



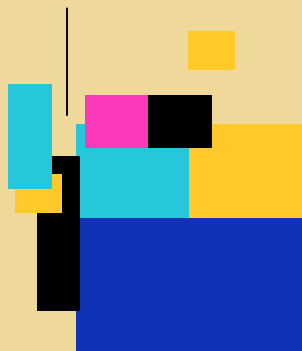
**MUTHAYAMMAL
COLLEGE OF ARTS
AND SCIENCE**
(Autonomous) | Learn.
Lead
A UNIT OF VANETRA GROUP

Learn.

Lead..

MONTHLY MAGAZINE

From 1st NOV 2023
To 30th NOV 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 NOV - 30th NOV



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GOVERNING COUNCIL MEETING

Governing Council Meeting was conducted at the A- block conference Hall on 15.11.2023.

Dr.Rajendran spoke out clearly his suggestions to promote the institution to the next level that the institution should formulate strategies to implement a skill council subject in the curriculum, offer a SWAYAM COURSE for the III UG students, introduce a clinical nutrition and food processing course, examine the viability of incorporating AI into all the programmes, provide seed training to all students, effect a training programme for the students at the Animal House, recruit retired faculty as Adjunct/Visiting faculty etc.

Mr.Rao placed his recommendations that the institution must think in terms of introducing a basic course on investing money, introducing a Corporate Secretary course and a short- term course on GST, celebrating important days such as Khadi Day and printing vision and mission on the note books.

Placement Cell

CONCERO GLOBAL CAMPUS DRIVE-ONLINE

A Virtual Interview was conducted on 08.11.2023 by Concero Global.

The interview was particularized to the students of B.Com and B.Com-CA. 53 students attended the interview.



SUTHERLAND CHENNAI ON CAMPUS INTERVIEW

SUTHERLAND CHENNAI had conducted an On Campus Drive on 22.11.2023.

70 of our students had been shortlisted and they were assured a salary package of Rs.3,00,000/ (three lakhs) per annum.



NATIONAL CONFERENCE

Research and Development Cell organised a DBT – Sponsored three-day National Conference on “DISEASE DIAGNOSIS & DRUG DEVELOPMENT AGAINST HUMAN PATHOGENS” in the premises of MCAS from 15.11.2023 to 17.11.2023.

The conference stimulated discussions and exchange of scholarship among experts in the domains of drug discovery. Scientists of eminence brought to light the diverse strides towards drug development against human pathogens. The conference, as a whole had been teemed with Invited Talks, Paper Presentations and Poster Presentations.



CONFERENCE REPORT			
Participants (In-Person in Nos.)	255	Paper Presentations	28
Virtual Participants	70	Prize Winners (Category: UG/PG/Scholars/Faculty)	Oral 12 Poster 12
Participants from other Institutions	112	Invited Lectures	12
No. of Institutes Participated from All over India (Physical/Online)	42	Inauguration Chief Guest	Prof. Rajendran PSG College of Arts & Science Coimbatore
Oral Presentations	110	Validation Chief Guest	Anupama Harshal Ambassador of Foldscope Project



AWARENESS PROGRAMME

Nine students and three faculty members representing Women's Forum & Anti Sexual Harassment and Gender Violation Cell of MCAS visited Moolapalayam village on 01.11.2023 with a mission to create an awareness among women about Gender Equality.

At the Grama Sabha Meeting, the team asserted that Gender Equality is the essential commodity to develop and achieve peaceful society with human potential and sustainable development. It was also outlined that women should have an awakening about to be treated equally in social and economic aspects and not to be discriminated on the basis of Gender.



CELEBRATIONS OF CHILDREN'S DAY

On 14.11.2023, three students and three faculty members representing Women's Forum of MCAS paid a visit to the Panchayat Union Primary School in Kattanachampatty.

Children's Day was celebrated involving almost the whole student-community of the school. All the students got enthused and took part in the games conducted. The environment was enlivened with the hue and cry of the children. The winners had been presented gifts.

An awareness about the Safe and unsafe touches was created among the students. They were instructed to be very cautious about the unsafe touches and elude them by being shrewd and smart.



AN AWARENESS PROGRAMME ON WOMEN EMPOWERMENT, WOMEN RIGHTS AND CYBER SECURITY FOR WOMEN

Smt.A.S.Kumari, Chairperson, Tamilnadu State Commission for Women, Smt. Vetha Piravi, Inspector of Police, Cyber Crime Police Station, Namakkal District and Smt. K. Prabha, District Social Welfare Officer, Namakkal, made lively the awareness programme on "Women Empowerment, Women Rights and Cyber Security for Women" organised by the Women's Forum of MCAS on 09.11.2023 with their deliberations on Women's sense of self-worth, their right to determine choices, Cyber Security to protect an organization and its employees and assets against cyber threats, the women Welfare Schemes such as Pudhumaipenn Scheme, Chief Minister's Girl-Child Protection Scheme and the Vigilant and Sensible use of social media such as Whatsapp, Facebook, Instagram etc..



AWARENESS PROGRAM ON GENDER EQUALITY AND SAFE AND UNSAFE TOUCHES

The Co-ordinator of Women's Forum and Anti-Sexual Harassment and Gender Violation Cell and team of faculty members and students visited Government Higher Sec. School in Gangavalli, Koodamalai, Kondayampalli and Thammampatti Girls Higher Secondary School on 06.11.2023, Government Higher Sec. School, Namagiripettai on 14.11.2023 Government Higher Sec. School, Government Girls Secondary School in Puthiragoundampalayam on 17.11.2023, Government Higher Secondary School, Vadugam on 20.11.2023, R.C. Sacred Heart Higher Secondary School, Rasipuram on 24.11.2023, Government Higher Secondary School, Pudhupalayam on 27.11.2023 and Government Higher Secondary School, Tho. Jedarpalayam on 28.11.2023.



They cautioned the girls to be hawkeyed about SAFE AND UNSAFE TOUCHES and create an intuition about Gender Equality. The team asserted that Gender Equality is the essential commodity to develop and achieve a peaceful society with human potential and sustainable development.



The girls were offered guidelines to identify the safe and unsafe touches and to safeguard them from unsafe touches that would violate their privacy, safety and dignity. The child (1098) and women helpline numbers (181) had been given to the girls to seek help at the times of issues. Pamphlets on educating them about different touches were issued to all the girls. Some games were conducted to recreate them.



DISTRIBUTION OF HEALTH KITS



Vanetra Muthayammal Institutions in association with Salem Round Table-28 and Salem Ladies Circle-28 organised an event to create an awareness among the parents and the students of the Primary School at Vengayapalayam about the the importance of good health and the need for feeding the children with nutritious diets.

Health Kits were distributed to 40 students on 21.11.2023 in the presence of Thiru.K.P.Ramaswamy, Chairman of Vanetra Muthayammal Institutions, Tr.K.K.Palanivel(SRT28) and Cr.D.Priyanka (SLC28).

NSS - National Service Scheme

Ullatchi Thinam (Local Bodies Day) was celebrated at Kondappanaickenpatti near Sendamangalam on 01.11.2023. During the Gramasabha meeting, 250 public, 40 NSS student-volunteers and two Programme Officers were present at the venue.

The Panchayat Assistant presented a report on the income and expenditure of the Panchayat. The President, Vice President and the Assistant clarified the queries raised by the people. They had an elaborate discussion on the implementation of welfare measures to uplift the village. NSS volunteers had an interaction with the Conservancy Staff to know about their service to the society and then they took up the task of environmental cleaning.

ULLATCHI THINAM CELEBRATIONS



Admission Cell

VISIT BY THE SCHOOL STUDENTS



Admission Cell began its campaign on 22.11.2023 to trigger the ADMISSION PROCESS-2023-2024. A Campus Visit was organised for 231 students and 21 teachers from five nearby higher secondary schools with an objective to keep the students witness the learning ambience in the campus.

Director-Academics Dr.R.Selvakumaran and Principal Dr.S.P.Vijeikumar, while addressing the students, nutshelled about career options and instructed the students to be decisive to opt for right career choices. The students visited all the departments and evinced a keen interest to listen to the narration of the faculty about the full-fledged infrastructure conducive for learning.

The visitors had been facilitated with college transports for their pick-up and drop. They all were provided lunch and a portion of students and all the teachers reflected a positive feedback.



SESSION ON THE FUTURE OF CAR RENTAL

IIC and EDC of MCAS jointly conducted a session on “The Future of Car Rental-TRENDS and INNOVATIONS IN THE INDUSTRY” at the D-block AV hall on 3rd November 2023. Members of the IIC made their views and forecasts clearly about the probable shift in the logistics technology.

WEBINAR ON CARBON ZERO CHALLENGE

Institution’s Innovation Council in association with CZC team, Madras IIT organised a webinar on 03.11.2023 highlighting “CARBON ZERO CHALLENGE & IDEAS TO IMPACT CHALLENGE”.

The Webinar had thrown light on the objective and outcomes through CIRCULARITY in RESOURCES CONSERVATION.



INNOVATIVE IDEAS FOR NEW ENTREPRENEURS

Ms. A. Ramya, Assistant Professor of English, at the programme entitled “Innovative Ideas for New Entrepreneurs” organised by Institution’s Innovation Council on 09.11.2023, urged the students to acquire the skills to become successful entrepreneurs such as creativity of thought. They should analyze the vitality of innovation, the resources in books and enter into a comparative study of the biographies of great entrepreneurs.



KNOWLEDGE-SHARING SESSION

Faculty Development Cell and IQAC jointly conducted a Knowledge sharing session on 21.11.2023.

Dr.D.Suganya, HoD, Department of Zoology and Mr.Gopalakrishnan, Assistant Professor of Business Administration dealt with the indispensable principles of GOAL SETTING such as Clarity, Challenge, Commitment, Feedback and Task Complexity.



KNOWLEDGE-SHARING SESSION

On 24.11.2023, the cell for the Faculty Development Programme conducted a Knowledge Sharing that revolved around the roots of stress and the strategies adoptable to root out stress.

Mrs.P.Gomathi, Assistant Professor of Statistics made the session lively with demonstrations of some physical exercises. She suggested some tips such as Guided Meditation, Deep Breathing Practice, Good Nutrition, Managing Social Media time and Connecting with others to manage stress and reduce the stress of day-to-day activities.



AN ORIENTATION ON OUTCOME BASED EDUCATION



Cell for the Faculty development Programme conducted an orientation programme on 27.11.2023 to keep the faculty members through with the objectives of Outcome Based Education and CO-PO Mapping and Attainment.

Dr.N.Senthilkumar and Dr.T.Sugumaran from Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi, made it clear to the faculty that OBE would enable the teachers first to set a goal, follow teaching methods to attain end result and CO-PO Mapping would help to encourage and apply OBE for attaining a futuristic approach towards education along with improved learning outcomes.

BALL BADMINTON TOURNAMENT

Women's Ball Badminton team of Muthayammal College of Arts and Science exhibited their pace, quick reflexes, agility and ability to control the ball and secured the 3rd position in the Periyar University Intercollegiate Tournament held on 06.11.2023 and 07.11.2023 at Sri Vidya Mandir College of Arts and Science.



PERIYAR UNIVERSITY INTERCOLLEGIATE WEIGHTLIFTING CHAMPIONSHIP

Loaded with a great amount of physical strength, mental toughness, patience and control, both Men and Women weightlifters of Muthayammal College of Arts and Science kept their minds focused on the task and harvested 19 medals in total (Gold - 11, Silver - 6 and Bronze -2) in the Periyar University Intercollegiate Weightlifting Championship hosted on 15.11.2023 at Paavai Institutions, Paachal.

It is a striking phenomenon that Men's team snatched the overall championship for consecutive 16 years and Women's team for consecutive 15 years.



NATIONAL LEVEL POWERLIFTING

The medal-winning streak of the department of Physical Education has been unstoppable to the core. Four of our powerlifters (Bench Press), with their determination and strength dictated by the Mastery of Techniques, Work Capacity and Clear Intent won four prestigious medals altogether (Gold-1, Silver-1 and bronze-2) in the National Level Powerlifting Competition which had been held at Bangalore from 22.11.2023 to 26.11.2023.





GUEST LECTURE ON MATHEMATICAL SOFTWARES

The Department of Mathematics organized a Guest Lecture on "Mathematical Softwares" at B-Block Conference Hall on 08.11.2023.

Er.R.Elavarasan, Managing Director of Pranav Solutions, Krishnagiri, deliberated on use of Mathematical Softwares to develop new algorithms in Mathematical Research and to model the numeric and geometric data. He also equipped the students with the knowledge about MATLAB, Python, Latex, Photomath etc.,

MoU WITH PRONAV SOLUTIONS, KRISHNAGIRI

The department of Mathematics, Principal Dr.S.P.Vijeikumar and Er.R.Elavarasan, Managing Director of Pranav Solutions, Project and Training Institute, Krishnagiri signed an MoU on 08.11.2023 to upgrade the academic proficiency of the students.

The agreement might facilitate the students of Mathematics to focus on the characteristics of a project. The students might be enabled to avail Internship and Training to make the project more effective and well-utilized .



PHYSICS OLYMPIAD EXPOSURE CAMP-2023



Dr.M.Meenachi, Assistant Professor of Physics took part in the PHYSICS OLYMPIAD EXPOSURE CAMP-2023 organised by HOMI BHABHA CENTRE FOR SCIENCE EDUCATION, a National Centre of the Tata Institute of Research (TIFR) in Mumbai from 20.11.2023 to 24.11.2023.

A Physics Symposium was exclusively organised for the Physics teachers as a part of the Golden Jubilee Celebrations of HBCSE. A number of Physicists across the country participated in the Olympiad and got exposed to learn about OLYMPIAD EXAMINATIONS for the school and undergraduate students.

HANDS-ON-TRAINING

Nineteen students and two faculty of the department of Textile & Fashion Designing carried out an extension activity-Hands-on-Training on HOOP ART at Vadugam village on 20.11.2023.

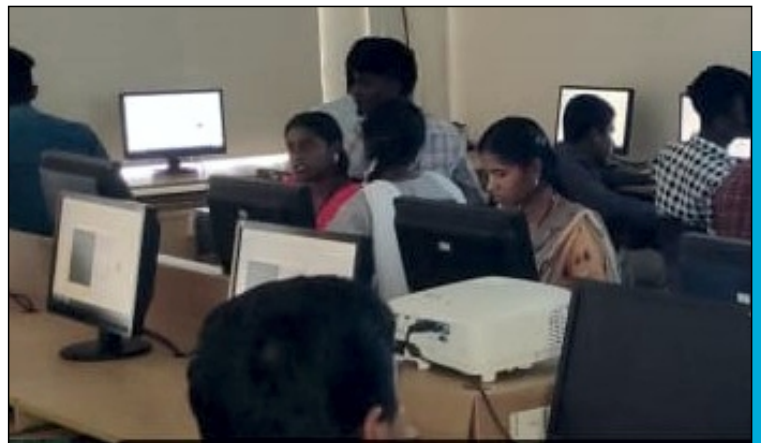
Plus Two students of the Government Higher Secondary School were exposed to practical hand embroidery skills like threading a needle, loading an embroidery hoop, anchoring stitches, a sense of creativity, fabric painting, the ability to work with stones and beads and business skills. They even rendered a service of campus cleaning at the school.



HANDS-ON-TRAINING

A two-day Hands on Training on “Computer Aided Design Tools for Electronic Circuit Design” was conducted by the department of Electronics and Communication on 03.11.2023 & 04.11.2023 at the B5- Computer Lab.

Mr.I.Balakrishnan, Assistant Professor, Department of Electronics and Communication trained the students to acquire knowledge about electronic circuits design using computer aided design tools and analyzing the circuit performance by simulation, firmware projects using the Proteus.8.0 CAD tool and encourage the students for doing mini projects to enhance their ideas.



PTA MEETING

Department of BCA and Data Science successfully conducted the PTA MEETING for the AY 23-24 on 30.11.2023. Out of 100 parent members of our PTA, 52 parents participated and shared their views and suggestions about the department and the college.





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- Diploma in
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 - Automobile 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

