



Selvamm Arts and Science College (Autonomous)

Affiliated to Periyar University, Salem-11
UGC Recognized 2(f) and 12(B) Institution
Nationally Accredited by NAAC
ISO 9001: 2015 Certified Institution
NAMAKKAL-637 003

Concord

SASC News Letter

Half Yearly

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Message from the Principal's Desk



It gives me immense pleasure to learn that the Internal Quality Assurance Cell is going to publish its Vol.14 Issue 2 of the College News Letter, "CONCORD". An analytical mind with a passion for learning leads an individual to achieve success and glory in life. In the era of privatization as well as globalization, the hallmark of success is hard work. The College news letter provides a glimpse of the attainments of both staff and students. I'd like to take this opportunity to thank the Editor and the Editorial Board for their efforts in publishing the Concord for the academic Year, 2021-2022.

Celebrations:

Founder's Day

Founder's Day was celebrated on 11th Feb. 2022. All the Principals of Selvam Institutions, staff members and other guests rendered their greetings and thanked our honorable Chairman, followed by dinner



College Day

The 22nd College Day was celebrated on 13th May. 2022, Welcome Address was given by our Principal, Dr. N. Rajavel followed by the chief guest, Shri T.Jayamurugan, Senior Quality Control Inspector, Metallurgical Services Department, Salem Steel Plant, State Resource Person for Astronomy, Tamilnadu Science Forum, delivered a speech, which was highly motivating. Presented the Annual report and the 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.

College Day



Graduation Day

The 17th and 18th Graduation Day was celebrated on 14th May 2022, Professor Dr.R.Jagamathan, Vice Chancellor, Periyar University, Salem was the Chief Guest of the day. Our Alumni meeting was also conducted on the same day and the new Office-bearers were selected and they took their charges. During the meeting, many old students shared their reminiscences and promised to Co-ordinate with their Department and the alma mater.



Pongal

On 11th Jan. 2022, celebrated the “*Tamilar Thirunal Pongal*” in a traditional manner, our esteemed Trustee, Mrs. Jayam Selvaraj, inaugurated the celebrations with a prayer, distributed pongal and conveyed her greetings to everyone. Many cultural and pongal-related traditional competitions were conducted. Dr.B.Kaviethra Nandhini, Secretary distributed the prizes to the winners.



Republic Day



Republic Day was celebrated on 26th Jan. 2022, our Chairman, Dr. P. Selvaraj presided over the function and gave a special address to the students and staff members.

Parents - Teacher Meeting

Parents-Teacher Meet was conducted on 12th Apr. 2022, for all UG and PG students after the publication of their semester results. The performance of the students was reported to the parents and suggestions were shared for their ward's improvement.



Women's Day

On 8th Mar.2022, Women's Day has been celebrated by Women Welfare Committee. The welcome address was given by Dr. N. Rajavel Special address was delivered by Dr. M. Rajeswari, Associate Professor from Arignar Anna Government College of Botany, Namakkal. There were 250 students participated and benefitted through this programme. Finally the Vote of Thanks was delivered by Mrs. K.K. Kavitha.



On 10th May, 2022 Women Welfare Committee Conducted counselling Programme for our girl students about General awareness welcome address was given by Dr. N. Rajavel, Special address was delivered by Mrs.G. Calen Vir, Counsellor. There were 215 students participated and benefitted through this programme. Finally the Vote of Thanks was delivered by Mrs. K.K. Kavitha.



Awards

Chairman, Dr. P. Selvaraj was awarded with **Life Time Achievement Award** by Nature Science Foundation, Coimbatore. Tamilnadu, India.

Secretary, Dr. Kaviethra Nandhini was awarded with **Best Women Leadership Award** by Nature Science Foundation Coimbatore. Tamilnadu, India.

BBA Department Head & Principal, Dr.N.Rajavel has received the **Best College Principal Award** for his academic excellence and extraordinary Contribution in enhancing the teaching and learning process having adjudged during the academic year, 2021-2022 from Nature Science Foundation, Coimbatore, Tamilnadu, India.

Committees:

Internal Quality Assurance Cell (IQAC)

Internal Quality Assurance Cell has prepared and submitted AQAR for the academic year 2019-20 was submitted on 19th Jan. 2022.

IQAC organized Professional Development Programme for Non-Teaching Staff on **“Best Practices in Office Administration”** on 08th Mar. 2022, in which Dr.N.Rajavel Principal, Selvamm Arts and Science College (Autonomous) gave a speech to all office members about the Best Practices in Office Administration and the importance of skill development.

A faculty development programme on **“Ethics in Teaching Profession”** was held on 7th Apr. 2022, by the Internal Quality Assurance Cell. The programme's speaker was Dr. R.P. Buvaneshwari, Assistant Professor and Department of Economics from the NKR Government Arts College for Women in Namakkal.

The Internal Quality Assurance Cell organized a Faculty Development Programme, **"Awareness Programme on Intellectual Property Rights"** on 9th Apr. 2022, with a resource person and speaker, Shri. R. Venkatesan, Senior Examiner of Trademarks and G.I Trademarks Registry, Intellectual Property Office, Guindy, Chennai, addressed the audience.

To enhance the working style and fast processing, IQAC initiated a skill development programme on Office Automation MS-Office. Mr.S.Ravishankar, Assistant Professor of Computer Science, gave training to the office staff members.

Unnat Bharat Abhiyan (UBA)

On 5th Apr. 2022, we Inaugurated **“Unnat Bharat Abhiyan (UBA) Cell”** our Chief Guest was Dr.R.BALAJI, Asst. Co-ordinator- UBA Assistant Professor (Human Resource

Management) TNAU, Coimbatore, and Dr.S.D.SIVAKUMAR, Nodal Officer-UBA Director, Directorate of Agribusiness Development TNAU, Coimbatore.



Student's Welfare Committee

Students Welfare Committee organized and conducted Eye Camp in Selvamm Arts and Science College on 25th Mar. 2022, at 11:00 AM. Dr.N.Rajavel, Principal of Selvamm Arts and Science College (Autonomous) welcomed the gathering. Felicitation was given by Administrative Director cum Controller of Examination Dr. K. S. Arulsamy. In accumulation, totally 150 students and staff members were benefitted through the Vasan Eye Care. At the end of the program vote of thanks was given by Dr.M.Muthukkumar, Co-Ordinator of Students Welfare Committee.



Red Ribbon Club (RRC)

On 10th Mar. 2022, Periyar University, Salem, Red Ribbon Club conducted Peer Educators Training Programme. Our college RRC programme officer Dr.D.Duraimurugan and two students participated and benefitted in this programme.



Youth Red Cross (YRC)

On 5th Apr. 2022, Youth Red Cross organized **Aadhar Updation camp**. Mr.G.Sanjjan Kumar, Sr.Manager and Mr.R.Arun Kumar, Manager, India Post Payment Bank, Namakkal acted as a resource person. More than 300 students benefitted through this camp.

Rotaract committee

Rotaract Committee of Selvamm Arts and Science College and Govt. Hospital Blood bank jointly organized **“Blood Donation”** camp on 17th Mar. 2022. Totally 52 students and faculty members donated their blood and District Blood Bank Medical officer, Dr. A.Anbumalar received their blood. All the donors received their donor's certificates.



The Namakkal district government blood bank commended the Rotaract committee's ongoing support for blood donation and the numerous blood donation drives they organised. They gave appreciation certificate to them.



Consumer Club

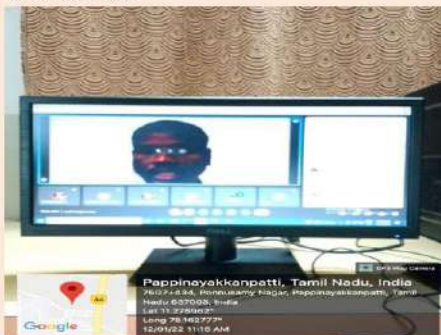
On 29th Apr. 2022, our citizen consumer club organized consumer Awareness Programme about “**Consumer Rights and Duties**”. Our chief guest was Dr.K.Sakthivel, Advocate, Namakkal. Our students were benefitted by this programme.



National Service Scheme (NSS)

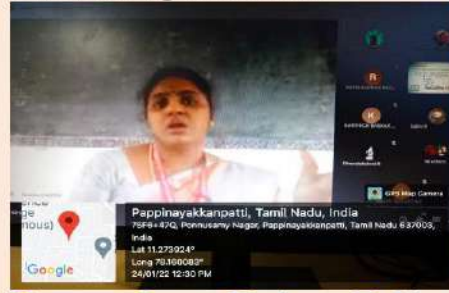
National Youth Day

The National Service Scheme (NSS) of our college has organized National Youth Day Celebration webinar on National Youth Day on 12th Jan. 2022, nearly one hundred NSS Volunteers have participated. The Special address of the National Youth Day celebration was given by Dr. M. Selvakumar, NSS Programme Officer, Senate Member of Madurai Kamarajar University, Assistant Professor, Thiagarajar College, Madurai. He gave a valuable speech titled “**வீரத்துறவி விவேகானந்தர்**” and speech about the history and remarkable works and writing of Swami Vivekanandar. He motivated our NSS students to develop good leadership qualities and social works. Totally 107 NSS volunteers participated and benefitted.



National Girl Child Day

The National Service Scheme (NSS) of our college has organized National Girl Child Day Celebration webinar on “**Issues Faced by the Girl Child in India**” on 24th Jan. 2022, nearly 110 NSS Volunteers have participated. The Special address of the National Girl Child Day was given by Mrs.U.Saradha, NSS Programme Officer, Assistant Professor, Nadar Saraswati College of Arts & Science, Vadapudhupatty. She gave a valuable speech, entitled “**Issues Faced by the Girl Child in India**” and discussed about girl safety and useful government schemes to girl children.



Voters Day Pledge Taking Ceremony

Our NSS volunteers took Voters Day Pledge on 25th Jan. 2022, on the theme “**Electoral Literacy for Stronger Democracy**”. Oath was taken on we the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement nearly 45 volunteers were participated in the college campus.



Leprosy Day Pledge Taking Ceremony:

Our NSS volunteers took Leprosy Day Pledge on 31st Jan. 2022, on the theme of “**United for Dignity**” to create an environment for leprosy people to live a dignified life. Oath was taken “**On the occasion of World Leprosy Day, we must join hands to fight against this disease that is a threat to humans**”. Nearly 56 volunteers participated in the college campus.



World Cancer Day

The National Service Scheme (NSS) of our college has organized World Cancer Day webinar on “**Cancer Complications, Diagnosis and Treatment**” on 4th Feb. 2022, nearly 95 NSS Volunteers participated. The Special address of the World Cancer Day was given by Dr.A.Ezhilarasu, Research Dean and Head, department of Microbiology, Selvamm Arts & Science College (Autonomous), Namakkal. He gave a valuable speech on types of cancer, Diagnosis and Treatment to cancer.



Anti-Slavery Day Pledge Taking Ceremony:

Our NSS volunteers took Anti-slavery Day Pledge on 09th Feb. 2022, nearly 55 NSS volunteers participated. NSS Volunteers took oath to make an end of child slavery is everyone’s concern. Be an ally to survivors and children at risk of slavery

change law, policy and practice that allows child slavery to persist.



Campus Cleaning and Sapling Preparation:

On 14th Feb. 2022, National Service Scheme Organized Cleaning Drive in Bio-tech park in our college campus and collected Non- degradable waste materials and planted new saplings. In this event 60 NSS Volunteers were actively participated and cleaned the institution for whole day.



Campus Cleaning

On 22nd Feb. 2022, National Service Scheme Organized Cleaning Drive in the college campus and collected Bio-Degradable wastes and prepared Bio-fertilizers for plant saplings. In this event 45 NSS Volunteers were actively participated and cleaned the institution.



National Voters Awareness Competition:

Nearly 47 NSS Volunteers participated and benefitted in various competitions like Quiz, Poster Making and Slogan Writing in National Voters Awareness Competition organized by Indian Election Council. NSS

Volunteers were more aware on the Importance of Voting by participating in various competitions.



Fireless Cooking Competition for International Women’s Day

On behalf of International Women’s Day Celebration our NSS team organized Fireless Cooking Event for Girls Students to promote new talents. Our Vice Principal Mrs.K.K.Kavitha, Head Department of Computer Science acted as a judge and selected 3 teams. The selected team members were awarded with prizes. Nearly 52 girl students participated.



Seminar on “Celebrating Womanhood” for International Women’s Day

The National Service Scheme (NSS) of our college has organized International Women’s Day seminar on “Celebrating Womanhood” on 8th Mar. 2022, nearly 210 girl students participated. The Special address of the World Cancer Day was given by Dr.M.Rajeswari, Associate Professor, PG and Research Department of Botany, Arignar Anna Government Arts College, Namakkal.



Cleaning Bio-tech Park and Flower Pots

On 10th Mar. 2022, National Service Scheme of our college organized “Cleanliness Drive” and clean Bio-tech Park and Flower Pots. Nearly 52 NSS Volunteers involved in this event and actively participated.



Campus Cleaning Drive

On 14th Mar. 2022, National Service Scheme of our college organized “Cleanliness Drive” and cleaned College Campus and Amenity centre. Nearly 48 NSS Volunteers involved in this event and actively participated.



Training and Placement Career Guidance Programme:

On 18th Mar. 2022, organized Career Guidance Programme was conducted by Dr.S.Saravanakumar- Head, Dept of Business Administration in Govt. Arts & Science College, Salem on the topic of E-Cube respectively.



Our college Alumni acted as resource persons programme for final year students

On 12th Mar. 2022, through Google meet link career guidance

programme was conducted by Mr.R.Elangovan, Human Resource-Executive ZIBE. (Alumni student of Department HMCS 2012-2015) on the topic “Career Growth” respectively.



On 19th Mar. 2022, through Google meet link career guidance programme was conducted by Mr. A. Ranjithkumar, Team Coordinator, MI Life Style Marketing. (Alumni student of Department Physical Education 2016-2019) on the topic “Physical & Mental Fitness” respectively.



Placement Cell Activities

On 24th Mar. 2022, “Reveille Technology” conducted on-campus drive in Selvamm College of Technology, Namakkal. 64 of our students participated and 33 of them placed.



On 25th Mar. 2022, Foxconn, Flex, Bharatth FIH,

Pegatron conducted campus drive in Selvamm Arts and Science College, Namakkal. 311 of our students participated and 280 of them were placed.



On 30th Mar. 2022, Hathway cable & Data com LTD conducted campus drive in Selvamm Arts and Science College. 41 of our students participated and 15 got offers.



On 13th Apr. 2022, Focus Edumatics Pvt. Ltd, conducted Virtual drive through Skype. 48 of our students participated and 13 of them were placed.



On 14th Apr. 2022, Sri chaitanya Techno School conducted campus drive in Selvamm Arts and Science College, Namakkal. 37 of our students participated and two of them got placed.



On 15th Apr. 2022, TVS Training and Services conducted

campus drive in Selvamm Arts and Science College, Namakkal. 48 of our students participated and 12 of them selected for the final round.



On 27th Apr. 2022, WMIT Tech Pvt. Ltd, conducted campus drive in Selvamm Arts and Science College, Namakkal. 60 of our students participated and 12 of them selected.



On 20th Apr. 2022, Eureka Forbes conducted campus drive in Selvamm College of technology, Namakkal. 68 of our students participated and 37 of them were selected.



On 22nd Apr. 2022, Alcance Technologies conducted Virtual drive through Skype. 60 of our students participated and 13 of them got selected.



Department Activities

Department of Business Administration

On 5th Jan. 2022, the Department of Business Administration, Selvamm Institution Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell (IEDP-Hub), Association of Selvamm Business Administration Organized My Story. Motivational Session by Successful Entrepreneur. Mr.P.Sivakumar, Proprietor, Payaans Men's Wear (Classic style) acted as a resource person.



On 10th Jan. 2022, The Department of Business Administration, Selvamm Institution Innovation Council(SIIC), Selvamm Entrepreneurship Development Cell (IEDP-Hub), Association of Selvamm Business Administration Organized a Workshop on “**Entrepreneurship and Innovation as Career Opportunity**” Mr.M.Nallusamy, Managing Director, Day by Day Lifestyle Products India Pvt.Ltd. Coimbatore Acted as a resource person.



On 24th Feb. 2022, the Department of Business Administration, Selvamm Institution Innovation Council(SIIC), Selvamm Entrepreneurship Development Cell (IEDP-Hub), Association Of Selvamm Business Administration and Department of Commerce and Department of Commerce CA organized one day

international Virtual Conference on Sustainable Development in Commerce, Management and Technology –India Vs Global Scenario. (ICSDCMT-2022). Chief Guest Dr. D. Sreepriya Associate Professor & Head, Department of Corporate Secretaryship, Patrician College of Arts & Science Chennai. Mr. Umopathy Jeevarathinam, Head of Procurement Strategy, Dragon Oil Holdings Ltd., Dubai.



On 5th Mar. 2022, The Department of Business Administration, Selvamm Institution Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell (IEDP-Hub), Association of Selvamm Business Administration Organized “**Workshop on Innovation and entrepreneurship**”.

Dr.M.Selvam, Principal, District Institute of Education and Training, Salem acted as a resource person.



On 5th Apr. 2022, the Department of Business Administration, Selvamm Institution Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell (IEDP-Hub), Association of Selvamm Business Administration Organized, A Special Lecture on “**Financial and Digital Literacy**”. Mr.G.Sanjjan Kumar, Sr.Manager and Mr.R.Arun Kumar, Manager, India Post

Payment Bank, Namakkal acted as a resource person.



On 6th May. 2022, The Department of Business Administration, Selvamm Institution Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell (IEDP-Hub), Association of Selvamm Business Administration Organized, One Day International Virtual Conference on Disruption in Industry 4.0; An opportunity on Global Business Scenario. Chief Guest, Dr.L.Gopalakrishnan, Head, Department of Business Administration (Logistics), PSG College of Arts & Science Coimbatore. Dr.Swamynathan Ramakrishnan, Asst. Professor, Amity University, Dubai, UAE.



Book Publications

Our Department Head & Principal, Dr.N.Rajavel has published a book entitled, “**Organizational Behaviour**” Year of Publication: 2021-ISBN 978-93-91405-09-0, Charulatha Publications.

Faculty Participation

Mr.B.Praveen, Assistant professor has participated in the National Webinar on “**Recognising & Managing Stress**” organized by the Department of DDUCKY, Jayalakshmi & Chendamalai Ramanujam Institute of Technology, Dharmapuri On 28th Jan, 2022. Mr.B.Praveen,

Assistant professor has participated the Webinar on “**Cyber Security and Risk Challenges**” organized by the Department of Computer Science Mother Gnanamma Womens College of Arts and Science on 29th Jan 2022.

Mr.B.Praveen, Assistant professor has participated in the Webinar on “**Block chain and Cryptocurrency**” organized by the Department of Commerce, Ragagiri College of Management and Applied Sciences, Kochi on 3rd Feb. 2022.

Mr.B.Praveen, Assistant professor has participated in the “**World Civil Defense Day Quiz**” organized by Department of Commerce, Vivekanandha Collge of Arts And Science for Women, Trichengode on 1st Mar. 2022.

Students Participation

Our department final year students participated in the various events (management games) -INNOMAH 2K22 organized by Department of Management Studies, Periyar University, Salem and got first prize in various events.

Stall Expo 2022

On 31st Mar & 1st Apr 2022, the Department of Business Administration, Selvamm Institution Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell (IEDP-Hub), Association of Selvamm Business Administration organized, Stall Expo 2022. Students from various departments participated and exhibited their products.



VET-Vocational Educational Training

The Department of Business Administration conducted Vocational Educational Training Course-Event Management for Entrepreneurs from 25th Apr. to 12th May. 2022, a team of 50 Students from various departments participated and benefitted through this programme. Mr.V.Vijayakumar, Assistant Professor, Department of Business Administration organized this programme.

Industrial Visit

On 11th Apr. 2022, a team of 50 students and 2 staff members visited, EID Parry Sugar Factory, Pugular, Karur. Through this visit students enhanced their knowledge in Human resource, Production & Marketing.



Department of Mathematics

On 22nd Mar. 2022, we conducted **Interclass Meet-2022**, the Students were participated in Maths Models, Maths Rangoli, Paper Presentation, Mime Show and Quiz Competition. Prizes were distributed by Our Principal Dr. N. Rajavel to the winning students.

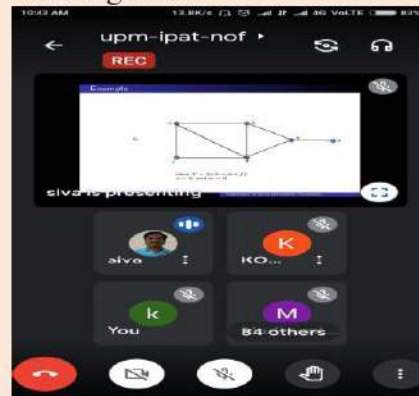


On 12th Apr. 2022, we conducted a Session On “**How to plan for Start-up and legal & Ethical Steps**” Special address by Dr.R.P.Buvaneshwari, Assistant Professor and Head, Dept. of Economics, NKR government Arts College for

Women, Namakkal.



On 29th Apr. 2022, we conducted an One Day International Conference On “**Recent Trends in Mathematical Science and Application to other Branche**” (RTMSAOB-2022), addressed by **Dr.C.Sivagnanam**, Assistant Professor of Mathematics, University of Technology & Applied Sciences-Sur, sultanate of Oman and **Dr.G.Mahadevan**, Associate Professor, Department of Mathematics, Gandhigram Rural University (Deemed to be University), Ministry of Education, Government of India, Gandhigram.



In the Department of Mathematics on 27th May. 2022, we conducted special lecture on Sequence and series: A fractal view. Welcome address was given by our beloved Principal, Dr.N.Rajavel, Special address by Dr.D.Dhamodharan, Assistant Professor, Department of Mathematics, Jamal Mohamed College, Trichy. Resource person giving Lecture to students Fractal view. The lecture was very useful. 97 Students were benefitted in this Lecture. Finally our Department

Head, Mrs.S. Kavitha delivered the vote of thanks.



In the Department of Mathematics on 28th Jan. 2022, we conducted special Session on “**Business Model Canva (BMC)**”. Welcome address was given by our beloved Principal Dr.N.Rajavel, Special addressed by Mr. M.Elango, DECE , Proprietor, Vinayaha power system, Namakkal. Resource person giving Lecture about to students Business model. The lecture was very useful. 97 Students were benefitted in this Lecture. Finally our Department Head, Mrs.S. Kavitha delivered the vote of thanks.



Faculty Participation

On 27th and 28th Jan. 2022, one of our Faculty members participated in the workshop on “**An Insight into mathematical modeling in Information and communication Engineering-Version 2**” held in the Department of Mathematics, Sri Sivasubramaniya Nadar College of Engineering, Chennai.

On 03rd Feb. 2022, three of our Faculty members participated in the International workshop on “**Introduction to Securities marketing**”, held in the Department of Mathematics, Teerthanker Mahaveerar University, Uttar Pradesh.

On 5th Feb. 2022, one of our Faculty members participated

in Online seminar on “**NAAC Revised Assessment & Accreditation Framework-An Approaches**”, held in the New Prince Shri Bhavani College of Engineering & Technology, Chennai.

On 9th Feb. 2022, one of our Faculty members participated in the National Webinar on “**Importance of Rough set theory in Science and Engineering**”, held at Kalinga University, Naya Raipur.

On 14th Feb. 2022, two of our Faculty members participated in National level Symposium on “**Novel Approaches towards biomathematics**”, held at Sri Saradha College for Women (Autonomous), Salem.

From 25th to 27th Feb. 2022, one of our Faculty members participated in International Webinar on “**Intelligent optimization techniques and their real life Application**”, held at Punjabi University, Patiala.

Students Participation

From 27th to 31st Jan. 2022, six of our Students participated in National level FDP on “**Innovative practices in research Methodology**”, held at Jamal Mohamed College of Teacher Education, Tiruchy.

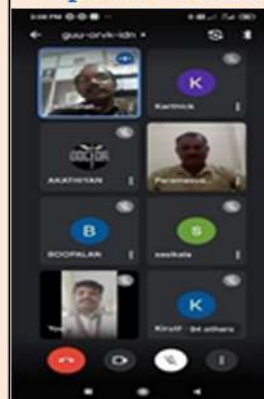
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On 14th Feb. 2022, three of our Students participated in National level Symposium on “**Novel Approaches towards biomathematics**”, held in the Sri Saradha College for Women (Autonomous), Salem.

On 09th Feb. 2022, thirteen of our Students participated in National Webinar on “**Importance of Rough set**

theory in Science and Engineering”, held at Kalinga University, Naya Raipur.

Department of Physics Special Lecture



Our Department organized a Special lecture through Google Meet on “**Exposure and field visit for your problem identification**” on 1st Jan. 2022, the speaker for

the lecture was Mr.A.Paramesvaran. M.Sc., M.Phil. (Ph.D). Assistant Professor, Department of Physics, Sri Vasavi College Erode. From our department 60 Students were benefitted.

Department of Physics Organized Association Inaugural and a special lecture, “**Academic and Research Opportunities in Physics for excellence**” on 30th Mar. 2022, the speaker for the lecture was Dr. Kalaiselvi M.Sc., M.C.A., M.Phil., Ph.D, Associate Professor and Head Department of Physics, Navarasam Arts and Science College for Women, Arachalur, Erode. and from our department 69 Students were benefitted.



Science Day Celebration

Department of Physics in association with Selvamm Institutions Innovation Council (SIIC) Selvamm Entrepreneurship Development Cell and Periyar University IEDP - Hub Organize & celebrate the National Science Day Celebration on 5th Mar. 2022, and in this celebration we

conducted many event's to our department students and also for this celebration we honored the School Physics Teachers. Our College Principal, Dr.N.Rajavel honored the various School Physics Teachers.



SelPhy – 2K22 Fest

In Our Physics Department II M.Sc., Physics Students Organized a SelPhy – 2K22 Fest Intra Departmental Competition on 21st Apr. 2022, they conducted many Programmes like onstage and offstage event. For this Programme Our College Principal, Dr.N.Rajavel distributed the Prizes for prize winners. From our Department, 70 Students were benefitted.



World Earth Day Celebration

Department of Physics in association with Selvamm Institutions Innovation Council (SIIC) Selvamm Entrepreneurship Development Cell and Periyar University IEDP - Hub Organized World Earth Day Celebration - 2022 & a Special Lecture on **“Invest in our Planet”** The resource Person was Shri T. Jayamurugan, Senior Quality Control Inspector, Metallurgical Services, Department Salem Steel Plant.& State Resource Person for Astronomy, Tamil Nadu Science forum gave their valuable lecture our department and other department 150 Students were benefitted.



National Conference -2022

Department of Physics in association with Selvamm Institutions Innovation Council (SIIC) Selvamm Entrepreneurship Development Cell and Periyar University IEDP - Hub Organized one day Virtual Conference on 24th May. 2022, **“Advanced Research Trends in Materials Science and Nanomaterials (IVCARTMSN-2022)”** the resource Person of Session I was Dr. S. Shanmugan Assistant Director International Relations, Research Centre for Solar Energy, Associate Professor, Koneru Lakshmaiah Education Foundation, Andhara Pradesh, India Title: **“Advanced Heat Absorption Nano-materials for Solar Desalination”** Session –II Resource Person was Dr. Sethu Narayanan Tamilselvan, Senior Specialist in Singapore, University of Technology and Design (SUTD), Singapore. 200 of Our College and other College Students were benefitted.



Staff Participation

Our Department Faculty member, Mr.P.Pachamuthu has actively participated an online workshop on **“Education 4.0: A New Paradigm of Teaching and Pedagogical Competence”** from 20th to 23rd Dec. 2021, organized by IQAC, Selvamm Arts and Science College, Namakkal jointly with

Chitkara University, Punjab.

Mr.P.Pachamuthu, Assistant Professor, Department of Physics has actively participated an two day International Conference on **“Growth of crystals and their Technology Applications (GCTA- 2022)”** held on from 10th to 12th Jan. 2022, organized by the department of Physics, SSN Research Centre, SSN Institutions, Chennai.

Our Department Faculty member, Mr.P.Pachamuthu has actively participated an two day national webinar on **“Green chemistry for sustainable future”** organized by department of chemistry, J.M Patel Arts, Commerce and Science College, Bandara on 21st and 22nd Jan. 2022.

Our Department Head, Dr.S.Padmanathan & Staff members Mr.P.Pachamuthu, Mr.R.Arulkumar have actively participated in two day online faculty development Programme on Condensed Matter Physics jointly Organized by the post graduate research department of Physics & internal quality assurance Cell, Jamal Mohamed College, Trichy, in Collaboration with Indian Spectro physics Association, Chennai under DBT Star College Scheme during the period 24th and 25th Jan.2022.

One of Our Department Faculty members, Mr.P.Pachamuthu has actively participated NAAC sponsored one day online seminar on **“NAAC Revised Assessment & Accreditation Framework – An Approach”**, Organized by the internal Quality Assurance Cell (IQAC) of New Prince Shri Bhavani College of Engineering and Technology (NPSBCET) on 05th Feb. 2022.

Our Department Head, Dr.S.Padmanathan & Staff

members Mr.P.Pachamuthu, Mr.R.Arulkumar, have actively participated an two day online faculty development Programme on Astronomical studies under the DBT Star College Scheme jointly Organized by the post graduate research department of Physics, Jamal Mohamed College, Trichy, on 7th and 8th Feb. 2022.

Our Department Head, Dr.S.Padmanathan, Staff members Mr.R.Arulkumar & Mr.P.Pachamuthu have actively participated an online faculty development Programme on intellectual properties rights under DPT Star College Scheme jointly Organized by the post graduate and research department of Physics, Jamal Mohamed College, Trichy, on 9th Feb.2022.

One of Our Department Faculty members, Mr.P.Pachamuthu has actively participated International webinar on **“Empowering Diversity in Science (GWB-2022),** on 16th Feb. 2022, organized by the Department of Chemistry, Kamla Nehru Mahavidyalaya, Nagpur, Association of Chemistry Teachers (ACT) Mumbai & Department of Chemistry, Kalasalingam Academy of Research and Education (KARE), Krishnankoil in Collaboration with International Union of Pure & Applied Chemistry (IUPAC), Global Women’s Breakfast-2022.

Mr.P.Pachamuthu, Assistant Professor, Department of Physics has actively participated an one day National webinar on **“Trends in modern Molecules and Materials Discovery”** organized by the department of chemistry, K.L Educational Foundation, Andhra Pradesh on 26st Feb. 2022.

Our Department Head, Dr.S.Padmanathan has Actively Participated in National Science Day Celebration for this celebration attended the national

webinar on Experimental Techniques for the fabrication of metal oxide thin films for the various applications on 28th Feb. 2022, organized by Alumni lecture series by PG and research department of Physics, Muthurangam Govt. Arts college, Vellore.

Staff Presentation

Our Department Faculty, Mr.P.Pachamuthu has actively participated and Presented chair Person in two days International Virtual Conference on Innovative Research in Humanities, Science and Technology (IVCIRHST-2022) on 06th & 07th Jan. 2022, Organized by Selvamm Arts and Science College, Namakkal. The title is **“Elemental, Functional Group and Room Temperature Photoluminas Analysis of Mg Doped Zinc Oxide Nanoparticles”**.

Our Department Head, Dr.S.Padmanathan has Presented chair Person in two days International Virtual Conference on **“Recent Trends in Functional Materials (RTFM)”** on 23rd & 24th Mar. 2022, organized by the Department of Chemistry, Selvamm Arts and Science College, Namakkal. The Paper title is **“Design and Construction of Graphene /Calcium – Manganese Oxide (Ca–Mn-O) Nano Materials”**.

Our Department Faculty, Mr.P.Pachamuthu was the chair Person in two days International Virtual Conference on Recent Trends in Functional Materials (RTFM) on 23rd & 24th Mar. 2022, Organized by the Department of Chemistry, Selvamm Arts and Science College, Namakkal. The Paper title is **“Synthesis Crystal Structure and Characterization of Amino Purine Derivatives”**.

Mr.P.Pachamuthu, Department of Physics has actively

Participated and presented a paper **“Evaluation of Structural properties of undoped and Mg doped Zinc oxide nanoparticles prepared by Soft Chemical Synthesis”** in the 2nd Virtual International Conference on Hierarchically Structural Materials (ICHSM-2022) organized by the Department of Physics, SRM Institute of Science and Technology, Ramapuram Campus, Chennai on 24th & 25th Mar. 2022.

Dr.S.Padmanathan, Dean & Head, Department Of Physics has Actively Participated and Presented in the One Day International Conference on Smart Electronics Computing and Nano Technology held on 28th Mar. 2022, organized by the Department of Electronics& Communication, Selvamm Arts and Science College, Namakkal. He Presented his Paper: Molecular Structure, Vibrational, electronic, NMR Spectroscopic and Molecular docking Studies on 2 – Amino – 6 – Methyl – 3 – nitropyridinelo DFT method.

Mr.P.Pachamuthu, Assistant Professor, Department of Physics has Actively Participated and Presented in the One Day International Conference on Smart Electronics Computing and Nano Technology held on 28th Mar. 2022, organized by the Department of Electronics& Communication, Selvamm Arts and Science College, Namakkal. He presented his Paper: Synthesis, Characterization and Optical Properties of ZnO nano particles by Soft Chemical Method.

Mr.B.Karthick, Assistant Professor, Department Of Physics has Actively Participated and Presented in the One Day International Conference on Smart Electronics Computing and Nano Technology held on 28th Mar. 2022, organized by the

Department of Electronics & Communication, Selvamm Arts and Science College, Namakkal. He presented his Paper: UV, FTIR and SEM Analysis of Potassium dihydrogen phosphate doped boric acid Single Crystals.

Mr.P.Pachamuthu Assistant Professor, Department of Physics has actively Participated and Presented a poster **“Effect of annealing on optical properties of Mg doped Zinc oxide nanoparticles and their antibacterial activity”** in International Conference on Emerging Biomaterials for Advanced Applications (ICEBAA-2022) organized by the Department of Physics and Department of Chemistry, Periyar University, Salem jointly with the Department of Clinical Research, Sibar Institute of Dental Sciences, Guntur, Andra Pradesh on 21st - 22nd Apr. 2022.

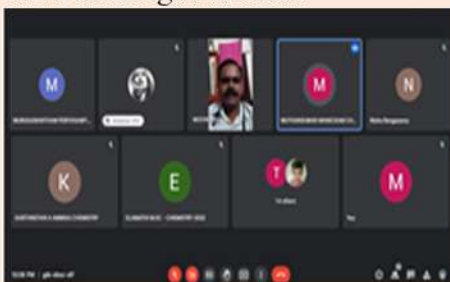
Department of Chemistry

Department of Chemistry webinar on 27th Jan. 2022, conducted with the chief guest, Mr. S. Jakir Hussain, Founder, Today's Dairy, Bhavani (Tk), Erode. He has delivered on the Topic, **“Motivational Session by Successful Entrepreneur/ Start-up Founder”** in Google meet. The session was great and motivated the students. Nearly 46 students benefitted through this Webinar. The programme came to an end with the vote of thanks by Dr.M.Muthukumar- Head of the Department.



Department of Chemistry webinar on 09th Feb. 2022, conducted with the chief guest,

Dr.P. Sathiyamurth, Moon Foods, Technical Director, Thiruchnegodu, Namakkal. He has delivered on the Topic, **“Workshop on Entrepreneurship and Innovation as Career Opportunity in Food chemistry Industries”** in Google meet. The programme came to an end with the vote of thanks by Mr.P.Muruganantham.



Department of Chemistry webinar on 28th Feb. 2022, conducted with the chief guest, Dr. Selvakumar Sudhakar, Principal, Scientist CSIR – Central Electrochemical Research Institute (CECRI), Karaikudi, Tamil Nadu. He has delivered on the Topic **“Innovation and Development for Sustainable Research”** in Google meet. The session was great and motivated the students. Nearly 95 students benefitted through this Webinar. The programme came to an end with the vote of thanks by Dr.M.Muthukumar- Head of the Department.



Department of Chemistry Two Days International Virtual Conference on 23 & 24th Apr. 2022, conducted with the chief guest, Dr.Gunasekaran Velmurugan, Research Scientist, Institute of Inorganic Chemistry, University of Heidelberg, Germany, Dr. S. Kamalesu,

Assistant Professor, Department of Chemistry, University of Institute of science, Punjab, Dr.T.Rajeshkumar, Postdoctoral Associate, France, Dr.K.S.Rajmohan, Assistant Professor, Department of Chemical Engineering, NIT, Warangal, Telangana. He has delivered on the Topic **“International Virtual Conference on Recent Trends in Functional Materials [RTFM-2022]”** in our seminar Hall. Totally 270 members participated and 60 members presented in Two Days International Virtual Conference.



Department of Chemistry Seminar on 26th Apr. 2022, conducted with the chief guest was Dr. R. Subramanian, Assistant Professor, Department of Chemistry, Manonmaniam Sundaranar University-College Govindaperi, Tirunelveli- 627424. He has delivered on the Topic **“Developing Employability and Entrepreneurship Skills in Chemistry”** in our seminar Hall. . Nearly 45 students were benefitted through this Webinar. The programme came to an end with the vote of thanks by Mr.M.Prabhu.

Industrial Visit

Department of Chemistry arranged an Industrial Visit to **New Tirupur Area Development Corporation Water Treatment Plant Bhavani, Erode**. 120 students of the department of chemistry along with faculty members Mr.P.Muruganantham and Mr.M.Prabakaran visited Aavin Milk Production, Salem.



Department of Chemistry made an Industrial Visit on 25th Apr. 2022, **Aavin Milk Production**, Salem. 62 students of department of chemistry along with faculty Mr J. Salamon visited Aavin milk production, Salem.



Department of Biotechnology

Department of Biotechnology Associated with Selvamm Institution's Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell and Periyar University IEDP – Hub Organized webinar on **“Innovative Approaches on value added products and Entrepreneurship Development in Edible Mushroom Cultivation”** on 31st Jan. 2022, the Resource person of the webinar was Dr. K. Manimaran, Post Doctoral Fellow, Department of Chemical Engineering, SSN College of Engineering, Kalavakkam, Chengalpattu District. From this webinar more than 45 students were benefitted.

Department of Biotechnology Associated with Selvamm Institution's Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell and Periyar University IEDP – Hub Organized a webinar on **“Recent Innovative Trends in Cultivation and Utilization of Medicinal Plants in Tamil Nadu”** on 23rd Mar. 2022, the

Resource person of the webinar was Dr. K. Selvaraj, Assistant Professor in Botany, G. Venkataswamy Naidu College (Autonomous), Kovilpatti. From this webinar more than 61 students were benefitted.

Department of Biotechnology Associated with Selvamm Institution's Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell and Periyar University IEDP – Hub Organized a webinar on **“Developing Entrepreneurial skills in biological students”** on 20th Apr. 2022, the Resource person of the webinar was Dr.M.Arumugam, Head and Assistant Professor, Department of Botany, J.J.College of Arts and Science (Autonomous), Pudukkottai. From this webinar more than 59 students were benefitted.



Department of Biotechnology Associated with Selvamm Institution's Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell and Periyar University IEDP – Hub Organized a special lecture on Intangible Creations - The Human Intellect on 05th May. 2022, the Resource person of the lecture was Dr. I. Paul Ajithkumar, Assistant Professor, Department of Botany, Bishop Heber College (Autonomous), Tiruchirappalli-17.



From this special lecture more than 60 students were benefitted.

MoU

Our department MoU was signed with Helikem Biotek Industrial Research Pvt. Ltd, Tiruchirappalli on 08th Apr. 22, Helikem Biotek Industrial Research Pvt. Ltd and Department of Biotechnology, Selvamm Arts and Science College (Autonomous), Namakkal 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 parties enter into the formal statement of collaboration in the form of Memorandum of Understanding (MoU) for the purpose of academic / research interactions.

Our department MoU was signed with PG and Research Department of Botany, Government Arts College (Autonomous) on 08th Apr. 2022. PG and Research Department of Botany, Government Arts College (Autonomous) and Department of Biotechnology, Selvamm Arts and Science College (Autonomous), Namakkal having its registered office at Namakkal hereinafter referred to as the **‘COLLEGE’** which offers various Under Graduate, Post Graduate and Research programmes under Periyar University, Salem. Both the colleges enter into the formal statement of collaboration in the form of Memorandum of Understanding (MoU) for the purpose of academic / research interactions.

Paper Publication

Our Department faculty member Karthick kumar alagmuthu *et al.* Published a Research paper entitled *In vitro* anticancer activity of *Sida schimperiana* ethanol extract of callus against MCF-7 human breast cancer cell line. In International Journal of Botany

Studies. Volume 7, Issue 1, 2022,
Page No. 309-312.

Staff participation

Our department faculty members Ms.M.Anitha, A. Mohan, Dr. K. Varathuraju, Mrs. P. Priyanka and Dr. A. Karthick Kumar have participated and Presented a paper in “**Two days International Virtual Conference on Innovative Research in Humanities, Science and Technology**” held at Selvamm Arts and Science College, Namakkal on 06th and 07th Jan. 2022.

Student participation

Our department I-M.Sc and II-M.Sc students have participated and Presented a paper in “**Two days International Virtual Conference on Innovative Research in Humanities, Science and Technology**” held at Selvamm Arts and Science College, Namakkal on 06th and 07th Jan. 2022.

Our Department I-M.Sc and II-M.Sc students have participated in One day Hands on Training on “Virus Cultivation and Identification Methods” was conducted on 1st Apr. 2022, on this 07students have participated and benefited.

Patent Publications

Our Department Head, Ms.M.Anitha got Patent from Indian Patent Office for An Image Processing based system to identify the Seed Quality to Predict the Yield of the particular variety of crop on 4th Mar. 2022.

Our Department faculty members, Ms.M.Anitha and Dr. A. Karthick Kumar et al. got Patent from Indian Patent Office for A Smart robot to manage and monitor COVID 19 positive patients on 4th Mar. 2022.

Our Department faculty members, Ms.M.Anitha and Dr. A. Karthick Kumar et al. got Patent

from Indian Patent Office for Machine Learning based big data analytics of patients suffering from cancer on 11th Mar. 2022.

Our Department faculty members, Ms.M.Anitha and Dr. A. Karthick Kumar et al. got Patent from Indian Patent Office for A Framework of sensors to identify the Nutritional value of mushrooms based on their structure on 25th Mar. 2022.

Our Department faculty members, Dr. A. Karthick Kumar and Ms.M.Anitha et al. got Patent from Indian Patent Office for Machine Learning based approach to Profile the DNA sequences to Predict the Here dietarian traits of Criminal on 25th Mar. 2022.

Our Department faculty members Ms.M.Anitha and Dr. A. Karthick Kumar et al. got Patent from Indian Patent Office for Machine learning based approach to analyze the growth of mushroom as per quantity of seeds on 25th Mar. 2022.

Field Visit

Our Department arranged One day Field visit to Reema Mushrooms, Kolli Hills, Mullukkurichi, Namakkal, on 11th Apr. 2022, totally 60 students and 4 staff members visited and benefited.



Our Department arranged One day Industrial visit to Ooty on 11th Jun.2022, totally 38 students and 2 staff members visited and benefited.



Department of Botany

Department of Botany organized a Vocational Education & Training (VET) In “Terrace Garden” From 04th to 24th May. 2022, Resource person: K.Brinda, Assistant Professor, of Botany, SASC, Namakkal.



Department of Microbiology

Organized by the Department

Department of Microbiology Associated with Selvamm Institution’s Innovation Council (SIIC), Selvamm Entrepreneurship Development cell and Periyar University IEDP-Hub organized a Webinar on “**My story- Exposure and Field Visit for Problem Identification**” Headed by **Dr. P. Sathiyamoorthi**, Managing Director, Moon Foods, Tiruchengode on 16th Feb.2022, totally 112 students participated and benefited.

On 23rd Feb. 2022, Department of Microbiology Associated with Selvamm Institution’s Innovation Council (SIIC), Selvamm Research Association (SRA) Organized a Faculty development programme on “**Publication of Research Articles in SCI/Scopus Indexed Journals**”. The special address was given by our resource person Dr. S. Meenatchisundaram, Coordinator–Centre for Research and Development, Associate Professor, Department of Microbiology, Shri Nehru MahaVidyalaya College of Arts & Science, Coimbatore. Nearly 156 Faculty members participated and benefited.



Department of Microbiology Conducted the **Association Inauguration and Interclass meet** on 23rd Mar. 2022, various Inter class Competitions were held to mark the occasion.



Department of Microbiology Associated with Selvamm Institution's Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell and Periyar University IEDP – Hub Organized a One day Hands on Training on **“Virus Cultivation and Identification Methods”** was conducted on 1st Apr. 2022, the Resource person of this Programme, Dr. Ramya Kalaivanan, Assistant Professor, Faculty of Veterinary Microbiology, Veterinary College and Research Institute, Namakkal, Tamilnadu Veterinary and Animal Sciences University. On the whole 69 students participated and benefitted.



Department of Microbiology Associated with Selvamm Institution's Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell and Periyar University IEDP – Hub Organized a Special lecture

on **“Importance of Protecting Intellectual Property Rights”** was conducted on the occasion of World IP day on 26th Apr. 2022, Dr. Karthikeyan Sivashanmugam, Associate Professor Sr, School of Biosciences and Technology, Deputy Director, Career Development Center, VIT, Vellore was invited to take guest lecture for our students. Totally 135 Students of the microbiology Department, Selvamm Arts and Science College participated in the programme.



Department of Microbiology Associated with Selvamm Institution's Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell and Periyar University IEDP – Hub Organized a One day National Workshop on **“Traditional Medicine System and Herbal Medicine Preparation Technique”** was conducted on 10th May. 2022, a number of 177 participants got registered for the workshop among them were students and faculty from various colleges. The Resource person of this Programme Dr. M, Johnson Britto, Assistant Professor, Department of Botany, St. Xavier's College, Palayamkottai.



Staff Participation

Dr.A.Ezhilarasu, Head, Dept. of Microbiology acted as an Organizing Secretary in **“Two days International Virtual**

Conference on Innovative Research in Humanities, Science and Technology” held at Selvamm Arts and Science College, Namakkal on 06th and 07th Jan. 2022.

Our department faculty members Dr. P. Prabhakaran, Ms.T.Sarupriya, Mrs.R. Bharathipriya, Ms. N.Ilakiya and Mr.S.Saravanakumar have participated and presented a paper in **“Two days International Virtual Conference on Innovative Research in Humanities, Science and Technology”** held at Selvamm Arts and Science College, Namakkal, on 06th and 07th Jan. 2022.

Dr.A.Ezhilarasu, Head, Dept. of Microbiology acted as a Resource Person in **“One day International Virtual Conference on Influence of Human on Microbial world”** held at NKR Government Arts College for Women, Namakkal on 09th Apr. 2022.

Staff Achievements

Three of our Students V. Deepika, K.Yogesh, M. Ranganayaki Under the guidance of our faculty members Ms. T.Sarupriya, Mrs.R. Bharathipriya to Receive TNSCST Project fund Rs. 15,000.

Our Department Head, Dr.A.Ezhilarasu got Patent from Indian Patent Office for Automatic Health Management system for detection and Prevention of breathing issues, Lung cancer and other Lung disease using Artificial Intelligence and image processing on 01st Apr. 2022.

Field Visit

Our Department Arranged One Day Field Visit To **Aavin Dairy Industry, Salem** On 04th Apr. 2022, totally **78** Students and **4** Staff Members Visited And Benefitted.



Our Department arranged One day Field visit to Sakthi Sugars Limited industry, Bhavani on 05th Apr. 2022, totally 58 students and 3 staff members visited and benefitted.



Department of Electronics and Communication

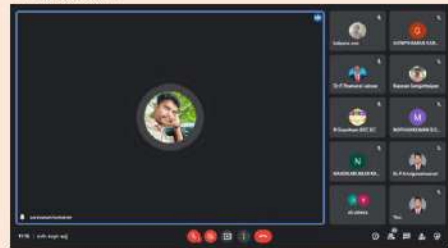
Our Department conducted a webinar on My Story: Motivational Session by Successful Start-up Founder By Mr.M.Sasi B.Sc., A.C.T., Director, Sumekatronics, Erode. On 12th Jan. 2022, his approach the speaker in a positive, non-threatening way. A good listener does not seek to put the speaker on the defensive.



In our Department conducted a Webinar on My Story: Workshop on “Entrepreneurship and Innovations as Career Opportunity” By Dr.M.IFJAZ AHMED, Asst. Prof. Dept. of Information technology, School of Computing, sashtra Deemed University,Thanjavur On 24th Jan. 2022, there were more than 65 students benefitted through this webinar.



In our Department conducted Webinar on My Story: Motivational Session by Successful Entrepreneur by Mr.K.Saravanan, Manager, Spark Tech, Erode. On 27th Jan. 2022. Motivational speaker is a business professional who delivers speeches designed to inspire and motivate people in the audience. There are more than 63 students benefitted through this webinar.



In our Department conducted Webinar on Special Lecture on “Industrial Automation Entry into the Future World” by Mr.K. Ilanchezhian, Assistant Manager – Technical Shree Technologies A Franchisee of Prolific Systems & Technologies Pvt. Ltd., Coimbatore On 15th Mar. 2022, there were more than 63 students benefitted through this webinar.



In our Department conducted Webinar on Arduino: An Open Source Technical - Friendly Platform for Youth by Mrs. V.Sivakamasundari Assistant Professor Department of Electronics Joseph’s

College, Trichy, on 22nd Mar. 2022, there were more than 63 students benefitted through this webinar.



In our Department conducted International conference on “Smart Electronics Computing and Nanotechnology” on 28.03.2022. In our conference 198 participants and 116 abstract received from various colleges it was released as a special issue of ISBN Book 116 papers. We will organize in grand manner. Resource person 1 and 2 were from Malasia and Chennai, respectively. I am very happy that this International conference was successfully accomplished with the astonishing support from my colleges and my students team.



Our department organized intra department programme Techtronics 22, Chief Guest Mr.B.Appavoo Vocational Instructor, Govt Hr. Sec. School, Rasipuram. His Speech was very interesting to Goaded to Students. This event was considered as a grand festival of education and culture that boosted up the confidence and spirits of participant.



In our Department conducted a one day seminar on Developing online Repository of Business Plan by Mr.K.S.Silampoli Founder & CEO of Black fox Embedded Solutions, Erode, on 28th Mar. 2022, there were more than 63 students benefitted through this Seminar.



Our Department organized a one day seminar on **“INTELLECTUAL PROPERTY RIGHTS: EMERGING ISSUES AND CHALLENGES”** by Mr.S.Gopalakrishnan, Assistant Manager – Technical Shree Technologies A Franchisee of Prolific Systems & Technologies Pvt. Ltd., Coimbatore On 04th Apr.2022, there are more than 63 students benefitted through this webinar.

Our Department organized National Technology Day celebration with Chief Guest, R.Sumathi Vocational Instructor, Govt Hr. Sec. School, Mallur, Salem. She talked about Recent trends related to topic and we conducted Events like Debats, Mime, Word hunt, Connection and Finding the Symbols. Students eagerly participated in the Events.



Staff presentation

Our department Faculty Dr.P.Thamaraiselvan, Head of EC,

Mr, K.Gowthaman, and Mr.S.Kannan Asst. Professor department of EC participated 8 Faculty development programme and 16 Webinars participated successfully. Mrs.S.Kalpna and Ms.A.Vasuki particapaed 3 FDP and 9 Webinar. Mrs.M.Mahalakshmi and P.Srivigneshvaran participated 2 FDP and 8 and 5 Webinars, respectively. Our department HOD and 6 Faculty members Participated 6 International conferences with 4 ISBN book Publication.

Our department Faculty, Dr.P.Thamaraiselvan Head of EC Acted as Resource Person at Sharp Tech. He Got the remuneration amount of Rs.9000/. He got well exposed to his credit.

Students Participation

Our department III year EC 4 students Participated National Level Seminar on Hybrid Electric Vehicles at Periyar University, Salem.

Our department of EC A.Aravidh of II M.Sc student got selected for the TNSCST project guided by S.Kannan.

Our department I EC two students presented and 2 Students participated in Quiz competition and got 3 places at St. Joseph College (Autonomous) Thiruchirapalli.

Industrial Visit

In our Department three Members of Faculty and 56 Students participated in One Day Industrial Visited at Salem Science Park on 21st Apr. 2022.

Department of Computer Science

Department Activities

The Department of Computer Science organized a Webinar on **“Session on Problem Solving and Ideation Workshop”** through Google Meet on 10th Jan .2022, the chief guest

was Mr.Jayakumar Vellaiyan, District President Tamilnadu, Vanigar Sangankalin Peramaippu, (Chamber of Commerce). He detailed about various programming languages.

The Department of Computer Science organized a Workshop on **“Entrepreneurship and Innovation as Career Opportunity”** through Google Meet on 27th Jan. 2022, the chief guest was Mr. K. Shanmugam, Assistant Professor, Department of Computer Science and Engineering, SRM Valliammai Engineering College, Chennai., he explained what are the trending technologies in IT industry today and career opportunities in that field.

The Department of Computer Science organized a Seminar on **“Be Your Own Boss by Learning Digital marketing”** through Seminar Hall on 25th Mar. 2022, the chief guest was Mr. M. Mathan Babu, Digital Marketing Executive Digital Marketing Strategist & Trainer IPCS DIGITAL, Salem. He detailed about various Digital Marketing Tools.

The Department of Computer Science organized a Seminar on **“Career Program for Job Opportunities”** through Seminar Hall on 31st Mar. 2022, the chief guest was Mr. M.Babuanandharaj, Technical Manager Operations, Fidrox Technology, Bangalore. He detailed about career opportunities of Self-introduction, Communication Skills and Technical Skill Development.

The Department of Computer Science organized a Seminar on **“Recognizing the Opportunities with Trending Tech-Stack in the IT-Sector”** in Seminar Hall on 20th Apr. 2022, the chief guest was Mr. K.Rajasekar, Android Application Developer, Coimbatore. He

detailed about career opportunities of trending Technology for IT Company.

The Department of Computer Science organized a Seminar on “**Machine Learning with IoT**” in Seminar Hall on 22nd Apr. 2022, the chief guest was Mr. M.Dhinesh, MD InfoTech, Erode. He detailed about IoT to develop the Application using Machine learning.



Our HoD, K.K.Kavitha participated in the National Level FDP on “**Recent Trend in Artificial Intelligence, IOT and Data Analysis**” from 09th to 13th Jan. 2022.

Our HoD, K.K.Kavitha participated in the International FDP on “**Revamping Perspectives**” from 07th to 12th Feb. 2022

Our HoD K.K.Kavitha participated in Workshop on “**Wireless ADOC and sensor network.**” on 10th May. 2022.

Our faculty, K.Kala participated International Webinar on “**Impact of Mathematics in digital world**” on 23rd Mar. 2022.

Our faculty, K.Kala participated International Webinar on “**Entrepreneurship skill attitude & Behaviour Development**” on 15th Feb. 2022.

Our faculty, K.Kala participated IQAC National Level Software Development Programme on “**Ms-office, Word, Excel**” from 23rd to 25th Feb. 2022.

Our faculty, K.Kala participated IQAC Seminar on “**NAAC Revised Assessment &**

Accreditation Frame-work an Approach” on 5th Feb. 2022.

Our faculty, K.K.Kala had participated FDP on “**Research Tool for data science**” from 29th to 31st Mar. 2022.

Our faculty members K.K.Sangeetha, R.Ramani, R.Rathika, M.Purusothaman, G.Abirami, S.Sudhaa, T.Muthusamy, M.Priya participated in International Webinar on “**Entrepreneurship skill attitude & Behaviour Development**” on 15th Mar. 2022.

Our faculty, K.K.Kala had participated FDP on “**Implementation of NEP-2020 in Higher Education**” from 17th to 22nd Feb. 2022.

Our HoD, K.K.Kavitha had participated FDP on “**Engineering trends in learning**” on 29th Jan. 2022.

Our HoD, K.K.Kavitha had participated FDP on “**Research Tool for data science**” from 29th to 31st Mar. 2022.

Our HoD, K.K.Kavitha and all Staff members have participated in Faculty Development Programme on “**Essential Soft Skills for Impactful Professional Career**” on 11th Jan. 2022.

Our HoD, K.K.Kavitha and all Staff members have participated in International Conference on “**some different topics**” on 28th Mar. 2022.

Student Activities & Achievement

Our II B.Sc (CS) student participated in International Level Silambam Committee -2022 conducted by silambam sports and got first prize by Silambam Committee on 2nd and 3rd Apr. 2022.

Department of Hotel Management and Catering Science

On 23rd Mar. 2022, our

Department conducted State Level workshop on “**Art of Carving**” this programme was sponsored by Mr.K.Nandhakumar, Chef & Carving expert, Salem. The students were given a clear vision and good opportunities for the current status of hotel industry.



On 29th Mar. 2022, our Department Conducted Workshop on “**Attributes of Waiters**” This programme was sponsored by Mr.T.Maruthasala Prabu, Assistant Professor, Sankara College, Coimbatore.



Department of Physical Education All India Inter University Athletic Meet:

Our college men students Participated in All India Inter University Athletic meet held at Odisha from 21st to 24th Feb. 2022.

Women Category

- ❖ Ms.K.Bhavani-III-B.Com (CA)
- ❖ Ms.R.Kiruthika III-B.Com (CA)
- ❖ Ms.R.Sangeetha II-B.Com
- ❖ Ms.V.Priyadharshini I-B.Com
- ❖ Ms.M.E.Sharmiladevi II-B.Com
- ❖ Ms.S.Baby II-MA-Tamil

All India Inter University Kho-Kho

Our college men student K.Chandru (20UCO22) II-B.Com

Participated in All India Inter University Kho-Kho tournament held at Bangalore North University from 11th to 14th Mar. 2022.

Sai Camp

Our college student, R.Kiruthiha III-B.Com –CA Selected by Sports Authority of India Camp held at Bangalore on 12th Apr. 2022.

Physical Education Project Meet

Department of Physical Education conducted III-B.Sc-Physical Education Project Meet Kabaddi Tournament on 24th Mar. 2022.



Department of Physical Education conducted III-B.Sc-Physical Education Project Meet Volleyball Tournament on 12th Apr. 2022.



Department of Physical Education conducted I-B.Sc-Physical Education Project Meet Throw ball Tournament on 21st Apr. 2022.



Khelo India Inter University fencing

Our college men and women students got overall third position in Khelo India Inter University fencing competition held at Bangalore from 29th Apr. to 2nd May. 2022.

- ❖ P.Sivasubramaniyan III-B.Com (CA)
- ❖ M.Aravinthavelan II-B.Sc (CS)
- ❖ N.R.S.Praveen I-B.Sc (CS)

All India Inter University Cricket

Our college men student R.Ponragul (19UCH32) III-B.Sc-CHE Participate in All India Inter University Cricket tournament held at Chennai savitha University from 08th to 15th Jun. 2022.

District level 8 Km mini marathon

Our college men and women students got championship in Namakkal district level 8 Km mini marathon race held at Namakkal on 10th Apr.2022.



Our college students

- ❖ R.Kirithika III B.Com (CA) -I Place
- ❖ M.E.Sharmiladevi II-B.Com- II Place
- ❖ R.Surya II BBA- II Place
- ❖ R.Hariharasudhan II B.Sc (EC) - VI Place



Founder's trophy

Selvam Educational institutions founder and Chairman,

Dr.P.Selvaraj inaugurated Founder's trophy 7th men fives football tournament on 17th May, 2022.



Department of Commerce

On 24th Feb. 2022, International Virtual conference on “Sustainable Development in Commerce, Management and Technology – Indian Vs Global Scenario” Organized by Department of commerce, Commerce (CA) & Business Administration, Selvamm Arts and Science College (Autonomous), Namakkal. From Our department 12 staff members presented papers in various topics and also our students participated in this programme.



Our Department Staff member, Dr.S.Gurusamy has received Nelson Mandela International awards – 2022 on 25th Feb.2022 from University of Tolosa, Mexico at Madurai, India.

Our Department arranged Special Lecture on the topic, “How to Become an Entrepreneur?” held on 07th Mar. 2022. The chief guest, Mr.L.Gurukrishnan, Director, Sales and Marketing, Sancinova Animal Health, Hyderabad. Students were benefitted by the session.



Our department has arranged an Industrial Visit to Sakthi Suger Mills Limited, Bhavani, Erode (Dt) on 19th Mar. 2022. Our 60 students went to participate and benefitted in this programme.



Our department has arranged an Industrial Visit to the Salem Co-operative Milk Producers, Union Ltd., Sithanur, Salem (Dt) on 28th Mar. 2022, our 60 students went to participate and benefitted in this programme.



Our Department arranging MoU with Susila Arts and Science College for Women, Kallakkurichi on 4th Apr. 2022.

On 13th Apr. 2022, National Level Webinar on **“Introduction to Intellectual Property Rights (IPR)”** Organized by the Post Graduate Department of Commerce, Sri Bhagawan Mahaveer Jain First Grade College, KGF. Our department 8 staff members participated in this programme.

Our Department conducted vocational education and training in Digital Banking held on 31st May. 2022, the special address given by

Dr.D.Duraimurugan and Mr.P.Jeeva, Assistant Professor of Commerce, Selvam Arts and Science College (Autonomous), Namakkal. 32 students participated and benefitted in the session.



Our Department arranged Special Lecture on the topic **“Intellectual Property Rights for Startups”** held on 07th Jun. 2022, the chief guest, Dr.K.Nagarajan, Practicing Cost Accountant, K.Nagarajan & Co., Namakkal. Students were benefitted in the session.



Our Department final year M.Com students S.Nagaraja and R.Bharanitharan under the guidance of Dr.K.Gunasekaran have received funding Rs.7,500 from TNSCST – Student Project Scheme (2021-2022) for the title is **“A Study on Problems of Poultry farmers in Namakkal District”**.

Our Department final year M.Com student, S.Dileep kumar under the guidance of Dr.S.Gurusamy has received a funding of Rs.10,000 from Nachi Bulk Carrier, Namakkal for the title, **“A Study on customers satisfaction towards JK tyres with special reference to Namakkal Town”**.

Our Department staff member, Dr.S.Gurusamy has published one book with the title, **“Services Marketing”** in Kanish

publications, Trichy.

Our Department staff member, Dr.D.Duraimurugan has published one book on the title **“Principles of Accounting”** in Kanish publications, Trichy.

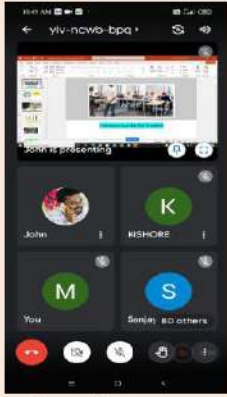
Our Department student, N.Naveenkumar, II.B.Com-B, had participated in 8th Tamil Nadu state Junior Wrestling Championship 2021-22 on 12th and 13th Mar. 2022, at JKK Educational Institutions, Komarapalayam, Namakkal district. He has won the silver medal.

Our Department student, N.Naveenkumar, II.B.Com-B, had participated in 4th Tamil Nadu state under – 23 Wrestling Championship 2021-22 on 23rd and 24th Mar. 2022, at MCR Mahal, Kaveri Cross, Mettur, Salem district. He has won the Bronze medal.

Our Department student M.E.Sharmela Devi, II.B.Com-B, had 2nd Place for the finished 8 KM Mini Marathon Event on 10th Apr. 2022. at Namakkal organized by Kongunadu College of Engineering and Technology.

Department of Commerce with Computer Applications

On 22nd Jan. 2022, our department Organized a One day Special Lecture Programme through Google Meet entitled, **“My Story-Motivational Session by Successful Start-up Founder”** Mr. D. John Solomon Data Digital Sources Ltd, Proprietor, Delhi, acted as Resource person and delivering valuable address to the Students.



Our department arranged one day Online Webinar on **“Entrepreneurship and Innovation as Career Opportunity”** on 24th Feb. 2022, through ‘Google Meeto’

Mr.K.K.Velusamy, Parvathy Organic Farming, P.Velur, Namakkal, acted as Resource person and delivered valuable address to the students.

On 27th Jan. 2022, Department of Commerce (CA) organized a **“My Story-Motivational Session by Successful Innovators”**, Special address was given by our Resource Person, Mr. V. Shirodhkar, B.E.(EEE) Proprietor, Feather Touch Cura (FTC) Nallampalayam, Coimbatore, through Google Meet.



On 27th Jan. 2022, Department of Commerce (CA) organized a special lecture programme entitled on **“Role of Youths in Economic Development of a Nation”** on 25th Mar. 2022, Special address was given by our Resource Person Dr.S.Parvathi, MA., M.Phil.,

MBA., NET., Ph.D., PGDYE., Assistant Professor of Economics, Kandaswami Kandar’s College, Velur, Namakkal.



On 27th Apr. 2022 Department of Commerce (CA) arranged a special lecture on **‘Management and Technical Innovations for IPR’** by Dr. K. Suresh Babu M.Com., M.Phil., MBA., HDTM., Ph.D.,PGDCA., NET. Associate Professor, Department of Commerce with Cost and Management Accounting, PSG College of Arts and Science (Autonomous), Coimbatore.



Our department faculty Mr.S.Angamuthu Published a paper in Emperor International Journal of Finance and Management Research with ISBN/ISSN 2395-5929 titled on **“A Study on Operational Efficiency of Tamil Nadu Based Private Sector Banks”**.

Our Department 16 final year students attended on campus interview and got selected by the reputed companies.

Our Department students, K. Bhavani, R. Kiruthiha and P. Siva Subramanian had participated and got Gold Medal at State and National level sports events.

Department of Tamil

Our dept conducted a Seven day National seminar from

21st to 27th Feb. 2022. Collaboration on Sanga Illakeya Aivu Natuvam Perambalur, Selvamm Arts and Science College, Namakkal gave a National Seminar on **“U.va.Sa saritheram”**.



Our dept conducted a one day seminar on 27th Jan 2022. முனைவர் சி.கார்த்திகேயன் உதவிப் பேராசிரியர் நாடகம் மற்றும் அரங்க கலைத்துறை இதழியல் மற்றும் புதிய ஊடகவியல் புலம் தமிழ்நாடு திறந்தநிலைப் பல்கலைக்கழகம் gave a special lecture on **“தமிழில் கூத்தும் நாடகமும்”**.

Staff Presentation

K.Gomathi on Seven day National seminar from 21st to 27th Feb. 2022, he gave a paper presentation on Pathipu panni thotamtha U.va.saritheram.



Dr.D.Muthusamy on 108 days International seminar from 21st Mar to 30th May. 2022, he gave a paper presentation on Patein Dewali, on Thiru Kolangeyapar Government Arts college, Veruthachalam.

Staff Participation

15 staff Members of our Dept and 120 students participated Seven day National seminar from 21st to 27th Feb.

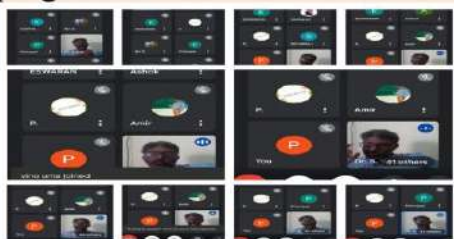
2022. Collaboration on Sanga Illakeya Aivu Natuvam Perambalur, Selvamm Arts and Science College, Namakkal gave a National Seminar on “U.va. sa yen saritheram”

Department of English

On 10th Jan. 2022, Department of English organized a One Day webinar Programme at Google meet on “My Story: Motivational Session by Successful Start-up Founder”. Special Address was given by our resource person, Mrs.S.Jayalakshmi. Our department Students participated and benefitted through attending this programme.

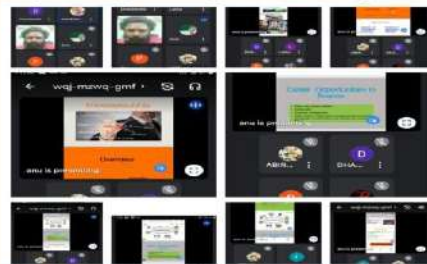


On 24th Jan. 2022, department of English Organized a one day webinar Programme at Google meet on Art’s for Society’s Sake? Special Address was given by our resource person, Dr.S.Veeramani. Our department Students participated and benefitted through attending this programme.



On 27th Jan. 2022, department of English organized a One Day webinar Programme at Google meet on “Entrepreneurship and Innovation as Career Opportunity” Special Address was given by our resource person, Mr.N.Arul. Through

this programme our Students learnt about the value of Business and gained ideas regarding entrepreneurship.



On 29th Jan. 2022, Department of English organized a One Day webinar Programme at Google meet on “Exposure and Field Visit for Problem Identification” Special Address was given by our resource person, Mrs. M.Tamilkanal. Our department Students participated and benefitted through attending this programme.



The department of English organized a Two day International Virtual Conference on “Women Empowerment and Explorations in the Digital Era” from 09th to 10th Mar.2022, Research Scholars, Faculty members and students from various institutions participated and benefitted through this conference.



From 27th to 29th Apr.2022, the department of English organized Shakespeare Fest 2k22. Many Students participated and won prizes in

various competitions. Totally 85 students benefitted through this programme.



The department of English encouraged our students to participate in Shakespeare publication competition on 20th May.2022, totally 55 students participated and benefitted from the competition.



On 23rd May. 2022, Department of English organized a One Day Session on “Business Model Canvas (BMC)” Special welcome address was given by our Principal, Dr. N. Rajavel. Special Address was given by our resource person, Mr.M.Dharmadurai. Our department Students participated and benefitted through attending this programme.



College Activities



Blood Donation Camp by Rotaract Committee
Date : 17.03.2022



Eye Camp Organized by Student's Welfare Committee
Date : 25.03.2022



Achievers of Tamil Nadu Senior Fencing Championship
Date : 29.04.2022 - 02.05.2022



Alumni Meet - 2022
Date : 14.05.2022



Miyawaki Forest - Plantation
Date : 25.08.2022



Kaval Udhavi App Awareness Programme
by Tamilnadu Police
Date : 20.09.2022

Selvamm Arts and Science College (AUTONOMOUS)

Affiliated to Periyar University, Salem-11

UGC Recognized 2(f) and 12(B) Institution

Nationally Accredited by NAAC, ISO 9001: 2015 Certified Institution

Salem Road (NH-44), Ponnusamy Nagar, Pappinaickenpatti (PO),

NAMAKKAL – 637 003, Tamilnadu, India

Website: www.selvamarts.edu.in E-mail: principal@selvamarts.edu.in

COURSES

UG PROGRAMMES:

B.Lit.
B.A Tamil
BBA
BBA (CA)
B.Com.
B.Com. (CA)
B.A English
BCA
B.Sc Mathematics
B.Sc Computer Science
B.Sc Electronics and Communication
B.Sc Physical Education
B.Sc Physics
B.Sc Chemistry
B.Sc Biotechnology
B.Sc Botany
B.Sc Microbiology,
B.Sc Hotel Management and Catering Science.

PG PROGRAMMES:

M.A Tamil
M.A English
M.Com
M.Sc Mathematics
M.Sc Computer Science
M.Sc Physics
M.Sc Biotechnology
M.Sc Chemistry
M.Sc Applied Microbiology
M.Sc Electronics and Communication

MASTER OF PHILOSOPHY:

M.Phil Biotechnology
M.Phil Microbiology
M.Phil Chemistry
M.Phil Physics
M.Phil Mathematics
M.Phil Computer Science
M.Phil Commerce,
M.Phil Tamil
M.Phil English

DOCTOR OF PHILOSOPHY:

Ph.D Biotechnology
Ph.D Microbiology