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KUMARAGURU

COLLEGE OF LIBERAL ARTS AND SCIENCE

Contents

1. Leadership & Faculty

Teachers Day Celebrations - 01

Invited Talk - 03

• Faculty Development

Certification - 04

Online Course Certification - 05

Micro FDP - 06

2. Research

Paper Publication - 07

Faculty Article - 07

Book Publication - 10

3. Intellectual Pursuits

Guest Talk - 11

Workshop - 20

CIA - II - 23

4. Student Experiences

Study Visit - 24

Student Corner - 24

Students' Awards - 25

Sports - 26

KCLAS @ Media - 28

5. Collaboration

Collaboration with KCT Business School - 29

Bharatiya Vidya Bhavan - 30

6. External Engagements - 31



TEACHERSDAY CELEBRATIONS@KCLAS

Our Chairman Shri.B.K. Krishnaraj Vanavarayar delivered the Presidential address on the Teachers Day celebrations on 5 th September,2018. He started his address with the significance behind celebrating teacher's day. He stated that Dr.S. Radhakrishnan, former President of India was a teacher of Philosophy and Philosophy forms the basis for everything in the world. He insisted that Swami Vivekananda's Raja Yoga made a strong influence in the transformation of Dr. Radhakrishnan. Our Chairman advised that each one of us should make a self-analysis because only then we should start analysing the world. He also asked us not to be carried away by the external world because deep inside we have another world, which is eternal. In the words of Dr. Radhakrishnan, education to be complete has to be humane and it should not only include the training of the intellect but the discipline of the soul. He also said that the system of education should be such that it should have the capacity to design what we want. He strongly recommended that each department should benchmark against the departments that are best in the country. There should be no room for complacency because teaching is not yet another career. He completed the session with a special emphasis that teachers should groom generations and contribute in nation making.

Our Joint Correspondent Shri.Shankar Vanavarayar addressed the teachers with a special emphasis on Teaching. According to him, teachers are all around. Every situation which provides us with a learning is a teacher. He also added that the process of Teaching- Learning is synonymous i.e. in the process of teaching we learn and in the process of learning we teach. He made a claim that our college is also named after that and to make the best use of the opportunities available at Kumaraguru for the benefit of people around us,



Teachers Day Award

Award of Merit for Institutional Development for Dr.Vijila Edwin Kennedy

Dr.Vijila Edwin Kennedy, Principal, KCLAS is being presented with Award of Merit for Institutional Development (KCLAS) for the academic year 2017-18. Dr.Vijila was honoured during Teachers Day Celebration 2018 on September 05, 2018.



Aasiriyar Semmal Virudhu for Dr.S Venugopal, Department of Tamil

Tamilazhaga Kalvi Aaraichi Valarchi Kazhagam, Chennai honoured Dr.S.Venugopal with "Aasiriyar Semmal Virudhu" as young Tamil Literary Researcher on September 5th, 2018 commemorating the birth anniversary Dr.S.Radha Krishnan. Every year, Tamilazhaga Kalvi Aaraichi Valarchi Kazhagam honours the teachers for their achievements in the fields of student welfare, educational development, creating a generation of students with unique qualities, initiatives in Tamil literary research, etc. at Dr. Radha Krishnan Memorial, Chennai.



InvitedTalk

Dr.S. Venugopal, Prof of Tamil, KCLAS in Singapore

The Ministry of Education, Singapore organized a workshop from 12th to 14th September 2018 to train the teachers of Tamil in Singapore, on how to use innovative methodologies in teaching the language. Dr.S. Venugopal was invited to share his views among the students, teachers and parents on the importance of reviving the interest of learners in learning Tamil.

He insisted that change should be brought about at three levels i.e. revision of curriculum to create interest in learning Tamil, changes in teaching methodologies which results in the better output from teachers and moving towards holistic learning of the language and its heritage. He also emphasized on how the process of teaching – learning of Tamil can be made more relevant by highlighting its rich and varied skill sets like social skills, life skills, etc.



Talk on Leadership @ Lions Club by Dr.R Radhika, Asso.Professor, Department of English On September 09, 2018:



Lions Club of Sulur Central organised the first Club Quality Initiative program for the Lionistic year 2018 -19 on 07.09.2018 at Ocean Restaurant. The President of the Club Dr.John Bosco, the Secretary Dr. Gerland and Chartered President Dr.PMJF Myilswamy were present. Dr. R. Radhika, presented a talk on 'Leadership skills' and Mrs. P. Anandhakumari, GLT, Dist.Coordinator explained the quality initiative programmes of the Club. Other Lion members actively participated and extended their full support for the new members.

Faculty Development

Certification:

Train the trainers India network by Google – Certification for Mr.Vijay Srinivasan, Department of Visual Communication

Asst.Prof. Vijay Srinivasan of Viscom dept of KCLAS participated in the Google News Initiative Train the trainers India network- a program to combat Fake news happened at Chennai. the training started with the introduction about the fake news in India and then training was given on verifying the photos, videos using various fact checking tools with the help of Reverse image search method the sessions was led by Mr.Eoghan Sweeney - Global Training Director @ firstdraftnews from Germany along with Ms.Karen Rebelo- Fact Checker, Journalist from Boom Live. People from Academia and media participated in the training and the 4 day long training was educative.



Master's Degree in Law (LLM) & MBA by Dr.R Radhika, Asso.Professor, Department of English

- Dr. R Radhika completed her Master's Degree in Law (LLM) degree with specialisation in Labour and Industrial Relations and Administrative law.
- Dr.R Radhika also completed her Master's Degree in Business Administration (MBA) degree with specialisation in Human Resource Management.



Online Course Certification:

Wonders of Egypt - Dr.Vijila E Kennedy, Principal, KCLAS

Wonders of Egypt online course was offered by University of Pennsylvania by Dr. David Silverman, Professor of Egyptology at Penn, Curator in Charge of the Egyptian Section of the Penn Museum, and curator of the Tutankhamun exhibitions.

This course focused on five key areas in the study of Ancient Egypt: 1) Principles of Egyptian Art, 2) The Basics of the Language of Ancient Egypt: Hieroglyphs, 3) Egyptian Magic, 4) Akhenaten, Tutankhamun, and the Religion of the Aten, and 5) The Burial of Tutankhamun and the Search for his Tomb. Dr. Silverman has set the course in the galleries of the world famous Penn Museum and used many original Egyptian artifacts to illustrate his lectures as he guides students as they make their own discovery of this fascinating culture.



Organizational Analysis – Dr. P Padhika Associate Professor, Department of English



The course is a self-paced course for 11 weeks with a final examination. It has three goals: to introduce different real-world organizational phenomena; to understand different theoretical perspectives that can explain these phenomena; different ways of application of the phenomena of “seeing” and managing organizations to cases. Organizational theories highlighted certain features of an organization’s structure and environment, as well as its processes of negotiation, production, and change.

Forensic Accounting and Fraud Examination - Dr. R.Rupa, Asso.Prof., Department of Commerce.

Everyday across the world, thousands of businesses are victimized by fraud, I was interested to know Who commits this fraud, Why and How? Dr. Richard Riley, Distinguished Professor of Public Accounting, Dr. Richard Dull, Associate Professor in Accounting and Mr. John Gill, J.D., Certified Fraud Examiner explained the aspects of fraud detection, fraud investigation and forensic accounting by taking the case of WorldCom Fraud (the largest accounting fraud in America).



Chinese for Beginners - Mr.Vijay Srinivasan, Asst. Professor, Department of Visual Communication

The online course was for seven weeks offered by Peking university. Nowadays, there is an increasing number of people who are interested in Chinese culture and language. And it is useful to know about the language when coming to China for travel or business. This is an ABC Chinese course for beginners, including introduction of phonetics and daily expressions. After taking this class, learners can have a basic understanding of Chinese Mandarin and make basic conversations of daily living such as exchanging personal information, talking about daily arrangements and food, asking about price, introducing the city and the weather, telling your hobbies etc. Selected topics and situations come from real life scenarios and can be used for everyday communications.



Fundamentals of Music Theory – Dr.G Suresh Kumar, Asst. Prof., Department of Visual Communication



'Fundamentals of Music Theory' is a unique course in Coursera offered by The University of Edinburgh for the music aspirants. It is a 6-week programme. The course teaches music theory from basic to advanced level in a more practical way. Lectures are very interesting and precise and are given by eminent scholars in music. It is very useful for someone who has learnt music by ear but doesn't know how to read sheet music.

Micro FDP

G Suite for Education On September 04, 2018

With an objective of staying abreast of technology that can aid education, and also cross-skilling among faculty members, a session on G Suite for Education was organized by KCLAS. Prof. Vinay Kumar Chaganti, who is also a Google Certified Educator, delivered a session discussing the features of G Suite Applications, and how they may be used for classroom management, course management, and general academic administration. The feedback of the faculty participants indicated that they would indeed try different features of G Suite Applications in their routine work to automate or simplify workflows. Some of the areas where they targeted improving include more timely communication with students, sharing notes and slides, managing student assignment submissions, and eliciting student feedback.



Research

Paper Publication

Portrayal of Post-modern women in the works of Shobha De by Dr.R Radhika,

Asso.Professor, Department of English

Dr.Radhika has published her research paper titled "**Portrayal of Post-modern women in the works of Shobha De**" in International Journal of English Language, Literature in Humanities , Volume 6, Issue 9, September 2018, pg. 186-191.

Faculty Article

What purpose does recognition really serve?

By Dr.Vinay Kumar Chaganti, Professor & HOD, Department of Business Administration, KCLAS

Cursory reading of the websites of multinational firms reveals staggering observations. While they all strive to stand differentiated, legitimately for concerns relating to competition, they all emerge having eerie similarities. Most prominently, the nature of language on the websites, an amalgamation of terminology and pomposity, and the presentation of their capacities, mirrored through a page dedicated for their achievements and awards. While there is no doubting that all firms do something real to gain their share of recognition, a third-eye has to wonder where is all this stock of recognition coming from!



After all, how can almost all firms have some form of recognition? What do these different forms of recognition symbolize and signify? That recognition can be an end in itself renders itself an irrational theme. Keeping away such chimera, could it be possible that there is a market for the trade of recognition; that is exploiting the urge of the firms' thirst for recognition for some form of tangible gains - either monetary or relational, or in more nuanced ways, contractual? Could it be possible that, in their quest to be different, all firms are emerging the same, none to any gain? Are firms falling prey to the iron cage, and are they resorting to mimetic isomorphism, as Sociologists feared at least half-a-century ago? Or are there broader social implications of a phenomenon of recognition that is often engulfed in ceremonies and rituals? These questions, germinated during conversations with colleagues, laid the foundations for an elaborate postdoctoral research work, much of which is yet to be published.

Forms of Recognition

First strand of exploration began with identifying the most popular forms in which recognition is bestowed upon organizations. These include awards, accreditations, rankings and ratings each of which has an extremely specific function. Awards carry symbolic value, are typically bestowed by authorities, or allegedly so, and often carry an element of social legitimation for firms. For example, firms holding Golden Peacock Awards for Corporate Social Responsibility may lay claim to the idea that they are doing either the best form of or the most valuable social service. Accreditations are a form of quality assurance for the stakeholders, implying largely that an accredited firm is among others who practice affairs in a manner that is considered gold standard. For example, an NBA Accreditation for a course, it is usually implied, means that the course operates in a manner that it can deliver output of a certain defined standard. While awards distinguish one from many, accreditations demarcate some from many - clearly two levels of recognition!

The corollary for rankings and ratings is not as strong. Because both rankings and ratings are applied to all firms related by some common thread, they become much reduced forms of awards and accreditations. While these forms of recognition keep all firms in the foreground, awards and accreditations keep all firms but the one or some in the oblivion. It isn't unusual therefore that while firms treasure awards and accreditations on dedicated pages on their websites, some of them tend to debate the systems of rankings and ratings; naturally since a mention of their rank, for any meaningful communication with stakeholders, should always be accompanied by where other firms stand, and those other firms might be too close! Think of Rankings of firms as Employers of Choice - those not in top 10 are trying to find a subset where they can make a presentation as they belong there. Think of Moody's ratings - those with AA+ might make their case of a narrow miss of AAA, or lay claim to better rating by another agency.

The Irony of ISO

The job of International Organization for Standardization, shortly and more popularly called ISO, is simply development of standards for various business practices. At the time of writing this article, their website claims to have developed and catalogued 22336 standards. These standards are disseminated globally through representative institutions, such as Bureau of Indian Standards (BIS) in India. Now, time for some important questions. First, does ISO certify? The answer is No. ISO does not directly assess conformity to the standards they define. They however encourage consultation with external agencies that have the knowledge of their standards for performing conformity assessment. So who are these agencies that provide an ISO Certificate? There isn't a clear answer, but vaguely they are the channel of marketing and sales for ISO.

Who should be going for an ISO Certification? The genesis of the idea of standards can be subordinated broadly the theme of globalization. When countries opened their gates for each other for trading to happen, in the arena of International Business, there were concerns related to unleashed force of global competition, especially issues such as dumping. Mutual Recognition Agreement was a mechanism that was put in place to address these concerns, an offshoot of which meant that ISO has penetrated wider and deeper globally. Having a common standard adhered to was the easiest way of avoiding conflicts between what is acceptable and what is not, if not greatly economical in avoiding the cost of effort for customs to audit the imports and exports for their quality. It stands to reason therefore that firms with interest in cross-border transactions should seek ISO Certification, since it aids their business in a way of assurance of conformity.

Surprisingly, the idea of ISO was sold differently in different countries. In India, the number of firms with ISO Certification in 1993 was 73. Cut to 2017, there are close to 36000 firms getting certified each year. Growth of approximately 500 times in less than 25 years! China has a story that is even more exaggerated, where the number grew from 35 to 393000, a growth 11200 times. Compare the scenario with Australia, where the transition was from 2700 to 12000, meager 4 times in the same period; or even North America, where the numbers increase from 2600 to 38000, mere 14 times. What causes the divide in the proliferation of an idea of recognition that is essentially 'standardized'? Part of the reason lies in production-service orientation of countries. But the larger reason is how ISO is utilized by firms to convince stakeholders of a certain conformity to gold standards. It is not unusual in India to find a firm that operates within a radius of five-kilometers, yet holding an ISO Certificate. Clearly, a case of recognition bestowed for one purpose, while the recognition achieves something totally different! It is indeed an irony that an organization whose job is to define standards cannot implement one on how their 'certifications' are bestowed or even put to use. Or perhaps, even more curiously, this is a case of the efforts of setting global standard choosing to stand by minimum acceptable norms!

Birth of Awarding Agencies

Ceremony attracts audience. Rituals typically either grant rights or take them off. When the two happen together, there is a show that more often gets into news. The greater the significance of the audience, the greater the news coverage. It appears that the recipe for generating recognition lies in the capacity to gather great audience, a capacity that is not too hard to find. The task of bestowing recognition, in the form of awards, was traditionally confined to elitist organizations, who set standards and do assessments. Off late, the recipe of gala was cracked, and that coincided with explosion of media. Today, there are many awarding agencies, most of which are prominent media houses, social organizations, consulting firms of high repute. Clubs and communities that meet periodically have taken liberties to create and bestow awards; a lead taken by online communities to create and bestow titles.

Is it wrong to have more awarding agencies? After all they help in increasing the supply of recognition! This question requires introspection. Way back in early 1970s, two professors pondered over the same questions, wondering if the idea of Hall of Fame makes an economic sense. Their conclusion was simple yet profound. Recognition, just like other commodities, has greater value when it is regulated. Unregulated supply of recognition leads to a scenario where everyone has some recognition and hence a claim to Hall of Fame - a rather dull outcome where the society as it is and its own Hall of Fame are undifferentiated, a symptom of the iron cage. They were suggesting that if unchecked, if recognition is what firms run behind, they may be mimicking too much, and before they realize may become victims of the iron cage; an extraordinarily ironical and sad ending to the pursuit of recognition.

How should firms pursue recognition?

One way to be more effective in pursuing recognition, long lasting and perhaps more gratifying, is to consider ways in which firms can approve of themselves. Deeper introspection called for! Think of firms like Semco, Chrysler, General Electric! They demonstrate that a perspective for radical change is a necessary beginning point. So far a case may be made that recognition aids firms in gaining stakeholder trust, and more broadly establishing social legitimacy in institutional affairs. Firms need to understand that outcomes of most forms of recognition are merely more than an accident, since stakeholders are passive participants to firms' operations, and are glad to take a third-party endorsement. However, such recognition is also on fluid terms, typically short-lived in the memory, and easily erased in the face of a controversy. Taking back awards is a trending phenomenon too! This situation arises because recognition sought by firms is essentially emanating outside themselves, from the environment, as a search for approval.

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Book Publication

Dr.Venugopal, faculty of Tamil Department published a book titled “ **உருமால்கட்டு** ”. The book is compilation of short stories that describes the stress that the agricultural sector faces and migration of farmers and the challenges. The author who himself was a former farmer, depicts the stories with a focus on kongu region.



INTELLECTUAL PURSUITS

Guest Lectures

Feminist Approaches to Literature by Mrs.Pankaja Srinivasan On September 03, 2018

Department of English conducted a Guest Lecture on "Feminist Approaches to Literature." Mrs.Pankaja Srinivasan, a Senior Deputy Editor in The Hindu, addressed the students. She transferred a clear understanding of what is feminism and the influence of feminist writers in English literature.

Ms.Priyadarshini, welcomed the guest and gave an introduction to Feminism in general. She started with a quote by Mary Wollstonecraft that "Women must be treated equally because they have to play a crucial and virtual role in society "



Mrs.Srinivasan commenced the lecture with an activity of listing out the key words that comes to the mind when thinking of the word "feminism". The various words listed out were: women, equality, discrimination, anger, liberation, culture, empowerment, stereotype, marriage, sexuality and family. She quoted "As soon as a woman is aware that she is a woman, she is in a constant state of rage."

The session was based on the articles published in The Hindu about Mary Wollstonecraft and Virginia Woolf. Wollstonecraft is a writer and educator, who applied the urge for liberty, equality and fraternity to the situation of men and women. Woolf in her long essay "A Room of One's Own" where she spells out how male thinkers and writers were bred for generations. She concluded the session with a motivation to voice their views when women are discriminated.



Introduction to Capital Market - by Mrs.Chitra.S – On September 04, 2018

Dr.R Rupa, Associate Professor, Department of Commerce organised a Guest Talk on **“Introduction to Capital Market”** by **Mrs.Chitra.S**. Mrs.Chitra.S, Director of Annamalai Capital Services Pvt Ltd, Coimbatore, having acquired wide knowledge and exposure on various activities of stock market and its day to day administration, risk management and compliances. She has managed more than 15000 clients and controlled 15 direct branch's and 20 Business associates managing portfolio of NRI's from Singapore, Australia, US and Saudi Arabia.



The session started with a prayer by Mr.Shashaank, I B.Com PA, followed by welcome address by Mr. Vishnu Dhyanes, I B.Com PA. Dr R.Rupa, Associate Professor, introduced the Guest Speaker and session commenced with an interesting story by speaker and relating it with the saying that Unemployment is not your mistake but being unemployable is your mistake. The students were advised to prepare themselves for employment based on their area of interest. The speaker started from the basic concept of savings, investment, Investment avenues and throwing a light on the financial markets, Bombay and National stock exchanges.

The speaker gave the listeners an overview of the investment inflation today and how Indians make their financial plans. The speaker explained the role and functions of RBI, SEBI, Brokers and Authorised persons. She also emphasized on the importance of modern investment avenues by quoting that only 1.5% of the Indian population has actually aware of the modern investments. The session was interesting and interactive and it was well received by students.



Introduction to Theatre by Mrs. Jayashree V Murthy – On September 10, 2018

Department of English conducted a Guest Lecture on "Introduction to Theatre." Mrs. Jayashree V Murthy, Founder and Managing Trustee, Sthaayi Theatre Club was the resource person. Ms. Pricilla Maria Gracia, welcomed the guest and gave an introduction to the chief guest and the Theatre Club.

Mrs. Jayashree V Murthy commenced her talk with an introduction that 'Theatre' as a powerful medium of human expression and exploration, offering a deeper understanding of itself, both as a collective and as individuals, through a mixture of entertainment and instruction.



Mrs. Murthy conducted activities for the students to make them understand the difference in the power of speech and expressions. A story was narrated by her and the students were made to enact according to the changing situations. The expressions of fear, longing, anger, anxiety were demonstrated by her.

The students were divided into groups and were given a scene to enact. They performed with great interest and excitement.



She concluded the session with a rhyme "Twinkle Twinkle Little Star..." in different voice modulations and with different emotions. The session was well received by the students.



Environmental Studies by Mr.Saravanan Chandrasekar – On September 10, 2018

Dr.R Radhika, Associate Professor, Department of English, KCLAS has organized a two-hour session for Environmental Studies on September 9, 2018 which is a part of the Curriculum of Bharathiar University. The Resource person of the session is Mr. C.Saravanan from Canopy Nature Academy of Coimbatore.

Mr.Saravanan started the session with an introduction to wild life and wild life crime. He briefed about the forest fire, smuggling of sandalwood, hunting animals, poaching, and clarified how it has destroyed the animal life. He clearly described the importance of conservation of animals for the balance of the environment. The duties of forest department were explicated in detail. The administrative bodies and the hierarchy of the governing bodies were explained.



The roles and responsibilities of the administrative heads were narrated. The session also dealt with the importance of revenue land, revenue forest, reserved forest and their detailed explanation. Mr.Saravanan explained the need for national parks, wild life sanctuaries which serves as an important factor for the safety of the wild life.

The students actively participated in the session and realised the importance of the wild life their responsibility to conserve it. As a whole the session was very informative and thought provoking.



Social History of England by Lt.Dr.V.Neelakandan – On September 12, 2018

Mrs.Manjula Bashini, Associate Professor, Department of English conducted a Guest Lecture on “Social History of England” Lt.Dr.V.Neelakandan, Associate Professor in English, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore. Ms. Ajantha S Kumar, welcomed the guest and gave an introduction to the chief guest.

Dr.V.Neelakandan commenced the session by defining Literature as the art of written work and explaining the advantages of studying Literature. He quoted Prof.Maureen Moran “Literature can develop the insight of an artist, the analytical precision of a scientist and persuasiveness of a lawyer.” He gave a detailed description of different genres: Prose, poetry, drama, novel, novella, graphic novel, autobiography, memoir, children’s book, flash fiction etc.



Dr. Neelakandan presented a glimpse of Social History of England from the origin of the English people to the modern English. He explained the major events in the history of England such as Renaissance, Reformation, Restoration, Civil war, and the revolutions like Glorious, Agrarian, Industrial, French and also the effects it created to the social life of the people. Dr.Neelakandan also described the evolution of various writers of different periods and the impact of the society in their works.

The Guest concluded his lecture with a motivation to the students to be unique and to create one’s own literature. The students were highly inspired by his words and his presentation.



Social Responsibilities of Business by Mr.Franklin Davidson On September 25, 2018

"If you don't build your dream someone will hire you to help build theirs"-true to the adage Mr.Franklin Davidson, Founder-Andy Ann Laminations urged the students of Business Administration to build their own dreams and lead a meaningful life.

Mr.Rahuram C, Asst.Professor, Department of Management, KCLAS organized a guest talk by Mr.Franklin Davidson, addressed the students on the topic **"Social Responsibilities of Business"**. The Speaker Franklin Davidson comes from a professional management background with a post-graduation in Management. He is an industrialist having his own unit manufacturing textile fabric laminated with PU foam which is used as car upholstery. He has two units, one in Bangalore and one in Coimbatore. They are the OEM suppliers for Toyota. Mr.Franklin commenced his speech by throwing light on his personal life and the challenges he overcame in his formative years to become an Entrepreneur. The speaker underlined the fact that an individual need not have neither a favourable economic background nor a professional degree to become a path breaking Entrepreneur. The speaker quoted creativity and Determination are the twin assets which transforms a mediocre into an achiever.



Mr.Franklin ignited the spirit of Entrepreneurship to the students by quoting examples from the business environment. He gave a peep into the life history of Jeff Bizo, founder of Amazon and Bill Gates, founder of Microsoft and the hardships faced by them in establishing their business Empire. Mr.Franklin illustrated with examples the importance of giving back to society and how business ventures could be change agents for the societal change and upliftment. The various statutory obligations and Government regulations that the modern firm has to abide by were clearly demonstrated by the speaker. The Speaker lucidly pointed out the various roles of the stake holders in the modern business environment and they can be effectively channelized into the path of Ethical Decision Making.



The Speaker concluded his speech by reiterating the fact that the "Entrepreneur is not merely a Dreamer but a Doer". As a Whole the session unravelled and rekindled the Entrepreneurial acumen hidden in each and every student. The session ended with question and answer session.

Radio is the theatre of your mind by Mr. Srinivasan Shanmugham - On September 26, 2018

Dr.G Suresh Kumar, Associate Professor, Department of Visual communication, Kumaraguru College of Liberal Arts and Science, organized a guest lecture for the students on 26th September, 2018 at 08:30 a.m. with Mr. Srinivasan Shanmugham, a talented and successful Radio Jockey and senior producer, SURYAN FM, Coimbatore. He commenced his speech with a simple question; what is Radio to you? He was given various answers based on the liberal perceptions of the students. He pronounced, 'Radio is the theatre of your mind.' The students were enlightened by his speech. The importance and necessity of creativity and innovative thinking was taught to them. Students may excel in theory and getting marks, but what takes them to the peak is not the marks but only their creativity. He says the creativity follows the Theory of Extension put forth by Marshall McLuhan.



A thought of one thing results to another which is linked to the first thought. We must make knowledge out of whatever we come across in life. He gave the students an imaginary picture on how a radio station will appear and functions. He made a note on sparklers, mimicry, advertisements, festive greetings and varieties of program. He explained why radio shows must not be taken for granted. He also stated about the power of a radio program. He also told how much hardships he had come across in his life to come to that good position he is in Suryan FM. He had done 29 commercial shooting while he was learning, by telling this he motivated the students. He closed the session by showing some of his works as examples. In the end it was learning with fun and finally knew how important is RADIO.



Thinking and Decision-Making Skills by Dr.S Bhaskar – On September 26, 2018

“Education is not the learning of facts, but the training of the mind to think” says Albert Einstein.

Dr.Manjula Bashini, Associate Professor, Department of English, organized guest talk @ KCLAS on ‘Thinking and Decision-Making Skills’ by Dr.S.Bhaskar, Associate Professor, Department of Mechanical Engineering, KCT. Dr.S.Bhaskar started off with the reasons for unemployability of today’s graduates. He said that the problem is not with unemployment but under employment. He insisted students to start to make decisions on their own and prove that they are competitive. He also shared some of the main principles to be followed in life to be successful. Some of them are- to subordinate one’s likes and dislikes to achieve the main goals in life and though problems come from anywhere, the solutions should come from us, etc.



Dr.S.Bhaskar continued that thinking makes a person self-directed, self-disciplined, self-monitored and self- corrective. It helps a person to maintain his/her emotional stability. He encouraged the students to face their problems themselves and the best way one can treat their enemy is to help them.

Excellence is not an act, but a habit and this applies to thinking also. He concluded the session by encouraging the students to make themselves competitive, instead of competing with others. Finally, he advocated that in order to excel in life, one has to be fit- physically, psychologically and spiritually.

Thus, marking the importance of thinking and decision making skills, he concluded the session by saying, “If we don’t take decisions for ourselves, then we should abide by someone else’s decision”.

How to read Financial Reports? By Ms. M Aghila Devi – On September 26, 2018

Dr.R Rupa, Asso. Professor, Department of Commerce organized a Guest lecture on “How to read Financial Report?” for the students of I B.Com PA at KCLAS campus on 26th September 2018. The session started with a prayer by Kavya Prakash and Ms.Priyasdarshini.M.G of I B.Com PA, welcomed the gathering and introduced the Guest. The Speaker for the lecture was Ms.Aghila Devi.M, who cleared Chartered Accountant and Company Secretary ship in first attempt in the year 2003 and 2004 respectively. Previously, she has held various positions as Finance manager and Project manager in Circor Flow technologies and Ferromatik Milacron GMBH Germany, respectively, MNCs which are listed in New York Stock Exchange (NYSE). Speaker is the Founder of Migai Academy of Excellence, Academy which is specialized in finance vertical. And also owns a company which does KPO for USA and Australian process called Migai Solutions Private Limited.

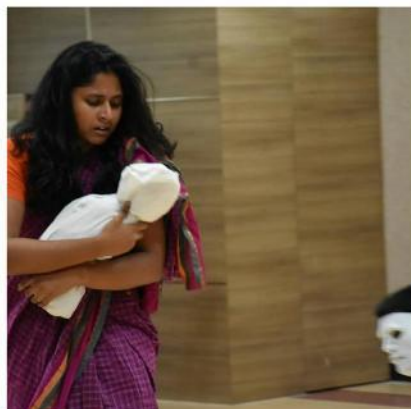


In her talk Ms.Aghila Devi, gave an introduction on Accounting standards and the important aspects of financial reporting such as Materiality, Going concern concept and accrual basis. She then discussed about how to understand the financial statements viz., Statement of financial position, Comprehensive income statement, Cash flow statement, Statement of changes in equity and notes to financial statement. She explained each of these statements quoting many real examples. The speaker made the session very interactive and interesting by asking questions like does a financial report explain the basic profit making strategy of business? Do the financial statements report the value of business as a whole? The session ended with a vote thanks delivered by B. Harshita of I B.Com PA

Workshops

Tamil Theatre Workshop by Mr.Boominathan - On September 24, 2018

Department of Tamil, Kumaraguru College of Liberal Arts and Science, conducted a workshop on tamil theater on 24th September, 2018 at 02:30 p.m. Mr. Boominathan, a drama instructor, addressed the students of KCLAS .He started his workshop by playing games which helped the students to overcome their stage fear. Some of the main motives of this workshop was to enable their spot thinking, concentration power. He also isolated the students from the outer world and got them all involved into the activities. He also taught them how to convey a message through postures. He helped them increase their memory power by making them remember and imitate the steps which he had done. He taught them how to transform into a character. He also played a short play which portrayed the Parsi method of drama.



The participants learnt about Navarasa- the nine emotions and expressing them aesthetically, understanding the layers that resides in an individual, understanding self and creating an impact on the society, writing meaningful screen plays, clarity in expressing our the thoughts, deeper insight about society and usage of stage. These were thought through exercises and activities. On 5th day the students performed a short play. The program was organised by Dr. Venugopal, Department of Tamil.



Design Sense by Spread Design and Learning – On September 6, 7 & 8, 2018

Day – 1: Go from Stuck in a Rut to Sensational!

Mr. Vijay Srinivasan, Department of Visual Communication, Kumaraguru College of Liberal Arts and Science in association with Spread Design and Learning, Bengaluru organized a 3-day Design thinking workshop 'Design Sense' on September 6, 7, & 8. As many as 50 students from KCLAS are participating in the workshop. The core objective of the workshop is to make students learn the design centric approach to solve challenges, leading to the creation of innovative services or products. The Day-1 started with an ice-breaking session by Ms. Rajeshwari, principal designer and partner, 'Spread Design and Learning'. Student teams made their team Mascot using clay and assigned superpower to it, which was characteristic of their team. The exercise was beneficial for students to join together and work as a team.



Following it, Ms. Sonia Machanda, founding partner and creative head, 'Spread Design and Learning' enlightened students with her inspirational speech on design thinking. She highlighted that empathy is the key idea in design thinking. 'To solve any problems of others, it is important that you have to put yourself into somebody else's shoes', said Ms. Sonia. She also added that design thinking involves looking at only possibilities of solving any challenges. Later, student teams were assigned with an interesting exercise to understand user personas. Students conducted video interviews of people from various walks of life. Besides, Ms. Manya Cherabuddi, Creative lead, Spread Learning, taught students on creating Bio sketch from their interviews. In the end, student groups presented bio-sketch of individuals.



Day – 2 – September 07, 2018

The Day-2 of the on-going Design Sense workshop saw the students of KCLAS eagerly embarking on a

journey to synthesise their own design research and ideating for their Cobucks Challenge. The Spread team has tossed several triggers at them, constantly challenging the students to go further, until they have an insightful idea for the Challenge. With design research student analysed the customer experience, product form and business set-up. 'Creative Destruction' is another brainstorming activity where students synthesised creative ideas for logo, tagline, brand colour, design and every aspect of setting a new café in Coimbatore. During the afternoon session, students put forth their idea for a café start-up with an Insightor exercise and share their excitement. The Day-2 also gave students exposure to real world creative success stories with Mr. Nirmal Raj of Buddies Café, a Coimbatore café that serves more than 80 varieties of Tea. Born to a professional tea-taster, Nirmal Raj shared his inspiring story of setting up a café that evolved from serving just 15 varieties of tea in 2012 to a Tea destination that could serve more than 80 varieties of Tea. The session was thought provoking and kindled students to scale new heights with their ideas.



Day – 3 – Let's Brew My Own Café! - September 08, 2018

The final day of the Design Sense workshop was a 'Do-day for' the students of KCLAS in brewing ideas for their café start-up.

The forenoon session started with student presentations on 'Evolutionary Sense'. The session was so useful to the students and they learnt human sense, nature sense, economic sense, technical sense, creative action and cognitive sense from their peers. Following it, students were put into various teams such as Brand, Experience, Product, Communication, Social Activation, Service & Innovation. Each student team continued their effort in developing a creative strategy for their Café start-up.



The Team Spread made sure that the ideas generated were practical and innovative. During afternoon session, students were given an opportunity to interact with Mr. Arun Vishwanath, a Chocopreneur, founder of Infusions café, Coimbatore. He shared his success story with KCLAS students and interacted with them. His inspiring story sowed the seeds of entrepreneurship into the young minds. In the end, students came up with an innovative model for a coffee shop for Coimbatore, 'KAPPI'. Each student team presented their creative ideas for 'KAPPI'. In closing ceremony, Team Spread and Dr. Vijila, Kennedy, principal of KCLAS appreciated the student teams and certificates were issued.



Continuous Internal Assessment II - On August 06, 2018

"Good grades are lie's way of saying that there is a bright future in store for you"- to evaluate the conceptual understanding of the students in their respective domains KCLAS students underwent the process of Continuous Internal Assessment Test – II as per the University norms between 17 September and 19 September, 2018. The assessment was for 50 Marks. 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 141 students belonging to B.A English Literature, 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 14th August 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.



STUDENT EXPERIENCES

Study Visit

Heritage Walk- to Ooty on 21st September, 2018

Department of English organized a Heritage Walk- study visit to Ooty on 21st September, 2018. The students and faculty started their heritage walk 'Amble with Anne ' from St . Stephen's Church. They explored the heritage sites of the British period .This gave an exposure to the social changes brought about by the British in the Nilgris.The meeting with the famous translator Ms.Susan Daniel was a great inspiration for the students.The Nilgiri Library was the finishing point of the walk where students had the chance of seeing the rare collection of books.



Student Corner

Why failure is essential for success.

Failure is not a step backward; it's an excellent stepping stone to success. we never learn to move out of our comfort zone if we don't overcome our fear of failure. Every one of us has a big dream of something we want to become 5 or 10 years from now but are we working on it? Or just sitting and dreaming? Listen up, if you really want to achieve something, you first need to come out of your comfort zone, get ready to face the struggles, be brave enough to accept whatsoever.



Yet, those who enjoy the greatest success, don't fear failure and are even willing to talk about it. Michael Jordan once said "I have missed more than 9000 shots in my career, I have lost almost 300 games. 26 times I have been trusted to take the game winning shot, and missed. I have failed over and over and over again in my life. and that is why I succeed." These words will truly help you in many situations of your life. Yes, though it is just the beginning of our life, we still have to face many struggles, we have been surrounded by negative thoughts that made us to think us as worthless. But hey, still you have to be confident on what you are and what you have to achieve. There will be many people around you to demotivate in whatever possible ways they can, but it's you who should know how to knock them down with all their negative thoughts just to degrade you and push you down to the maximum.

Have you ever thought; why is it that everyone around you are so happy achieving their goals and you couldn't? Well, it's the time to get out of your seats and start working on it rather than just sitting and looking at people achieving it. You will face hard times in life, nothing is easy. Failure can knock us off our game, kill our dreams, and wreak havoc with our psyche. Coming back from a failure is not easy, but continuing on it in the midst of failure is essential in our pursuit of success in life. Greats like Jordan, greats like Einstein, like Edison, like Oprah Winfrey, if these people stopped at failure, the world would not be filled with their greatness as it is today. Stop waiting for things to happen. Go out and make them happen.

Student's Recognition Awards

KCLAS students bagged prizes in the COMFEST 2018 event held on 27th September, conducted by Bharathiar University, Coimbatore.

- Mr.Nishanth Kumar.B, Mr.Adharsh Prakash and Mr.Eric Wilson.F of I BSc Viscom Secured 2nd Prize in the FOTOMATE (Short film).
- Mr.Vikas Kumar Sahu of I B.Com PA secured 3rd Prize in Leaders in stock market (Paper Presentation).
- Mr.Vishnu Dhyanesh of I B.Com PA and Mr.Hariram.S of I BBA secured 3rd prize in KVIZO (Quiz plus Connection)



Deadlifting by Erick Wilson, Department of Visual Communication

As a first year visual communication student, when I entered the KRAFT Dead lift competition in the 60kg category, not many have me a winning chance, including myself. It was my very first competition and as the event progressed, I realised that it was not just a test of physical strength but a mental game as well. Fortunately I won both and consequently found myself a 2nd prize happy winner. But I have "miles to go before I sleep!"



Sports

Bharathiar University Inter Collegiate Volleyball Tournament On September 14 & 15, 2018

KCLAS organized Bharathiar University Inter Collegiate Volleyball tournament on 14 & 15, September 2018. Totally fifteen colleges were participated in this Event. The Event was inaugurated by Dr.Vijila Edwin Kennedy, Principal of KCLAS and Mr.Nishanth, Manager of KCT on 14th September 2018.



Dr.Vijila Edwin Kennedy, Principal KCLAS Inaugurated the Volleyball match. Four teams out of the total fifteen participated teams progressed to the final stage of event. Dr.NGP Arts and Science, Coimbatore won the Bharathiar University Zone A Inter Collegiate Volleyball tournament, Bharathiar University Departments took second position, third Place went to Pioneer College of Arts and Science, Coimbatore and the fourth place went to Sri Ramakrishna Vidhyalaya Arts and Science College, Coimbatore. Dr.Vijila Edwin Kennedy, Principal, KCLAS distributed the trophy to the winners.



Bharathiar University inter Zone Table Tennis Tournament – On September 20, 2018

KCLAS organized Bharathiar University Inter Zone Table Tennis tournament on 20th September 2018. Totally Nineteen colleges were participated in this Event. Players enjoyed playing table tennis @ KCLAS Auditorium

Four teams out of the total nineteen participated teams progressed to the final stage of event. PSG College of Arts and Science, Coimbatore won the Bharathiar University Inter Collegiate Table Tennis tournament, Bharathiar University Departments took second position, third Place went to Kongunadu College of Arts and Science, Coimbatore and the fourth place went to Dr.NGP Arts and Science College, Coimbatore.



Continuous Internal Assessment II - On August 06, 2018

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பாரதியார் மண்டல வாலிபால் கொங்குநாடு, கே.ஜி., வெற்றி

கோவை, செப். 16- பாரதியார் பல்கலை ஏ-மண்டல கல்லூரி களுக்கான வாலிபால் போட்டியில், கொங்குநாடு கல்லூரியும், கே.ஜி., கல்லூரியும் வெற்றி பெற்றன. சரவணம்பட்டி குமரகுரு விபரம் கலை அறிவியல் கல்லூரி சாஃபில், பாரதியார் பல்கலை ஏ-மண்டல அனைத்து கல்லூரி மாணவர்களுக்கான வாலிபால் போட்டி, கல்லூரி வளாகத்தில் துவங்கியது. 17

கல்லூரி அணிகள் பங்கேற்றன. கொங்குநாடு கல்லூரி, 25-12, 25-7 புள்ளிகளில் பி.பி.ஜி., கல்லூரியையும்; கே.ஜி., கல்லூரி 25-13, 13-25, 27-25 புள்ளிகளில் எஸ்.என்.ஆர்., கல்லூரியையும் வென்றன. ஏ.பி.குமாரன் கல்லூரி, 25-9, 25-19 புள்ளிகளில் சங்கரா கல்லூரியையும்; பாய்னி கல்லூரி 25-16, 25-15 புள்ளிகளில் கூடலூர் பாரதியார் பல்கலை கல்லூரியையும் வென்றன. சி.எம்.எஸ்., கல்லூரி 25-20, 25-11 புள்ளிகளில் ஆர்.வி., கல்லூரியையும்; பாரதியார் பல்கலை உடற்கல்வி துறை 25-15, 25-16 புள்ளிகளில், நீலகிரி கல்லூரியையும் வென்றன. ரமணதாசு, கல்லூரி முதல்வர் வீஜிலா கௌண்டி போட்டியை துவக்கினார். உடற்கல்வி இயக்குனர் பாலமுருகன் வாழ்த்தினார்.

கலை கல்லூரியையும் வென்றன. சி.எம்.எஸ்., கல்லூரி 25-20, 25-11 புள்ளிகளில் ஆர்.வி., கல்லூரியையும்; பாரதியார் பல்கலை உடற்கல்வி துறை 25-15, 25-16 புள்ளிகளில், நீலகிரி கல்லூரியையும் வென்றன. ரமணதாசு, கல்லூரி முதல்வர் வீஜிலா கௌண்டி போட்டியை துவக்கினார். உடற்கல்வி இயக்குனர் பாலமுருகன் வாழ்த்தினார்.



கோவை துரைகுடி தொழில்நுட்ப கல்லூரியில் நடந்த பாரதியார் பல்கலை போட்டி. கல்லூரிக்குட்பட்ட பைன் மெடிகல் போட்டி மீதான புகார்.

பாரதியார் பல்கலை டேபிள் டென்னிஸ்

அரையிறுதிக்கு பி.எஸ்.ஜி., கொங்குநாடு தகுதி

கோவை, செப். 17 - கோவை துரைகுடி கல்லூரியில், பாரதியார் பல்கலை அனைத்து கல்லூரி மாணவர்களுக்கான டேபிள் டென்னிஸ் போட்டி, கல்லூரி வளாகத்தில் நடந்தது. 17 அணிகள் பங்கேற்றன. கொங்குநாடு கல்லூரி, 3-0 என்ற செட் கணக்கில், பி.எஸ்.ஜி., கல்லூரிக்கு எதிராக வென்றது. பி.எஸ்.ஜி., கல்லூரி 3-0 என்ற செட் கணக்கில், எஸ்.என்.ஆர்., கல்லூரிக்கு எதிராக வென்றது. பி.எஸ்.ஜி., கல்லூரி 3-0 என்ற செட் கணக்கில், எஸ்.என்.ஆர்., கல்லூரிக்கு எதிராக வென்றது. பி.எஸ்.ஜி., கல்லூரி 3-0 என்ற செட் கணக்கில், எஸ்.என்.ஆர்., கல்லூரிக்கு எதிராக வென்றது.



துரைகுடி தொழில்நுட்ப கல்லூரியில் ஏ-மண்டல வாலிபால் போட்டி நடந்தது. இதில் வெற்றி என்.ஜி.பி., மற்றும் எம்.சி.டி. ஆக கலை அறிவியல் கல்லூரி அணி வென்றது.

டேபிள் டென்னிஸ் போட்டி பி.எஸ்.ஜி., முதலிடம்

கோவை, செப். 22- பாரதியார் பல்கலை உடற்கல்வி துறை டேபிள் டென்னிஸ் போட்டியில், பி.எஸ்.ஜி., முதலிடம் பெற்றது. சரவணம்பட்டி குமரகுரு விபரம் அறிவியல் கல்லூரி சாஃபில், ஆண்களுக்கான டேபிள் டென்னிஸ் போட்டி, கல்லூரியில் நடந்தது. 10 கல்லூரிகள் 'நாக் அவுட்-கே' போட்டியில் பங்கேற்றன. பி.எஸ்.ஜி., கல்லூரி, 3-2 செட் கணக்கில் பாரதியார் பல்கலை உடற்கல்வி துறையையும்; கொங்குநாடு கல்லூரி, 3-2 செட் கணக்கில் டாக்டர் என்.ஜி.பி., கல்லூரியையும் வென்றன. பி.எஸ்.ஜி., கல்லூரி, 3-2 செட் கணக்கில் என்.ஜி.பி., கல்லூரியையும்; பாரதியார் பல்கலை உடற்கல்வி துறையையும்; 3-2 செட் கொங்குநாடு கல்லூரியையும் வென்றன. குமரகுரு விபரம் கல்லூரி பேராசிரியர் பிரசன்னா பரிசளித்தார். உடற்கல்வி இயக்குனர் பாலமுருகன் நன்றி கூறினார்.

ஏ-மண்டல வாலிபால் பைனலில் 'விறுவிறு'

கோவை, செப். 16- பாரதியார் பல்கலை ஏ-மண்டல கல்லூரி களுக்கான வாலிபால் இறுதிப்போட்டி, விறுவிறுப்பாக நடந்தது. என்.ஜி.பி., கல்லூரி சாஃபில் பட்டம் வென்றது. சரவணம்பட்டி குமரகுரு கல்லூரி சாஃபில், பாரதியார் பல்கலை ஏ-மண்டல கல்லூரி மாணவர்களுக்கான வாலிபால் போட்டி, கல்லூரி வளாகத்தில் நடந்து வருகிறது. 17 கல்லூரி அணிகள் பங்கேற்றன. என்.ஜி.பி., கல்லூரி 25-20, 25-13 புள்ளிகளில் கே.ஜி., கல்லூரியையும்; பாரதியார் பல்கலை உடற்கல்வி துறை அணி, 25-12, 25-11 புள்ளிகளில் சி.எம்.எஸ்., கல்லூரியையும் வென்றன. என்.ஜி.பி., கல்லூரி, 25-9, 25-13 புள்ளிகளில் எஸ்.என்.ஆர்., கல்லூரியையும்; 17 கல்லூரி அணிகள் பங்கேற்றன.

பயலியர் கல்லூரி, 25-15, 25-21 புள்ளிகளில் கொங்குநாடு கல்லூரியையும் வென்றன. அனைத்து போட்டியில், என்.ஜி.பி., கல்லூரி, 25-13, 25-21 புள்ளிகளில் பயலியர் கல்லூரியையும்; பாரதியார் பல்கலை உடற்கல்வி துறை, 25-20, 25-13 புள்ளிகளில் எஸ்.என்.ஆர்., கல்லூரியையும் வென்றன. ரமணதாசு, கல்லூரி முதல்வர் வீஜிலா கௌண்டி போட்டியை துவக்கினார். உடற்கல்வி இயக்குனர் பாலமுருகன் நன்றி கூறினார்.



கோவை துரைகுடி கல்லூரியில் வாலிபால் போட்டி நடந்தது. என்.என்.ஆர்., மற்றும் கே.ஜி., கலை அறிவியல் கல்லூரி அணிகள் மேலறினர்.

Colloboration:

Creating Effective Advertisements for TV and Digital Media, by Ms.Roshini Chandran On September 27, 2018

KCT B-School organized a workshop on *Creating Effective Advertisements for TV and Digital Media*, by Roshini Chandran, a producer and director of more than 100 Ad Films. 8 students from BBA and 3 students from B.Com PA from KCLAS too took part in the workshop. Participation in this workshop helped the students get insights into the mechanics of making ad films, the creative processes involved in making a script and taking it to the screen, and the history and evolution of ad film making.



How to Create Effective Advertising? by Prof. G.K SURESH, Professor & Centre Head, KCT Business School – On September 28, 2018

Dr.G Suresh Kumar, Asst. Professor, Department of Visual Communication, Kumaraguru College of Liberal Arts and Science (KCLAS) in association with KCT Business School organized a Guest talk on the theme 'How to Create Effective Advertising'. Professor G K Suresh, Centre Head for Marketing, KCT Business School facilitated the session. He started off the session by explaining the concept of positioning in Advertising.



He demonstrated the relevance of brand positioning with an activity involving the names of famous personalities like Mahatma Gandhi, Hitler, Sachin, Virat Kohli, Rajinikanth and Kamal Hasan. Students came up with emotional and physical aspects associated with those names. Following it, a thought provoking and fun-filled visual exercise, 'The Monkey Business Illusion', was given to students. Watching the video, the students had to identify how many times the ball was passed by women in white T-shirts. The illusion tricked many students. It helped them to understand the importance of emotional association in brand positioning. Citing cases from Men's Shirt brands, he elucidated the vital role of emotional aspects of a product in identifying it from the pool of less differentiated products. Later, he explained the four components of advertising such as Strategy, media, Creative idea, and Creative Execution. Besides, he established the objectives of advertising with video ads of various brands. Finally, he talked about the application of neuroscience in measuring advertising effectiveness. It was demonstrated with ITC 'Gum On' advertisement. The session was well received by the capacity audience. Dr. Vijila Kennedy, the principal of KCLAS honoured the guest with a memento. Dr. Suresh Kumar, Assistant professor of KCLAS co-ordinated the event and other faculty members of KCLAS were present in the event.

Creating Effective Advertising? by Mr.Vinci Raj, Director and Designer,FCB Ulka , Bangaluru – On September 28, 2018

Mr.Vinci Raj, Director and Designer,FCB Ulka, Bangaluru commenced his speech by articulating the difference between promoting a film and a Product. "Film is a reflection of the Society" ,so the precision and clarity in conveying the theme of the film has to be of utmost importance, the speaker explained.

The speaker thrown light on the challenges and the hardships he faced behind designing the Posters of "Kaala", "Kanaa" ,"Soothu Kavvum" and few of his upcoming movies. "Creativity" and "Commitment" are the twin attributes which propels one to a greater height in the media Industry, the speaker exhorted. Mr.VinciRaj brought to the fore the significance of being different in the current competitive media Industry. The audience raised various questions about the obstacles he faced during his formative years. The speaker answered all the questions with patience and poise. Around 11 students from KCLAS attended the event. The students belonged to the departments of BBA,B.Com PA and B.Sc VisCom.

Creating Effective Advertising? Taffline, Vice President,Optima Response – On September 28, 2018

Ms.Taffline, Vice President-Optima Response emphasized on the importance how different communication medium helps in building brands. The speaker elaborated on the topic by choosing the promotional strategies behind "Spinz BB Talk" in the selected market environment. The speaker explained the importance of Brand elements by throwing light on the significance of Product design, Quality, Packaging and Designing. The students were explained the power of Digital medium and how company's can leverage it in a positive way. The speaker urged the students on the signifance of comparative advertising by showcasing the videos of various reputed brands. "The Brand for a company is like reputation of the person" – the speaker insisted on the various nuances of building a strong brand. The case study of "Spinz BB Talk" comprehensively analysed the repositioning of the brad in the highly competitive market place. Around 11 students from the department of BBA, B.Sc Viscom and B.Com PA participated in the event.

BVB- Tamil Award function - On September 19, 2018

Bharatiya Vidya Bhavan, Coimbatore organized an award ceremony on 19th September, 2018 with respect to honour great people who have rendered their service in nurturing Tamil language. The Chairman of the Bhavan, Shri.B.K.Krishnaraj Vanavarayar conferred Tamil Mamani Award to Prof.Dr.K. Rathinam, Prolific Writer and Researcher in Tamil and Tamil Panichemmal Award to Dr.K.G. Shanmughanathan - Tamil Aarvalar, Founder-Chairman, Ganga Hospitals, Coimbatore for their numerous services rendered for the growth and development of the Tamil language. Nearly 30 students and 4 faculty members from Kumaraguru College of Liberal Arts and Science participated in the award function which took place in BVB School, R.S.Puram, Coimbatore.



EXTERNAL ENGAGEMENTS

Interacton with the Mentor

Dr. P. Baba Gnanakumar, Professor, Kristu Jayanti College, Bengaluru was invited for an interaction with Dr. Vijila Kenndy, Principal and the faculty members of Commerce Department Dr. R. Rupa and Dr. P. Prasanna on 19.09.2018, at 3.45 pm. The interaction was organised to discuss the value addition to the existing curriculum in the KCLAS EDGE session, to introduce Activity Based Learning for the existing courses with a definite action plan he also insisted the need for visiting prominent institutions in India to have a glimpse of their best practices. Student and Faculty exchange programme with Kristu Jayanti College was also proposed. We thank Dr. P. Baba Gnanakumar for his valuable suggestions and guidance which will help the Department to grow.



KCLAS for Kerala

While the floods of Kerala hit the headlines, there are still a lot of unknown places that were flooded and destroyed. One such place was Valparai. There were at least hundreds of houses submerged during the flash floods. Therefore, we at KCLAS decided to contribute in some way and add on to the relief program. Mr. Vishnu Dyanesh and I calculated and assumed that if each student of KCLAS contributed a minimum of Rs. 100, it would add up to a huge amount of Rs. 14,000. This would really make a difference for the people in Valparai. Each student handed over their share and signed the sign-up sheet provided by us. We handed over the cash collected to Dr. Prema, with whom we had a lengthy conversation of what is to be done. She informed us that this money would be used to buy the sleeping bags required by the volunteers who are camped out there to help the victims of the flood. She further added that some students could actually visit the site and hand over the bags directly and talk to the people there.

Monia Acciari visits KCLAS

The Visual communication Department of KCLAS had a discussion with Monia Acciari PhD, Senior Lecturer in Cinema and Television History, Leicester Media School, De Montfort University, Leicester, UK visited KCLAS. Her research interests include New-wave Indian cinema, Global Bollywood cinema, Transnational cinema and Cosmopolitanism, Film and ethnicity: Representation of foreignness in South Asian cinema, Film Restoration and Preservation. She also curated the UK Asian Film Festival - Leicester



Discussions were held to explore possible collaborations and partnerships in the conduct of film festivals, research and student mobility. Specific discussions included, the model for conducting Film Festival by KCLAS in Coimbatore for which Monia offered her support to curate the event. Membership and active participation in various film societies such as Federation of Film Society of India, Children's Film Society, Madras Film Society etc. Interdisciplinary research of Business Models for Film Festivals were discussed. Opportunities for students mobility through short programs and for research were explored. KCLAS also offered the support for research scholars of Film studies of Del Montfort University who would be visiting India.



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