



## Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Dr. N.G.P.- Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
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### **DEPARTMENT ACTIVITIES**

**(2015-16)**

#### **1. GUEST LECTURE**

| <b>S. No.</b> | <b>Date</b> | <b>Name and Designation of the Resource Person</b>                                  | <b>Topic</b>                                      | <b>Venue</b>       | <b>Beneficiary</b>   |
|---------------|-------------|---|---|--------------------|----------------------|
| 1             | 01-Oct-15   | Mr. K .R. Ayyaswamy,<br>Asst, Director (Retd), Reserve Bank of India                | Impact Of Global Environment On<br>Indian Economy | Conference<br>Hall | B.Com PA<br>Students |
| 2             | 28-Sep-15   | Mr. Sharlon D' Silva,<br>Senior Sales Trainer, L& T, Mutual Funds                   | Building A Financial Plan                         | Conference<br>Hall | B.Com PA<br>Students |
| 3             | 14-Sep-15   | Prof. Dr. P. Karthikeyan,<br>Department of MBA, Kongu Engineering<br>College, Erode | Innovations in Banking Sector                     | Conference<br>Hall | B.Com PA<br>Students |
| 4             | 14-Sep-15   | Prof. Dr. A. Mahadevan, Department of MBA,<br>Adigrat University, Ethiopia          | International Marketing                           | Conference<br>Hall | B.Com PA<br>Students |

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|---|-----------|--|---------------------------------------|--------------------|----------------------|
| 5 | 16-Jul-15 | Prof. Dr. L. Ashok Kumar,<br>Department of EEE, P.S.G. College of<br>Technology, Coimbatore  | Green Marketing                       | Conference<br>Hall | B.Com PA<br>Students |
| 6 | 09-Jul-15 | Mr. S. Thirupathi,<br>Textile Engineer and Scientist, Medical<br>Textile, The South India Textile Research<br>Associations (SITRA), Coimbatore | Entrepreneurial Development           | Conference<br>Hall | B.Com PA<br>Students |
| 7 | 7-Sep-15  | Mr. Subramaniam,<br>Centre Head, TIME Institute, Coimbatore  | Bank Exam Coaching                    | Conference<br>Hall | B.Com PA<br>Students |
| 8 | 30-Jun-15 | Mr. C. Devaraj,<br>Chartered Accountant, VL Institute of<br>Management Sciences, Coimbatore  | Career Counseling Program             | Conference<br>Hall | B.Com PA<br>Students |
| 9 | 10-Jun-15 | Rtn. CA. K.C Senthil Kumar,<br>Senior Partner SSVS&CO, Tiruppur  | Chartered Accountant -Career Guidance | Conference<br>Hall | B.Com PA<br>Students |

## 2. EXTENSION ACTIVITIES

| S. No. | Date      | Nature of the extension   | Place                              | Students involved |
|--------|-----------|---|------------------------------------|-------------------|
| 01.    | 20-Oct-15 | Sontham Orphanage - Vadavalli   | College Campus                     | 55                |
| 02.    | 16-Sep-15 | Personal Hygiene  | Govt. Elementary School-<br>Arasur | 55                |
| 03.    | 12-Sep-15 | World first aid day- Awareness of first aid for road accidents, fire accidents, heart attacks, snack bites, etc | College Campus                     | 55                |

## 3. STAFF PUBLICATION

| Sl.No | Name of Author         | Paper Title  | Journal Name             | Vol & Issue No                  | Month of Pub. Indexed in | Impact Factor | Free/Paid | Citation Index                  | Is Peer Received | Remarks |
|-------|------------------------|--|--------------------------|---------------------------------|--------------------------|---------------|-----------|---------------------------------|------------------|---------|
| 1     | Dr. P. Jayasubramanian | Impact on globalization of Indian Agriculture            | -                        | pp.756-761                      | 20.08.2015               | -             | Paid      | ISBN: 978-81-920808-7-1         | -                | -       |
| 2     | Dr. P. Jayasubramanian | A Study On Customer Satisfaction Towards Online Shopping | International Journal Of | Volume 01, Issue 08, pp.489-495 | Jun-15                   | 5.2           | Paid      | ISSN: Print 2394-7500<br>ISSN : | -                | -       |

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|---|------------------------|---|---|---------------------------------|------------|------|------|---|---|---|
|   |                        |   | Applied Research  |                                 |            |      |      | online<br>2394-5869                                       |   |   |
| 3 | Dr. P. Jayasubramanian | A Study on Information, Communication Technologies Learning Practices In Educational Institutions In Coimbatore | International Journal Of Applied Research                           | Volume 01, Issue 08, pp.480-485 | Jun-15     | 5.2  | Paid | ISSN: Print<br>2394-7500<br>ISSN :<br>online<br>2394-5869 | - | - |
| 4 | Dr. P. Jayasubramanian | A Study of consumer satisfaction towards LED Technology with reference to LED TV Coimbatore of Tamil Nadu       | International Journal Of Applied Research                           | Volume 01, Issue 10, pp.866-870 | Aug-15     | 5.2  | Paid | ISSN: Print<br>2394-7500<br>ISSN :<br>online<br>2394-5869 | - | - |
| 5 | Dr. P. Jayasubramanian | Financial Analysis of Sakthi Sugar Private Limited, Coimbatore  | International Journal of Multidisciplinary Research and Development | Volume 02, Issue 10, pp.246-250 | Oct-15     | 5.74 | Paid | ISSN: Print<br>2349-5979<br>ISSN:<br>online<br>2349-4182  | - | - |
| 6 | Linda Mary Simon       | Rural Entrepreneurship in India - Challenges and Problems   | -   |                                 | 20.08.2015 | -    | Paid | ISBN: 978-81-920808-7-1                                   | - | - |

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|----|------------------|---|---|----------------------------------|------------|-------|------|--|---|---|
| 7  | Linda Mary Simon | Mudra Bank to 'fund the unfunded' small entrepreneurs- A conceptual framework                                   | International Journal of Multidisciplinary Research and Development | Volume 02, Issue 09, pp. 33-35   | Sep-15     | 4.342 | Paid | ISSN: 0976-2183                                  | - | - |
| 8  | Linda Mary Simon | Learn to Manage Stress - A conceptual framework   | International Journal of Multidisciplinary Research and Development | Volume 02, Issue 10, pp. 159-160 | Oct-15     | 5.742 | Paid | ISSN: 2349-5979                                  | - | - |
| 9  | N. Ramya         | Impact on globalization of Indian Agriculture   | -   | pp.756-761                       | 20.08.2015 | -     | Paid | ISBN: 978-81-920808-7-1                          | - | - |
| 10 | N. Ramya         | A Study on Information, Communication Technologies Learning Practices In Educational Institutions In Coimbatore | International Journal Of Applied Research                           | Volume 01, Issue 08, pp.480-485  | Jun-15     | 5.2   | Paid | ISSN: Print 2394-7500<br>ISSN : online 2394-5869 | - | - |
| 11 | D. Sivasakthi    | A Study On Customer Satisfaction Towards Online Shopping  | International Journal of Applied Research                           | Volume 01, Issue 09, pp.489-495  | Jun-15     | 5.2   | Paid | ISSN: Print 2394-7500<br>ISSN :                  | - | - |

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|----|------------------|---|---|---------------------------------|--------|-----|------|--|---|---|
|    |                  |   |   |                                 |        |     |      | online<br>2394-5869                              |   |   |
| 12 | D. Sivasakthi    | An Analysis Of Selective Indian Public Sector Banks Using CAMEL Approach                                  | International Journal of Applied Research | Volume 01, Issue 08, pp.626-630 | Jul-15 | 5.2 | Paid | ISSN: Print 2394-7500<br>ISSN : online 2394-5870 | - | - |
| 13 | Mr. P. Kanagaraj | A Study of consumer satisfaction towards LED Technology with reference to LED TV Coimbatore of Tamil Nadu | International Journal Of Applied Research | Volume 01, Issue 10, pp.866-870 | Aug-15 | 5.2 | Paid | ISSN: Print 2394-7500<br>ISSN : online 2394-5869 | - | - |