KCLAS - NEWSLETTER

A Tribute
**CELEBRATING 150th YEAR OF MAHATMA
AND REMEMBERING ARUTCHELVAR AYYA**
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KUMARAGURU**
COLLEGE OF LIBERAL ARTS AND SCIENCE

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Contents

Anantha Jyothi week was celebrated from October 01 to 07, 2018 at Kumaraguru Campus. The institutional events was A Life Message of Gandhiji to Students, Arivu Pagirvom, Agaval Parayanam, Institutional Tribute, Seeding the Human Development Centre and Project Launch – Microcosm. Student activities included quiz, debate, Gandhi 1982 – Movie, Khadi Exihibition, Blood Donation, Dr.N Mahalingam Study Circle and KOSMORENA' 18.
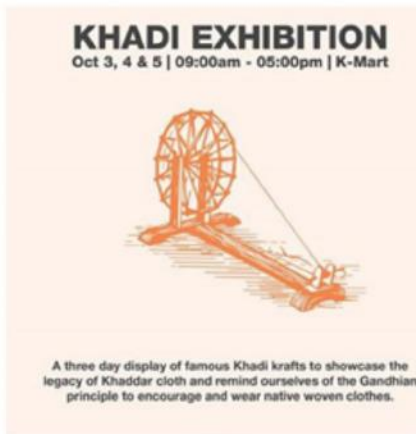

The 2nd of October is a remarkably significant day in our history. The Kumaraguru community, lead by the vision of the Founder Arutchelvar Dr. N. Mahalingam, a Gandhian by principle, recognises and remembers the 150th birthday of Mahatma Gandhiji this year by instituting his principles. Kumaraguru, on this day also remembers the illustrious life of Arutchelvar Ayya and in the light of the both the week is observed as Anantha Jyothi. The initiatives and activities commemorating the Anantha Jyothi week are inspired by Gandhian principles such as Sathya, Ahimsa, Aparigragha, Swadeshi, Nai Talim, Aswada and Nurture the Nature.

Quiz and Debate Show:

The Qubate club of KCT In honour of the memory of Mahatma Gandhi's 150th birthday and the Founder Arutchelvar Dr. N. Mahalingam hosted a Quiz and Debate show on October 01, 2018. The event was inspired by Gandhiji's principle Ahimsa . It was an intra level competition directed towards knowing and expanding the vision for Ahimsa through quiz and debate. Agaval Parayanam, recitation of hymns by Sanmargies to portray Arutchelvar Ayya"s legacy and his devotion towards Vallalar was on October 02, 2018.

KHADI exhibition:

KHADI EXHIBITION
Oct 3, 4 & 5 | 09:00am - 05:00pm | K-Mart

A three day display of famous Khadi krafts to showcase the legacy of Khaddar cloth and remind ourselves of the Gandhian principle to encourage and wear native woven clothes.
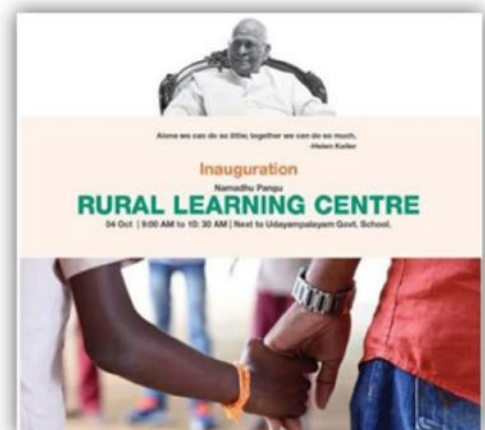
KHADI exhibition at Kumaraguru campus started on October 03, 2018. "Swaraj cannot come through the machine. But if two hundred million people with full understanding produce khadi with their own labour and wear it the face of India will be transformed,"- Mahatma Gandhi. Khadi clothes was a result of the Swadeshi Movement by Mahatma Gandhi to boycott the foreign clothes. He began to promote the spinning of khadi for rural self-employment and self-reliance instead of using clothes manufactured industrially in Britain in the 1920s in India, thus making khadi an integral part and an icon of the Swadeshi movement. Today, the spinning and weaving of Khadi in India is looked after by Khadi and Village Industries Commission, Ministry of Micro, Small and Medium Enterprises.

Wearing Khadi means being eco-friendly, wearing a weather adaptable cloth, showing love and respect to rural India and being the pride of the nation!

Rural Learning Centre:

Namadhu Pangu Rural Learning Centre in Udayampalayam village will be a space for nurturing the communities in and around the village, for youth learning and women empowerment through interaction and engagement. This centre conceived by Namadhu Pangu is an extension of the community development activities in the villages since 2008. Namadhu Pangu Rural Learning Centre will involve in continuous needs assessment in the villages and focus on designing outcome-based developmental programmes for women, students and the youth to help them uplift their socio-economic conditions. Youth club, women groups, liaison between small women entrepreneurs and local industries and business are some of the ongoing progressive measures. Students of Kumaraguru institutions will engage in knowledge sharing with the students and youth of the communities.

Inauguration
Namadhu Pangu
RURAL LEARNING CENTRE
04 Oct | 9:00 AM to 10: 30 AM | Next to Udayampalayam Govt. School.

An exclusive centre:

An exclusive centre for all student co-curricular and extra-curricular activities inaugurated October 04, 2018. Well begin is half done goes a wise saying. The inauguration signifies the continued holistic growth of the students and the support that learned members of the Kumaraguru community provide at every stage of their growth. It's great to be striving together to achieve!

Microcosm project at Kumaraguru campus:

The Microcosm project at Kumaraguru campus launched on October 05, 2018 - is a venture for an architecture to coexistence. Students and faculty of environmental learning will involve in an untiring research on creating sustainability within the campus for water, waste recycling, energy, air, sound, earth, the role of inhabitants, aspirations, beliefs, health and the importance of art, architecture and aesthetics.

The aspiration is to create a Microcosm of meaning and impact by 2024 for environmental sustainability to an educational institution means creating a world of humans of sound mind and conscious living.

Kumaraguru campus is a green landscape with 4200 trees and 54 bird species and to double this green, Green Cover will be the first year project in Microcosm. Sustainability projects in other areas are in the planning phase and are scheduled to take off in the coming months and years. With this, the campus will be a living museum with innovations from traditional and modern practices of sustainability. Partners of ideation, conceptualisation and action are the students and faculty members of the Department of Environmental Engineering and Nature Club of KCT in association with TNAU - Coimbatore, Tamil Nadu Forest College - Coimbatore, Osai - Coimbatore, Isha: Project Green Hands - Coimbatore and Wild Wing Trust - Coimbatore.

KOSMORENA' 18

'Education for all' is our weapon to build a better place. On account of this, Students for the Exploration and Development of Space, KCT (SEDS KCT) conducted their signature event KOSMORENA' 18 from 05 to 07 October to help build a culture of entwining imagination and learning about space with application. A series of events were conducted for the school and college students. Students from various schools in and around the city participated in the contests conducted at KOSMORENA'18. were the events conducted.

This indeed was a great learning experience for the school students! Play with Laws, Rocketry workshop, General - , Pap wrap, Challenging Universe, Q-riousity, Konnect It and Space talk were the events conducted.

Dr. N.Mahalingam Study Circle:

Dr. N.Mahalingam Study Circle was inaugurated on October 05, 2018 is a space for the learners to assimilate knowledge, values and ethics practiced and written by the Arutchelvar Ayya in his books. The Circle will conserve all his works.

1. INTELLECTUAL PURSUITS

Guest Lectures

Staffing in Manufacturer Sector by Mrs. Bhavana, Director-HR, Art KG On 4th October 2018

Dr.Vinay Kumar Chaganti, HOD, Department of Management organized a guest lecture linked to the course on Principles of Management began with the theme of staffing. Bhavana shared deep and granular insights into the sources of recruitment, and different activities the process of recruiting entails. She also spent time highlighting how different parameters become important at different levels - for example, that succession planning is important in hiring decisions at top management, whereas availability of skill being important in mid-level managerial positions. She also discussed how the challenge of recruiting is escalating given the twin context of growing demand for, but shrinking size of the workforce.

The latter part of her lecture focused on introducing the business of corrugated boxes, and explaining the operations of their business. She pointed the students to research that indicated the size of paper-based packaging industry valued at approximately $213 Billion by 2023. From there, she delved into recruitment and selection problems there are and there may be with small and medium scale enterprises. She ended the session sharing the importance of employee welfare in retention, and what specific initiatives they were employing at Art KG.

Business Environment by Dr.P Nalini, Assistant Professor – Marketing, KCT- Business School On October 05, 2018

Dr.R Radhika, Asso.Professor, Department of English, organized a guest lecture by Dr.P.Nalini, Assistant Professor- Marketing, KCT- Business School.

"If you're in business, you need to understand the environment. You need to have a vision of the future, and you need to know the past". Keeping this quote as a foreword, Dr.P.Nalini, addressed the students of KCLAS on the topic "Business Environment". Ms. Aishwarya of B.Com (PA), introduced the chief guest and welcomed her.

Dr.P.Nalini commenced the session by making the students realize the significance of analyzing environment in business and also reasons that led to the failure of big brands.

She gave clear insights on setting goals in life and in business. When setting a goal, it is essential to know the way of attaining it and the factors affecting to reach the goal. She explained the importance of knowing the internal and the external factors that will be responsible in achieving the goal.

When discussing the failure of big brands, Dr.Nalini presented a few case studies by considering the big brands like Ambassador, Nirma, HMT Watches and Bajaj Scooters as examples. The factors such as the technological changes, consumer preferences, adaptability, competency, customer satisfaction, pricing, political influences, innovations etc., were some of the aspects that made the leading organizations failed.

The importance of PESTLE Analysis and SWOT Analysis were explained to the students in the form of an activity where they filled the worksheets given. She described that PESTLE analysis was purely based on the study of the environment and the SWOT analysis should be done internally.

She completed the activity-based guest lecture with a definition that - Business environment is the aggregate of all conditions, events and influences that supports and affects the business. The students were very much interested and involved throughout the session.

Impact on Environment, health and animals due to life style choices by Mr. V. Aravindan, Vegan Outreach Coordinator On October 08, 2018.

Dr.P Prasanna, Asst. Professor, Department of Commerce organized an awareness talk on "Impact on Environment, health and animals due to life style choices" by Mr. V. Aravindan, Vegan Outreach Coordinator. The speaker focused on the importance of health and the misconception we have towards non-vegetarian foods.

He narrated the sufferings of animals in slaughter houses and in farms, and also briefed participants about the advantage of consuming plant based food and giving up animal based food, this will not only enhance our health but also make Earth a beautiful and cruel free place to co-exist.

At the end of the session this famous quote was lingering in the minds of the participants "No animals need to die in order for me to live and that make me feel good".

Session on Environmental Studies by Mr.Saravanan Chandrasekar, Founder, Canopy Nature Academy On October 12, 2018

Dr.R Radhika organized the third slot of for Environmental Studies classes from 08.10.2018 to 12.10.2018 which is a part of the Curriculum of Bharathiar University. The Resource person of the session was Mr. C.Saravanan from Canopy Nature Academy of Coimbatore.

Mr.Saravanan reviewed the modules involved in Environmental Studies - natural resources such as forest, water, land, minerals, food, energy and the associated problems were dealt in detail. He also gave a detail description on the environmental ethics, climate change, wasteland reclamation, consumerism and waste products. The laws related to environment protection were also dealt in detail. Mr.Saravanan created an awareness about the population growth and the effect of it in the preservation of environment. The students actively participated in the sessions and understood the significance of conserving environment. As a whole the session was very informative and thought provoking.

Continuous Internal Assessment Test –III On October 22 to 27, 2018

"Put your heart, mind, intellect and soul even to your smallest acts. This is the secret of success."- to evaluate the conceptual understanding of the students in their respective domains KCLAS students underwent the process of Continuous Internal Assessment Test –III as per the University norms between 22 and 27 October, 2018. The assessment was done as per Semester Examinations pattern. The time table for the exam was intimated to students 15 days before and the

Hall plan and seating arrangements was shared to students a day before the test. In total 137 students belonging to B.A English Lit, B.Sc.Vis.,Com, BBA and B.Com PA wrote exams in 25 different subjects. The answer sheets were evaluated and results were declared on 31st October 2018 and the consolidated statement was displayed in the notice board. As a whole the evaluation process helped students to understand their academic short comings and improve on them in the near future.

2. STUDENT EXPERIENCES

Workshops

Insights into Personality by Dr.Kirupa Priyadarshini, Centre Head-HR & Asso. Prof., KCT Business School On October 03, 04 & 05, 2018.

Dr.Vinay Kumar Chaganti, HOD, Department of Management organized a workshop by Dr. Kirupa Priyadarshini, KCT B-School, for students of KCLAS on different aspects of Personality, the individual differences there can be, and how to appreciate those differences and embrace team dynamics. Students were organized into different groups by their personality profiles and involved in cross-interviewing to explore subtle and deeper aspects of their own personalities and those of others.

Literary Forum

Introduction to Story Telling by Ms.Mangalam C. Senthil, Professional Story Teller, Founder, Kathakuteeram On October 09, 2018

Dr.Manjula Bashini, HOD, Department of English organized for a one-day workshop on **Introduction to Story –Telling** by Ms.C.Mangalam Senthil on 9th September, 2018 at LH-3 KCLAS. Ms.Mangalam is a professional story teller, soft skills trainer and founder of Kathakuteeram. She initiated the session with an animated version of popular nursery rhymes and fairy tales.

To her, stories are nothing but facts, figures and some emotions. She dealt with the technicalities involved in storytelling and how human mind perceives the data it receives, links up the wires and visualizes the entire happenings or narratives.

She added that stories are well structured narratives and the success of the comprehension and retrieval of the stories depends on how well it is narrated. She made students to work on a story of their choice and asked them to identify the setting, challenges and constraints involved in constructing it. Finally, she concluded the session with a favourite story of hers- **The Pencil Parable**. Students enjoyed the session and looked forward for such sessions in future.

Visual Arts Forum

Film Screening on Baraka, Documentary Directed by Ron Fricke On October 09, 2018.

Dr. Suresh Kumar, Assistant professor of Department of Visual communication, KCLAS, organized the film screening of Ron Fricke's famous documentary 'Baraka' to the students of KCLAS and KCT. The film is a nonverbal documentary with dramatic visuals of nature, religious ritual, oppressive city life, and war. The name Baraka came from a Sufi term meaning 'Blessing'. The film was shot in more than 150 exotic locations over 24 countries. With simple juxtaposition of unrelated imageries, the director conveys the powerful message 'Everything is related' which is mystical in nature. For the director Ron Fricke, the nature is god, whatever is
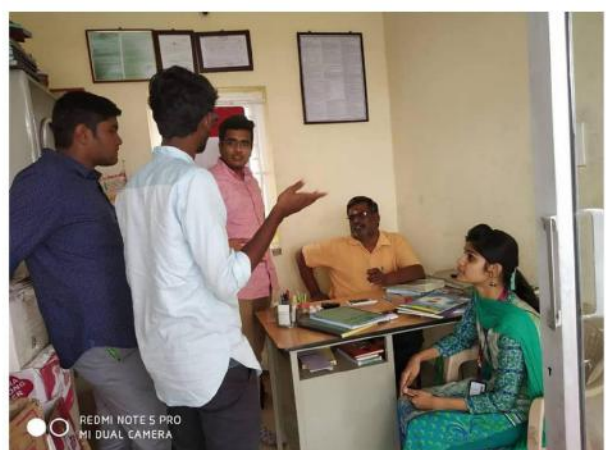

manmade is unnatural and it affects the equilibrium. The director conveys that religious rituals are a way of connecting with nature. It is in nutshell, a documentary on Humanity. A discussion session was held after the screening. Dr. Vijila Kennedy, the principal of KCLAS, attended the film screening and interacted with the students.

Study Visit

Principles of Accountancy - Field Study

The B.Com PA students formed into different groups visited various SMEs in Coimbatore and did a micro study on the topic "Assessment of Book keeping and Accounting practices of SMEs" as a part of Principles of Accountancy assignment. The outcome of the field study was to provide practical understanding and exposure on Book keeping and Accounting Practices of SMEs. The students submitted a report of the interaction with the officials and learning from the field study. The Students visited Sastha Kitchen Equipments, GEM Packs, Spin Draft, Shree Durga Industries, CKK Industries, Best Marketing, Sai Food Processing, Lakshmi texa Craft, Krishna Agencies and LR Fabrications.

Sports

Bharathiar University Inter Zone Kabaddi Tournament On October 24 & 25, 2018:

KCLAS organized Bharathiyar University Inter Zone Kabaddi tournament on 24.10.2018 & 25.10.2018. Totally Nineteen colleges were participated in this Event. The Event was inaugurated by Dr.Vijila Kennedy, Principal of KCLAS on 24th October 2018.

The event has organised Knock out cum League Basis. Four teams out of the total eight participated teams progressed to the final stage of event. Dr.NGP College of Arts and Science College won the tournament. STC, Pollachi took second position, third place went to Govt. Arts College, Coimbatore and the fourth place went to Hindustan College of Arts and Science, Coimbatore

வலுவான 'கிடுக்கிப்பிடி' போட்டன இந்துஸ்தான், என்.ஜி.பி., அணிகள்!

கோவை, அக்.25– பாரதியார் பல்கலை அனைத்து கல்லூரி மாணவர்களுக்கான கபடி போட்டி, சரவணம்பட்டி குமரகுரு கலை மைதாஅத்தில் நடைபெற்றது.

நான்கு மண்டலங்கள் விருத்து முதல், இரண்டு இடங்கள பிடித்த, எட்டு அணிகள் பங்கேற்றன. நாக்– அவுட் மற்றும் லீக் முறையில் போட்டிகள் நடத்தப்படுகின்றன.

வெற்ற நடந்த முதல் போட்டியில், என்.ஜி.பி.,

அணி, 47–21 என்ற புள்ளி கணக்கில், உடுமலை அரசு கல்லூரி அணியையும்; 2வது போட்டி கல்லூரி அணி, 29–19 என்ற புள்ளி கணக்கில், சத்தியமங்கலம் கமாதேனு கல்லூரி அணியையும் வென்றது.

மூன்றாவது போட்டி யில், பொள்ளாச்சி எஸ். டி.சி., கல்லூரி அணி, 20–22 என்ற புள்ளி கணக் கில், சி.எம்.எஸ்., கல் லூரி அணியையும்; 4வது போட்டியில், இந்துஸ்தான்

கல்லூரி அணி, 60–27 என்ற புள்ளி கணக்கில், கோபி அரசு அறிவியல் கல்லூரி அணியையும் வென்றது.

வெற்றி பெற்ற அணி கள், லீக் போட்டிக்கு தகுதி பெற்றன. முன்ன தாக, போட்டியை குமரகுரு கலை அறிவியல் கல்லூரியின் முதல்வர் விஜிலா கொண்டடி துவக்கி வைத்தார். உடற்கல்வி இயக்குநர் பாலமுருகன் உள்ளிட்ட பலர் கலந்து கொண்டனர்.

• கோவை குமரகுரு கல்லூரியில் நடந்த அனைத்து மண்டல கபடி போட்டியில், என்.ஜி.பி., அணி மற்றும் சத்தியமங்கலம் காமதேனு கல்லூரி அணிகள் மோதின.

கோவை மாவட்ட செய்திகள்

கபடியில் வாகை சூடியது என்.ஜி.பி.,

கோவை, அக்.25– பாரதியார் பல்கலை அனைத்து கல்லூரிகளுக் கான கபடி போட்டி, சரவணம்பட்டி குமரகுரு கலை மைதா னத்தில் நடைபெற்றது. நான்கு மண்டலங்களில் இருந்து முதல், இரண்டு இடங்களை பிடித்த, எட்டு அணிகள் பங்கேற்றன. நாக்– அவுட் மற்றும் லீக் முறையில் போட்டிகள் நடத்தப்படுகிறது.

முதல் லீக் போட்டி யில், என்.ஜி.பி., கல்லூரி அணி, 50–13 என்ற புள்ளி கணக்கில், கோவை அரசு கல்லூரி அணியையும்; 2வது போட்டியில், பொள் ளாச்சி எஸ்.டி.சி., கல்லூரி அணி, 47–33 என்ற புள்ளி கணக்கில், இந்துஸ்தான் கல்லூரி அணியையும்; 3வது போட்டியில் என்.

ஜி.பி., கல்லூரி அணி, 42–22 என்ற புள்ளி கணக் கில், என்.டி.சி., கல்லூரி அணியையும் வென்றது.

நான்காவது போட்டி யில், கோவை அரசு கல் லூரி அணி, 34–15 என்ற புள்ளி கணக்கில், இந் துஸ்தான் கல்லூரி அணி யையும்; 5வது போட்டி யில், எஸ்.டி.சி., கல்லூரி

அணி, 31–26 என்ற புள்ளி கணக்கில், கோவை அரசு கல்லூரி அணியையும்; 6வது போட்டியில், என். ஜி.பி., கல்லூரி அணி, 52– 5 என்ற புள்ளி கணக்கில், இந்துஸ்தான் கல்லூரி அணியையும் வென்றது. போட்டியின் முடிவில், அதிக புள்ளிகள் பெற்ற என்.ஜி.பி., என்.டி.சி.,

கோவை அரசு கல்லூரி அணிகள், முதல் மூன்று இடங்களை பிடித்தன.

வெற்றி பெற்ற வீரர் களுக்கு குமரகுரு கலை அறி வியல் கல்லூரியின் முதல் வர் விஜிலா கொண்டடி கோப்பை வழங்கினார். உடற்கல்வி இயக்குநர் பாலமுருகன் உள்ளிட்ட பலர் பங்கேற்றனர்.

• கோவை குமரகுரு கல்லூரியில் நடந்த கல்லூரிகளுக்கான மண்டல கபடி போட்டியில், கோவை அரசு கலை கல்லூரி அணி மற்றும் கோபி அரக கலைக் கல்லூரி அணிகள் மோதின.

Student Corner

Paradigm shift towards "Cloud Banking" (Paper Presentation)
Cloud and Biometrics: The future of authentication

Author: **Vikas Kumar Sahu, First Year B.COM (PA)**

Abstract

Technology to offer security to this hello-tech world are the most promising thing nowadays. We typically pay attention about flaws and crimes because of password leakage PIN theft and so on.

With the numerous passwords one has to keep in mind which will authenticate, and those may be regularly forgotten, misplaced or stolen. As there is trouble there, need to be a manner to wave out the one's issues. There must be a few methodologies that can perceive each human for the part, and the biometrics is the only solution.

Biometrics is the department of technological know-how that offers with a look at of human bodily and behavioural characteristics like fingerprint, iris experiment, face recognition, voice popularity, DNA and so on. We are so much concerned approximately the security that we are the usage of this authentication purposes in banking quarter, airports security, online authentication and greater. As most of the groups (governments and NGOs) are shifting in the direction of bio-metric based authentication, a massive quantity of bio-metric statistics is to be stored and handled. Moreover, here comes the significant word "Cloud." We use cloud computing to keep and process those large quantities of statistics.

Cloud computing is the potential to utilize the giant electricity of disbursed garage and computation. Citizen of one country can visit every other, and he or she may additionally use the services thereby authenticating herself the use of biometrics. That is an incredible benefit of using cloud computing for biometrics. We are the use of diverse technologies of cloud computing and bio-metrics together for higher performance of the authentication gadget.

Keywords

Cloud computing, Biometric, Biometric Authentication as a Service.

Introduction

Authentication is the act of confirming the fact of a characteristic of access. this might involve confirming the identity of someone or software program tracing the origins of an artifact or ensuring that a product is what it's packaging and labeling claim to be. While speaking approximately internet authentication, in most instances, human beings are nevertheless speaking approximately passwords. Certainly one of the most important issues with cutting-edge authentication approaches is the life of too many password-account pairings for every person, which ends up in forgetting or using the identical username and password for multiple sites. A likely option to this trouble can be found in the use of biometrics. Biometric authentication techniques use physiological or behavioral tendencies of human-being for authentication functions, even as their use on the internet is still distinctly modest.

The main purpose for this setting is open troubles pertaining particularly to the accessibility and scalability of existing bio-metric generation.

International locations which can be grown or are already advanced are the usage of bio-metrics at a very large scale for making their infrastructures cozy and responsive. There comes the electricity of cloud computing which makes authentication system very speedy and especially to be secured. In an international of bio-metric primarily based safety, you are the password. Biometric authentication is likewise very important for cloud forensics.

Imparting bio-metric based authentication as a carrier is the concern of this paper. We realize that cloud is thought to provide "something as a service", and right here we're exploiting this energy to supply "Bio-metric primarily based authentication as a carrier".

Biometrics

Bio-metrics is the technology and innovation of measuring and measurably dissecting herbal information. In data innovation, bio-metrics most likely alludes to innovations for measuring and breaking down human body attributes, as an instance, fingerprints, eye retinas and irises, voice designs, facial examples, and hand estimations, specifically for confirmation purposes. Bio-metric trends can be split into the most important classes:

Physiological biometrics: it is far based totally on direct measurements of a part of the human body. Fingerprint, face, iris and hand-test reputation belong to this institution.

Behavioral biometrics: it is primarily based on measurements and data derived from an activity carried out by using the user, and accordingly not directly measures some characteristics of the human frame. Signature, gait, gesture and keystroking recognition belong to this institution.

However, this classification is pretty synthetic. As an example, the speech signal relies upon on behavioral developments which include semantics, diction, pronunciation, idiosyncrasy, and so forth. (Related to socioeconomic popularity, training, place of delivery, and so forth.). However, it also depends on the speaker's body structure, which includes the shape of the vocal tract. On the other hand, physiological tendencies also are inspired by means of consumer conduct, such as the way wherein a person offers a finger, looks at a camera, and so on.

Bio-metric systems may be operated in modes, named identity and verification. We will discuss with popularity for the overall case when we do now not want to differentiate between them. But, a few authors recollect reputation and identity synonymous, these were recognized.
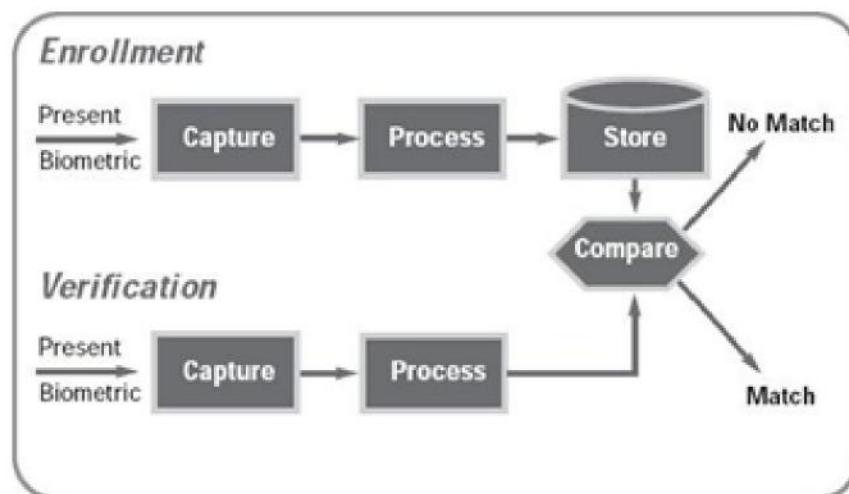

Figure 1: Working of the biometrics-based authentication system.

Cloud computing

Cloud services can be furnished via the community, but not all of the network services are the cloud offerings. The definition of cloud computing based at the Countrywide Institute of standards and technology is "a version for allowing handy, on call for community get admission to a shared pool of configurable computing assets that may be swiftly provisioned and launched with minimal management effort or interaction of Carrier Company."
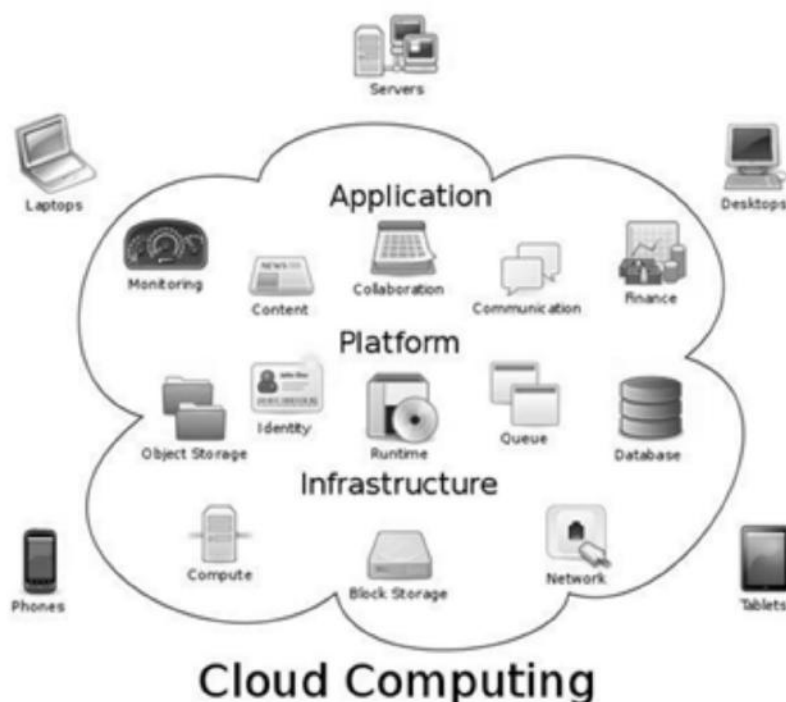

Figure 2: Basic overview of cloud computing

Any such cloud model promotes availability and consists of five critical traits,

1. Speedy elasticity - elasticity is described because the capability to scale resources each up and down as needed. To the customer, the cloud seems to be endless, and the consumer should purchase as an awful lot or as little computing as needed.

2. Measured services – sure aspects of the cloud service are controlled and monitored by the cloud issuer. That is critical for billing, get admission to manipulate, resource optimization, ability planning and other duties.

3. On-call for self-provider - a patron can use cloud services as needed without any human interaction with the cloud provider.

4. Ubiquitous network get admission to - the cloud provider's abilities are available over the community and can be accessed via diverse clients via standard mechanisms.

5. Resource pooling - permits a cloud issuer to serve its customers through a multi-tenant version. Physical and digital resources are assigned and reassigned in keeping with purchaser call for.

There is a feel of location independence in that the customer commonly has no manipulate or information over the exact area of the supplied sources, but can be able to specify area.

Table 1: Various model of cloud computing and their examples

Model	Purpose	Example
PaaS	Storage and Networking	Virtual Machines
IaaS	Controlling infrastructure as a service	Development tools
Saas	Constructing application to assist with operations	Emails

There are three service models of cloud, together with software program as a provider (SaaS), Cloud Platform as a carrier (PaaS), and Cloud Infrastructure as a carrier (IaaS).

Cloud computing is now established as a broadly used model to offer "everything as a carrier". Over the net, the cloud computing well-known as how amazing capacity to provide on -call for services to consumers with extra flexibility in a price effective way. Even as transferring closer to the concept of on-call for provider, resource pooling, moving everything on the distributive surroundings, protection is the important impediment for this new dreamed imaginative and prescient of computing functionality.

Cloud service models

Business Process-as-a-Service (BPaaS): The cloud is used for general commercial enterprise techniques which include billing, payroll, or human sources. BPaaS combines all the other service fashions with system understanding.

Software-as-a-Service (SaaS): A cloud provider issuer manage the business software and associated statistics and users get admission to the offerings and information through their net browser. variety of software that may be brought this manner encompass accounting ,CRM ,ERP, invoicing, human useful resource control, content management, and provider desk management.

Platform-as-a-Service (PaaS): A cloud provider issuer gives an entire platform for application, interface, and database development, garage, and checking out. This leads in corporations to streamline the improvement, upkeep and aid of custom applications, reducing IT charges and minimizing the need for hardware, software program, and website hosting environments.

Infrastructure-as-a-Service (IaaS): This cloud model lets in corporations to buy the ones assets as a completely outsourced carrier instead of shopping servers, software program, statistics middle space or network equipment. Cloud Deployment models.

Various "flavors" of cloud computing

1. **Public Cloud:** Computing infrastructure is hosted at the vendor's premises. The customer has no visibility over the location of the cloud computing infrastructure. The computing infrastructure is shared between businesses.

2. **Private Clouds:** Computing architecture is dedicated to the patron and isn't always shared with different groups. They are costly and are considered more comfortable than Public Clouds. Non-public clouds may be externally hosted ones in addition to in premise hosted clouds.

3. **Hybrid Cloud:** Corporations host some vital, comfortable applications in personal clouds. The now not so vital programs are hosted inside the public cloud. The mixture is referred to as Hybrid Cloud. Cloud bursting is the term used to outline a machine where the organization makes use of its personal infrastructure for normal utilization, however cloud is used for top loads.

4. **Community Cloud:** The cloud infrastructure is shared among the groups of the equal community. As an example, all the authorities groups in a metropolis can percentage the same cloud but no longer the non-authorities corporations.

Cloud operating module

Staff augmentation: financial firms can benefit cloud know-how by using hiring humans with the proper ability sets from carrier companies. the extra workforce may be housed in the firm's current offshore captive center. This running model lets in for flexibility and we could companies choose the first-class useful resource for each unique requirement.

Virtual captives: Digital captives have a dedicated pool of assets or centers to help with cloud operations and meet demand. This running model is a good opportunity to a complete outsourcing method.

Outsourcing vendors: This approach uses offshore centers, facilities, and people from a third birthday celebration vendor to deal with cloud operations. The model combines resources and investments to cater to cloud services for a couple of banks.

Current status of Cloud and Biometrics

Now almost anywhere cloud is being used for making the machine greater reliable and robust. The cloud infrastructure is used for making conventional services on-line at a totally massive scale. Authentication service is likewise one of those; biometric based authentication is being used in view that a long time. But as the usage of biometric primarily based authentication is increasing, requirement for excessive computation and garage is needed. And this is why it is also being served through cloud as a service to the users.
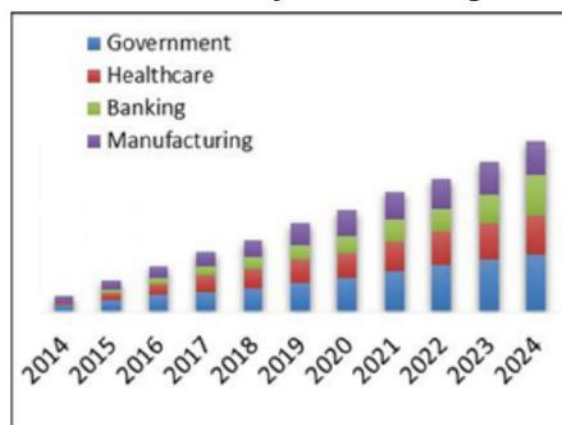
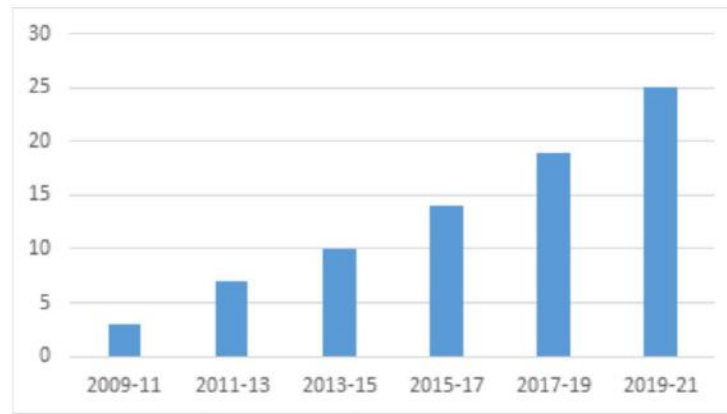Figure 3: Usage of cloud in various industries.

Figure 4: Usage of cloud and biometrics in various industries.

Unification of Biometric in Cloud

Cloud computing permits you to get on-call for, convenient, ubiquitous network access to shared configurable computing sources along with garage, networks, servers, offerings, and programs. Increasingly businesses are transferring and integrating their biometric identity management structures to cloud systems because of the numerous advantages this brings. Despite the fact that the market for Biometric structures is growing, giant applicability of these structures still faces plenty of constraints. Troubles faced by using biometrics are to reap massive-scale operational abilities, big no. Dataset, storage hassle, and so forth. Due to the fact now a day's peoples are more going attractive toward the technologies and biometric and cloud computing play a major position in it to satisfy that expectation of the consumer or person. So dealing with this big information we are able to use cloud computing in the sense of storing and computing that facts. By way of the use we can say that it is able to give the advantages like:

Powerful virtualization via digital servers as well as cloud website hosting vendors makes migrating of the massive database to the cloud seamless. This offers you excellent deployment opportunities. Those include smart space, get right of entry to manipulate applications, amongst others.

Cloud computing gives parallel processing talents. Several human beings can work at the equal statistics with no hassle in any respect. Cloud-primarily based biometric era is quicker than the traditional biometric era. You furthermore might get improved speeds due to the reduced device complexities.

Call for of cloud computing for biometric (software as a provider)

As the humans are more situation/tension approximately the security, increasingly people are transferring toward the biometric searching it as the fine to be had security option. but because the population is increasing unexpectedly storing and computing the biometric facts has emerged as hard mission so to fulfil that want we need to go closer to the cloud computing for storing and processing that statistics.

For example, of finger print registration and verification (A case take a look at):

The registration method makes use of a fingerprint reader to capture the (biometric) fingerprint information. Within the subsequent phase the pleasant of the captured pattern is evaluated and if it is determined to be good enough, the gadget extracts functions from it and shops them within the shape of a biometric template within the database. In the course of the verification system capabilities from the captured "live" fingerprint is once more extracted and compared to those stored within the database. The contrast is made based on pattern matching methods, which form the foundation for the validation of the identification declare. Because the biometric templates are taken it's far transformed into the binary equal and that binary is stored in database in a few encrypted layouts.

So it's miles very apparent that a big storage and huge computational strength is needed for making authentication carrier sturdy and reliable.

Figure 5: Using biometric authentication as a service

Advantages

1. **Availability:** Most providers offer a Service Level Agreement which guarantees 99%availability. That is the authentication system will not go down.

2. **Mobility:** Ease of access anywhere, where internet is provided.

3. **Manageability:** Cloud computing provides enhanced and simplified IT management and maintenance capabilities through central administration of resources, vendor managed infrastructure.

4. **Backup and Recovery:** Since all your data is stored in the cloud, backing it up and restoring the same is relatively much easier than storing the same on a physical device.

Challenges (Limitations)

1. **Privileged user access:** There live sensitive records that is processed outside the organization inherent risk of security of statistics due to the fact outsourced services pass the physical and logical IT controls.

2. **Regulatory compliance:** Customers are liable for the security in their information. Conventional provider vendors are subjected to external audits and protection certifications.

3. **Data location:** when customers use the cloud, they haven't any know-how about the hosted information. Dispensed statistics storage is a first-rate purpose of cloud providers which could purpose loss of manage and that is volatile for customers.

4. **Data segregation:** As cloud is usually in a shared surroundings in that facts may be shared. So there's the hazard for facts loss. Is encryption available in any respect phases, and were these encryption styles designed and tested by using skilled experts.

5. **Recovery:** it is very vital to recover the facts when a few hassle takes place and creates failure. So the primary question arises right here is which could cloud issuer restore statistics absolutely or now not, this difficulty can cause a stalemate in protection.

6. **Investigative support:** Cloud technology services are difficult to investigate, because logging and records for multiple clients can be co-placed and might also be unfold across an ever-changing set of hosts and data facilities.

7. **Long-term viability:** preferably, cloud computing provider will never go broke or get obtained by means of a bigger organization with perhaps new policies. However, customers must be sure their facts will remain available even after such an occasion. within the early phases of cloud computing adoption, it's miles predicted that banks will personal and function the cloud themselves with service companies playing extra vital position in growing ownership and manage of the cloud infrastructure as cloud computing matures and greater rigorous controls emerge as to be had.

Conclusion

In this paper I have analyzed the elements of biometrics and cloud while applied as "biometric authentication as a provider. As we did deep dive into biometric and cloud computing, we observed that each of these can be combined collectively to make the destiny system of authentication. Within the nations that are nonetheless developing with a great population, Bio- metric can be proved to be the pleasant manner to authenticate any individual.

References

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Congratulations!

Mr.Rajeev R, BBA, Bagged Gold & Bronze Medal On October 12, 2018:

Rajeev.R, First Year, Bachelor of Business Administration, has participated in the 3rd International Open Karate Championship,2018 organized by Japan Hayashi-Ha-Shito-Ryu Association on October 12, 2018 and made the following Achievements,

- Won I Place-Gold Medal in Under 21 years Individual KUMUTE Event.
- Won III Place- Bronze Medal in Open Male KUMUTE Event.

Mr.Vikas Kumar Sahu, B.Com PA, won Best Paper Award On October 12, 2018:

Mr.Vikas Kumar Sahu of I B.Com PA has won Best Paper Award for the Paper titled "Cloud and Biometric: The future of Authentication" in the one day International Conference on Paradigm Shift towards Cloud Banking on 12th October 2018 organised by Department of Commerce CA, Sankara College of Science and Commerce, Coimbatore.

Blood Donation Camp by Shanthi Social Service On October 04, 2018:

I Have Saved a Life! KCLAS greatly appreciates the noble gesture of students Mr.Adharsh Prakash, Mr.Pradeep Raj, and Mr.Eric Wilson for donating their blood in a camp organized by the Shanti Social Service.

3. COLLABORATIONS

How to think Creatively by Mr.Ajit Rao, Cartoonist, **On October 08, 2018**

Students of Visual communication along with varnam and 2.0 club of KCT participated a guest talk conducted in the Lecture Hall 1 of Business School on 08.10.2018 . Mr.Ajit Rao, a professional cartoonist interacted with the students and made them understand about creativity and how to think creatively.

Ajit Rao started his professional journey as a cartoonist and then, after graduating in architecture from the Bombay University, as an apprentice to the renowned architect B.V.Doshi, in Ahmedabad. After studying animation at Sheridan College, Canada, he worked briefly on animation films with India's leading animator Ram Mohan in Mumbai.

His foray into teaching started when an invitation by renowned designer Rajeev Sethi to conduct a workshop with folk artists in Orissa, gave him a fascinating insight into the wealth of Indian arts and crafts. An intuitive desire to teach led him to share these varied accumulated knowledge and experiences with students and amateurs alike,

through workshops and interactive lectures. Over the years, he has headed various animation-training programs at leading animation studios and has also been a visiting faculty at premier design and architecture institutes in India.

Over the years, Ajit Rao has donned many professional hats, as an architect, an artist, a designer, a caricaturist, a cartoon film maker and a teacher. Ajit has now set up a studio in Lonavala named SAMASKAARA which is bringing these diverse resources to the service of various aspects of Indian cultural expressions.

It's been a very interactive and useful session, helping the students to bring out the inner power and strength of the mind and also to learn more about creativity and how to think creatively.

Kanal Koothu, Drahaa Fest 18 On October 14, 2018:

Kumaraguru College of Technology organised a Drama Fest "DRAHAA FEST 2018" on 14th October, 2018. KCLAS students of "Kanal Koothu" made a performance and won the Special Jury Award for the Best Drama. S.Aishwarya of B.Com Professional Accounting won the Best Female Artist Award.

Nithilam, Tamil Research Centre, felicitated by Dr.S Venugopal On October 09, 2018:

Dr.S.Venugopal, felicitated the Tamil Research Centre "Nithilam" on the eve of completing its one year. The programme was organised by "Nithilam" and Tamil Mandram of Kumaraguru College of Technology on 09.10.2018. He spoke on the modern historic purview of "Saiva Marapu Sithiram" found in Puliman Kombai Kalvettu, Mammallapuram Kovil Amaippu, Ellora Guhai Oviyangal.

4. LEADERSHIP & FACULTY

Second College Committee Meeting: New Programs @ KCLAS – Voice of the Customer!
On October 06, 2018:

Second College Committee Meeting of Kumaraguru College of Liberal Arts and Science was held on 6th October 2018 in Conference Hall at KCT Campus. College Committee chairperson Mr. Shankar Vanavarayar, University Nominee Dr. R. Saravana Selvan Prof & Head, Department of English, Bharathiar University and other invited members were present for the meeting. Dr. Vijila Kennedy, Principal KCLAS made a detail presentation on various academic and co-curricular activities. The main agenda for the meeting was to finalize the new program that will be offered from the academic year 2019-2020, The committee approved to start new courses - Bachelor of Commerce (B.Com), B.Sc Psychology, B.Sc Mathematics, B.A Political Science, Master of Social Works (MSW) after getting formal approval from Bharathiar University.

Micro FDP

Active Learning for the Faculty by Dr. Pasupathy, Professor & HOD, Kumaraguru C ˈlege of Technology On October 06, 2018

Dr. Pasupathi, Professor and Head of Electrical Engineering, KCT, conducted a session for faculty, on implementing CDIO framework in curricular setting of KCLAS. The framework provides students with an education stressing engineering fundamentals set in the context of Conceiving — Designing — Implementing — Operating (CDIO) real-world systems and products. Throughout the world, CDIO Initiative collaborators have adopted CDIO as the framework of their curricular planning and outcome-based assessment. Faculty participated actively, ideated and came out with proposals on how they can incorporate best practices of the framework in their subjects.

Guest Lecture on Learning and Development by Dr.Vijila Edwin Kennedy On October 08 & 09, 2018

Batch 2018-20 students of KCT Business School, had a guest lecture session on Learning and Development as a part of the course Human resource management by Dr.Vijila Edwin Kennedy, Principal, KCLAS. The interactive guest lecture focused on equipping the I MBA students on the concepts of L&D, as well as gave them an exposure to some the L& D practices in some specific companies. The sessions on L&D is scheduled on 8th and 9th Oct, 2018.

How to build sustainable partnership with Industry by Prof. S. Swaminathan, Head – Corporate Relations and Professor- Finance, KCT Business School On October 30, 2018

The session emphasized the importance of the industry-institute interaction. Faculty deliberated their current ways of engaging with the industry drawing on insights from the rich experience of Prof. Swaminathan in building sustainable industry connect.

Faculty Corner

Online Course Certification: Dr.P Prasanna, Asst. Professor, Department of Commerce

Customer Analytics & Operational Analytics - authorized by University of Pennsylvania, offered through Coursera.

Customer Analytics:

Data about our browsing and buying patterns are everywhere. From credit card transactions and online shopping carts, to customer loyalty programs and user-generated ratings/reviews, there is a staggering amount of data that can be used to describe our past buying behaviors, predict future ones, and prescribe new ways to influence future purchasing decisions. In this course, four of Wharton's top marketing professors will provide an overview of key areas of customer analytics: descriptive analytics, predictive analytics, prescriptive analytics, and their application to real-world business practices including Amazon, Google, and Starbucks to name a few.

This course provides an overview of the field of analytics so that you can make informed business decisions. It is an introduction to the theory of customer analytics, and is not intended to prepare learners to perform customer analytics.

Operational Analytics:

This course is designed to impact the way you think about transforming data into better decisions. Recent extraordinary improvements in data-collecting technologies have changed the way firms make informed and effective business decisions. The course on operations analytics, taught by three of Wharton's leading experts, focuses on how the data can be used to profitably match supply with demand in various business settings. In this course, you will learn how to model future demand uncertainties, how to predict the outcomes of competing policy choices and how to choose the best course of action in the face of risk. The course will introduce frameworks and ideas that provide insights into a spectrum of real-world business challenges, will teach you methods and software available for tackling these challenges quantitatively as well as the issues involved in gathering the relevant data.

Two-day workshop on Revised NAAC Norms and Procedures at Bharathiar University on 26th October, 2018

Dr.R.Rupa, HOD, Department of Commerce and Dr.R.Radhika, Asso. Professor, Department of English participated in the two day workshop on Revised NAAC Norms and Procedures at Bharathiar University on 26th October, 2018. Prof.Dr.E.Balagurusamy, an educator,engineer,author was the chief guest of the workshop. Criterion 1 - Curricular Aspects, was explained by Dr.Syed Wajeeb, St.Joseph's College, Bangalore. Criterion 2 - Teaching, Learning and Evaluation, was handled by Dr.Sethuraman, Gandhigram University. Criterion 3 - Research Consultancy and Extension, was explained by Prof.Jacob John Kattakayam, University of Kerala.

Board of Studies Meeting at VIT, Dr.S Venugopal, HOD, Department of Tamil.

Dr.S Venugopal, HOD, Department of Tamil, invited as member in Board of Studies Meeting at Vellore Institute of Technology on October 10, 2018 to give his valuable inputs and suggestions.

Dr.Vijila Edwin Kennedy, Principal, KCLAS as judge for Maria Philip Memorial Inter Collegiate Debate Competition 2018 On October 26, 2018:

Dr.Vijila Edwin Kennedy was invited as judge for Maria Philip Memorial Inter Collegiate Debate Competition 2018, annual event organised by XIME Bengaluru, hosted by GRG School of Management Studies (GRGSMS). Around 10 teams from Coimbatore participated in the contest. You will be one of the two judges who will select three best teams. The topic for the debate is *"Will the Services Sector help India's Economy overtake China's?*

Dr.Vijila Edwin Kennedy, Principal, KCLAS in TEDX JSB On October 27, 2018:

Dr.Vijila Edwin Kennedy invited to participate in TEDX JSB, independently organized TED Event with Theme Infinite Learning on October 27, 2018, 10.00 a.m at Padmam Auditorium.

5.FACULTY RESEARCH

Book Publications

போர் நெறி - முனைவர் சு.வேணுகோபால்,இணைப்பேராசிரியர்

போர் இலக்கியமான கலிங்கத்துப்பரணியைப் படித்துக்கொண்டிருந்தேன். "காளிக்கு களிகூறியது" பகுதியில் வரும் ஒரு பாடல் என்னைக் கவர்ந்தது.

எழுகலிங்கத் தோவியங்கள் எழுதிவைத்த

சுவர்கள் மேல் உடலன்றி யுடல்கள் எங்கும்

தொடர்ந்து பிடித்தறுத்தார்முன் அடையவாங்கே!

கலிங்கதேசத்தின் மீது படையெடுத்து வந்த தமிழ்மன்னன் போர்முனையில் ஒரு அறிவிப்பை வெளியிடுகிறான். 'ஏழு பிரிவுகளை கொண்ட கலிங்க தேசத்திலே ஓவியங்களாக தீட்டிவைத்த சுவர்களை எதுவும் சேதப்படுத்திவிடாதீர்கள். அவற்றை அப்படியே விட்டுவிட்டு அந்நாட்டு வீரர்களை மட்டும் எங்கும் தொடர்ந்து பிடித்து அறுத்து வெற்றியை நாடுங்கள்' என்கிறார்.

மனிதர்கள் அழியலாம் எதிரியாக இருந்தாலும் அவன் கலை அழியக்கூடாது. எதிர்நாட்டு கலையை அழிப்பது மகாபாவம் என்று நம்புகிற மகத்தான எண்ணங்களைக் கொண்ட தமிழர் நெறியை இப்பாடல் காட்டுகிறது. கலை என்பது ஒரு தேசத்தின் வாழ்வியல் சாரம். அதை அழிப்பது என்பது அவர்களின் பண்பாட்டு வேர்களையே அழிப்பதற்குச் சமம். போர்க்களத்தில் வென்றாலும் தோற்றாலும் இதைச் செய்யக்கூடாது என்ற நெறி, உள்நாட்டு போரிலோ எதிர்நாட்டு போரிலோ ஓரினத்தின் பண்பாட்டு அடையாளங்களை அழிப்பதற்கு எதிரான குரலாக ஓங்கி ஒலிக்கிறது.

காஞ்சிபுரம் கைலாசநாதர் கோயிலுக்கும் இப்படியான ஒரு வரலாற்றுச் சம்பவம் நேர்ந்திருக்கிறது. தென்னிந்தியாவின் மிகப்பெரிய கோயில் தஞ்சை பெரியகோயில். இந்த கோயிலைக் கட்டுவதற்கு முன் மிகப்பெரிய கோயிலாக கருதப்பட்டது கைலாசநாதர்கோவில்.

சோழமன்னர்களுக்கும் சாளுக்கியமன்னர்களுக்கும் 7, 8, 9 ஆம் நூற்றாண்டுகளில் இடைவிடாத போர்கள் நடைபெற்றுவந்தன. எட்டாம் நூற்றாண்டைச் சேர்ந்த கீழை சாளுக்கிய மன்னன் இரண்டாம் விக்ரமாதித்தன் காஞ்சிபுரத்தின் மீது படையெடுத்து வந்து வெற்றி கொண்டான். மிகப்பெரிய கோயிலான கைலாசநாதர் கோவிலைச் சிதைக்கவில்லை, கட்டிடக்கலையும், சிற்பக்கலையும், ஓவியக்கலையும் ஒருங்கே பெற்ற பேரழகைக் கண்டு மனவெழுச்சிக் கொள்கிறான். வெற்றிபெற்ற அம்மன்னன் அக்கோவிலில் ஒரு கல்வெட்டை பொறிக்கிறான். இவ்வளவு கலைநயம் மிக்க கோவில் இப்போது என் ஆட்சிக்குட்பட்டது. "சிவனுக்காக எழுப்பப்பட்ட இக்கோயிலை மீண்டும் சிவனுக்கே அர்ப்பணிக்கிறேன்" என்று எழுதிவிட்டுச் சென்றிருக்கிறான். சென்றவன் காஞ்சிபுரம் கோவிலைபோன்று கன்னடதேசத்தில் ஒரு கைலாசநாதர் கோவிலை இந்நினைவாகக் கட்டுகிறான். போர்ச் சூழலிலும் கலை, மனிதர்களை எப்படியெல்லாம் உன்னதமாக்கியிருக்கிறது என்பது ஆச்சர்யமாக இருக்கிறது.

Paper Publication

A study on Financing structure of MFIs by Dr.R Rupa, Associate Professor, Department of Commerce, KCLAS
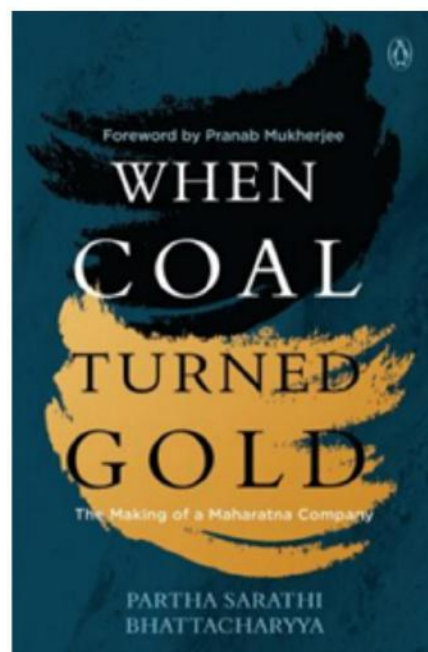
Dr.R Rupa, Associate Professor, Department of Commerce published a paper titled "A study on Financing structure of MFIs" in UGC approved journal - Research Review International Journal of Multidisciplinary, Volume 3, Issue 10, October 2018.

What we Read......

Book Review by Prof. Vinay Kumar Chaganti, HOD, Department of Management

Foreword by a former President of India, and a provocative title promising to offer insights on the timing of how aggregate assessments of a commodity changed in a large nation were generally sufficient invitation to purchase and read the book. Pranab Mukherjee praises in his foreword about how the author, Mr. Partha Sarathi Bhattacharya, could somehow manage to make 'Coal', a commodity, the protagonist of the story in the book. The book is divided into six chapters. The book also has two appendices, one of which offers an introduction to coal industry so that readers alien to the field can get an idea of the nature of business and its applications before delving into the subject matter of the book and its nuances. As expected in books of this genre, there were heaps of praises by other public servants, current and former, most notable among them is the epilogue contributed by a former central vigilance commissioner.

The introduction of the book sets the background of the entire work, presenting the media reactions to IPO of Coal India Limited, oversubscribed by more than fifteen times; and later for a brief period went on to become the most valued company on the stock exchange in August 2011. The rest of the book gives a historical account of how that milestone was achieved.

The first chapter is dedicated to detailing the circumstances within which coal business operated around the nationalization period. The chapter offered an insight into how the author made his entry into the coal industry, and how he grew up in the hierarchy, what problems he found in how the sector operated, and how he and his colleagues tried resolving them.

There is also an overview about how the industry was organized- that it was mostly occupied by public sector enterprises, with very few private enterprises, however making a mention of how stark the differences were in treatment of personnel and operations, in general. The chapter provokes with questions to ponder over, only to present the solutions soon enough, leaving the reader wondering if the questions were indeed so easy to answer. Consider for example the question: how do you fund a crippling subsidiary of a large enterprise to operate? Simplified version of the answer is that it is in drawing part of profits from other subsidiaries. But how is that part of profit taken out without affecting the motivation and performance of other subsidiaries? The chapter answers! Few other questions that may be exciting are offered here for the benefit of a prospective reader to assess whether or not this is a book they may pick up. What is the difference between economic viability and financial viability? How should price revision happen in a regulated market? How long could enterprises survive with losses? How would choose between fighting for survival of the enterprise or serving the nation at the cost of a likely death of the enterprise? When would you decide to scale up the operations, or when would you limit to your resources and produce within limits? Could fiscal and monetary policy of another country determine how the business is run here in India? How do enterprises cope with variations in demand, that is cycles where there is more production but less demand and vice versa? Answers to these questions come from the expert knowledge and meticulous practice of the author.

The second chapter almost exclusively focuses on the author's experience of turning around one of the loss making subsidiaries. Most turnaround stories are intriguing given their range of accomplishment. This story is even more so given the author's own position in the context! From being on the side of finance department of the larger enterprise trying to keep the loss-making subsidiary at an arm's length, he now switches sides to be the Managing Director of the loss making subsidiary trying to seek assistance from the larger enterprise. Some experiences mentioned in this chapter may leave the readers asking themselves whether it is truly the human resource managers or the finance managers that better manage personnel. Other themes dealt with in the turnaround story involve price rationalization, improving efficiency of cash flows, trade-offs between accounting loss and cash loss, dealing with ageing equipment to meet elevating productivity targets, transforming the culture from one with despair to one with pride, and learning lessons to save lives. It is also in this chapter that the readers new to coal industry may get acquainted to the issues the business is surrounded with.

In the third and fourth chapters, the author is back discussing the subject from the highest position he held, the Managing Director of Coal India Limited. Strands of discussion range from how CIL lacked recognition and how the author fought for the recognition the enterprise truly deserved, as one offering the first line of energy security for the nation, and as one that is turning around to be profitable, highly contributing to tax revenues.

He appears to have a clear sense of purpose in pursuing recognition as an objective, the purpose being a positive valuation of the enterprise before going for an IPO.

With the same objective, he works towards making CIL a safer workplace, promoting practices of accident-free mining, investing in research, training of the personnel, dealing with crises in the industry in innovative ways, setting up transparent mechanisms to conduct business. The journey of CIL in the third chapter is from being one of no recognition to being conferred the Miniratna status to being a Maharatna. The fourth chapter continues with his efforts on understanding the mechanics of valuation of enterprises, identifying benchmarks, discovering ways of improving the valuation, facing pessimism while preparing for the public offering, how he countered it to keep spreading good news through media to build reputation of the enterprise, identifying and working with investment bankers to prepare for the IPO, and how he built credibility and made value for shareholders. The chapter ends eventually discussing the nature of success the IPO was; that it was the largest amount raised by any company till that date in India, an amount of INR 2,33,000 Crores in a span of two days, and being the most valued company briefly in August 2011.

The last two chapters are dedicated to outlining what the author believes is the way forward for the coal industry in the face of global price competition, challenges posed by increasing investment in renewable sources of energy, possible alternative applications of coal, and how perhaps India may be able to imitate China in increasing the utilization of coal in alternate applications such as farming and pharma, propelling coal as a force to reckon in providing food security, not just the energy security, what policy moves from what five-year plans had worked, what plans did not, and how he envisions the future of coal industry.
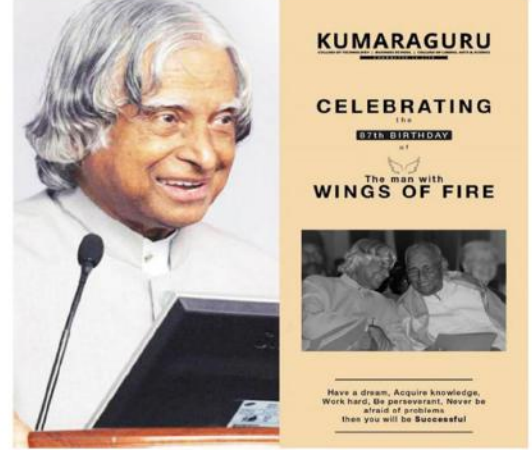
The book isn't a gripping read, although it is not taxing. The subject matter does not run more than 150-pages. There is use of terminology that is specific to coal industry and more specific to dealing with finances of large organizations. There is redundancy in parts, quite possibly because the author was describing experiences that built up to one instance in time. So parts of the book appear avoidable. The book found appreciation in its sector. Outside the sector, the ideal audience for the book would be students of business schools who should look at this as an opportunity to explore mechanisms that ease or tighten finances within large organizations, and between organization and lending firms, and understanding how organizations prepare before stepping up for a public offering, If accounting was just mechanics thus far, this book might introduce finance with an element of creativity and imagination that should lead one to love the subject more.

6. EXTERNAL ENGAGEMENTS

Spreading the Wings of Fire On October 17, 2018

The NSS unit of Kumaraguru college of Liberal Arts and Science in association with Sakthi Excellence Academy celebrated the Youth Awakening Day with the school children of Udayam Palayam. The event was organised in a bid to celebrate the birth anniversary of Bharat Ratna APJ Abdul Kalam. The event started off with the head mistress of Udayam Palayam school welcoming the faculty members of KCLAS and NSS volunteers. Following it, Dr. Venugopal, Tamil professor of KCLAS delivered an inspirational speech on the life and achievements of Dr. APJ Abdul Kalam. Narrating some important incidences from Kalam's life, Dr. Venugopal explained the students the humility and prudence of Dr. Kalam. The session was well received by the school children. A team of NSS volunteers from KCLAS attended the event. Dr. Suresh Kumar, Assistant professor of KCLAS co-ordinated the event.

KUMARAGURU

CELEBRATING
the
87th BIRTHDAY
of

The man with
WINGS OF FIRE

Have a dream, Acquire knowledge,
Work hard, Be perseverant, Never be
afraid of problems
then you will be Successful

மாநகராட்சி நடுநிலைப்பள்ளி
உடையாம்பாளையம்

Nammadhu Pangu: NSS Activity On October 12, 2018

Deepan Abishek, Kaviyarasu, Kishore Kanna, Santhana Krishnan, Vivek from BBA and Vinoth and Surendran from B.Com PA took part in NSS Activity on October 12, 2018. Students were actively involved in collecting all the necessary materials for six months. They distributed materials like medicines, clothes, food items, groceries, candles, stationary items, etc in Ozanam Oldage Home, United Orphanage, and Universal Peace Foundation. Understanding their life, spent time with them having lunch together and took photographs as a memorable day.