



Dr. N.G.P ARTS AND SCIENCE COLLEGE

An Autonomous Institution Affiliated to Bharathiar University

Re - Accredited by NAAC with 'A' Grade

COIMBATORE - 641 048

News Letter 2016 - 2017

EDITORIAL BOARD

PATRONS

Dr. Nalla G Palaniswami

Chairman

Dr. Thavamani D Palaniswami

Managing Trustee & Secretary

ADVISOR

DR. P.R. Muthuswamy

Principal

EDITOR

Dr. M. Prakash

HoD

Commerce with Computer Applications

EDITORIAL MEMBERS

Ms. V. Jayashree

Ms. H. SHANU

Assistant Professors

Commerce with Computer Applications



DEPARTMENT OF

Commerce with Computer Applications

EDITORS' DESK

We are glad to bring out the sixth issue of Commerce with Computer Applications newsletter "COMRADE" for the academic year 2016-2017. Over the year the members of the association have performed, achieved and succeeded in their academic and career development.

We are thankful to the department for their outstanding performance. This newsletter exhibits the table of conferences / seminars and workshops organized by the department. It also focuses on the awards and rewards achieved by the faculties and students. We hope that this newsletter will be interesting and informative.

ACHIEVEMENTS OF THE DEPARTMENT

STAFF ACHIEVEMENT

Mr.M.Prakash, Mrs. S.Arun Priya and Mrs.T.Snekalatha have been awarded with Doctorate in Commerce.

GRANTS RECEIVED

Mr.C.Eahambaram, Assistant Professor has received a grant of Rs.1,35,000 from UGC for Minor Research Project entitled "A study on socio economic condition and quality of work life among women workers in textile industry with special reference to Coimbatore district".

AWARENESS PROGRAMMES

Our department has conducted a one day Special Awareness program on "ROAD SAFETY PRACTICES & TECHNICAL UPDATION DEMO" on 06.02.2017 in our college.

VALUE ADDED COURSES 2016-17

The department has undertaken an MOU with "I STAR" to offer a course on "CERTIFICATE IN FINANCIAL ACCOUNTING" for the students of Second Year B.Com (CA).



PAPERS AND ARTICLES PUBLISHED BY STAFF ISSN PUBLICATIONS (2016-17)

Research Publications in Edited Books

Publication of Research Papers at the State / National / International Levels and Patents

Author(s)	Title of the paper	Journal with ISSN	Volume No. Issue No.	Year of Publication	Page(pp)
Dr. M. Prakash	A study on Customer Awareness and Satisfaction about Agricultural Credit provided by State Bank of India	Bonofring International Journal of Industrial Engineering and Management Science	Volume - 2	2016	165-167
	Consumer's Attitude and Buying Behavior of Organic/Green Products with Reference to Erode District	Journal of Commerce & Trade	Vol. XI No. 2	2016	42-48
Dr. P. Jayasubramaniam	Factors influencing freight forwarders in selection of airlines	International Journal of Interdisciplinary Research in Arts and Humanities, 2456 - 3145	Volume - 1 Issue - 1	2016	141-142
Ms. N. Renugadevi	Stress affecting physiological aspects of employees working in private sector banks	International Journal Multidisciplinary Research and Development, P-ISSN:2349-5979:E-ISSN:2349-4182			
Mrs. M. Shanthini Devi	Impact of financial literacy on financial decisions and financial outcomes of employees working in IT sectors	International Journal Multidisciplinary Research and Development, P-ISSN:2349-5979:E-ISSN: 2349-4182	Vol3, issue 12	2016	135-139
Mrs. T. Snekalatha	A Research on Factors Affecting Customer Satisfaction In Retail Banking	International Journal of Applied Research, 2394-5869	Vol 2, Issue 8	2016	675-676
Mr. C. Eahambaram	A Research on Factors Affecting Customer Satisfaction In Retail Banking	International Journal of Applied Research, 2394-5869	Vol 2, Issue 8	2016	675-676

Ms. H. Shanu	A study in quality of Work life	The International Journal of informative and Futuristic research, 2347-1647	Volume - 1 Issue - 1	2016	156-159
	A study on Customer Awareness and Satisfaction about Agricultural Credit provided by State Bank of India	Bonofring International Journal of Industrial Engineering and Management Science	Volume - 2	2016	165 - 167
Ms. V. Jayashree	A study on Customer Awareness and Satisfaction about Agricultural Credit provided by State Bank of India	Bonofring International Journal of Industrial Engineering and Management Science	Volume - 3	2016	121 - 123

Conference Proceedings of staff

Date	Name of the Staff	Seminar/Workshop/FDP (ISBN PUBLICATION)	Theme	College
16.08.2016	Dr.M. Prakash	Economic Empowerment of Women through Entrepreneurship – Problems and Prospects	Economic empowerment of Women through entrepreneurship-Problems and Prospects	Dr. N.G.P. Arts and Science College
16.08.2016	Dr. P. Jayasubramaniam	Empowerment of women Entrepreneurship In Indian context	Economic empowerment of Women through entrepreneurship	Dr. N.G.P. Arts and Science College
16.08.2016	Ms. N. Renuga Devi	Challenges and opportunities for women Entrepreneurship in Indian context	Economic empowerment of Women through entrepreneurship	Dr. N.G.P. Arts and Science College
16.08.2016	Mr. C. Eahambaram	Women entrepreneurship growth and performance of MSMES in India	Economic empowerment of Women through entrepreneurship	Dr. N.G.P. Arts and Science College
16.08.2016	Ms. H. Shanu	Developing entrepreneurship among youth in India	Economic empowerment of Women through entrepreneurship	Dr. N.G.P. Arts and Science College
16.08.2016	Mrs. N. Priyanandhini	Women entrepreneurship and growth and performance of MSMES In India	Economic empowerment of Women through entrepreneurship	Dr. N.G.P. Arts and Science College

16.08.2016	Mr. M. Rajakrishnan	Economic Empowerment of Women through Entrepreneurship - Problems and Prospects	Economic empowerment of Women through entrepreneurship	Dr. N.G.P. Arts and Science College
24.08.2016	Ms. H. Shanu	Unorganized labourer challenges and opportunity in Indian context	Professionalising unorganized sector	Dr. N.G.P. Arts and Science College
24.08.2016	Mr. C. Eahambaram	Unorganized labourer challenges and opportunity in Indian context	Professionalising unorganized sector	Dr. N.G.P. Arts and Science College
24.08.2016	Mr. M. Rajakrishnan	Unorganized sector in India - Challenges and opportunities in Indian perspective and labour issues	Professionalising unorganized sector	Dr. N.G.P. Arts and Science College
24.08.2016	Dr. P. Jayasubramaniam	Unorganized sector in India - Challenges and opportunities in Indian perspective and labour issues	Professionalising unorganized sector	Dr. N.G.P. Arts and Science College

Research Publications in International and National Journals
JOURNALS

Date	Staff Name	Journal	Title	Impact Factor	Page No.
5.09.2016	Mrs. T. Snekalatha	International journal of applied research	A research on factors affecting customer satisfaction in retail banking	5.2	675 - 676
5.09.2016	Mr. C. Eahambaram	International journal of applied research	A research on factors affecting customer satisfaction in retail banking	5.2	675 - 676

PAPER PRESENTATION

Date	Staff Name	National / International Conference	Title
16.09.2016	Mrs. K.Kalaivani	National Conference	Cognitive Science - The Newest Science of the Artificial
16.09.2016	Ms.V.Jayashree	National Conference	Cognitive Science - The Newest Science of the Artificial
16.09.2016	Ms.S.Dharani	National Conference	Cognitive Science - The Newest Science of the Artificial

16.08.2016	Ms. N. Priyanandhini	National Seminar	Economic Empowerment of women through Entrepreneurship - Problems and Prospects
07.09.2016	Ms. N .Priyanandhini	International Symposium	Business Challenges under Globalization

PARTICIPATION OF FACULTY TO PRESENT PAPERS IN CONGRESSES / CONFERENCES / SEMINARS/ WORKSHOPS, SYMPOSIA

Name of the Faculty	Congress/Conference/Seminar/Workshop and Venue	Title of the paper	Period
Dr. M. Prakash	National Conference, Dr. N.G.P Arts and Science College	Economic Empowerment of Women through Entrepreneurship – Problems and Prospects	16.08.2016
Dr. P. Jayasubramaniam	National Conference, Dr. N.G.P Arts and Science College	Empowerment of women Entrepreneurship In Indian context	16.08.2016
	National Conference., Dr. N.G.P Arts and Science College	Unorganized sector in India-Challenges and opportunities in Indian perspective and labour issues	24.08.2016
Ms. N.Renugadevi Devi	National Conference, Dr. N.G.P Arts and Science College	Challenges and opportunities For women Entrepreneurship In Indian context	16.08.2016
	National Conference at Karpagam University	Impact of outsourcing for organization Sector	23.9.2016
Mrs. M.Shanthini Devi	National Conference at Karpagam University	Lean Accounting	23.9.2016
Mr. C. Eahambaram	National Conference at Dr. N.G.P Arts and Science College	Women entrepreneurship and growth and performance of MSMES In India	16.08.2016
	National Conference at Dr. N.G.P Arts and Science College	Unorganized labourer challenges and opportunity in Indian context	24.08.2016
	National Conference at Dr. N.G.P Arts and Science College	Corporate Social responsibility	Corporate Social responsibility
Dr. T. Snekalatha	National Conference at Annai Vailankanni Arts and Science College	Emerging opportunities and challenges in the service sector	29.01.2016
Ms.N.Priyanandhini	National Conference at Dr. N.G.P Arts and Science College	Women entrepreneurship and growth and performance of MSMES In India	16.08.2016
Mrs. K.Kalaivani	National Conference at Coimbatore Institute of Management and technology	Cognitive Science- The newest science of the artificial	16.09.2016

Ms.H.Shanu	National Conference at Annai velankanni arts and science college	Emerging opportunities and challenges in the service sector	29.01.2016
	National Conference at Dr. N.G.P. Arts and Science College	Corporate Social responsibility	24.08.2016
	National Conference at Dr. N.G.P. Arts and Science College	Developing entrepreneurship among youth in India	16.08.2016
	National Conference at Dr. N.G.P. Arts and Science College	Unorganized laborer challenges and opportunity in Indian context	24.08.2016
	National Conference at Dr. N.G.P. Arts and Science College	Wireless sensor network	20.08.2016
Ms.V.Jayashree	National Conference at Coimbatore Institute of Management and technology	Cognitive Science- The newest science of the artificial	16.09.2016
	National Conference at Annai velankanni arts and science college	Emerging opportunities and challenges in the service sector	29.01.2016
	National Conference at Dr. N.G.P. Arts and Science College	Wireless sensor network	20.08.2016
Mr. M. Rajakrishnan	National Conference at Dr. N.G.P. Arts and Science College	Economic Empowerment of Women through Entrepreneurship – Problems and Prospects	16.08.2016
	National Conference at Dr. N.G.P. Arts and Science College	Unorganized sector in India-Challenges and opportunities in Indian perspective and labour issues	24.08.2016

ASSOCIATION ACTIVITIES

Event (Guest Lecture / Workshop / Seminar)	Date	Resource Person	Topic	Venue
Guest Lecture	06.07.2016	Dr. S. Thanga Manikandan	Vaasippum Nesippum	Kambar Arangam
Guest Lecture	01.07.2016	Mrs. Lavanya	3D Animation	Kambar Arangam
Guest Lecture	13.07.2016	Mr. P. Mohan Babu	International Financial Reporting Standards	Smart Class
Guest Lecture	09.08.2016	Dr. P. Karthikeyan	Financial Planning For Young Investors	Smart Class
Guest Lecture	28.07.2016	Mr. K.C. Senthilkumar	Career Guidance Programme	Smart Class

Guest Lecture	10.08.2016	Mr. R.Selvakumaran	Soft Skill Programme	Smart Class
Guest Lecture	04.01.2017	Mr. Muthaiya sellamuthu	Digital marketing	Kambar Arangam
Guest Lecture	10.02.2017	Mr. Senthil kumar	Balance sheet analysis	Kambar Arangam
Guest Lecture	16.02.2017	Mr. P. Madasamy	"Project funding & working capital in Decision making"	Kambar Arangam

EXTENSION ACTIVITIES

Event (Extension Activity)	Date	Topic	Venue
Extension Activity	27.06.2016	Drug Abuse Rally	Collectorate to VOC Park

COMRADE ASSOCIATION

Guest lecture on "Digital Marketing" by Muthaiya Sellamuthu, Web Developer, Accent techno soft, Coimbatore, conducted on 4.1.2017 at 2.00 pm in Kamar Arangam.



Workshop on "Balance Sheet Analysis" by CA.K.C Senthil Kumar and CA .B. Senthil kumar, Chartered Accountant conducted on 10.1.2017 at 10.00 Am in Kamar Arangam.



Debate on "Demonitisation" by Commerce (CA) students, conducted on 05.01.2017 at 2.00 pm in Smart class room.



Extension Activity on "Road & Safety Practices Technical Updation Demo", by ABT Maruthi Pvt Ltd, Coimbatore, conducted on 6.2.2017 at 9.30am in College Ground (session I), and Conference hall (Session II).

Extension Activity on "Drug Abuse Awareness Rally" inaugurated by Mrs.Archana Patnaik, District Collector, Coimbatore, on 26.06.2016 at 10.00 am in Collector Office, Coimbatore.



Workshop on "Balance sheet analysis" by CA.K.C Senthil Kumar and A .B. Senthil kumar, Chartered Accountant Conducted on 10.1.2017 at 10.00 Am in Kamar Arangam



Guest lecture on "வாசிப்புத் தேசிப்புத்" by Dr.S.Thanga Manikandan Professor, Department of Tamil, Dr.N.G.P. Arts and Science College, Coimbatore, conducted on 06.07.2016 at 02.00 PM in Kamar Arangam.



Career Guidance programme by K.C.Senthilkumar, Chartered Accountant, conducted on 28.07.2016 at 02.00pm in Smart Class Room.



Guest lecture on "Financial Planning for Young Investors" by Dr.P.Karthikeyan Assistant Professor (Sr.Grade), School of Management Studies, Kongu Engineering College, Perundurai, conducted on 09.08.2016 at 02.30 pm in Smart Class Room.



STUDENTS ACHIEVEMENT - OUTSTANDING ACHIEVEMENTS BY STUDENTS

Name	Event	College	Inter Collegiate / Inter Departmental	Prize
R. Divya	Creative Brilliance 2016	Picasso Art Contest	International Level	Creative Gold Artist
P. Priya	Cooking Without Fire	SNR Sons College	Inter Collegiate	First
S.Mekala	Cooking Without Fire	SNR Sons College	Inter Collegiate	First
Ronaldo Antony Philip	Photography	GRG School of Management Studies	URJITH 2017	Runner
Nandhakumar	Doodle sketching	Dr. N.G.P. Arts and Science College	Inter Departmental	Third prize
Dijo Thomas	Doodle sketching	Dr. N.G.P. Arts and Science College	Inter Departmental	Third prize
T.Sabareeswaran	Boxing (Light Heavy)	Bharathiar University	Inter Departmental	Third prize
A.Santhosh	Ball Badminton	Bharathiar University	Inter Departmental	Fourth Prize
A.Ashwin	Kabadi	Bharathiar University	Inter Departmental	Third prize

STUDENTS' PARTICIPATION

- ▶▶ V. Mekala of our student has participated in NSS South Zone Pre Republic Day Camp 2016 for 10 days from 7.10.2016 to 16.10.2016 held at National College, Tiruchirappalli.
- ▶▶ T.Pradeep has participated in Hacking (World Record) conducted by Microsoft Research Community on 2nd October 2016 in our campus.
- ▶▶ All of our I PG students has participated in Business Challenges under Globalizations (Symposium) conducted by Bharathidasan College of Arts And Science on 7th September 2016.

PLACEMENT DETAILS

141CM005	Ashwin Alexis I.S. TNQ	141CM039	Navin.V	Zealons Services
141CM008	Deepa.M TNQ	141CM058	Vikashini.P	Zealons Services
141CM029	Mahalakshmi.K TNQ	141CM145	Santhosh Kumar.B	Zealons Services
141CM103	Dijo Thomas A.K. TNQ	141CM156	Vidhya.PS	Zealons Services
141CM116	Kishore.J TNQ	141CM001	Aarthi.M	Bright Star Educational Institutions
141CM137	Priyanka.R TNQ	141CM003	Arul Kumar.V	Bright Star Educational Institutions
141CM060	Vinoth Kumar.K Access Health Care	141CM011	Dinesh Kumar.P	Bright Star Educational Institutions
141CM116	Kishore. J Access Health Care	141CM037	Nandhu Mohan.T.M	Bright Star Educational Institutions
141CM005	Ashwin Alexis I.S. Infosys	141CM041	Pavithra.T	Bright Star Educational Institutions
141CM116	Kishore.J Infosys	141CM109	Jeevitha.R	Bright Star Educational Institutions
141CM142	Sabareeshwaran.T Infosys	141CM139	Rajshree.P	Bright Star Educational Institutions
141CM104	Durga Devi.S ICICI Federal Life Insurance	141CM146	Saranya.E	Bright Star Educational Institutions
141CM122	Manikandan.M ICICI Federal Life Insurance	141CM007	Chowthry.T	Eureka Forbes
141CM140	Ram Prakash.B ICICI Federal Life Insurance	141CM040	Parthiban.A	Eureka Forbes
141CM016	Gilbert jerald.A IDBI Federal Life Insurance	141CM047	Sangeeth.V	Eureka Forbes
141CM105	Ganapathy.S IDBI Federal Life Insurance	141CM053	Sivaraj.S	Eureka Forbes
141CM107	Haris.V.N IDBI Federal Life Insurance	141CM129	Naveen Kumar.S	Eureka Forbes
141CM158	Vigneswaran.D IDBI Federal Life Insurance	141CM147	Selladurai.M	Eureka Forbes
141CM020	Hareesh Kumar.B Mobiz	141CM159	Vijay.K.B	Eureka Forbes
141CM037	Nandhu Mohan.T.M Mobiz	141CM007	Chowthry.T	AB Academy



Dr. N.G.P. ARTS AND SCIENCE COLLEGE (Autonomous)

Dr. N.G.P. - Kalapatti Road, Coimbatore - 641 048, INDIA.

Phone : (0422) 2369100, 2369252, 2369253

E-mail : drngparts@kmch.ac.in

