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KCLASSIC NEWS



KUMARAGURU

COLLEGE OF LIBERAL ARTS AND SCIENCE

Vision

Become a progressive, research focused institution
that instills passion for life-long learning
and mould the young people to
impact the world

Values

KCLAS's values remain our threshold standards for the way we do and the way we behave. The following pillars guide everything we do and make KCLAS an outstanding and supportive place to work and study

Values of KCLAS			
Respectful	Sincere	Progressive	Passionate
<ul style="list-style-type: none">• Respect oneself – body, mind and soul• Work together and support one another to share success• Respect community values• Achieve through respectful actions• Care about the environmental sustainability	<ul style="list-style-type: none">• Truthful to oneself and moral values• Earnest to one's commitments to self and others• Dedicated to the vision of KCLAS• Genuinely Serve the students' needs• Trustworthiness through right actions	<ul style="list-style-type: none">• Creative, curious and deeply committed to pursuit of knowledge• Embrace diversity and inclusivity• Engage with local, national and global community• Courage and confidence to take risk in pursuit of progress.	<ul style="list-style-type: none">• Passion to excel in all we do• Embrace intrapreneurial spirit and welcome responsibilities• motivated to learn, improve and accomplish the goals• Promote positive and energizing work environment• Passion to serve the local community and the country

Contents

Intellectual Pursuits 03

Leadership & Faculty 05

Induction

Plan - a - Thon

Faculty research Work

Online Course Certification

Student Experiences 10

Orientation Session

KCLAS Base Camp - 18

Inauguration Batch 2018

KCLAS Forums

Field Trips

Student Awards

Life @ KCLAS

External Engagements 29

Social Immersion Programme

International Partnerships



WELCOME

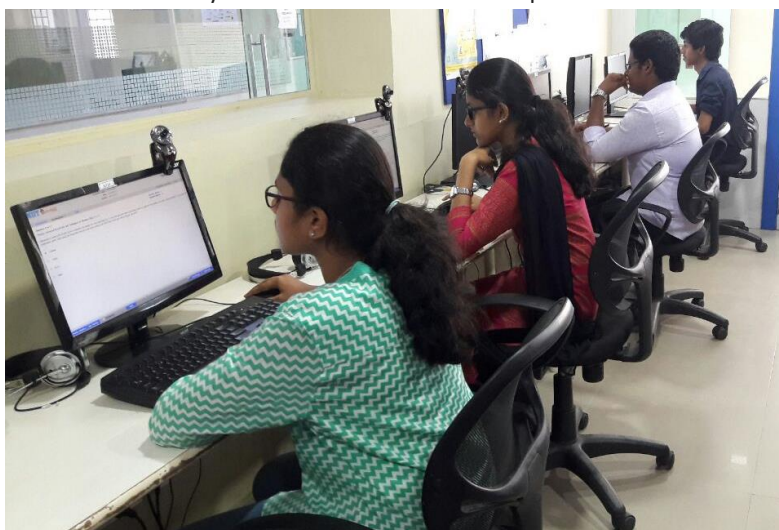
TO WHERE YOU WANT TO BE

1. INTELLECTUAL PURSUITS

Advanced Excel workshop by NIIT



Dr.P Prasanna, Asso. Prof., Department of Commerce organized Advance Excel workshop for Commerce students. In this regard, Kumaraguru College of Liberal Arts and Science has signed an MoU with NIIT Peelamedu on 6th July 2018 to offer training and development solutions in EXCEL to upgrade the students with Industry oriented technological skills. The Advanced Excel workshop is scheduled for 60 students of I B.Com PA students from 9th to 27th July 2018 between 2.30 to 4.30 p.m. Senior Technical trainer Mr. S.Ziya Ul Haq is handling the



session covering Data Management, Formatting, Embedded charts, Pivot tables, Reports, Analysing data, Import and Export data, Tracking and Protecting data, Macro, Payroll entries, Advanced functions, Interactive chart and dash board. The trainer has broke the topics into crumbs and the course started from scratch making it easy and understandable for students with various intellect in the same pace connecting with the real time examples and updates. Evaluation

was conducted on July 29th, 2018 at the end of the course and the students will be issued certificate on successful completion.

Entrepreneurship and Soft Skills Workshop on July 30th & 31st, 2018:

Mr.C Rahuram, Asst.Prof, department of Management, organized two day Workshop on the topic “Entrepreneurship and Soft Skills” on July 30th and 31st. The Resource person Mr.Prawin, CEO-Arrow Training Academy, Soft Skills and Behavioural Trainer commenced the workshop by emphasising the importance of being unique and different in the current competitive environment. Mr.Prawin brought to light the importance of Lateral Thinking by briefing the functions of Right and Left Brain. He quoted various real time examples in explaining the various attributes of Soft Skills. The Resource articulated on the three V’s of Communication viz Vocal, Verbal and Visual.



Mr.Prawin divided the entire student participants into various groups and activities relating to Effective communication skills, Creative thinking and Leadership skills were demonstrated. The resource person urged the importance of demonstrating Leadership skills at the right situations and how great leaders influenced the



followers in directing them to the right direction. The resource person illustrated with examples the various Body language attributes by exploring various Political and Business personalities. Mr.Prawin stated the 93% of communication happens in Non-verbal mode.

Post Lunch session kick started with Mr.Prawin explaining the importance of Personal Grooming. He clearly pointed out that the “First Impression is the Best Impression”. Mr.Prawin addressed the students on the different aspects of Etiquettes viz. Business Etiquettes, Tele Communication Etiquettes and Mail Communication Etiquettes. The Session ended with the event titles “Ms.KCLAS” where all the teams were given a Newspaper and other decorative items and the team which designs the best female outfit was declared the winner. The main outcome of the session is to unleash the creative potentials of the student community.

As a whole the session was well received and it was meaningful and thought provoking.

2. LEADERSHIP & FACULTY

Faculty Induction Programme On June 01st, 2018

The programme was organized by the HR department for all the new faculties to emphasize the vision of KCLAS. The session started with setting the context, Collaborative learning & understanding expectations of the participants, legacy of Kumaraguru and understanding multi-disciplinary approach at KCLAS and an overview of KCT was also presented. The faculty members were also introduced to the concepts in Bloom's taxonomy. The day 2 programme concluded with "Paint your canvas" a session for self-assessment, professional development and goal setting by Dr. Vijila Kennedy, Principal, KCLAS.



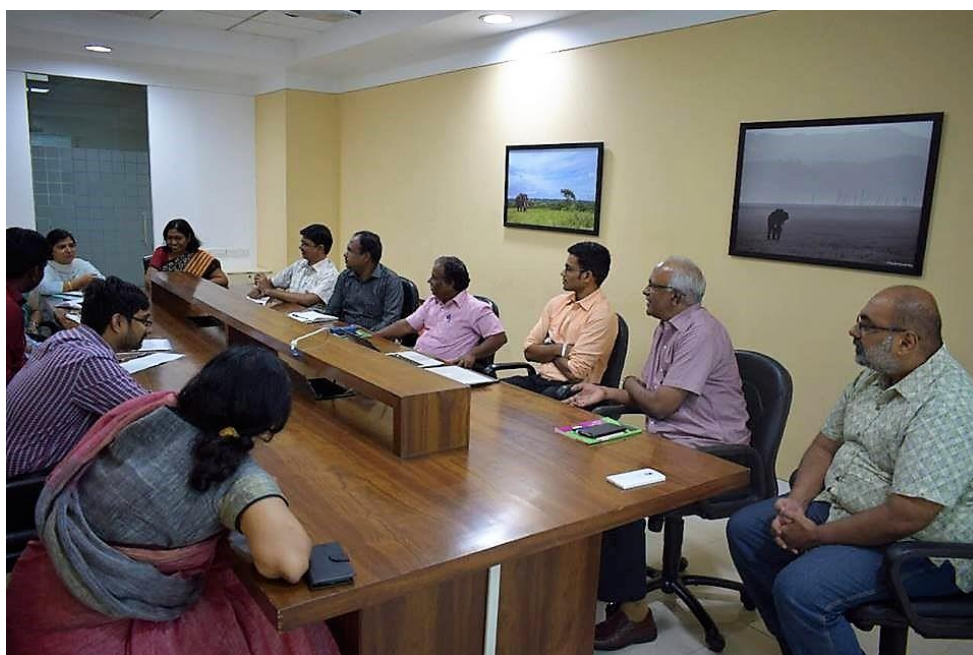
KCLAS Edge Course - Faculty Meetings:

Faculty discussions on KCLAS Edge courses organized by Dr. Vijila Kennedy, Principal. Interesting, impactful courses being planned for the fresh first batch. The planning was extended to have Student forums, MOOC from international universities, interdisciplinary courses, self-awareness, environmental studies, Tamil theatre and social impact programs, Workshops on Visual Arts and Painting, Mentoring, Peer learning, open learning for students, etc



KCLAS Edge Plan with Dr. Jay Menon & Mr. Sudhakar Damodaran:

Suggestions on provoking the curiosity of the learners by introducing atleast 20 different subjects. Students should be trained to think not apparently in terms of money but in terms of logic and philosophy. They also insisted that research should be fundamental of students' learning and focus on research should start from the first six months onwards. Emphasize should be given to adaptability, ability to synthesize their learning, visual thinking and mind mapping, interest towards writing. i.e. e writing both technical and non-technical reports and writing in concise.



Faculty Advancing their Career – Online Certification Training

On June 05th, 2018

Analysing faculty growth and development in our team, to gain the skills and credentials to compete with others,

a session on online certification training was arranged for Faculty team on June 05th, 2018. Focussing on the right path for the bright career, KCLAS faculty are given opportunities to register for various interesting courses to increase their future prospects. This learning platform was typically essential for each faculty as it motivated them to transform their career.



Plan – a – Thon on July 23rd, 2018



Dr. Vijila Kennedy, Principal headed Plan-a-thon along with the Faculty Team of KCLAS on July 23rd, 2018. The ultimate aim of Plan-a-thon was to chart the events for the entire year. The meeting started with a task to the faculty members to visualize KCLAS - 2025 and draw the idea. The faculty members were asked to explain and display the picture drawn.

The session mainly focused on the activities to be conducted in the odd and the even semester. Based on the NAAC Criteria, the activities were divided into Seven Criteria and each criterion was dealt separately.

The Teaching Learning Process and the overall development of the Student were the key areas that were focused in the discussion. The principal insisted on conducting various co-curricular activities for the students and wanted the faculty to make the students involve in all the activities of the college. Potluck lunch was arranged by the Team. The afternoon the session continued with a discussion on the Agile Performance Path. Dr. Vijila concluded the team by wishing the team to achieve the goals of KCLAS.

Faculty Corner

Leveraging the Potential of SMS Advertising: A Permission Marketing Approach - Dr.G Suresh Kumar, Department of Visual Communication

Background

In India, the practice of Unsolicited Commercial Communications (UCCs) has become common in the recent times, which includes both SMS ads and voice calls. A report from India Today states that Indian mobile users are being bombarded with over 16,800 crore spam messages every year and is valued at over Rs.335 crore (India Today, 2012). These spam messages further amplifies the privacy concerns of the Indian mobile users and also puts the credibility of SMS advertising at stake. Hence, in order to control the UCCs, TRAI has issued 'The Telecom Commercial Communications Customers Preference Regulations, 2010'. The regulations were put in place in the year 2011. According to the regulations, mobile users can register with the National Customer Preference Register (NCPR) through a call or by sending SMS to 1909 (toll free) to either fully block all UCCs or partially block if they wish to receive only SMS ads with regard to some specific categories such



as *Banking/Insurance/Financial products/credit cards; Real Estate; Education; Health; Consumer goods and automobiles; Communication/Broadcasting/Entertainment/IT; and Tourism and Leisure*. Besides these, the registration of telemarketers has also been made compulsory under the regulation. However, only some did register as telemarketers while most of others didn't. Consequently, the UCC menace have persisted and leading to more complaints. So, TRAI has responded to such concerns with significant measures such as Stopping of UCCs sent through international routes, Economic deterrent to sending more than 100 SMSs per SIM per day, Mandating signature verification of bulk SMSs, Enhancing consumer awareness and obtaining an undertaking from subscribers against sending commercial SMSs, Making it easy for consumers to file a complaint, Disconnection and blacklisting of subscribers who do telemarketing without registering themselves with TRAI etc. (TRAI, 2013). Despite various measures, the mobile users' dissatisfaction regarding UCCs still continues as the unregistered telemarketers masquerade themselves as normal subscribers.

Purpose

A study by Tripathi and Siddiqui (2008) revealed that SMS advertising in Indian context primarily lacks in relevance and utility, and is irritating in nature. Due to unauthorized spamming, the mobile users generally have negative attitude towards SMS advertising and are not willing to receive it, which resulted in the rejection behaviour like ignoring of received SMS advertisements (Haq, 2012). These findings suggest that SMS advertising in its current format is unacceptable to the mobile users.

If SMS advertising needs to be successful, it is important that mobile users should have positive attitude towards it, which in turn would reinforce their intention to receive SMS advertisements and act on it over the time (Bamoriya and Singh, 2012). For that the advertisers should refrain themselves from sending unsolicited SMS ads to the mobile users and try to increase its relevance and utility. Hence, embracing a new mode of SMS advertising based on permission marketing concept could be ideal for improving the current state of SMS advertising acceptance. This is because Permission based SMS advertising reduces the mobile users' resistance towards SMS advertising by personalizing and contextualizing the advertising messages based on the information gathered from mobile users upon their prior explicit consent and by giving them full control over their personal information (Wei et al, 2010; and Tucker, 2012).

Methodology

Considering the fact that the practice of permission based SMS advertising is yet to evolve in Indian scenario (Kumar and Srihari, 2013) and mobile users resist SMS advertising in its current format, the study has investigated the effects of Permission marketing approach on SMS advertising acceptance by conducting a field experiment (One Group Pre-test and Post-test) in Coimbatore city. A number of 419 participants recruited for the field experiment through purposive sampling method. While pre-test studied the effects of current format of SMS advertising, post-test investigated the effects of permission based SMS advertising.

Findings

The findings reveal that Permission marketing approach has a significant effect on the acceptance of SMS advertising. The mobile users significantly differed in their perceptions, attitude, behavioural intention and acceptance/rejection behaviour between the existing system of SMS advertising and Permission based SMS advertising.

Implications

In order to make SMS advertising a meaningful practice, it is imperative for the marketers to stop targeting the mobile users with unsolicited SMS ads and to send SMS ads that provide more value to them by embracing the practice of permission marketing. Besides, the present regulations concerning the practice of SMS advertising should also be amended to be in line with permission marketing approach

Originality

The study is unique while addressing the existing research gap 'the possible effects of Permission marketing on SMS advertising acceptance in Indian Setting'. The adoption of field experiment is another unique feature of the study, because unlike the laboratory experiments, the field experiments are very high in ecological validity.

Faculty Achievement

Mr. Vijay Srinivasan, Asst. Prof., Department of Visual Communication

Course Name : Fundamentals of Graphic Design

Course University : California Institute of the Arts

Graphic Design is all around us! Words and pictures—the building blocks of graphic design—are the elements that carry the majority of the content in both the digital world and the printed world. As graphic design becomes more visible and prevalent in our lives, graphic design as a practice becomes more important in our culture.



My Experience:

I always loved design so everything that has to do with it get me excited. This course is a great introduction to it, and it's great to get your hands "dirty" and gets the creativity flowing. Really easy-to-understand course, for people who would like to know the very basic things about graphic design. It teaches you the terminologies to build the base of a beginner designer and shows how it can affect different artworks. This course is encouraging you to simply "MAKE DESIGN!" and bring out your inner-creativity, especially through the somewhat open-ended assignments that only require something like Word, or even your pencils at home as the minimum. I recommend everyone with a taste for design, if you're only starting its very fun and easy to follow, if you're experience it's a reminder that design can be created from everything.

3. STUDENT EXPERIENCES

Orientation Sessions

Certificate Verification, Registration for CA/ CMA/ CS coaching On June 09th, 2018

Department of Commerce organized an Orientation on Professional courses for B.Com PA and B.B.A students on 9th June 2018. The session started at 10.00 am by CA. K.Badri Narayanan, Past Chairman of CA Coimbatore chapter who addressed the students on the **Significance of CA course**, followed by CMA Meena Ramji, Chair Person, Institute of Cost Accountant of India, Coimbatore Chapter who addressed on the **Significance of CMA course**. CA B.Yogesh Kumar, Y&S Academy, Coimbatore addressed the gathering on the topic “Importance and Benefits of pursuing the Professional courses” and clarified the doubts of the parents and students. The session was interactive and concluded by 12.30 pm and thereafter students and parents was directed towards East Core Seminar hall for Certificate verification.



Five Day Orientation Programme for Students from June 25th, 2018 to June 29th, 2018

25 June, 2018 is a red letter day for the Kumaraguru Institutions as it was the great beginning of KCLAS. Keeping in line with the vision of founder, Dr. N. Mahalingam Ayya, was an auspicious day for the community of Kumaraguru as we welcome the first batch of students, parents and teachers into the leading family. Inside the 150-acre campus will now include a third distinct learning space: Kumaraguru College for Liberal Arts and Science (KCLAS), after Kumaraguru College of Technology and the KCT Business School.



KCLAS Base Camp 18'

Dr.Vijila Kennedy, Principal organized a five-day orientation programme for the freshers' of this founding batch. According to the Joint Correspondent, Shri. Shankar Vanavarayar, KCLAS would serve as a spring board for the educational aspirations of today's youth, with a vision to inspire and impact lives. Moreover, exposure to the concept of liberal arts at KCLAS helps students to choose their educational and career paths that they would desire to take up in future. With this mission, the KCLAS Base Camp 18 has been planned to make the students as active participants in their own learning where they can pick up life skills which includes communication skills, ethical reasoning, decision



making and problem solving. The college provides an accommodating environment for the students where they can learn these practical skills along with the conceptual background of the subject. Dr.Vijila E.Kennedy, Principal KCLAS proclaims that 'KCLAS experience 'would facilitate students to reflect on their self and these self-reflections shall prepare them for their college, their career and their life.



Day – 1 – Basecamp 2018' on June 25th, 2018

KCLAS vision and mission values are highlighted to the first batch followed by Mr.Marabin Maindan Muthaiah's speech on "Students focus towards Liberal Education" and the Pledge of Allegiance (oath Taking).

On the first day, students were initiated into a formal, structured 5-day orientation programme that took them through the process of a transformational roadmap. From films and specific reading modules, interactive sessions with eminent personalities, activities and an introduction to mentor-mentee growth models, the orientation programme



will cover various aspects of realising individual growth potential over the next three years.



Over the week, KCLAS faculty and the team will work closely with students to help them chalk and navigate their personal goals and mission. The learning experience at KCLAS promises to be distinct as students will be able to gain experience from several cross-disciplinary programmes, from the sciences to fine arts.

Commencement walk on stage on June 25th, 2018

The forenoon of day one of the Base camp triggered off with the commencement walk on stage by the students of KCLAS. It was the first step towards their graduation and they were all elated in the process of being recognised and entrusted with the greater responsibilities that lay ahead. Base camp 2018 also laid a strong foundation in building the mentor-mentee relationship. Students were introduced to their respective mentors on stage with the handing over of their ID cards and the Vision, Mission statement of KCLAS by the Principal Dr. Vijila Kennedy.



Introducing Mentors on June 25th, 2018:



Base camp 2018 also laid a strong foundation in building the mentor-mentee relationship. KCLAS focus on overall development of each individual and wants the students to be on track to achieve merits. In this way, KCLAS students are lucky enough to get introduced to their respective mentors on the stage on the very first session. Mentors part is to improve the social skills, bolster self – esteem, brain storm career possibilities, provide networking opportunities for students, support academic activities and also to be good partner to share their day to day struggles. The mentors serve as a role model to mentees including displaying the kind of professional skills and behaviour which

enables the mentees gain valuable life skills for their overall development.

Talk by our Joint Correspondent on June 26th, 2018'



Into the Next Orbit

Shri. Shankar Vanavarayar shared his vision, 'Into the next orbit' with the founding batch of KCLAS students. He emphasised that students should take up actions that lead to the desired end. They should be progressive in their thoughts and deeds. Students should be infused with sincerity towards oneself and passionate about their endeavours. Our JC also assured that KCLAS campus would be an integrated place where students can get transformed. He related that compared to school life, in college life the onus is more on them. He insisted students to have a clarity of their future which is extremely important. For him, beyond everything, nature and society should be treated as an integral part of their daily lives.

Log out, Shut down – Yoga time on June 29th, 2018

A blissful start on the fifth day of the base camp after a wonderful group living yesterday, from the dawn to dusk. Students gathered early this morning for a walk, jogging and Yoga. Now they are off to sessions on goal setting and mental well-being. The day was fully packed and busy, yet found that their KCLAS students' energy levels are so vibrant and high.



Proactive Clubs & Forums introduced for KCLAS:

To enhance skillset, develop new networking, to become more collaborative, to build confidence, to get an exposure of well-rounded college experience, 33 proactive clubs and forums of KCT were open for KCLAS students to get registered. The presentation of each club made by the KCT encouraged arts students to sign up with them and to develop similar leadership and organizational skills in them. It's inevitable to say that all the club introduced, will also help the students to have an exposure to tremendous activities going on within the campus and off campus.





Workout for the Day – Zumba Session by Ms.Shyama Kelath:

On June 28th, 2018

'A sound body has a sound mind'- Swami Vivekananda. Analyzing, that a person who is fit is capable of living life to its fullest extent, Ms.Shyama Kelath, Zumba instructor was invited for a session on the fourth day of Basecamp. Physical and mental fitness play very important roles in student life and also KCLAS focus attention to students to keep them mentally and physically fit. This session on Zumba insisting on the fitness of the self was of great welcome among students. The session was balanced with fun and enjoyment exposed in the wide campus. The students were really thrilled with their scintillating performances.



Tree Plantation on June 29th, 2018:

“He who plants a tree, plants a hope” – Lucy Larcom. The importance of planting trees is emphasized to all students this evening who planted tree saplings, marking the first milestone of their college journey. As Kumaraguru campus strives towards a sustainable ecosystem. It houses 4200 trees and 45 bird species along with other eco-friendly projects. The act of students planting tree saplings at KCLAS symbolically represents marking the first milestone of their college journey. Kumaraguru campus strives towards a sustainable ecosystem. The base camp came to a close with the beginning of their commitment and responsibility to preserve this beautiful canopy.



Compass 2018' – Session by Dr.Krishnakumar:

Compass 2018', was a special orientation training program by Krishnakumar, a Management Advisor, Life Skill Coach, Motivator & H.R. Facilitator who is the founder of Vertical Eye. He was invited for one-and-a-half-day session which was considered as the major part of the session for the Basecamp 2018. As the course is specially designed for the students, it facilitates them in learning and retention.



The Vertical Eye program aims to build up the goal orientation of the fresh UG students by aligning them to college life. The student's employability competencies are channelized by helping them concentrate on their future career and life aspirations. The focus of the session was on ice breaker, introspection & goal setting, plan of action and finally persona enhancement for the students and it helped them to identify their innate strengths and weaknesses and methods to use them for their success. It also helped the students in team building and their capacity building. The session had an impact for



the overall development of individuals' through blended and experiential learning methods ensuring that learners' of all styles and capabilities participate and learn to their fullest potential. Learning when centered on the learner is well-retained and applied in life effectively, as compared to training, which is focused on the content. Analysing students' strength/weakness, Interests and Values, feedback of the students' was shared after completion of the session.

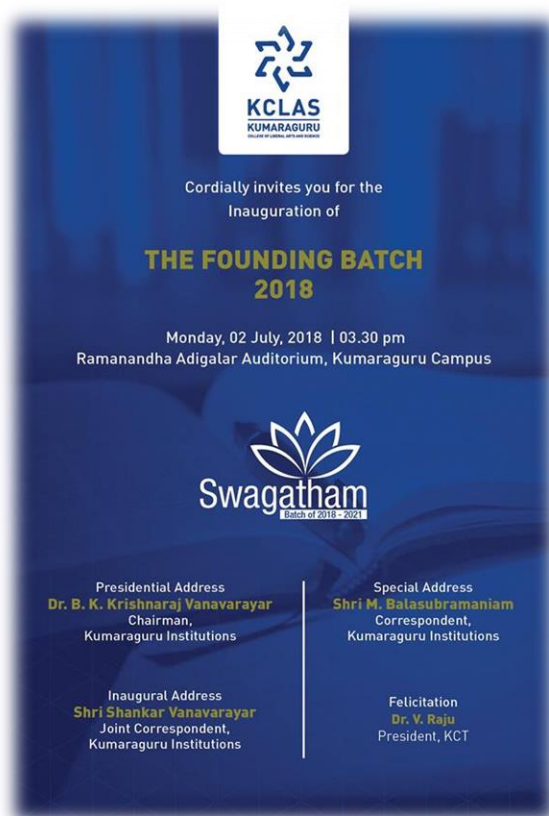


The Founding batch of KCLAS was formally inaugurated on July 02nd, 2018

The Founding batch of KCLAS was inaugurated by our Chairman, Dr. B.K. Krishnaraj Vanavarayar with the Presidential address.



Correspondent, Shri M. Balasubramaniam presided over the function and our Joint Correspondent, Shri Shankar Vanavarayar of Kumaraguru Institutions delivered the inaugural address, Dr. Vijila K.Kennedy, Principal KCLAS welcomed the gathering and President, Dr. V. Raju, KCT felicitated the event by addressing the parents, students and teachers who have started their journey with Kumaraguru.



Light & Shade – Visual Art Workshop On July 10th, 12th & 13th, 2018

Three days Visual Art Workshop organized by Dr.G Suresh Kumar, Asst. Prof., Department of Visual Communication. Drawing is all about bringing life to one's vision. If you have keen eyes and aspirations, drawing offers you limitless opportunities. With an aim to provide such opportunities to the aspiring artists of Kumaraguru college of Liberal and Science, the Dept. of Visual communication organized 'Light & Shade' Visual Art workshop on July 10, 12 & 13. As many as 34 students enthusiastically participated in the workshop which was facilitated by Dr. S. Ragnathan, artist and assistant professor of Jamal Mohamed College, Trichy.



Awaken the artist within you

The Day 1 of the workshop started with Principles of Visual Art and moved on to the nuances of light & Shade, and finally students were introduced to perspectives. On Day 2, Students had an experience with outdoor sketching. The sweeping view of the magnificent Mahalingam Vignyan Bhavan was the subject of study.



Students learnt the techniques of two-point and three-point perspectives on the field. Day 3 was devoted to drawing human forms and colour sketching. As part of the workshop, a student art exhibition was conducted wherein students showcased the artist within them by exhibiting the best of their drawings. The best drawings were appreciated and the participants were issued certificates.

KCLAS Forums

Visual Art Forum: 'Rashomon' Akira Kurosawa On June 17th, 2018

"I've always believed that if you want to really try and make a great film, not a good film, but a great film, you have to take a lot of risks." – Christopher Nolan

Students of film forum watched and appreciated 'Rashomon' (1950), a Japanese crime drama, a masterpiece from Akira Kurosawa, one of the influential directors in the history of cinema. The film is a combination of philosophical and psychological overtones. A crime in a forest is reported by four witnesses, with different interpretations. - Who is telling the truth?



Literary Forum- Inspired Picture Writing On June 17th, 2018



"Either write something worth reading or do something worth writing." -Benjamin Franklin

Students registered with Literary Forum wrote a creative narrative, story, poetry about the pictures drawn by the students who attended the 'Light and Shade' Visual Art workshop organised by the department of

Visual communication. It was an enthralling experience for the students, who were really surprised to see their hidden potentials which had an outlet in the form of poems and stories. The young writers were able to see what others were not able to, in their own unique ways.



Entrepreneurship Forum – Inaugural on June 17th, 2018

The forum was inaugurated by **Mr. Benedict John, Director-Life Spring Health Plus India Pvt Ltd**, Coimbatore, which was organized by Mr.C Rahuram, Asst.Prof., Department of Managment. Mr.Benedict John addressed the students' members who enrolled in the forum. The speaker commenced his speech by throwing light on the hardships he faced during his school education. He explained to the listeners about his inefficiency in handling Science and Mathematics and his excellence in Arts and humanities subjects. The speaker emphasised the importance of identifying one's strengths and weakness in the formative years of school education. The speaker gave the listeners a peep into his college life by sharing occasions and incidents which they could easily relate with their real life.



"Entrepreneurship are made and not born"

He quoted real life incidents of his college life and how those situations helped him to rediscover himself. **“Leadership is not about title or Designation”**-true to above adage the speaker brought to the fore the obstacles

he faced during his tenure as Student Union President in the Under graduation. He acclaimed that he unearthed his true potential during his Post graduation studies and channelized those in the right directions. He professed that he was an Accidental Entrepreneur and never dreamt of being one. The speaker was very clear in making out the point that his father and the family supported him adequately in becoming a successful Entrepreneur in the Coimbatore region. **“Your Uniqueness determines who you are not how well you emulate others”** – our speaker exhibited his uniqueness by started the first private Limited company in the Fitness sector. He articulated that



Leadership and Decision Making skills are twin ingredients of a successful Entrepreneur.

Entrepreneurship Forum: “Failure to Success – Journey of an Entrepreneur” on July 24th, 2018

“The true Entrepreneur is a doer, not a dreamer” - true to the adage Mr. **Mr.Moosa Kalemullah, Proprietor-Agro carbons**, Coimbatore, organized by Mr.C.Rahuram, Asst.Prof., Department of Management. The guest addressed the student members of Entrepreneurship Forum, on the impact of failure one faces in the Entrepreneurial journey and how those failures acts as potent tool for Entrepreneurial Excellence. Mr.Moosa commenced his talk by bringing to the fore the important lessons he learned in the process of establishing his company “Agro Carbons”. The speaker quoted that he has faced the loss to the



tune of 2.25 lakhs in the nascent stage of his Entrepreneurial journey but through his sheer hard work and diligence he was able to recover from the financial disaster.

Mr.Moosa urged the students on the importance of thinking out of the box by quoting various home grown Entrepreneurs and their novel business ideas. The speaker emphasised on the importance of being different in each and every process of business. Mr.Moosa expressed the massive growth of E-Commerce Industry in the third World countries and the inherent benefits it has brought to the Nation’s Economy.



‘Customer is King in the modern business era’, the speaker reiterated the fact that the customers are key building blocks for the scaling up of business and any

negligence in taking care of their service may result in the fall out of the company. The speaker focussed on the factor of “Sustainability” and what factors to be kept in mind to while running the business for long years. He discussed on the Longevity of firms like Tata Group, Reliance and HCL in the Indian Business Landscape.

Mr.Moosa proclaimed that the principles of Success in an Entrepreneurial Journey are i) Responsibility ii) Experience iii) Innovation iv) Excellence. The session ended with the question and answer session. As a whole session was interactive and thought provoking.

Literary Forum- “Introduction to Instagram Poetry” on July 25th, 2018

Ms.Shobhana Kumar, a famous poet and a writer addressed the Literary Forum members on the importance of reading poetry. She commenced the



interactive session by asking the members of the forum about their experience of reading a literary work. Ms.Shobana explained the impact poetry can bring in the minds of the readers. She also clearly informed them that the interpretation is the key feature that makes the reading of poetry creative. She explained that the views of each person differ and that gives variety to the poem.

Ms.Shobhana introduced the learners a new of world of Instagram poetry. The poems of Instagram poets Nayyira Waheed, Rupi Kaur were taken for interpretation. One poem of Nayyira Waheed was taken and the students were made to interpret it from their own point of view. The students came out with different inferences. The students were given an activity to write an Instant poem and everyone actively wrote and shared their poems. The members of the forum were able to understand the importance of interpretation and reading.



The session came to an end with a short introduction to Dr.G.Venugopal, a famous short story writer in Tamil and his works. It is also informed that the next session will be an interview session wherein Dr.G.Venugopal will be interviewed by the students.

Ms.Shobhana completed the session with a note of encouragement to read. The students were very interactive and occupied throughout the session.

Field Trips

Visit to Coimbatore Book Festival on July 25th, 2018

As quoted by Dr.Seuss "The more you read, the more things you know. The more that you learn, the more places you'll go"

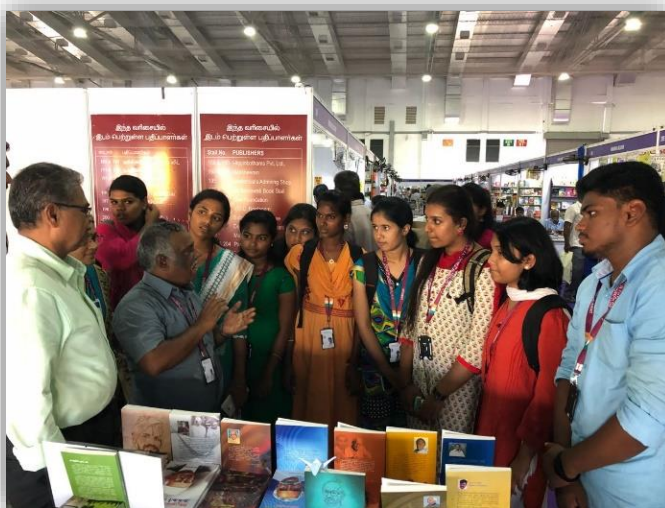
Department of English of KCLAS organised a visit to Coimbatore Book Festival 2018 at CODISSIA Trade Fair Complex, Coimbatore. This created a great opportunity for students of B.A. English Literature to meet and interact with prolific and eminent Tamil writers and orators like **Thiru.Marabin Maindhan Muthiah**. **Thiru.Muthiah** shared his views on literature and also laid a platform to introduce students about the different genres of literature.



The phenomenal novelists like **Thiru.Nanjil Nathan**, with more than hundreds of short stories and eight well-read novels to his credit was one among the personalities with whom the students had a mind boggling interactions. There were also novelists and translators like Thiru. **Kala Balasubramanian** and **Thiru.M.Gopalakrishnan** to share their rich experiences with our students.

The entire afternoon was filled with intellectual discussions and valuable interactions. The distinguished personalities shared their experiences of life which created a great impact on our students. Students were spellbound with their powerful delivery of knowledge and content. This gave the realization to our students that "a mind needs books as a sword needs a whetstone, if it is to keep its edge"(George R.R. Martin, **A Game of Thrones**).

The visit to book exhibition with more than one million books around filled the students' mind with the thought "So many books, so little time" as in the words of Frank Zappa.



Mythical Strokes at Display on July 25th, 2018

Visual Arts Forum (Formerly Film Forum) of KCLAS, organised a visit to 'Kalakriti', an exhibition on traditional and contemporary mural paintings by artists Vishnu P. Vikraman and Rajesh Pulappatta at Art Houz, Jenneys Residency today. The mural paintings displayed are pictorial representations of mythological and legendary incidents. The major attraction of the exhibit is the story of Perumthachan, a renowned architect and sculptor in the ancient Kerala. A series of paintings vividly explained how Perumthachan became jealous his own son and murdered him due to his rising popularity in architectural and sculptural works.

Another major attraction is the series of murals representing biblical episodes of Jesus Christ and Mary Magdalene. The murals displayed at the exhibition attracted and inspired the students and they critically acclaimed the works of the artists.



DJ Memorial Photography Contest 2018-7th Edition on July 30th, 2018



Students of Visual Communication, Kumaraguru College of Liberal Arts and Science, participated in the Award Ceremony of 7th Edition of the DJ Memorial Photography Contest organised by Lakshmi Machine Works Ltd in memory of its past Chairman and Managing Director Dr.D.Jayavarthanavelu (DJ) at Kasturi Srinivasan Art Gallery today. This year more than 7000 entries were received in Wildlife and Landscape photography categories. A three-member jury comprising Mr. M.N. Jayakumar, Mr. Santhosh Kumar Jana, and Mr. Swapan Mukherjee adjudicated



the entries. From the shortlisted 150 entries, Mr. Baiju Patel and Mr. Jayanth Sharma won first and second prize, respectively in Wildlife Photography. In Landscape photography, Mr. Aws Zuhair and Mr. Alankar Chandra won first and second prize, respectively. Besides winners, 20 other photographers received certificate of merit. After the ceremony, a week long Photography exhibition was inaugurated. Top 150 entries from the contest were exhibited for the audience. Later, Mr. M.N. Jayakumar, Former Chief Conservator of forests, Karnataka, delivered a special lecture to the college students on Indian Biodiversity and the role of Photography in

Conservation. He elucidated the rich biodiversity of the Indian subcontinent and highlighted the importance of conservation. In the end, the special lecture turned into a visual treat for students when Mr. Jayakumar showed some of his best wildlife photos. The session was well received among student community. Overall, the event served well to kindle the fire within each student. The exhibition is open for the audience from 30th July to 5th August.

Student Awards

NIIT – Spotlight on Toppers Event

NIIT – Spotlight on toppers Award is an achievement award given each year by the NIIT to top-performing students in the 12th standard across Coimbatore. The program was hosted by Peelamedu branch at 11.00 a.m on 15th July 2018. Mr Arun Kumar, Faculty and Centre Head, NIIT, Coimbatore, addressed the students and parents on the importance of Education and Digital learning aspects. Ms.Shivaranjini.P of I B.Com PA secured First Topper Award and Ms.Amutha Dharini.K of I B.Com PA secured Second Topper Award for scoring highest marks in XII standard.



Inter State Quiz Competition

Mr.Shashaank. H and Mr.Vishnu DhyanesH of I B.Com PA, Kumaraguru College of Liberal Arts and Science participated and won the first prize and Cash award in the Battle of Brain. **Battle of the Brains** is an Interstate Quiz Competition organised by Department of Management studies, Nehru institute of Technology, Coimbatore in association with the quiz Master Dr.M. Rangarajan, Associate Professor and Head, Department of Corporate Secretaryship, PSG College of Arts and Science, Coimbatore on 13th July 2018.





Life @ KCLAS

An Experience of a Lifetime: Ms.Sree Gayathiri, First Year B.B.A

To start with *“Ignorance is a bliss, ‘Tis folly to be wise.”* – Thomas Gray, from *“Ode on a Distant Prospect of Eton College”*.

It has been exactly 34 days since KCLAS has been up and actively working with students! And while I have been trying to adjust to this new phase in my life this past month, I have also been noticing that all the freshers are so obviously college freshmen. There is this big transition from school to college that most of us struggle with usually. But fortunately KCLAS has welcomed us into such an open, exciting and carefree atmosphere with a lot of opportunities being thrown our way. It is our job to take them and utilize it in a way that will make us grow together.

My first month of college was certainly an experience. It was all a rush of new people, new classes, new surroundings, new clubs and definitely new responsibilities that I had to own up to. I remember all the nervousness, excitement and cluelessness of what we’re to endure during the first week of college, aka the base camp 2018. It’s been a month and I can still sense the excitement and energy in this fast paced environment we’re in and that’s exactly how life is going to be! Life would be too boring if it was slow paced with no new adventures taking place. But KCLAS is a place where each day I’m discovering a lot of amazingly well-thought and pre-planned activities solely for the student community to be engaged in. Probably by the end of next week, there will be a Leadership Council formed and actively running! Forums such as Entrepreneurship forum, Literary forum and Film forum



has been formed and each week of the past month, innovative pursuits has taken place earnestly. There has also been a huge emphasis on developing our communication and leadership skills, which through a lot of undertaking and tasks we get through.

Classes are interesting in a way that no other colleges could engage the students the way KCLAS approaches us. Here, the learning takes place for both the professor and the student. Each day, we enter the class with an open mind and try to grasp as much as possible. The classes are made more interactive and interesting through various subject-related activities, seminars, role-plays and videos presented in the class.

I am a person who strongly believes that to create an impact in this world, youngsters have to realize that some people are just fortunate than others and that it is our job to help the less fortunate create better futures for themselves. True to the institution's vision of impacting this world, KCLAS has showered me with this amazing opportunity of giving back to society through the social immersion projects we have each week. I will eternally be grateful for this chance to make a difference, however small or big, in the lives of other children.

"Known is a drop. Unknown is an ocean!" is something my professor once said to our class and I realised that college is all about learning and growing and seeing all the different opportunities it offers; however small it may be. Make a difference, no matter how small or big it is. College is not as linear as we think. It can be one of the best experiences we ever have or it can get added on to our worst memories. It's all about the perspective, priorities and the way we approach everything and the choice of whether we fully embrace it.

4. EXTERNAL ENGAGEMENTS

Social Immersion Programme

Future India in Making On July 20th, 2018

'Future of India lies in its villages'- Inspired from this most famous quote of Mahatma Gandhi, Kumaraguru College of Liberal Arts and Science and Sakthi Excellence Academy jointly organised an awareness programme 'Preamble and Systems' for the students on 20th July 2018. The programme was organised to make students familiarize with the ideals of the Preamble of Indian Constitution and Village Panchayat System. It is a part of the ongoing social immersion programme that connects students to the society and provides plausible solutions to the societal issues.



Dr. Prema Narasimhan, Director,

Sakthi Excellence Academy presided the event and emphasised the significance of preamble of the Indian Constitution. Later, the former Councillor of Chinnavedampatti panchayat, Mr. Ramamoorthy delivered a special address on the Village Panchayat system. He explained the evolution of Village panchayat system by tracing back

its roots from the massive land survey taken during British India. He further explained the structure of village administrative system by throwing lights on the roles of elected representatives and administrative officers. The event ended up with an interactive session with students and it was well received by the capacity audience.



Sowing the seeds of Social Change on July 27th, 2018

KCLAS in association with Sakthi Excellence Academy organised field visits to villages on July 27, 2018. A number of 64 students from the departments of Visual communication, English Literature and Business administration participated in the field visit. In the beginning, Students visited middle schools in four different villages such as Chinnavedampatti, Udayam Palayam, Chinna mettupalayam and NG pudur. The school



headmasters briefed them about the kind of social activities which could be done in schools and stressed on the students' participation and commitments in such events. After that students interacted with school children and conducted certain brain stimulating activities for them. Besides these, the students volunteered in the milk



distribution done by Namadhu Pangu, an integrated community development initiative of Kumaraguru College of Technology. In the end, students expressed their willingness to conduct special coaching for the school children in computers, spoken English, drawing, mathematics, sports etc. Students also had a brief visit to villages and interacted with the residents. Overall, the programme is successful in evoking social empathy among students and it has

sown the seeds of social change for a better future.

The programme was headed by Dr. Prema Narasimhan, director, Sakthi Excellence Academy and Assistant professors of KCLAS; Dr. Suresh Kumar, Dr. Venugopal, Dr. Manjula Bashini and Dr. Radhika co-ordinated the event.

International Partnerships

National Dong HWA University, Taiwan on May 28th, 2018:

In the spirit of International understanding, KCLAS signed an MOU with National Dong HWA University, Taiwan <https://www.ndhu.edu.tw> on May 28th, 2018 agreeing to examine the possibility of establishing a framework for educational and research cooperation for our students, faculty and staff. The scope and field of Cooperation includes, exchange of faculty and researchers, exchange of students' joint publications and exchange of information and materials.



University of Kentucky on July 30th, 2018:

KCLAS had partnership discussions with the University of Kentucky <http://www.uky.edu/UKHome/>. The partnership initiatives includes short exchange programs, student progression for Masters, Joint conferences and faculty visits. Dr. Susan Roberts, Professor of Geography and Associate Professor for Internationalization and Nancy Brown Johnson, Associate Professor of Management and Associate Professor of International Affairs visited the campus for a discussion.



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