

Selvamm Arts and Science College, (AUTONOMOUS)

Affiliated to Periyar University, Salem
UGC Recognized 2(f) and 12(B) Institution

Nationally accredited (2nd cycle) with 'A' grade by NAAC
Namakkal-637003



Concord

SASC News Letter

Half Yearly

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Mrs. T. Vijaya Saratha

Mr.M.Dhivagar

MESSAGE FROM THE SECRETARY'S DESK:

I am gratified to know that the Selvamm Arts and Science College (Autonomous) is bringing out the Half yearly magazine, "CONCORD" of this academic year, 2019-2020.

I am glad to pen for this wonderful magazine CONCORD as an appreciation of the commendable efforts put forth by the Staff and Students to achieve high and also for the wonderful creative writings.

I also applaud the coordination and efforts behind the team to bring out this issue. I wish the College "a very big success in all its ventures".

Faculty Development Programme (FDP)

On 31st Jan. 2020, through Google meet link Faculty Development Programme was conducted by **Dr. S.A. Lethi, Holy Cross College, Trichy**, on the topic "*Details about the NAAC guidelines and its process*".



On 05th Jun. 2020, through Google meet link Faculty Development Programme was conducted by **Mr. Musee Pugazhendhi**, Founder- Bodhi Garden Academy, Pondicherry on the topic "*SMART GURUZ*".



On 25th Jul. 2020, through Google meet link Faculty Development Programme was conducted by Mrs.C.Sathya, Skills through English Trainer, Selvamm Arts & Science College on the topic "*Stress Management for Faculty in Action*".



Youth Red Cross (YRC)

On 14th Jun. 2020, Youth Red Cross conducted online quiz programme on **“World Blood Donor Day”** 130 students from various colleges participated in the online quiz.

National Service Scheme (NSS)

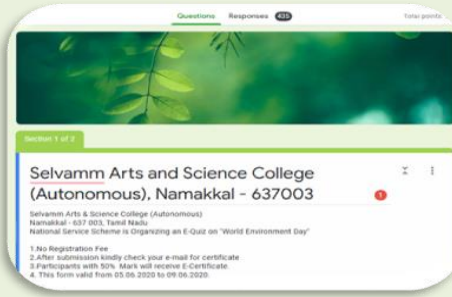
Our NSS Volunteers distributed Vegetables and Masks to neighbors in their native places during the COVID-19 lockdown periods.



Our NSS Organized e-Quiz on **“World No Tobacco Day”** from 31st May, 2020 to 04th Jun, 2020. In this 5 days event, nearly 860 NSS Volunteers from our college and various colleges participated and awarded with e-certificate.



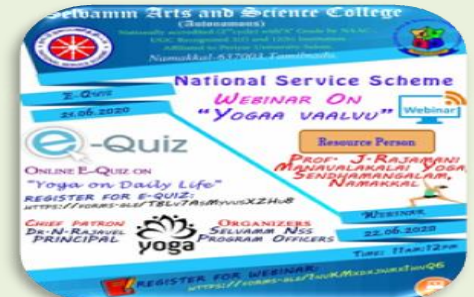
Our NSS Organized e-Quiz on **“World Environment Day”** from 05.06.2020 to 09.06.2020. During this 5 days event, nearly 435 NSS Volunteers from our college and various colleges participated and awarded with e-certificate. All participants gained knowledge about importance of Nature and how to control pollution in our living planet.



Our NSS Volunteers distributed Vegetables and food materials like Egg, Rice, Dal, Cooking oil etc., to the cleaning personnel in Kokalai village Namakkal during the COVID -19 lockdown periods.



Our NSS Organized e-Quiz on **“Yoga on Daily life”** for Yoga Day celebration from 21st Jun. 2020, & 22nd Jun, 2020. In this 2 days event, nearly 300 NSS Volunteers from our college and other colleges participated and awarded with e-certificate. All participants gained knowledge about importance of Yoga and how to maintain our health using Yoga. 50 NSS Volunteers from our college and various colleges participated in and awarded with e-certificate.



Training and Placement

Faculty participation:

Ms.N.Akalya, Placement Coordinator attended three weeks online course programme on **“standing up for science”**, from 19th Jul. 2020.



Ms.N.Akalya, participated in a webinar on **“Forensic Science in Digital World & Career Guidance”**. 23rd Aug. 2020.



On 17 Sep. 2020, Ms.N.Akalya, has participated in a webinar on **“Micro & Nanotechnology and its Applications”**.



Celebrations

Independence Day

Independence Day was celebrated in our College on 15th Aug. 2020, Our Chairman, Dr. P. Selvaraj, presided over the function and gave a special address to all the students and staff members.



Deepavali

The SASC rejoiced the “Deepavali” celebration on 26th Oct. 2020. Our Managing Director, Mrs. Jayam Selvaraj presided over the function. Sweets were distributed to all.

Department Activities

Dept.of Business Administration

Department Seminars

On 15th Oct. 2020, the Department of Business Administration inaugurated the Association of Selvamm Business Administration.

A Webinar on “**Social Media-Treasure of opportunities**” was conducted the chief guest was Mr.V.Saravanakumar, Assistant Professor, Department of Management Studies, Sengunthur Engineering College, Trichengode.

On 11th Dec. 2020, our Department conducted a Webinar on “**Recent Innovations in Marketing**”. Dr.V.Abirami, Professor, Department of Management Studies, Dr. N.G.P. Arts & Science College, Coimbatore, was the resource person.

On 16th Dec. 2020, the Department of Business Administration conducted a Webinar on “**Soft Skills for Executives**”. Dr.R.Vanathi, Assistant Professor, Department of Business

Management, Erode Arts & Science College, Erode, was the resource person.

Quiz Programmes

On 2nd Jun. 2020, the Department of Business Administration conducted online quiz programme, Fundamentals of Accounting, More than 700 students from various colleges participated in the online quiz.

On 3rd Jun. 2020, the Department of Business Administration conducted online quiz on “Business Management”. More than 150 students from various colleges participated.

Dept. of Hotel Management and Catering Science

On 27th Nov. 2020, Department conducted Webinar on “**Healthy Diet for Covid-19**”. Ms.M. Manopriya, Head, Dept of Nutrition & Dietetics, Kailas Women’s College, Salem.

Dept. of Mathematics

On 27th Jul.2020, National level webinar on “**Fundamentals of Applied Mathematics**” was organized and addressed by **Dr.S.Parthiban**, Associate Professor of Mathematics, Vignan’s Foundation for Science, Technology & Research, Vadlamudi, Guntur, Andhra Pradesh and **Dr.P.Narasimman**, Assistant Professor, PG Department of Mathematics, Thiruvalluvar University, Model Constituent College of Arts & Science, Kariyampatti, Tirupattur, Vellore.



Special Lecture

On 18th Dec. 2020, we conducted an Association Inauguration & Special Lecture through online on

“**Differential Equations: Theory and Applications**” addressed by **Dr.S.Karthikeyan**, Assistant Professor of Mathematics, Periyar University, Salem.



Dept. of Physics

Physics Association Inauguration

Department of Physics conducted Inauguration of Association on 10th Dec. 2020. Through Google Meet, Chief Guest **Dr. P. Hemalatha**, M.Sc., M.Phil, MCA., Ph.D., Assistant Professor, Department of Physics, Govt. Arts College, and Coimbatore, held she delivered. Staff members and our department 75 Student benefitted.

Staff Participation

Our Department faculty member Mr. P. Pachamuthu, Asst. Prof. has actively participated the National Seminar on “**Applications of Vibrational Spectroscopy**” organized by Department of Physics, SRM Institute of Science and Technology, Chennai held on 29th Aug. 2020.

Our Department faculty member Mr. P. Pachamuthu, Asst. Prof. has participated in Five day National level Workshop on “**Functional Materials, Dye-sensitized Solar Cells and Perovskite Solar Cells**” organized by Department of Physics, School and Humanities, Kongu Engineering College, Perundurai, Erode during 21st to 25th Sep. 2020.

Dept. of Chemistry

Department of Chemistry organized “**Domestic Products Preparation**” on 24th Nov. 2020, **Dr. M. Muthukkumar**

Head, Department of Chemistry, was resource person.



Department of Chemistry inaugurated **“SELCHE Association-2020”** on 11th Nov. 2020. The chief guest **Dr.V.Mohanraj**, Assistant Professor of Chemistry Manonmaniam Sundaranar University Consistant College, Kanyakumari. Delivered a lecture on **“Job Opportunities for Chemistry Students”**.

Department of Chemistry conducted International webinar on 16th Dec. 2020, the chief guest **Dr.K.Kanagaraj** Senior Research Associate and Scientist, Centre for Supra Molecular Chemistry Catalysis and College of Science, Shanghai University, Shanghai-China. He addressed on **“Recent trends in the super molecular Chemistry”**



Dept. of Biotechnology

Our Department inaugural association activities through a Special lecture conducted on **“Entrepreneurship and Carrer Opportunities in Life Sciences”** on 22nd Dec. 2020, the resource person was Dr. K.Rajaganesh, Department of Biotechnology, St.Joseph University, Dimapur, Nagaland.

Department organized a Webinar on 28th Nov. 2020 on **“Recent Applications in Earthworm Technology”**. The special guest of the day was

Dr.S.Duarairaju, Production Manager, Uyir Agriculture Erode. All our students participated and benefitted.

Staff Publications

Our Department faculty member **Thamaraiselvi** published a Research paper entitled **“Antioxidant profile and free radical scavenging activity of Nanosynthesized liv-pro-08”** in Journal of Natural Remedies Vol. 21, JNR Online Journal ISSN: 2320-3358 (e) ISSN: 0972-5547.

Our Department faculty member **N.Karthik, M.Anitha** published a Research paper entitled **“In Silico Analysis of Various Antiviral Compounds Against Spike Protein of COVID -19 using Docking Methods”** in International Journal of Engineering Research & Technology (IJERT)ISSN: 2278-0181, Vol. 9 Nov. 2020.

Our Department faculty member **M.Anitha**, published an Article on **“Hydroponics-Future Farming”** in the first English farm journal from the house of Kerala Karshakan, Department of Agriculture development and Farmers Welfare, Government of Kerala, Vol. 8 Issue 05, Nov. 2020.

Dept. of Botany

Quiz Programme

Conducted online quiz programme on **“Fundamentals of Botany”** in Oct. 2020. 243 participants successfully completed and received the certificate.

Online Commission for Continuance Affiliation Programme by Periyar University for Botany was held on 23rd Dec. 2020.

Staff Publication

Faculty member Dr. K. Santhi, published a Research paper entitled **“Eco-Friendly Formulation of Selenium Nan particles and Its Functional Characterization against Breast Cancer and Normal Cells”**, Journal of Cluster Science, vol.08th Aug, 2020.

Dept. of Microbiology

Special Lecture

Department of Microbiology organized **Microbiology Association Inauguration & A Special Lecture** entitled **“The Destiny of a Microbiologist”** by **Dr. S. Senthilkumar**, Assistant Professor of Botany, Geobiotechnology Laboratory, National College (Autonomous), Thiruchirappalli on 14th Oct.2020.

Webinar

Our Department organized a one day Online Webinar entitled on **“Herbal Remedies”** by **Dr. Aruna Ramachandran**, Assistant Professor of Botany, Thiyagarajar College, Madurai on 21st Dec. 2020, 80 students of our department participated and benefitted.



Dept. of Computer Science

The Department of Computer Science organized an International Webinar on **“Data Management in Today’s World”** through Google Meet on 07th Jun.2020. The chief guest was Mr.K.Paramasivam B.E., M.S., M.B.A., Vice President, Product Management, Commvault, New Jersey, USA. He discussed about data management strategies needed for backup and recovery, disaster recovery and activating the data for making intelligent decisions.

Special lecture

We inaugurated our department association on 20th Oct. 2020. Association members for the academic year 2020-21 were introduced by our HoD Mrs.K.K.Kavitha. On that day a special lecture on **“Trending Technologies 2020-21”** was given by

Dr. V.Baby Deepa,
M.Sc.,M.Phil.,Ph.D, **Assistant**
Professor, Government Arts College
(Autonomous), Karur. She explained
what are the trending technologies and
job opportunities in IT industry today.

Staff Activities

Our HoD and all faculty of our
department had attended one day
International Webinar on **“Data**
Management in Today’s World” on
7th Jun. 2020.

D.Latha, M.K.Sudha had participated
in Online Quiz on **“Java**
Programming” conducted by Sri
Meenakshi Govt. Arts College for
Women, Madurai on 12th Jun. 2020.

K. Vijayakumari had participated in a
Three- Day Online Faculty
Development Program on **“Research**
Applications in Artificial Intelligence
and Machine Learning” from 15th to
17th Jun. 2020.

D.Ananthanayaki and K.V.Sumathi
participated in online super session on
“Future of Education” on 18th Jun.
2020 conducted by ICT Academy.

K.K.Kavitha, Ananthanayaki,
T.Dhanalakshmi, K.V.Sumathi,
K.Gowrishankar, S.Kiruthiga,
R.Ravishankar, and D.Latha
participated in webinar on **“Yoga**
Vazhvu” on 22nd Jun. 2020.

K.Vijayakumari participated in
National level online Quiz on
“UGC/NTA NET Paper 1” on 23rd Jun.
2020 conducted by Sri Ramakrishna
College of Arts and Science
(Autonomous), Coimbatore.

S.Kiruthiga, D.Latha participated in
Photo Caption Contest on **“Expose**
Your Innovative Idea by Creating
Unique Photograph” organized by
Computer Science Technical
Association on 24th to 26th Jun. 2020.

K.V.Sumathi had participated in the
webinar on **“Cloud computing”** and

quiz competition conducted by Govt.
Arts College on 25th Jun. 2020

D.Ananthanayaki and K.V.Sumathi
participated in **“Digital Knowledge**
Webinar Series” on 26th Jun. 2020,
conducted by ICT Academy.

K.Vijayakumari participated in
online assessment on **“Python**
programming Part-I” on 28th Jun.
2020, in KG College of Arts and
Science, Coimbatore.

T.R.Vithya had participated in
“E-Quiz on Networking” conducted by
Trinity College for Women on 4th Jul.
2020.

K.Vijayakumari participated in Short
Term Live Online Training on **“Deep**
Learning Using Python” conducted by
Apptronix Technologies in collaboration
with Mahatma Gandhi Institute of
Technology - Hyderabad from 3rd to 7th
Aug. 2020.

K.Vijayakumari participated in
AICTE sponsored online short term
training program (STTP) on **“Guidance**
and Counselling” from 12th to 17th Oct.
2020, organized by St.Joseph’s College
of Engineering and Technology, Kerala

K.Vijayakumari, National webinar
on **“Innovative Computational**
Techniques in Optimization
Algorithm” on 10th Nov. 2020
organized by KSR College of
Technology. Tiruchengode

K.Vijayakumari participated in
AICTE sponsored six days short term
training program on **“Artificial**
Intelligence and Deep Learning
Techniques” from 30th Nov. 2020, to
05th Dec. 2020, organized by B.S.Abdur
Rahman Crescent Institute of Science &
Technology, Chennai.

Dept. of Electronics and Communication

Department of Electronics and
Communication conducted a on-line
seminar on **Research Trends in**
Electronics held on 14th May, 2020.The
resource person - 5 -

Dr.P.Gowthaman, Associate Professor,
Department of Electronics, Erode Arts
and Science College, Erode. More than
90 students participated from various
Departments and colleges.

Seminar

Department conducted a seminar on
“Truths and Myths about It Jobs” by
P.Nareshkumar MCA Senior Software
Engineer, Java Developer Cyber
Security Analyst, and HCL
Technologies Pvt.Ltd. Bangalore, on
14th Dec, 2020. The resource person
explained about the opportunities and
challenges in IT JOBS field. It was an
interactive session with nearly 60
students.

Dept. of Physical Education Webinar

Department of Physical Education
conducted a **Webinar on Athletics-**
“Tricks and Techniques” through
Google Meet, on 29th Dec, 2020. The
Chief Guest was **Dr.A.Karthik,**
Director of Physical Education, Arignar
Anna Govt. Arts College, Namakkal. 44
students participated in the Webinar.



Karthik A

Dept. of Commerce Special Lecture

Inaugurated Commerce Association
on 08th Dec. 2020, through google meet.
The chief guest **Dr.S.Sivaraman,**
Associate Professor, School of
Commerce and International Business,
Dr.GRD School of Science, Coimbatore.
Special Lecture on the topic
“Professional Opportunity in IFRS
(International Financial Report
Standard)”.

Special Lecture on the topic “Challenges of Entrepreneurial Development” was on 16th Dec. 2020, through google meet. The chief guest **Dr.Kalimuthu**, Assistant Professor, Dr.NGP Arts and Science College, Coimbatore. Students were benefited in the session.

Webinar-Participation

Mrs.V.Nanthini participated in online webinar on “World Population Day 2020” organized by AJK college of Arts and Science, Coimbatore on 11th Jul. 2020, and

Attended webinar on “How to Write Resume, Curriculum Vitae and Bio- Data” conducted by Research Circle on 20th Dec. 2020.

Dept. of Commerce with Computer Applications

Our department arranged one day Online Webinar on “Retrieving the Business World from the Clutches of COVID-19 in the Emerging Era” on 29th Oct. 2020, through ‘Google Meet’. V.K.T. Rathika, MBA., CIP.,CFP., MDRT & Galaxy Club Member, Namakkal was the Resource person and delivered valuable to the students.



Our faculty members attended 12 Programmes such as Online Quiz, Webinars, FDPs & Online Courses conducted by various Colleges and Universities.

Our Department Organized Online Quiz on “Corporate Accounting” from 30.11.2020 to 04.12.2020. More than 400 students, Research scholars and Faculty members attended and benefitted.

Arranged one day Online Webinar on “Financial Wellness” on 16.12.2020 through ‘Google Meet’. **Dr. K. Prabakaran, MBA, M.Phil, PGDMM, Ph.D. Finance & Entrepreneurship - SEBI & NCFE, Premier Institutions in Tamilnadu**, acted as Resource person.

Dept. of Tamil

Seminar

Department of Tamil conducted a one day seminar on 03rd Oct. 2020. **T.Pavalasankari from Tamil Aaivu Arakattalai internet writer Erode**, gave a special lecture on “TAMIL MOZHIYEN VALAIVAPEL INNYEM”.

Conducted a one day seminar on 11th Dec. 2020. **Dr.Thurai. Manikandan from Bharathidasan University (Urrubu College) Trichy**, gave a special lecture on “Tamil Mozhi Valarchiku Tamil Inniya Menpourulkalin Pangalipu”.

Staff Activities

Our Department Staff Members Attended Various College Inn yam Valli Seminar.

Dept. of English

The Department of English organized Online Quiz Programme on the topic “Linguistics” from 19th Jun. 2020 to 23th Jun. 2020. Totally 500 students and faculties from various colleges took part in the competition. Among them 334 participants secured E- Certificates.

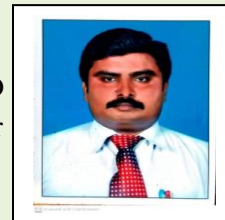
Faculty members were active in attending online programmes like Webinar, Quiz, Special Lectures, Certificate and Short Term Courses conducted by various Colleges and Institutions throughout India. Totally 33 certificates were secured.

“English Literary Association Inaugural Ceremony” and a Special Lecture on “Comparative Literature” was organized on 27th Nov. 2020, through Online Platform. The

Chief Guest **Mr.R. Ramakrishnan M.A., M.Phil. TEFL/TESOL., D.Ted (Ph.D) Assistant Professor, Department of English, Vels University (VISTAS) Chennai**, enunciated how to compare literary works with Thematology, Motif and Symbols. There were 160 students participated and benefited.



Mr.P.Eswaran, Head, Department of English was awarded with Ph.D degree from the Periyar University on 14th Aug. 2020.



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Ponnusamy Nagar, Salem Road, NH-7, Pappinayakkanpatti (P.O), NAMAKKAL – 637 003.
Website: www.selvamcollege.in E-mail: selcoll@rediffmail.com

COURSES

UG PROGRAMMES:

B.Sc.
Mathematics, Computer Science,
Electronics and Communication,
Physical Education, Physics,
Chemistry, Biotechnology,
Botany, Microbiology,
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:

Biotechnology,
Microbiology,
Chemistry, Physics,
Mathematics, Commerce,
Tamil, English

DOCTOR OF PHILOSOPHY:

Biotechnology,