

KCLAS - NEWSLETTER



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1. INTELLECTUAL PURSUITS

Guest Lectures

Department of Management

Unleash the Enterpriser in you by Mr.Sunil, Founder, Untumble, Coimbatore on February 01, 2019:

Department of Management organized a guest lecture on Unleash the Enterpriser in You. **"Make your Passion your Pay check"** -true to the adage Mr.Sunil, Founder-Untumble urged the students of Business Administration to build their own dreams and lead a meaningful life. Mr.Sunil addressed the students on the topic **"Unleash the Enterpriser in you"**.

The speaker commenced the session by asking the students to share their role models. He urged the students the importance of having someone as role models to get motivated and inspired. The speaker shared how his burning desire to make money unleashed the entrepreneur in him. The speaker mentioned his first initiative to start a business was at his eighth grade where he tried to set up a library at his home. He instilled a sense of self confidence among the students by sharing his personal success stories during his formative years. The Speaker quoted the five important factors to kick start a business and those are i) Main product ii) Production process iii) People Management iv) Fund Management v) Legal aspects. Amazon company's success story was shared and key factors which drove the company to greater heights were deeply analysed by the resource person. In the later half of the session the speaker unravelled the story of his brain child "Untumble", e commerce platform. The resource person made the students understand the hardships and difficulties one would face in setting up a business. "Prudent Fund Management and Efficient Man management are key ingredients for success in business" the speaker quoted. The session ended with the speaker emphasising on the importance taking up internship opportunities during the academic journey to fuel their dreams. As a whole the session created an indelible impact on the students of BBA department and helped unleash the enterpriser in them. Guest Lecture was organized by Mr.Rahuram, Asst. Professor, Department of Management.



Department of Commerce

Why there is a Law? Why should we abide by law? by Ms. Sadhana Vidhya Shankar, Partner, M/s Ramani & Shankar, Coimbatore on February 13, 2019

"Why there is a Law? Why should we abide by law?", by **Ms. Sadhana Vidhya Shankar**, Partner, M/s Ramani & Shankar, Coimbatore. Ms. Sadhana Vidhya Shankar, is a civil lawyer and specializes in cases pertaining to domestic and International Arbitrations, Consumer protection, medical negligence and Property laws. She represents the leading hospitals of Coimbatore including KG and KMCH. She is the lawyer representing property majors DLF, KG Special Economic Zone, Bharat Petroleum Corporation Limited, Sakthi Group, Bannari Amman Sugars, Elysium Properties, Brookfields, Foundation One, Radisson Hotels and other International Companies.

She is the Senior Partner of the law firm M/s Ramani & Shankar one of the oldest law firm of Coimbatore and has been rated among the top 10 legal firms in the country and the Top Firm in South India for mergers and Acquisitions by Business World.

The session started with a welcome address and Introduction of the Guest by Ms. R.Mithra, I B.Com PA. The session commenced with the ancient aspect of law and how laws were formed according to the



'Law of Dharma'. The Speaker also explained on how law evolves a society and also society evolves law by quoting real examples. She highlighted few cases where new law evolved in business. Ms.Sadhana discussed about concepts like predatory pricing, ever greening, competition law etc in business. She also briefed about Public Interest Litigation concept. The session was very effective and help students in enhancing the knowledge on law which is inevitable. This interactive session ended with a vote thanks by Ms. Divya Prabha, I B.Com PA. The participants dispersed with new knowledge and positive insights. Dr.R Rupa, HOD, Department of Commerce organized the Guest Talk.

The Ins and Outs of Budget' 19 by Mr. Rajeev Ramanath. H Chartered Accountant and Director Transparent and Ms. Shipli Periwal, Company Secretary and Founder Shilpi's Academy on February 15, 2019:

An interactive session on Interim Budget The Ins and Outs of Budget' 19. Mr. Rajeev Ramanath. H Chartered Accountant and Director of Transparent Academy and Ms. Shipli Periwal, Company Secretary and Founder Shilpi's Academy were resource persons for the session. Mr. Rajeev Ramanath. He introduced budget and explained difference between interim budget and regular budget, he also gave a vivid picture about capital and revenue expenditure. Ms. Shipli Periwal shared her insights on the interim budget and the thrust areas of the budget. Dr.P Prasanna, Associate Professor, Department of Commerce, organized the session.



Functional Analysis of English by Dr.Geetha Sentthilkumar, Associate Professor & Chairperson, Department of English & Humanities, Amrita College of Engineering , Coimbatore on February 19, 2019

Department of English organized for a guest talk on **Functional Analysis of English** by Dr.Geetha Sentthilkumar, Associate Professor & Chairperson, Department of English & Humanities, Amrita College of Engineering on 19th February, 2019 at LH-4 KCLAS.

Ms.Pricilla Maria Gracia of I B.A. English Literature, introduced the guest. Dr.Geetha started the session with an introduction to the importance of English Language in the global scenario. She created an awareness that the foundation or the base of Technical English is weak which needs a major change. The present challenges faced by the youngsters were discussed and she insisted on the point that the application of the theory is lacking which leads to poor performance. The functional aspects of English were explained with focus on the skills of the language. The barriers in developing listening, speaking, reading and writing skills were described in detail and the methods to improve the skills were given. Dr.Geetha concluded the session by saying " To become an effective writer, Read... Read... Read... ". The session was well received by the students and they found it very interesting and productive.



Barani Hydraulics, Coimbatore:

Study visit to Coimbatore based Barani Hydraulics, a leading company in manufacturing custom-built hydraulic presses. 14 students accompanied by a faculty member Mr.C.Rahuram, Assistant Professor Department of BBA made the visit to gain insights into manufacturing process of the hydraulic presses. Established in 1988, Barani is a prominent manufacturer, supplier and exporter of hydraulic presses and SPMs to leading brake liner manufacturers, clutch, axles, brakes and steel wheel manufacturers in India. The company has grown steadily over the years, having established good industrial relationship with many blue-chip auto companies in the country and also globally. The company developed a base of 87 corporate customers in India and 21 others globally.



Today, the name Barani is associated with almost 60 per cent of the auto component manufacturers in India for their capital machine requirements, with over 95 per cent of our customers working with us and considering us as a single source supplier for hydraulic presses. The students were exposed to various machineries and its operating procedures. The students learnt apart from technical know-how and domain expertise, one key contributing factor to Barani's success has been the sustained effort of its dedicated workforce and its unwavering dedication when it comes to delivering the best to ensure complete customer satisfaction. The company designs and develops all its machines in-house and delivers outstanding product quality, to an extent that they have been approved by the most stringent Japanese and European standards, thus paving the way for its becoming an increasingly popular and reliable brand for hydraulic presses at the global level. Barani hydraulic presses are the preferred choice of many renowned names in the Indian corporate industry, such as Ashok Leyland, Brakes India, Wheels India, Axles India, Valeo Friction (for clutches), Faurecia (for car interiors), Rane Brake Linings, Sundaram Clayton, Titan, GE (energy), L&T, LMW, Alliance Group, TVS



Online Trading by Mr.Sahul Hammed, Annamalai Capital Services (P) Ltd., Coimbatore on February 22, 2019

Online trading for B.Com PA students on 22/02/2019 at Annamalai Capital Services (P) Ltd (ACS). ACS is a Business & Associate of Karvy Stock Broking Ltd for Equity Derivative, Commodity, Derivative and Research. ACS has a team of professionals who provides an excellent platform to clients to trade in equity and commodity markets. A six-member team shared their experience and imparted the knowledge on Online Trading to the students. The students were divided into 2 batches (Forenoon and Afternoon). The workshop started with an introduction session by Mr.Sahul Hammed covering the basics of stock market, trading and investments. This session also helped the students to familiarise with the trading terms and how the trading mechanism works. Dr.R Rupa, HOD, Department of Commerce organised a workshop.



The students were divided into small groups (5 students each) and each group was assigned to a Professional dealer. The professionals then explained the depth and breadth of trading through some live examples of what's happening in the markets. The students got the exposure of the professional workstations and a chance to interact with clients and dealers one-on-one. The key learning from the Online Trading Workshop is that the successful investor is the educated investor. There is a winner and a loser in every trade, and the winner is almost always the more skilled and experienced investor. The workshop proved to be a very useful and successful one for the students. The workshop was coordinated by Mr.Jagadeesh.B.S and Ms.Nakshathira of I B.Com PA.

Coimbatore District Court Complex on February 22, 2019:

Department of Commerce organized a visit to Coimbatore District Court Complex on 22.02.2019. The Principal District Judge appointed Mr. Arun Prasad, the office assistant to assist the students for the visit. The students were divided into two groups. They saw the District Judge courts, Sub-judge courts, Munsif courts, Magistrate courts, Labour courts, Family courts and Fast Track Courts. They also saw the calling proceedings of the court. The students had interaction with some advocates and understood the nature of cases in the court.



Secrets of Writing by Vinmathi G, I B.Sc Visual Communication



"The pen and the paper always share a great love story and writers are the nerve who act as communicators between them". Eminent writers have no fear to write and no mercy to edit. When most people picture a writer they imagine an intelligent but crazy bohemian hermit, who spend their days addicted to coffee and dreaming all the time about fantastical worlds. While a writer is introduced in the crowd as a writer, people start to paint that person as an introvert, over emotional, poor wanders, grammar police! Anyway, I believe this stereotype could be true for some writers but not all. "Most writers write to say something about other people, and it doesn't last. But, good writers write to find out about themselves, and it lasts forever."

Jane Piirto in her "The Psychology of Creative Writing" discusses the actual traits of many writers with a separate chapter on ambition and envy titled "The Personalities of Creative writers". She notes that ambition and its evil twin, envy, are not unknown among writers. For example, writers like T. Coraghessan Boyle said he wanted to be 'the most famous writer alive and the greatest writer ever'. Writer's heart and mind become divided between their many selves. They see the world differently. Every voice we hear, every face we



see, every hand we touch could become story fabric. Every single writer is a person who cares about the real meaning of the words. And be conscious on what they say and how they say it. Writers know words are their way towards truth and freedom, so they use them with care, with thought, with little fear and much delight. It's very important to write down the thoughts that evoke in the mind, instantly or they can lose the way they were thinking out on a line. Some have a habit to wake up at two in the morning and think of something and write it down, they can't wait until morning because it'll be gone. As a writer, they understand people and will not try to judge them. They attempt to write about meaning of words which aren't said. Mark Twain said "When all else fail, write what your heart tells you. You can't depend on your eyes when your imagination is out of focus". It is really a golden saying which is clear right now because people who think well, write well. Writers write not to enjoy the fame and money that their work gives them. They do it to enrich their own life and their readers lives. Every young writer always has a single panic in their heart that is their thought has already been said before. But, the greatest aid which helps them to write is, that others don't view the world the way they do. They get into the scene or situation and pour out that feeling in the paper. Writers work to influence bunch of people who will believe and accept their point of view. Reading and writing is a breath in and breath out process. The full library will be turned down by a puzzling writer for creating a single book. "Writers paint the voice that they hear in their head". Prominent writers play three main roles in a single situation – first as a writer, then the character and also the role of a reader. The successful writer believes in his thoughts more; this helps him to strengthen his illusion. It is not necessary, that writing with pen and paper only creates a writer, but it is the spontaneous and powerful overflow of feelings and emotions

Auld Lang Syne

It is sad
When you truly love something,
Because you know nothing ever lasts.
The bittersweet memories are
all that's left to think and wish
To go back once more,
Re-live the past.

The moment of present is now past,
just another tale to dwell.
Lost in the event
Past, present and the future
Rushes through and all that's left of you,
Is your
Thoughts.



- Mr.S Hariram, First Year, Department of Management

Parents Meeting @ KCLAS On February 02, 2019

Parents Meet of KCLAS was held on 02.02.2019 (Saturday) at Swami Vivekananda Seminar Hall. Dr.Vijila



Kennedy, Principal, welcomed the parents and thanked them for their timely presence. She presented a report on the events that were conducted in the college and appreciated the students and faculty members for their continuous effort.

Dr.Brindha, Counsellor of KCLAS, introduced the Chief Speaker Ms.Latha Sundaram, founder and managing trustee of Aram Foundation Charitable Trust, Indian Railway employee,

President award winner of Women Achiever's Award. She addressed the gathering on Teen Problems of the students and how teachers and parents should handle them. She defined education as holistic to take care of the intelligent quotient, emotional quotient leading to the overall growth of the child.

Ms.Latha Sundaram explained the importance of parenting for the children of 1-8 years of age that help them in emotional and cognitive development. The children of 8-13 years have a lot of changes physically and mentally which parents should understand and act accordingly. The present day teen agers are well informed and they try to implement things that they have learnt. She wanted parents to consider the individuality of their children, teach them to set their priorities, and help them in problem solving.



After the session, parents had one-on-one session with the faculty members. They discussed on the academic performance and their participation in the EDGE and social activities of the college.



2. STUDENT EXPERIENCES

YUGAM 2019

Department of Management

Business Analysis on 5th February, 2019:

As part of Yugam, KCLAS organized a one-day workshop on Career in Business Analysis on 5th February 2019. Prof. Vinay Chaganti, HoD, BBA, was the resource person. The workshop had 64 participants from 11 colleges, and was a mix of engineering and management students. During the workshop, the participants were exposed to the differences between Business Analysis and Data Science, and what specific forms of knowledge lead to these two different paths. The activities conducted during the day involved writing different kinds of requirements for a technology solution to a business problem. Participants were also made aware of different certification opportunities, and the technologies they could learn to gradually step into a career in Business Analysis. Student Coordinators of the workshop from BBA Department, Deepan, Subashini and Roshan did a great job in guiding participants to the venue, taking care of communication and necessities of participants, posting workshop attendance, and keeping up the energy levels of the workshop.



Best Manager Event on February 08, 2019

The BBA department of KCLAS organized "Best Manager Event" for the UG students of all departments as a part of Yugam 2019-an Intercollegiate Techno cultural sports event. The event was conducted on 8-2-2019 in Lecture Hall 2 of KCLAS Campus. Mr. C. Rahuram, Assistant Professor-Department of Management acted as Faculty coordinator for the event. The event aimed to find out how an individual demonstrates the skills, knowledge and talents of a manager. It further tested how an individual uses the strategies to solve the problems. The event was conducted in various rounds to analyse and testify different skill sets. The Best Manager is mainly aimed at identifying a student with best managerial skills. In total around 53 students from various college in and around the city participated in the event. The event comprised three different rounds. The first round composed of a preliminary test with 25 questions in diverse fields including current affairs, business, General Knowledge, Science, Economy etc., The students were given different cases to analyse in the second round and finally there was stress interview which students has to encounter. Ms. Veera Darshini, a student from Tips Global Institute grabbed the coveted title as "Best Manager" and a cash award of Rs. 3000. Dr. Nalini, Assistant Professor Marketing and Mrs. Deepa Assistant Professor HR acted as external jury for the event.



Biz-Probe 19', Quiz Competition, under the banner YUGAM 2019 on February 07, 2019

Department of Commerce, Kumaraguru College of Liberal Arts and Science, organized an intercollegiate Quiz Competition as a part of **Yugam** on 7th February 2019. 54 participants from 15 colleges participated in the event with 2 participants in each team. The Guest and the Host of the event was the great Quizmaster **Dr.M.Rangarajan**, Associate Professor of PSG College of Arts and Science.

The event began by delivering the Welcome Address by Ms.Sruthisanjana, I B.Com PA. Dr.Rangarajan briefed on the different rounds and rules and regulations of Business Quiz. The first round was the preliminary round with 25 questions. Videos, identifying the logos, pictures of famous places and personalities and various other questions were put forth to the participants on the display screen. End of the preliminary round, based on the scores, first six teams were selected to the finals.



The final round was a test of wits and wisdom. Participants had to hit the buzzers and answer the audio visual clips, identification of logos and companies and many more which consisted of 6 rounds, inclusive of negative markings. Finally, Mr.M.Sarath Chandar and Mr.S.Hari Haran from Coimbatore Institute of Technology emerged as winners of the event followed by the second place bagged by Mr.Sanjai Seetharaman of PSG College of Technology and Mr.D.Santhya Narayanan of Amritha Vishwa Vidhyapeetham.

The event concluded with the distribution of cash prizes and certificates by Dr.Vijila Kennedy, Principal of Kumaraguru College of Liberal Arts and Science. Mr.Vikas Kumar Sahu proposed the vote of thanks and wished success to the two winning teams and also to all the participants. The event was organized and coordinated by **Mr.Vishnu Dhyanes, Mr.Vikas Kumar Sahu, Mr.Reshap and Ms.Sruthi Sanjana** of I B.Com PA.



U- Create (Short Story/ Poetry Writing Competition) On February 08, 2019

Department of English of KCLAS conducted U- Create (Short Story/ Poetry Writing Competition) under the banner YUGAM 2019 on 08/02/2019 at KCLAS Lecture Hall 1. 104 Participants from different colleges participated in the event. Ms. Sejal G of TIPS Global Institute, Coimbatore won the prize for Best Poem and Mr. Prahalad J of Bannari Amman Institute of Technology, Satyamangalam, bagged the prize for Best Short Story.



Branding Vs Identity by Ms.Poornima Vaidhyathan, Design Director, Shawk, Bengaluru on February 22, 2019:

Mr.Vijay Srinivasan, HOD, Department of Visual Communication organized for a Workshop on Branding Vs Identity in Advertising by Ms.Poornima Vaidhyathan, Design Director, India, Shawk, Bengaluru on 22nd February, 2019 at Seminar Hall KCLAS.

"One thorn of experience is worth a whole wilderness of warning" it is true that once we learn something from our experience we could not erase it till the life time. This workshop was to create a clear view on branding among Students of visual communication and Business Administration. The workshop was held by Mrs.Poornima vaidyanathan who is the Design director of India Schawk, Bengaluru. Her experience over 15 years in the field inspired and created an interest among the students.



The session started with basic information of branding and the resource person explained every single term visually in her presentation with various examples. The video clippings of field experts have helped the students lot to sketch about branding in their minds, and also described the Identity, with explaining what brand strategy, brand positioning and visual identity really means in branding. She also made the session more interactive by giving more examples in which the youngsters love. The workshop set on fire and all became active and enthusiastic when the hall was divided into five for the ice breaker exercise. It is a group exercise, conducted for the purpose of knowing the details of themselves and others. It started with group discussion, in which the team members listed one points each, about every individual and then group spreader to prepare for presenting the points gained about themselves. After the lunch break students presented in front of every group. Everybody came with a unique way to deliver about them in their own style. Like some sketched about them, other wrote about them, other created video about them. The main motive of this exercise is to experience branding, as they brand themselves by design thinking and processing effectively. Through these students created an identity for them. She also suggested some websites and books like behance.net and The Brand Gap to get reference from field experts like Paul Rand and Herb Lubalin. The session was wrapped up by giving the memento to Mrs.Poornima Vaidyanathan as token of gratitude. This workshop gave the students a platform to learn about branding and identity through an experience. The aim of the workshop was fulfilled as all the participants gathered in depth knowledge about branding and identity in short period of time.

Women's Empowerment Program

Be Bold for CHANGE by Dr. Jaya Mahesh, an Indian Fashion Model & Body Sculpting Therapist on 14th February 2019

The Women's Empowerment Centre of KCLAS organized for a guest lecture on Be Bold for CHANGE by Dr. Jaya Mahesh on 14th February 2019@ Sir C.V.Raman Seminar hall, KCT Campus. The session was organized to appreciate the inner strength of women to become bold for a change. Dr. Jaya Mahesh, an Indian Fashion Model & Body Sculpting Therapist was the Chief Guest. She is the Title Winner of Mrs. India Earth 2016 & Runner up of Mrs. Globe Classic 2018.

Dr. Jaya addressed the students and encouraged them to face change boldly as change is inevitable and change will bring betterment. She shared her experiences on how she overcame the struggles and hardships in her life. It was really a motivating session to know about the obstacles she faced and how she faced them with boldness. Dr. Jaya's words inspired the students to be optimistic. In the panel discussion with the students she shared her views on sexual abuse, women empowerment, time management, goal setting and feminism. She also spoke on the challenges and constraints that women face in Modelling industry. The discussion was convincing and a meaningful one. The session created a change in the attitude of the participants and was a successful one.



Student Awards

Nitin Kumar, Department of Visual Communication bagged First Prize in Photography Competition

Congratulations to Nitin Kumar of I B.Sc Visual Communication for getting first prize in photography competition in Adividya 2K19 an intercollegiate meet at Sri Krishna Aditya college, Coimbatore on 16.02.19.



Winners in Inter Collegiate Meet @ KG College of Arts and Science:

Congratulations to the winners from I B.Com PA in intercollegiate meet at KG College of Arts and Science.

Error hunt and business quiz - Surendran and Dhanroop

Logolark - Sanjay and Michael

Best Manager Award – Vikas Kumar Sahu, I B.Com PA:

Vikas Kumar Sahu of I B.Com (PA) participated in an inter college meet "Rebuzz'19" organised by the Department of Commerce, KG CAS and won the Best manager award with a cash prize of ₹ 1000.



Vikas Kumar Sahu of I B.Com (PA) participated in an Inter College meet "Blizzard 2019" organised by Department of Commerce, Kongunadu Arts and Science College and secured second place in Best manager event with a cash prize of ₹ 500.

CRESILS'19 organized by SREC Business School:

Vinod of I B.Com Professional Accounting for winning 1st prize and cash award in "TEAMSTER" competition in the inter collegiate meet CRESILS'19 organized by SREC Business School.



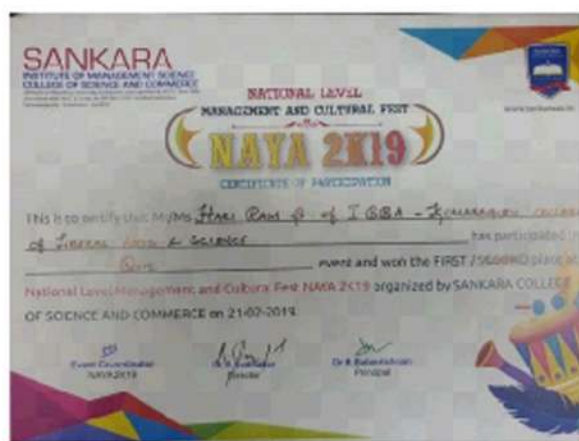
Now Zumba Trainers @ KCLAS:

The KCLAS twins Karthika and Keerthana of I year Department of Visual Communication for achieving the official Zumba instructors' status by qualifying in the Zumba trainers test and joined the Zumba network! Soon we will start Zumba lessons at KCLAS taught by KCLASites!!



First Prize in Business Quiz:

In the Interstate event organized by the Management Department of Sankara College, Vishnu Dhyanesht of I B.Com PA and Hariram of I BBA, won the first prize in Business Quiz.



KCLAS Sports

Eighth SIICAA (Sakthi Institutions Inter Collegiate Athletic Association) tournament was conducted by Dr. Mahalingam College of Engineering & Technology, Pollachi from 23.02.2019 to 26.02.2019.

16 Students from KCLAS students participated in Handball and Athletics.

Handball in SIICAA @ Dr.MCET,Pollachi

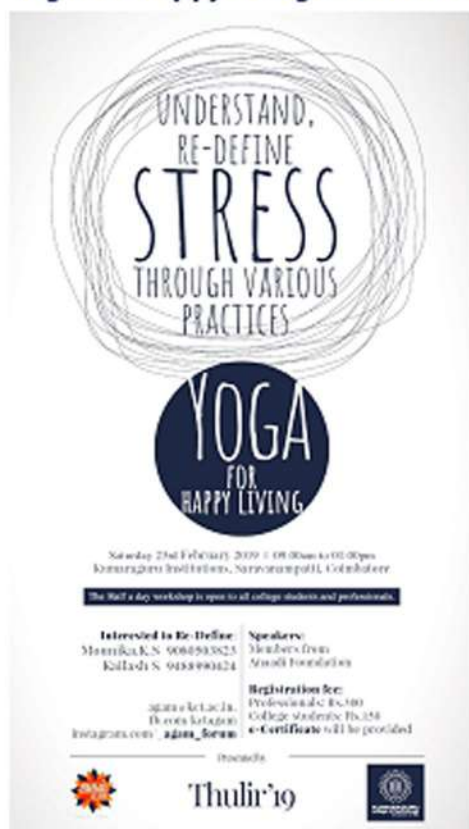


Abhishek Sree of I year Viscom for winning the silver medal in 200 M and 400 M race in SIICAA Athletic Meet held at [Dr. Mahalingam College of Engineering and Technology \(MCET\)](#) Pollachi.



Campus Engagements

Yoga for happy living on 23rd February at Kumaraguru Institutions.



A Workshop on Yoga for happy living on Saturday 23rd February, 2019 from 09.00 a.m. to 01.00 p.m. at Kumaraguru Institutions. Department of Commerce and Visual Communication practiced Yoga during Human Rights class. It was conducted by Department of Human excellence, Kumaraguru College of Technology and the speaker was from Anaadi Foundation. The session was very useful for the students around 70-75 students attended the session. They learnt the basics of yoga and important Asanas in yoga. They learnt to control their mind and body. This will help them to be more active and be energetic. The students also carried many useful information to lead a healthy and peaceful life.

The objective of the workshop is to create awareness about stress management and to learn the tools to keep calm and add happiness to your life. The workshop helped them to understand, re-define stress through various practices. It also provides handy tips, exercises to teach you how to keep your time to stretch your body, calm your mind and maximizing productivity effectively. All the participants were awarded with E-certificates.

Kumaraguru Pays Homage to the 40 Brave Souls of India:

A small tribute to the day which was expected to be marked as a day filled with love but unfortunately turned out to be a day that brought to limelight the VOID of LOVE.

Facts first. 37 CRPF Jawans were killed in a suicide attack at Pulwama, Kashmir as a 11th drop out turned terrorist smashed his Scorpio into their bus with 350kg of explosive tied to him. The forensic reports have revealed that the explosive was not RDX, instead it was made by mixing fertilising chemicals with shrapnel, lead balls and sharp-edged iron nails to increase the impact. People who were away from the explosion have confessed that they were shaken by the sound that they almost fell from their places.

Can 350kgs of chemical rub away the abyssal braveness from the Indian hearts? Can a group of inhuman people with arms and blind belief stand against the blood boiling anger of an entire nation? How can someone be so merciless to burn 40 souls to mud and dust, which had great purposes to live for, which had unbreakable bonds to hold on, which had miles and miles of paths to head, which had millions and millions innocent people to protect, which had protecting and sacrificing as its only goal. It's time that we stand together.



It's time that the world stand together.

If not for anything at least for HUMANITY. @ Kumaraguru College of Technology

Special Lecture on Gandhian Economics by Dr. Mark Lindley., Musicologist, Historian of Modern India & Teacher of Economics - on February 18, 2019:

Setting new paradigms, looking back for insights from Gandhian Economics - a lecture by Dr. Mark Lindley, a Musicologist, Historian of Modern India, Teacher of Economics, on Gandhian Economics opened doors to new outlook to economics through Gandhian way. Rather new, it is an approach that has been in emphasis by Mahatma Gandhi in his practice. Gandhian Economics was coined by J.C. Kumarappa who was a close associate of Mahatma Gandhi.



Drug Free India – Awareness Programme was held in Swami Vivekananda Seminar hall on 19.02.2019 at 10.30 a.m.

Drug Free India – Awareness Programme was held in Swami Vivekananda Seminar hall on 19.02.2019 at 10.30 a.m. The students of KCLAS and KCT attended the programme. Mr.Arun Divakaran, Associate Director of Cognizant Technologies was the chief guest. Dr.J.Senthil, Principal of KCT, delivered the



welcome address. The chief guest of the programme Mr.Arun Divakaran started his address with the words of Swami Vivekananda "Arise, Awake, and stop not till the goal is reached". He explained that the age between 17 and 30 is the age to explore and enrich but at the same time it is the age of confusion to distinguish right and wrong. Mr.Jayaprakash of Cognizant Technologies taught some basic breathing exercises from Yoga to relieve oneself from stressful situations.

Mr.Arun Divakaran wanted every youngster to have an experienced person to be their mentor in life. He also explained the importance of having a trustworthy person to share their problems. The present world is full of distractions which influences the mind set of youth in a negative way leading to stress. He also stressed that the person who stands against their growth is they themselves. Mr.Divakaran explained the difference between fulfilment and contentment. Fulfilment brings more joy and contentment makes us self-satisfied.

He informed that Sri Sri Ravishankar, a spiritual leader and an ambassador of peace, also his mentor in life, has launched a 'Drug Free India' campaign at Chandigarh University on 19.02.2019. Nearly 30,000 students took a pledge to stay away from drugs with the slogan, "Drugs na karunga na karne dunga". Sri Sri Ji wanted the colleges to start a club to create the awareness on the problems of drug addiction

3. LEADERSHIP & FACULTY

Dr. Vinay Kumar Chaganti, HOD, Department of Management

Speaker for the National Conference:

Vinay Kumar Chaganti was invited as a Speaker for the National Conference on New Frontiers in Services Marketing organized by University College for Women, Osmania University, Hyderabad. The topic of his lecture was Marketing of Technologies with specific emphasis on EduTech. Other speakers during his session included Dr. Nagendra, Executive Director, Villages-in-Partnership; Ms. Vineeta Rastogi, Director, SBI Institute of Technology and Training; Mr. Vivek, Delivery Lead, Oracle Systems. The rapporteur for the session was Dr. Ranjani from Department of Commerce, Nizam College, Osmania University.



Attended Pre-Conference Workshop on Management Challenges in Knowledge Economy

Vinay Kumar Chaganti attended a pre-conference workshop on Management Challenges in Knowledge Economy by Prof. Atula Ginige, Professor, Western Sydney University on February 23, 2019 at Punjab University. The workshop offered guidance on classifying theoretical models by the demands of an emerging knowledge society and compelled the audience to think differently about research questions.



IMPACT OF FOLK MEDIA ON SOCIETY IN CHANGING INDIA (With special reference to Vijayawada)

Mr. Vijay Srinivasan, Assistant Professor – Visual Communication
Kumaraguru College of Liberal Arts & Science
Coimbatore

Mr. Gunna Karthik, Assistant Professor – Fine Arts & Visual Communication
INurture – K.L. University – Vaddeswaram



ABSTRACT

The word 'Tradition' inferring customs, habits, and way of life are existent in a society for a long era of endurance from time age-old and practiced from one generation to another. It can spread through written scriptures or by word of mouth. The wandering primeval people sharing a common cultural legacy based on oral tradition are commonly said to have a folk culture. Tradition is also the aggregate heritage of society which infuses through all levels of social organization, social structure and the structure of the character. The tradition which is the accumulative social heritage in the form of habit, custom, attitude and the way of life is transferred from generation to generation either through written words or words of mouth. It was planned to focus the study on participants of rural development and folk media persons, so that their experience, difficulties, suggestion etc. could be composed to make the study realistic and viable. The alien electronic media can fail to influence upon the rural poor, the print media may be outrightly excluded by illiterate or semi-literate people but not the traditional/folk media as they have lived with us over the centuries. They fascinate and plea masses with an effective and particular way of communication. The study was conducted in the state of Andhra Pradesh comprising Krishna district (Vijayawada) were selected according to the specific folk media culture namely, 'Rama Leela', 'Puppetry', 'Harikatha', 'Street Play' for their cultural aspects and uses. This study discloses that majority of the respondents felt that folk media is used quite significantly in rural development for its cultural aspect but in the age of Information and Communication Technology (ICT), it is losing its importance. The study supports the idea that folk media can be used meritoriously along with the electronic media for the sake of the development of rural society.

KEYWORDS

Folk form, Traditional media, Street Play, Hari Katha, Rural Development, Development Communication

INTRODUCTION

The boom of electronic media cannot weaken the significance of folk media. These arts or media assume more meaning in a country of villages like India. The alien electronic media can fail to excite upon the rural poor, the print media may be outrightly rejected by illiterate or semi-literate people but not the traditional/folk media as they have lived with us over the centuries.

They are close to people's hearts, therefore, have the direct-to-heart power of communicating the messages. The folk arts are worthy to be called the channels of mass communication.

Folklores have been indivisibly interlaced in our culture since timeworn to communicate with us on socio-religious issues. They entice and appeal masses with the actual and idiosyncratic way of communication.

The folklores retain the following pre-requisites of being called a standard of mass-communication:

- The message (the subject of the production),
- The sender (folk artist),
- The receiver (audience),
- Common platform: The audience of the folklore is on the same stage at the same time, receiving the same message through the same channel.
- The feedback (applause or whistle of the public to appreciate the presentation)
- The channel, which can be assorted as per the kind of the worried folklore.
- That is why; we interpret folklore as a mass media. In a country like ours where the major population lives in villages, the efficiency of the folk medium cannot be ignored.
- The folk media that are fundamentally the mediums of entertainment are now being seen as 'edutainment', that is, a combination of education and entertainment.
- The development need of our country in view of widespread poverty, unawareness, and illiteracy have led to the revitalization of folklores as an effective means of communicating with the poor and illiterate masses who are in majority and who cannot pay for mechanical devices.

DEVELOPMENTS:

The development thinkers and policymakers have been giving emphasis to folklore and it has to be included in social marketing as its essential element. Uncountable voluntary organizations of our country have been using folk media to communicate with the rural masses on development issues. Not only voluntary organizations even government is also trying the effective use of folk media on diverse issues. The National Council for Science and Technology Communication (NCSTC), Department of Science and Technology, Government of India, has introduced the art of puppetry for propagating science and technology communication in the masses. The National Literacy Mission also uses folk media in order to make aware the rural people on the issue of education. Two departments under the Ministry of Information and Broadcasting, viz., Directorate of Field Publicity and Song and Drama Division consistently use all the mediums of folklore to convey the message of public welfare, development and government's policies, especially to the rural people. Be it health or hygiene, literacy or rights of people; messages are easily got through to rural folk by these departments with the help of puppetry, Street Plays, Ramaleela, dramas, jatra.

Following qualities of folk media make it distinct from other mediums of communication:

1. These mediums are a fragment of culture, close to the heart of the public.
2. Because of suppleness, the folk medium can be molded as per the need and state.
3. Combination of the local language, local ways of life, local customs etc. Leaving a long-lasting impact on the cognizance of the people.
4. The colourful performances entice people easily.
5. The folk media are usually cost-effective contrasting radio and TV.
6. People have an easy access to these mediums in association with other mediums of mass communication.
7. These arts are very rich in diversity and consequently, the development messages can be easily combined in it.
8. These folk arts should be conserved and endorsed because they are the effective means of transitory on the cultural heritage from one generation to another.
9. Folk arts communicate the message in a camouflaged form so to say, without letting people know that they are being given a message.

STRENGTH & ADVANTAGES OF TRADITIONAL FOLK MEDIA:

Traditional folk media that cover the various performances that relate to prompt all events and facts, ideas & thoughts of the particular rural society through the production in the manner of pleasure & enjoyments.

Although, traditional folk media, says what, are mostly come to us outrageously or humorously as well. But, it does never mean that the traditional folk media has no effective message, which is incompetent to impact the rural audiences. On the different, it could be stressfully said, that the traditional folk media can mold or inspire the plentiful incautious and illiterate villagers effectively.

.As the Traditional folk media cater to its major programmes through 'face to face' presentations to the audiences, it can facilitate the 'confidence' of them as well. It is true, that the traditional folk media have significant support towards bringing the success of many developmental programmes like 'Family Welfare', 'Children Education' etc. as undertaken by the government of the state. It also has motivated the rural people in embracing the latest techniques in cultivation as well. Traditional folk media thus can claim to be the 'mentor' of unaware and back warded rural society.

ROLE OF FOLK MEDIA IN DEVELOPMENT COMMUNICATION:

Folk media can be used for distributing development messages because they have some inbuilt features and rewards as media of communication. According to ShyamParmar (1975) the advantages of folk media from a development point of view are:

- Traditional folk media are most intimate with the masses in all the regions of the country.
- Their principal entreaty is to the feelings rather than the intelligence.
- They command an immense variety of forms and themes to suit the communication requirements of the masses.
- They are local and live and be able to establish a direct rapport with the audiences.
- They are easily available to their customers.
- They are flexible to accommodate new themes.
- They are enjoyed and approved by all the people from different age groups.
- They are low-cost media when compared to the more sophisticated mass media.

More prominently the folk media present many alternatives in form and theme for experimentation in communication (Ranganath, 1980). D.K.Sujan (1993) has identified some strengths and weaknesses of traditional media in development communication compare to modern media. The strengths are like cultural roots, a variety of interest patterns, direct rapport with the audience and the possibility of converting into electronics. The weaknesses are like they cannot be universalized, cultural barriers and limited coverage area. By considering the advantages of folk arts, researchers and government agencies in India found them useful and credible channels for promoting planned change.

FINDINGS

1. There is a need to do in-depth case studies of folk artists to know the details of their problems.
2. It is recommended that parallel studies should be conducted out in different regions of India with focus on separate traditional media.
3. Comparative study of traditional media with others mass media in order to review their relative efficiency in rural communication can help to build up the scheme for rural communication for development.
4. An exploratory study may also be carried out to find out message carrying capacity, homophile, communicability, fidelity, empathy, and credibility of the traditional media.
5. Amalgamation of various traditional media with extension teaching aids can be studied for determination of effectiveness for extension education purpose.
6. The entertainment and amusing aspects of traditional media can be studied to find out how these aspects boost learning.

CONCLUSION

Several pieces of research have been done on the traditional folk-media for the rural development communication in Vijayawada. We can find some assets that folk media can consume for the community liberation, social mobilization, and social communication.

Traditional folk-media have some imperative aspects than the mainstream mass media in the examination of rural community development communication. They are as the Folk Media has been shaped by the same field, the comparison in signs and symbols, small media literacy for Folk-media, Interactive communication, innovativeness, unfixed and easy to editing. Folk-media can be seen in regional variety. There are regionally concerned with traditional folk-media in India. It helps to develop this concept well. The entertainment of the youth could be budged to a much progressive level using the performing arts. Marginalized groups can also be convoluted to the development process in this type of entertainment way of communication. The use of both the script and organization of the folk media would be more essential. The communicational standpoint and the socio- psychological standpoint of the folk media in the realm of performing arts have grounds to develop the concept development communication. Knowledge and wisdom can be transmitted from one generation to another generation as the folk media containing the folk consciousness intrinsically.

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Faculty Paper Publication & Presentation

Dr.R Radhika, Assoc. Professor, Department of English, published a paper titled "The Clutches of Patriarchal Society on Women: a Study on Arundhati Roy's *The God of Small things* and Anita Nair's *Ladies Coupe*" in Quest Journals, Journal of Research in Humanities and Social Science Volume 7 ~ Issue 1 (2019) pp.:22-24
ISSN[Online]:2321-9467

Dr.S.Venugopal, HOD, Department of Tamil, presented a talk on An Evaluation of 'Padmavathi Charithiram' when Sahitya Akademi and Department of Tamil of Gandhigram Rural Institute, Gandhigram, organized a Symposium on B.R.Rajam Iyer and Early Tamil Novels on 12.02.2019 at Silver Jubilee Hall, Gandhigram Rural Institute. He evaluated the restrictions in the involvement of women in music, art, and the social issues against women with reference to the works of A.Madhavaiyya, a Tamil Novelist.

Dr.Vinay Kumar Chaganti presented a paper on February 24, 2019 at the International Conference organized by University Business School, Punjab University in conjunction with Nottingham Trent University, UK, and Western Sydney University, Australia. His paper was about comparison of two analytical techniques: Regression and Recursive Partitioning, appropriateness of their use depending on research contexts, and their applications to the field of management research. Also, he chaired a session, along with Prof. Navdeep Kaur, University Business School, Panjab University, and offered his inputs to other paper presenters on how their works can be improved.

4. EXTERNAL ENGAGEMENTS

Dr.Vinay Kumar Chaganti, HOD, Department of Commerce at Petit Seminaire School, Pondicherry on February 12, 2019

Google for Education Workshop was delivered at Petit Seminaire School, Pondicherry on 12th February 2019 by Vinay Chaganti. Around 350 students attended the session and were given insights into the range of Google Apps and the various forms of engaging content they provide. The students were highly receptive and the Josh during the session was high.



Dr.Manjula Bashini @ Rural Learning Centre On February 11, 2019



KCLAS students and faculty are reaching to the community through the Rural Learning Centre (RLC) at Udayampallyam. Dr. Manjula Bashini, HoD of English teaching the students in RLC on "Science is fun". Every day KCLASites teach the children of the Govt school for extra support.

Dr.R Rupa @ Rural Learning Centre On February 25, 2019

Dr.R.Rupa, Department of Commerce, volunteered in the Rural Learning Centre of Namadhu Pangu of Sakthi group on 25.02.2019. She engaged with the Government school children by telling stories and imparting the importance of Maths in our daily life.



KCLAS Google Certified Trainers @ Camford International School, Coimbatore:

As a part of Digital Awareness Program in Schools, Mr.Vijay Srinivasan, Asst. Professor, Visual Communication department and Dr.Vinaykumar Chaganti, HOD, Department of Management conducted session on "Online Safety in Social Media" and on February 16, 2019 for X & XII class students of at Camford International School, Coimbatore.

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