



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

An Autonomous Institution, Approved by Government of Tamil Nadu  
Affiliated to Bharathiar University, Coimbatore. Re-accredited by NAAC with 'A' Grade

Coimbatore - 641 048

## News Letter 2017 - 18

### EDITORIAL BOARD

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## COMRADE Association for The Business Brain

### EDITORS' DESK

We are glad to bring out the seventh issue of Commerce with Computer Applications Newsletter "COMRADE" for the academic year 2017-2018. 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 the students. We hope that this newsletter will be interesting and informative.

### ACHIEVEMENTS OF THE DEPARTMENT

#### STAFF ACHIEVEMENT

Mrs. N.Renugadevi,

Mrs. M.Shanthini Devi and Mrs.R.Prema have awarded with Doctorate in Commerce.

### AWARENESS PROGRAMMES

Our department has conducted a one day Special Awareness programme entitled on "DENGUE AWARENESS PROGRAMME" on 24.08.2017 in Karupparayan Palayam and Veerampalayam Village.

Our department has conducted a one day Special Awareness programme entitled on "AWARENESS PROGRAMME ON GOODS AND SERVICE TAX" on 02.02.2018 in Karupparayanpalayam Village.



## PAPERS AND ARTICLES PUBLISHED BY STAFF

ISSN PUBLICATIONS (2017-18)

### RESEARCH PUBLICATIONS IN EDITED BOOKS

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

S.No.	Name of the Staff	Date	Title of the paper	Journal name / Conference Name	ISSN / IF
1.	Dr.M.Prakash	Sep - 2017	GST and Economic Growth	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
2.	Dr.M.Prakash	Aug - 2017	Impact of GST on Common man	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
3.	Dr.P. Jaya Subramanian	June - 2017	An exploratory study on Evolution and implementation of GST in India	PARIPEX- Indian Journal of Research	ISSN No. 2250-1991, IF: 5.761
4.	Dr.P. Jaya Subramanian	Sep - 2017	Rural Marketing	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
5.	Dr.P. Jaya Subramanian	Sep - 2017	Employees' Attitude Towards Human Resource Practices In Private Sector Banks	National Journal of Multidisciplinary Research and Development	ISSN: 2455-9040
6.	Dr.P. Jaya Subramanian	Sep - 2017	GST and Technology	International Journal of Advanced Educational Research	ISSN: 2455-9040
7.	Dr.P. Jaya Subramanian	Dec-2017	A study on level of satisfaction of employees towards departmental stores with special reference to Coimbatore city	Indian Journal of Applied Research	ISSN - 2249-555X   IF : 4.894
8.	Dr.P. Jaya Subramanian	Dec-2017	A study on motivational needs of employees in departmental stores with special reference to Coimbatore city	National Journal of Multidisciplinary Research and Development	ISSN: 2455-9040
9.	Dr.P. Jaya Subramanian	Feb - 2018	A Study on Problems faced by the Employees Working in Departmental Stores With Special Reference to Coimbatore City	Journal of management and Science	ISSN: 2249-1260   e-ISSN: 2250-1819
10.	Dr.P. Jaya Subramanian	Sep - 2017	Influence of demographic factors on job stress among private sector bank employees in Coimbatore district	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819

S.No.	Name of the Staff	Date	Title of the paper	Journal Name / Conference Name	ISSN / IF
11.	Dr.N.Renugadevi	Aug - 2017	GST and Economic Growth	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
12.	Dr.N.Renugadevi	Jan - 2017	Dividend policy and its impact on market value of a company	Jamal Academic Research Journal: An Interdisciplinary	ISSN: 0973-0303
13.	Dr.N.Renugadevi	Sep - 2017	Impact of Goods and Service Tax (GST)	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
14.	Dr.M.Shanthini Devi	Sep - 2017	Evolution of GST in India	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
15.	Dr.S.Arunpriya	Sep - 2017	GST and Its Impact on Economic Growth of India	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
16.	Mr.C Eahambaram	Sep - 2017	A study on Citizens perception towards E-Governance in Coimbatore District	Shanlax International Journal of Arts, Science and Humanities	ISSN: 2321-788X
17.	Dr.T.Snekalatha	Feb - 2018	A study on Citizens perception towards E-Governance in Coimbatore District	Shanlax International Journal of Arts, Science and Humanities	ISSN: 2321-788X
18.	Dr.T.Snekalatha	Sep - 2017	GST and Its Impact on Economic Growth of India	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
19.	Mrs.K.Kalaivani	Sep - 2017	GST and Economic Growth	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
20.	Ms.V.Jayashree	Sep - 2017	GST and Economic Growth	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
21.	Ms.V.Jayashree	Dec - 2017	Survey on Web Contents, Web Mining and Page Ranking	UGC approved Journal IJARSE	2319-8354 Issue 12,Vol.No.6
22.	Dr.A.LakshmiPriya	Feb - 2018	A study on Citizens perception towards E-Governance in Coimbatore District	Shanlax International Journal of Arts, Science and Humanities	ISSN: 2321-788X
23.	Dr.A.LakshmiPriya	Feb - 2018	Customer perception towards bank system in Coimbatore District	Shanlax International Journal of Arts, Science and Humanities	ISSN: 2321-788X

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24.	Dr.A.Lakshmi Priya	Sep - 2017	GST and Its Impact on Economic Growth of India	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
25.	Mr.M.Rajakrishnan	Sep - 2017	GST and Technology	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
26.	Mr.M.Rajakrishnan	Jan - 2018	Assessment of individual's income tax in India	International Journal of Advanced Educational Research	ISSN: 2455-615 Volume 3; Issue 1;
27.	Mr.M.Raja Krishnan	Aug - 2017	Consumer believes towards Social Media Advertising	International Journal of Multidisciplinary Research and Development	Online ISSN: 2349-4182 Print ISSN: 2349-5979
28.	Dr.R.Prema	Sep - 2017	Evolution of GST in India	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
29.	Ms.S.Latha	Sep - 2017	Evolution of GST in India	Journal of Management and Science	ISSN: 2249-1260 e-ISSN: 2250-1819
30.	Ms.S.Latha	Feb - 2018	Market Research on Factors affecting Customer Satisfaction in Retail Banking	Shanlax International Journal of Arts, Science and Humanities	ISSN: 2321-788X

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

S.No.	Name of the Staff	Title	Name of the Conference
1.	Dr.M.Prakash	Transcend Yourself to keep your job in future	International Conference on "Transcending Boundaries in Corporate world"
2.	Dr.N.Renugadevi	A study on E-Transactions in E-Governance of Tamil Nadu	Information and Communication Technology for Business Turnaround : Sustainability, Growth and Innovation
3.	Dr.M.Shanthini Devi	Electronic Banking in India: Innovations, Challenges and Opportunities	Information and Communication Technology for Business Turnaround : Sustainability, Growth and Innovation
4.	Dr.S.Arunpriya	E-Banking Technology in banks before and after Dementisation	Information and Communication Technology for Business Turnaround : Sustainability, Growth and Innovation

S.No.	Name of the Staff	Title	Name of the Conference
5.	Dr.T.Snekalatha	A Study on citizens Perception towards e-governance in Coimbatore District	Shanlax International Journal of Arts and Science and Humanities
6.	Mrs.K.Kalaivani	E-Banking	Information and Communication Technology for Business Turnaround : Sustainability, Growth and Innovation
7.	Ms.V.Jayashree	Survey on Web Contents, Web Mining and Page Ranking	International Conference on Intelligent computing and Technology
		E-Commerce Technologies	Information and Communication Technology for Business Turnaround : Sustainability, Growth and Innovation
8.	Dr.A.Lakshmi Priya	Customer perception towards bank system (BS) in Coimbatore district.	Shanlax International Journal of Arts and Science and Humanities
9.	Ms.S.Latha	Market Research on factors affecting Customer satisfaction in Retail Banking.	Shanlax International Journal of Arts and Science and Humanities
		Rural Marketing Strategies, Issues and Challenges	Rural Entrepreneurship - Pedestal for Inclusive Growth Through Strategic Innovation.
10.	Mrs.V.Abinaya	Information Technology In E-Insurance	Information and Communication Technology for Business Turnaround : Sustainability, Growth and Innovation

#### FACULTY PARTICIPATION IN WORKSHOP / FDP

S.No.	Name of the Faculty	FDP / Workshop and Venue	Title of the paper	Period
1	Mr.C.Eahambaram	Faculty Development Program (Tata Consultancy Services) PSG College of Arts and Science	Retail CPG and Market Research	6 <sup>th</sup> - 8 <sup>th</sup> December 2017
2.	K.Kalaivani	One Day Workshop Sri Ramakrishna College of Arts and Science	Machine Learning with Python	24.02.2018
3.	V.Jayashree	One Day Workshop Sri Ramakrishna College of Arts and Science	Machine Learning with Python	24.02.2018
4.	V.Abinaya	One Day Workshop Sri Ramakrishna College of Arts and Science	Machine Learning with Python	24.02.2018

### ASSOCIATION ACTIVITIES

S.No.	Event (Guest Lecture / Workshop / Seminar)	Date	Resource Person	Topic	Venue
1	Guest Lecture	29-06-2017	CA.B.Yogeshkumar	Career guidance Programme	Smart class room
2	Guest Lecture	12-07-2017	Mr.J.Sathya Narayanan & CA.R.Jaishankar	Goods and Service Tax	Kambar Arangam
3	Guest Lecture	21-07-2017	Dr.K.Prabakaran	FOREX MARKETS	UG Seminar Hall
4	Guest Lecture	10-08-2017	Mr.C.Muthukumar	Overview of Goods and Services Tax	Smart Class room
5	Guest Lecture	23-09-2017	Mr.Jagadesh Manoharan	Secrets of Self Confidence	Seminar Hall-4
6	National Level Seminar	27-09-2017	<b>CA. M. Sathya Kumar</b> Associate Chartered Accountant, CEO and Founder Tycoon+ Advisors, Chennai <b>CA. V.K. Subramani</b> Fellow Chartered Accountant Former Member of BoS - ICAI, Erode <b>CA P. Somasundaram</b> Practicing Chartered Accountant and Overseas Consultant Coimbatore <b>CA. P. S. Arikarasudan</b> Fellow Chartered Accountant, Finance Head, Dole India, Bangalore	IMPACT OF GOODS AND SERVICES TAX (GST)	N.G.P. Conference Center
7	Guest Lecture	24-01-2018	<b>Dr.P.Radhakrishnan</b>	Financial Education for young investors	Smart Class room

### WORKSHOP

S.No.	Resource Person	Topic	Date & Venue	Target Audience
1	<b>Mr.S.Gerald Arul Raj</b> St. Mary's Academy for Skill and Development Coimbatore	Career and Skills	13.02.2018 Kambar Arangam	II & III UG

## EXTENSION ACTIVITIES

S.No.	Date	Topic	Venue
1	24-08-2017	Dengue Awareness Programme	Karupparampalayamand Veerampalayam
2	02.02.2018	Awareness Programme on Goods and Service Tax	Karupparampalayam

The department has conducted a Guest lecture on "Career Guidance Programme" by CA.B.Yogeshkumar, Chartered Accountant,YS Academy, Coimbatore, on 26.06.2017 at Smart Class Room.



The department has conducted a Guest lecture on "Forex Markets" by Dr.K.Prabaharan, Faculty Finance and Accounting, Muscat College, Oman, on 21.07.2017 at Kamar Arangam.



The department has conducted a Guest lecture on "Overview of Goods and Services Tax" by Mr.C.Muthukumar, Co ordinator Srikara, Coimbatore, on 10.08.2017 at Smart Class Room



Extension Activity on "Dengue Awareness Programme" Inaugurated by Mr.K.Palanisamy, Former President, Kalapatti Panchayat, Coimbatore, on 24.08.2017 at Karupparayampalayam and Veerampalayam, Coimbatore



Extension Activity on “Drug Abuse Awareness Rally”  
Inaugurated by Dr. KAVIDASAN, Roots Industries India Ltd.,Coimbatore, on 27.07.2017 at Women’s Polytechnic, Coimbatore

### ONE DAY NATIONAL LEVEL SEMINAR



One Day National Level Seminar on  
“ Impact of Goods and Services Tax(GST)”  
Key note address CA. M. Sathya Kumar Associate Chartered Accountant CEO and Founder Tycoon+ Advisors,  
Chennai on 27.09.2017 at N.G.P. Conference Center.

### STUDENTS ACHIEVEMENT

S.No.	Date	Name	Event	College	Inter Collegiate / Inter Departmental	Prize
1	15.08.2017	N.Banumathi	State Level Tamil Essay Competition	Dr.N.G.P. Arts And Science College	Inter Departmental	Ilakiya Segaram
2	11.09.2017	S.Dhileepan	Cricket (A Zone)	Bharathiar University	Inter-Collegiate Tournaments	IV
3	13.02.2018	A.K.Sheema	Posture presentation	Dr.N.G.P. Arts And Science College	“150th birth celebrations of Sister Nivedha”	II



### STUDENTS PARTICIPATION / PRESENTATION

S.No.	Date	Name	Event	College
1	30.08.2017	S.NIVEETHA	International Symposium on Demonetisation	Vellalar College for Women, Erode
2	30.08.2017	N.REKHA	International Symposium on Demonetisation	Vellalar College for Women, Erode
3	28.02.2018	D.ANUSYA	National Conference	Dr.N.G.P.Arts And Science College
4	28.02.2018	R.SRIMATHY	National Conference	Dr.N.G.P.Arts And Science College
5	16.02.2018	P.BOOPATHI	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
6	16.02.2018	B.NAVEEN RAJ	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
7	16.02.2018	R.GOKULA VANI	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
8	16.02.2018	S.KOUSALYA	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
9	16.02.2018	T.THARIKA	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
10	16.02.2018	T.SWETHA	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
11	16.02.2018	K.SUBHASHINI	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
12	16.02.2018	K.NANDHINI	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
13	16.02.2018	R.RAJESWARI	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
14	16.02.2018	S.ANBUMOZHI	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
15	16.02.2018	V.PRIYADHAR -SHINI	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
16	16.02.2018	G.SANGEETHA	National Conference	Sri Ramakrishna Mission Vidhyalaya College of Arts and Science
17	23.02.2018	A.PARTHIBAN	Quiz	Sankara Institute of Management Science, College of Science and Commerce

**PLACEMENT DETAILS**

<b>S.No.</b>	<b>Roll No.</b>	<b>Name</b>	<b>Name of the Company</b>
1	151CM054	Shinnan. S	AMAZON
2	151CM019	Janane. C.S	JUST DIAL
3	151CM057	Sowndharya rani. G	JUST DIAL
4	151CM135	Pavithra. R	JUST DIAL
5	151CM019	Janane. C.S	TCS BPS
6	151CM057	Sowndharya rani. G	TCS BPS
7	151CM061	Vinitha. M	TCS BPS
8	151CM103	Anushya.D	TCS BPS
9	151CM125	Keerthana. J	TCS BPS
10	151CM135	Pavithra. R	TCS BPS
11	151CM009	Deepak. K	INTEGRA GLOBAL SOLUTION
12	151CM016	Harinisri. G	INTEGRA GLOBAL SOLUTION
13	151CM026	Lavanya. L	INTEGRA GLOBAL SOLUTION
14	151CM116	Gowthami. P	INTEGRA GLOBAL SOLUTION
15	151CM041	Pradeep. T	RELIENCE
16	151CM045	Ramya. L	RELIENCE
17	151CM142	Ramya.G	RELIENCE
18	151CM025	Keerthika. R	HGS
19	151CM032	Nandha kumar. P	HGS
20	151CM045	Ramya. L	HGS
21	151CM053	Sharmilaa. G	HGS
22	151CM063	Logambal. R	HGS
23	151CM117	Indhu priya. P	HGS

**PLACEMENT DETAILS**

<b>S.No.</b>	<b>Roll No.</b>	<b>Name</b>	<b>Name of the Company</b>
24	151CM142	Ramya. G	HGS
25	151CM009	Deepak. K	ACCESS HEALTHCARE
26	151CM041	Pradeep. T	ACCESS HEALTHCARE
27	151CM160	Vivek. A. C	OPPO
28	151CM001	Abinayasri. P	WINNER EDUCATION
29	151CM045	Ramya. L	WINNER EDUCATION
30	151CM049	Sabitha. T	WINNER EDUCATION
31	151CM011	Dharani. M	WINNER EDUCATION
32	151CM030	Mekala. V	WINNER EDUCATION
33	151CM055	Siva Priya. V	WINNER EDUCATION
34	151CM145	Ronaldo Antony Philip. P	TECHNOSOFT
35	151CM002	Adarsh. K.S	FOCUS EDUMATICS
36	151CM019	Janane. C.S	FOCUS EDUMATICS
37	151CM045	Ramya. L	FOCUS EDUMATICS
38	151CM054	Shinnan. S	FOCUS EDUMATICS
39	151CM061	Vinitha. M	FOCUS EDUMATICS
40	151CM002	Adarsh. K.S	FOCUS EDUMATICS
41	151CM019	Janane. C.S	FOCUS EDUMATICS
42	151CM045	Ramya. L	FOCUS EDUMATICS
43	151CM054	Shinnan. S	FOCUS EDUMATICS
44	151CM061	Vinitha. M	FOCUS EDUMATICS
45	151CM016	Harinisri.G	IDBI
46	151CM026	Lavanya. L	IDBI

**PLACEMENT DETAILS**

<b>S.No.</b>	<b>Roll No.</b>	<b>Name</b>	<b>Name of the Company</b>
47	151CM116	Gowthami. P	IDBI
48	151CM140	RaamManoj. V	IDBI
49	151CM032	Nandha Kumar. P	ICICI
50	151CM060	Vishnu. R	ICICI
51	151CM134	Niveedha. S	ICICI
52	151CM007	Bensha Mary. D.J	FUTURE GENERALE LIFE INSURANCE
53	151CM060	Vishnu. R	FUTURE GENERALE LIFE INSURANCE
54	151CM012	Dhivagar. S	EXIDE LIFE INSURANCE
55	151CM017	Harish. S	EXIDE LIFE INSURANCE
56	151CM020	Jean Merlin. R	EXIDE LIFE INSURANCE
57	151CM104	Arjun. A.S	EXIDE LIFE INSURANCE
58	151CM145	Ronaldo Antony Philip. P	CONCENTRIX
59	151CM001	Abinaya Sri. P	INFOSYS
60	151CM011	Dharani. M	INFOSYS
61	151CM019	Janane. C.S	INFOSYS
62	151CM026	Lavanya. L	INFOSYS
63	151CM045	Ramya. L	INFOSYS
64	151CM049	Sabitha. T	INFOSYS
65	151CM057	Sowntharya Rani. G	INFOSYS
66	151CM061	Vinitha. M	INFOSYS
67	151CM125	Keerthana. J	INFOSYS
68	151CM135	Pavithra. R	INFOSYS