

Selvamm Arts and Science College (AUTONOMOUS),

Affiliated to Periyar University, Salem
UGC Recognized 2(f) and 12(B) Institution
Nationally Re-accredited by NAAC
ISO 9001: 2015 Certified Institution
NAMAKKAL-637003



Concord

SASC News Letter

Half Yearly

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Message from the Secretary's Desk



Nurturing creativity and inspiring innovation are two key elements of successful education. I am extremely happy to note that Selvamm Arts and Science College is bringing out the College half – yearly News Letter for the 14th Academic Year. The Concord is known to bring out all departmental

activities, technical activities, student's placements, academic and sports achievements and committee activities. I take this opportunity to congratulate the editorial board for bringing out “Concord” as per schedule. May all our dreams soar high in uncharted skies and bring glory to the Institution in particular and Educational profession in general!

Graduation Day

The 16th Graduation Day was celebrated on 30th Oct. 2021. Prof. Dr.K.Thangavel, Registrar (FAC), Periyar University, Salem was the Chief Guest of the day. Our Alumni meeting also was 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.



Sports Day

The College conducted the 21st Annual College Sports Day on 11th Oct. 2021, the Chief Guest of the day was Mr.S.Sivaranjan, District Sports Officer (DSO), Namakkal. The Orange House (Computer Science, Biotechnology, and Mathematics) won the overall Champion ship.



The NAAC Peer Team

The NAAC Committee Members visited our College on 14th & 15th Mar. 2021 in order to evaluate and examine the quality and status of performance enriched over the period of six years, after the college reached the status of Autonomy in 2011. The following Committee members acted as the NAAC Committee Members: Chairperson: Dr.H.L.Verma, Co-ordinating Officer: Dr. Manju Jaidka, Member: Dr. Om Mahodaya.



Parent – Teacher Meeting

Parent-Teacher meeting was conducted on 31st Dec. 2021, for all UG and PG students, after the publication of the semester results. The performance of the students was reported to the parents and suggestions were shared for their ward's improvement.



Internal Quality Assurance Cell (IQAC)

On 8th of Dec. 2021, Internal Quality Assurance Cell conducted Mentor Mentee Orientation Session on “**National Innovation and Startup Policy (NISP)**”. The chair person was Dr.D.Sreepriya, IIC Coordinator, Assistant Professor of Corporate Secretary ship, Patrician College of Arts and Science, Chennai.

Internal Quality Assurance Cell celebrated National Energy Conservation Day on 14th Dec. 2021, on this day, IQAC arranged a special lecture on “**Energy Saving Opportunities**”. Mr.M.Ravichandran, Head and Assistant Professor of EEE, Selvam College of Technology was the resource person.

As a part of quality assessment and to ensure the quality, IQAC conducted Internal Academic Administrative Audit (AAA) on 15th and 16th Dec. 2021, In the audit all the department files, records, labs, equipments were scrutinized by the AAA committee under the chairmanship of Dr.N.Rajavel Principal.

One of the major initiatives of IQAC is obtaining Audit certification for Energy Environment and Green Campus Audit, by Nature Science Foundation, Coimbatore, on 22nd Dec. 2021.

Internal Quality Assurance Cell and Selvamm Institution's Innovation Council jointly with Chitkara University, Punjab organized a four day National Level Workshop on **Education 4.0: A New Paradigm of Teaching and Pedagogical competence** from 20th to 23rd Dec. 2021. Dr.Navreet Kaur, Faculty of OB & HR, Chitkara Business School, Punjab was the resource person. She has explained the new paradigm of teaching and pedagogical methods in the higher education. Totally 276 participants across the globe took part in the Workshop. More than 40 faculty from our College, 25 participants from other Colleges in and around Tamil Nadu, and neighboring states were benefitted.

Students Welfare Committee (SWC)

On 24th Sep. 2021, SWC conducted a programme on “**Covid-19 Awareness Programme**”. Dr. D. Amutha, Block Medical Officer Govt. Primary Health Centre, Vinaitheerthapuram has given awareness to the students.



On 07th Oct. 2021, SWC conducted an awareness programme on “**Road Safety**”. Chief Guest, Tr. E.Suresh, Deputy Superintendent of police (DSP), Namakkal Sub Division, spoke about road safety rules.

On 27th Dec. 2021, SWC conducted “**Monsoon Siddha Ayurvedic Special Camp**”. Chief Guest, Dr.S.Boopathiraja M.D (Siddha), Ayush Medical Officer Govt. Primary Health Center, Eranapuram, Namakkal,

shared valuable tips for health maintenance.



Red Ribbon Club (RRC)

On 08th Dec. 2021, RRC conducted a special lecture on ***“Aids Prevention and Control”*** delivered by the chief guest, Mr.R.Kandasamy, Counselor (ICTC), GPHC, Vinaitheethapuram, Namakkal and Mrs.Jhansi, Counselor (ICTC), UPHC, Namakkal.

Junior Jaycees (JCI)

JCI organized a Special Lecture on ***“The Magic Key of Resistance”*** on 01st Dec. 2021, Dr. P. Ezhilselvan B.Sc. (Psy), B.H.M.S., Ex- President – JCI Namakkal, Homeopathy Specialist, Malar Homeopathy Hospital- Namakkal & Karur acted Chief Guest. Totally 107 JCI Members benefitted.



Organized a Webinar on ***“Innovate and Operate Opportunities in Hospitality Industry”*** on 03rd Dec. 2021. Mr. B. Gobinath, Innovation Ambassador – IIC, Ministry of Education, Valluvar College of Science and Management Karur was the Chief Guest.



JCI organized a Webinar on ***“Communication to Create Future”*** on 06th Dec. 2021. Prof. Haridas Patil, Blogger and Trainer, Pacific School of Engineering, Surat, Gujarat was the Chief Guest. Totally 97 JCI members participated and benefitted.



Rotaract Covid Vaccination Camp

Rotaract of Selvamm Arts and Science College jointly with Government Primary Health Centre, Namakkal organized Covid Vaccination Camp on 3rd Sep. 2021. 75 students and 7 staff vaccinated.



On 24th Sep. 2021. 52 students and 11 staff vaccinated.



On 23rd Oct. 2021. 45 students and 15 staff were benefitted



Nature Club

On 4th Oct. 2021, Nature Club organized drawing, essay and oratorical competitions on ***“Forest and Live Hood”***. Totally 50 students actively participated and secured places. Prizes were distributed to winners.

On 7th Dec. 2021, Nature Club conducted drawing competition on ***“Situation of Nature Today”***. Totally 49 students participated in this programme. Prizes distributed to the winners.

Youth Red Cross (YRC)

On 4th Oct. 2021, YRC conducted Covid-Vaccination Camp through Primary Health Care Center, Puthansandhai. In this Camp 100 Students were vaccinated.



On 1st Dec. 2021, to commencement World Aids Day YRC conducted AIDS Awareness Programme. In this programme, Namakkal Blood Bank Medical Officer, Dr.A.Anbumalar gave an awareness speech about the preventive measures of AIDS.



On 1st Dec. 2021, YRC volunteers and faculty members participated in the blood donation camp. The camp was organized by Dr.D.Amudha, Block Medical officer, Vinaitheerthapuram, Namakkal and Dr. A. Anbumalar, Blood Bank Medical Officer, Government Hospital, Namakkal. 35 units of blood were donated through this camp.



On 1st Dec. 2021, Conducted Covid-Vaccination Camp through Primary Health Care Center, Puthansandhai. In this Camp 100 Students were vaccinated.



National Service Scheme (NSS)

The National Service Scheme (NSS) and Student Welfare Committee (SWC) of the College jointly organized the World Environment Day Celebration on 5th Jun. 2021, the Special address was given by Dr. K.Sudharshan, Assistant Manager (R&D), TNPL Karur. Nearly,

100 NSS and SWC Volunteers participated.



NSS volunteers raise awareness on how to reduce air pollution by planting Neem trees in their home town and explain the benefits of planting trees in their village on 13th June. 2021, totally 10 neem tree saplings were planted to raise oxygen level and promote health.



World Yoga Day

The National Service Scheme (NSS) of the College organized the International Yoga Day Celebration on 21st June. 2021. A webinar and personal yoga were conducted. The Special address was given by Dr. S.Parvathy, Assistant Professor, Govt. Arts College, Salem-7. She gave a valuable speech on “*Yoga and Health*” and her speech was about the importance of yoga in today's pandemic time, Maintenance of health through Yoga. Nearly, 100 NSS Volunteers participated.



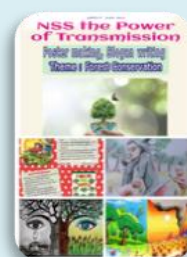
Awareness about Covid-19

On 1st July. 2021, NSS volunteers provided mask, hand sanitizer, organic soap and surgical gloves to old age people and children in their village and created awareness about Covid-19. On the same day saplings were planted to create awareness.



Poster Making Event on World Environmental Day

On 05th Jul. 2021, NSS team organized an online poster making event to celebrate World Environmental Day. In this event 40 NSS volunteers actively participated and made poster to raise awareness about air pollution, land pollution, water pollution, decreased rainfall on cutting down of trees and need of carrying oxygen bags were created in different posters and displayed in social media to create awareness on environment to students. It helped the students to show their creativity and created awareness about our environmental changes.



On 07th July. 2021, NSS volunteers provided mask, hand sanitizer and organic soap to aged people in manikampalayam village and created awareness about Covid-19.



Swachh Bharat Pledge Taking Ceremony

NSS Volunteers participated in the event “Swachh Bharat Pledge taking ceremony” on 2nd Aug. 2021, all NSS Volunteers participated and took pledge for they would work for the cleanliness of our country and strive to make the entire place neat & clean. On that day, NSS volunteers came to know about the Swachhta Pakhwada activities and its importance.



On 06th Aug. 2021, NSS Volunteer of our college provided tree saplings to nearby schools and nearby areas like Sellappampatty and Mudalaipatty pudur and gave awareness about Global warming. Totally 150 saplings were distributed.



Cleanliness Drive in College Campus

On 10th & 11th of Aug. 2021, National Service Scheme

organized “Cleanliness Drive”. Nearly 78 NSS volunteers involved in this event. This service conducted under “Clean Institution” mission for making awareness of clean campus and hygiene.



On 15th Aug. 2021, National Service Scheme organized Poster making competition regarding Forest Conservation. NSS volunteers participated in this event and made awareness about the importance of trees and cautions of deforestation.



Vaccination Camp

The National Service Scheme (NSS) organized Covid-19 Vaccination Camp on 7th Sep. 2021. Nearly 200 Students, Faculties, Office workers, Drivers and Cleaning personnel vaccinated. On the same day RT-PCR Saliva Collection test to identify positivity of Corona virus is collected for nearly 200 members and test results were sent properly within 3 days to collected mobile numbers. It helps our students and faculties to take corona test without any fear.



Nutrition Month (Slogan Writing & Logo Creation)

On 8th Sep. 2021, Selvam National Service Scheme organized a slogan writing and logo creation competition on Nutritional Food for Pregnant Women in remembrance of Nutrition month (Poshan Abhiyaan – Poshan Maah). NSS volunteers actively participated and draw different logos and slogans for pregnant women. The Posters and Slogans created awareness among pregnant Women about Nutritional Foods and benefits in each and every month of pregnancy. Totally 56 volunteers participated and created awareness.



World NSS Day

The National Service Scheme celebrated the World NSS Day on 24th Sep. 2021, a webinar organized on Food for Healthy Life. The Special address was given by Dr. K.Karthikeyan, Assistant Professor, Periyar University, Salem -7. His speech about the importance of health in today's scenario. Nearly, a hundred NSS Volunteers participated.



Tree Plantation

On 24th Sep. 2021, NSS team organized a Tree Plantation Programme to celebrate 75th Independence Day in the College Campus. Principal, Dr. N.Rajavel and NSS Program Officers, R. Ravishankar, M. Poovarasan, M.Siva and NSS Volunteers participated in this event and planted Neem tree saplings in the College campus and appointed NSS volunteers for tree maintenance.



Fit India Freedom Run

The National Service Scheme (NSS) and Nehru Yuva Kendra Namakkal have jointly organized the Fit India Freedom Run 2.0 on 25th Sep. 2021, NSS Volunteers took part in the rally to create awareness about fitness.



Cleaning Drive

On 04th Oct. 2021, National Service Scheme organized Cleaning Drive in college campus and collect Non-Degradable waste materials in the

College premises. In this event 96 NSS volunteers actively participated.



On 12th Oct. 2021, NSS organized Covid-19 vaccination camp in the College in collaboration with Primary Health Center, Pudhansandhai. Nearly, 150 Students, Office workers, Drivers and Cleaning personnel were the beneficiaries. On the same day Mr. S. Dinesh, Health Inspector from Pudhansandhai gave awareness on Importance of Vaccination to students.



National unity day

The National Unity Day Pledge was taken by NSS volunteers on 31st Oct. 2021. National Unity Day provided an opportunity to reaffirm the inherent strength and resilience of our nation to withstand the actual and potential threats to the unity, integrity, and security of our country. NSS Programme Officer Mr. M. Poovarasan led the pledge taking ceremony. Nearly 150 NSS volunteers participated



National Cancer Awareness Day

On 7th Nov. 2021, National Service Scheme organized a seminar on Causes of Throat and Lung Cancer in connection with the remembrance of National Cancer Awareness Day. In this Seminar Dr. A. Ezhilarasu, Dean and Head Department of Microbiology, Selvamm Arts and Science College (Autonomous), Namakkal was a resource person and gave awareness on causes of cancer cells in human body. In this event nearly 120 NSS volunteers participated and benefitted.



National Integration Week (Quami Ekta Week)

On 19th Nov. 2021, National Integrity Pledge was taken by NSS volunteers aims at fostering the spirit of patriotism, communal harmony and national integration among citizens. The National Integration Pledge was taken at 11am by assembling in the premises of the institution. Nearly 60 NSS volunteers participated and take pledge.



On 22nd Nov. 2021, in connection with celebration of National Integration Week (Quami Ekta Week), National Service Scheme organized a special address on National Integrity for NSS Volunteers in College campus.

Mrs.K.K.Kavitha, Vice Principal & Head Department of Computer Science gave a special address about national integrity and communal harmony among students. The focused speech on promoting to preserve and strengthen the freedom and integrity of the nation and to continue to endeavor towards settlement of all differences and disputes relating to religion, language, region or other political or economic grievances by peaceful and constitutional means. 100 NSS volunteers participated and took the pledge.



National Unity Day – Drawing Competition

On 24th Nov. 2021, National Service Scheme organized drawing competition to celebrate National Integrity Week. The drawing competition aimed to promote national integrity and communal harmony among students. Nearly 40 NSS volunteers actively participated and exhibited their talents. The Best drawing was selected and awarded by panel of NSS Programme Officers.



World Aids Day

On 1st Dec. 2021, World AIDS Day special lecture was organized by National Service Scheme. Principal, Dr. N. Rajavel presided over the session and proposed welcomed the gathering. Dr. P. Ezhilselvan, B.Sc. (Psy),

B.H.M.S., Past President – JCI Namakkal, Homeopathy Specialist, Malar Homeopathy Hospital- Namakkal & Karur to as a resource person and share various health tips on “**The Magical Key to Resistance**”. NSS Programme Officer Mr. R. Ravishankar proposed vote of thanks. Nearly 150 volunteers participated and benefitted.



National Human Rights Day Pledge

On 10th Dec. 2021, National Human Rights Pledge was taken by NSS Volunteers. NSS Programme Officer Mr. K. Siva led the ceremony and pledge NSS volunteers that all will respect your rights regardless of who you are. I will uphold your rights even when I disagree with you. When anyone's human rights are denied, everyone's rights are undermined, so I will STAND UP is undertaken as pledge by all NSS volunteers. Nearly 120 volunteers participated and taken the pledge.



Covid-19 Vaccination Camp

On 15th Dec. 2021, Our NSS team organized Covid-19 vaccination camp in the College in collaboration with Primary Health Center, Pudhansandhai. 180 Students, Office workers, Drivers and Cleaning pe

rsonnel attended the camp.



NSS Special Camp (24.12.2021 to 30.12.2021)

National Service Scheme (NSS) organized a special camp from 24th Dec. to 30th Dec. 2021, in Kondichettipatti, Vettaikaranpudur, Samy Nagar, Narikuruvar Colony near Namakkal under the guidance of Dr. P. Prakash, NSS Co-Ordinator, Periyar University, Salem. In this special camp NSS cleaned and removed shrubs from the public places, parks, Government Offices, Anganvadi School, Temples and Crematorium from 24.12.2021 to 30.12.2021. In the last day of the camp, College Chairman Dr. P. Selvaraj, presided over the valedictory function. Secretary, Dr. Kaviethra Nandhini Babu, Principal, Dr. N. Rajavel, and Administrative Director Dr. K. S. Arulsamy were present. Programme Officer, Mr. K. Siva welcomed the gathering. Mrs. V. Logeshwari, the Special Camp Report and presented NSS Programme Officer Mr. R. Ravishankar proposed the vote of thanks.



Certificate Courses

During this academic year, 2021-2022, the College initiated 20 courses in all the departments to equip the students

with various skills and knowledge. These courses are included in the curriculum.

Science

Arithmetic Ability-III, Mathematics for Competitive Exam-I, Vermi Composting, Mushroom Cultivation, Mathematical Ability-I, Non-Destructive Testing, Application of Laser, Soil Analysis, Basic of Chemistry –I, CSIR/NET-I, Cyber law-I, Internet for Everyone-I, Vermi Technology, Azolla Cultivation, Medical Laboratory Techniques PC Hardware and its Maintenance, Cell Phone Servicing, Football Officiating, Menu Planning, Kho- Kho Officiating, Embedded System and its Interfacing and Organic Farming.

Arts

Personality Development, Stress Management, Labour Law, Road Safety Rules, Tamilar Kalagial, Digital Marketing, Fundamentals of Insurance, History of English Literature for Competitive Exam and English for Competitive Exam-II.

Training and Placement/Alumni contribution

On 14th Aug. 2021, career guidance programme was conducted by Mr. Prasanth, Business Development Manager, Next Education India Pvt Ltd, Hyderabad. (Alumni student of Department BBA 2009-2012) on the topic ***“At Last What Inside You?”***.



On 21st Aug. 2021, Career Guidance Programme was conducted by Mrs.V.Veerammal, Junior Assistant, Agricultural Marketing Department, Sivagangai (Alumni student of Department Mathematics 2003-2009) on the topic ***“Believe in Yourself”***.



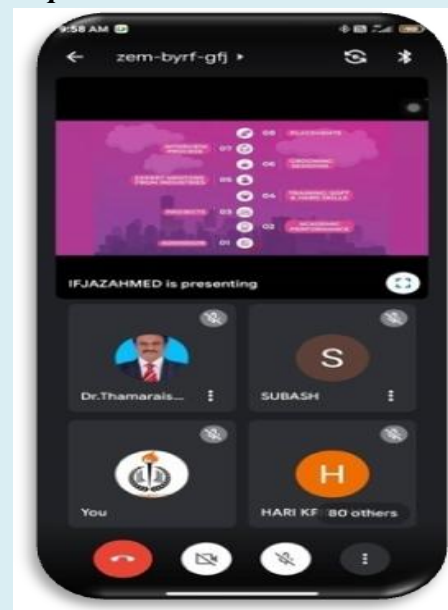
On 28th Aug. 2021, career guidance programme was conducted by Auditor Dr. K. Nagarajan, Practicing Cost Accountant, (Alumnus of the Department of Commerce, 2005-2007) on the topic ***“Business Etiquette”***.



On 4th Sep. 2021, career guidance programme was conducted by Dr. M. Ifjaz Ahmed, Assistant Professor, Department of Information Technology, School of Computing, Sastra Deemed University, Thanjavur (Alumnus of the Department of Electronics & Communication 2004-2007) on the topic ***“The Placement Opportunities for Freshers”***.



On 11th Sep. 2021, career guidance programme was conducted by Mr. A. Sasikumar, QC Microbiologist, Indrag Biosciences Private Limited, Hosur (Alumnus of the Department of Microbiology 2018-2020) on the topic ***“Job Opportunities in Health Department”***.



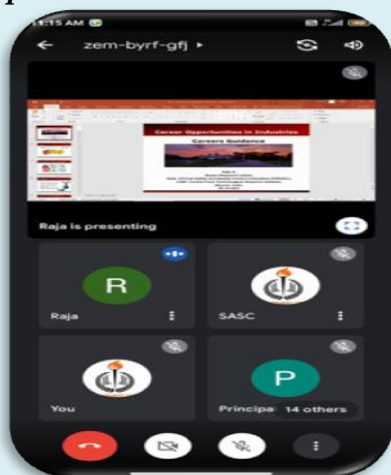
On 18th Sep. 2021, career guidance programme was conducted by Mr. N. Jeyakumar, Manager, KPMG, Bangalore (Alumnus of the Department Computer Science 2000-2003) on the topic ***“Campus to Corporate”***.



On 25th Sep. 2021, career guidance programme was conducted by Mr. S. Poovarasam, Proprietor - V. M. Enterprise, Namakkal (Alumnus of the Department of Commerce (CA) 2015-2018) on the topic ***“Positive Energy Makes Positive Life”***.



On 9th Oct. 2021, career guidance programme was conducted by Mr. N. Raja, Senior Research Fellow, Dept. of Food Safety and Quality Control Laboratory (FSAQCL), CSIR-Mysore (Alumnus of the Department of Biotechnology 2010-2013) on the topic ***“Career Job Opportunities in Industries”***.



On 16th Oct. 2021, career guidance programme was conducted by Mr. Sai Ajith Vairaperumal, Software Architect Capgemini Technologies Pvt. Ltd, Bangalore (Alumnus of the Department of Physics 20014-20017) on the topic ***“Way to Goal”***.



Career Guidance Programme

On 9th Oct. 2021, career guidance programme was conducted by Mr. R. Sathishraj, CEO - E Crusaders, Chennai on the topic ***“How to Be Future Ready”***.



On 3rd Sep. 2021, soft skill programme was conducted by Mr. Venkatesh Prasanna B R, Founder & Director- Exotrix Learning-Chennai on the topic ***“Data Analytics in Software & Banking Industry”***.

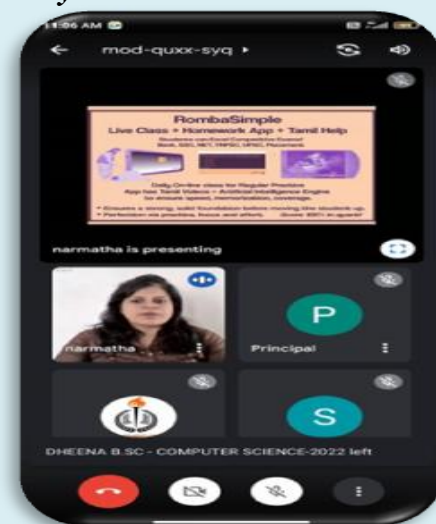


Competitive Exam Awareness programme

On 6th Aug. 2021, through Google meet link Competitive Exam Awareness programme was conducted by Mr. Reyaz, Director in KPR IAS Academy, Coimbatore on the topic ***“Guidelines for UPSC CSE & TNPSC Examination”***.



On 27th Sep. 2021, Competitive Exam awareness programme was conducted by S.Narmatha Vani - Marketing Director, Moodeye Media Technologies, on the topic ***“How To Crack Competitive Exam Easily”***.



On 17th Nov. 2021, Competitive Exam Awareness programme was conducted by Mrs. Bhavani Duraipandiyan, - Managing Director - Bhavani IAS Academy, on the topic ***“Career Guidance Programme for Technical & Non-technical Exams”***.



Student Enrichment Programme

On 2nd Nov. 2021, organized student enrichment programme on **“Man with a Plan & Tricky Mind”** for first year student. Students are eagerly participated and won prizes and certificates.



On 24th Nov. 2021, organized Student Enrichment Programme on **“Block over Talk Over”** for the first year students. Students are eagerly participated and won prizes and certificates.



On 31st Dec. 2021 organized Student Enrichment Programme on **“Fancy Dress competition”** for the students. Students actively participated and won the prizes.



Women's Welfare

Women's Welfare Committee organized an awareness Programme on 04th Oct. 2021, on the topic **“Women Rights”** Mrs.P.Rekha, Advocate, Namakkal was the Chief Guest.



Celebrations

Independence Day

Independence Day was celebrated in the College on 15th Aug.2021, 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 22nd Nov. 2021, Trustee Mrs.Jayam Selvaraj presided over the function. Sweets were distributed to all.



22.11.2021 அன்று செல்வம் கலை மற்றும் அறிவியல் கல்லூரியின் சார்பாக தீபாவளி திரு நாள் கொண்டாடப்பட்டது. இதில் “தீபாவளி மன மகிழ்ச்சியே! மனச் சுமையே!” என்ற தலைப்பில் தீபாவளி சிறப்பு பட்டி மன்றம் நடத்தப்பட்டது. இதில் நடுவராக முதல்வர் முனைவர். ந.இராஜவேல்

அவர்கள் தலைமை தாங்கி சிறப்பு செய்தார்.

Department Activities

Dept. of Business Administration

On 8th Sep. 2021, the Department of Business Administration conducted a Webinar on **“Modern Banking Technology”**. Ms.Biny Sredhar, Head-Business Operations, Aspire Training Consultancy, Fujairah, UAE, was the resource person.



On 18th Sep. 2021, the Department of Business Administration conducted a Webinar on **“Digital Banking Now & Future”** Dr.Shaista Alvi, Assistant Professor, Business School, Amity University, UAE, was the resource person.



On 25th Sep. 2021, the Department of Business Administration conducted a Webinar on **“Skills Development 21st Century and Beyond”** Dr.Sathish. R.Menon, Programme Leader, BBA Programs, Amity University, UAE, was the resource person.



Inauguration of Association

The Department of Business Administration initiated the Inauguration of Association of Selvamm Business Administration (ASBA) on 1st Nov. 2021, and association members were selected. The Department organized Business Meet-BYB 2021 (Build Your Base). In this event student participated and exhibited their talents. Dr.N.Rajavel, Principal and Head, Department of Business Administration, Selvamm Arts and Science College Namakkal, was a resource person.



On 19th Nov. 2021, the Department of Business Administration organized a special lecture on “**Mental Health for Entrepreneurs**”, Mrs.B.Divya, (Psy.) Assistant Professor, Deepthi College of Nursing, Namakkal was a resource person.



On 23th Dec. 2021, The Department of Business

Administration, Selvamm Institution Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell (IEDP-Hub), Association of Selvamm Business Administration organized Inter Departmental Quiz Competition for Young Entrepreneurs. Dr.K.Gunasekaran, Vice-Principal & Head Department Of Commerce & Mr.S.Ramesh, Head, Department Of Commerce (CA), acted as a panelist.



On 28th Dec. 2021, the Department of Business Administration, Selvamm Institution Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell (IEDP-Hub), Association of Selvamm Business Administration organized Awareness Programme on Entrepreneurship Development and Innovation. Dr. V. R Palanivelu, Professor & Head, DOMS, Periyar University, Salem and Dr.A.Apdhul Kadhar, Field coordinator, PU-IEDP-HUB - Periyar University Salem was a resource person.



Retail Outlet

On 13th Nov. 2021, the Department of Business Administration, Selvamm Institution Innovation Council (SIIC),

Selvamm Entrepreneurship Development Cell (IEDP-Hub), Association of Selvamm Business Administration organized and inaugurated the Retail Outlet through Selvamm Budding Entrepreneurs. The event was organized by Dr.N.Rajavel (HoD) and Mr.V.Vijayakumar Assistant Professor Department of Business Administration.

Industrial Visit

On 30th Dec. 2021, a team of 60 students and 2 faculty members visited, Day by Day Lifestyle Products India Private Limited, Coimbatore. Through this visit students enhanced their knowledge in Production & Marketing.



Vet-Vocational Educational Training

The Department of Business Administration conducted, Vocational Educational Training Course - Digital Marketing for Entrepreneurs from 25th Nov. 2021 to 13th Dec 2021. A team of 55 Students from various departments participated and benefited through this programme. Mr.V.Vijayakumar, Assistant Professor, Department of Business Administration organized this programme.



Faculty Participation

Dr.N.Rajavel, Principal & Head, Department of Business Administration, Published a book titled, Organizational Behaviour, (ISBN-13:978-93-91405-09-0)

Dr.N.Rajavel, Principal & Head of the Department attended the online FDP on **“Development of Entrepreneurship Among Students”** from 23rd Oct. 2021 to 4th Dec. 2021, organized by Department of BBA, Logistics & PGDBM, PSG College of Arts and Science, Coimbatore.

Dr.N.Rajavel, Principal & Head of the Department attended the National Level FDP on Google Applications on 27th November 2021, organized by Department of Commerce, Sona College of Arts & Science, Salem.

Dr.N.Rajavel, Principal & Head of the Department attended the National Level FDP on Investor Education and Awareness, conducted by Saradha Academy for Financial Education, Department of Commerce, Vivekandha Arts & Science College for Women, Sankari on 30th Nov 2021.

On 24th Nov. 2021 Mr.V.Vijayakumar, Assistant professor participated in the webinar

“How to Write Research Article in Mathematics” organized by Department of Mathematics, Kamadhenu Arts and Science College, Sathyamanglam.

Mr.V.Vijayakumar, Assistant professor, participated in the five days (22.11.2021 to 26.11.2021) International Faculty Development program on Writing and Publishing Research papers in Scopus/Web of Science Journals organized by St.Josephs College of Arts and Science, Cuddalore.

Mr.V.Vijayakumar, Assistant professor attended the FDP on **“Development of Entrepreneurship among**

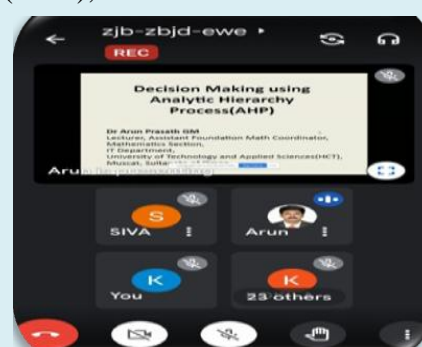
Students” from 23 Oct. 2021 to 4th Dec. 2021, organized by Department of BBA, Logistics & PGDBM, PSG College of Arts and Science, Coimbatore.

Dept. Of Mathematics Programmes Organized

On 27th Aug. 2021, conducted a Special Lecture on **“Differential Calculus of Finite State Machine”** addressed by Dr. O. V. Shanmuga Sundaram, Associate Professor of Mathematics, Sree Saraswathi Thygaraja College, Pollachi, Coimbatore (Dt).



On 8th Oct. 2021, conducted an International Webinar On **“Analytic Hierarchy Process”** addressed by Dr.Arun Prasath G.M, Lecturer, Assistant Foundation Math Coordinator, Mathematics Section, IT Dept, University of Technology and Applied Sciences (HCT), Muscat.



On 6th Dec. 2021, conducted a Special Lecture on **“The Best Opportunities to be an Entrepreneur”** addressed by Mr.M.Sathishkumar, Managing Partner, Fundrisers Financial Services, Namakkal.



On 6th Dec. 2021, Inaugurated **Vocational Education & Training (VET) Course** on **“Training Programme on Jewellery and Accessories Design”** addressed by Mrs. S. Pandiselvi, Assistant Professor, Department of English, Selvamm Arts and Science College, Namakkal.



On 22nd Dec. 2021, celebrated **“National Mathematics Day”** and conducted Drawing competition, Essay writing and Oratorical Contest.



Faculty Participation

From 02nd to 08th Jun. 2021, two of our faculty members participated in the six day Faculty Development Programme on **“Emerging trends in Mathematics and Statistics”** organized by the Department of Mathematics, Sree Saraswathi Thyagaraja College, Pollachi.

On 01st Oct. 2021, one of our faculty members participated in Workshop on **“Optimization of Fuzzy Based Machine Learning Models”** held at Kongunadu College of Engineering and Technology (Autonomous), Trichy.

On 22nd to 26th Nov. 2021, two of our faculty member participated in an International Faculty Development Programme on **“Writing and Publishing Research Papers in Scopus/Web of Science of Journals”** held at St.Joseph’s College of Arts and Science (Autonomous), Cuddalore.

On 24th Nov. 2021, five of our faculty members participated in the Webinar on **“How to Write Research Article in Mathematics”** held at Kamadhenu Arts & Science College, Sathyamangalam, Erode.

From 13th to 17th Dec. 2021, one of our faculty members participated in an Online Elementary Faculty Development Programme on **“Computational Mathematics and Artificial Intelligence for Engineers”** held at AICTE Training and Learning (ATAL) Academy, New Delhi.

Dept. of Physics Special Lecture

Organized a Special Lecture on **“Growth of High Quality Single Crystals and its Applications”** on 15th Jun. 2021. Dr. P. Karuppasamy, M.Sc., Ph.D., Research Scientist and Assistant Professor, Department of Physics, SSN Institution, Chennai, was the speaker.



Department of Physics organized an International Webinar on **“Present Status and Future Prospects of C-Silicon Solar Cells”** on 21st Oct. 2021. Mr. Balaji Nagarajan, M.Sc., M.Tech., Research Associate, Solar Energy Research Institute, National University of Singapore, Singapore, was the speaker.

Organized a Webinar on **“Career Opportunities in Physics”**, on 03rd Dec. 2021, the speaker for the Webinar was Mr. P. Sivakumar, Assistant Professor, Department of Physics, Kalaingar Karunanithi Institute of Technology, Coimbatore.



An Intra-Class Meet

As a part in fond memory of Dr. A. P. J Abdulkalam’s Birthday Anniversary, the Department organized an Intra Class Meet on 13th Oct. 2021, The chief guest was Dr. K. Senthilkumar, Principal, Selvam College of Physical Education, Namakkal. Totally 100 Students

participated and got their prizes.



Staff Achievement

Department Head Dr. S. Padmanathan completed his Ph.D Degree in the academic year 2021-2022 in the field of Dye Synthesized Solar Cell.

Staff Participation

Mr. P. Kannan, Asst. Prof. participated in one day state level Workshop on **“Nano Technology and Energy Sources”** organized by Department of Physics, Trinity College for Women, Namakkal held on 07th Jun. 2021.

Mr. P. Pachamuthu, Asst. Prof. participated in International Conference on **“Energy Environment and Advanced Materials for a Sustainable Future”** organized by the Department of Physics & Chemistry, Kongu Engineering College, Perundurai, Erode during 15th to 16th Jul. 2021.

Mr. P. Pachamuthu, Asst. Prof. actively participated in the National Conference on **“Innovations of Science and Technology”** and he presented a paper on the title **“Synthesis and Microstructure Analysis of Undoped and Mg doped Zinc Oxide Nanoparticles”** organized by Department of Humanities and Sciences, Sri Venkateshwara College of Engineering and Technology, Chittoor, Andhra Pradesh held on 08th and 09th Jul. 2021.

Mr. P. Pachamuthu and Mr. P. Kannan participated the National Level Faculty Development Program (FDP) on **“Materials for Photonic Applications”** conducted from 9th to 13th Aug. 2021.

Mr. P. Pachamuthu, Asst. Prof. participated in the National Webinar on Recent “Advances in Solid State Chemistry and Allied Sciences” organized by the Department of Chemistry, in association with the Association of Chemistry Teacher (ACT) & Indian Association of Solid-State Chemists and Allied Scientists (ISCAS) during 16.08.2021 & 17.08.2021.

Mr. P. Pachamuthu & Mr. P. Kannan participated in the five days virtual workshop on **“Introduction to Research Based Characterization Tools and Techniques 2021”** organized by Department Physics, Rathinam College of Arts and Science during 23rd to 27th Aug. 2021.

Mr. P. Pachamuthu & Mr. P. Kannan participated in the National level Webinar on **“Advanced Materials – Webinar Series 2021: Super Conductors”** organized by Department Physics, St. Joseph College (Autonomous), Trichy held on 24th Aug. 2021.

Mr. P. Pachamuthu & Mr. P. Kannan participated in the National webinar on **“Drafting Impactful Research Articles, Project Proposals & Patents”** organized by the IQAC, IIC in association with the Departments of Physics & Chemistry, Ramco Institute of Technology, Rajapalayam on 04th Sep. 2021.

Mr. P. Pachamuthu, Mr. P. Kannan & Mr. B. Karthick participated in the five days Virtual Workshop on **“Contemporary Innovations for Sustainable Development in Material Science”** organized by Department Physics, Rathinam College of Arts and Science from 06th to 10th Sep. 2021.

Dr. S. Padmanathan, Mr. P. Pachamuthu & Mr. P. Kannan has attended the Ten Day Webinar Series on **“Excellence of Women in the Field of Science and**

Technology” jointly organized by the Department of Physics and Centre for Nanoscience and Nanotechnology, Sathyabama Institute of Science and Technology, Chennai through virtual mode from 13th to 23rd Sep. 2021.

Dr. S. Padmanathan, Mr. P. Pachamuthu & Mr. P. Kannan has participated in the Two week International Faculty Development Programme on **“Advanced Computational and Experimental Research in Physics – 2021”** organized by the Department of Physics, SRM institute of Science and Technology, Chennai held on 13th to 23rd Sep. 2021.

Mr. P. Pachamuthu & Mr. P. Kannan participated in the International Webinar on **“Digital Banking – Now & Future”** Organized by Department of Business Administration, Selvamm Arts and Science College (Autonomous), Namakkal on 18th Sep. 2021.

Mr. P. Kannan and Mr. R. Arulkumar participated in the International Webinar on **“Cyber Security in IOT”** organized by Department of Electronics and Communication, Selvamm Arts and Science College (Autonomous), Namakkal on 30th Sep. 2021.

All our department staff members participated in CSIR Sponsored Two-Day National Seminar on **“State-of-the-Art and Future Perspective of Hybrid Super Capacitor for Greener Environment”** organized by Nehru Institute of Engineering and Technology, Coimbatore held from 07th to 8th Oct. 2021.

Mr. P. Pachamuthu, Mr. R. Arulkumar & Mr. B. Karthick participated in the one day National Webinar on **“Soil Physics”** organized by Department of Physics, Kongu

Engineering College, Perundurai, Erode on 13th Nov. 2021.

Students Participation

II M.Sc. Physics student Mr. P. Pradeepkumar attended the National level Webinar on **“Advanced Materials – Webinar Series 2021: Super Conductors”** organized by Department Physics, St. Joseph College (Autonomous), Trichy on 24th Aug. 2021, participated in the International Conference on **“Solution Growth Crystals and their Useful Applications”** organized by Department of Physics, SSN Institution, Chennai from 13th to 15th Sep. 2021, participated in the National level Webinar on **“Advanced Materials – Webinar Series 2021: Materials characterization using Non Destructive Testing(NDT)”** organized by Department Physics, St. Joseph College (Autonomous), Trichy on 20th Aug. 2021.

12 of our II M.Sc., Physics students participated in CSIR Sponsored Two-Day National Seminar on **“State-of-the-Art and Future Perspective of Hybrid SUPER Capacitor for Greener Environment”** organized by Nehru institute of Engineering and Technology, Coimbatore held from 07th to 8th Oct. 2021.

six of our I B.Sc., Physics students participated in **“The Student Enrichment Programme”** organized by Department of Training and Placement Cell, Selvamm Arts and Science College (Autonomous), Namakkal held on 2nd Nov. 2021.

33 of our Department students participated in two days startup training programme on **“Advanced Techniques for Smart Phone Service and Troubleshooting”** organized by Department of Electronics and Communication, Selvamm Arts

and Science College (Autonomous), Namakkal held on 12th and 13th Nov. 2021.

25 of our I M.Sc., Physics & II M.Sc., Physics students participated in the one day National webinar on “**Soil Physics**” organized by Department of Physics, Kongu Engineering College, Perundurai, Erode on 13th Nov. 2021.

Dept. of Chemistry

Department of Chemistry inaugurated “**SELCHE Association-2021**” on 28th Aug. 2021, the chief guest for the event was Dr. P.Sankaralingam Senior Manager (TNPL), R & D and Quality Controller TNPL Karur spoke on “Employability of Chemistry Students”.



Department of Chemistry organized an International Webinar on 25th Aug. 2021, the chief guest Dr.V.Balakumar, JSPS, Post-Doctoral Research Fellow and Department of Earth Resources Engineering, Kyushu University, Motooka, Japan delivered a talk on “**Application of Metal Free Photo Catalysis Towards Sustainable Environment**”.



Department of Chemistry organized two days Workshop on “**Domestic Products Preparation**” on 19th & 20th Nov. 2021, Dr. M. Muthukkumar Head,

Department of Chemistry was the trainee.



Department of Chemistry conducted a webinar on 22nd Nov. 2021, Dr.M.Syed Ali Padusha, Associate Professor, Post – Graduate & Research Department of Chemistry, Jamal Mohamed College, Trichy, was the chief guest. His topic was “**Innovation in a New Dimension**”.



Dept. of Computer Science Department Activities

The Department of Computer Science organized a National Webinar on “**Timeline of Programming Languages**” on 03rd Jun. 2021, the chief guest was Mr.K.Gopinath M.Sc., M.Phil., (Ph.D)., Assistant Professor, Department of Computer Applications, Sona College of Arts and Science, Salem.

The Department organized an International Webinar on “**Overview of IT and Career Opportunities**” on 08th Sep. 2021, the chief guest was Er.Priyalakshmi Mohan, Application Architect, State of Massachusetts,Boston.



Staff Activities

HoD K.K.Kavitha and faculties K. Vijayakumari, S. Kiruthiga, D.Latha and T.Dhanalaskhmi participated in National webinar on “**Computer Science in the Detection and Treatment of Diseases**” organized by Vivekanadha College for women Association with Asia Pacific University, Malaysia held on 07th Jun. 2021,

Mrs.K.K.Kavitha Head, participated in the National Level Webinar on “**Cyber Intelligence and Information Retrieval**” organized by Sree Narayana Guru College on 11th Jun. 2021. and “**Cyber Intelligence and Information Retrieval**” organized by Sree Narayana Guru College on 11th Jun. 2021.

Mrs.K.K.Kavitha Head, participated in the International FDP on “**Research Methodology & Innovation**” from 05th to 12th Jul. 2021.

Mrs. S.Kiruthiga, actively in International in the Webinar on “**World Chocolate Day Celebration**” on 07th Jul. 2021.

Our faculties D.Latha participated in online session on International SDP on “**Learn to Live**” by Sree Narayana Guru College on 13rd Jul. 2021.

Faculties T.Muthusamy, M.K.Sudha, G.Abirami, K.K.Sangeetha and K.Kala participated in International webinar on “**Modern Banking Technology**” on 08th Oct. 2021.

K.K.Kavitha, Head participated in the Skill Development Programme on “**Big**

Data Analytics and Business Intelligence” from 27th Sep. to 01 Oct. 2021.

Mrs. K.Kala participated in the National Webinar on **“Ecommerce in INDIA: Recent Trends Opportunities and Challenges”** on 28th Sep. 2021, and **“Cyber Security in IoT”** on 30th Sep. 2021.

Faculty members T.Muthusamy, S.Kiruthiga, R.Ravishankar, and M.Purusothaman participated in International webinar on **“Cyber Security in IoT”** on 30th Sep. 2021.

Mrs. M.K.Sudha participated in the National Webinar on **“Mergers in Indian Banking Industry Issues and Challenges”** on 12th Oct. 2021.

HoD K.K.Kavitha participated in FDP on **“Advanced Technologies in IT”** from 26th to 30th Oct. 2021

Mr. C.Senthil Raja participated in FDP on **“Machine Learning and Deep Learning from RT”** from 06th to 10th Dec. 2021.

HoD K.K.Kavitha and R.Ravishankar, S.Kiruthiga, D.Latha and T.Dhanalaskhmi participated in National Workshop on **“Education 4.0”** from 20th to 23rd Dec. 2021.

Student Activities & Achievement

I & II M.Sc Students M.Dinesh, M.Sneha, R.Rathika, D.Vasanthakumar, P.Selvakumar, S.Meganathan, S.Indhu, T.Deepika, R.Nivetha, M.Bharathvaj, K.Sandru, N.Saravanan and A.Thamaraikannan participated in two day Symposium organized by Alagappa University on 21st and 22nd Dec. 2021.

I & II M.Sc Students M.Dinesh, M.Sneha, K.Sandru got placed in the Symposium

organized by Alagappa University on 21st and 22nd Dec. 2021.

Our Department students B.Srivarsan, M.Aravindhavelan, M.Aravinthakumar, P.Kanimozhi, S.Tejashsri and G.Vishvanath participated in National level and Senior State Level Fencing Championship from 18th to 24th Nov. 2021.

Dept. of Biotechnology

Organized a level National webinar on **“Role of Bioinformatics in Life Science”** on 30th Sep. 2021. Resource person of the webinar was Mrs. Sarika Prem, Assistant Professor, Department of Biochemistry, Pazhassi Raja College of Arts and Science, Pulpally, Kerala.



Department students Mr.N.Raja alumni Was a Resource person, in the training programme **“Career Job Opportunities in industries”** on 9th Oct. 2021.

Organized a **“Vocational Training Programme – Training in Mushroom Cultivation”** on 21st Oct -26th Nov, 2021. Totally 57 students benefitted.



Organized a National webinar on **“Biological Benefits of Secondary Metabolites And Techniques for Its Separation”** on 29th Nov. 2021. The Resource

person of the webinar was Dr. K.S. Ramya, Assistant Professor, Department of Biotechnology, Shri Gnanambica Degree and PG College (Affiliated to Sri Venkateswara University) Madanapalle, Andhra Pradesh.



Organized a National webinar on **“Design Thinking Approach and Entrepreneurship Pathway in Bioscience Sector”** on 8th Dec. 2021, the Resource person of the webinar was Dr. Krishnaveni Narayanaswamy Assistant Professor in Microbiology PSG College of Arts & Science, Coimbatore.



Organized Hands on Training on **“One Day Entrepreneurship Training on Mushroom Spawn Production”** on 6th Dec. 2021, the Resource person of the training was **Mr. L. Krishnaraj**, Mushrooms & Spawn Production Trainer and Technician, Reema Kolli Hills Road, Mullukkurichi, Namakkal. Totally 100 students benefitted.



Consultancy Programme

HoD Ms.M.Anitha was a resource person and delivered a special training on **“Inauguration of Entrepreneurship Certificate Course Programme on Mushroom Cultivation”** on 16th Dec. 2021, to the students of Patrician Arts and Science College, Adyar, Chennai.

Memorandum of Understanding (MOU)

The Department signed MoU with Department of Accounting and Finance, Patrician College of Arts and Science Chennai on 20th Oct. 2021.



Paper Publication

Faculty Dr.K.Varutharaju published a Research paper entitled **“An Improved Liquid Culture System for Efficient Shoot Multiplication in Aerva Lanata (L) Juss. Ex Schult.”** in Journal of Plant Tissue Culture and Biotech. 31(1):34-42, 2021 (June) ISSN: 1817-3721.

“Influence of Salicylic Acid Derivatives on Withaferin-a Production in Elicited Hairy Roots of *Withania Somnifera* (L.) Dunal” in International Journal of Botany Studies. Volume 6 (5) P-766-771, 2021(August), ISSN: 2455-541X.

“Biosynthesis of Silver Nanoparticles by *Withania somnifera* (L.) Dunal and Evaluation of Cytotoxic Effect

Using **MG-63 Cells”** in International journal of Botany studies. Volume 6 (6) P- 823-830, 2021(November), ISSN: 2455-541X

Faculty Mohan A published a Research paper entitled **“Structure-Based Virtual Screening, in Silicon Docking, ADME Properties Prediction and Molecular Dynamics Studies for the Identification of Potential Inhibitors against SARS-CoV-2 M Pro”** in Journal of Molecular Diversity, Springer: doi./org/10.1007 /s11030-021-10298-0/04 in Sep. 2021.

Faculty Dr.Karthick Kumar Published a Research paper entitled **“Transmission Jeopardy of Adenomatosis Polyposis Coli and Methylenetetra hydrofolate Reductase in Colorectal Cancer”** in Journal of Journal of the Renin-Angiotensin-Aldosterone System Volume (November) 2021, ID 701076,11doi.org/10.1155.2021/7 010706.

Staff participation

All the department staff members participated in Entrepreneurship development programme in **“Innovation Approach on Edible Mushroom Cultivation and their Value Added Product”** on 28th Nov. 2021, in Vivekanandha Arts and Science, Sankari, Salem.

Ms.M.Anitha and Dr.A. Karthick Kumar participated in workshop in **“Education 4.0: New Paradigm of Teaching and Pedagogical Competence”** from 20th Nov. to 23rd Nov. 2021.

Student participation

5 students from I- B.Sc participated in Placement Cell Training on 2nd Nov. 2021, in the event of **“Man With A Plan”**.

Student from I - M.Sc S.Revinselvan participated in Certificate Course in **“Biostatistics and Research Methodology”** from 17th June 2021 to 05th Jul. 2021, in ISF College of Pharmacy, Punjab.

S.Revinselvan from I - M.Sc participated in Entrepreneurship Development Programme on **“Innovation Approach on Edible Mushroom Cultivation and their Value Added Product”** on 28th Nov. 2021, in Vivekanandha Arts and Science, Sankari, Salem.

Dept. of Botany

08th Sep. 2021, organized an Interclass **Oratorical competition.**



Our Botany Department organized a one day **Seminar on “Integrated Pest Management for Major Cultivated Crops”** on 06th Oct. 2021. Dr.K.Elango Assistant Professor, Agricultural Entnology, Imayam Institute of Agriculture and Technology, Thuraiyur, Tiruchirappalli, was the resource person, studentd of Botany, Biotechnology and Microbiology were the beneficiaries.



Memorandum of Understanding (MoU)

The Department signed MoU with Department of

Accounting and Finance, Patrician College of Arts and Science Chennai on 20th Oct. 2021.



Our Botany Department organized a 15 Day **“Training Program on Vermicompost Preparation”** on 03rd Dec. 2021, to 22nd Dec.2021.



Our Faculty **Mr. V. Prabhu** awarded Doctor of Philosophy on 9th Dec.2021.



Staff participated

Faculty Dr. K.Santhi & Dr. V. Prabhu Participated in one day international webinar on **“Digital Banking – Now & Future”** organized by Department of Business Administration, Selvamm arts and Science College (Autonomous), Namakkal, TamilNadu India on 18th Sep. 2021.

Dr. V. Prabhu Participated in Five days webinar on **“International Faculty Development Programme on Writing and Publishing**

Research Papers in Scopus/Web of Science Journals” organized by St. Joseph’s College of Arts & Science (Autonomous) Cuddalore, Tamil Nadu from 22nd to 26th Nov. 2021.

Dept. of Microbiology

Organized one day National Webinar on **“Recent Advances in Molecular Biology and Immunology”** on 01st Oct. 2021. Dr. Arumugam Rajavelu, Assistant Professor of Biotechnology, NSS and RRC Programme Officer, Bhupat and Jyothi Metha School of Bio Sciences, Indian Institute of Technology, Chennai and Dr. K. Anbarasu, Associate Professor of Marine Biotechnology, Bharathidasan University, Tiruchirappalli were the resource persons.



Our Department organized one day Entrepreneurship Training on **“Mushroom Spawn Production”** on 6th Dec. 2021. Mr. L. Krishnaraj, Trainer and Technician, Reema Mushrooms and Spawn Production, Kolli Hills Road, Mullukkurichi, Namakkal was the trainer. Totally 150 students benefited.



Memorandum of Understanding (MoU)

The Department signed MoU with Department of Accounting and Finance,

Patrician College of Arts and Science, Chennai on 20th Oct. 2021.

Staff Participation

Mrs. R. Bharathipriya and Mr. R. Karuppusamy participated a one day National Level Webinar on **“Knowledge Enrichment Programme on Extremophiles-Functional Capacities and Research Prospects”** organized by Department of Microbiology held at Srimad Andavan Arts and Science College, Tiruchirapalli on 02nd Sep.2021.

Ms. U.Sindhu participated One day National Level Webinar on **“Light Pollution”** organized by Department of Physics held at KLE Science and Commerce College, Mumbai on 02nd Dec. 2021.



Students Achievement

T.Sowndharya II UG participated in District level Speech competition and secured second prize Rs. 3000 organized by Tamil Development Department, Namakkal on 12th Nov. 2021.

Dept. of Electronics and Communication

Department of Electronics & Communication conducted an on **“International Webinar on Cyber security in IoT”** by Mr. N. Krishnakumar Palliyil, Customer Success Manager, EMEA, Anomali Dubai, UAE. Held on 30th Sep. 2021.



Conducted a seminar on **“Challenge the Difficulties and Opportunities”** by Mr.A. Thamilarasan, Director, Right way Property.

Organized workshop on a New Approach of Workshop on using an Arduino with IoT” on 20, 21 & 22nd Sep. 2021, the resource person was Mr.K.Saravanan, Spark Tech, Project Manager ,Erode.

Conducted a **“Two Day Startup Training Programme on Advanced Techniques for Smart Phone Service and Troubleshooting & Signing of MoU”** Mr. B.Krishnakumar, Managing Director, New Technology Mobile Service and Training Institute, Coimbatore was the trainer, on 12 & 13th Nov. 2021. Totally 88 students benefitted through this seminar.



Conducted a seminar on **“Career Opportunities in Electronics and Communication Fields”** by Mrs. Bhavani Duraipandian, Managing Director, Bhavani IAS Academy, Karur, on 17th Sep. 2021. Totally 88 students benefitted through this

seminar.



Staff presentation

Mr.S.Kannan published a paper in International Journal of Material Science and Material Electronics under **Exclusive License to Springer Science + Business Media, LLC**, part of Springer, Nature 2021.

Dr.P.Thamaraiselvan, Mr K.Gowthaman and Mr.S.Kannan participated in 7 Faculty Development Programmes and 14 Webinars successfully.

Dept. of Physical Education

Wrestling

Our students won prizing 6th Tamilnadu Amateur Wrestling Association conducted senior Wrestling Championships -2021. held at Chennai on 26th Mar. 2021.

Men Category

- ❖ Mr.S.Sureshkumar from II BBA got III place in 60kg.
- ❖ R.Harivishwa from II BBA got II place in 55kg.

Sports Day

The College conducted the 21st Annual College Sports Day on 11th Oct. 2021, the Chief Guest of the day was Mr.Sivarajan, District Sports Officer (DSO), Namakkal. The Orange House (Computer Science, Bio-Tech, and Mathematics) won the overall Champion ship.



Junior State Level fencing

Our college men / women students Participated in the 29th Junior State Level Fencing Championship held at Chennai from 30th & 31st Oct . 2021.

Men Category

- ❖ M.Aravinthavelan from I B.Sc (CS) won II- Place.

Women Category

- ❖ R.Jayakeerthana from BA (Eng) won second place
- ❖ R.Devadharshini, III B.Com won I place.

Senior State Level fencing

College men/women students participated in Senior State Level Fencing Championship held at Chennai on 22nd & 23.11.2021.



Men Category

- ❖ P.Sivasubramaniyan, III B.Com (CA) won II Place.
- ❖ M.Aravinthavelan, I- B.Sc, (CS) won II Place.
- ❖ K.Kavin, III BA (Eng), won II Place.

Women Category

- ❖ R.Jayakeerthana from BA (Eng) won II place
- ❖ R.Devadharshini III-B.Com Won I Place.
- ❖ P.Kanimozhi I BCA won III Place.

Junior State level Athletic Meet

Junior State Level Athletic Meet held on 8th Dec. 2021, in Dindugul.



Women Category

- ❖ Ms.K.Bhavani III B.Com(CA) won II place in 400mts Hurdles.
- ❖ Ms.R.Kiruthika III-B.Com(CA) won II place in 800Mts.
- ❖ Ms.A.Aruna I-M.Com won III -place in 20km walk.
- ❖ Ms.R.Sangeetha-II-B.Com- Won II place in Heptathlon.
- ❖ Ms.V.Priyadharshini I-B.Com-Won II place in javelin.

All India Inter University fencing:

Our College students Participated in All India Inter University Fencing Competition held at Punjab GNDU Campus from 07.01.2022 to 10.01.2022

Men Category

- ❖ P.Sivasubramanian II B.Com (CA)
- ❖ M.Aravinthavelan II-B.Sc (CS)
- ❖ M.Aravinthakumar II-B.Sc (CS)
- ❖ K.Kavin III-BA (Eng)
- ❖ N.R.S.Praveen II-B.Sc (CS)

Women Category

- ❖ R.Jayakeerthana I-BA (Eng)
- ❖ R.Devadharshini I-B.Com
- ❖ P.Kanimozhi I-BCA



All India Inter University Athletic

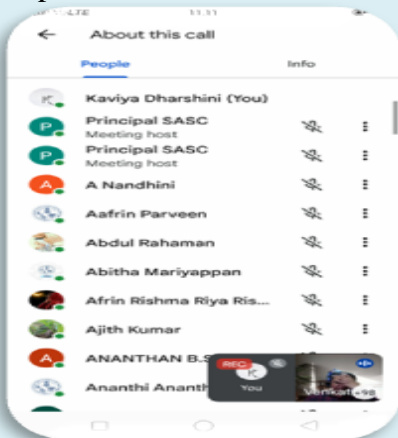
Our College student M.Madheshwaran I MA English Participated in All India Inter University Athletic Meet held at Alwas University, Mangalore from 07.01.2022 to 10.01.2022

Dept. of Hotel Management and Catering Science

On 06th Oct. 2021, conducted National Level webinar on “Art of Bakery”. The resource person was Mr.R.Karthikeyan, Chef, Assistant Professor, Bakery and Confectionery, Army Institute of Hotel Management & Catering Technology, Kothanur Post and Bangalore.



On 20th Nov. 2021, Conducted Webinar on “Tourism and Travel – Birds Eye View”. Dr.V.Rangarajan, Trainer and Faculty, Pondicherry University Loyola College, Chennai. Was the speaker.



On 23, 24 & 25th Nov. 2021, Conducted Vocational Education and Training Programme on “Biscuits and Cookies”. Mr.G.Annadurai, Bakery chef cum Lecturer, State Institute of Hotel Management & Catering

Technology, Thuvakudi, and Trichy was the trainer.



On 26th Nov. 2021, our Department in associated with Training & Placement Cell organized International Career Guidance Programme on “How to Get Every Job You Apply?”. Dr.Vishwanath Kokkonda, Entrepreneur, Author & Coach – London was the speaker.



On 03rd Dec. 2021, conducted Webinar on “Innovate and Operate Opportunities in Hospitality Industry”. Mr.B. Gobinath, Innovation Ambassador – IIC, Ministry of Education, Head, Department of Computer Science, Valluvar College of Computer Science & Management, Karur was the Chairperson.

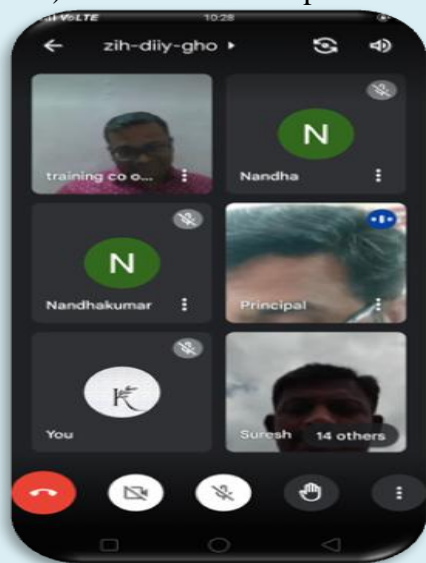


On 06th Dec. 2021, conducted National Webinar on “Communication: To Create to Future”. Prof. Haridas Patil,

Blogger and Trainer, Faculty-Pacific School of Engineering, Surat and Gujarat was the Special Guest.



On 30th Dec. 2021, conducted Webinar on **“Fermented Beverages”**. Mr.Micheal Santhosh,A. M.Sc, MA, Mphil, LLB, Lecturer cum Training Coordinator, Institute of Hotel Management Catering Technology & Applied Nutrition (Ministry of Tourism, Govt of India) Chennai was the speaker.



Dept. of Commerce

Department conducted National webinar on **“E-Commerce in India: Recent Trends, Opportunities and Challenges”** on 28th Sep. 2021, the chief guest was Dr.R.Vasanthagobal, Professor and Director, School of Distance Education and Dean, Faculty of Management Studies, University of Kerala.



Department arranged Special Lecture on the **“Career Opportunities in Commerce”** held on 25th Nov. 2021, the chief guest was CA.P.VishnuVarthan and Mr.Sheik Mohammed, Managing Director, High-Q Professional Academy (P) Ltd, Chennai.



Conducted **“Intra Class Meet – COMFEST 2021”** on 06th Dec.2021.



Conducted Vocational Education and Training on **“Practical Banking”** on 29th Dec. 2021, the special address was given by Dr.D.Duraimurugan, Assistant Professor of Commerce, Selvam Arts and Science College (Autonomous), Namakkal. 53 students participated and benefitted.



Dr.P.Sivakumar attended National webinar on **“Food Safety, Quality Management and Career Opportunities”** conducted by Nutrition Society of India, Bhopal Chapter and Career College, Bhopal on 25th Nov. 2021.

5 staff members participated National level Faculty Development Programme on **“Google Applications”** on 27th Nov. 2021, organized by Department of Commerce, Sona College of Arts and Science, Salem.

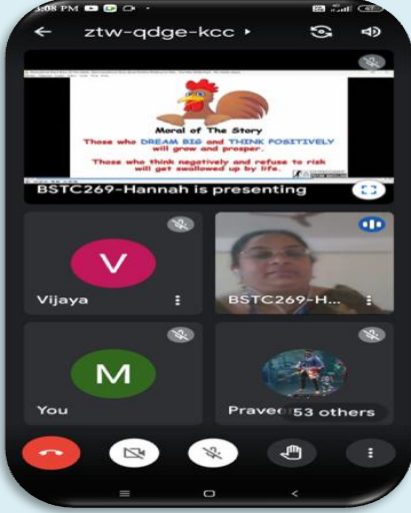
On 30th Nov. 2021, Faculty Development Programme on **“Investor Education and Awareness”** conducted by Sraddha Academy for financial Education in association with the department of Commerce, Vivekanandha Arts and Science College for Women, Sankari. 8 staff members participated in this programme.

2 staff participated Faculty Development Programme on **“Investor Education and Awareness”** On 1st Dec. 2021, conducted by Shraddha Academy for financial Education in association with the department of Commerce, Sona College of Arts and Science, Salem.

Dept. of Commerce with Computer Applications

The Department arranged a one day Online Webinar On **“Dare to Be Different”** on 20th Sep. 2021. Dr. B. Hannah, Assistant Professor, Department of Commerce, Bishop Heber College (Autonomous), Trichy, acted as resource person and

delivered valuable address to the students.



Organized a One Day National Level Webinar on “Mergers in Indian Banking Industry: Issues and Challenges” on 12th Oct. 2021. Dr. P.Malyadri, ICSSR Senior Fellow Research Advisor in Management & Commerce Center for Economic and Social Studies (CESS) An ICSSR Research Institute, Ministry of HRD, Govt. of India, Hyderabad, was a Resource person.



On 11th Sep. 2021, arranged one day Online Webinar on “Blockchain Technology and Bitcoin”. Dr. R.Kamaraj, Head and Assistant Professor, Department of Commerce (CA), S.A. College of Arts and Science, Chennai, was a Resource person.



On 8th Oct. 2021, Department of Commerce (CA) and Department of Income Tax, GOI jointly organized a “Tax Deduction at Source (TDS) Awareness Meeting”, Special address was given by Mr. L. Veera Kumar Income Tax Office & Authorized Agent of NSDL, Salem.



Organized on 07th Dec.2021, one day Special Lecture Programme on “My Story-Motivational Session by Successful Entrepreneur” Mr. Murali Ellappan, Proprietor, Cotton Comfort Ltd, Erode, was a resource person.



Our department faculty members attended 20 Programmes like Online Quiz, Webinars, FDPs & Online Courses conducted by various Colleges and Universities.

Dept. of Tamil Seminars

Conducted a one day seminar on 2nd Jun. 2021. Dr.A.Estarraj. from Bishop Heber College Trichy gave a special lecture on “இரண்டாயிரத்துக்குப் பின் கவிதைகளில் படிமம்”.

Conducted a one day seminar on 3rd Jun. 2021. Dr.S.Thitheyman from Bishop Heber College Trichy, gave a special lecture on “தமிழ் நவீனமானதின் கதை”.

Conducted a one day seminar on 01st Nov. 2021. Dr.S.Subhulakshmi from Sri Mathi Dev Kunvar Nalallalpet Womens Vainava College, Chennai gave a special lecture on “தமிழர் பண்பாட்டு பெருமைகள்”.

Staff Participation

K.Gomathi presented a paper on “சூளாமணியில் அழகியல்” in the international Journal Classical Tamizh, “சூளாமணியில் அறம்” in the international Modern Tamizh and “சூளாமணியில் பண்பாட்டுக் கூறுகள்” in the international Modern Tamizh in Mar.2021.

R.Janthi presented a paper on “சூளாமணியில் அறம் பத்துப்பாட்டில் சமயம் சார்ந்த பெண்கள்”, “சூளாமணியில் குறிஞ்சிப்பாட்டில் தோழியின் அறிவுரை” and “சங்க காலம் முதல் தற்காலம் வரை பெண்கள்” in the international Modern Tamizh in Mar.2021.

D.Muthusamy presented a paper on “சீராயி அம்மன் தோற்றமும் வழிபாடும்” in the international Journal Classical Tamizh, “இராசிபுரம் ஸ்ரீ நித்திய சுமங்கலி மாரியம்மன் உருவாக்க கதையும்,அமைப்பும்” and “மலையாம்பட்டி பொங்களாயி அம்மன் வரலாறும் வழிபாடும்” in the international Journal Classical Tamizh, in Mar.2021.

Dr.m.Nataraj presented a paper on “தமிழர் பண்பாட்டு பெருமைகள் சிலப்பதிகாரத்தில் தொல்குடிகளின் வழிபாட்டு

மரபுகள்” and “தமிழர் சங்க கால மக்களின் நம்பிக்கைகள்” in the international Journal Classical Tamizh, in Mar.2021.

Dept. of English

In the view of taking students talent to stage, Department of English conducts Literary Competitions every year. To promote the quality of the students in the field of literature, this year our department conducted literary competitions on 22nd Sep. 2021, both on and off stage competitions namely Mime, Soliloquy, Face Painting, Mono Act, Drama, Literary Tableau, Singing, Literary parade, stage Decoration, Quiz, and Tongue Twister III B.A, students secured the overall Championship. The winners of the programme were rewarded with medals and Certificates.



The Department organized “English Literary Association Inaugural Ceremony” and a Special Lecture on 23rd Sep. 2021, through Online Platform. The Chief Guest of the programme was Dr.K.Nagamani, Assistant Professor, Department of English and other Foreign Languages, SRM Institute of Science & Technology, Ramapuram, Chennai addressed on “Life Skills Through Literature”. There were 160 students participated and benefited.



The Department of English conducted a webinar on “Overview of Approaches and Methods in English Language Teaching” on 23rd Sep. 2021. Dr.K.Ramalakshmi, Assistant Professor, Department of English and other Foreign Languages, SRM Institute of Science & Technology, Ramapuram, Chennai. Totally 175 students from our department benefited.



Shakespeare Publications, Coimbatore organized “Talent Examination-21” on 20th Nov. 2021, from Department of English totally 21 students participated. Our Department student J.Iniyageetha II MA English has secured 3rd place in State Level and 1st prize in College level. P.Karthika and M.Dinesh have secured 2nd prize and S.Gokulapriya has secured 3rd prize in College level.



The faculties of English actively participated in attending online programmes like Webinar, Quiz, Special Lectures, Certificate and Short Term Courses that were conducted by various Colleges and Institutions throughout India. Totally 30 certificates were secured during the Odd Semester.

On 30th Dec. 2021, Department of English Association with Selvamm Institution’ Innovation Council (SIIC), Selvamm Entrepreneurship Development Cell and Periyar University IEDP-Hub organized a One day Special Lecture Programme on “Ways and Means for Entrepreneurial Opportunities for Language Students” Mr. P.Saravanan. MI Life Style Marketing, Global Private Ltd. was the speaker.



Selvamm Arts and Science College (AUTONOMOUS),

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

Nationally Accredited by NAAC ISO 9001: 2015 Certified Institution

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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

MASTER OF PHILOSOPHY:

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

DOCTOR OF PHILOSOPHY: Biotechnology

