



**MUTHAYAMMAL
COLLEGE OF ARTS
AND SCIENCE**
(Autonomous)
A UNIT OF VANETRA GROUP

Learn.
Lead

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MONTHLY MAGAZINE

**From 1st JUL 2025
To 31st JUL 2025**

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)



HIGHLIGHTS JULY 2025

Affiliated to Periyar University, Salem | Recognized by UGC Under Section 2(f) & 12(B)



FIRST YEAR INAUGURAL PROGRAMME



APTIS CERTIFICATION



STATE LEVEL ATHLETIC CHAMPIONSHIP



INFOSYS SDP - PLACEMENT CELL



IDEAL TEACHING FOR THE PRESENT GENERATION - FDP



WORKSHOP ON GOOGLE APPS - ICT



ALUMNI INTERACTION PROGRAM - BBA



WORKSHOP ON BEAUTY CARE - TFD



MEDICAL CAMP



BRIDGE COURSE



INDUSTRIAL VISIT



FRESHERS DAY

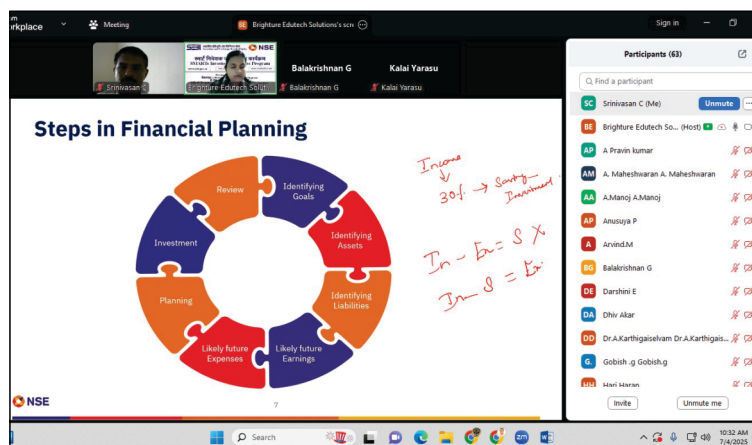


INTERNATIONAL PLASTIC BAG FREE DAY

On 03.07.2025, department of Chemistry celebrated International Plastic Bag Free Day. Students designed products made from paper, cardboard and coconut shell to emphasize on the reduce use of plastics.

AWARENESS PROGRAMME ON SECURITIES MARKET

On 04.07.2025, department of Business Administration conducted an "Awareness Programme on Securities Market" via online Mode. In this programme, Dr.P.Karthika, Associate Professor of Management, College of Business and Economics, Kebri Dehar University, Ethiopia and SEBI-SMART Trainer (Maharashtra) was the Resource Person and she shared about the significance of financial planning, saving and investment pattern via share market and digitalized banking usage. Nearly 63 students and faculties took part in the programme.



WORKSHOP ON BEAUTY CARE

On 21.07.2025 & 22.07.2025, department of Textile and Fashion Designing conducted a Two-Day Workshop on Beauty Care. This event aimed at equipping undergraduate students with practical knowledge and skills in the field of beauty care.

Ms. P. Ranjani, Rjani Makeover, Salem, an alumna of the 2020-2023 batch, graced the occasion and shared valuable insights from her professional journey. The sessions included demonstrations on skincare, hair care, makeup, bridal looks, nail art, and mehendi design.

PARTICIPATED IN INTERNATIONAL CONFERENCE – 2025

On 11.07.2025, six students from department of Zoology have participated and presented their research paper at the International Conference – 2025 on Current Trends in Biological Sciences. Among them, R.Ramees Fathima and T.M.Kanimozhi received First Prize for their poster presentation, which was organized by the Department of Life Sciences, Padmavani Arts and Science College for Women (Autonomous), Salem – 636 011, Tamil Nadu, India.



INTERNATIONAL TIGER DAY CELEBRATION

On 29.07.2025, department of Zoology celebrated International Tiger Day 2025 with great enthusiasm, emphasizing the importance of tiger conservation. The event was inaugurated by Vice Principal Dr. A. Stella Baby, who delivered a compelling message on wildlife protection. Students participated actively in poster making, drawing, and quiz competitions focused on tiger conservation.



FRESHERS DAY

On 31.07.2025, department of Commerce conducted Freshers Day - 2K25 for the first year B. Com / B. Com PA students. Dean Business Studies Dr. M. N. Periasamy sir delivered the Presidential Address. Controller of Examinations Dr.P.Gowrishankar delivered the Keynote address.





INDUSTRIAL VISIT

On 25.07.2025, department of Hotel Management and Catering Science organized an insightful industrial visit to Radisson Hotel, Salem.

General Manager Mr.Umapathy Ganapathy delivered an informative session, while the Training Managers gave an engaging tour of the property, showcasing key operational areas.

FRESHERS DAY

On 30.07.2025, department of Hotel Management and Catering Science organized a vibrant Freshers Day celebration.

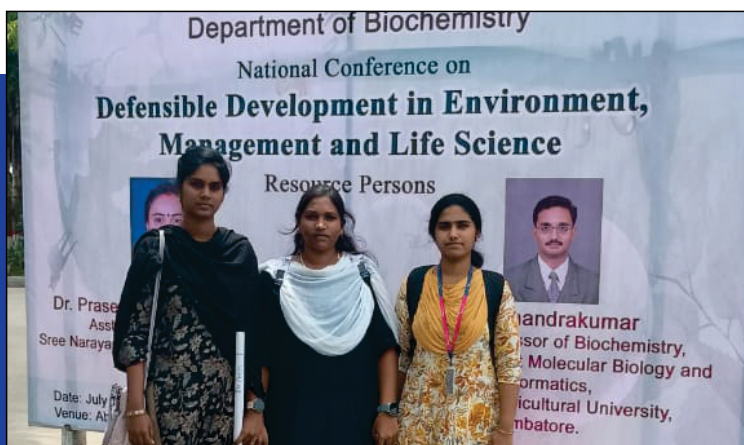
The event was graced by Chief Guests Mr. Venkatesh and Mrs.Vishalakshi, renowned Soft Skills Trainers from Bajaj. Mr.U.Mohamed Iqbal, Placement Cell Coordinator, delivered an inspiring motivational speech to encourage and guide the students.



FRESHERS DAY

On 22.07.2025, department of Computer Science and Information technology celebrated Freshers day in CS classrooms.

Senior students welcomed freshers by conducted various Games to the freshers.



PARTICIPATED IN NATIONAL CONFERENCE

On 18.07.2025, three II PG students from department of Biotechnology participated in the National Conference on Defensible Development in Environment Management and Life Sciences, organized by Bharathidasan College of Arts and Science, Erode. Aruna S and Rasika D presented their research findings and won First Prize in the Poster Presentation.

PARTICIPATED IN NATIONAL ONLINE ART & PHOTOGRAPHY FESTIVAL

On 28.07.2025, T. S. Rithika II B.Sc. Biotechnology student, has been selected for the prestigious Rainbow Spectrum Award – Certificate of Excellence in the National Online Art & Photography Festival organized by Dream Paintbrush.

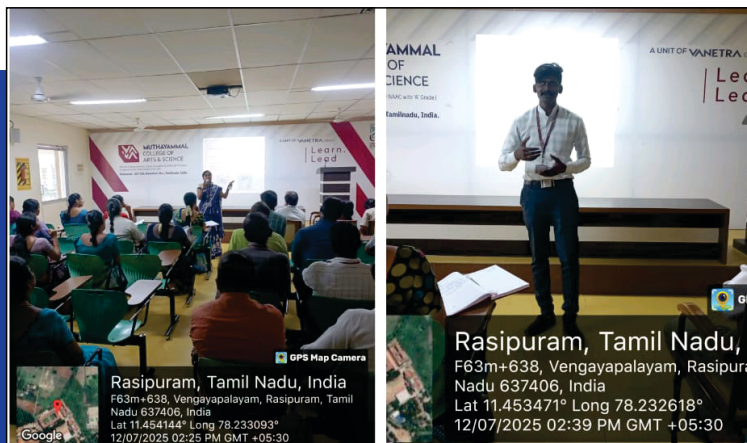


PHYSICAL EDUCATION



STATE LEVEL ATHLETIC CHAMPIONSHIP

On 18.07.2025, Senior State Level Athletic Championship held at Periyar University, Salem. M. Sriram, a student of I MA English, made history by securing the Gold Medal in the 20km walkathon event. This outstanding achievement not only highlights his dedication and endurance but also brings great pride to our Institution.



KNOWLEDGE SHARING SESSION

On 12.07.2025, Faculty Development Cell conducted the Knowledge Sharing Session on Emotional Intelligence & Data Analytics. The session witnessed active participation from various departments of 62 participants and facilitated meaningful discussions and exchange of ideas. The initiative aimed to promote collaborative learning & enhance awareness and the feedback received has been highly encouraging.

PARTICIPATED IN RESEARCH PROPOSAL AND PAPER WRITING

On 25.07.2025, three of faculty members from the Department of Microbiology, Electronics and Commerce attended FDP on Research Proposal and Paper Writing held at Periyar University, Salem.



PROFESSIONAL DEVELOPMENT PROGRAMME

On 26.07.2025, Faculty Development Cell organized Professional Development Programme on "Ideal Teaching for the present Generation".

The programme graced by Dr.R.Selvakumaran, Director -Academics, who emphasized the importance of continuous learning and adaptation in teaching methodologies to meet the needs of learners. The session aimed to enhance the pedagogical skills and teaching effectiveness of faculty members by focusing on innovative methods, ideal teaching practices, and student-centered learning approaches.



PARTICIPATION IN FDP ON SALESFORCE PLATFORM DEVELOPER

From 14.07.2025 to 17.07.2025, Salesforce Platform Developer FDP (Faculty Developers Program) demonstrates how to build applications on the Salesforce platform. The FDP mainly focused to introduce the core concepts of Salesforce, such as CRM, cloud services, and app development. The program teaches both click-based tools and coding using Apex and Lightning Web Components. It helps participants understand how to create custom apps, automate processes, and work with data. It also prepared the participants for the Salesforce Platform Developer certification and supports them for project work.



PARTICIPATION IN DIGITAL MARKETING USING AI TOOLS FDP

From 08.07.2025 to 10.07.2025, Digital Marketing Using AI Tools involves leveraging artificial intelligence to automate, optimize, and personalize marketing strategies across channels like social media, email, websites, and search engines. Below is an overview of how AI is used in digital marketing, along with popular tools and examples, Content Creation & Personalization, SEO, Ad Campaign Optimization, Chatbots & Customer Service, Analytics & Predictive Insights.



SKILL DEVELOPMENT CELL



ORIENTATION PROGRAM

On 25.07.2025, Skill Development Cell has conducted the UPSC/ TNPSC Orientation Programme for II, III UG and II PG students, the students were eagerly participated.



INDUCTION PROGRAMME

On 07.07.2025, Admission Cell organized an Induction Programme for I UG B.Com, B.Com CA, B.Com PA, B.Com IT.

The programme was inaugurated by Mr. Muthuvel Ramasamy – Secretary of VMI. In his presidential address, he emphasized the importance of parents regularly monitoring their wards activities. He also highlighted that education, coupled with discipline, is the ultimate objective of Muthayammal Institutions.

INDUCTION PROGRAMME

On 09.07.2025, Admission Cell organized an Induction Programme for I UG BCA, B.Sc. Data Science, B.Sc Cs (AI & ML), B.Sc (AI & DS) & B.Sc (AI).

The programme was inaugurated by Mr. Muthuvel Ramasamy – Secretary of VMI. In his presidential address, he delivered motivational talks and highlighted the elements essential for self-development, Knowledge & Communication.



INDUCTION PROGRAMME

On 10.07.2025, Admission Cell organized an Induction Programme for I UG B.Sc. Microbiology, Biotechnology, Zoology, Biochemistry, Physics, Chemistry, Maths, E&C, HMCS, TFD, BBA and BA English.

The programme was inaugurated by Mr. Muthuvel Ramasamy – Secretary of VMI. In his presidential address, they emphasized that parents should keep regularly monitoring their wards activities. He also highlighted that education, coupled with discipline, is the ultimate objective of Muthayammal Institutions.





BRIDGE COURSE

From 01.07.2025 to 03.07.2025, Admission Cell organized an orientation program about cells and campus regulation for first-year UG students in B.Sc. Computer Science, Information Technology, and Cyber Security.

BRIDGE COURSE

From 11.07.2025 to 15.07.2025, Admission Cell organized an orientation program about cells and campus regulation for first-year UG students in Commerce, B.Com. CA, PA, and IT.



BRIDGE COURSE

From 16.07.2025 to 18.07.2025, Admission Cell organized an orientation program about cells and campus regulation for first-year UG students in BCA, B.Sc. Data Science, AI/ML, AI/DS, and AI.





BRIDGE COURSE

From 01.07.2025 to 03.07.2025, Admission Cell organized an orientation program about cells and campus regulation for first-year UG students in B.Sc. Computer Science, Information Technology, and Cyber Security.

SOCIAL ACTIVITIES

MEDICAL CAMP

On 04.07.2025, Medical Camp was organized in collaboration with Dharan Hospital, Salem, focusing on the health and well-being of hostel students.

Dr.D.Sharmila, a renowned dermatologist, conducted medical check-ups, diagnosed skin-related issues, and provided appropriate prescriptions along with hygiene maintenance guidelines. About 80 hostel students actively participated in the camp and benefited from the expert consultation and advice.



COMMUNICATION LABORATORY



APTIS CERTIFICATION

On 31.07.2025, Muthayammal College of Arts and Science has officially received the British Council APTIS Association Certificate, making a significant milestone in our journey towards global academic standards.



WORKSHOP ON GOOGLE APPS

On 26.07.2025, ICT Cell organized a workshop on Google Apps (Corporate Mail ID, Google Drive, Google Docs, Spreadsheet, Google Forms, and Google Meet) for new staff.

A total of 29 members benefited from the program.

ORIENTATION PROGRAM

On 26.07.2025, Library and ICT Cell organized an orientation programme on N-List and NDLI digital library for new staff.

A total of 29 members benefited from the programme.



YRC & RRC CELL



BLOOD DONATION CAMP

On 18.07.2025, YRC and RRC organized a Blood Donation Camp at the physics lab. The camp was inaugurated by Dr.S.P.Vijeikumar, Principal, Dr.M.N.Periyasamy, Dean – Business Studies, Dr.M.Ramamoorthy, Dean – Social Activities, and Dr.P.Ramani, Medical Officer, Government Blood Bank, Rasipuram. A total of 51 units of blood were generously donated by students from various departments.

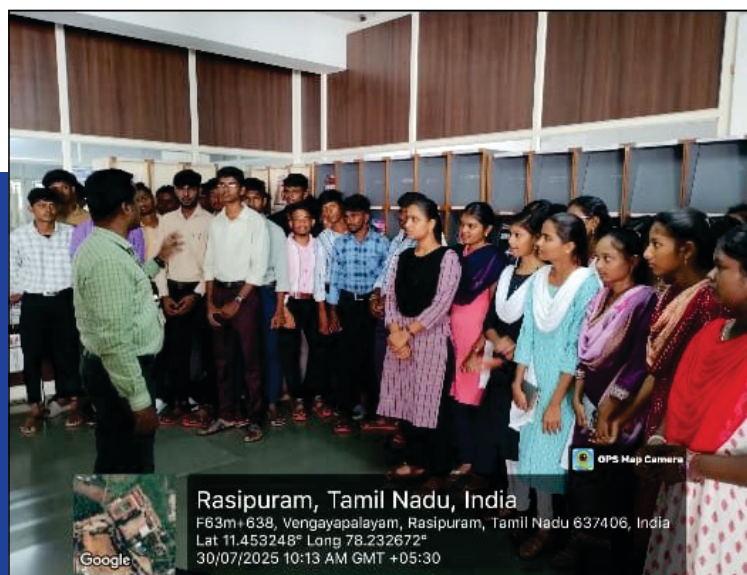


ORIENTATION PROGRAMME

On 15.07.2025 to 17.07.2025, first UG students of B.com, B.com (CA) B.com (PA) & B.com (IT) & HMCS were taken around the library & oriented about the library procedures.

ORIENTATION PROGRAM

On 18.07.2025, first year UG students of BCA, B.Sc., Data science, B.Sc., CS (AI&DS), B.Sc., CS (AI), B.Sc., CS (AI&ML) were taken around the library & oriented about the library procedures.



ORIENTATION PROGRAMME

On 30.07.2025, first UG-students of B.Sc., Microbiology, Biotechnology, Zoology, Physics, Chemistry, Maths, E&C, HMCS, TFD, English & BBA were taken around the library & oriented about the library procedures.



ORIENTATION PROGRAMME

On 09.07.2025, behalf of EDC and Incubation Centre, Dr.M.Sathya (R&D) and Mr.Manimaran (Manager) oriented on benefits of Entrepreneurship development cell and Incubation Centre to II-BBA and II CS- B, D section students.

ORIENTATION PROGRAM

On 14.07.2025, behalf of EDC and IIC, Dr.M.Sathya (R&D) & Dr.P.Dhilip (IIC) oriented on benefits of Entrepreneurship development cell and Institution Innovation Council to II-BCA, II- IT, II -AI & ML, II - Biotech and II- CS- A & C section students.



ORIENTATION PROGRAMME

On 30.07.2025, behalf of EDC and IIC, Dr.M.SATHYA (R&D) and Dr.P.DHILIP (IIC) oriented on benefits of Entrepreneurship development cell and Institution Innovation Council to I B.Sc., Microbiology, Biotechnology, Zoology, Physics, Chemistry, Maths, E&C, HMCS, TFD, English & BBA students at B- Block conference hall.

PLACEMENT CELL



Rasipuram, Tamil Nadu, India

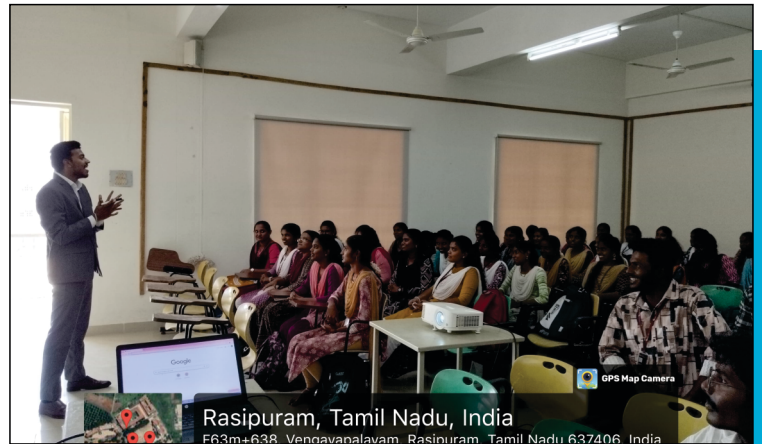
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BAJAJ FINSERV TRAINING

From 11.07.2025 to 30.07.2025, Placement cell conducted a Bajaj Finserv CPBFSI CSR training programme for final year Business Studies department students.

INFOSYS SDP

On 28.07.2025, Placement Cell organized an Infosys SDP for IT department students. Through this programme 141 students benefited.



Rasipuram, Tamil Nadu, India

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NSS



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CAMPUS CLEANING

On 23.07.2025, under the banner of National Service Scheme, our college campus was cleaned with the active participation of NSS student volunteers.

ALUMNI INTERACTION PROGRAM

On 08.07.2025, department of Business Studies in association with Alumni Association Cell organized an Alumni Interaction Program at B-block seminar hall.

In this event, Mr. S. Thiyagarajan, (2000-2003 batch) Assistant Vice President & Regional Head, LIC Mutual Fund, Asset Management Company, Tamilnadu was the resource person and he shared valuable insight about systematic investment plan, saving habits and equity shares. Nearly 65 students and 3 staff took part in the program.





www.muthayammal.in

www.muthayammal.org

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28 Under Graduate Courses
 09 Post Graduate Courses
 05 Ph.D Programmes

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MUTHAYAMMAL POLYTECHNIC INSTITUTION

Approved by AICTE, New Delhi
 Affiliated to DOTE, Chennai, Tamil Nadu



- Civil Engineering
- Mechanical Engineering
- Automobile Engineering
- Electrical and Electronics Engineering
- Electronics and Communication Engg.
- Computer Engineering
- Electrical Engineering and Electric Vehicle Technology

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 Physical Science | Biological Science
 History | Commerce
 Computer Science

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INDIA TODAY



BACHELOR OF SCIENCE

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AMONG TOP 217 BEST SCIENCE COLLEGES IN INDIA

DEPT OF BCA

RANKED 88

AMONG TOP 193 BEST BCA COLLEGES IN INDIA

DEPT OF COMMERCE

RANKED 159

AMONG TOP 251 BEST COMMERCE COLLEGES IN INDIA

DEPT OF BBA

RANKED 200

AMONG TOP 218 BEST BBA COLLEGES IN INDIA

DEPT OF HOTEL MGT. & CATERING SCIENCE

RANKED 71

AMONG TOP 79 BEST HOTEL MANAGEMENT COLLEGES IN INDIA

DEPT. OF TEXTILE AND FASHION DESIGNING

RANKED 57

AMONG TOP 62 BEST FASHION DESIGN COLLEGES IN INDIA

DEPARTMENT OF ENGLISH

RANKED 185

AMONG TOP 194 BEST BA COLLEGES IN INDIA