



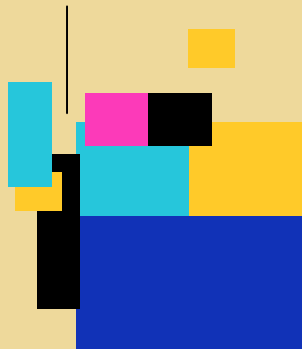
**MUTHAYAMMAL
COLLEGE OF ARTS
AND SCIENCE**
(Autonomous) | Learn.
Lead
A UNIT OF VANETRA GROUP

Learn.

Lead..

MONTHLY MAGAZINE

From 1st OCT 2023
To 31st OCT 2023



MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE

Rasipuram-637 408, Namakkal Dt. Tamil Nadu, India

Affiliated to Periyar University, Salem | Accredited by NAAC with 'A' grade | Recognized by UGC Under Section 2(f) & 12(B)



Monthly Magazine 1st OCT - 31st OCT



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IDA EDUCATION AWARDS-2023

IDA (India Didactics Association) identified and acknowledged our institution's initiatives with a focus on enhancing the teaching-learning and employability outcomes and exhibiting a degree of accountability for quality education.

In recognition of our college's commitment to education, IDA awarded a **CERTIFICATE OF RECOGNITION** for excellence in the Higher Education category (Industry Academia Collaboration).

Principal Dr.S.P.Vijeikumar received the certificate at the event "IDA EDUCATION AWARDS-2023, an EXHIBITION-CUM-CONFERENCE" organised at Bangalore on 17.10.2023.



COMMUNITY COLLEGE

COLLEGE BAZAAR

Tamil Nadu State Rural Livelihood Movement and Muthayammal College of Arts and Science (Autonomous) unitedly ventured a 'COLLEGE BAZAAR' in the college premises from 4.10.2023 to 6.10.2023 to assist the **WOMEN'S SELF-HELP GROUPS** in Namakkal district in marketing their products and promoting their entrepreneur skills.



Mr.K.R.N.Rajeshkumar, MP, inaugurated the bazaar in the presence of Mr.R.Muthuvel, Secretary, Vanetra Muthayammal Institutions and initiated the sales.

The Women's Self-help Groups executed their marketing strategies by displaying products and articles such as Fancy Goods, Snacks, Ready-made clothes, Sarees, Bags, Edible Oils etc.,





VISIT TO TEA FACTORY

54 students and two faculty members of the department of Business Administration visited Ooty Tea Factory in the Nilgiri Hills on 5.10.2023.

The students captured a clear idea about how tea leaves are processed through stages like withering, rolling, drying, and shifting and also how the tea is produced by using cut, curl and twist methods.

SKILL ENHANCEMENT FOR THE BEGINNER

A programme entitled SKILL ENHANCEMENT FOR THE BEGINNER was conducted by the department of Business Administration on 11.10.2023 at the Mini-seminar hall.

Mr.A.Karthigaiselvam, Assistant Professor, oriented as many as 185 students on Skill Attitude, Skill Enhancement practices, Resume Design, Paper Presentation and preparation for TANCET.



PAPER PRESENTATION

Mr.A.Karthigaiselvam, Assistant Professor of Economics, presented a paper on 'Health Delivery System and Its Effectiveness' a study of upgraded Primary Health Centre in Namakkal District in the ICSSR National Seminar at Kandasamy Kandar's College in Paramathi Velur on 12.10.2023.

ALUMNI MEET

Department of Business Administration organised an Alumni Meet on 28.10.2023. Nearly 50 Alumni of 2000-2003 batch attended the meet with their family members.

Chairman of Vanetra Muthayammal Institutions Thiru K.P.Ramasamy, in his address, expressed his wish that the alumni must maintain an UNBREAKABLE BOND with the institution and they should carve in mind the notion that MUTHAYAMMAL IS EVER & EVER THEIR HOME. He even welcomed their contributions to the promotion of the department and the Institution.



Department of Biotechnology

VISIT TO AAVIN DAIRY

Sixty students and two faculty members of the department of Biotechnology undertook a field visit to AAVIN DAIRY in Salem on 5.10.2023.

The visitors were made aware of the processes of collection, processing and packing milk in sachets and sending for sale. They acquired knowledge about the quality control, quantity control, temperature control and pricing of the milk products.



WORKSHOP ON STATISTICS DATA ANALYSIS FOR RESEARCH

Department of Biotechnology conducted a workshop on STATISTICS DATA ANALYSIS FOR RESEARCH on 10.10.2023 at the B- block Conference Hall.

Dr.S.Mohanprabu, Head, department of Statistics, made it clear about gathering research interpretations, statistical modeling or designing surveys and studies.





VISIT TO AAVIN DAIRY

60 students of the department of Commerce accompanied by two faculty members visited AAVIN DAIRY in Salem on 05.10.2023.

The team was let known the commitment of Salem Aavin to satisfy the customers and its wide range of products like milk, butter, yogurt, ice cream, ghee, milkshake, tea, coffee and chocolate.

VISIT TO OBSERVATORY

50 students and two faculty members of the department of Commerce visited the Kodaikanal Solar Observatory on 10.10.2023.

The visitors understood the activities of the observatory and in particular the role it plays in educating the public about astronomy, access to the astronomy library, night time telescopic sky viewing and presentation of University- level courses, seminars and workshop.



FACULTY DEVELOPMENT PROGRAMME

Mr.N.Anandharaj and Mr.S.Sathiyaraj, Assistant Professors of Commerce took part in the three-day FDP on DIGITAL MARKETING from 11th to 13.10.2023 at Infosys BPM, Pune.

The programme had thrown light on the tools of digital marketing skills required, strategies to be adopted, types of challenges and solutions to resolve challenges.

CA FOUNDATION COACHING

Coaching class for CA-Foundation course was conducted on 13.10.2023 at the D-block AV hall by the department of Commerce.

CA P.Raja, CEO, PR Academy in Coimbatore, addressed the students on specific questions and concerns and outlined a path forward in certain areas of study. He encouraged them to use study materials and periodic evaluation sheets to prove their competence.



FINANCIAL LITERACY PROGRAMME

28 students and three faculty members of the Department of Commerce discharged a CSR activity in Seerapalli on 31.10.2023. They organised a Financial Literacy Programme that was educative and informative to 74 people who participated in the programme.



Department of English

VISIT TO LIBRARY

A two-day visit to the University Library at Cochin in Kerala was scheduled and executed on 6th and 7.10.2023. The team consisted of 51 Students and three faculty of the department of English.

The Visitors gained first-hand information about the rich collection of the library that houses valuable books, doctoral theses, back volumes of periodicals, technical reports, conference proceedings and patents and also subscribes more than 200 Indian and foreign journals.



GUEST LECTURE

Mrs.R.Kanimozhi, Founder of Magizh Orgafit in Mallur, delivered a lecture to the students of Microbiology at the B-block Conference Hall on 05.10.2023.

Her lecture was merely pertaining to “Entrepreneurial Opportunities and Challenges for Microbiologists”. She identified the opportunities in food, agriculture and laboratory services and also the challenges like lack of business management skills. She explained vividly the techniques involved in mushroom cultivation, vermin compost preparation and immune inducer production.



MoU SIGNING CEREMONY

Magizh Orgafit, Mallur and the department of Microbiology reached an agreement and entered into an MoU on 05.10.2023. The MoU was bilaterally signed by Mrs.R.Kanimozhi, Founder of Magizh Orgafit and the Principal Dr.S.P.Vijeikumar at the Principal’s Chamber.

The MoU would evidently provide opportunities for the students to undertake Internship, Project, Field Visits and Training to attain placements.



VISIT TO TEA FACTORY

30 Students and 2 faculty members of the department of HOTEL MANAGEMENT AND CATERING SCIENCE visited the tea factory in Vagamon in Kerala on 12.10.2023.

They had an opportunity to explore the odorous world of tea at the Vagamon Tea Factory and Tea Museum. They had gained an insight into the process of tea production.



WILDLIFE WEEK CELEBRATION

To highlight the concept of WILDLIFE ANIMAL CONSERVATION, department of Zoology celebrated Wildlife Week on 06.10.2023 at B-block conference hall.

Mr.K.Murugavel, Forest Range Officer, Athanur, suggested some simple ways on conservation of Wildlife such as Resorting to Eco-friendly products, Feeding Animals and planting trees. Various competitions had been conducted to underline the importance of Animal Preservation.



INDUSTRIAL VISIT

37 students and 2 faculty members of the department of Zoology had gone on a two- day Industrial Visit to Vagamon Tea factory in Kerala.

The students learnt about the cultivation and the brewing of tea and the history of the commercial production of tea. They had enthralled at the picturesque sight of the town Vagamon in the mountains of Kerala.



ENTREPRENEURSHIP OPPORTUNITY

Entrepreneur Development Cell and the department of Textile & Fashion Designing together conducted a session on WOMEN ENTREPRENEURSHIP OPPORTUNITY IN TEXTILE INDUSTRY on 10.10. 2023 at the B-Block conference Hall.

Mrs.M.Sakthi Keshav, Managing Director, Sakthi Stitching Studio in Salem, encouraged the Women Entrepreneur aspirants to enhance their capacity to manufacture products for domestic use and export. She pointed out that they could establish boutiques& showrooms, bride & bridegroom showroom, uniform manufacturing units etc.



GUEST LECTURE

On 6.10.2023, department of Biochemistry conducted a “Guest Lecture” programme on NEXT GENERATION SEQUENCING IN GENE TECHNOLOGY at the B-block Mini seminar Hall.

Dr.Ashok Ganesan, Technical Scientist, Avantor Performance Material Pvt.Ltd(USA), Bangalore, resourced the students with the knowledge of how Next-generation sequencing technology is used for DNA and RNA sequencing and variant detection, Clonal Amplification and Data Analysis using Bioinformatics.



AWARENESS ON MEDICINAL PLANTS

Twenty Students and two faculty members of the department of Biochemistry created an awareness among the residents of Velampalayam village about the medicinal plants like aloe, turmeric, tulsi, pepper, elachi and ginger and their uses in curing malaria and dengue, healing the wounds and purifying the blood.



GUEST LECTURE ON CSIR NET

Department of Biochemistry organised a guest lecture on 30.10.2023 at the A-block seminar hall.

Dr.A.Jansy Isabella Rani, Assistant Professor of Biochemistry, Vellalar College for Women in Erode, delivered a lecture on Unveiling of the following of CSIR NET EXAMINATION: ADVANCING HIGHER EDUCATION.



CYBER EXPO- 2023

To focus on the global theme “SECURE OUR WORLD” and to alert Information Technology to protect software, hardware and data from digital attacks department of Computer Application & Data Science celebrated CYBER EXPO-2023 at the B- block Conference Hall on 12.10.2023.

Instilled with a motif to awaken the student-community, students presented models, short videos and power point presentations to raise an awareness about Cyber Security.



DIGITAL AWARENESS PROGRAMME

To focus on the global theme “SECURE OUR WORLD” and to alert Information Technology to protect software, hardware and data from digital attacks department of Computer Application & Data Science celebrated CYBER EXPO-2023 at the B-Block Conference Hall on 12.10.2023.

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Department of Mathematics

A SEMINAR ON APPLICATIONS OF DIFFERENTIAL EQUATIONS IN MATHEMATICAL MODELLING



Department of Mathematics held a seminar on 'APPLICATIONS OF DIFFERENTIAL EQUATIONS IN MATHEMATICAL MODELLING' on 13.10.2023 at the B-Block Mini-Seminar hall.

Dr.A.Manimaran, Assistant Professor, VIT University, Vellore, defined clearly the differential equations, its learning objectives, Techniques for solving differential equations and their uses in real life situations and sectors such as electricity, medicine and applied physical Science.



EXTENSION ACTIVITY

TREE CLUB of the department of Statistics executed an extension activity in Kattanachampatti Village on 10th October 2023.

13 students and two faculty members created an awareness among the villagers about the vital importance of trees and they planted trees at certain locations with an objective to preserve water and keep the surroundings green and clean.

VISIT TO TEA FACTORY

32 students and three faculty members of the department of Statistics paid an Industrial Visit to MASCO TEA FACTORY in Kerala on 11.10.2023 & 12.10.2023.

The visitors had an opportunity to know about a wide variety of high-quality tea powders sold at reasonable prices and consistently impressive quality of tea products. They acquired some knowledge about the process of production of tea powder.



MISSILE MAN'S BIRTHDAY

To pay Dr.A.P.J.Abdul Kalam a fitting salute, department of Physics celebrated his birthday on 16.10.2023 at the Physics Laboratory. Students took part in the events such as Game Show and they displayed charts bringing to light his awards and quotes.

Dr.R.Selvakumaran, Director-Academics delivered a speech highlighting Dr.A.P.J.Abdul Kalam's life, education, inventions and achievements and went on to advise them to emulate Dr.A.P.J.Abdul Kalam.

GUEST LECTURE

To kindle and augment the interest of the IUG& IPG students towards creative thinking and creativity, department of chemistry invited Dr.N.Sudha, Head department of Chemistry, Sciences and Humanities, Kongunadu college of Engineering & Technology, Thottiam, Trichy, to deliver a lecture on THINK OUT OF THE BOX- INNOVATION and ENTREPRENEURSHIP AT THE B- block conferene hall on 26.10.2023. She threw light on the basics of innovation and entrepreneurship.



BEST PRACTICE

It has been a persistent practice of students of Chemistry to donate books to the department library during Ayutha Pooja every year.

This year too, the students of 2022-2025 batch (II UG students) added a book on ORGANIC SPECTROSCOPY to the collection of the department library. Principal Dr.S.P.Vijeikumar received the book on 26.10.2023 and appreciated the students for their gesture.



MoU SIGNING

Department of Chemistry signed and MoU with Professional Testing Laboratory in Salem on 30.10.2023 at the A-block conference hall.

The MoU could be utilized by the Students by all manner of businesses to provide objective analytical data on the quality of a product or a process.





VISIT TO THANJAVUR TAMIL UNIVERSITY

50 students and three faculty members led by Dr.K.Kanianpoongundranar, Head, department of Tamil visited the Tamil University in Thanjavur on 18.10.2023. Particularly they visited the Department of Drama which strives hard to revive the Tamil dramas to meet the social and aesthetic requirements of the society.

Professors Dr.Karpagam and Dr.Venkatesh engaged their students to enact the stories of HEAVEN'S ELEPHANT & PARAMARTHA GURU to the inspiration of our students.

Their dramatic performances were a blend of humour and thought-stirring. The students were struck with a wonder at the collections in the library and the architecture of King Saraboji's Palace and the emperor Rajaraja Chola's THANJAI PERIYA KOVIL.

AWARENESS ON E-WASTE MANAGEMENT

20 students and two faculty members of the department of Electronics and Communication visited Muniappampalayam village on 20.10.2023 to create awareness among the public about e-Waste Management.

They made the people aware of e-Waste Management processes such as collecting e-Waste, recovering and recycling material by safe methods and disposal of waste by suitable techniques.



NATIONAL LEVEL CONFERENCE

21 students and one faculty member of the department of E&C and IoT participated in the National Level Conference on CHATGPT and IoT organised at Sasurie College of Arts and Science in Tiruppur on 31.10.2023.





MEDICAL CAMP

A two-day Medical Camp bannered under the NSS Unit of MCAS was organised on 7.10.2023 and 8.10.2023 at the Poovayammal Kalyana Mandapam in Rasipuram.

52 NSS volunteers and three Programme Officers rendered service to the public- participants in guiding them to get screened for various complaints and diseases. Most of them were given spot-treatments by specialists and some were referred to the specialty hospitals for advanced treatments.

TEMPLE FUNCTION

35 NSS volunteers and one Programme Officer entrusted themselves in rendering society – service at the Sridevi Poodevi temple in Oduvankurichi on 14.10.2023.

The volunteers developed a rapport with the devotees, regulated them, identified their needs and served them.



SERVICE AT TEMPLE CONSECRATION

Consecration of SRI VINAYAGAR temple in Kurukkupuram was performed with so much of piety on 27.10.2023.

30 NSS volunteers and one Programme Officer rendered service to the devotees by directing them in order to receive the showers of blessings of God.



HEALTH INSURANCE AWARENESS

A programme to create an awareness about HEALTH INSURANCE among the staff was held on 07.10.2023 at the B-block mini seminar hall.

The representatives from the Health Insurance Sector pointed out that the Health Insurance coverage would provide Financial Safety, Income Tax benefits, Cashless treatments, Complimentary checkups and



MEMORANDUM OF UNDERSTANDING

Mr.Arun Raaj Manickaraja, Business Head, Atal Incubation Centre, Raise Incubator Pvt. Ltd,Coimbatore and Dr.S.P.Vijeikumar,Principal of MCAS, entered into an MoU on 11.10.2023 at the Principal's Chamber.

To fulfill the terms and conditions agreed upon, Atal Incubation Centre would provide a variety of technical services like initial seed funding, network opportunities, lab facilities and advisory services and also foster innovation culture in our institution.



GUEST LECTURE

At the B-Block Conference Hall, Research & Development Cell of MCAS promoted a Guest Lecture on SUSTAINABILITY HACKATHON 2023- SOLUTIONS FOR SUSTAINABILITY CHALLENGES ON 11.10. 2023.

Mr.Arun Raaj Manickaraja, Business Head, Atal Incubation Centre, Coimbatore, cautioned the younger generation about the threats to sustainable development like population growth, urbanization and global warming and suggested some solutions that involve innovative social practices technologies and business models.



BRM CYCLE RIDE

Mr.S.Kannan, Assistant Professor of Electronics & Communication and Head- Sports Management and Mr.G.Suryaprakash of II M.Sc (Computer Science) gallantly took part in the BRM 400 Kms cycle ride.

They set off at from Salem on 14.10.2023 and Channeled Via Krishnagiri to Vellore and dashed back to the starting point at 6.30 a.m. on 15.10.2023. Both the riders were gritty enough to cover the distance 400 Kms in 25.30 hours even before the stipulated ride time of 27.00 hours. It was quite a stunning ride.



STATE LEVEL WEIGHTLIFTING TOURNAMENT

State Level Weightlifting Tournament was hosted at Mannarkudi on 6.10.2023 & 7.10.2023.

The weightlifters of MCAS snatched weights quite comfortably and captured altogether 8 medals (5 gold,1 silver and 3 bronze). They added further glory to the medal tally of the department of Physical Education and promised to stretch the MEDAL WINNING STREAK.



PERIYAR UNIVERSITY INTERCOLLEGIATE TAE KWON DO TOURNAMENT

Men's Tae Kwon Do team of MCAS clinched the OVERALL CHAMPIONSHIP and the Women's team accomplished the OVERALL THIRD POSITION in the Intercollegiate Tae Kwon Do tournament organised on 25.10.2023 at Periyar University,Salem.

Our athletes with continuous and total effort coupled with talent unlocked their potentials and won 2 Gold medals, 6 Silver medals and 3 Bronze medals.





TEACHER SUPPORT PROGRAMME

Ms.A.Manjula, Assistant Professor of English, Coordinator, Communication Laboratory, attended a two-day TEACHER SUPPORT PROGRAMME that dealt with the techniques to teach the students enrolled for APTIS on 5.10.2023 and 6.10.2023 at Vivanta by Taj in Coimbatore.

Faculty of British Council provided training and offered guidelines to prepare the students for APTIS – a global English Assessment Tool. British Council served materials to train the APTIS students.

INSTITUTION'S INNOVATION COUNCIL

DR.A.P.J ABDUL KALAM'S BIRTHDAY

Institution's Innovation Council celebrated Dr.A.P.J.Abdul Kalam's birthday on 17.10.2023 at the B-block Conference Hall.

His legacy and contributions to aerospace science, education and student-community were remembered. His birthday celebrations reflected his dreams and ideals to shape the nation stronger, more inclusive and prosperous.



MOTIVATIONAL SESSION

A motivational session was conducted at the B-block conference hall on 30.10.2023.

Mr.A.Karthigaiselvam, Assistant Professor of Economics, dwelt upon the ingredients that are imperative for becoming a successful entrepreneur.



WORLD MENTAL HEALTH DAY

Dr.U.Vijayabanu, Assistant Professor of Psychology, VIT, Chennai dwelt upon- "UNLOCKING THE SECRETS OF A JOYFUL MIND AND EXPLORING THE SCIENCE OF HAPPINESS IN THE BRAIN" on 13.10.2023 at the B-block conference hall on the occasion of 'WORLD MENTAL HEALTH DAY' celebrated by women's forum.

She ascertained that petty things should not be ignored because they might even provide a source of joy. She emphasized that both right and left sides of the brain should be kept proportionally active.

She discussed at length that people should avoid Negativeness, Avoidness, Emotion -Driven Behaviour and Self criticism to reap robust outputs.

She demonstrated some exercises to keep the brain active and alert. She concluded the discussion with a formula to dazzle in life: "Take up one idea! Make it your life! Dream of it! Live on it!



PLACEMENT

OFF CAMPUS DRIVE

Placement cell guided and directed our students to attend the off- campus Placement Drive conducted by PRELUDEYS, a global technology solution providers on 3.10.2023 at Muthayammal Engineering College. Five of our students had been offered placements.



VIRTUAL CAMPUS DRIVE

A Virtual Campus Drive was conducted at the C-block AV hall on 13.10.2023 to select eligible candidates to serve in Zynofus Technologies. Online Assessment Test was conducted for the UG and Pg students of Life Sciences.



OFF CAMPUS DRIVE

Three of our students appeared for the Off-Campus Drive conducted by Zifo Technologies on 13.10.2023 at Vellalar College of Engineering and Technology in Erode. Only technical round was conducted.

AI FOUNDATION COURSE

On 10.10.2023, Infosys Springboard offered useful guidelines to 43 students from II B.Sc Computer Science and II BCA to acquire AI Foundation Certificate course.



Rasipuram, Tamil Nadu, India

HUMAN RIGHTS CELL



AWARENESS PROGRAMME ON DIGITAL TRANSACTION

Human Rights Cell carried out an awareness programme at Pattanam Muniyappanpalayam on 28th October 2023 to create an awareness among the people about Digital/ Online transactions.

The students and the faculty members who undertook the task to educate the public alerted them about the safe and secure procedures involved in digital transactions. They taught the villagers about how to download Aadhar cards and to pay EB bills online and also to retrieve the money wrongly transacted.

FINANCE COMMITTEE MEETING

The meeting of the FINANCE COMMITTEE of Muthayammal College of Arts and Science (Autonomous) was convened at the A-block Conference Hall on 6th October 2023.

Dr.S.P.Vijeikumar,Principal, Dr.M.N.Periyasamy Dean-Administration and other members of the Finance committee had taken part in the proceedings.



Budgeted income and Expenditure for 2023-2024, Audited finance statement for 2022-2023, Remuneration of Examinations for 2022-2023, Scholarship for 2022-2023 and revision of fee-structure for 2024-2025 were the components discussed and approved at the meeting. Dr.K.Prabakaran Rajkumar, FAC, Periyar University, Salem and CA V.Gopinath, Auditor, Namakkal suggested some valid measures to minimize cost.

FINE ARTS

ORATORICAL COMPETITION

In commemoration of the celebrations of WILDLIFE WEEK, an oratorical competition was conducted at Namakkal in which V.Deepak of III B.com secured the third prize.

Honorable Tamilnadu Minister for Forests Dr. M. Mathivendhan appreciated the winners and distributed the certificates.





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 5 Ph.D Courses

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 - Mechanical Engineering
 - Automobile Engineering
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 - Computer Engineering

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NATIONAL RANKING 2023

Ranked **129th** Among Top 197 Best Science Colleges in INDIA
 Department of BCA is Ranked **76th** Among Top 170 BCA Colleges in INDIA
 Department of Commerce is Ranked **150th** Among 225 Commerce Colleges in INDIA

