



## **NEHRUCOLLEGE OF MANAGEMENT COIMBATORE**

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### **NAAC SSR CYCLE - II**

#### **Criteria –VII**

##### **METRIC 7.1.1**

**7.1.1 - Measures initiated by the Institution for the promotion of gender equity and Institutional initiatives to celebrate / organize national and international commemorative days**

### C7.1.1 Index (Promotion of Gender Equity)

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### **C7.1.1 Index (Institutional initiatives to celebrate / organize national and international commemorative days)**

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### 7.1.1 - Measures initiated by the Institution for the promotion of gender equity during the last five years

The institute promotes gender sensitivity through various initiatives and actions for creating safe, secure and healthy atmosphere in the campus. This is not limited to the classrooms alone.

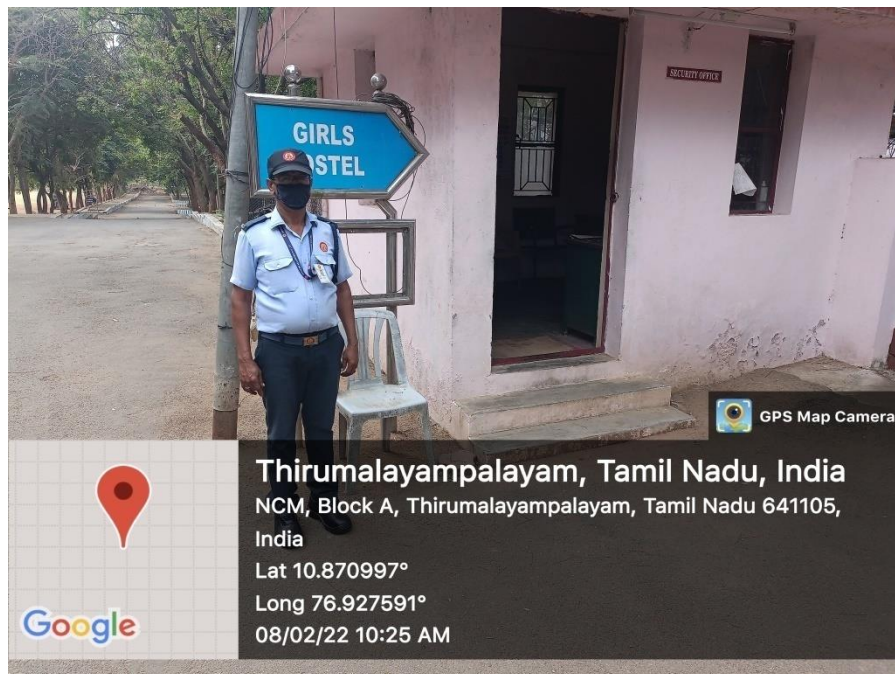
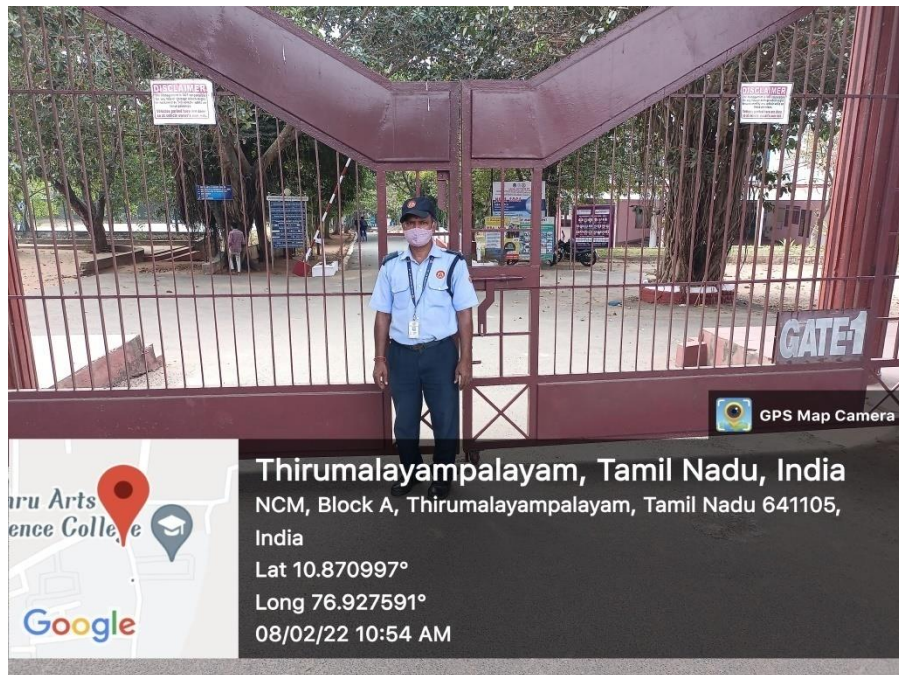
- The college promotes gender diversity in the admission policy, and it pays special attention to admitting female candidates.
- CCTV cameras have been fixed in the prominent places like hostel, campus corridors, main campus building and common places.
- A resident lady warden in the ladies' hostel is employed along with a separate resident warden for boys' hostel.
- The college has an active Internal Complaints Committee, a statutory body formed to register complaints of harassment and to undertake formal proceedings to resolve them.
- Suggestion/complaint boxes are made available at defined locations for the students and faculties to drop in their cause of concern in the form of a written complaint.
- Anti-ragging committee takes in stake of ragging incidents, if any regularly.
- Events relating to gender equity promotion are carried out throughout the year in the campus.
- The Mentor – Mentee Relationship takes care of the grievances and up-liftment of the students. Students meet their mentors for any grievances- regarding gender related issues if any, personal problems, general issues, lack of facilities, academics etc.
- Common rooms for girls are provided in the institute. All the required facilities to relax are provided in the common rooms.
- The college has organised an impressive number of events in the form of lectures, workshops each year in creating awareness amongst students about the inequalities confronting all genders. The topics includes gender sensitivity, women and work, sexual harassment, health and hygiene
- Counseling is given to the needy.



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**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
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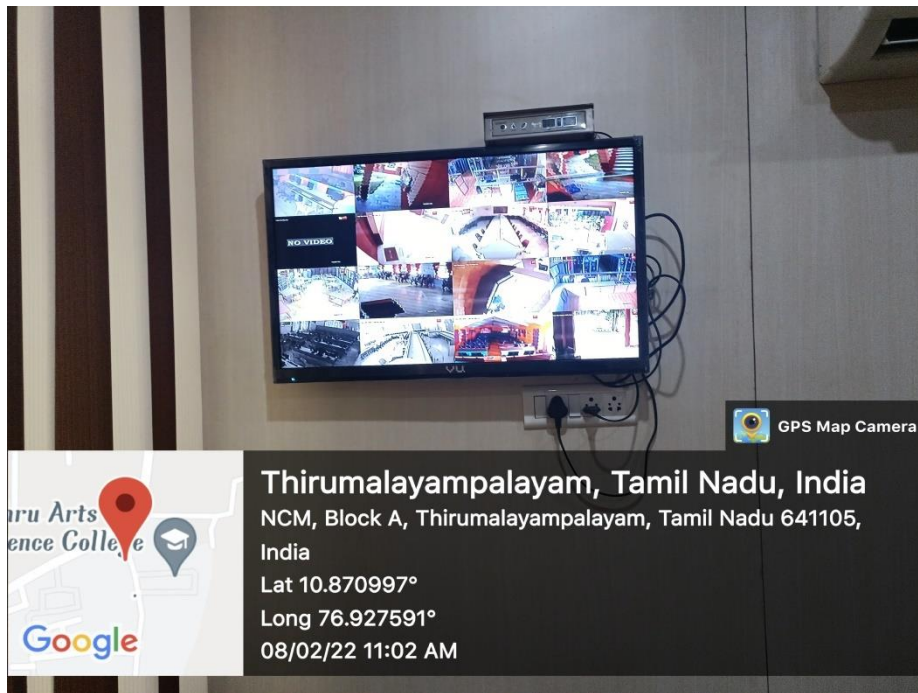
Specific facilities provided for women in terms of:

a. Safety and security



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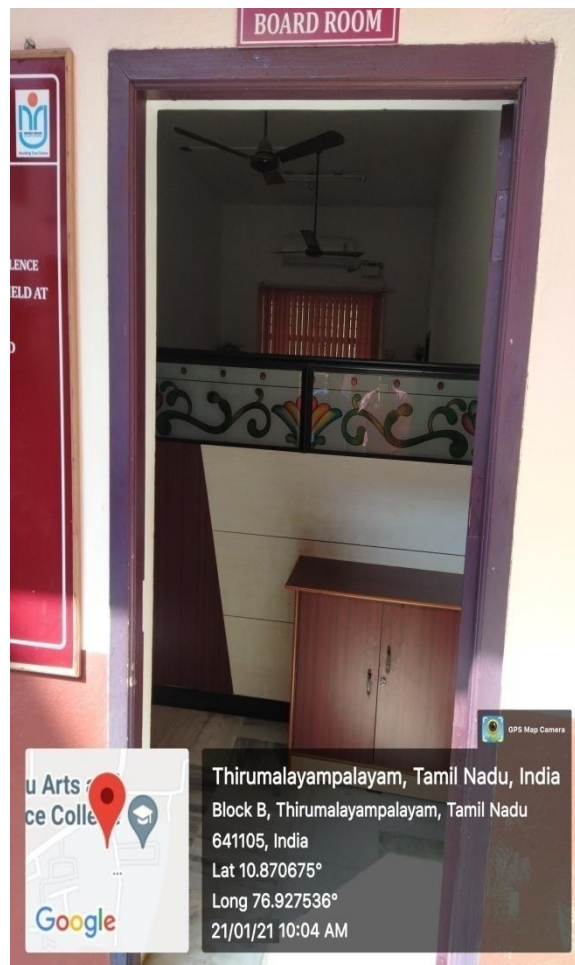




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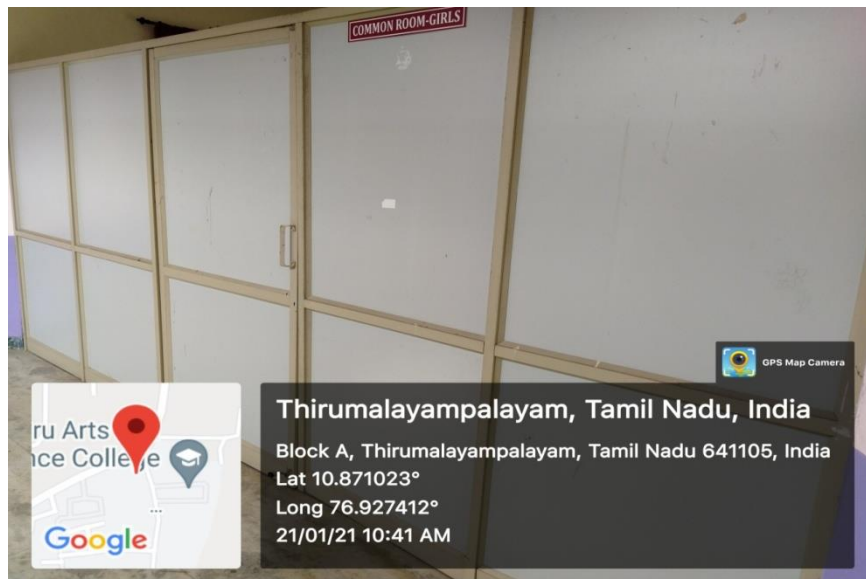
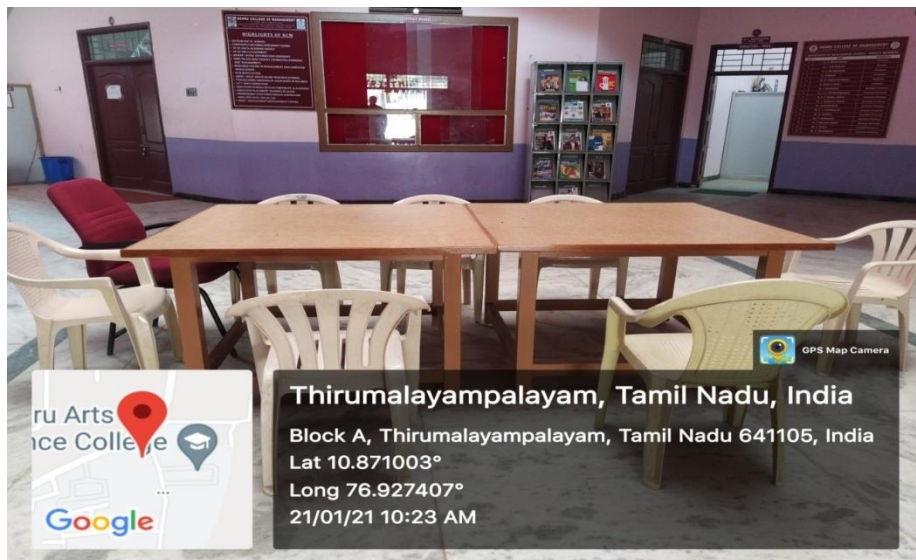
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b. Counseling Room/Board Room:



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c. Common Rooms



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## Guest Lecture on Women Empowerment ( 17-12-2021)

Women's empowerment can be defined to promoting women's sense of self-worth, their ability to determine their own choices, and their right to influence social change for themselves and others. A guest lecture on women Empowerment and emphasizing gender sensitivity was organized on December 17,2021 by Women Empowerment Cell along with IQAC. Dr.V.Suganthi, Professor, Sri Ramakrishna College of Arts and Science for women served as the resource person. The power of women in various fields were highlighted. The students of NCM were the beneficiaries.

### Outcome of the Event:

Women also known as Shakthi and the power in them in achieving great heights was understood by the participants.



## NEHRU COLLEGE OF MANAGEMENT

Affiliated to Bharathiar University, Coimbatore & Approved by AICTE, New Delhi  
Accredited by NAAC with B++ grade Recognized by UGC with 2(F) 12 (B)  
An ISO 14001-2000 Certified Institution  
'Nehru Gardens' Thirumalayampalayam, Coimbatore- 641 105

### Internal Quality Assurance Cell & Women Empowerment Cell

Jointly Organizes

**Chief Patron's**  
Dr. P. Krishna Das  
Chairman & Managing Trustee, NGI  
Dr. P. Krishna Kumar  
CEO & Secretary, NGI


**Patron**  
Dr. R. Moses Daniel  
Principal- NCM

**Convenors**  
Dr. L. Karthikeyan  
Director-MBA, NCM  
Dr. M. Sengaliyappan.  
HoD-MCA, NCM

**Coordinators**  
Dr. Kannan Paulraj,  
Prof., & Head- IQAC, NCM  
Ms.S. Sreeja  
AP-MBA, NCM

**Guest Lecture on "Women Empowerment"**

**Chief Guest**

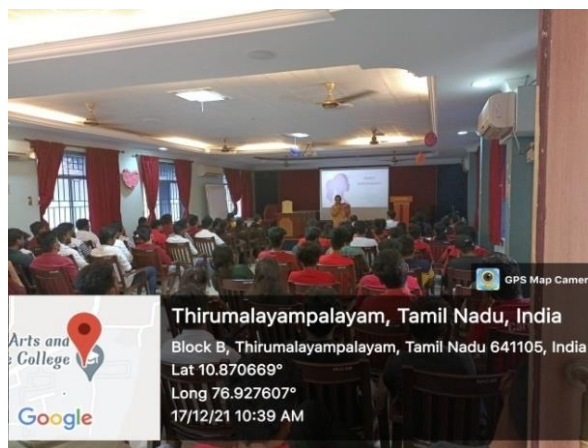


**December 17, 2021**  
**@ Vaiduriya Hall,**  
**NCM**

**Time**  
**10.00 a.m.**

**Dr. V.SUGANTHI, M.C.A., M.Phil., Ph.D.,**  
Professor, Department of Computer Science  
Sri Ramakrishna College of Arts & Science  
Coimbatore.

**All are Welcome**



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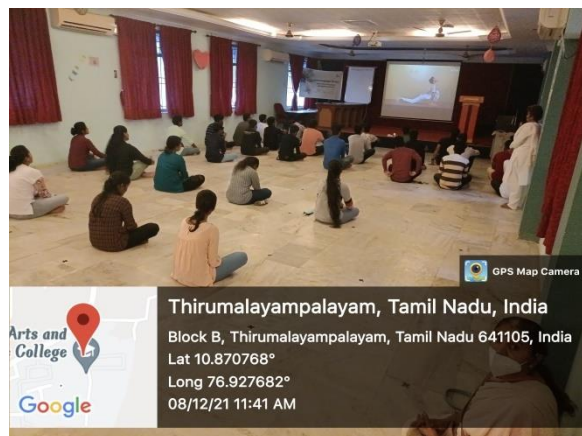
**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2011**  
**Principal**  
**Nehru College of Management**  
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## +Two days' Workshop on Art of Living ( 08.12.2021& 09.12.2021 )

Living in the Present and being happy at all times is the need of the hour. This helps in balancing the wheel of life. The college looks into various dimensions of life and prepares the students to enrich in their spiritual, physical, mental and intellectual quotients. To emphasize this, two days workshop on Art of Living in association with Esha Yoga Center, Coimbatore was organized for the students who were the beneficiaries.

### Outcome of the Event:

The students understood the meaning of life and how to live a peaceful and happy life even in turbulent times. They could also understand how to be poised in difficult situations.



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**Principal**  
**Nehru College of Management**  
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## **Two Days Students Development Programme on “Enriching Ur Thoughts towards Success” ( 18<sup>th</sup>-11-2021 & 19-11-2021)**

The IQAC, Nehru College of Management in association with the School of Management, Nehru Arts and Science College organized two days Students Development Programme on “Enriching Ur Thoughts towards Success” exclusively for the students from Nehru Arts and Science College. The theme was Enriching your thoughts towards success. Dr.KannanPaulraj Professor, NCM and Mr.S.R.Sathyanarayanan, Assistant Professor, NCM served as the resource persons.

### **Outcome of the Event:**

The students were trained to think effectively and efficiently through numerous fun filled activities. The students enjoyed the sessions through active participation and live interactions.

The poster is for a two-day student development programme. At the top, it features the logos of NCM and the Nehru Group of Institutions. The main title is 'NEHRU COLLEGE OF MANAGEMENT' in large red letters. Below this, it mentions affiliations with Thiruvallur University and approvals from AICTE and NMAC. The event is organized by the Internal Quality Assurance Cell of NCM and the School of Management of NASC. The dates are November 18 & 19, 2021. The chief guest is Dr. R. Moses Daniel, Principal of NCM. The venue is Vaiduriya Hall, NCM. The poster also lists coordinators, a convener, a patron, and chief patrons.

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Nehru Gardens, Thirumalayampalayam, Coimbatore-641 105

**Internal Quality Assurance Cell, Nehru College of Management  
&  
School of Management, Nehru Arts and Science College  
Jointly Organizes**

**Date**  
November  
18 & 19, 2021

**Two Days Student Development Programme on  
"Enriching Ur Thoughts towards Success"**

**CHIEF GUEST**  
Dr. R. Moses Daniel  
Principal, NCM  
Dr. B. Anirudhan  
Principal, NASC

**Venue**  
Vaiduriya Hall,  
NCM

**Coordinators**  
Dr. V. Shan, Dean-SOM  
& Director-IQAC, NASC  
Dr. Kannan Paulraj,  
Prof. & Head-IQAC, NCM

**Convener**  
Dr. L. Karthikeyan  
Director-NASC  
NCM

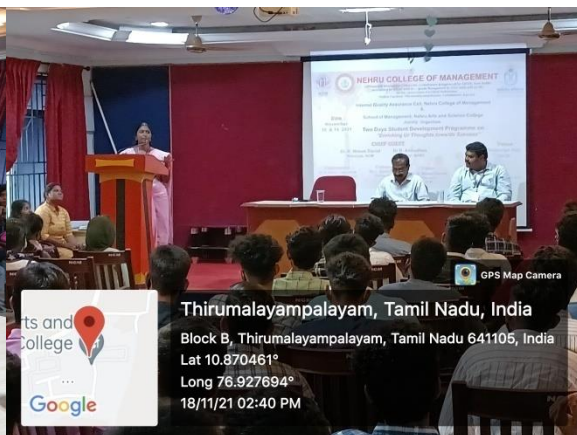
**Patron**  
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Principal  
NCM

**Chief Patron's**  
Dr. P. Krishna Das  
Chairman & Managing Trustee, NCI  
Dr. P. Krishna Kumar  
CEO & Secretary NCI

*Rug*

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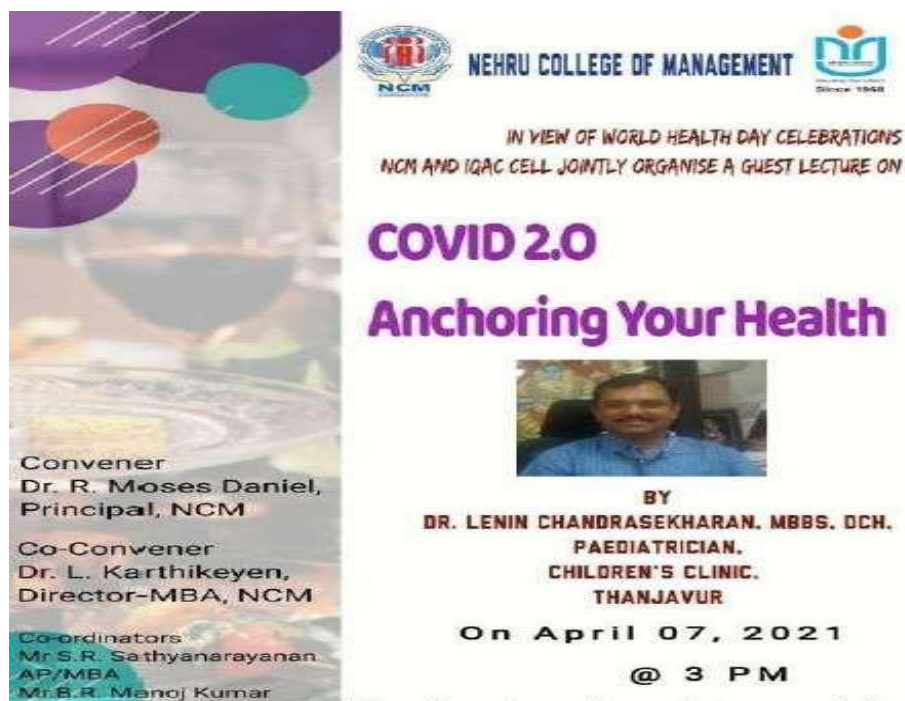
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## Anchoring Your Health (07-04-2021)

The IQAC of Nehru College of Management organized the programme “Covid 2.0 Anchoring Your Health” virtually on 07-04-2021. The theme was how to sustain and maintain health during the period of Covid. The resource Person was Dr.L.Chandrasekaran, a leading doctor from Thanjavur.

### Outcome of the Event:

The students and faculty could gain confidence and also promised to be in good health and follow the instructions by the government during Covid.



**NEHRU COLLEGE OF MANAGEMENT**  
Since 1988

IN VIEW OF WORLD HEALTH DAY CELEBRATIONS  
NCM AND IQAC CELL JOINTLY ORGANISE A GUEST LECTURE ON

# COVID 2.0 Anchoring Your Health

**Convener**  
Dr. R. Moses Daniel,  
Principal, NCM

**Co-Convener**  
Dr. L. Karthikeyan,  
Director-MBA, NCM

**Co-ordinators**  
Mr S.R. Sathyanarayanan,  
AP/MBA  
Mr B.R. Manoj Kumar

**BY**  
**DR. LENIN CHANDRASEKHARAN, MBBS, DCH,**  
PAEDIATRICIAN,  
CHILDREN'S CLINIC,  
THANJAVUR

**On April 07, 2021**  
**@ 3 PM**



*Rush*

**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2008**  
**Principal**  
**Nehru College of Management**  
**Nehru Gardens, Thirumalayampalayam**  
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## Women's Day Celebrations on 08-03-2021

Women Empowerment is the need of the hour for a Country to progress as said by Late Mahatma Gandhi. Nehru College of Management organized a function to celebrate the power of Women on March 08, 2021. Dr. Kanagarathinam, Head Commerce Department of Nehru Arts and Science College, Coimbatore graced the occasion and deliberated on women empowerment among the participants. This was followed by various competitions and winners were awarded with prizes. The beneficiaries of the event were both male and female students and staff.

### Outcome of the Event:

The Power of Women and their Contributions to Society, Work, Family and various other areas were recognized and honoured.



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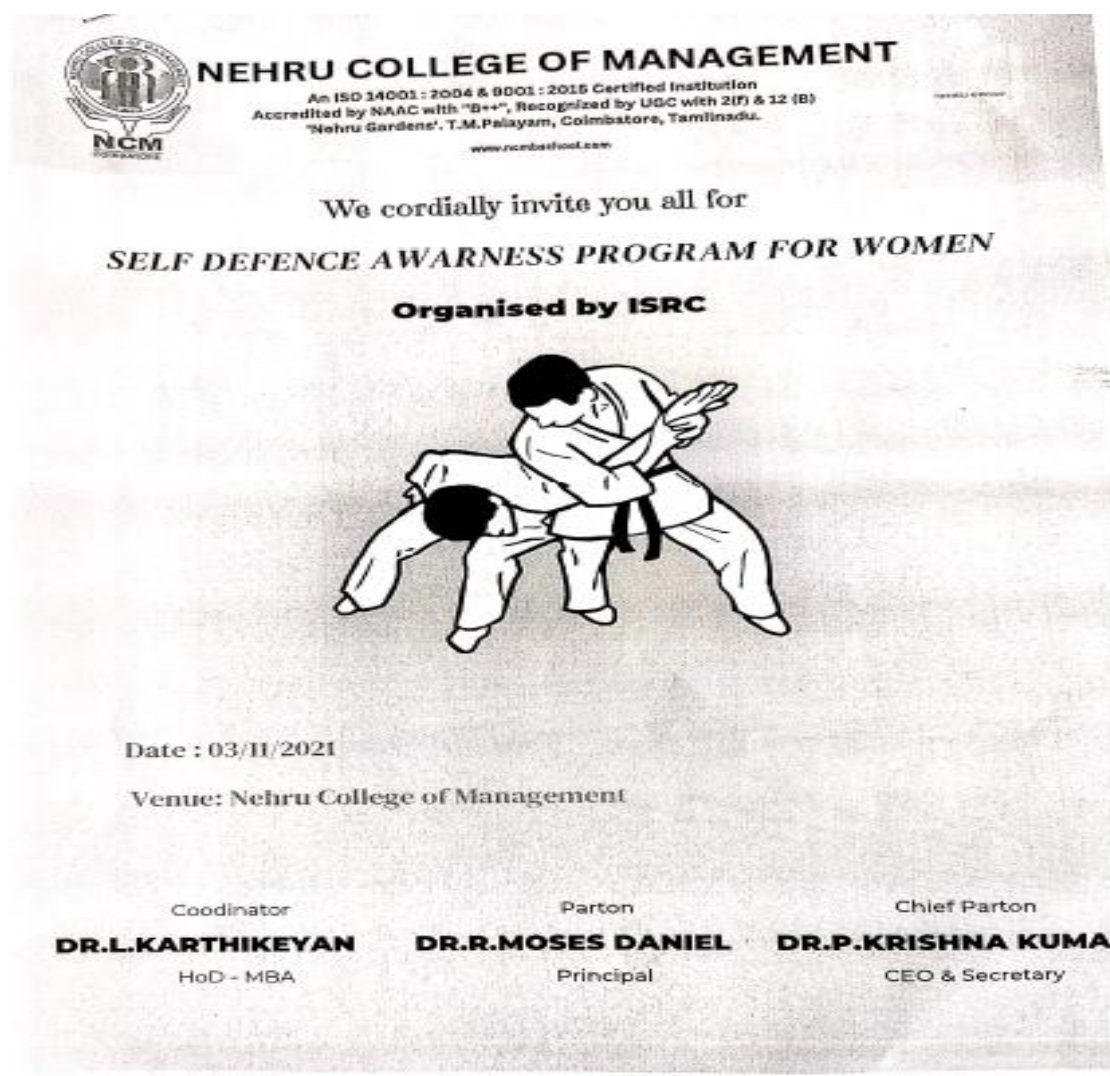
**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2001**  
**Principal**  
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## Self Defense Awareness Program For Women (03-11-2021)

The ISRC Cell of Nehru College of Management organized the programme “**Self Defense Awareness Program For Women**” on 03-11-2021. In the current scenario, women need to take care of themselves and guard themselves against intruders and miscreants. To emphasise on the above, the students were taught few defense tactics.

### Outcome of the Event:

The female fraternity could learn some defense tactics in guarding themselves. They were confident in safe guarding themselves.



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**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2013**  
**Principal**  
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**Principal**  
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### **Workshop on Yoga for Physical and Mental Healthiness (25-11-2020)**

Nehru College of Management organized a workshop on Yoga for Physical and Mental Healthiness on 25-11-2020. Health is the basics for all activities. The importance of health in various aspects and the remedial measures to be taken could be identified from this programme.

#### **Outcome of the Event:**

Health one of the building blocks of human life could not be under estimated. Health both physical and mental play a vital role in one's career. The students could understand this and promised to maintain good health by doing yoga.



*Rust*

**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2008**  
**Principal**  
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**Coimbatore - 641 105**

## **International Yoga Day ( 21-06-2019)**

Yoga encourages a positive and healthy lifestyle for the physical, mental and emotional health of the Students. It helps in the development of strength, stamina, endurance and high energy at the physical level by empowering oneself with increased concentration, calm, peace and contentment at a mental level leading to inner and outer harmony. It is one of the best practices followed in Nehru College of Management, the focus of which is to ignite the mind of the students with positive thoughts and vibes. Every year International Yoga day is celebrated in NCM. This year with more focus and clarity in vision the college celebrated the Yoga Day on 21 June 2019.”Yoga for health” is the theme of this year’s celebration the program was organized by Prof Vimala , around 36 students participated the program.

### **Outcome of the Event:**

The importance of Yoga in maintaining both physical and mental health were the key take aways from the programme.



*Rushi*  
**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2009**  
**Principal**  
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### **Entrepreneurs Week Celebrations ( 06/08/2018)**

A program was organized by The Entrepreneurship Development Club of Nehru College of Management for the year 2018, where applications were invited from interested candidates from various other colleges regarding the topic- The Entrepreneur in YOU. Ten college students from different areas were selected for the program. Students from both categories ( Male and Female ) came out with so many innovative ideas and explained the process well. Students from Nehru Institute of Information Technology & Management secured the first prize, for their innovative thinking on nutritional Supplements to improve your cognitive function, creativity, and focus.

### **Outcome of the Event:**

The program paved way to think creatively and brought out the entrepreneurial skills in the students. The program highlighted the importance of being an employer rather than being an employee.



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### **A Program on Women Health and Hygiene (08-03-2018)**

Nehru College of Management organized a programme exclusively for female fraternity on the importance of health and hygiene on March 08, 2018 as part of Women's day Celebrations. The Women Development Cell organized the programme with Professor Dr.M.V.Subha from Anna University as the resource person.

#### **Outcome of the Event:**

The importance of hygiene for women was clearly demonstrated through various examples. The female students could clarify their doubts and the programme was a huge success.



*Rush*

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## Empowering Women through Digitalization media (04-07-2017)

Women Empowerment Cell of Nehru College of Management organized an interactive session on the topic “**Empowering Women through digitalisation media**” on July 04, 2017. The Principal of Nehru college of Management Dr .S. Franklin John highlighted the importance and need of self awareness which can be made possible through empowering her in all aspects especially in the digital world.

### Outcome of the Event:

The event highlighted why self-respect and dignity is important for women. Students have to be very cautious while posting their personal information in social media and different types of abuses faced by women today and how to overcome it were well explained..



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### **A Program on Meditation The Power (21-06-2017)**

Nehru College of Management organized the Programme “**Meditation The Power**” on June 21,2017 with Mrs.S.Maheswari, Assistant Professor from NGM College Pollachi as the resource person. The Chief Guest explained how one’s personal life can be changed by practicing yoga on regular basis. She also demonstrated some asanas which are very simple to perform. She also imparted the power of mind and asanas to control the mind.

#### **Outcome of the Event:**

The importance of yoga and its practice in daily life is ought to bring several benefits to the individual both in physical and mental wellness. This was well experienced through students performing some asanas under the guidance of the resource person.



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## National Youth Day Celebrations – Plantation of Saplings ( 17-01-2022)

The Environment Club as part of its Go-Green Initiatives plants saplings on various occasions. This time to Commemorate birthday of Swami Vivekananda, National Youth Day Celebrations was organized. This was followed by Plantation of Saplings by our Staff Members from various categories.

### Outcome of the Event:

The Saplings will remind us to take care of our youth as it grows. The power and importance of Youth in building Nation in current global scenario and importance of clean green campus was reminded from time to time.



*Rudra*

**DR. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2008**  
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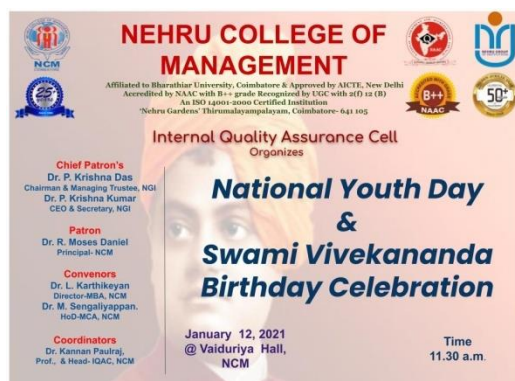


## National Youth Day & Swami Vivekananda Birthday Celebrations ( 12-01-2022)

Youth are the Nation Builders. The strength of a nation lies in its Youth Population. To commemorate the birthday of Swami Vivekananda , the IQAC of college organized National Youth Day on January 12,2022. Flowers were showered to the Portrait of Swami Vivekananda by all staff members. This was followed by pep talks on Swami Vivekananda and his various contributions by Dr.R.Moses Daniel, Principal NCM, Dr.L.Karthikeyan, Director – MBA, Dr.Sengaliappan, HOD-MCA and Dr.Paulraj Kannan, Head – IQAC.

### Outcome of the Event:

The Power of Youth was appreciated and teachers contribution and their role in building a Nation through Youth and the action plan to be taken was well understood.



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## Pongal Celebrations ( 12-01-2022)

Nehru College of Management appreciates various Cultures of our students and believes in Unity in Diversity. To remove the cultural shock and face the world in today's global scenario, opportunities are utilized and encouraged to know and celebrate various events. This time to appreciate and know the culture of Pongal festival from Tamilnadu, Pongal Day Celebrations was organized on January 12, 2022. The Team NCM cooked pongal, offered to Lord Sun and celebrated the event remembering the farmers and cattle.

### Outcome of the Event:

The Culture of Tamilnadu with respect to Pongal remembering the importance of food and the turmoil of hard work behind this by the farmers and cattle were highly appreciated. It was decided to take serious measures not to waste food in then days to come.



*RMD*  
**DR. R. MOSES DANIEL, M.B.A., Ph.D., P.D.C.A., 2011**  
**Principal**  
**Nehru College of Management**  
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## Christmas Day Celebrations ( 17-12-2021)

The Birth of Jesus Christ, an important day in the Christianity was organized and celebrated on December 17, 2021 by the Student Development Council of NCM. This is part of knowing the culture and traditions of Christianity. Santa Clause offered sweets and gifts to students and cultural events were organized to make the function a grand success.

### Outcome of the Event:

Celebrations bring people together. This inculcates harmony and builds great relationships. Together We can and Win is the message imbibed in the minds of students.



*Rudra*

**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2008**  
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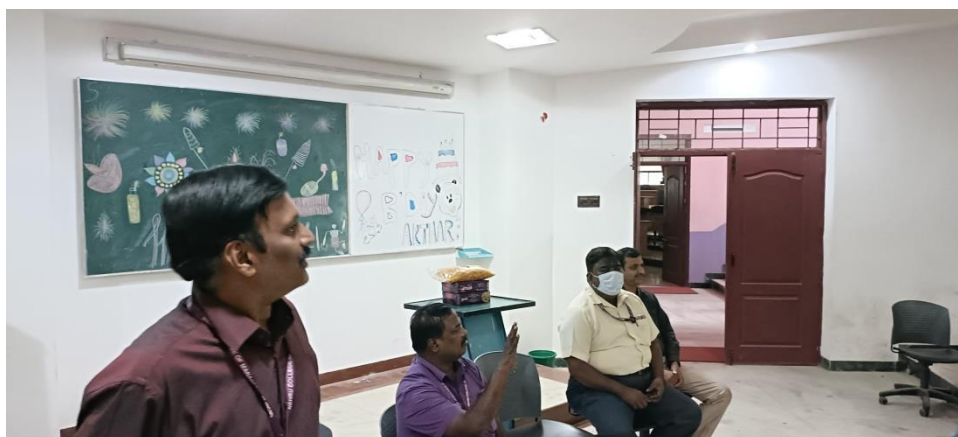


## Diwali Celebrations(02.11.2021)

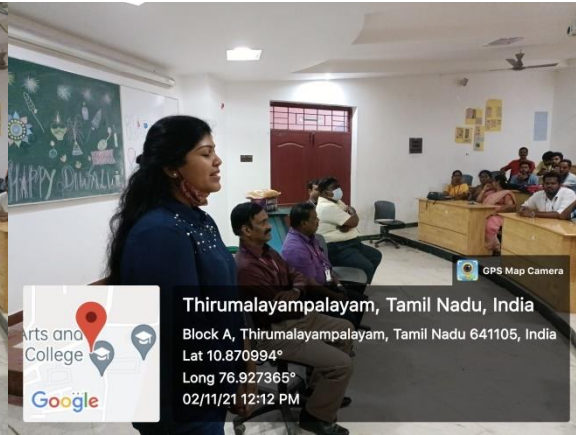
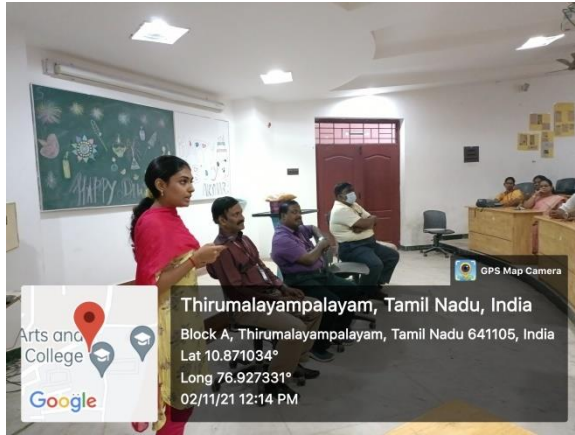
India is a Country with rich heritage and varied culture. As part of understanding the cultural diversity, celebrations are organized to bring people close together. The college organized Diwali Celebrations on November 02, 2021 which emphasizes on lighting up our hope and dispensing the darkness or evil. The students of the college were the beneficiaries. The students participated in various cultural events making the event a memorable and joyful one.

### Outcome of the Event:

The students understood the culture of Hindus and traditions behind the events related to daily life.



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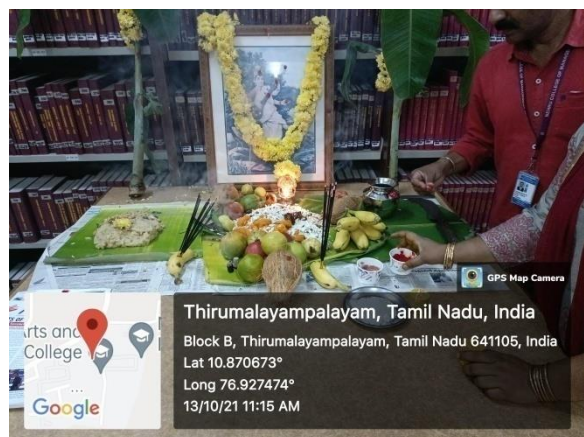


## Pooja Celebration (13.10.2021)

Goddess Saraswathi is Known for Knowledge and Education. Pooja Celebrations as part of the cultural gatherings, Saraswathi Pooja was celebrated on October 13,2021 at Library on the College Premises.

### Outcome of the Event:

The Campus was Cleaned, all staff gathered to celebrate the pooja in unison and a healthier relationship was formed to work together to reach greater heights.



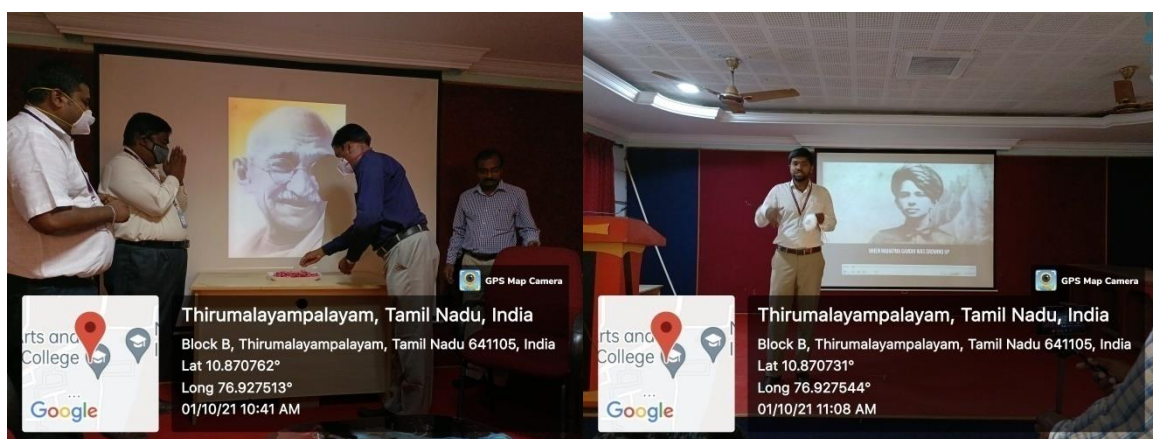
*RMD*  
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**Principal**  
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## International Non-Violence Day & 152nd Birth Anniversary of Gandhi ( 01.10.2021)

The IQAC of Nehru College of Management organized a programme on October 1, 2021 to stress the importance of non-violence and commemorate the 152<sup>nd</sup> birth anniversary of father of our nation Mahatma Gandhi. Flowers were showered on the portrait of great leader Mahatma Gandhi. This was followed by speeches from senior Professors of the college covering non-violence and contributions of the great leader to the country.

### Outcome of the Event:

Leadership the Gandhian Way was well understood by the participants of the function.



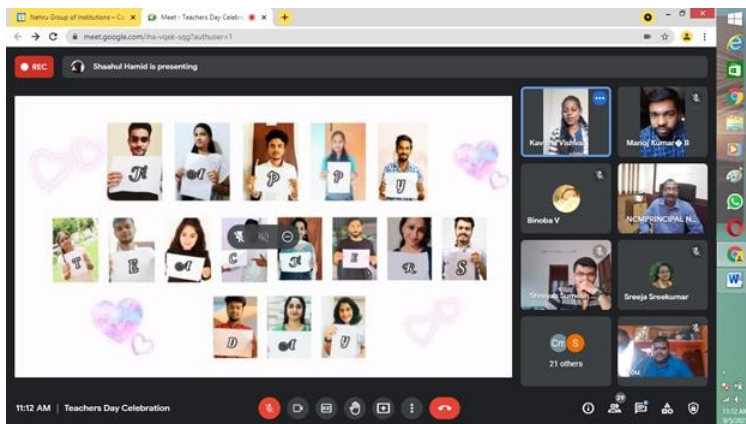
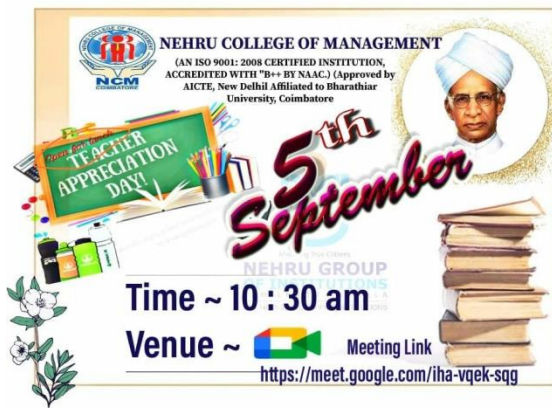
*Rust*  
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**Principal**  
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## Teachers Day Celebration ( 05.09.2021 )

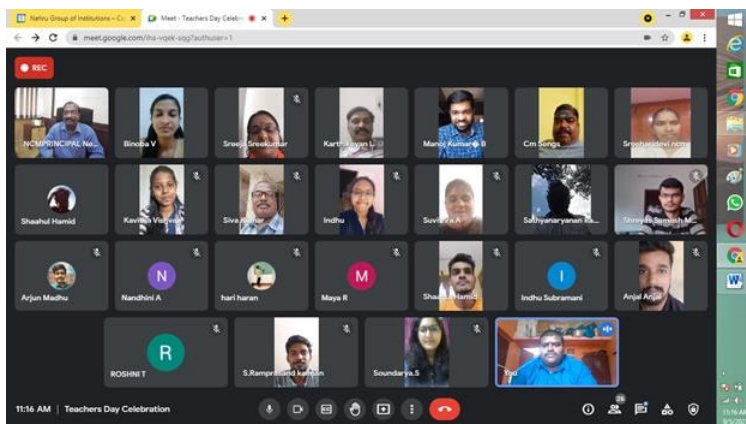
The students organized teachers day celebrations to honour the valuable services rendered by their teachers on September 05, 2021. Fun filled activities, cherishing pleasant memories in the class room and role of teachers in nation building were demonstrated by the students.

### Outcome of the Event:

The event reminded the services of teachers and their hard work to be maintain the success in building true professionals. It was a day for teachers as a gift from our students.



*Rush*



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## Virtual Onam Celebration (20.08.2021)

Nehru College of Management comprises students mainly from the states of Tamilnadu and Kerala. The college encourages Unity in Diversity among students by organizing various programmes to promote co-operation and co-ordination comprising various cultures. This year due to Covid, Onam Celebrations were organized virtually on August 20, 2020. Celebrations though online didn't miss the fun filled activities and high interactions among the students.

### Outcome of the Event:

We were separated due to covid, but united with technology to celebrate onam virtually. A new experience in the new normal creating great hopes and dreams was the outcome of the event.



## VIRTUAL ONAM 2021 VIRTUAL ONAM 2021

### MALAYALI MANNAN

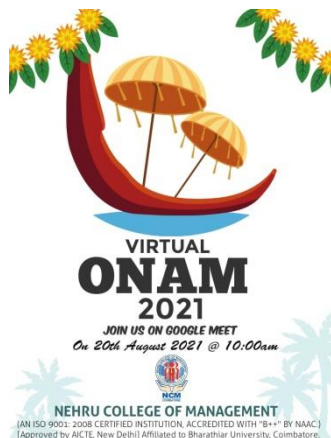


*Entrants must submit their recent video in Onam attire to the respective coordinators.*

### MALAYALI MANKA



*Entrants must submit their recent video in Onam attire to the respective coordinators.*



## VIRTUAL ONAM 2021 KOTHIYOORUM MADHURAM



*Entrants must submit their Payasam Preparation video to the respective coordinators.*

*Rush*

**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2008**  
**Principal**  
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## Dr. B.R. Ambedkar Day Celebrations on 13-04-2021

It is part of our tradition to remember the great leaders who have rendered enormous services to Our Country. In this regard IQAC Cell of NCM organized and celebrated the great leader Dr.B.R.Ambedkar's birthday on April 13,2021. Dr.R.Moses Daniel Principal alongwith Dr.L.Karthikeyan Director and Dr.Kannan Paulraj IQAC remembered the contributions of the great leader. The entire Team NCM comprising of Faculty Members, Student Fraternity and Support Staff participated in the event.

### Outcome of the Event:

The beneficiaries of the event were all members of the Institution. The Outcome of the event was remembering great leader Dr.B.R.Ambedkar and his contributions to our Country.



## Nehru College of Management

Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
Accredited by NAAC with B++ grade Recognized by UGC with 2(f) 12(B)  
An ISO 9001: 2015 Certified Institution, Thirumalayampalayam,  
Coimbatore - 641 105.



Commemorating *The 130th Birthday* of The  
Architect of Indian Constitution

*Dr. Babasaheb Ambedkar Punyatithi*  
(14 April 1891 - 06 December 1956)

On April 13, 2021 @ 3.00 PM  
Venue: Vaiduriya Hall



Organised by  
IQAC, NCM

**Organizer**  
Dr. Kannan Paulraj  
Head-IQAC, NCM

**Coordinators**  
Mr. P. Sivakumar, Asso. Prof., -MBA  
Ms. A. Nandhini, Asst., Prof., - MCA

*Rush*

**Dr. R. Moses Daniel, MBA., Ph.D., PGDCA, 2009**  
**Principal**  
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**Coimbatore - 641 105**

## Women's Day Celebrations on 08-03-2021

Women Empowerment is the need of the hour for a Country to progress as said by Late Mahatma Gandhi. Nehru College of Management organized a function to celebrate the power of Women on March 08, 2021. Dr. Kanagarathinam, Head Commerce Department of Nehru Arts and Science College, Coimbatore graced the occasion and deliberated on women empowerment among the participants. This was followed by various competitions and winners were awarded with prizes. The beneficiaries of the event were both male and female students and staff.

### Outcome of the Event:

The Power of Women and their Contributions to Society, Work, Family and various other areas were recognized and honoured.



*Ravi*  
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## **Pongal Celebrations on 12-01-2021**

Nehru College of Management believes in Unity in Diversity. The college accommodates students from various parts of the country. To understand and also promote the various cultures of our country, Celebrations are held throughout the year. The fine arts and cultural club of NCM organized pongal celebrations on January 12, 2021.

### **Outcome of the Event:**

The various Cultures are Understood by students and staff. Cultural Shock is removed. At the same time, celebrations lead to joy and happiness among all.



*RMS*  
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## Pooja Celebration 2020

India is a Country with rich heritage and various cultures. The college brings in harmony among the students and make them understand these cultures through well organized celebrations. The College organized Sarawathi Pooja / Ayudha Pooja Celebrations to remember and honour Goddess Saraswathi and all the equipments used in our daily life.

### Outcome of the Event:

The event made the participants understand about de-cluttering the work space and the benefits derived by tidying up the environment. It was an occasion to remember and Celebrate Goddess Sarawathi, the god for education to shower her blessings on the students.



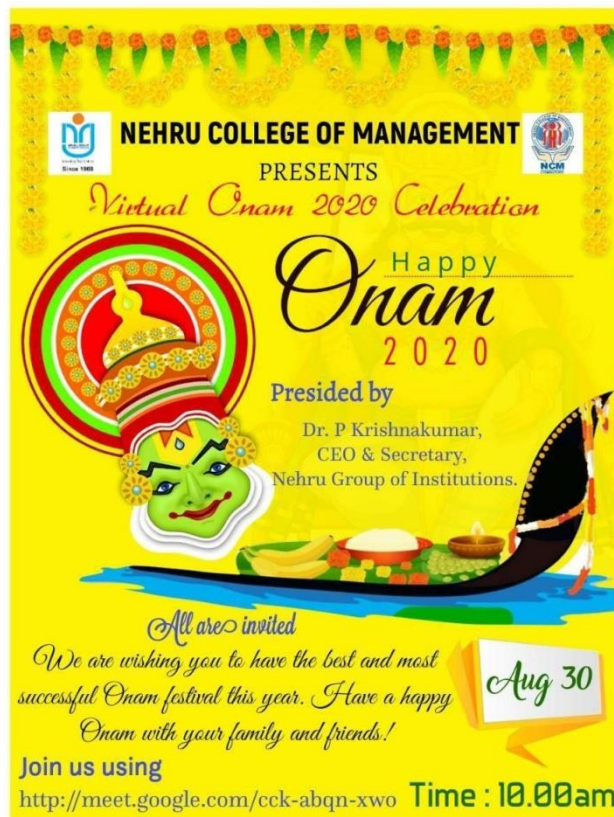
*Rush*  
**Dr. R. Moses Daniel, M.B.A., Ph.D., PGDCA, 2003**  
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## Virtual Onam Celebrations ( 30-08-2020 )

Nehru College of Management comprises students mainly from the states of Tamilnadu and Kerala. The Institute nurtures the concept of Cultural Diversity. The college encourages students to understand various cultures by organizing various programmes to promote co-operation and co-ordination. This year due to Covid'19, Onam Celebrations were organized virtually on August 30, 2020. The traditions, history and culture of Keralites were exhibited through various events online. This fostered a better relationship among the students from various cultural background.

### Outcome of the Event:

Celebrations led to joy and happiness among all. The togetherness could be felt even though the program was online. Virtual Onam Celebrations brought people together even though we were separated. Thanks to the digital technology for keeping us united in the period of pandemics.



*Rug*  
**Dr. E. Moses Daniel, M.B.A., Ph.D., P.D.C.A., 2013**  
**Principal**  
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## **Pon Onam Celebration ( 06-09-2019 )**

One of the major cultural festivals in the college campus celebrated is Pon Onam. This brings the awareness of Keralite Culture among the students as is Pongal, the culture of Tamilnadu. The event witnessed various activities including sundarikku pottu idal, musical and dance extravaganza followed by onam sadhya (feast)

### **Outcome of the Event:**

The beneficiaries of the event were all members of the Institution. The Outcome of the event was to become aware of culture of Kerala . The event also paved way for socialization which is the need of hour to bring togetherness and promote team-work among the students.



*Rudra*  
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### **“Cultural Day” – Onam Celebrations : 14-08-2018**

Our College celebrated Onam festival on August 14, 2018 in our college campus. The festival of Onam is celebrated with much enthusiasm not only in Kerala, but by Malayalis everywhere around the world. Onam is commemorated as the homecoming of King Mahabali. The celebrations span over ten days. The ten-day festival began on August 15 and the main day of the celebration is August 25. Let this Onam festival be the start of your good and prosperous life.

#### **Outcome of the Event:**

The beneficiaries of the event were all members of the Institution. The Outcome of the event was to become aware of culture of Kerala . The event also paved way for socialization which is the need of hour to bring togetherness and promote team-work among the students.

The event created unison and a healthier relationship to work together to reach greater heights. It also fostered interpersonal skills and team skills among the students.




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**National Girl Child Day (24<sup>th</sup> January 2018) - “A Girl Child Is Always A Daddy’s Girl And Mommy’s World”.**

*“You can call your daughter “Beta” but won’t ever call your son “Beti” this signifies why Daughters are so special”.* With a Purpose to spread awareness in society about the lack of equality girls facing today compared to boys, National Girl Child Day is celebrated across India every year on 24th January. In 2008 the Government of India and the Ministry of Women and Child development started Girl Child Day. To commemorate it Nehru College of Management in association with Women Development Cell has organized an event in which the students of both MBA and MCA had jointly started a program in Thirvanampalayam village by making the people understand the importance of girl child’s health and education and its effect in the development of the society. Separate sessions and activity is conducted by student development council to make them understand the relevance of women hood in the society.

**PONGAL CELEBRATION “18”**

Pongal is the harvest festival of Tamil Nadu, celebrated on the first day of ‘Thai’ (Tamil month). A festival to thank God for all his goodness and mercies and to look forward to a prosperous year. It usually falls on the 14th or 15th of January in the English calendar. Nehru College of Management celebrated Pongal on the 12th of January for the year 2018. Students were asked to report by 8:15 a.m. in traditional dhotis and sarees to mark the occasion. The celebration started around 9:30 a.m. The entrance of the staff room was decorated with colorful Rangoli. The college gathered to celebrate pongal with their respective departments with the supervision of the staff members of the college. It was an ambience filled revelry, music, dance and the joyful faces reverberated with big smiles. Pongal was prepared by the staff and students. The ceremony was inaugurated by lighting the firewood, by Dr. S. Franklin John Principal Nehru College of Management.

  
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*Rus*

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## TEACHERS DAY CELEBRATION - 23/09/2017

World Teachers' Day is celebrated on October 5 but every country celebrates the day on different dates and in India, Teachers' Day or Shikshak Divas marks the birthday of the country's first Vice President (1952–1962) who went on to become the second President of India (1962-1967), a scholar, philosopher, Bharat Ratna awardee, a highly-respected teacher and prolific statesman - Dr Sarvapalli Radhakrishnan, who said that "teachers should be the best minds in the country." Nehru College of Management together with student development council has organized a program on Teachers day which was celebrated on the above said date. Students organized several programs that involve songs and skit showing the relevance and influence of teachers to the society. All student from MBA and MCA participated in the event.



*Rush*  
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## “ONAM 17”

Onam festival is celebrated to honor King Mahabali who visits “Kerala” at the time of Onam. Kerala opens up with an entirely new world of an exotic taste, exquisite fragrances, and an enchanting display of beauty for the tourists when Onam is being celebrated. The festivities and celebration at the festivals makes the soul and body dance with the exciting beats of music. Nehru College of Management together with Student Development council has organized the event which makes it more important because of the blending of two different cultures (Kerala and Tamil Nadu).



*Rust*

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### **World Nature Conservation Day (Bike Rally) on 28th July 2017.**


Nehru College of Management in association with Environmental club organized a bike rally to raise the awareness about protecting nature and conserving natural resources to save the earth from the dangers of adverse impact of climate change. It acknowledges that a healthy environment is a foundation for a stable and healthy society. The program was divided into two parts, in the first part samplings were planted by faculty members and students which involve students of both MBA and MCA department, and in the second part a bike rally was organized in which interested students from other colleges can also participate. Around 36 students from different colleges participated in the rally. The event was a grand success, students learned that societies and corporations must focus on reducing the carbon footprint, greening the manufacturing and industrial sector. Adoption of climate friendly practices and its need and importance to protect the environment is observed by the students.



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### **World Environment Day- June 5, (2017-2018)**

The purpose of the Environmental Club is to raise awareness on the issues of- pollution, conservation of resources, and promoting the green way of life. This year, our goal is to be GREEN. Giving Respect to the Environment, and to Envision a Natural world. In this respect Nehru College of Management has organized a painting competition, in which students from different colleges participated. Certificate of participation was given to all participants. Around 126 students participated the program. First prize is scored by Nehru Arts and Science College followed by Sri Ram Krishna College of Arts and Science Coimbatore.

  
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