Selvanni Arts & Sriener Cullege, Namakkal. (Autonomous)



Nationally Reaccredited (2rd Cycle) at "A" Grade by NAAC UGC Recognised 2(f) and 12(B) Institution Affiliated to Periyar University (Salem) Namakkal - 637 003, Tamilnadu,

SASC News Letter

December 2016 - May 2017

oncord

Half Yearly

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Empowering Rural People

Patron

Dr. P. Selvaraj, B.V.Sc., Chairman.

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Dr. B. Kaviethra Nandhini, Secretary.

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Dr. N. Rajavel, Principal.

Editors

Mrs. K.K.Kavitha, Mrs. T. Vijaya Saratha, Mr. R. Saravana Kumar, Mr.B.Karthick,

Vol. 9 Issue 2

Message from the Chairman's desk-

It is my hearty pleasure to convey my message through this CONCORD. In the garden of our educational institution, our students are the buds and faculty members are the flowers, as they are blossoming everyday through their achievements with the never failing hard work. Our academic programmes and the inclusion of human values have given enlightened students to our society. They emerge not only with their social responsibility but also blossom as



a good educated human being. I hope every bud has a bright future whose every sweet efforts with confidence make them live in successful manner. Definitely they will feel the smell of success. So I would like to wish my buds all the success for their bright career.

Graduation Day Celebration



The 13th Graduation Day was celebrated on 04thFeb. 2017, in a grand manner. Dr.Balachandran, Registrar, Alagappa University, Karaikudi, was the chief guest of the day. Our alumni meeting was conducted on the same day and the new office-bearers were selected and were taken charge. During the meeting, many old students shared their reminiscences and promised to co-ordinate with their juniors and their alma mater.

PARENTS - TEACHER MEETING

Parents-Teacher Meet was conducted on 21st Dec. 2016, for all UG and PG students after the publication of their results. The performance of the students was reported to the parents and suggestions were shared for the students' improvement.



YOUTH RED CROSS (YRC)

Rotaract Committee of Selvamm Arts and Science College and Rotary Club of Namakkal Educational City jointly organized "Blood Donation" camp on 27th Dec.2016, Totally 73 students and faculty members donated their blood and District Blood Bank Medical officer Dr. A.Anbumalar received their blood. All the donors received their donors certificates



NSS

NSS organized special camp 2016-2017 at Karaiyanpudur, Pappinaickenpatti, Muthalaipatti and Karugalpalayam, Pappinaickenpatti panchayat, Puduchathiram union, Namakkal District from 23.12.2016 to 29.12.2016



NSS organized one day deforestration of Prosopis juliflora camp in Karugalpalayam on 26th Jan .2017.



NSS organized Blood identification camp for our college students through Health Department, Namakkal on 23.02.2017



CITIZEN CONSUMER CLUB

Consumer Club of SASC "organized an awareness programme on "CONSUMER AWARENESS" on 07th Mar.2017. Welcome Address was given by our Principal Dr.N.Rajavel. Mr.S.Senthil Kumar, Joint Secretary, Namakkal District Consumer Club, Namakkal, was the chief Guest.



TRAINING AND PLACEMENT

The Placement Cell of SASC, managed to place 79 of our final year students (2016-2017) batch in Tech Mahindra, Techno soft, Infosys (BPO), MTR Labs, MSK Products, Alcance Technologies, Duruva Finance, Capgemini, Winners Education.pvt.ltd and TNQ Book & Journals Editing.



WOMEN'S WELFARE

Women's Welfare Committee invited Dr.Pearlkittu who delivered a special lecture on "General Counselling Programme" on 05" Jan and 07th Feb.2017.



PONGAL

Faculty members and students celebrated the "Tamilar Thirunal Pongal" in the traditional manner, on 12th Jan.2017. Our esteemed Trustee, Mrs.Jayam Selvaraj inaugurated the celebrations with a prayer, distributed sweet pongal and conveyed her greetings to everyone. Many cultural and pongal-related traditional competitions were conducted and prizes were distributed.



REPUBLIC DAY

Republic Day was celebrated in our college on 26th Jan.2017. Our Chairman, Dr.P.Selvaraj, presided over the function and gave a special address to the students and staff members.



FOUNDER'S DAY

Founders Day was celebrated on 11th Feb.2017. All the Principals of Selvamm Institutions, staff members and other quests, rendered their greetings and thanked our honorable Chairman, followed by dinner for all.



WOMEN'S DAY

Women's Welfare Committee organized Women's Day Celebration on 8th Mar.2017. The resource person was Dr.P.Sharmila, Head, Department of Biotechnology, Selvamm College of Technology, Namakkal.



COLLEGE DAY

The College Day was celebrated on 23rd Mar.2017. Students and staff members were in a festive mood, as they celebrated the day. Welcome Address was given by our Principal Dr.N.Rajavel, followed by the chief guest Mr.K.Sivakumar, who delivered a valuable speech, which was very motivating. Annual report was read by the Principal,

prizes were distributed to cent percent attendance-holders, both staff and students. Cash prizes were given to the staff who showed best performance in their academics by assessing the results of students in the examination concerned. The function ended with cultural programmes.



INTERNAL QUALITY ASSURANCE CELL(IQAC)

Our college Internal Quality Assurance Cell (IQAC) had organized two day National seminar entitled on "ENHANCEMENT OF EMPLOYABLE SKILLS THROUGH HIGHER EDUCATION" on 12th& 13th Apr. 2017. Nearly 250 staff and students from different colleges and universities were participated and benefited. Our eminent personalities and Plenary Lecture was an innovative session of panel discussion between participants of various colleges chaired by **Prof. G. Balakrishnan**, former - Vice -Principal and head, Department of English, St. Joseph's College, Trichy.

Title: "EC (Effective Communication)MadeEasy"

Prof. Dr.E.Ramganesh, Professor and Head, Chair School of Education, Curriculum Development Cell, Bharathidasan University, Trichy.

Title: "Strategic Readiness to attain Employable Skills"

Dr. T. V. Bindu, Institute of Advanced Study in Education, Kerala. Title: "Visioning a New Higher Education Curriculum for Developing Employability Skills"

Dr. F. R. Alexander Pravin Durai, Dean, School of Management Studies, Associate Professor of Commerce & Research Adviser, St. Joseph's College, Tiruchirappalli. Title: "Employable Skills in Higher Education"

Prof. Dr. D. A. Jayakar Chellaraj Former Principal, Bishop Heber College, Trichy. **Title**: "Destination Success"

Dr. S. Vincent De Paul Principal, DIET – SCERT, Kumulur, Trichy.

Title: "Enhancement of Employable Skills through Conflict Resolution"



CAREER GUIDANCE AND COUNSELING

Our College Career Guidance and Counseling organized an awareness programme on 7th Apr. 2017.Welcome address was given by our Principal Dr.N.Rajavel, followed by the chief guest Dr.N.Maheshkumar, District ECO Coordinator, Namakkal. Mr.N.Shanmugavel, B.T Teacher, Bharathi Matric Higher Secondary School, Reddipatti. Mr.J.Udayakumaran, District Superintendent of Police (Rtd), Salem. Dr.A.P.Subramaniyam, President, Indian Medical Association, Namakkal. Dr.M.Venkateshkumar, Secretary, Indian Medical Association, Namakkal.



DEPARTMENT ACTIVITIES DEPT. OF BUSINESS ADMINISTRATION

The department of Business Administration organized a special lecture on "Compliance under Income Tax Laws" on 18th Jan.2017. The special address was given by CA. S. V. Harikesavan, Chartered Accountant, Erode.



The department had conducted a seminar on "Success of Stock Mind" on 17th Feb.2017. The chief guest was Mr.Prashanth Ramani, Regional Marketing Manager, ICICI Securities, Tamilnadu and Kerala



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The department of Business Administration and Entrepreneur cell had organized "STALL EXPO- 2017" on 20th and 21stFeb.2017. Students from various departments participated and exhibited their products.



On 15thFeb.2017, our department organized "Alumni Meet" in which 30 members participated and gave their valuable suggestion and feedback.



Our department organized an industrial visit to "Asia Pacific International" at Trippur on 8thFeb. 2017. 4 faculty members and students visited the industry and got benefited.



Our Department organized an industrial visit to NLC India Ltd Neyveli on 24th Feb.2017. 4 faculty members and 102 students visited the industry and got benefited.



Dr. N.Rajavel, Principal and Head of BBA department published an article titled, "A study on drivers satisfaction of TNSTC bus with special reference to Namakkal sub division in international journal of Commerce and Management research (PIJCMR) on Dec.2016.

Our faculty member Mr.S.Gunasekaran was awarded Ph.D by Anna University, Coimbatore on 13th Jan.2017.

9 students from our department participated in Entrepreneurship Awareness Camp held at Selvamm College of Technology, Namakkal on 17th and 18th Feb.2017.

4 students from I BBA had participated and presented their papers in the National Conference on Commercialized Language and Artistic Business (CLAB'17) on 8th Mar.2017, organized by Department of Commerce and English at Loyala College of Arts and Science, Mettala, Salem Dt.

On 26thJan.2017, our department students jointly celebrated Republic day at Govt.Middle. School, Muthalaipatty.



9 of our final year students got placed in Duruva Finance through the placement drive held in our college on 30^{th} Jan.2017.

5 of our final year students got placed in Tech Mahindra through placement drive held in Selvam College of Technology, Namakkal on 7^{th} Feb.2017.

2 of our final year students got placed in Alcance Technology through the placement on campus drive held in our college on 23rd Feb.2017.

DEPT OF HOTEL MANAGEMENT AND CATERING SCIENCE

Our department HoD, Mr.T.Suresh Gandhi presented a paper on the title "Career Prospect and obstacles in the Hospitality Industry" held at Jamal Mohamed College, Trichy, on 21st Dec. 2016.

On 6th Jan.2017, our department conducted a workshop on "sweets and savouries". This program was presented by Mr. Mr.S.Satheesh, Sweet chef, Cake shop, Erode.



On 4th Feb.2017, Convocation Day was conducted in a grand manner. In this regard, lunch was provided to all the staff members, new graduates, parents and relatives of new graduates.

On 10th Feb.2017, our department conducted a workshop on "Art of cake making". This program was presented by Mr.S.Rajkumar, Pastry chef, Bakers spring, Chennai.



On 11^{th} Feb.2017. Our Founder's Day was celebrated in a grand manner. In this regard the staff and the students of our department were involved in preparing and distributing cakes for all the 8 institutions, around 7500 cakes on the same day, dinner was provided to 800 staff members of our institutions.



On the same day we conducted a workshop on "Carving" demonstrated by Mr.S.Raja, chef, Naveen Park, Bangalore.



On 3rd Mar.2017. Neem Decoction was provided to all students and staff members.

Our department is best known for its tasty food and hospitality, providing service to all the departments, seminars and workshops including VIP Guest personalities.

DEPT. OF MATHEMATICS

On 24th Sep.2016, we conducted a Special Lecture on "Introduction to Differential Equations" by Dr. M.Paramasivam, Assistant Professor in Mathematics, Bishop Heber College, Trichy.



On 22nd Dec.2016. we celebrated a National Mathematics day on the eve of the birthday of Srinivasa Ramanujam.



On 01st Feb.2017. we conducted a Special Lecture on "Fuzzy sets and its Application". Dr. T.Rajaretnam, Associate Professor in Mathematics St.Joseph's College, Trichy, was the chief guest.



On 07th Mar.2017. we conducted a Inter class meet for our department students.



On 08th Mar.2017 we conducted a Special Lecture on "Mathematics for competitive exam-problems is solving tips and techniques" by Mr.A.Praveen, Assistant Professor in Mathematics, St.Joseph's College, Trichy.



Staff Participation:

On 9thAug.2016. Mrs. S.Kavitha, our faculty participated in One Day Training Program on "Plagiarism Deletion Software" held at Periyar University, Salem.

On30thSept.2016.Mr.P.Sowndhar, our faculty participated in National Seminar on "Recent Advancements in Graph Theory" held at Sengunthar Arts and Science College, Tiruchengode.

From 23rd to 31st May.2016, three of our Staff members participated in the Faculty Development Program for "Global Business Foundation Skills" conducted by Infosys BPO Ltd. Held at Mysore.

On 20th Feb.2017, one of our Staff members participated in National Workshop on "Emerging Trends in Applications of Mathematics" held at Annai women's College, Karur.

Student's Participation:

On 23rd Sept.2016, six of our students participated in National Seminar on "Recent Trends in the Applications of Mathematics and Statistics" held at Maharaja Arts and Science College, Perundurai.

On 29th Sept.2016, twelve of our students participated in Seminar on "Generalized Polynomial which Factorial and Its Applications" in the event "Mysterious Adventure" held at Vysya College, Salem.

On 30th Sept.2016, twelve of our students participated in National Seminar on "Recent Advancements in Graph Theory" held at Sengunthar Arts and Science College, Tiruchengode.

On 10th Feb.2017, ten of our students participated in National Conference on "Emerging Trends in Topology and Applications of Analysis" held at Kongu Arts College, Erode.

On 20th Feb.2017, fourteen of our students participated in National Workshop on "Emerging Trends in Applications of Mathematics" held at Annai women's College, Karur.

DEPT. OF BIOTECHNOLOGY

Mr.N.Kannan, Head, Department of Biotechnology, has cleared Tamil Nadu State Eligibility Test – 2016 (TNSET) conducted by Mother Teresa Woman's University (MTWU), Kodaikanal on 24th Oct.2016.



Our college organized a Science Exhibition – 2016 on 1st & 2nd Dec. 2016, during that science exhibition our department

students have participated and showed their scientific knowledge and skills through exhibition of project models to the government school higher secondary school tudents.



Our department faculty member Ms. M. Anitha and M.Sc students participated in the National Seminar on "Current Trends and Threats to Modern Biology" organized by the PG Department of Zoology, NKR Govt. Arts College for Women, Namakkal on 21st Dec.2016. Our Department student, Ms.E. Krishnapriya of III B.Sc Biotechnology participated in Takewondo, CM Trophy Meet held at Tripur on 28th and 29th Dec. 2016, and won lst prize of rupees 1 lakh.

Department of Biotechnology and Microbiology signed MOU with the Millets products, Coimbatore on 4th Jan. 2017.

Our Department organized a special lecture on "Recent Trends in Blue Biotechnology" on 6th Jan. 2017, The special lecture was delivered by Dr.R.Kannan, Head Department of Botany, NGM College, Pollachi.



Our department faculty member Ms.K.Nithya and students participated in the Academic Workshop on Frontiers in Life Sciences organized by Nehru Memorial College, Puthanampatti, and Trichy on 17th &18th Jan. 2017.

Our department faculty member Ms.M.Anitha and students participated in the Academic Workshop on "Plant tissue culture techniques'' organized by Department of Botany, St.Josephs College, Trichy on 8th Feb. 2017.

Our Department organized a National workshop on "Plant Cell and Tissue Culture" on 14th Feb.2017. The workshop and experiments were handled by Dr.H.David Raja, Assistant Professor, Department of Botany, St.Josephs College, Trichy and our department staff members. 150 students participated from various colleges and benefited.



Our department II M.Sc students participated in the International Symposium on "Bioscience Research for Present and Future" organized by the Department of Biotechnology, Vivekananda College of Arts and Science for women (Autonomous), Tiruchengode on 7th and 8thMar.2017.

DEPT. OF COMMERCE WITH COMPUTER APPLICATIONS

On 25th Jan.2017. Our department has arranged a special lecture entitled on **'Commercial Law- at a Glance'** addressed by Mr. M. Mariyappan, Advocate, Secretary of Namakkal Bar Association, Namakkal.

Four of our department faculty members Dr.S.Ramesh, Mr.S.Angamuthu, Mr.S.Manikandan and Mrs. K.Suganya had presented their research papers in one day National Conference conducted by Sankara College of Science and Commerce, Coimbatore on 30.01.2017.

Three of our department faculty members Dr.S.Ramesh, Mr.S.Angamuthu, and Mr.S.Manikandan had presented their research papers in one day International Conference conducted by Sengunthar Arts and Science College, on 01.02.2017.

On 17.02.2017, 37 of our III year B.Com (CA) students and 2 staff members had visited KKP Spinning Mills Ltd., Namakkal (Dt) to favour the development of the student's practical knowledge.

Two of our faculty members of Our department Dr. S. Ramesh, and Mr.S.Angamuthu, had presented their research papers in one day National Level Seminar conducted by Ganesh College of Arts and Science, on 17.02.2017.

On 18th Feb.2017. Our Department conducted Alumni meet. 32 students from different batches were participated and shared their experiences and gave many suggestions and feedback.

On 10th Mar.2017. Our department arranged a special lecture the titled on 'Secret of Success' addressed by Dr. C.Paramasivam, Assistant Professor of Commerce & Placement Cell Coordinator, Periyar E.V.R College, Trichy.

DEPT. OF COMPUTER SCIENCE

On 9th Feb.2017, a seminar was conducted on "Big Data History, Evolution and Analytics". Mr.D.Jayachandran, Asst.Prof, Dept.of CSE, Kongunadu College of Engg. and Technology. It was an inspirzg lecture on that day.



We organized Inter-Class meet for our students on 17th Feb.2017. The students exposed their talents in various events. Dr.N.Rajavel, Principal distributed the prizes for winners.



Our department organized an International workshop on 2nd Mar. 2017. Dr. Zubeir Izaruku Dafalla, Assistant Dean for Academic & Scientific Research, College of Applied Sciences, Salalah trained our students in "Internet of Things" on that day.



Staff Participation

Head of the Department ,K.K.Kavitha and four of our faculty members T.Dhanalakshmi, K.V.Sumathi, S.Kiruthiga, and S.Krishnaveni participated in a National Seminar "Data Science and Data Fusion in MiddleWare" on 27th Jan.2017. Conducted by NKR Government College, Namakkal.

Head of the Department K.K.Kavitha and three of our faculty members T.Muthusamy, K.Gowrishankar and R.Ravisankar presented their papers in National Conference organized by Sri PSG College, Sankari on 7th Feb.2017.

STUDENTS' PARTICIPATION:

Our First Year PG Students had participated in a National Seminar on

"Data Science and Data Fusion in MiddleWare" Conducted by NKR Government College, Namakkal on 27th Jan.2017.

Seven of our final year M.Sc students participated and presented their papers in National Conference organized by Sri PSG College, Sankari on 7th Feb. 2017.

S.Sesivizhi of I BCA won second prize in Hammer Throw in Inter-Collegiate Meet held at MGR College from 12.12.2016 to 14.12.2016.

S.Bharathiraja of I-BCA won Gold Medal in National Choi Kwang Do Championship competition held at Aurangabad, Maharashtra from 6th to 8th Jan.2017.

Our III BCA student, V.Sathish participated in 2nd Federation Cup-2015 (Kabaddi) held at Meenakshi Ramaswamy Engineering College, Ariyalur from 23rd to 25th Dec. 2016, and won Gold medal. He also represented Tamilnadu Kabaddi team in 1^s TOGA National games and won Silver medal held from 6th to 8th Jan .2017. At BHEL Sports stadium.

Industrial Visit

A team of 51 students and 7 staff members went to an Industrial visit to Kerala on 28th & 29th Jan .2017.



DEPT. OF ELECTRONICS AND COMMUNICATION SPECIAL LECTURE:

On 5th Jan. 2017. Department of Electronics and Communication conducted a seminar on "VLSI Technology and IoT Trends in India". Dr.T.Sivakumar, Vice-Principal cum Head, Department of Electronics & Communication gave an interesting speech.



STAFF ACHIEVEMENT:

On 3rdMar.2017. Our department faculty Mrs.S.Kalpana had been awarded M.Phil degree with the topic "GPS & GSM based health monitoring system".

STAFF PARTICIPATION:

On 19th Dec.2016. Our department faculty Mr.K.Gowthaman had published a paper on "Preparation of Cd's Thin Film" in an International Conference on "Modern Material Research 2016" held at SAP College, Thiruvannamalai.

On 19th Dec.2016 our department faculty, Mr.T.Sakthivel had published a paper on "Preparation and Characterization of Dip Coating ZnO Nano Rods" in an International Conference of "Modern material Research 2016" held at SAP College, Thiruvanamalai.

On 27th Jan.2017. Department Head, Dr.P.Thamaraiselvan had presented a paper on "Structural, Optical and Magnetic Properties of Co-Doped ZnO Thin Films" in National Conference on Emerging Challenges in Material Science, held at Muthyammal College of Arts and Science, Rasipuram.

On 27th Jan.2017. Our department faculty Mr.K.Gowthaman had presented a paper on "The Properties of Chemical Bath Deposited CdS Thin Films" in National Conference on "Emerging Challenges in Material Science" held at Muthyammal College of Arts and Science, Rasipuram.

On 27th Jan.2017, our department faculty, Mr.S.Kannan presented a paper on "Preparation and Characterization of Spin Coating ZnO Nano Rods" in National Conference on "Emerging challenges in material Science" held at Muthyammal College of Arts and Science, Rasipuram.

On 27 $^{\rm th}$ Jan.2017, our department faculty, Mr.T.Sakthivel presented a paper on "Investigation of the Structural and Optical Properties of ZnO Thin Film Coated on Glass by Sol Gel Spin **Coating Method**" in National Conference on "Emerging Challenges in Material Science" held at Muthyammal College of Arts and Science, Rasipuram.

STUDENTS' PARTICIPATION:

On 27th Jan.2017, seven of our students had participated and presented their papers in National Seminar held at Muthyammal College of Arts and Science, Rasipuram.

On 6th Feb.2017, six of our students participated in the National Workshop held at Jairam Arts & Science College, Salem. **INDUSTRIAL VISIT:**

Our department went to an industrial visit to Nxfee Tech Solution, Chennai and HAS Pvt.Ltd. Pondicherry on 17th and 18th Feb.2017.

DEPT. OF MICRO BIOLOGY

MOONS PRODUCTS having its registered office at Coimbatore here in after referred to as the Industry & Department of Microbiology and Biotechnology, Selvamm Arts and Science College having its registered office at Namakkal here in after referred to as the College which offers various Under Graduate, Post Graduate and Research programmes under Periyar University, Salem. Both the college and the

Industry enter in to the formal statement of collaboration in the form of Memorandum of Understanding (MOU) for the purpose of academic / research interactions.



Organized Workshop

Our Department organized one day National level workshop entitled on "Herbal and Alternative Medicine" (HAM - 2017) on 27th Jan.2017. Totally 250 students participated and benefited from different Colleges and Universities.



Our Department organized one day National level workshop entitled on "Azolla – A green Technology for sustainable Agriculture (AAGTSA) on 10th Feb.2017. Totally 250 students were participated and benefited from different Colleges and different Universities



Special Lecture

Department of Microbiology and Biotechnology arranged a special lecture on "GUIDELINES FOR NEW ENTERPRENEURS IN BIOLOGICAL SCIENCE" headed by Dr. P. SATHIYAMOORTHY, Managing Director, Millets Products, Coimbatore on 04.01.2017.

Industrial visit

Our department arranged one day industrial visit to Moon foods, Trichengode on 22/02/2017. Totally 56 students visited and benefited.



DEPT. OF CHEMISTRY SPECIAL LECTURE:

On 30st Dec.2016, we conducted a seminar on "Electron Spectroscopy in an Inorganic Application" by Dr.Sivakumar, Assistant Professor, Aringnar Anna Arts College, Namakkal.



On 31st Jan.2017, we conducted a seminar on "Industrial Applications of Water Chemistry" by Mr.Sangaralingam, Manager (Lab), TNPL, Kagithapuram.



On 14th Feb.2017, we conducted a special lecture on "CSIR-NET Exam preparation for Chemical Science" by Dr.M.Periyasamy, Thiruvalluvar Government Arts College, Rasipuram.



INDUSTRIAL VISIT:

On 16th Feb.2017, we went for an Industrial visit to Visaka Industries Limited, Paramathi, Namakkal.



STAFF PARTICIPATION:

On $6^{\text{th}} \& 7^{\text{th}}$ Jan.2017 our department staff, Mr.V.Ganesan had participated in a workshop on "Recent Developments in Chemistry" held at K.S.R College, Thirunchengode.

On 7th Jan.2017, HoD Mr.M.Muthukumar and Mr.P.Muruganantham participated in 'Postal presentation of Renewal of heavy metal by using low-cost adsorbent' held at Jamal Mohamed College, Trichy. On 9th Jan.2017, our department staff Mr.P.Muruganantham participated in a National Seminar on "Recent Advanced Chemistry Research and its Applications (NCRACRI-17)", held at St. Joseph's College, Trichy.



STUDENTS' PARTICIPATION:

On 6th & 7th Jan.2017, five of our PG students had participated in the State level Workshop on "Recent Developments in Chemistry" held at K.S.R College, Tiruchengode.

On 9th Jan. 2017, three of our PG students had participated in the National Seminar on "Recent Advanced Chemistry Research and its Applications (NCRACRI-17)" held at St. Joseph's College, Trichy.

DEPT.OFPHYSICS Exhibition:

On 1st and 2nd Jan.2017, our college had organized "Selvam Science Expo" for higher secondary school students. In this expo our department students had demonstrated 15 experiments for the school students who were surrounded by Namakkal district.

Special lecture:

Our department had conducted a special lecture on "Nanoscience and its Applications" on 4th Jan. 2017. The Resource person of this program was Dr.N.Srinivasan, Assistant Professor, Department of Physics, Kongu Engineering College, Perunthurai, Erode.



Our department had conducted a special lecture on "Laser in Day-to-day Life" on 30th Jan.2017. The resource person of this program was Dr. M.Jamal Mohammed Jaffer from Jamal Mohammed College (Autonomous), Tirchirapalli.



Our department had conducted a special lecture on "Phase transformations in Materials" on 22nd Mar.2017. The Resource person of this program was Dr. A. Josphine Prabha, Assistant Professor, Department of Physics, Bishop Heber College (Autonomous), Trichy.



Intradepartmental competitions:

On 22nd Feb.2017, our department organized "SELPHY 2K17" (Intradepartmental competitions). Certificate were distributed to the winners by our Principal Dr.N.Rajavel.



Students Achievements:

On 12th Jan.2017, our college celebrated Pongal festival and conducted some competitions. In these competitions, our department students R. Govindaraj (III B. Sc.), and M. Dhamodiran (II M.Sc.) got prizes for Poetry and drawing.

Dinamani Siruvarmani had conducted a college level drawing competition from 14.01.2017 to 16.01.2017. Our department student. M. Dhamodiran (II M.Sc.) participated in this competition and received the first prize from the hands of Actor Sivakumar at Coimbatore.

Students and Staff Achievements:

In our department 9 students and two staff members Mr.S. Padmanathan and Mr. P. Pachamuthu participated in the seminar on "Recent Trends Materials Science – 2017" held in the Department of Chemistry at Thiruvalluvar Arts and Science College on 25thJan.2017. In this programme Our Department HOD presented a paper on "Density functional theory study on electric structure of 6 – methyl, 4 – Nitropyridine, 2 – Carbonitride organic sensitizers for DSSC". In the same programme our department M.Sc. and M.Phil. Students delivered an oral presentation.

10 of our department II B.Sc. and I M.Sc. students participated a in state level science

expo conducted in Jairam Arts and Science College, Chinnathirupathi, Salem held on 6th Feb.2017.

Three of our II M.Sc. students participated in national level seminar on "Recent Advancements in materials" on 15thFeb.2017 conducted by P.G. Research department of Physics, Jamal Mohamed College (Autonomous), Trichy.

14 of our department students participated in "JAMPHY 2K17" on 20th Feb. 2017, conducted by P.G. Research department of Physics, Jamal Mohamed College (Autonomous), Trichy.

10 of our department III B.Sc. participated in "SURPHY 2017" on $3^{\rm rd}$ Mar.2017, conducted by Bishop Heber College (Autonomous), Trichy.

Our department head and Dean Mr.S. Padmanathan has cleared State Eligibility Test (SET) in Feb.2016, conducted by Mother Teresa University, Kodaikanal.

Industrial Visit:

57 of our department students and 6 staff members went for an industrial visit to Ooty tea factory on 18th Mar. 2017.



DEPT. OF PHYSICAL EDUCATION

Selvamm Arts and Science College is very proud to have Overall championship for the past 13 consecutive years for Athletics in Periyar University inter-collegiate meet. We also won the Overall championship for the past 11 Consecutive years in fencing tournament. Overall championship for the past 11 consecutive years in Cross country meet. FENCING:

2016-2017 Periyar University Inter-Collegiate fencing tournament was held on 4th Jan.2017, at Selvamm Arts and Science College, Namakkal.

MEN CATEGORY:

S.Bharathiraja, II BCA won gold medal. G.Nallamuniyappan, II B.Sc., Electronics won GOLD medal. A.Murugesan, II B.Sc., Physical Education won SILVER medal. A.Karan, II B.Com (CA) won SILVER medal WOMEN CATEGORY:

C.Dharani, III BCA won GOLD medal. T.Tamizharsi, II B.Com won GOLD medal. T.Joshni Rancy, I BA English won GOLD medal.



TAEKWONDO

2016-2017 Tamilnadu Chief Minister Trophy sports and games district level was held at Namakkal on 13th and 14th Dec.2016. Our College taekwondo students participated and got over-all THIRD position. **MEN CATEGORY:**

G.Tamilarasu II B.Sc. Physical Education won SECOND place. R.Surendar II B.Sc Physical Education won SECOND place. G.Raju



WOMEN CATEGORY:

C.Dharani, III BCA won GOLD medal. T.Tamizharsi, II B.Com won GOLD medal. T.Joshni Rancy, I BA English won GOLD medal. **TAEKWONDO**

IAEKWONDO

2016-2017 Tamilnadu Chief Minister Trophy sports and games district level was held at Namakkal on 13th and 14th Dec.2016. Our College taekwondo students participated and got over-all THIRD position.

MEN CATEGORY:

G.Tamilarasu II B.Sc. Physical Education won SECOND place. R.Surendar II B.Sc Physical Education won SECOND place. G.Raju I M.Sc Computer Science won FIRST place.

WOMEN CATEGORY:

M.Krishnapriya III B.Sc Bio-Technology won FIRST place. S.Umamageshwari I B.Sc Physical Education won FIRST place. K.Manibharathi B.Sc Physical Education won THIRD place.

PERIYAR UNIVERSITY

ATHLETICS

2016-2017 Periyar University Inter-Collegiate Athletic meet was held at Hosur from 12th to 15th Dec.2016. We won the Overall Championship for the past 13 consecutive years in Athletics, Periyar University Inter-Collegiate Athletic meet from 2003-2016.

MEN CATEGORY:

M.Kumar, III B.Sc Electronics won FIRST place in Decathlon and 100Mts.

R.Manivannan, II BCA won FIRST place in High Jump.

M.Kumar, III B.Sc Electronics won FIRST place in Decathlon and 100Mts.

S.Sutharsana Balaji, II B.Sc Physical.Edu won SECOND place in Discus Throw.

H.Vinothini, I BBA won SECOND place in 400Mts.

P.SarathKumar, III B.Sc Maths won SECOND place in 5000KM.

S.Tharunkumar, III B.Sc Bio-Technology won SECOND place in 10000 Walk.

R.Charlash, III B.Com (CA) won SECOND place in Pole Vault.

K.Manikandan, II BA English won SECOND place in 800Mts.

G.Raju, I M.Sc Computer Science won FIRST place in 110 Hurdles.

M.Balakrishnan, I B.Sc Physical Education won FIRST place in Hammer Throw.

S.Bharathiraja, I M.Com won FIRST place in 100Mts and Long Jump.

A.Murugesan, I B.Sc Physical Education won FIRST place in 4x100Mts Relay.

M.Singaravel, II B.Sc Physical Education won SECOND place in 10000KM

P.Sowndarya, I B.Com (CA) won SECOND place in Pole Vault.

P.Janaki, I BBA won FIRST place in Long Jump.

S.Gladish, I B.Sc Physical Education won SECOND place in Long Jump.

M.Singaravel, II B.Sc Physical Education won SECOND place in 10000KM

K.R.Manivasagam, I B.Sc Physical Education won THIRD place in Javelin.

WOMEN CATEGORY:

M.Priyadharshini, III BBA won SECOND place in 100Mts and FIRST in Pole Vault.

K.Mahalakshmi, II B.Com won SECOND place in 800Mts.

C.Selvi, I B.Com won FIRST place in 100Mts Hurdles.

SECOND place in Long Jump.

S.S.Bhavani Daisy, I BBA won SECOND place in Hammer Throw.

N.Revathi, M.Phil (Tamil) won FIRST place in 5000KM



ALL INDIA AHLETIC:

M.Kumar III B.Sc Electronics, R.Manivannan II BCA., S.Karthickraja I M.Com, and Priyadharshni III BBA., had participated in All India Inter-University Athletic Meet held at Anna University, Coimbatore on 11th Jan. 2017.



HAND BALL

On 25thJan.2017, S.Parthiban I BCA, won GOLD Medal in All India Inter University Handball Tournament held at Periyar University, Salem.

TAMILNADU CHIEF MINISTER TROPHY:

2016-2017 Tamilnadu Chief Minister State Level Fencing Tournament held at Paavai College, Namakkal. Our college men and women teams got overall championship and 4.75 lakhs cash prize money.

MEN CATEGORY:

S.Bharathiraja II BCA won SECOND place and 75,000 cash prize.

Nallamuniyappan II B.Sc won SECOND place and 75,000 cash prize.

Karan I B.Com (CA) won SECOND place and 75, 000 cash prize.

WOMEN CATEGORY:

Our III BCA student, C.Dharani has represented Namakkal district in state Games for Chief Minister's Trophy in Fencing held at Paavai Engineering College from 3.2.2017 to 5.2.2017 and won First place with one lakh cash award.

T.Tamilarasi III B.Com (CA) won FIRST place and ONE lakh cash prize money.

T.Joshini Rancy I BA English won SECOND place and 75,000 cash prize.



HAND BALL

S.Parthiban, I BCA., got GOLD Medal and ONE lakh cash prize on 21st Dec. 2016. **TEAKWONDO**

2016-2017 Tamilnadu Chief Minister State Level Teakwondo Tournament held at Paavai College, Namakkal on 15th Dec.2016. E.Krishnapriya III B.Sc (BT) got GOLD Medal and 1 lakh cash prize.



JUDO

2016-2017 Tamilnadu Chief Minister State Level Judo Tournament held at Karur on 28^{th} Jan.2016. Ms.P.Vidhya III B.Com (CA) got a Bronze medal and 50,000 cash prize.

Over all 2016-2017. Tamilnadu Chief Minister trophy sports and games our college students got 7.25 lakhs cash prize. **KABADDI**

Our department organized intra institutions kabaddi tournament at SASC, Namakkalon 22.02.2017.



HANDBALL

Our college handball team got III Place and Rs-3000/- Prize in state level handball tournament held at Selvamm College, Namakkal on 26.02.2017.



DEPT. OF COMMERCE

On 18th Jan.2017, our department arranged a Special Lecture on "Impact of demonetization in Indian Economy". The chief guest Dr.S.lyyampillai, Professor, Department of Economics, Chair, School of Economics and Commerce & Financial Studies, Bharathidasan University, Trichy. Students are benefited in this session.



On 1st Feb.2017. International Conference on "Recent Trends in Commerce and Management" Sengunthar Arts and Science College, organized by Department of Commerce CA, Tiruchengode. Our department staff Dr.K.Gunasekeran Vice-Principal and Head and Mr.P.Sivakumar presented a Paper entitled "International Financial Reporting Standard".

Our department staff Mr.P.Jeeva and Mrs.G.Chandra presented a paper entitled "Merger of Banks"

Our department II.M.Com students G.Sridharan and N.Selvakumar presented a paper entitled "Green Marketing"

Our department II.M.Com students M.Sharmila and K.Bhuvaneswari presented a paper entitled "Foreign Direct Investment"

Our department II.M.Com students B.Jeevitha and P.Chnnusamy presented a paper entitled "Marketing of Financial Services"

Our department II.M.Com students B.Raja, P.Ezhilarasan, V.Karthic and M. Vairamuthu presented a paper entitled "Indian Trade Policies"

On 3rd Feb.2017. National Conference was conducted on "Demonetization" – N.K.R Govt. Arts College for Women, Namakkal. Vice-Principal and Head Dr. K. Gunasekaran presented a paper entitled "Benefits of Demonetization"

Our department II.M.Com students M.Surya and G.Karthikeyan presented a paper entitled "Impact of Demonetization on Indian Economy"

Our department II.M.Com student, K.Sathiyapriya presented a paper entitled "Demonetization in India"

Our department II.M.Com student S.Prabu presented a paper entitled "Demonetization and Impact of Economic India"

Our department II.M.Com student S.Paneerselvam presented a paper entitled "Benefits of Demonetization"

Our department II.M.Com student S.Manikandan presented a paper entitled "Demonetization of Indian Economy"

Our department II.M.Com students A.Ramya and R.Risitha presented a paper entitled "Demonetization and Its Impacts on GDP Growth"

Our department II.M.Com students K.V.Suganya and S.Nithya Presented a paper entitled "5 New Income Tax Rules after Demonetization" Our department II.M.Com students R.Prabakaran and A.Ranjith presented a paper entitled "Demonetization Merits and Demerits"

Our department arranged an industrial visit on 10^{th} Feb.2017. 65 students and 2 staff members went to Salem Co-operative Milk producers union Ltd, Salem.



On 12th Feb.2017, our department had conducted Alumni meeting in our department. There were 40 aluminat who participated and interacted during this programme.

On 16th Feb.2017, our department arranged Special Lecture on "Career Development". The chief guest Dr.A.M.Mohamed Sindhasha, Former Principal & Head, Department of Commerce, Jamal Mohamed College, Trichy. Students were benefited by this session.



On 17th Feb.2017. National level seminar was conducted on "Impact of Demonetization and Implementation of less cash economy" in Sri Ganesh College of Arts & Science, Salem. Our department Head and Vice-Principal Dr. K. Gunasekaran and Mr. P.Sivakumar presented a paper, entitled "Demonetization Benefits".

Our department staff Dr. S.Gurusamy and Mr. M.Kamalakannan presented a paper, entitled "E – Transaction and cash less economy".

Our department staff, Mr.D.Duraimurugan and Mr.P.Jeeva presented a paper entitled "Impact on Demonetization in present India".

Our department staff, Mrs. G.Anbarasi and Mrs.G.Chandra presented a paper entitled "Importance of Demonetization".

Our department I M.Com students M.Shanmugam and G.Vignesh presented a paper entitled "Public Administration".

Our department I M.Com students, M.Meena and S.Punithamalar presented a paper entitled "Law and legislature". Our department I M.Com students S.Surya and S.Revathi presented a paper entitled "M-Commerce".

Our department I M.Com students R.Gangadevi and V.Kavipriya presented a paper entitled "M-Commerce".

Our department I M.Com student M.Velliyangiri presented a paper entitled "Financial Management".

Our department I M.Com student G.Vishnuprabha presented a paper entitled "Prevention of Black Money".

Our department I M.Com student R.Leelavathi presented a paper entitled "Rural and Women Entrepreneurship".

Our department I M.Com student G.Lakshmanan presented a paper entitled "Chit funds".

On 12th Mar.2017, our department had arranged one day industrial visit to Ooty tea factory and other places.



DEPT. OF TAMIL

The department functions with B.Lit, M.A and M.Phil course.

The department is publishing a magazine, "Neerodai" for 13 years, since 2004

Every Friday we conduct a programme namely Velli Vattam". Through this programme the competition for the essay, poem, short story, book review. Debate are conducted and the students exhibited their talents.

On 30th Sept.2016, short films were shown to the students. The principal encouraged the students.



On 16th Dec.2016, one day seminar was conducted on 'Yapin Adippadai Kodpadugal' Dr.S.Thirugnanasampantham participated and gave valuable speech.

On 9th Feb.2017, department conducted a debate on "Internet growth - an advantage or disadvantage", students and faculty members participated in the debate.

BEST TEACHER AWARD:



R.Venkatesan HoD of Tamil got best Teacher Award in ullaga anagaglin kuttamypu.

EducationTour:



On 09th Aug.2016, students were taken to Erode book festival. Students and faculty members bought books and benefited



On 10th Feb.2017, III B.Lit students went to Trichy and visited the Temple of Thiruvarangam and also its infrastructure.



On 11th Mar.2017, students were taken to south Indian Temple where students visited the infrastructure and astonishes on sewing torch things



On 25th Feb.2017. Alumni meeting was conducted in which the old students of the department participated and shared their experiences.

Staff Participation:

On 9th Aug.2016. Periyar University conduct a work shop on" Information and Internet training camp" in which Asst.professor S.Yokanathan participated and benefitted

On 6th Jan.2017. National conference

was held in SSM Arts & Science College, in which professor K.Gomathi presented a paper on "Sozhan Viyandha Pannan" and T.Muthusamy on "Naladiyarin Thani Manidha Valviyal".

Our department HoD Dr.R.Venkatesan presented a paper in Madurai magazine "Nilam" titled "Bible Tamil Mozhi Payaphlm Yesuvin Thirnamma Murraigalum". Students' Participation

On 6th Jan.2017, SSM Arts & Science College, conducted a seminar. in which a student R.Kannan presented "Ramayanum Panpattu pathivugalum".

DEPT. OF ENGLISH COMPETITIONS:

Department of English had conducted various competitions like Language Connection, Abbreviation, Blending Words to school students in and around Namakkal district on 1st and 2nd Dec.2016.

Department of English had conducted various Literary Competitions like Essay Writing, Drawing, Poetry Writing, Extempore, Literary Parade, Fireless Cooking, Drama, Soliloquy and Mime Show under the banner **ELITE-2017**, on 21st Feb.2017, Final year PG students' won the over-all championship with 34 points. All the three Vice-Principals and two Deans of SASC chaired as Judges Position. Dr.N.Rajavel, Principal and Dr.K.S.Arulsamy, Administrative Director distributed certificates and prizes to the winners.



Department of English and Tamil jointly had conducted various competitions like Essay Writing, Poetry Writing, Speech, Mehandi, Hair-dressing and Mime-show on the eve of **International Women's Day**, 8th Mar.2017. Certificates were distributed to the winners by our Principal, Dr.N.Rajavel and chief guest Dr.P.Sharmila, Head, Department of Biotechnology, Selvam College of Technology, Namakkal.

SPECIAL LECTURE:

Department of English conducted a special lecture on 3rd Feb.2017. Mr.A.Cruz Thivagaran, Asst.Professor, JP College of Engineering, Tenkasi was the resource person and he explained the importance of Group Discussion in the global market.

Department of English conducted a special lecture on 14th Feb.2017. Prof.A.Joseph Mariadas, former Vice-Principal, St.Joseph's College, Trichy was the resource person and he stressed the importance and value of Feminism.



Department of English conducted a special lecture on 16th Feb.2017. Mrs.N.Subbalaskhmi, Head, Department of English, N.K.R.Government Women's College, Namakkal was the resource person and she strongly pointed out some valuable points on 'Enhancing Communication Skills' and also gave some practical tips.



ALUMNI MEETING:

Department of English conducted the Alumni Meeting on 25th Feb.2017. Nearly 50 students attended the meeting and expressed their views & suggestions.

STAFF PARTICIPATION:

One of our staff members L.Dheventhiran had participated in the National Level Workshop on "Contemporary Fiction: Trends and Themes" on 17th Mar.2017 held at King College of Arts and Science for Women, Namakkal.

STUDENTS' PARTICIPATION:

All I & II PG students participated in the **EXPO' 2017**, conducted by N.K.R. Government Women's College, Namakkal on 5th Jan.2017.

Four of our II BA students presented their papers in a one day **National Conference** on "Strategies to Develop English Language Skills" conducted by the Department of Science and Humanities (English) at M.Kumarasamy College of Engineering (Autonomous) Karur on 8th Feb.2017.

Ms.R.Bhavadharini, II BA English, had

attended "Three Days Entrepreneurship Awareness Camp" Sponsored by National Science and Technology, Namakkal-Career Development Cell from 17th to 19th Feb.2017.

On 22nd Dec.2016. Department of Mathematics had conducted oratorical competition on the topic 'Srinivasa Ramanujar' on the eve of National Mathematics Day. Our students'M.Kabilan, I MA English and Mathiyalagan, III BA English won SECOND prize and S.Initha I BA English won THIRD prize.

Ms.R.Gayathri, II MA English had secured THIRD Rank in the State Level Test in Effective Communication, conducted by Shakespeare Institute of English Studies, Chennai on 27th Dec.2016.



Seven of our final year PG students were participated in 'English Spelling Contest' conducted by "Shakespeare Institute of English Studies", Chennai on 27th Dec.2016.

Four of our final year PG students participated in 'Spoken English' conducted by "Shakespeare Institute of English Studies", Chennai on 27th Dec .2016.

Two of our final year PG students participated in 'Intelligent Quotient Test' conducted by "Shakespeare Institute of English Studies", Chennai on 27th Dec.2016.

Six of our final year PG students participated in 'Literary Quiz' conducted by "Shakespeare Institute of English Studies", Chennai on 27th Dec. 2016.

Three of our final year PG students were participated in 'The Proficiency Test in English' conducted by "Shakespeare Institute of English Studies", Chennai on 27th Dec.2016.

One of our final PG students had participated in 'Aptitude & Communication' competition conducted by "Shakespeare Institute of English Studies", Chennai on 27th Dec. 2016.

Two teams of six students had participated in the Stall Expo-2017 conducted by the Department of BBA & Entrepreneurship Development Cell on 20th and 21st Feb .2017.

Six of our final PG students were selected in the interview conducted by Placement Cell, Periyar University on 27th Feb.2017.

Six of our final PG students namely M.Gayathri, P.Vaitheswari, S.Gayathri, S.Vimala, R.Keerthika and K.Kanagaraj presented their papers in the National Conference held at Annai Women's College, Karur on 28th Feb.2017.

Five of our final PG students, namely M.Gayathri, S.Pandiselvi, D.Revathi, K.Kanagaraj and P.Lakshmanan presented a paper in the one day National Conference on 'Language, Literature & Culture' on 10th Mar.2017, held at Sengunthar Arts and Science College, Tiruchengode.

Seven of our M.Phil Research scholars, namely R.Bhuvaneshwari, S.Mohanapriya, R.Sathya, T.Syamalagowri, A.Thilsathbegam, M.Dharmadurai and V.Kandasami presented a paper in one day National Conference on 'Language, Literature & Culture' on 10th Mar.2017, held at Sengunthar Arts and Science College,

Tiruchengode.

Five of our final PG students namely, D.Geetha, N.Saranva, V.Sowmiva, D.Revathi and K.Jaya Kumar participated in the National Level Workshop on "Contemporary Fiction: Trends and Themes" on 17th Mar.2017, held at King College of Arts and Science for Women, Namakkal.

Two of our final UG students' namely A.Yuvaraj and S.Praveen Raj participated in the National Level Workshop on "Contemporary Fiction: Trends and Themes" on 17th Mar.2017, held at King College of Arts and Science for Women, Namakkal.

One of our second UG students M.R.Nivas participated in the National Level Workshop on "Contemporary Fiction: Trends and Themes" on 17th Mar.2017, held at King College of Arts and Science for Women, Namakkal.

One of our Research scholars' S.Mohan Priva participated in the National Level Workshop on "Contemporary Fiction: Trends and Themes" on 17th Mar.2017, held at King College of Arts and Science for Women, Namakkal,

BOARD OF STUDIES:

Department of English conducted Board of Studies Meeting on 19th Apr.2017.



Selvamm Arts & Srience Coll RATE, Namakkal. (Autonomous)

(Affiliated to Periyar University, Salem) Nationally Reaccredited (2^{ed} cycle) at the highest grade ¹A⁰ by NAAC - UGC Recognised 2(f) and 12(B) Institution Ponnusamy Nagar, Salem Road, NH-7, Pappinayakkanpatti (P.O), Namakkal - 637 003. Website & www.selvamcollege.in E-mail & selcoll@rediffmail.com

 C UG PROGRAMMES O B.Sc., U Mathematics, Computer Science, Electronics and Communication, Physical Education, Physics, S Chemistry, Biotechnology, E Microbiology, S Hotel Management and Catering Science. 	BBA BBA. (CA) B.Com B.Com. (CA) B.C.A. B.Lit. Tamil B.A. English	PG PROGRAMMES M.Sc., Mathematics, Computer Science, Physics, Biotechnology, Chemistry, Applied Microbiology, Electronics and Communication, M.A. Tamil, English, M.Com.	MASTER OF PHILOSOPHY M.Phil Biotechnology, Microbiology, Chemistry, Physics, Computer Science, Mathematics, Commerce, Tamil, English. DOCTOR OF PHILOSOPHY Ph.D Biotechology
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C 0 U	UG PROGRAMMES B.Sc., Mathematics, Computer Science, Electronics and Communication,	BBA BBA. (CA) B.Com	PG PROGRAMMES M.Sc., Mathematics, Computer Science, Physics,	MASTER OF PHILOSOPHY M.Phil Biotechnology, Microbiology, Chemistry, Physics,
R S E S	Physical Education, Physics, Chemistry, Biotechnology, Microbiology, Hotel Management and Catering Science.	B.Com. (CA) B.C.A. B.Lit. Tamil B.A. English	Biotechnology, Chemistry, Applied Microbiology, Electronics and Communication, M.A. Tamil, English, M.Com.	Computer Science, Mathematics, Commerce, Tamil, English. DOCTOR OF PHILOSOPHY Ph.D Biotechology