

IQAC OF NCM

Presents

# NCM BULLETIN

( NEWS LETTER FOR THE ACADEMIC YEAR 2023 - 2024 )



## NEHRU COLLEGE OF MANAGEMENT

Approved by AICTE, New Delhi & Affiliated to Bharathiar University,  
An ISO 14001 : 2004 & 9001 : 2015 Certified Institution,  
Accredited by NAAC, Recognized by UGC with 2(f) & 12 (B)  
'Nehru Gardens', T. M. Palayam, Coimbatore, Tamil Nadu.  
Web : [www.ncmbschool.com](http://www.ncmbschool.com)

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# ABOUT OUR COLLEGE

**N**ehru College of Management is popularly known as NCM is one of the prestigious Institution offering two years full time MBA programme & MCA programme, approved by AICTE, recognized by the UGC and affiliated to Bharathiar University. This Institution sponsored by Nehru College of Educational and Charitable Trust, was established in the year 1996. Over a period of Twenty Seven years, it has grown by leaps and bounds with its clear-cut vision and mission to shape, mould and perfect the new generation managers. The Institution offers Full & Part Time M.Phil & PhD Programmes in Management and Computer Applications. The long and vibrant environment speaks on its output. Nehru College of Management has developed a wonderful infrastructure with state of the art facilities. The Air-conditioned class rooms are enabled with strong Wi-Fi and Interactive Panel Boards. These latest technologies are useful to bring the related information in the World to the class room. The students can make their presentations effectively with all presentation aids and make the presentation meaningful and useful to the listeners. The institution has a well equipped Laboratory with latest configuration computers and software to give reasonable training for the students in programming and networking technologies.

The Library is flooded with more volumes of books in all related topics and general. We get more than 70 journals both domestic and international to enrich the students with current affairs and prevailing technology. Thus we take utmost care to improve the employability of the students. The other facilities like Seminar Hall, Open Gallery, Indoor sport facility and Gymnasium are

used for the extracurricular activities. Any cultural event will be organized in the Gallaria and seminars and Guest Lectures are organized in the Seminar Hall called Vaiduria. The Gallaria is used by our sister concerns also for their programmes. The Student Development Cell is an opportunity for the students to learn by practice. The students are involved in every activity through SDC, wherein they learn the various streams of management by practice.

The faculty used to help them in execution. The encouragement from the management is a strength for the institution. NOBLE (Nehru Out Bound for Leadership Excellence) is a facility for the students to learn several management concepts like group dynamics and lateral thinking, through rope activities. We have the second longest ZIP line in South India. The SDC and NOBLE are considered as best practices for the students.

**VISION :** To be a renowned top notch business school in the country with an international benchmarking and to be accepted as a global incubation center for new generation entrepreneurial managers.

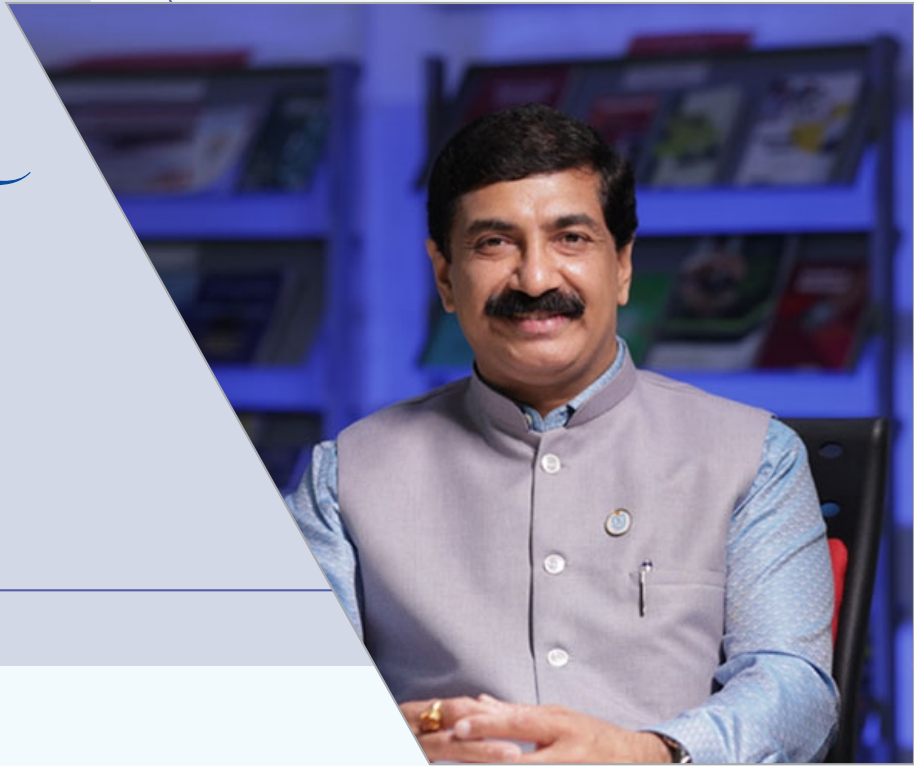
**MISSION :** Inculcating managerial and entrepreneurial skills through quality devoted and sophisticated training methods and innovative management practices and to give real time exposure by participating in consultancy and research projects there by contributing to the nation's healthy economic landscape.

# Message

from the  
**Chairman &  
Managing Trustee**

**Adv. Dr. P. Krishnadas**

LLB, MBA, Ph.D, BEM



The prestigious large galaxy of educational institutions in South India, popularly christened as "The Nehru Group of Institutions" is a name synonymous to world class education. It would be my special privilege and pleasure to welcome one and all to an enchanting world of exclusive higher education for a truly challenging and much rewarding academic career. The campuses serve as a temple of learning for students of various academic streams.

The large conglomeration of institutions has been founded by late P. K. Das an eminent academician and a Philanthropist and is patronized by the Nehru College of Educational & Charitable Trust way back in the year 1968. The group is on its 56th year of celebration of its selfless, dedicated and yeomen service to the field of higher education. The institutes are duly affiliated to Alagappa University, Karaikudi, Bharathiar University, Coimbatore, Anna University, Chennai, and Calicut University in Calicut, KUHS.

# Message

from the  
**CEO & Secretary**

**Dr. P. Krishnakumar**

MBA, Ph.D



It is my proud privilege to introduce the large group of pioneering educational institutions popularly known as the 'Nehru Group of Institutions' owing its origin to the southernmost part of peninsular India. Higher education is a part of socio-economic system and has a strong and direct bearing on the economic, social, political and cultural developments of the nation. I would like to quote the golden words of Pandit Jawaharlal Nehru "If everything is well with universities in the country, then everything will be well with this nation".

Nehru Group of Institutions with well conceived vision and missionary efforts is ardent and aggressive on the pursuit of fulfilling the aspirations and expectations of the universally recognized and reputed personality. The group is consistently and constantly endeavoring to equip its students with the required environment to shine in their lives as employees or employers.



# Message

from the  
**Principal**

**Dr. R. Moses Daniel**

MBA, Ph.D, P.G.D.C.A, P.G.D.I.B



Education is the backbone of any economy. Especially, Business Education plays a very vital role in the growth of the nation. The responsibility of producing the true and valuable citizens lies with the Institutions of Higher Education. In that way, I'm proud to share a few words on our Institution Nehru College of Management, called as NCM with love and affection by all students and society at large.

With the proven records for more than 27 years, NCM is affiliated to Bharathiar University and Approved by AICTE, New Delhi. It has been appraised with 2f & 12B status by UGC and credited with accreditation by NAAC. Adding to all these authoritative credentials, NCM is situated in a glorious atmosphere with complete infrastructure to fulfill the expectations of the students. Our students are well exposed to International tint through MOUs with foreign industries, Industrial visits, Internships and Guest speakers from abroad. Also, our faculties are encouraged to be upgraded in knowledge and technology to set the best in teaching. They are well engaged in research activities and involve the students to expose in analytics.

Apart from academics, NCM gives more importance for the skill development which is a basic need for any good Decision Maker. These skill sets are developed through the in-house out-bound facility called NOBLE (Nehru Out-Bound for Leadership Excellence). Not only in campus our students also excel and get laurels to the Institution by winning events participated in other colleges. Also they will enjoy two certificate courses related to their specialization and industry expectations during the period of their study.

NCM is very successful and serves the society for more than 25 years through its exuberant services with friendly faculty members and sound leadership at the top. This atmosphere attracts the students to spend their valuable time to learn more for the life. The supports rendered by them after becoming an Alumnus are the strong evidences to make this claim and look at NCM as the destination to learn Management. I wish all our stake holders especially our students a strong and vibrant future.



# INTERNAL QUALITY ASSURANCE CELL

The IQAC of Nehru College of Management was established on 06/06/2021. The primary aim of IQAC is to develop a system for conscious, consistent, and catalytic action to improve the academic and administrative performance of the institution, to promote measures for institutional functioning towards quality enhancement through internalization of quality culture and institutionalization of best practices. IQAC shall evolve mechanisms and procedures for Ensuring timely, efficient and progressive performance of academic, administrative and financial tasks. Some of the functions expected of the IQAC are Development and application of quality benchmarks/parameters for various academic and administrative activities of the institution. Facilitating the creation of a learner-centric environment conducive to quality education and faculty maturation to adopt the required knowledge and technology for participatory teaching and learning process. Arrangement for feedback response from students, parents and other stakeholders on quality-related institutional processes. Acting as a nodal agency of the Institution for coordinating quality-related activities, including adoption and dissemination of best practices.



## OBJECTIVES OF IQAC:

- To establish a quality assurance and monitoring system to enhance the academic, administrative performance and to ensure an inclusive learning environment.
- To co-ordinate, promote and improve measures for institutional functioning towards quality enhancement through internalization of quality culture, institutionalization of best practices and quality assurance towards its stakeholders.

## VISION STATEMENT OF IQAC

- To be the best educational institute and to create innovative and socially responsible ethically strong leaders, managers, technocrats and entrepreneurs for shaping the better future with commitment towards innovation and excellence and to be a center of excellence, best-in class in India, in emerging areas of business through best teaching and learning process.

## MISSION STATEMENT OF IQAC

- To become a Centre of Excellence for nurturing creativity, encouraging entrepreneurship and enhancing employability, holistic development of students, teaching and quality research.
- To provide quality research driven education, continuous learning to inculcate values and ethics and preparing to face all kinds of challenges.
- To transform the lives of students by enriching learning and to develop necessary competencies by providing exposure to advanced areas of knowledge and nurture creativity and promote entrepreneurship.



# INSTITUTE'S ACHIEVEMENTS, ACCOLADES & ACTIVITIES IN THE ACADEMIC YEAR 2023 - 2024




## PLACEMENT

- Our II MBA Student Ms. Veronic Zidonia got placed in Aight Solutions with a highest salary in Nehru Group of Institutions with 18.5 LPA.
- Our II MBA Student Afrose Anvar Mallik. B got placed in Growth Arrow with the second highest Salary in Nehru Group of Institutions with 14 LPA.

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www.ncminstitutions.com

*Congratulations*



**Ms. Veronic Zidonia**  
Department of Management Studies  
Placed at

**alight**

**18.5 LPA - Highest Salary ever recorded in NCM**

Best wishes from NCM for your Bright Future



**NEHRU GROUP OF INSTITUTIONS**  
TAMILNADU • KERALA  
www.ncminstitutions.com

**NGI PROUD MOMENT**

**NEHRU CORPORATE PLACEMENTS AND INDUSTRIAL RELATIONS**

*Congratulations!*

**Afrose Anvar Malik.B**  
2023-24 Passing out batch Placed at

**with 14.00 LPA**

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Recognized by UGC with 2(f) & 12(B), An ISO 14001:2004 & 9001:2015  
Certified, Accredited by NAAC with 'B++'

Best Wishes from NGI for your Future

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## GENESIS 2K24 (INDUCE IGNITE IMPRESS)

National Level Cultural Meet for UG Students

GENESIS 2K24 ( Induce Ignite Impress) – A National Level Cultural Meet exclusively for UG Students is organised every year by Student Development Council (SDC) of Nehru College of Management (NCM).

The main objectives are

- Exposure to Indian culture and tradition and other cultures
- Opportunity for students to perform and present their hidden talents, skill or art on the college platform.
- Nurture hobbies and develop creative talent.

This year Genesis 2K24 was organised on February 9, 2024 at P.K Das Memorial Auditorium in the college premises. The activities include Band, Reels, Mime, Group Dance, Short Film, Face Painting etc..





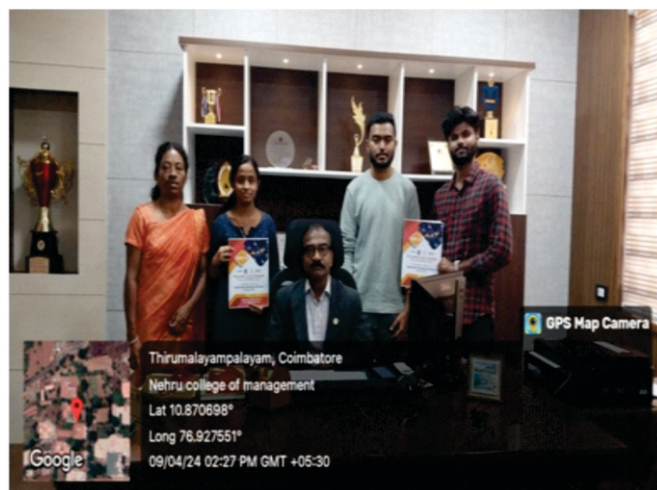
Dr. R. Moses Daniel, Principal NCM welcomed the gathering and Dr. P. Krishnakumar, CEO & Secretary, Nehru Group of Institutions delivered the Presidential address. The Chief Guests namely Mr.VJ Saasi Selvaraj and Mr. VJ Arun Kumar – Cinema Actors and You Tubers recollected their college memories and stressed the importance of creativity, innovation, arts and cultural importance in today's world along with the academics. The team and actors of the movie 'Biry' was a spectacular scene in the inaugurals.

The students show cased their talents and were awarded the prizes both in cash and trophies worth Rs.3.0 Lakhs. The event witnessed around 3214 student registrations in 14 events from 57 colleges from Tamilnadu, Kerala and Karnataka. The Team SDC is thankful to the Management, Principal, HOD's, Faculty, Students and all members of NCM and other Sister Institutions for rendering their support and making this event a grand success. The Team NCM feels proud of SDC and students contribution in making this event a memorable one and grand success.



### COLLABORATIVE RESEARCH : BETWEEN FACULTY RESEARCH SCHOLARS

Dr. R. Moses Daniel, Dr. L. Karthikeyan, Ms. S. Sreeja and Ms. Uma Maheshwari were participated & presented VII International Conference on Applied Research in Economics, Business and Management in association with Empirical Economics Letter-ARC 2023 was organized by Academic Research Conference & Academic Research Publishers, published in conference proceedings on 16.8.23 to 20.8.23 at Cambodia.



### COLLABORATIVE RESEARCH : BETWEEN FACULTY STUDENTS

INTERNATIONAL JOURNAL OF NEW INNOVATIONS IN ENGINEERING AND TECHNOLOGY :

The articles by Faculty Ms. Nandhini – Assistant Professor & five students Ms. Mounika, Ms. Sneha R, Mr. Rahul V, Mr. Aatish & MrAfsal of I MCA got selected and published in International Journal of New Innovations in Engineering and Technology (IJNIET), organized by Muthayammal College of Engineering, Rasipuram, Namakkal Dt. (ISSN : 2319-6319) SJIF Impact Factor- 4.012, UGC Approved Journal - 47645.





## COLLABORATIVE RESEARCH

(WITHIN DEPARTMENT)

ACHIEVEMENT IN INTERNATIONAL CONFERENCE:

INTRODUCTION ON INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP INNOVATION AND EXPORT - 2024

The 6th International Conference on Entrepreneurship Innovation & Export-ICEIE 2024 was organized by the Department of Management Studies, Periyar University & K 2 School of Business and Design, SAITO University College at the latter location, Kuala Lumpur, Malaysia. Dr.L.Karthikeyan, Mr. R. Koushik, Ms. S. Sreeja, Ms. Uma Maheshwari and her scholars presented their papers held on 26.03.2024. There are 7 papers find a place in Conference Proceedings. On the next day (27.03.24) the Periyar University signed a MoU with Malaysian Chamber of Commerce for mutual benefit. In that signing ceremony He discussed my views about how to make the MoU successful for which he was honored. Above all my plea for signing a MoU of NCM with them got approved.

## STUDENTS ACHIEVEMENTS

SADHANA – An event conducted by RVS Institute of Management Studies Sulur, dated 13.03.2024. In which IMBA students Akash.M, Ibrahim.S and Madhumitha S participated in 'Best Management Team' and won the First prize along with a Shield and a Cash amount of Rupees 3000/- This competition consisted of 3 rounds starting from an aptitude test with 30 questions, the second round was case study and the final round was stress Management, where the judges asked multiple questions to the 3 simultaneously and graded accordingly. Among the 8 teams from various colleges and business schools we elevated our best to win this Management event.



## STUDENTS EXCHANGE PROGRAMME

NCM & COIMBATORE MARINE COLLEGE

Student Exchange Program facilitates cultural exchange by immersing students in diverse environments, fostering appreciation and understanding of different cultures, it enriches students' experiences by exposing them to varied teaching methods, curricula, and research opportunities specific to marine-related fields and offer invaluable professional development opportunities, allowing students to network with faculty, researchers, and peers, potentially shaping their future careers.

The Students Exchange Program between Nehru College of Management & Coimbatore Marine College (CMC) turned out to be very beneficial. On 11th October 2023 our II MBA students visited CMC & in turn II MBA students of CMC visited NCM on 16th October 2023. The eminent faculties from both the sides shared their expertise out of which the students of the college got the following benefits.

The Exchange Program increased the students' chances of employability and it also helped them to gain skills for their future jobs. Employers value virtues such as adaptability, cultural awareness, tolerance and so-called transversal skills. The students are enriched with these skills because of the program.

Besides the Exchange Program increased the knowledge in 'PESTLE' among the students i.e., Political, Economical, Social, Technological, Legal & Environmental. Further experiencing a different academic community improved their academic skills & took them out of their comfort zone.

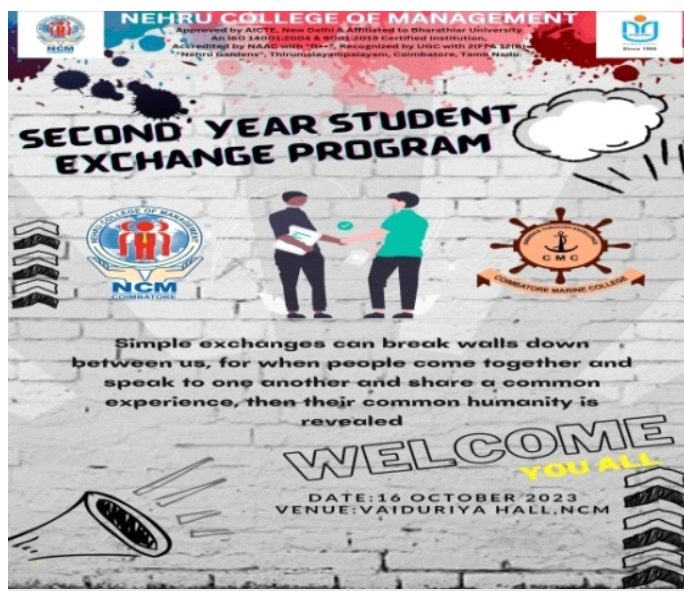
Every student who took part in the Students Exchange Program recommended it a thousand times over and said they had the time of their lives.

## OBJECTIVES OF THE EVENT

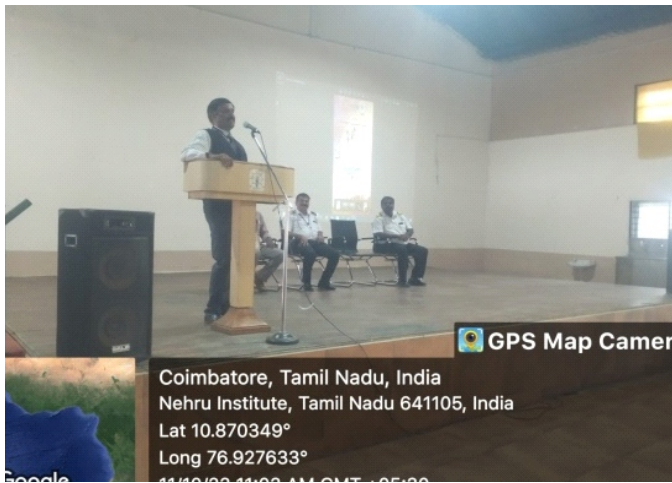
- 1) Foster cross-cultural understanding and collaboration among maritime students through immersive exchange experiences.
- 2) Enhance students' global perspectives and industry knowledge through participation in a marine college exchange program.
- 3) Promote professional networking and skill development among maritime students through international exchange opportunities.
- 4) Cultivate a diverse and inclusive learning environment by facilitating exchanges with a marine college to broaden students' horizon.

## LEARNINGS FROM STUDENT EXCHANGE PROGRAM

- 1) Management students could learn about the intricacies of maritime operations, while marine students could learn about business management principles and practices.
- 2) The maritime industry is inherently global, with operations spanning across countries and continents. Engaging with students from diverse cultural backgrounds would provide insights into international business dynamics and cross-cultural communication skills.
- 3) Interacting with peers, faculty, and professionals from both industries would create networking opportunities that could lead to internships, job placements, and industry connections in both the management and maritime sectors.









### ACHIEVEMENT IN ICSSR-INTERNATIONAL CONFERENCE:

The ICSSR sponsored International Conference on Fin tech Innovations for Financial Inclusion Bridging the Gap-“Entrepreneurship Innovation & Export-ICEIE 2024” was organized by the Department of Corporate Secretaryship, Sri Ramakrishna College of Arts & Science, Coimbatore, Dr. P. Pon Meenakshi, Professor, Dr.V.Sureshkumar, Associate Professor, Ms. Akhila R and S. Vasuki, Department of Management Studies, Nehru College of Management, Coimbatore presented and published conference proceedings. All the participants understand the significant role of Fintech firms in bridging financial inclusion and gender gaps in India by making financial services more accessible, affordable and user- friendly thereby helping making financial services more accessible, affordable and user- friendly thereby helping to empower women and other underserved groups. It took away valuable educational experience for everyone.

### NATIONAL INDUSTRIAL VISIT TO HIMACHAL PRADESH. SHIMLA, KULLU, MANALI, DELHI, AGRA

The visit to the shawl weaving factory provided students with a comprehensive understanding of the shawl weaving process. 25 students and one staff member from the Department of Management Studies visited the Trishla Shawl Factory in Kullu, the capital city of Kullu district in Himachal Pradesh, India. Immersive learning experience showcases manufacturing processes and management practices in a real-world setting.

The objective of the visit was to provide the students with practical insights into the process of weaving. Kullu shawl, Kullu cap, Muffler etc are some of the best-known woven products of the district. Kullu shawl is one of the famous art works of the Himachal people for their elegant look, brilliant geometrical patterns and vibrant colour. The shawl weaving factory visit was a great opportunities for students to gain a comprehensive understanding of the process, and they also had an overnight trip to Delhi.



### LEARNINGS THROUGH INDUSTRIAL VISIT

Students were educated on the shawl manufacturing process, how to frame designs, and how to distinguish a genuine Kullu shawl.

1. The industrial visit provided valuable insights into the tourism industry, hospitality management, adventure tourism, sustainable practices, cultural immersion, and crisis management to the students.
2. Students gained a comprehensive understanding of how businesses in Manali operate, cater to tourists, protect the environment, and manage unforeseen challenges during the visit.



The importance of blood donation for the society and its health benefits were spread among the students and the campaign was an eye opener for many as there were lot of first time donors.



## LIST OF EVENTS ORGANIZED IN NCM

S. NO.	DATE	ACTIVITIES
1.	08.03.2024	Women's Day Celebration
2.	12.03.2024	Blood Donation Camp
3.	22.03.2024	Yoga for Healthy body & mind
4.	09.02.2024	Genesis- National Cultural Meet
5.	06.04.2024	Annual Sports Meet
6.	24.02.2024	Extension activity-Assisi Snehalayam

## DEPARTMENT OF MANAGEMENT STUDIES

S. NO.	DATE	ACTIVITIES
1	05.09.2023	Nanoscience for Nonscience students
2	04.10.2023	Peer Learning Session
3		Inauguration of various clubs and swearing ceremony
4	06.10.2023	MoU signing ceremony with Academic Research Conferences
5	11.10.23 & 16.10.23	Students Exchange Program : NCM & CMC
6	28.10.2023	Book release function (Title:Kootanjoru)
7	19.01.2024	Alumni Talk - "How to market oneself"
8	24.01.2024	National Voters Day pledge
9	01.02.2024	Live session on Union Interim budget 2024
10	09.02.2024	Book release function (Title: Research Methods for Management)
11	13.02.2024	Essential skills required for Operations Research Analyst
12	20.02.2024	CXO Talk on Customer Relationship Management
13	23.02.2024	A workshop on SAP
14	24.02.2024	Extension activity-Assisi Snehalayam
15	01.03.2024 to 13.03.2024	Faculty forum : Knowledge sharing & Skill Enhancement series-1(10 days)
16	02.03.2024 to 13.03.2024	National Industrial visit
17	07.03.2024	Placement stakeholders Meet
18	03.04.2024	Expert talk on Marketing Transformation - Marketing 4.0

## DEPARTMENT OF COMPUTER APPLICATIONS

S.NO.	DATE	ACTIVITIES
1	11.08.2023	Drug abuse day Pledge on "Drug free Tamilnadu"
2	21.08.2023 to 25.08.2023	Bridge course for I – MCA
3	16.10.2023	Skill development programme on "Design Thinking"
4	19.01.2024	Workshop on "AI using Python"
5	22.01.2024	Guest lecture on "Update, Upgrade, Up skill"
6	23.01.2024	Guest lecture on "Body Language"
7	31.01.2024	Skill enhancement programme on "Digital Marketing"
8	19.02.2024 to 06.03.2024	Value-added course on "Watson Studio Service" for I MCA
9	06.03.2024 to 10.03.2024	Knowledge sharing & skill enhancement –series session on latest IT topics
10	25.03.2024	Awareness program on "Health and Wellness"



# LIST OF PUBLICATIONS, ACTED AS RESOURCE PERSON & PROPOSALS DEPARTMENT OF MANAGEMENT STUDIES SCOPUS / UGC / ABDC / WoS / PEER REVIEWED PUBLICATIONS

S. NO	TITLE	AUTHORS DETAIL	JOURNAL NAME	LINK	DATE
1	Impact of Visual Merchandising on Impulse Purchase of Biscuits from Reliance Smart Outlets across Palakkad City	Dr. R. Moses Daniel (2 <sup>nd</sup> position)	Empirical Economics Letters, 22 (Special Issue 1) : (September 2023) ISSN 1681 8997 (ABDC)	<a href="https://doi.org/10.5281/zenodo.10153271">https://doi.org/10.5281/zenodo.10153271</a>	Sep 2023
2	Neo banks are the new face of Digitalization	Dr. R. Moses Daniel (3 <sup>rd</sup> position)	Journal of Interdisciplinary Research, Volume XV, Issue XII, December 2023 pp 222-231.	<a href="https://jicrjournal.com/index.php/volume-xv-issue-xii-december-2023/">https://jicrjournal.com/index.php/volume-xv-issue-xii-december-2023/</a>	Dec 2023
3	A Study on Child Abuse and Its Awareness", International Journal of Current Research and Modern Education	Dr. R. Moses Daniel (2 <sup>nd</sup> position)	International Journal of Current Research and Modern Education, Volume 8, Issue 2, July - December, Page Number 42-50, 2023	<a href="https://doi.org/10.5281/zenodo.10168094">https://doi.org/10.5281/zenodo.10168094</a>	Dec 2023
4	A Study on Impact of Advertising Clutter Towards Consumer Purchase Behaviour in Urban Areas	Dr. R. Moses Daniel (2 <sup>nd</sup> position)	International Journal of Interdisciplinary Research in Arts and Humanities, Volume 8, Issue 2, July - December, Page Number 30-33, 2023	<a href="https://doi.org/10.5281/zenodo.10183690">https://doi.org/10.5281/zenodo.10183690</a>	Dec 2023
5	A study on Technical Analysis of Selected IT Companies with special reference to Infosys Ltd and HCL Technologies Ltd	Dr. R. Moses Daniel (2 <sup>nd</sup> position)	International Journal of Novel Research and Development (IJNRD), Volume 9 Issue 2, February 2024. Impact Factor 8.76, ISSN : 2456-4184	<a href="https://www.ijnrd.org/viewpaperforall?paper=IJNRD2402282">https://www.ijnrd.org/viewpaperforall?paper=IJNRD2402282</a>	Feb 2024
6	Impact of inventory management practices on the organizational performance in reference with small and medium scale enterprises at Palakkad district, Kerala	Dr. R. Moses Daniel (2 <sup>nd</sup> position)	IPE Journal of Management	Print Journal	Jan.- Jan 2024
7	A Study on the Effectiveness of Info graphics in HEI Websites with Special Reference to Coimbatore City	Dr.L.Karthikeyan (2 <sup>nd</sup> position)	Empirical Economics Letters, 22 (Special Issue 1) (ABDC)	<a href="https://zenodo.org/records/10153349">https://zenodo.org/records/10153349</a>	16th August, – 2023 Cambodia
8	Work-Life balance of school teachers and their satisfaction towards their job	Dr. L.Karthikeyan (2 <sup>nd</sup> position)	Empirical Economics Letters, 22 (Special Issue 1) (ABDC)	<a href="https://zenodo.org/records/10153429">https://zenodo.org/records/10153429</a>	16th August, – 2023 Cambodia
9	Effectiveness and Problems Related to Stress Management Among Doctors of Private Hospitals at Coimbatore City.	Dr.L.Karthikeyan (2 <sup>nd</sup> position)	Empirical Economics Letters, 22 (Special Issue 1) (ABDC)	<a href="https://zenodo.org/records/10152894">https://zenodo.org/records/10152894</a>	16th August, – 2023 Cambodia
10	The perception of employees towards HR practices with reference to cement industries	Dr.L.Karthikeyan (2 <sup>nd</sup> position)	AJANTA (UGC listed journal), Volume: XIII, Issue: I, January 2024, Pp44-49 • ISSN No 2277-5730 (UGC listed)	Print Journal	January 2024
11	Prioritization of technology initiatives to achieve digital transformation maturity	Dr. P Pon Meenakshi (1 <sup>st</sup> position)	European Chemical Bulletin (Scopus)	<a href="https://www.eurchembul.com/uploads/paper/735cd9f415162b23dd7817963a61397f.pdf">https://www.eurchembul.com/uploads/paper/735cd9f415162b23dd7817963a61397f.pdf</a>	23/07/2023

12	Synthesis Methods - Product Feature Prioritization Frameworks in Startups using PRISMA	Dr. P Pon Meenakshi (1 <sup>st</sup> position)	Journal of Propulsion Technology (Scopus)	<a href="https://www.propulsiontechjournal.com/index.php/journal/article/view/2385">https://www.propulsiontechjournal.com/index.php/journal/article/view/2385</a>	Nov., 2023
13	OTT platforms' and its influence on viewers Behavioural pattern	Dr. P Pon Meenakshi (1 <sup>st</sup> position)	Stochastic Modelling and Computational Sciences (Scopus)	<a href="https://romanpub.com/resources/smc-v3-2-2023-16.pdf">https://romanpub.com/resources/smc-v3-2-2023-16.pdf</a>	Dec., 2023
14	Digital First startups strategy used to streaming success in India.	Dr. P Pon Meenakshi (1 <sup>st</sup> position)	Journal of Propulsion Technology (Scopus)	<a href="https://www.propulsiontechjournal.com/index.php/journal/article/view/3970">https://www.propulsiontechjournal.com/index.php/journal/article/view/3970</a> <a href="https://doi.org/10.52783/tijpt.v44.i6.3970">https://doi.org/10.52783/tijpt.v44.i6.3970</a>	Jan., 2024
15	A Study on Marketing Strategies for Sustainable and Eco-Friendly Products	Mr. Sathyanarayanan S R (3 <sup>rd</sup> Position)	Tuijin Jishu/Journal of Propulsion Technology (Scopus)	<a href="https://www.propulsiontechjournal.com/index.php/journal/article/download/1694/1174/2916">https://www.propulsiontechjournal.com/index.php/journal/article/download/1694/1174/2916</a>	Aug 2023
16	Work-Life balance of school teachers and their satisfaction towards their job	Ms. S.Sreeja (1 <sup>st</sup> position)	Empirical Economics Letters, 22 (Special Issue 1) (ABDC)	<a href="https://zenodo.org/records/10153429">https://zenodo.org/records/10153429</a>	16th August, – 2023 Cambodia
17	Agro retailer's opinion on 'Bharat': one nation, one fertilizer scheme	Mr. Koushik R (1 <sup>st</sup> Position)	Salud, Ciencia y Tecnología – Serie de Conferencias (Scopus)	<a href="https://conferencias.saludcyt.ar/index.php/sctc/article/view/696">https://conferencias.saludcyt.ar/index.php/sctc/article/view/696</a>	24/4/2024
18	A Study on Marketing Strategies for Sustainable and Eco-Friendly Products	Mr. Koushik R (2 <sup>nd</sup> Position)	Tuijin Jishu/Journal of Propulsion Technology (Scopus)	<a href="https://www.propulsiontechjournal.com/index.php/journal/article/download/1694/1174/2916">https://www.propulsiontechjournal.com/index.php/journal/article/download/1694/1174/2916</a>	Aug 2023
19	Agro retailer's opinion on 'Bharat': one nation, one fertilizer scheme	Ms N Uma Maheswari (3 <sup>rd</sup> Position)	Salud, Ciencia y Tecnología – Serie de Conferencias (Scopus)	<a href="https://conferencias.saludcyt.ar/index.php/sctc/article/view/696">https://conferencias.saludcyt.ar/index.php/sctc/article/view/696</a>	24/4/2024
20	Navigating Jurisdictional Divergence: Assessing Multidimensional Factors Affecting Enforcement and Compensation in Cross -Border Intellectual Property Violations	Dr.V. Sureshkumar (2 <sup>nd</sup> position)	International Journal of Criminal Justice Science Vol 18 Issue 2 2023	<a href="https://ijcjs.com/menu-script/index.php/ijcjs/article/download/724/459/1117">https://ijcjs.com/menu-script/index.php/ijcjs/article/download/724/459/1117</a>	Jan 2024
21	A Study on Marketing Strategies for Sustainable and Eco -Friendly Products	Dr. V. Sureshkumar (4 <sup>th</sup> position)	Tuijin Jishu/Journal of Propulsion Technology, ISSN: 1001-4055 Vol. 44 No. 4 (2023) (Scopus)	<a href="https://www.propulsiontechjournal.com/index.php/journal/article/download/1694/1174/2916">https://www.propulsiontechjournal.com/index.php/journal/article/download/1694/1174/2916</a>	Aug 2023
22	Examining the role of remittance and products in promotion of financial inclusion	Dr.P.Pon Meenakshi (1 <sup>st</sup> Position)	Journal of cleaner Production (Scopus)	Participated 2 days International Conference on Technological innovation and Transformation towards sustainable growth- 30 <sup>th</sup> , 31 <sup>st</sup> , 2024 at KPR College of Arts, science & Research (Process..)	



## BOOKS PUBLISHED

S. NO	TITLE	AUTHORS DETAIL	Publisher	ISBN	DATE
1.	Research Methods for Management	Dr. P. Pon Meenakshi (1 <sup>st</sup> author) Dr. V. Sureshkumar (2 <sup>nd</sup> author) Dr. R. Moses Daniel (3 <sup>rd</sup> author)	Multi Spectrum Publications	978-81-969082-1-8	Jan' 2024
2.	Koottanjoru	Dr.L.Karthikeyan	Vijaya Pathippagam, Coimbatore	81-8447-950-8	28.10.23
3.	Multidisciplinary Research in Global trends through Research & Development	Dr.PPon Meenakshi (3 <sup>rd</sup> author)	Multi spectrum Publications	978-81-19419-57-9	Oct., 2023

## BOOK CHAPTER PUBLISHED

S. NO	TITLE	AUTHORS DETAIL	Publisher	ISBN	DATE
1.	Knowledge management A Systematic Methodology to impart culture	Dr.PPon Meenakshi Mr. Sathyanarayanan S R	Multispectrum (International Publisher)	978-81-19419-06-7	January 2024
2	Brand Chain: An anti-Counterfeiting system for online and offline sales	Dr.PPon Meenakshi	Multi spectrum Publications	978-81-19419-19-7	Sep., 2023
3	Social Entrepreneurship – E choupal Strategy	Dr.PPon Meenakshi	Multi spectrum Publications	978-93-94428-51-5	Oct 2023

## PATENT PUBLISHED

S. NO	TITLE	AUTHORS DETAIL	Patent Status	DATE
1.	The effects of communication skill development on the evolution of human society & Business	Dr.PPon Meenakshi (4 <sup>th</sup> position)	Published	12/07/2023
2.	Interactive AI Tutoring System Employing ChatGPT for Enhanced Educational Engagement"	Mr. Sathyanarayanan S R (4 <sup>th</sup> position)	Published	03/01/2024
3.	Applications of technology in modern marketing	Koushik R (4 <sup>th</sup> position)	Published	22/12/2023
4.	Interactive AI Tutoring System Employing ChatGPT for Enhanced Educational Engagement"	Koushik R (5 <sup>th</sup> position)	Published	03/01/2024
4.	Applications of technology in modern marketing	N. Uma Maheswari (5 <sup>th</sup> position)	Published	22/12/2023
6.	Automated assessment and feedback system powered by chatgpt ai in educational environments	N.Uma Maheswari (4 <sup>th</sup> position)	Published	02.02.2024
7.	Apparatus for analysis of metabolic disorders	Dr. V. Sureshkumar (9 <sup>th</sup> position)	Published	28/09/2023
8.	The futuristic trend of artificial intelligence in health care	Dr. V. Sureshkumar (7 <sup>th</sup> position)	Published	Feb 2023

## ACTED AS RESOURCE PERSON

S.No	Faculty Name	Event	Title	College & Date
1	Dr.L.Karthikeyan	Workshop	Export Import procedures and documentation	NCAAS -09.08.2023
		Seminar	Future of Logistics and Management	NCAAS -06.09.2023
		Seminar	Personality Development	NIHS 27.07.23
		Workshop	Global Warming	Sri Ramakrishna College of Arts & Science 04.10.23
		Seminar	Logistics & Supply Chain Management	CMA 15.11.23
		Seminar	Reading is a passport to countless adventures	NIITM -28.12.23
		Workshop	Glimpses of Air cargo and Logistics Management	NCAAS -31.01.24

	Dr.L.Karthikeyan	Seminar	Employment opportunities – Logistics Industry	NCAAS -04.03.24
		Seminar	Entrepreneurship	Malaysian Chamber of commerce 26.03.24
		Seminar	Employment opportunities – Logistics Industry	NCAAS 04.03.24
		FDP	Essential soft skills for being an exceptional faculty.	Chezian arts and science college for women, Tiruvannamalai – 2024
		Guest lecture	Interview skills and employment opportunities abroad	Nehru Arts and Science College, Coimbatore–2024
2	Dr.PPon Meenakshi	FDP	One week International Virtual FDP On Innovative Teaching Methods in HEIs	Sankara College of Science & Commerce & 2 <sup>nd</sup> to 6 <sup>th</sup> Jan., 2024
		FDP	A Pathway to holistic Research tools & Techniques	Arunachala College of Engineering for Women & 15.12.2023
		FDP	Statistical Tools for Effective Data Analysis in Social Science Research	Arunachala College of Engineering for Women on 28.05.2024 & 29.05.2024
		Guest Lecture	Making you a Better strategist	PSG College of Arts & Science & 12.09.2023
		Guest Lecture	How to Nail your Job Interview” for the students of Coimbatore Marine College	Students Exchange Program at NCM & 16.09.23
3	Dr.V.Suresh Kumar	Guest Lecture	How to write Research Proposals	AVP College of Arts & Science, Tirupur

## ACADEMIC ACHIEVEMENTS

S.No	Faculty Name	Academic Achievements	Name of the College
1	Dr.V.Suresh Kumar	Board of Studies Member	Rajah Serfoji Government College of Arts & Science, Tanjore
2	Dr.V.Suresh Kumar	Board of Studies Member	SDNB Vaishnav College for Women, Chennai
3	Dr.V.Suresh Kumar	External Examiner (Ph.D Vivavoce)	JJ College of Arts & Science, Pudukottai
4	Dr.V.Suresh Kumar	External Examiner (Ph.D Vivavoce)	Marudhapandiar College of Arts & Science, Tanjore
5	Dr.PPon Meenakshi	External Academic Audit Member	Arunachala College of Engineering for Women on 28.05.2024 & 29.05.2024

## DEPARTMENT OF COMPUTER APPLICATIONS

### SCOPUS / UGC / ABDC / WoS / PEER REVIEWED PUBLICATIONS

S.NO	TITLE	AUTHORS DETAIL	JOURNAL NAME	LINK	DATE
1	Deep learning algorithms for children-based facial expression to Recognize autism spectrum disorder	Dr.S.Gnanapriya (2 <sup>nd</sup> Position)	Journal of Nonlinear Analysis and Optimization	<a href="https://jnao-nu.com/Vol.%2014,%20Issue.%2002,%20July-December%20-%202023/5.2.pdf">https://jnao-nu.com/Vol.%2014,%20Issue.%2002,%20July-December%20-%202023/5.2.pdf</a>	December 2023
2	Classification of Soil Properties from Hyperspectral Data Using Densenet-169+	Dr.K.Anandan (1 <sup>st</sup> Position)	ICTACT Journal on Data Science and Machine Learning (UGC Journal)	<a href="https://ictactjournals.in/ArticleDetails.aspx?id=15778">https://ictactjournals.in/ArticleDetails.aspx?id=15778</a>	March 2024
3	Optimizing Energy efficiency in WSN through a novel advanced optimized sleep secured a protocol	Dr.M.Sengaliappan (2 <sup>nd</sup> Position)	eur.chem.Bul.2023,1 2,5851-5872 (SCOPUS)	<a href="https://www.eurchembull.com/uploads/paper/51a0977b079878984463051eb69c0bf5.Pdf">https://www.eurchembull.com/uploads/paper/51a0977b079878984463051eb69c0bf5.Pdf</a>	2023
4	Artificial intelligence in human resources Management	Dr.M.Sengaliappan (2 <sup>nd</sup> Position)	Galaxy Peer reviewed journal (ISSN-2319-8508)	Print Journal	Oct-2023



5	Preprocessing the Skin Cancer Images using Segmentation and Implement Using CNN	Ms.A.Nandhini (1 <sup>st</sup> Position)	International Journal of New Innovation in Engineering and Technology (UGC Care list)	<a href="http://www.ijniet.org/wp-content/uploads/2024/05/296.pdf">http://www.ijniet.org/wp-content/uploads/2024/05/296.pdf</a>	Mar., 2024
6	Predicting skin cancer-training and testing using vgg-16	Ms.A.Nandhini (1 <sup>st</sup> Position)	International Journal of New Innovation in Engineering and Technology (UGC Care list)	<a href="http://www.ijniet.org/wp-content/uploads/2024/05/293.pdf">http://www.ijniet.org/wp-content/uploads/2024/05/293.pdf</a>	Mar., 2024
7	Brain Tumor Detection by MRI Image using CNN	Ms.A.Nandhini (1 <sup>st</sup> Position)	International Journal of New Innovation in Engineering and Technology (UGC Care list)	<a href="http://www.ijniet.org/wp-content/uploads/2024/05/294.pdf">http://www.ijniet.org/wp-content/uploads/2024/05/294.pdf</a>	Mar., 2024
8	Diagnosis of Starting Stage Lung Cancer Detection using Machine Learning	Ms.A.Nandhini (1 <sup>st</sup> Position)	International Journal of New Innovation in Engineering and Technology (UGC Care list)	<a href="http://www.ijniet.org/wp-content/uploads/2024/05/295.pdf">http://www.ijniet.org/wp-content/uploads/2024/05/295.pdf</a>	Mar., 2024
9	Sign language: atranslation using mediapipe and cnn	Ms.A.Nandhini (1 <sup>st</sup> Position)	International Journal of New Innovation in Engineering and Technology (UGC Care list)	<a href="http://www.ijniet.org/wp-content/uploads/2024/05/299.pdf">http://www.ijniet.org/wp-content/uploads/2024/05/299.pdf</a>	Mar., 2024

## BOOKS PUBLISHED

S.NO	TITLE	AUTHORS DETAIL	Publisher	ISBN	DATE
1.	Dynamic AI: Continual learning for ever changing environments	Dr. M.Sengaliappan	Amazon	979-8325969249	May 2024
2.	Natural Language processing: from theory to application in Data science	Dr. S.Gnanapriya	Amazon	979-8325208195	May 2024

## PATENT PUBLISHED

S.NO	TITLE	AUTHORS DETAIL	Patent Status	DATE
1.	Comparative Study and Investigation to Analyse the Service and Gaps and Customer satisfaction relates to service and Digital Marketing private Banks in Rural and Urban Areas in India	Dr.M.Sengaliappan (4 <sup>th</sup> Position) Dr.S.Gnanapriya (6 <sup>th</sup> Position)	Published	12.01.2024
2.	Applications of technology in modernmarketing	Mrs.A.Nandhini (6 <sup>th</sup> Position)	Published	25.08.2023

## BOOK CHAPTER PUBLISHED

S.NO	TITLE	AUTHORS DETAIL	Publisher	ISBN	DATE
1.	Soil Texture Classification and Segmentation using Hybrid Random Forest with Artificial Neural Network	K.Anandan	IIP Publishers	978-93-6252-341-9	May, 2024
2	A Comprehensive Study on Node Classification by Latent Representation Learning Methods in Network Analysis	K.Anandan	IIP Publishers	978-93-6252-341-9	May, 2024

## ACTED AS RESOURCE PERSON

S.No		Event	Title	College & Date
1	Dr.S.Gnanapriya	Guest Lecture	Linux operating System	PPG College of Arts and Science and 09.03.2024

## PROPOSALS SUBMITTED

S.No	Topic	Agency	Submitted by	Proposed date & Budget
1	Creation of Innovation Mindset	ATAL FDP	Dr.R.Moses Daniel, Principal Ms.A.Nandhini, Assistant Professor & IQAC Coordinator	14.10.2024 to 19.10.2024
2	Exploring the implications of using NEP 2024 & its Digital Transformation	ATAL FDP	Dr.PPon Meenakshi, Professor & Head- IQAC Dr.L.Karthikeyan, Director-MBA	04.11.2024 to 09.11.2024
3	Constructive Teaching & Learning with Technology	ATAL FDP	Dr.V.Sureshkumar, Associate Professor & Research Coordinator Dr.M.Sengalliappan, Associate Professor & Head-MCA	08/10/2024 to 13/10/2024  Rs.3,50,000
4	National level Seminar on Role of HEIs in Digital Transformation – NEP 2020	NAAC	Dr.PPon Meenakshi, Professor & Head- IQAC Dr.V.Sureshkumar, Associate Professor & Research Coordinator	09/09/2024 & Rs.1,00,000
5	One day workshop on Role of Academic& Administrative Audit in Higher Educational Institutions	NAAC	Dr.V.Sureshkumar, Associate Professor & Research Coordinator, Dr.PPon Meenakshi, Professor & Head- IQAC	12/09/2024 & Rs.1,00,000
6	National Seminar on Higher Education in 2025: Growth, opportunities & Challenges	ICSSR	Dr.S.Gnanapriya, Assistant Professor	29/03/2024 & Rs.1,30,000
7	Recent trends in Artificial Intelligence & Machine learning	ATAL FDP	Dr.S.Gnanapriya, Assistant Professor Dr.V.Sureshkumar, Associate Professor & Research Coordinator	23/09/2024 to 28/09/2024  Rs.3,50,000
8	National level Seminar on revised Rating System for NAAC Accreditation	NAAC	Dr.PPon Meenakshi, Professor & Head- IQAC Ms.A.Nandhini, Assistant Professor & IQAC Coordinator	09/10/2024 & Rs.1,00,000



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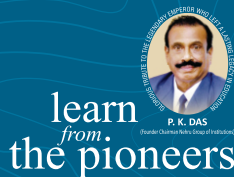
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- Nehru Institute of Information Technology & Mgmt.
- Nehru School of Architecture
- Nehru Institute of Health Sciences
- Nehru College of Nursing and Research Institute
- Nehru College of Physiotherapy
- Nehru Institute of Design
- Nehru International School
- Nehru Kids Academy
- NGI - Technology Business Incubator (TBI)
- NGI - NewGen IEDC, Coimbatore

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- Nehru College of Engineering & Research Centre
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- Jawaharlal College of Engineering & Technology
- Jawaharlal Business School
- Jawaharlal Aviation Institute
- P K DAS Institute of Medical Sciences
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- P K DAS College of Nursing
- Nehru College of Architecture
- Nehru College of Arts & Science
- Nehru Academy of Law
- Nehru Knowledge Academy
- NGI - Technology Business Incubator (TBI)

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