



Dr- N-G-P- ARTS AND SCIENCE COLLEGE

An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore
Approved by Government of Tamil Nadu & Accredited by NAAC with 'A' Grade (2nd Cycle)

DST-FIST DBT-Star College Scheme

Dr- N-G-P--Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India-

Template for Department Activities: (2018-2019)

1. Guest Lecture/Invited Lecture

S- No-	Date	Name and Designation of the Resource Person	Topic	Venue	Beneficiary
Academic Year 2018 - 2019					
1	06-Jul-18	Prof.G.Lenin Kumar Dean BIMS College Dubai, UAE	Investment and Share Market	Conference Hall	Students
2	14- Jul -18	Mr.K.Senthil (alumnus) Chief Manager – Trade Marketing Chola Insurance Services Pvt. Ltd. Chennai	Future of Marketing	Conference Hall	Students
3	18- Jul -18	Mrs.Karthikayani Murugan Clinical Psychologist Kovai Medical Center and Hospital & Dr.N.G.P. Educational Institutions Coimbatore	Psychological Well-being of College Students	Conference Hall	Students
4	06-Sep-18	Mr.K.Thinesh Tilton Chief Manager ICFAI Group Tamil Nadu and Kerala	Campus to Corporate	Conference Hall	Students
5	08-Sep-18	Mrs.Pavithra Raghunath C.A., EDHRM.,	Working Capital Management	Conference Hall	Students

		Planning & Strategy Air Asia (India) Ltd Bengaluru			
6	30-Jan-19	Mr.V.Saravana Krishnan Officer – Business Development National Small Industries Corporation Ltd. (NSIC) Coimbatore	Role of NSIC	Conference Hall	Students
7	09-Feb-19	Mr.R.Kannan General Manager District Industries Centre (DIC) Coimbatore	Role of DIC in Entrepreneurship Development	Conference Hall	Students

2. Seminar /Workshop Conferences organized

S- No-	Date	Nature of the Event (Conference/ Seminar/Workshop)	Number of External Participants	Title of the Event	Name & Designation of the Speakers	Name & Affiliation Chair & Co-chair	Funding Agency	Total Funding
Academic Year 2018 - 2019								
1	20-Sep-18	Conference	345	Entrepreneurship and Women Empowerment	Ms.Jasmin Karim K Proprietor – National Interior and Furniture Managing Director – RIT & CAD Center Director –	-	-	-

					Square Architects and Interior Palakkad, Kerala			
2	20-Sep-18	Conference	345	Entrepreneurship and Women Empowerment	Mrs.Mahalakshmi Saravanan-Founder Women Entrepreneurs India Chennai, Tamil Nadu	-	-	-
3	20-Sep-18	Conference	345	Entrepreneurship and Women Empowerment	Mrs.R.Subathra CEO- PVR Foods Coimbatore, Tamil Nadu	-	-	-
4	20-Sep-18	Conference	345	Entrepreneurship and Women Empowerment	Mrs.N.Nandhini Priya CEO- AEKA Herbal Cosmetics Pvt. Ltd. Chennai, Tamil Nadu	-	-	-
5	28-Feb-19	Workshop	65	Data Analysis and Interpretation	Dr.V.Abirami	-	-	-

					Professor– Management Dr.N.G.P. ASC			
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3. Extension Activities

S- No-	Date	Nature of the extension	Place	Students involved
Academic Year 2018 - 2019				
1	07-Feb-19	Ms.Nivethana Thiyagaraj Ms.V.Srinidhi - III BBA(CA)	Goodbye To Plastics	Panchayat Union Middle School, Shajahan Nagar, Saravanampatti, Coimbatore
2	02-Mar-19	Drawing Competition	Patriotism	Panchayat Union Middle School, Veeriampalayam, Coimbatore.

4. Staff Recognitions:

S- No-	Name of the Staff	Acted As	Name of the Programme	Date	Venue
Academic Year 2018 - 2019					
1	Dr.V.Abirami	Resource Person	Orientation	03-Jul-18	Department of Commerce Finance, Dr.N.GP.ASC
2	Dr.S.Mohan	Resource Person	Guest Lecture	04-Oct-18	KMCH College of Pharmacy
3	Dr.V.Abirami	Resource Person	Guest Lecture	04-Mar-19	Department of Computer

					Applications
4	Dr.V.Abirami	Subject Expert	Board of Studies	23-Mar-19	Selvam Arts and Science College (Autonomous), Salem
5	Dr.S.Mohan	Subject Expert	Board of Studies	30-Mar-19	Kongu Arts and Science College (Autonomous), Erode

5. Staff Participation

S- No-	Date	Name of the Faculty	Name of the Workshop/FDP/Training Programme	College
Academic Year 2018 - 2019				
1	23-Aug-18	Dr.S.Mohan S.N.Selvaraj	FDP	IBS ICFAI Business School, Coimbatore
2	27-Aug-18	R.Rukmathan	National Conference on “Research Avenues in Social Science”	P.K.R.Arts College for Women, Gobi
3	27-Sep-18 & 28-Sep-18	T.Nithya	FDP	ICT Academy Akshaya College of Engineering & Technology, Coimbatore
4	05-Oct-18	T.Nithya	International Conference on “Impact of Cyber Crime & Security Management in Digital Transactions Issues and Challenges	Sankara College of Science & Commerce, Coimbatore
5	26-Oct-18	Dr. V.Abirami	Workshop	Bharathiar University & Association of Principals of

	& 27-Oct-18			Colleges of Bharathiar University
6	27-Oct-18	S.N.Selvaraj	Workshop	Ramakrishna Mission Vivekananda Educational and Research Institute & Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore
7	03-Sep-18 to 09-Sep-18	Dr.S.Mohan R.Venkatesan Dr.K.Vanitha Devi R.Rukmathan S.N.Selvaraj T.Nithya Dr.V.Abirami N.Kiruthika B.Gokila Devi	FDP	Dr.N.G.P. Arts and Science College (Autonomous) Coimbatore

6. Staff Presentation

S- No-	Date	Name of the Faculty	Name of the Conference	Name of the title	College
Academic Year 2018 - 2019					
1	01-Mar-19	Mr.A.Ragukumar	Public Relation Officer	Leadership Skills	Kovai Medical

					Center Research and Education I Trust, Coimbatore
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7. Students Presentation

S-no	Date	Name of the student	Name of the event	Name of the title	College
Academic Year 2018 - 2019					
1	10-Aug-18	R.Pradeesh S.Mukilan	International Conference	Business Law	Nehru Institute of Technology, Coimbatore
2	10-Aug-18	D.Subasri R.Nandhini	International Conference	Digital Marketing	Nehru Institute of Technology, Coimbatore
3	10-Aug-18	R.Padmavathi	International Conference	Consumer Behaviour	Nehru Institute of Technology, Coimbatore
4	10-Aug-18	S.Sakthivel M.Kaviarasan	International Conference	Rural Marketing	Nehru Institute of Technology, Coimbatore
5	10-Aug-18	S.Vivinbharat V.Pravin	International Conference	Import and Export	Nehru Institute of Technology, Coimbatore
6	10-Aug-18	M.Reena Sherin	International	Recent Trends in	Nehru Institute of

		P.Janani	Conference	Green Marketing	Technology, Coimbatore
7	10-Aug-18	S.Birunthika R.Princela	International Conference	Branding Strategies	Nehru Institute of Technology, Coimbatore
8	21-Aug-18	V.Pravin M.Kaviarasan S.Vivin Bharat	Workshop/ Training Programme	Let's Start Up	ORENDA Social Enterprise
9	27-Aug-18	S.Pavithra V.Pravin S.Vivin Bharat K.Akilandeshwari S.Birunthika M.Kaviarasan M.Reena Sherin S.Divya P.Janani	National Conference	Research Avenues in Social Science	P.K.R.Arts College for Women, Gobichettipalayam
10	07-Sep-18	T.Ari Hara Pravin M.Deepak V.Kanya S.M.Karthick	MAGNIFICO'18	MAGNIFICO'18	Sri Ramakrishna College of Arts & Science for Women

		Venkatesh B.Kavin Siddarth R.K.Mathan Bharathi R.Mathan Kumar B.Mythili Nivethana Thiyagaraja K.Supreetha V.Vaikundamani			
11	10-Sep-18	T.Arihara Pravin – 161BM002	Seminar	Data Breach	Dr.N.G.P.Educational Institutions
12	10-Sep-18	K.J.Bavadharani – 161BM007	Seminar	Women Entrepreneurship	Dr.N.G.P.Educational Institutions
13	10-Sep-18	A.R.Niranjan – 161BM027	Seminar	Academic Pressure	Dr.N.G.P.Educational Institutions
14	10-Sep-18	R.J.Nivedhithaa – 161BM029	Seminar	E-Commerce	Dr.N.G.P.Educational Institutions
15	10-Sep-18	Praveen Kumar B – 161BM137	Seminar	An Indian Entrepreneur	Dr.N.G.P.Educational Institutions
16	03-Jan-19	Santhosh S	GESTAO 2.0	Acumen (Best)	PSGR Krishnammal

		Tamilselvan R Karthick Venkatesh Haridharshan Ramasamy Mathan Kumar R Sriharan V Logesh S		Intellect)	College for Women
17	03-Jan-19	Indumala N Abitha B Priyanga S Bhavesh S Patel	GESTAO 2.0	Brain Storming	PSGR Krishnammal College for Women
18	25-Jan-19	Abitha S Indumala N Logesh S Shiny A	ECOMARK'19	Criticizing Advertisement	Kaamadhenu Arts and Science College, Sathyamangalam, Erode Dt
19	25-Jan-19	Santhosh S Sridhar A	ECOMARK'19	Business Quiz	Kaamadhenu Arts and Science College, Sathyamangalam, Erode Dt
20	02-Feb-19	Sridhar A Santhosh S	INSPIRE 2019	Ad Act	Nehru Institute of Technology, Coimbatore

21	02-Feb-19	Santhosh S Sridhar A	INSPIRE 2019	Master Mind Quiz	Nehru Institute of Technology, Coimbatore
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8. Staff Publication

S- No-	Name of the Faculty	Title	Journal Name	ISSN / ISBN No- Date of publishing Vol- No-	Impact Factor	SCI/WoS/U GC/SSCI/S copus
Academic Year 2018 - 2019						
1	N.Kiruthika	An Outlook of Green Marketing	Journal of Management Research and Analysis (JMRA)	Issue 2, ISSN 2394-2770 Vol.5, Jun 2018 pp.15-18.	4.878	
2	A.Ragukumar	A Preliminary Investigation of Knowledge Creation Practices in Unaided Arts and Sciences College Teaching Faculty Member	MERC Global's International Journal of Management	ISSN 2321-7278 e-ISSN 2321-7286 Issue 3, Vol.6, July 2018 pp.77-81	0.952	
3	R.Rukmathan	Food Processing Industry: Service Concepts, Issues and its Scenario in India	IOSR Journals	p-ISSN 2319-7668 e- ISSN 2278-447X Special Issue, 19 th Aug 2018		
4	Dr.V.Abirami	Innovative Banking Services and Products	Journal of Banking, Finance and Insurance Management	Issue 1, Vol.2, Sep 2018		

5	R.Venkatesan	A Study on the Merchandiser's Challenges in Maintaining Supply Chain Efficiency during Production Process	Global Journal for Research Analysis (GJRA)	ISSN 2277-8160 Issue 9, Vol.7, Sep 2018	5.156	
6	Dr.V.Abirami & R.Venkatesan	A Study on Black Pepper Exports and The Challenges Faced by the Merchant Exporters in Coimbatore	Journal of Emerging Technologies and Innovative Research	ISSN 2349-5162 Issue 10, Vol.5, October 2018	-	
7	Dr.V.Abirami & B.Gokiladevi	A Study on Perception of Consumer on Online and Integrated Marketing Communication	International Journal of Research and Analytical Review (IJRAR)	E-ISSN 2348-1269 P-ISSN 2349-5138 Issue 4, Vol.5, Dec 2018	5.75	
8	R.Rukmathan	A Study of Emotional Intelligence on the Performance of Nursing Excellence	International Journal of Research and Analytical Review	E-ISSN 2348-1269 P-ISSN 2349-5138 Issue 4, Vol.5, Dec 2018	5.75	
9	Dr.R.Nithya	Need for Anaphoric Resolution towards Sentiment Analysis – A	International Journal of Education and Management (IJEME)	E-ISSN 2305-8463 P-ISSN 2305-3623 Issue 1, Vol.9, Jan 2019	-	

		Case Study with Scarlet Pimpernel (Novel)				
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9. Staff / Student Consultancy

S- No-	Name of the Staff / Student	Area of Consultancy	Duration	Place where Consultancy was offered	Amount
Academic Year 2018 - 2019					
1	Jenifer	Marketing & Sales	6 Month	AEKA Herbal Cosmetics Pvt. Ltd. Chennai	Company– Rs.1324 Students – Rs.316

10. Co-curricular Activities

S- No-	Name of the Event	Date	Venue	Prize won
1	Long Jump-6.80 Mts	17-Oct-18	Bharathiar University	First
2	4 x 400m Relay	17-Oct-18	Bharathiar University	Second
3	Running – 5km	04-Aug-19	Kovai Athletic Club - Genesis	Second
4	Running – 10000 mts	14-Aug-19 & 16-Aug-19	Coimbatore District Athletic Association	First
5	Running – 5000 mts	14-Aug-19 & 16-Aug-19	Coimbatore District Athletic Association	Third
6	Running – 10000 mts Running – 5000 mts	06-Oct-19 to 08-Oct-19	Taminadu Athletic Association	Second Third

11. Students Participation

S- N o-	Date	Name of the Students	Event	College	Inter Collegiate / Inter Departmental	Prizes won
Academic Year 2018 - 2019						
1	19-Jul-18	Reshma R K	Essay Writing Competitio n	Kalam Students Awareness Council – Venue: DRNGPASC	Inter Collegiate	Second
2	06-Sep-18	Nandhini R Gayathri R Anupriya B Suba Sri D Rezia N	Business Plan	Kongunadu Arts and Science College, Coimbatore	Inter Collegiate	First
3	06-Sep-18	Bavadharani K J	Quiz	Kongunadu Arts and Science College, Coimbatore	Inter Collegiate	Second
4	26-Sep-18	Bavadharani K J Nivedhitha R J	Quiz	Dr.N.G.P. Arts and Science College	Inter Department	Second
5	26-Sep-18	Kavin Siddharath B	Soap Carving	Dr.N.G.P. Arts and Science College	Inter Department	First
6	26-Sep-18	Devenderan S Vaikundamani N	Connection s	Dr.N.G.P. Arts and Science College	Inter Department	Second
7	03-Jan-19	Karthick Venkatesh	Brain	PSGR Krishnammal		Second

		Tamilselvan R Mathan Kumar R Haridharshan Ramasamy	Storming	College for Women	Inter Collegiate	
8	29-Jan-19	Stephen Japakumar S Praveen Kumar B	Shoot-um-up (short film)	Dr.N.G.P. Arts and Science College	Inter Department	Third
9	29-Jan-19	Kishore C Sri Haran V	MIMEMA (MEME)	Dr.N.G.P. Arts and Science College	Inter Department	First

12. Students Counseled

S- No-	Name of the class	Number of Students
Academic Year 2018 - 2019		
1	III BBA(CA)-A	3
2	III BBA(CA)-B	9

13. Book Publications:

S- No	Date	Name of the staff	Name of the Book	Name of the Publisher
Academic Year 2018 - 2019				
1	21-Aug-18	Jayaprakash Rajendran Batch: 2002-2005	How to Become Rich	Sharjah – U.A.E.

14. Alumni Interaction

S-No-	Date	Resource person	Topic	Venue
Academic Year 2018 - 2019				
1	21-Jun-18	S.Krishanth Proprietor Sri Shakthiy Retail Shop Colombo Sri Lanka	Business Startup	Conference Hall

15. NGP EXPO

- Department of Management Studies conducted “**NGP EXPO** ” on 28th February 2018. The purpose of the Expo is to enhance the Entrepreneurial skill, Marketing skills, Leadership skills and Organizing skills, etc.