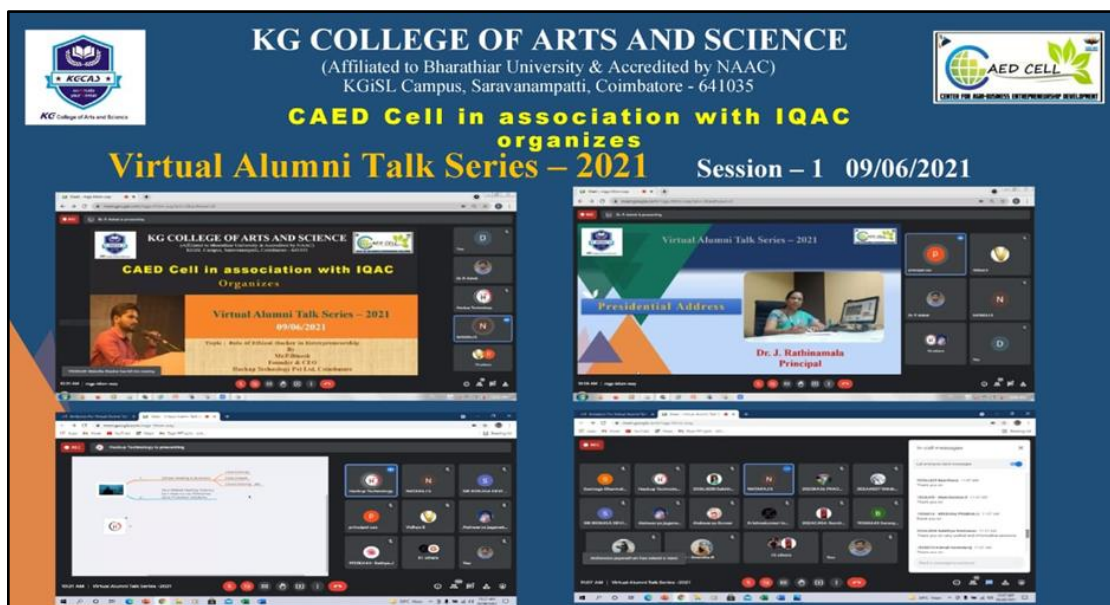
**Organising Team(s)**  
CAED Cell & IQAC

**Principal**  
Dr. J. Rathinamala

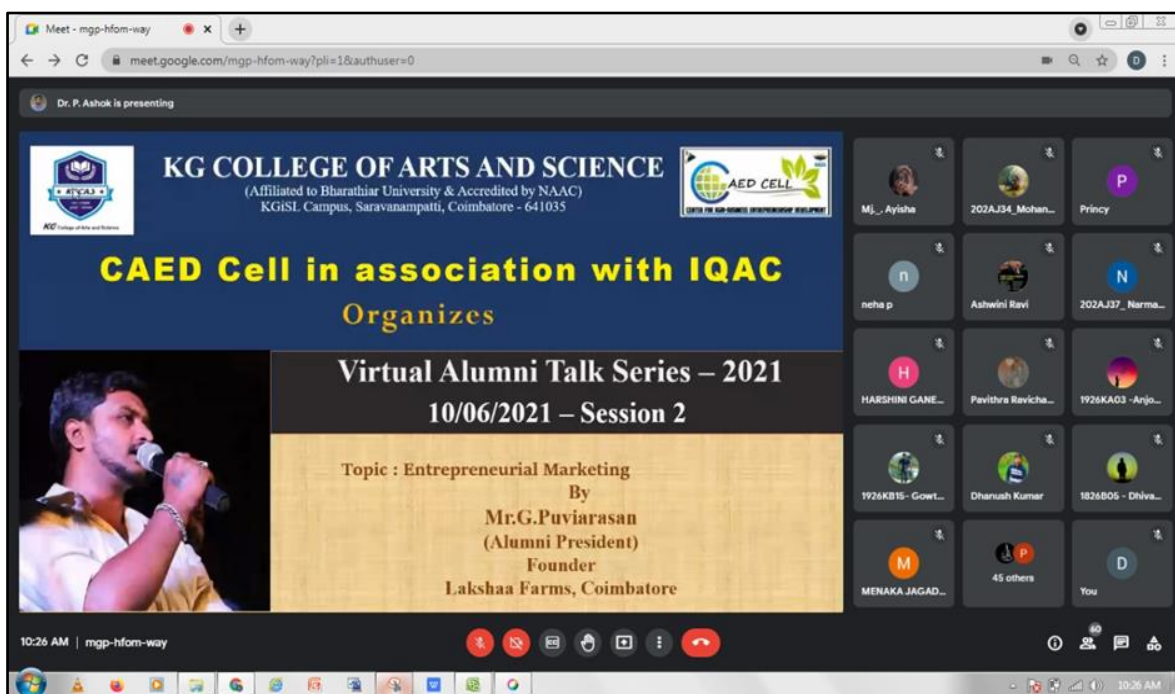
**Secretary**  
Dr. B. Vanitha

www.kgcas.com

Session 1 : The Session was Conducted **MR. P. DINESH**, Founder & CEO, Hackup Technology Pvt. Ltd. Coimbatore has interacted with the students and gave information about Role of Ethical Hacker in Entrepreneurship and concepts of Ethical hacking.



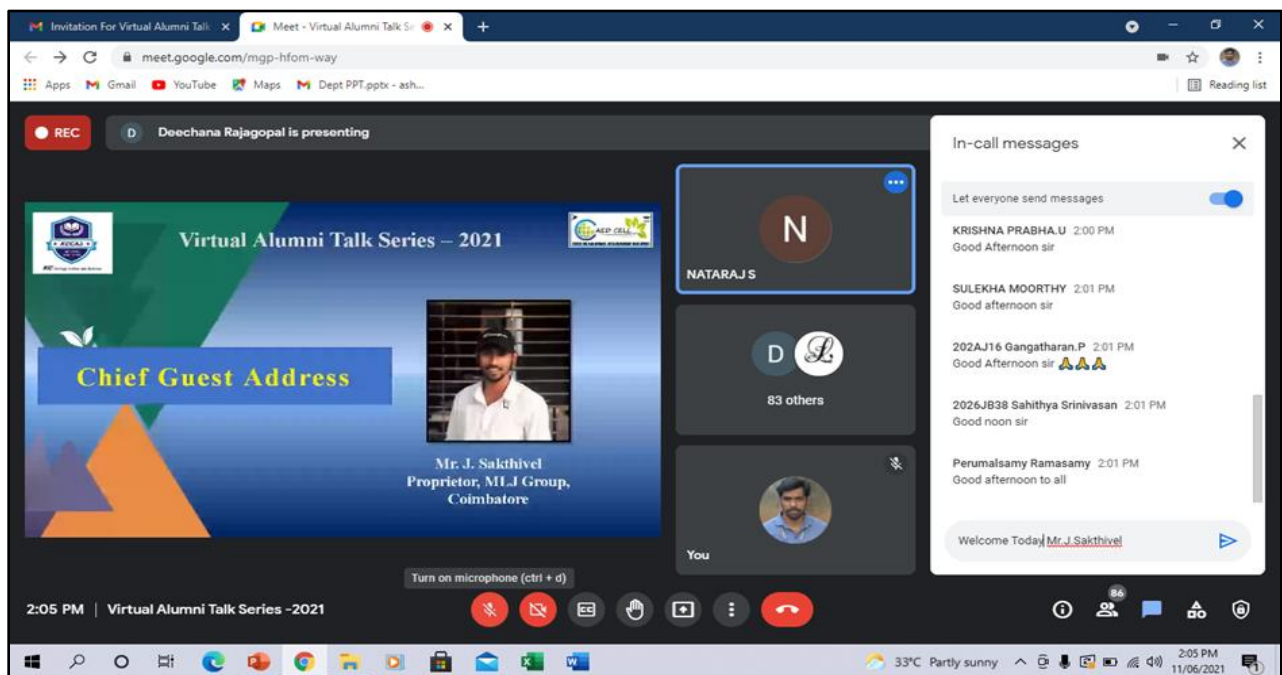
Session 2: Day 2 was conducted by **MR. G. PUVIYARASAN**, Founder & CEO, Lakshaa Farms, Coimbatore has interacted with the students on topic “Entrepreneurial Marketing “.



Session 3 : Day 3 was conducted by MR. P. NATARAJAN , Founder & CEO, Spell Inspire, Coimbatore has interacted with the students on topic “Novice Entrepreneurial journey“.



Session 4: Day 4 was conducted by MR. J. SAKTHIVEL, Proprietor, MLJ Group , Coimbatore interacted with students on topic “ Social Entrepreneurship”



Session 5: Day 5 was conducted MS. R. NAVATHACHAYANI , Digital Entrepreneur, Supremacy Networks, Coimbatore .





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce with Professional Accounting
Name of the department Association / Club	ProTants '21
Activity	Webinar
Date of the activity	06/09/2021
Title of the activity	Innovative Business Analytics & Stock Market
Objective	The Webinar topic is “Innovative Business Analytics & Stock Market”. The Students will gain the innovative ideas to be implemented in Business and how the innovative Business Analytics is helpful in this modern era. The program will give the techniques that to be adopted in the modern business and financial up gradation to be promoted in the business.
Resource Person	Mr. H. V. Dinesh Prasad, Founder & Chairman, Noble Group of Institutions, Bangalore.
Total no. of beneficiaries	108 Students
Outcome / Report	The Outcome of the program is “Innovative Business Analytics & Stock Market”. The guest delivered the innovative ideas to be implemented in Business and how the innovative Business Analytics is helpful in this modern era. He also delivered about the techniques that to be adopted in modern business and financial upgradation to be promoted in the business. He also insisted on the impact of the Stock market and the reflection of the stock market in the business. The students secured the knowledge of impact of Stock Market and Business Analytics.

**KG College of Arts & Science**  
 Affiliated to Bharathiar University & Accredited by NAAC  
 ISO 9001:2015 Certified Institution  
 KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA.

**Department of Commerce PA**  
 The Management, Principal, Members of the Faculty and Students of  
 Department of Commerce PA  
 Invites you all for the Webinar on  
**"Innovative Business Analytics & Stock Market"**

**SEPTEMBER 6**

**2:30pm to 3:30pm**

**Mr. H.V. Dinesh Prasad**  
 Founder & Chairman,  
 Noble Group of Institutions,  
 Bangalore.

<http://meet.google.com/bok-xfsp-sfn>

**Coordinators**  
 Mrs.S.Nazira Begum,  
 Mr.S.Manikandan  
 Assistant Professors

**Conveners**  
 Dr.R.Kanchana,  
 Head, Commerce PA

**Principal**  
 Dr.J.Rathinamala

All are invited [www.kgcas.com](http://www.kgcas.com)

dinesh prasad is presenting

Average Depth of water is 4 feet.

The height of the person is 5.5 feet. He doesn't know swimming. No other route, no other modes of transportation. The other side of the river there is Diamond. Should he cross the river or not.

Coimbatore, Tamil Nadu, India  
 3XMW+9QX, Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
 Lat 11.083476°  
 Long 76.996978°  
 06/09/21 03:33 PM



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce with Professional Accounting
Name of the department Association / Club	ProTants '21
Activity	Association Inauguration
Date of the activity	06/08/2021
Title of the activity	Innovative Technologies in Digital Marketing
Objective	Dr. N. Gunasekaran, Principal, Kongu College of Arts and Science, Morappur, Dharmapuri has Inaugurated the Association ProTants 21 and delivered the Inauguration Address on the topic “Innovative Technologies in Digital Marketing”. He delivered the innovative Technologies that have been implemented in Marketing and how digital marketing is helpful in these modern Pandemic days. He also delivered about the Impact of Social Media in Marketing and how Social Media helps in Modern Business development. He also insisted the students update themselves with new technological implications.
Resource Person	Dr. N. Gunasekaran, Principal, Kongu College of Arts and Science, Morappur, Dharmapuri.
Total no. of beneficiaries	56 Students
Outcome / Report	Feedbacks collected from students through Google form 56 students given their Feed backs .Out of 69 responses, 32.1% of the students given their feedback as Excellent about the overall session, 3.6% given their opinion as Fair, 41.1% of the responses was Very Good and 23.21% is of opinion it is good.



**KG College of Arts & Science**  
Affiliated to Bharathiar University & Accredited by NAAC  
An ISO 9001:2015 Certified Institution  
KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA.

**Department of Commerce PA**  
**The Management, The Principal, Members of the Faculty and Students of Department of Commerce PA**  
**ProTants'21**  
Cordially invites you all for the  
Association Inauguration on  
**"Innovative Technologies In Digital Marketing"**



**Dr.N.Gunasekaran M.Com.,M.Phil., MBA.,M.A.,B.Ed.,PGDCA,Ph.D.**  
Principal  
Morappur Kongu College of Arts and Science,  
Morappur, Dharmapuri.

**Date: 06/08/2021**      **Time: 02:30PM TO 03:30PM**      **Platform: Google Meet**

**Coordinators**  
Mrs.S.Nazira Begum,  
Mr.S.Manikandan  
Assistant Professors

**Convener**  
Dr.R.Kanchana,  
Head, Commerce PA

**Principal**  
Dr.J.Rathinamala

**All are Invited**

 [www.kgcas.com](http://www.kgcas.com)





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce
Name of the department Association / Club	Rocking Geeks
Activity	Guest lecture
Date of the activity	04/06/2021
Title of the activity	Effective Skills integration and MLE for Employability
Objective	The main aim of organizing this lecture is to make students develop their knowledge and skills to settle in their career.
Resource Person	Mr.Ganesh.P.Arumugam, Head of Training and Development NGM College located in Pollachi
Total no. of beneficiaries	98
Outcome / Report	He provided the students with some shortcuts to get into a job with the highest pay and comfortable zone.



**KG College of Arts & Science**  
Affiliated to Bharathiar University & Accredited by NAAC  
An ISO 9001:2015 Certified Institution  
KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA.

**DEPARTMENT OF COMMERCE**  
**ROCKING GEEKS**

Organises An Online Guest Lecture  
On  
**EFFECTIVE SKILLS INTEGRATION: FOUNDATIONS & MLE FOR EMPLOYABILITY**

**--:Resource Person:--**



**MEET LINK :-**  
<https://meet.google.com/jrr-szbd-cow>

Mr. Ganesh P Arumugam  
Head - Training & Development,  
Academy for Professional Development,  
NGM College, Pollachi.

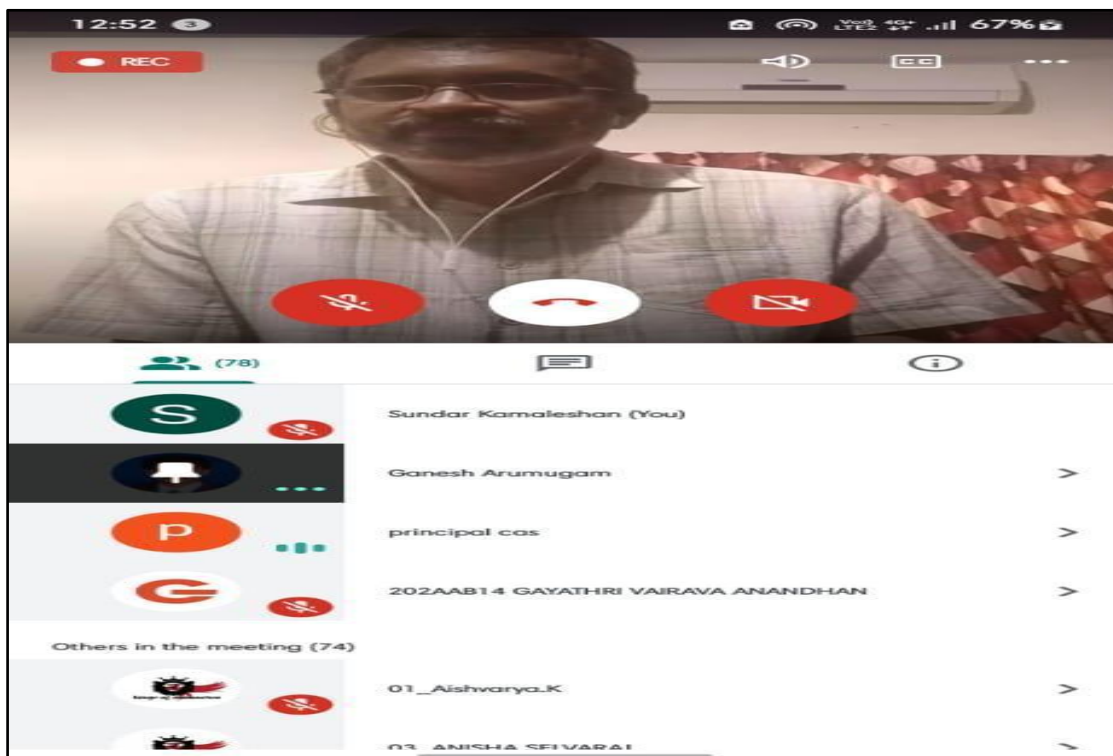
**Date: 04/06/2021 | Day: Friday | Time: 11:00AM | Platform: Google Meet**

Ms. D. Mythili  
Organising Secretary

Dr. B. Karthikeyan  
Head-Dept of Commerce  
Convener

Dr. J. Rathinamala  
Principal

 **\*\*\*\* ALL ARE INVITED \*\*\*\*** [www.kgcas.com](http://www.kgcas.com)





## KG COLLEGE OF ARTS AND SCIENCE

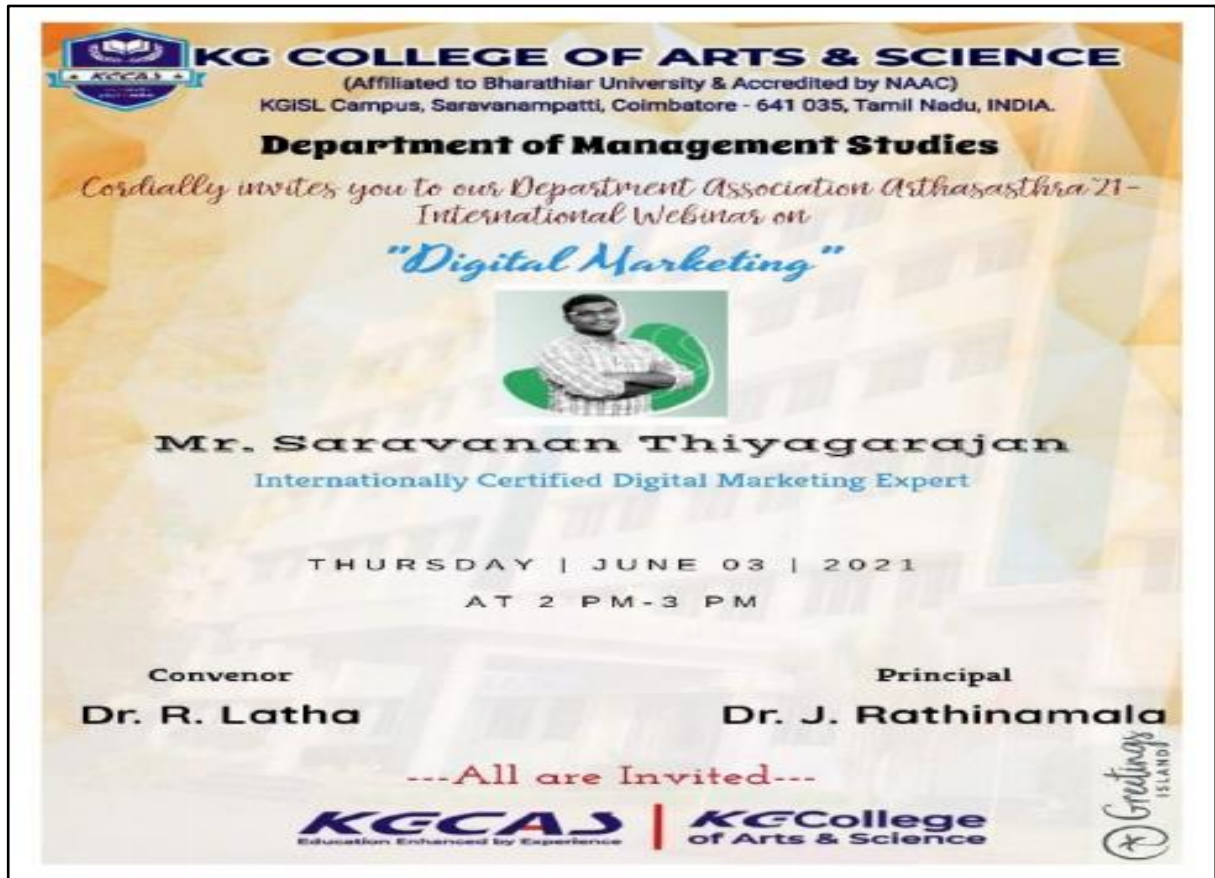
Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035


Name of the Department	Management studies
Activity	Webinar
Date of the Webinar	03/06/2021
Title of the Activity	Digital Marketing
Objective	The Future of digital marketing, Prerequisite earning techniques through social media applications were also elaborated. Future of digital marketing, Prerequisite earning techniques through social media applications was also elaborated.
Resource person	<b>Mr. SaravananThiyagarajan,</b> An International Certified Digital Marketing Specialist, Co-founder, Yardstick Digital Marketing
Total no. of participants	102
Outcome / Feedback	The students boxed their queries that later were logically responded to by the guest speaker. The webinar turned out ample in the end with the efforts of the Program convener Mrs Latha.



**KG COLLEGE OF ARTS & SCIENCE**  
(Affiliated to Bharathiar University & Accredited by NAAC)  
KGISL Campus, Saravanampatti, Coimbatore - 641 035, Tamil Nadu, INDIA.

**Department of Management Studies**

*Cordially invites you to our Department Association Arthasasthra'21 -  
International Webinar on*  
**"Digital Marketing"**



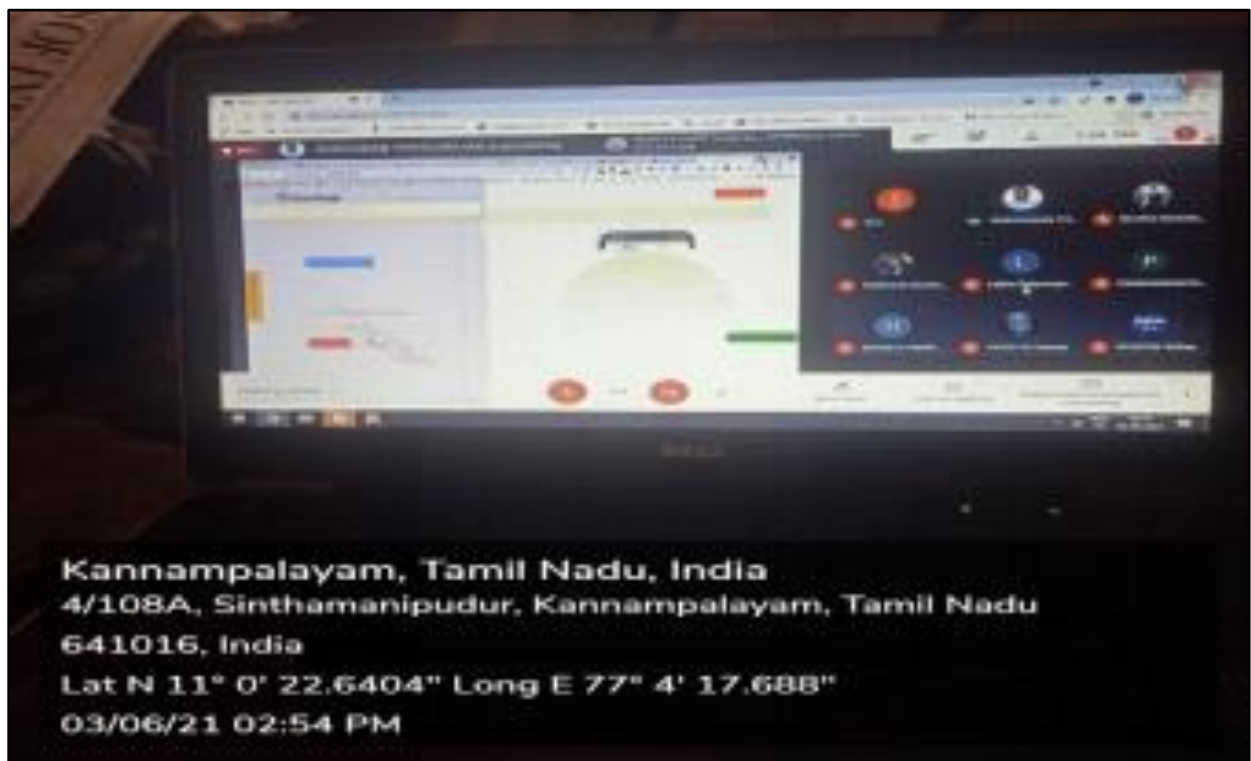
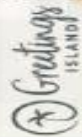
**Mr. Saravanan Thiyagarajan**  
Internationally Certified Digital Marketing Expert

THURSDAY | JUNE 03 | 2021  
AT 2 PM - 3 PM

Convenor **Dr. R. Latha** Principal **Dr. J. Rathinamala**

---All are Invited---

**KGCCAS** | **KG College of Arts & Science**  
Education Enhanced by Experience



Kannampalayam, Tamil Nadu, India  
4/108A, Sinthamanipudur, Kannampalayam, Tamil Nadu  
641016, India  
Lat N 11° 0' 22.6404" Long E 77° 4' 17.688"  
03/06/21 02:54 PM



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Commerce with Computer Applications
Name of the department Association / Club	Xebec 22
Activity	Guest lecture
Date of the activity	11/04/2022
Title of the activity	Impact of Innovation in Modern Business
Objective	To create the business you need to become. Innovation is how you transform your business into what it should be. You can innovate in your product, process, or marketplace. There are three kinds of innovation: product, process, and marketplace.
Resource Person	Mr. A. Virushabanathan, Assistant Manager, NTT Data, Bangalore.
Total no. of beneficiaries	80
Outcome / Report	Students are aware of helps to anticipate the market changes more quickly and get ahead of opportunities, so you aren't forced to react to shifts. It can also help you differentiate yourself from the competition.

**KG** College of Arts and Science

Department of **Commerce CA**

**GUEST LECTURE ON**

**IMPACT OF INNOVATION IN MODERN BUSINESS**

**CHIEF GUEST**  
**Mr. A Virushabanathan**  
 Assistant Manager,  
 NTT Data,  
 Bangalore.

**CO-ORDINATOR**  
**Mrs. Archana Kumar**  
 Assistant Professor,  
 Department of Commerce CA

**11<sup>th</sup> APRIL 2022**  
**12:00PM**

**kgcas.com**

Virushabanathan A is presenting

### Impact of innovation on Modern Business

Modern businesses grow and succeed in today's corporate climate for a myriad of different reasons. Some are known for their products, others for their services, and others still for less easily-defined factors such as strong brand loyalty or captivating ad campaigns. If you were to look at the organizations that truly stand out from the pack today as clear leaders within their industries, however, it would be clear that they all have one common factor: they all embrace innovation. These innovative leaders include relatively new organizations such as Uber and Amazon— which changed processes at the core of their industries in order to disrupt the status quo—as well as stalwarts like Microsoft and Apple, which have been around for decades but owe their continued success to constant reinvention and innovation. Yet, no matter its industry or current standing, an organization cannot expect to maintain a competitive edge if innovation is not part of the overall business strategy. Read on to explore the concept of innovation in business, examine what makes innovation so critical, and learn about the steps you can take to become more innovative in your career.

Virushabanathan A

202ACB54 Titus Jeeva M

B P

56 others

Coimbatore, Tamil Nadu, India  
 365, Thudiyalur Rd, Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
 Lat N 11° 5' 0.3408"  
 Long E 76° 59' 49.8732"  
 11/04/22 12:11 PM



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Biotechnology
Name of the department Association / Club	Biovision club
Activity	Student Development Program
Date of the activity	05/04/2022
Title of the activity	Student Development Program on “ Bio-Entrepreneurship”
Objective	Bio-entrepreneurship encloses an understanding of an idea, invents something, brings about the sum of all activities to create an environment and infrastructure for well-trained professionals to build research-based projects and their commercialization. Bio-entrepreneurship is manifested as the key driver of the new bioeconomy. Biotechnology being the fastest growing and knowledge-based sector in the world has enormous potential for the person to become an entrepreneur. The objective of this program is to ignite the young minds and make them work towards their ideas.
Resource Persons	Dr. R. Ranjith Kumar Chief Scientific Officer Viyen Biotech LLB Coimbatore
Total no. of beneficiaries	50
Outcome / Report	The students came to know the opportunities in Bio-entrepreneurship and interacted well with the resource person. The students also shared their research ideas with the resource person.



**KECAS**  
co-create your future

# KE College of Arts and Science

Department of **Biotechnology**  
— organizes —

STUDENT DEVELOPMENT PROGRAM ON  
**BIO-ENTREPRENEURSHIP**

**CHIEF GUEST**  
**Dr. R Ranjith Kumar** Ph.D., FERA  
Chief Scientific Officer,  
Coimbatore



**5<sup>th</sup> APRIL 2022**  
**11:00AM**  
[www.kgcas.com](http://www.kgcas.com)

**@Kgcasofficial**

**Room No. 17**  
Department of Biotechnology



## **Workshops / Seminars / Conference on Intellectual Property Rights**



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Computer Technology
Name of the department Association / Club	SPANGLE'S
Activity	Guest lecture / Seminar / Webinar / Workshop / Association Inauguration/ <u>Awareness Program</u>
Date of the activity	May 18 <sup>th</sup> 2022
Title of the activity	Awareness program on "Intellectual Property Rights under national IPR Mission
Objective	The main objective of the awareness program is to create practical knowledge in patents, copyrights. Also, the knowledge about the patent process and the procedures to fill a patent. Patent specification and claims and how to generate IP, Generalization of IP is also given to the participants
Resource Person	Mr.Hariprasath P, Group A officer Intellectual Property Office, Govt of India
Total no. of beneficiaries	276
Outcome / Report	Through this awareness participants are gained awareness on patent and copyrights. They learnt about the filling procedures. General Expectations of best patent filing was clarified with clear illustrations.

--	--



**KG** College of Arts and Science

Department of **Computer Technology**

— organizes —

AWARENESS PROGRAM  
on

**INTELLECTUAL PROPERTY RIGHTS  
UNDER NATIONAL IPR MISSION**



**Mr. Hariprasath P**

(Group 'A' officer)

Intellectual property rights

Govt. of India



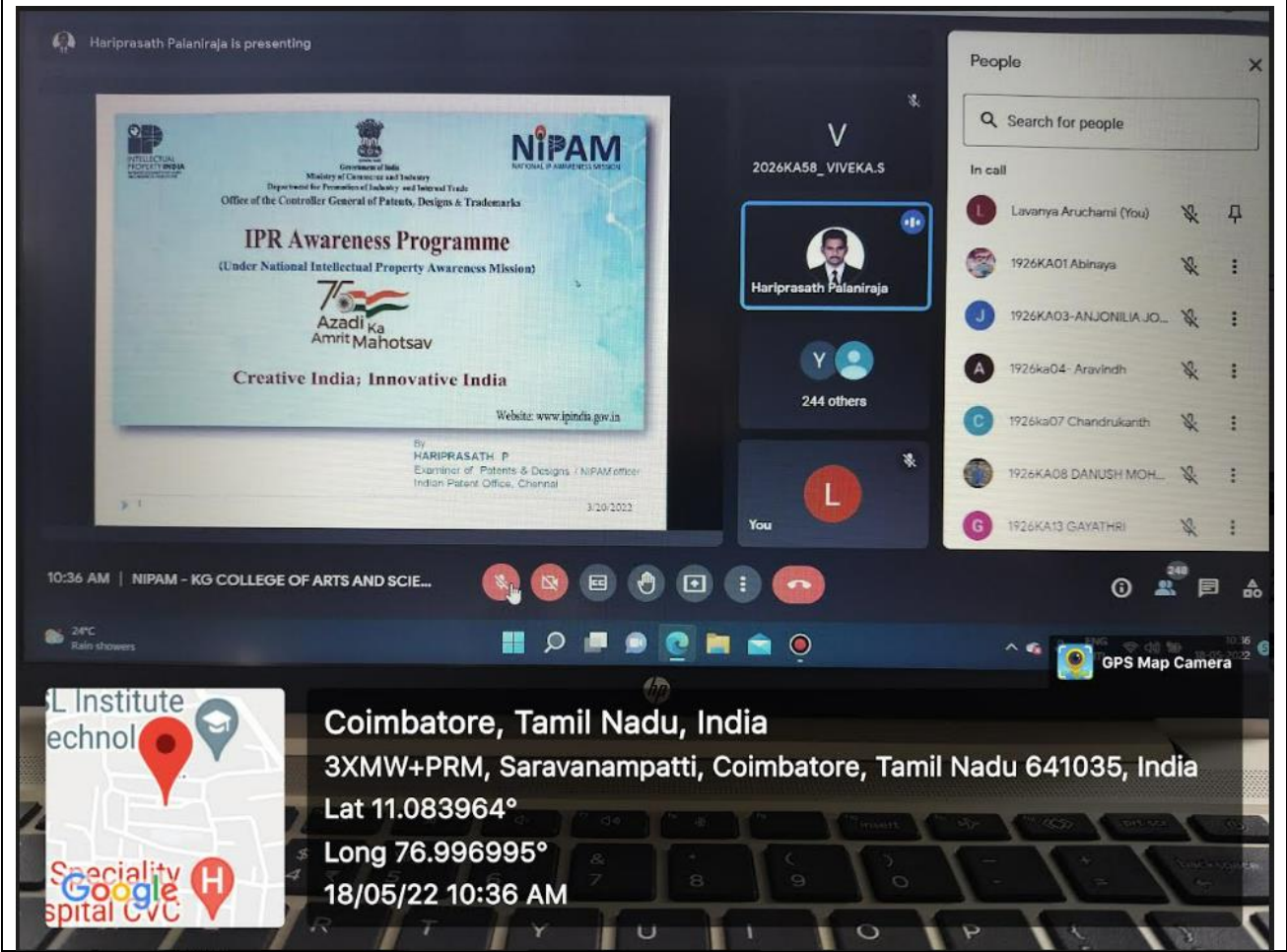
@Kgcasofficial

Date :18.5.2022

Time :10.30

 [www.kgcas.com](http://www.kgcas.com)

**Department of Computer Technology”**  
***FACULTY DEVELOPMENT PROGRAM on INTELLECTUAL PROPERTY RIGHTS***





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Management
Name of the department Association / Club	-
Activity	Webinar
Date of the activity	26/04/2022
Title of the activity	Intellectual Property Rights
Objective	The main objective of the webinar is to create practical knowledge in patents, copyrights. Also the knowledge about the patent process and the procedures to fill a patent. Patent specification and claims and how to generate IP, Generalization of IP is also given to the participants
Resource Person	Dr.M.Umamageshwari,Associate Professor MBA,Head -Research - Affairs Dr.SNS College of Arts and Science
Total no. of beneficiaries	95
Outcome / Report	Through this webinar participants are gained awareness on patent and copyrights. They learnt about the filling procedures. General Expectations of best patent filing were clarified with clear illustrations.

**KG College of Arts and Science**

**Institution's Innovation Council**

**WORKSHOP ON**  
**IPR**

**CHIEF GUEST**  
**Dr. M Umamaheswari**  
Associate professor – MBA,  
Head – Research Affairs,  
Dr. SNS College of Arts and Science,  
Coimbatore.

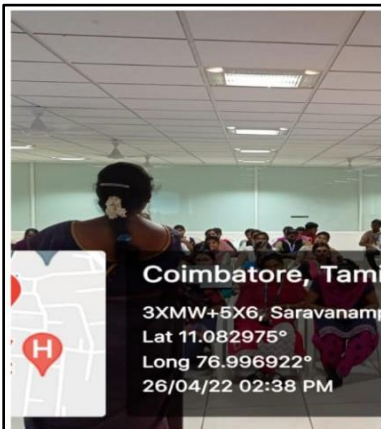
**ORGANIZER**  
**Dr. B Adalarasu**  
Dean-Research,  
IIC Startup Coordinator,  
KG College of Arts & Science.

**26<sup>th</sup> APRIL 2022**  
**02:00 PM**

**kgcas.com**

**III Floor Auditorium**

**KGCASOFFICIAL**





## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Biotechnology
Name of the department Association / Club	Biovision club
Activity	Guest Lecture
Date of the activity	13/04/2022
Title of the activity	Guest Lecture on Importance of IPR for Student Innovators
Objective	Intellectual property (IP) pertains to any original creation of the human intellect such as artistic, literary, technical, or scientific creation. Intellectual property rights (IPR) refers to the legal rights given to the inventor or creator to protect his/her invention or creation for a certain period of time. The objective of this lecture is to create an insight among students about IPR
Resource Persons	Dr. B.Vidhya Assistant Professor Department of Applied Sciences Karunya Institute of Technology and Sciences Coimbatore.
Total no. of beneficiaries	45
Outcome / Report	The students got an awareness about the importance of IPR, the steps involved in filing IPR and the validity period of IPR in India.



**KG** College of Arts and Science

Department of **Biotechnology**  
— organizes —

**IMPORTANCE OF IPR FOR STUDENT INNOVATORS**

**CHIEF GUEST**

**Dr. B Vidhya**

Assistant Professor,  
Department of Applied Physics,  
Karunya Institute of Technology and Sciences,  
Coimbatore.

**CO-ORDINATOR**

**Dr. D Shalini**

Assistant Professor,  
Department of Biotechnology



**13<sup>th</sup> APRIL 2022**

**11:30AM**

**kgcas.com**

**kgcasofficial**

**Room No. 17**  
Department of Biotechnology



Coimbatore, Tamil Nadu, India  
KG Campus, 365, Thudiyalur - Saravanampatti Rd, Saravanampatti,  
Coimbatore, Tamil Nadu 641035, India  
Lat 11.083302°  
Long 76.997778°  
13/04/22 11:56 AM



Coimbatore, Tamil Nadu, India  
KG Campus, 365, Thudiyalur - Saravanampatti Rd,  
Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
Lat 11.08332°  
Long 76.997794°  
13/04/22 11:55 AM



**KG COLLEGE OF ARTS AND SCIENCE**  
**Affiliated to Bharathiar University and Accredited by NAAC**  
**An ISO 9001:2015 Certified Institution**  
**KGiSL Campus, Coimbatore - 35**

Name of the Department	Computer Science
Name of the department Association / Club	Cyber Rockz
Activity	IPR - Online Workshop
Date of the activity	07/04/2022
Title of the activity	Online Workshop –“ Intellectual Property Rights(IPR) - Patents and Design Filing”
Objective	The main purpose of intellectual property law is to encourage the creation of a wide variety of intellectual goods. Intellectual property rights refers to the general term for the assignment of property rights through patents, copyrights and trademarks. These property rights allow the holder to exercise a monopoly on the use of the item for a specified period.
Resource Person	Dr.Bharath N Suryawanshi Assistant Controller of Patents and Design, RGNIIPM, Nagpur, Maharashtra
Total no. of beneficiaries	200
Outcome / Report	The workshop received a lot of positive feedback from both students and the faculty members. The session had more interactions from students and this workshop kindle the younger minds. E-Certificate were awarded to all the registered participants.



Department of B.Sc. Computer Science

KG College of Arts and Science

in association with

Rajiv Gandhi National Institute of Intellectual Property Management (RGNIPM) Government of India, Nagpur (Under National Intellectual Property Awareness Mission)

jointly organize



Dr. Bharath N Suryawanshi

Assistant Controller of Patents & Designs RGNIPM, Nagpur

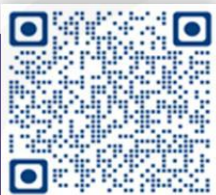
ONLINE WORKSHOP ON

INTELLECTUAL PROPERTY RIGHTS (IPR) PATENTS AND DESIGN FILING

WHO CAN PARTICIPATE

- Academics
- Students
- Researchers
- Faculty members

Scan QR Code for Registration



For Enquiries Contact

95977 27824 97894 98209



No Registration Fee

E-certificates will be provided

<https://bit.ly/KGCASIPRI>

@Kgcasofficial

7th APRIL 2022

11:30AM - 12:30PM

The screenshot shows a web browser window with multiple tabs. The active tab is a meeting page from 'rgniipm.webex.com'. The meeting title is 'Meeting info' and it shows 'Viewing of Bharat S... wanshi... RNIIPM's screen' at 100% zoom. A speaker 'KALAM M. MARIM' is indicated. The main content area displays a presentation slide titled 'Geographical Indication (GI)'. The slide text includes: 'place names used to identify the source of origin, quality, reputation or other characteristics of products. Eg :- Darjeeling Tea, Kanchipuram Silk Saree, Kolhapuri Chappal, Agra Petha, Nagpur Oranges. Term of Protection - 10 years and can be renewed every 10 years subject to usage'. To the right of the slide is a video feed of a man in a red shirt. Further right is a chat window with messages from 'Aswanandini.R' and 'Karthikayan.v'. At the bottom left, a Google Maps inset shows the location of 'KGISL Institute of Technology' and 'KG Speciality Hospital CVC' in Saravanampatti. The system tray at the bottom right shows the date and time: 'Apr 7, 2022 12:22:32' and '263° W'.



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Information Technology
Name of the department Association / Club	SAGAX'21
Activity	Webinar
Date of the activity	10/03/2022
Title of the activity	Awareness of Design Thinking & Intellectual Property Rights
Objective	The objective of the webinar is to be aware of Intellectual Property Rights for students. This webinar have focused on patent, design patent, copyright, trademark, trade secret, the commercialization of patents, and IP laws applicable in India.
Resource Person	Dr.K.Hema Shankari, Associate Professor, Department of Computer Applications, Women's Christian College, Chennai. WCC IIC – Innovation Activity Coordinator, Innovation Ambassador.
Total no. of beneficiaries	150
Outcome / Report	She have stressed the importance of patents in research and gave insights on various aspects of applying for patents. She have explained that the Intellectual property rights are important drivers of the economic growth of a country.

**KGCCAS**  
Creating your genius

**KG College of Arts and Science**

Department of **Information Technology - SAGAX'21 ASSOCIATION**  
in association with **EDC Cell**

**WEBINAR ON**  
**AWARENESS OF DESIGN THINKING & INTELLECTUAL PROPERTY RIGHTS**

**CHIEF GUEST**  
**Dr. K Hema Shankari**  
Associate Professor,  
Department of Computer Applications,  
Women's Christian College, Chennai  
WCC IIC - Innovation Activity Coordinator,  
Innovation Ambassador

**INSTITUTION'S INNOVATION COUNCIL**  
(University of Education Initiatives)

**10<sup>th</sup> MAR 2022**  
**03:00PM**

**@Kgcasofficial**

Participants

US AS  
PL PM  
HM GA  
2R  
IP

Dr. K Hema Shankari (Guest)

Coimbatore, Tamil Nadu, India 🌞 34.75° C  
357/3A, Annai Vellankanni Nagar,  
Coimbatore, Tamil Nadu 641035, India 🌐 19° N  
Lat N 11° 4' 51.6" Long E 77° 0' 5.6376"  
10/03/22 03:18 PM 📶 34.0 μT

5 Linear Stages -  
In the process of Design Thinking

Empathize Define Ideate Prototype Test

Coimbatore, Tamil Nadu, India 🌞 34.75° C  
20, Adithya Avenue Extension, Saravana Nagar,  
Koundampalayam, Coimbatore, Tamil Nadu 🌐 273° W  
641030, India 📶 31.0 μT  
10/03/22 03:40 PM



## KG COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University

Accredited by NAAC

ISO 9001:2015 Certified Institution

KGiSL Campus, Coimbatore – 641 035

Name of the Department	Computer Technology
Name of the department Association / Club	Spangle's
Activity	Association Inauguration
Date of the activity	10/12/2021
Title of the activity	Intellectual Property Rights
Objective	The main objective of the webinar is to create practical knowledge in patents, copyrights. Also the knowledge about the patent process and the procedures to fill a patent. Patent specification and claims and how to generate IP, Generalization of IP is also given to the participants
Resource Person	Dr.N.Shanmuga Priya, Associate Professor,Dr.SNS RajaLakshmi College of Arts and Science Professor & Head
Total no. of beneficiaries	91
Outcome / Report	Through this webinar participants are gained awareness on patent and copyrights. They learnt about the filling procedures. General Expectations of best patent filing were clarified with clear illustrations.

**KG College of Arts and Science**

Department of **Computer Technology**

# INTELLECTUAL PROPERTY RIGHTS

Chief Guest:  
**Dr. N ShanmugaPriya**  
Associate Professor,  
Dr.SNS Rajalakshmi College of Arts and Science,  
Coimbatore

INSTITUTION'S INNOVATION COUNCIL  
University of Coimbatore

10<sup>th</sup> DEC 2021  
2:00PM

@Kgcasofficial

Open with Annotate with Kami

Dr. N. SHANMUGAPRIYA is presenting

Patent application can be filed online in India by inventor or his assignee on [www.ipindia.nic.in](http://www.ipindia.nic.in)

Coimbatore, Tamil Nadu, India  
385, Thudiyalur Rd, Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
Lat 11.083394°  
Long 76.996862°  
10/12/21 02:43 PM

Arificial Intelligence

- Weak AI
  - Machine will do "some of the task" that human can do
  - "Google Data Dictionary" to reply for e-mail
  - Currently we are in weak AI
- General AI
  - Machine is more intelligent
  - Every task that human can do machine will also do
  - Narrate story by looking @picture
- Strong AI

Coimbatore, Tamil Nadu, India  
3XMW+9QX, Saravanampatti, Coimbatore, Tamil Nadu 641035, India  
Lat 11.083498°  
Long 76.99691°  
13/08/21 03:20 PM