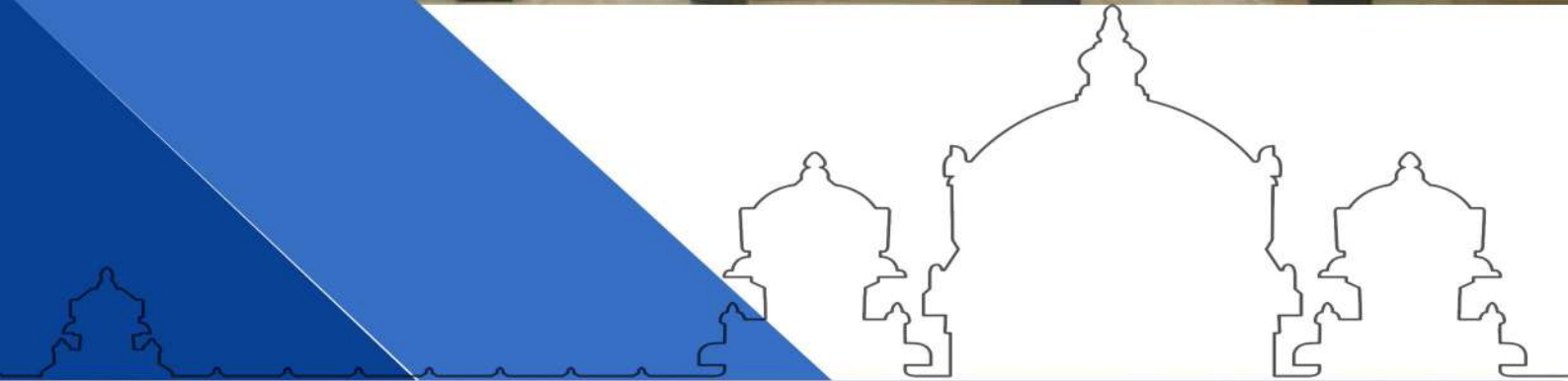


KCLAS - NEWSLETTER



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1. INTELLECTUAL PURSUITS

Mahatma Gandhi Scholarship for KCLAS Meritorious Students of Batch 2018:

Meritorious students are awarded the Mahatma Gandhi Scholarship, every year. The Scholarship was ideated by Arutchelvar Dr.N Mahalingam who valued the pursuit of merit, perseverance and achievement greatly in students and was keen on nurturing these attributes in them. This year 1075 students received the Scholarship for excellence in academics and extra-curricular activities and a sum of Rs.1.10 Cr. Is awarded to the students. The parents of award winning students are also invited to be a part of this prestigious Scholarship awarding event. Kumaraguru has been encouraging similar talents for over 10 years by conferring 800 million Rupees to almost 8000 students through Mahatma Gandhi Scholarships. 19 Students of Kumaraguru College of Liberal Arts and Science of Batch 2018 were awarded Rs.10, 000/- each.

B.Com Professional Accounting - 12

BBA - 03

B.Sc Visual Communication - 03

B.A English Literature - 01



Guest Lectures

Basic Quality Concepts by Ms. Yogeshwari, Secretary and Treasurer, Quality Circle Forum of India, Coimbatore on March 01, 2019

Ms. Yogeshwari, Secretary and Treasurer, Quality Circle Forum of India, Coimbatore Chapter, had delivered a lecture on the Basic Quality Concepts. Her lecture included lessons on 5S Management, KaiZen, and Quality Circles. She began her session outlining the importance of having the right attitude to make a difference, and explaining how quality is more part of a culture than simply a mechanism. Later, she delved into the details of 5S Management with examples from her field of work, several pictures and interesting videos to inform the students on how simple principles such as



cleanliness, organization and discipline can make large difference to organizations. Further, she spoke about the differences between innovation leading to large scale improvement, and kaizen as a practice of making small but continuous improvements. She then pointed the origins of the concept of quality circles, and shared her experiences of implementing quality circles in various educational institutions, manufacturing and service based firms. She concluded the session encouraging students to form into groups to take up small projects to try and improve their own surroundings such as classroom, workspace, and home; and gave examples of how other colleges have done such things before, and how she implements 5S in managing her home.

Healthy habits for Cancer Prevention by Dr. Latha Balasubramani, Gynaecological Oncologist, GKNM Hospital, Coimbatore on March 07, 2019:

Women empowerment Center invites you all for the guest talk on "Healthy habits for Cancer Prevention" by Dr. Latha Balasubramani, Gynaecological Oncologist, GKNM Hospital, Coimbatore on 07.03.2019 at Swami Vivekananda Seminar Hall from 8.30 a.m. to 9.30 a.m. As a part of Women's Day celebration, Women Empowerment Centre of KCLAS conducted along with Sakthi Excellence Academy organized various events for the women staff members of the House keeping team.



The events included singing, rangoli and cooking where the women participated with full

enthusiasm and exhibited their talents. The winners of the competitions were awarded with prizes on Women's Day, the 8th of March.

Women Empowerment Centre of KCLAS organized a guest talk to all the students of KCLAS at Swami Vivekananda Seminar Hall on 07.03.2019. Dr.Latha Subramani, Gynaecology Oncologist, GKNM Hospital spoke on the healthy food habits to prevent cancer. She clearly explained the ways and measures that can be taken to avoid Cancer. She described the science of cancer and urged the students to live a healthy lifestyle.

Building a Design Studio by Mr.Siva Prasad, Director-Operations, Real Works Studio India Pvt Ltd., Coimbatore On March 12, 2019:

"All your dreams come true, if you have the courage to pursue them" –

true to the adage the resource person of the session **Mr.SivaPrasad, Director-Operations Real Work Studios Pvt Ltd, Coimbatore** sowed the seeds of grit and determination through his inspirational talk to the students of BBA and B.Sc. Visual Communication. The session was organized by the Department of BBA in connection with the C-BASE Centre for Business and Social Entrepreneurship. Mr.C.RahuRam, Assistant professor Department of BBA acted as Faculty coordinator for the event. The speaker kick started the session by sharing his personal story of how a mediocre student in the formative years of education



transformed into a resilient Entrepreneur in the creative space. The speaker emphasised on the obstacles and hardship faced by him during his process of setting up own business. The speaker outlined the importance of participating in the intercollegiate competition during his college days and how all those events helped him in honing his creative skills. The speaker into the capacities of open source technologies compared to commercial technologies for studio works. The various creative works of the company were shown to the students and the speaker explained the technical know hows behind it. i) Entrepreneur has enough freedom in life ii) Entrepreneurs are born not made are the two myths according to the speaker. Any person who **possesses passion, Perseverance, and Plan of action can become a successful Entrepreneur** quoted the speaker. The speaker urged the students to have a strong fortitude and focus to overcome any adverse situations in life. The advancements of technologies in the creative work space in the past two decades were lucidly presented to the students. As a whole the session was well received and served as an eye opener for the students to venture their entrepreneurial journey in the creative space.

Cricket Analytics by Mr.Anshul Saxena, Assistant Professor and Centre Head Incharge of Data Analytics, KCT BS On March 14, 2019:

Prof. Vinay Kumar Chaganti, organized a Guest lecture on “Cricket Analytics” for the students of I B.Com PA at KCLAS campus on 14th March 2019. The session started with the introduction of the speaker by Ms.Divya Prabha I B.Com PA. The Speaker for the lecture was Mr.Anshul Saxena, Assistant Professor and Centre Head Incharge of Data Analytics, KCT BS. The guest gave an introduction on the basics of statistics, its methods and statistical analysis on cricket. He took up the example of the 2011 world cup and explained about the analytical terms in cricket such as strike rate, batting average, economy and number of wickets are used in finding the most valuable player. He pointed out some graphical methods that are used in data visualisation. He also showed some of the data tables of the Indian Players and explained how they are choosing to be performed well. Finally, he ended on stating the statistical reason in choosing the players and how the performance of the players are very important in cricket. The session ended with a vote of thanks by Jagadeesh.B.S, I B.Com PA.



Best Practices of Healthcare Sector by Mrs Umapriya, HR Manager, Aravind Eye Hospital, Coimbatore On March 21, 2019:

“Human Resources isn’t a thing we do .It’s the thing that runs the business”–quoted Steve Wynn. True to the above adage Mrs.Uma Priya, HR Manager Aravind Eye care Hospital,Coimbatore addressed the students of BBA department and emphasised the value of human resources through the Guest Talk titled “Best Practices of Health care sector”. The faculty coordinator of the event is Mr.C.Rahuram Assistant Professor, Department of BBA.The resource person commenced the session by bringing to the fore the value of Human beings in the work place. The Guest explained the various HR concepts involved in the modern day health care sector. “Value Fit” and “Skill Fit” are the golden



professional transition of any employees from an Individual to Team leader. The various qualities which are essential for the individual to be successful are Punctuality, Self-awareness, Grooming, Being Optimistic etc., the speaker described the success story of Aravind Eye Hospital by churning out interesting information's. The Hospital transformed from an 11 bedded healthcare unit to a 5000 bedded mammoth hospital. The speaker exclaimed that the each employees in their organization is treated with due respect and their grievances are addressed on a war footing basis. The session ended on a positive note by an interactive question and answer session. To sum up the Guest talk served as a platform for the aspiring business professional to have a kaleidoscopic view of the Best practices in Health care sector.

Study Visits

Queen of Arabian Sea (Cochin) from February 28 to March 02, 2019:

Department of Commerce organised a study visit to Queen of Arabian Sea (Cochin) for I B.ComPA students from 28th February to 2nd March 2019. The department firmly believes in the concept of practical learning and the objective of this visit was to provide an insight into the practical perspective of working of companies, imparting the knowledge about the various functions, activities and procedures related to business. Forty-Nine students and two faculty members of Department of Commerce and a Faculty member from Department of English of KCLAS visited Anna Aluminium Co Ltd, Decathlon, Forest Industries (Travancore) Limited, Metro Train service, Lulu Mall, Kerala folklore theatre and Museum and Hill palace museum.



DAY 1 – March 01, 2019:

Anna Aluminium Company Private Limited:

Anna Group started out as an aluminium products manufacturer over 43 years ago, and expanded into other sectors such as food and spices, textiles and more. The group is committed to quality and highly adept in identifying new business opportunities and challenges. It came into existence



in 1968 with its initial venture Anna aluminium. The students visited the company and witnessed the production process of the aluminium utensils. They were explained how the company manages its labour and capital on their production process. Also, by visiting the various the units in the company, they got an insight of how a company works internally. The students learned about the various units they have in their production department such as, pressing, spinning, steaming, riveting, washing, fabrication, packaging and dispatching. How they buy input and convert it into thin sheets which can be used in their production process. They also had understanding about the company's waste management.

Decathlon:

Decathlon is a French [sporting goods retailer](#).

With over 1500 stores in 49 countries, it is the largest sporting goods retailer in the world. Decathlon started with a store in Lille, France in 1976, founded by Michel Leclerc. It started to expand a decade later, to Germany, Spain, Italy, Portugal, the United Kingdom, China, India, Hong Kong, Malaysia and Southeast Asia and South Africa, Philippines and Australia. The retailer stocks a wide range of sporting goods, from tennis rackets to advanced scuba diving equipment. Decathlon is a place where the customers are allowed to buy the equipment's as well as are allowed to play with in the premises. The students got excited and curious after reaching Decathlon and started cycling, skating, playing badminton etc. The gym equipment's were also displayed where the visitors can use them for free of cost.



Forest Industries (Travancore) Ltd:

FIT is a Kerala government company established in the year 1946. It engages in manufacturing of wooden furniture and joineries. Being under the public sector they serve the required furniture to the government sector. They student engaged themselves in learning about their production process and how the company operates in distributing their products. The students were explained about the production process which starts from buying of raw materials through tenders, converting them into finished products and till they reach customers. The production manager explained the students about the related machines in the production process and also about the tenders and auctions.

Kochi Metro Rail:

The Kochi Metro is a rapid transit system serving the city of Kochi in Kerala, India. It was opened to the public within four years of starting construction, making it the fastest completed metro project in India until the Lucknow Metro overtook it. The Kochi metro project is the first metro in the country which connects rail, road and water transport facilities. On October 2017, Kochi Metro was named the Best Urban Mobility Project in India by the Urban Development Ministry, as part of the Urban Mobility India (UMI) international conference hosted by the ministry every year. It was a wonderful experience travelling in the Kochi metro. The students got to see the infrastructure and the ambience of the metro rail system.

LULU mall:

Being one of the divisions of lulu group headquartered in Abu Dhabi, it is one of the largest malls in India, containing a hypermarket, a 9-screen theatre, a special playing area, a food court and other branded shops of India. The students witnessed how a mall works internally, the structure and functioning of Mall. The marketing and promotion strategies used in a mall. The attitude and purchasing pattern of different kinds of customers to different varieties of products in the shops.

DAY 2 – March 02, 2019:

Kerala Folklore Theatre and Museum:

Opened in the year 2009 as a non-profit organization, the Folklore Museum is truly a treasure trove that showcases the rich heritage that Kerala exudes through its numerous art and dance forms. The students enjoyed the Artefacts that bear the scent of bygone era like masks, sculptures, in wood, stone and bronze, costumes of traditional and ritual art forms, musical instruments, traditional jewellery, manuscripts of rare medicinal and astrological secrets, and Stone-Age utensils. The building itself is a piece of wonder with its three floors following the architectural styles of



Malabar, Cochin and Travancore. The entrance to this marvellous structure is constructed from the remnants of a 16th century temple in Tamil Nadu and wooden carvings

collected from across Kerala. The structure is made of wood, stones and clay tiles. It also has an 'Antique Shop' which displays all the heritage items in one roof for sale. The students also enjoyed shopping from their 'Ethnic Handicraft shop' which was open to the museum visitors.

Hill Palace Museum:

Hill Palace is the largest archaeological museum in Kerala, located at Tripunithura, Kochi. It was the imperial administrative office and official residence of Cochin Maharaja. Built in 1865, the palace complex consists of 49 buildings in the traditional architectural style, spreading across 54 acres. The complex has an archaeological museum, a heritage museum, a deer park, a pre-historic park and a children's park. The campus of the museum is home to several rare species of medicinal plants. The Hill Palace is a huge treasure of antiquity. The students got to know about the great collection of antique jewellery, precious stones, furniture and beautiful artistic paintings on display which depicts the lifestyle of the royalty. The students were engrossed in the oil-paintings, murals, sculptures, manuscripts and belongings of the Kochi royal family.



On the whole, the two-day study visits to Queen of Arabian sea was fascinating with full of pleasant and new information for the students. The visit was very fruitful to the students and the team have appreciated the exposure and learning of ongoing processes. Student's behaviour was extremely nice and cooperative during the entire study visit. Mr.Nandha Kishore and Ms.Shruthi Sanjana co-ordinated the visit.

Visakhapatnam Industrial Tour for Department of Management:

Day 1: Vizag Steel Plant / Rashtriya Ispat Nigam Limited

Students were welcomed by the Technical Training Institute of VSP/RINL. For the first half-hour, they were shown the working models of the machinery and various sections of the steel plant in their technical museum, explaining the basics of production of steel such as raw materials, processing, intermediary products, final products, connectivity to port, railways, administration, townships and employee welfare facilities. Later, they were taken on a guided tour inside the plant premises to visit and observe the conveyer belts by which goods are moved, Godavari blast furnace, production control room, coke oven batteries, and the division where the final product is picked and sent to warehouse. Students had an opportunity to witness first-hand how engineers control workmen from the control room, and how critical supply of materials is for uninterrupted production process.



Day 1: INS Kursura Submarine Museum

Students got an insider view of the INS Kursura (S20) which was once a Kalvari-class diesel-electric submarine of the Indian Navy. She was India's fifth submarine. Kursura was commissioned on 18 December 1969 and was decommissioned on 27 February 2001 after 31 years of service. She participated in the Indo-Pakistani War of 1971, where she played a key role in patrol missions. She later participated in naval exercises with other nations and made many goodwill visits to other countries. After decommissioning, she was preserved as a museum for public access on RK Beach in Visakhapatnam. Kursura has the distinction of being one of the very few submarine museums to retain originality and has been called a "must-visit destination" of Visakhapatnam. Despite being a decommissioned submarine, she still receives the navy's "Dressing Ship" honour, which is usually awarded only to active ships. Students moved through different compartments inside the submarine and could relate to the type of facilities that naval officers had to cope with when on national duty. Some of the compartments were where torpedoes were placed, food reserves were stored, captain's compartment, dinner space, and sleeping space; and in all compartments economy of space was a common feature.

Day 2: AkshayaPatra

Students visited the Akshaya Patra Foundation which is a not-for-profit organisation feeding millions of underserved children in India. The centralised kitchen in Visakhapatnam was established in October 2008; and currently feeds 21,850 school children in 91 government and government-aided schools. In this facility, students were given a brief tour of the kitchen facilities, while the guide explained the operations involved in procuring raw materials such as vegetables, groceries, and their classification by shelf-life, and the policies of usage such as First-In-First-Out, and First-Expiring-First-Out. Later, the students were given a chance to take part in the pre-processing activities of preparing a large meal, dealing with machinery designed for mass-kitchen. Towards the end, the students were given a run through of the detailed operations, and quality control initiatives of AkshayaPatra, after which the Regional President of AkshayaPatra Foundation interacted with the students sharing with them insights from BhagavadGita on the principles that enable higher-order achievements.



Day 2: Ramanaidu Film Studios

In the afternoon, students moved to Ramanaidu Film Studios which is a location that contains multiple film sets at the same time. There was a hospital at one end, a bungalow at the other and a police station by the corner of the road. Students spent time observing the differences in real buildings and buildings in film studios which are more amenable for customizing as per the needs of a movie on low cost. Later, they moved through different facilities such as the museum that showed the progress of Telugu Cinema in India and different scenic and artistic arenas in the studios. Some students brought out the artist lurking within them and became models for some candid photography.

Day 3: Samata NGO

In the morning, students visited Samata NGO at Dabbanda, Visakhapatnam. The Director of the organization, Mr. Mithun, delivered a brief about the objectives of Samata and the nature of work that Samata involves in, that it is an advocacy organization for tribal welfare. Later, a representative of Samata, Mr. Sateesh, joined the students as a guide, and the touring party moved to Borra Caves.

At Borra Caves, students noticed the calcite formations, and could relate them with similar formations in and around Coimbatore region, while at the same time appreciating the largest such natural formation as a cave. President of the Borra Caves Management gave us insights on PESA Act that allowed the tribals to market the caves and rightfully gain revenue from it. They also shared their fight for full-time employment in the Tourism Department that is now holding the first rights on revenue.

Later the students moved to Katiki, a village, where there were several on-going issues, where Samata was trying to work for tribal welfare causes. These issues were shared in detail by Mr. Deva Kumar, the village representative, who was involved in tribal welfare initiatives for more than twenty-years. Some of these issues were access to hospitals, drinking water, rights on gathering edible items from forests and selling it in the markets.

Day 4: GITAM University

Students of the touring party attended three lectures at GITAM School of Gandhian Studies. The first lecture was delivered by Prof. Shasikala who spoke about management lessons from Gandhian Philosophy. Second lecture was delivered by Ms Padmaja, the Regional Director, National Maritime Foundation, India, on the Maritime policy of India. Third lecture was delivered by Fulbright Scholar, Prof. Georgitta, on Psychological Trauma during Hud Hud in Visakhapatnam and how the city overcame the disaster. Through these lectures, the students could grasp some nuances of the culture that is set specifically in GITAM University, but more broadly in Visakhapatnam, the city known as City of Destiny, and now more known for its resilience.



2. STUDENT EXPERIENCES

Student Ambassadors 2019

The Student Ambassador Program runs an array of activities, working with a variety of people, with the central aim of encouraging learners to consider progression to higher education generally, as well as to the KCLAS specifically. As ambassadors, KCLAS students are given the opportunity to get involved in a range of challenging and rewarding experiences, which are also designed to enable them to develop life and managerial skills, while greatly enhancing the student experience.

Congratulations to the team!

Pricilla Maria Gracia (English)

Monisha S.K (B.Com)

Nafeya Thacin (B.Com)

Nishanth Kumar (Viscom)

Sreeyantha (B.Com)

Vikas Kumar Sahu (B.Com)

Vishnu Dhyanesh (B.Com)



KCLAS for the Super 60 programme

Super60, a 12 week programme is an experiential learning ride for the high apiaries in Kumaraguru. Super60 trains you to be individuals of great impact. The programme is designed for personal development that will help you interact with the physical, emotional, intellectual and spiritual core of yourself. Super60 will give you a diverse experience.

The following students have been selected from KCLAS for the Super60 programme.

Vishnu Dhyanesh V

Nivedha US

Sreeyantha C R

Womens Day 19' @ Art Houz, Coimbatore Article by Ms.Vinmathi, I B.Sc Visual Communication:

Vinmathi of I B.Sc. Visual Communication participated and presented her article in women's day 19 celebrations at Jenny's Residency. Day by day. Goal by goal. You are going to get to where you want to be! You must continue to believe in yourself and your dreams always..! Art houz, Coimbatore gave a platform to grab an attention on word power of a young student in between the great arts of Indian legend..!



Logo design contest for the Kovai Kora cotton held on 21 March, 2019:

Ms.Sruthi Sanjana and Nishok of I B.Com PA participated in the logo design contest for the Kovai Kora cotton held on 21st March 2019 organised by the department of fashion technology, Kumaraguru College of Technology. Kovai Kora cotton sarees is a type of sarees which is made from a blend of silk and superior quality cotton to produce kora cotton, made in the Coimbatore region, Tamil Nadu. The chief guest for the event was Mr. Sreedharan, Assistant director, department of handloom and textiles, Coimbatore who graced the event with his speech. Students from various colleges participated in the contest.

KUMARAGURU FOUNDER'S DAY
17-24 March, 2019 Kumaraguru Campus, Coimbatore

Tamil Nadu State Department of Handloom & Textiles | KCT | Department of Fashion Technology

LOGO DESIGN CONTEST
for Kovai Kora Cotton Sarees

Thursday, 21 March 2019
Drawing Hall, Department of Fashion Technology
Kumaraguru College of Technology, Coimbatore

Chief Guest
Mr.R.Sreedharan
Assistant Director,
Dept. of Handloom and Textiles, Coimbatore

Who Should Participate?
Students, Faculty members of Kumaraguru College of Technology, KCT Business School and Kumaraguru College of Liberal Arts & Science

Prizes
I Prize Rs.10,000/-
II Prize Rs.8,000/-
III Prize Rs. 6,000/-

Register before 20 March 2019

Participant Kit
Drawing pencil, eraser, sheet, sketches, color crayons (will be provided)

QR Code

KCLAS Sports

"An athlete cannot run with chocolates in his pockets. He must run with hope in his heart and dreams in his head."

Kalam 2019 was conducted in Kumaraguru Institutions from March 1st to March 7th in that our KCLAS students participated and five of our students were placed in the athletic meet.

1. Reshma, 18BCO038 was placed first in table tennis with a gold medal and was placed third in discus throw with a bronze medal.

2. Resha, 18BCO037 was placed third in handball with a bronze medal.

3. Gomathi, 18BBA046 was placed third in high jump with a bronze medal, second in long jump with a silver medal, first in 4*400m relay and third in 4*100 m relay.

4. Abhisheksree, 18BVC002 was placed first in 400m with a gold medal and was placed second in 4*400 m relay.

5. Jagadeesh .R 18BCO058 was placed third in handball with a bronze medal.





KCLAS
KUMARAGURU

COLLEGE OF LIBERAL ARTS AND SCIENCE

www.kclas.ac.in

Kumaraguru College of Liberal Arts and Science (KCLAS), affiliated to Bharathiar University is imparting an unique and progressive Liberal Arts and Science education to mould young people to impact the world. KCLAS is delighted to announce that the College Committee has approved the launch of five new programs in 2019.

**CURRENT
PROGRAMS**

BBA

[Integrated with Entrepreneurship]

**B.Com. Professional
Accounting**

[Integrated with CA/ CMA/CS/CIMA]

B.A. English Literature

[Integrated with Journalism]

**B.Sc. Visual
Communication**

[Integrated with Animation/ Graphic Design]

**NEW
PROGRAMS***

B.Sc. Psychology

[Integrated with Counseling]

B.Sc. Mathematics

[Integrated with Analytics]

B.Com.

[Integrated with CA/ CMA/CS/ CIMA]

B.A. Political Science

[Integrated with Civil Services studies]

Master of Social Work

[Integrated with NGO]

* Awaiting approval from Bharathiar University

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KUMARAGURU

— Educational Institutions —



Workshop

Entrepreneurship Workshop @ Forge Forward by Ms. Lakshmi Meera, Program Manager, Forge Forward On March 04, 2019:

Students of BBA attended a half-day workshop on Entrepreneurship at Forge Forward, an Innovation Incubation and Start Up Accelerator, in Coimbatore, associated with Department of Science and Technology, Govt. of India. Ms. Lakshmi Meera, Program Manager, Forge Forward, facilitated the workshop and guided the students in gaining novel and renewed insights into the meaning of entrepreneurship. Throughout the workshop, the students were



encouraged to reinvent their understanding of what new businesses are, and how startups are significantly different from just being new businesses. The ideas of using technology, making investments and gaining disproportionate returns, and the gaining business scale summed up the thesis of how start-ups are unique. Covering examples that are close to real life and sharing insider stories of how some Indian and Global entrepreneurs grew, the session knit together the most effective method of pursuing Entrepreneurship, Effectuation. Effectuation is a method promoted by Prof. Sarasvathy of Darden Business School, University of Virginia, USA, who specializes in teaching Entrepreneurship at B-Schools.

The students participated in discussing myths about entrepreneurship, how entrepreneurs think, what entrepreneur's value, and working on identifying wide range of stakeholders connected to a business idea. The workshop ended with the students getting a guided tour of the Forge Forward facility where there were co-working spaces and different types of laboratories including a 3D printing setup.



3. LEADERSHIP & FACULTY

Faculty Paper Presentation

International Conference on Emerging Trends in English Language Teaching, organized by Kongu Engineering College, Erode on March 09, 2019:

Dr.Radhika Radhakrishnan, presented a paper on "The Role of Emotional Intelligence in English language Classroom"

Dr.Manjula Bashini presented a paper on "Factors Affecting English Language Acquisition among Engineering Students".

Faculty Engagements

Dr.Vijila Edwin Kennedy at Sindhi College, Bengaluru on March 22, 2019:

KCLAS Principal, Dr.Vijila Edwin Kennedy was invited to deliver keynote address at Sindhi College, Bengaluru, for the National Conference on "Strategizing Teaching – Learning for Quality Enhancement & Sustenance on March 22 & 23, 2019 organised by the College Internal Quality Assurance Cell.



Tamil Short Story Writing by Dr.S Venugopal, HOD, Department of Tamil:

Dr.S.Venugopal was a resource person in the workshop conducted by Government College of Arts and Science, Coimbatore in collaboration with UGC, on the topic "Tamil Short Story Writing" on 04.03.2019. More than 150 students from in and around Coimbatore participated in the workshop.



SIGNIFICANCE OF COMMUNICATING CULTURE IN LANGUAGE CLASSROOMS

Dr.R.Radhika, Associate Professor, Dept. of English

Culture may mean different to different people. It is deep-rooted in our living, in our language, in our society. The means for communication among members of a culture, is the most evident expression of that culture. So a person's view of his world, self-identity, thinking, acting, feeling, and communicating can be disordered by a change from one culture to another. It binds a group of people together. It guides the behaviour of people in community and is protected in family life. It governs our behaviour in groups, makes us sensitive to matters of status, and helps us to know what others expect of us and what will happen if we do not live up to their expectations.

Thus, culture helps us to know how far we can go as individuals and what our responsibility is to the group.



According to sociolinguistic terms, culture is understood as communication. It deals with the ways of communication - verbal and nonverbal communication as well as the social situations under which communication takes place. Adaskou, Britten & Fahsi help us define culture on a more specific level by outlining four meanings of culture. Their aesthetic sense includes cinema, literature, music, and media, while their sociological sense refers to the organization and nature of family, interpersonal relations, customs, material conditions, and so on. Their semantic sense includes the whole conceptualization system which conditions perceptions and thought processes, and their pragmatic or sociolinguistic sense refers to the background knowledge, social and paralinguistic skills, and language code which are necessary for successful communication.

Culture has patterns; it enables us to understand a foreign culture by comparing its patterns to the native cultural patterns. It is communicated through language. Culture is shared by people in the same society. Finally, culture is learned. People are not genetically endowed by a particular culture. Every culture has its own norms for conversation some of the norms can be completely different and struggle with other cultures' norms. Consequently, problems of communication may arise among speakers who do not know or share the norms of other culture.

In general, the use of language can be related to social and cultural aspects. So language is also considered to be a social and cultural phenomenon. Communication is seen as the application of grammatical rules in oral and written practice. Generally, learning about the target culture is taken as a threat to the native values, and the importance of linguistically relevant information is neglected. Culture is one of the aspects to be learnt in order to achieve communicative competence. Studying culture gives students a reason to study the target language because understanding culture makes studying foreign language and literature more meaningful. Language learning from the perspective of learners is to visualize the native speakers as real persons. Although textbooks give examples of real life situations, they might sound strange to language learners without reference to cultural aspects. The study of culture increases learners' curiosity and interest in understanding the target countries but also motivates them to study target languages. Studying culture helps students become aware of

conventions of behaviour in common situations in target culture. It also creates awareness of cultural connotations of words and phrases in the target language and develops the ability to evaluate and refine generalization about target culture.

The forms of address, greetings, and other utterances in the dialogues or models the learners hear or listen and the references to the aspects of culture found in the reading, represent cultural knowledge. Gestures, body movements by a speaker foster cultural insights. The observer's intellectual curiosity is aroused and it is satisfied when they learn that there exists another mode of expression to talk about feelings, wants, needs and when they read the literature of the foreign country. For depth of cultural understanding it is necessary to see how such patterns function in relation to each other and to appreciate their place within the cultural system. If language learners are to communicate at a personal level with individuals from other cultural backgrounds, they will need not only to understand the cultural influences at work in the behaviour of others, but also to recognize the profound influence patterns of their own culture exert over their thoughts, their activities, and their forms of linguistic expression.

4. EXTERNAL ENGAGEMENTS

Dr.Radhika in RLC:

KCLAS students and faculty are reaching to the community through the Rural Learning Centre (RLC) at Udayampalyam. Dr. R Radhika, English teaching the students in RLC. Every day KCLASites teach the children of the Govt School for extra support.



5. CELEBRATIONS

Kumaraguru House Keeping Team:

As a part of Women's Day celebration, Women Empowerment Centre of KCLAS conducted along with Sakthi Excellence Academy organized various events for the women staff members of the House keeping team. The events included singing, rangoli and cooking where the women participated with full enthusiasm and exhibited their talents. The winners of the competitions were awarded with prizes on Women's Day, the 8th of March.



KCLAS Pink on Women's Day



Staff Celebration:



CAMPUS ENGAGEMENTS

Kumaraguru Founder's Day Celebration:

Founder's day of Kumaraguru Institutions is a day of dedication of all our achievements to the foresighted vision of our Founder, Dr.N.Mahalingam, a day when we take pledge for continued commitment, reflect upon our mission and celebrate his inspiring life and legacy.

Dr. N. Mahalingam, fondly called as Arutchelvar Ayya was a simple, multi-faceted person who made significant impact in the society through his thoughts, deeds and living. He combined his strong business intelligence with social responsibility. In this vision he founded the Shakti Group, a conglomerate of various industries and educational institutions. He worked towards making education available to all and also preserving the tamil culture. He embraced Gandhian way of life and the spiritual path of Saint Vallalar. Arutchelvar Ayya envisioned creating educational institutions to enable growth and develop young people for an empowered and socially conscious humanity. As Kumaraguru Institutions takes forward his vision we celebrate Founder's Day from 17 - 24 March, 2019, marking Ayya's 96th birth anniversary.



CELEBRATING
THE INSPIRING LIFE OF OUR FOUNDER **Dr.N.MAHALINGAM AYYA**

KUMARAGURU FOUNDER'S DAY
நிறுவனர் தினம்
17 - 24 March, 2019

MAHATMA GANDHI SCHOLARSHIP
Celebrating **1075** Anniversaries with **1.10 CRORE** worth scholarships

Chief Guest
Hon'ble. Shri. Justice V. Ramasubramanian
Judge, High Court of Telangana, Hyderabad
23 March, 2019 | Ramanandha Adigalar Auditorium

KCT ACHIEVER'S AWARDS
THEVARA PANNISAI POTTI AGAVAL PARAYANAM
FORGE
தீர்க்கத்தார்
COMPUTER AIDED DESIGN & DEVELOPMENT CENTRE INAUGURATION

Idhaya Layam
By Ghatam Karthick and Team

Mohiniyattam
By Dr. Divya Nadungadi

Rock on Tamil
by Mr. Rajasekar and band

Madhyama Vyayoga
a Tamil play by The Kumaraguru Drama Troupe

Ya Allah - Laya Project
By Haja Maideen and Team

Misharu Melam
by Kalmandalam Eshwara Unni and team

Kalari
by Kallassam C.V.N Kalan

Dellu Kunitha
By Malikarjuna & Arjaneya Swamy Youth Association

KCLAS Students in Warli Art Exhibition on March 29, 2019:



KCT Business School offered an open elective course in Warli Art for students of MBA and also offered a week long workshop for students of KCLAS in association with the Department of Visual Communication of Kumaraguru College of Liberal Arts & Science (KCLAS). 43 MBA students and 30 students from the Department of Visual Communication and B.Com PA participated in the workshop.

The work done by the students of Department of Visual Communication and Department of Commerce was exhibited for the day.

தமிழ் முரசின் படைப்பிலக்கியத் திட்டம்

கனடா இலக்கிய தலைமுனையின்
மூத்த உருவமான இலக்கிய அறி
மூத்ததது வாரியரால் நோக்கத்தில்
நேரில் கவனம் மீள்கிறது.
இலக்கிய அறிமுகம்
கிட்டம் ஒன்றை தனி மூல
நேரில் கவனம்.

இந்தியப் பூதம், வானம் எழுந்தரையில் திகழ்வது பம்பாய் மாநிலம் வானக்கூழ் உருவம். அங்கிலாது பம்பாய்க்குத் தான் அமைந்திருக்கிறது.

இந்தியப் பூதம் ஒரு பருதிபாசம், மேலும் பம்பாய் மாநிலத்தில் சிறுதாது, கவிதைப் பரிமாறுதலாக ஏதோ பெரியபூதம் இருக்கிறது.

சூரியம், வானமாயிட்டு எழுந்தரையில் மேலிருந்து நேரத்தில் இருந்து பரிமாறுதலாக ஏதோ பெரியபூதம் இருக்கிறது.

தமிழ் பண்பியக்கியத் துறையின் அலுவலர் சென்ற பிப்ரவரி மாதம் பண்பாளர்கள் இரண்டு பரிசோதிப்பு களை வழங்கியுள்ளார்கள்.

பாடுநிலைகள், உயிர், உயிர்

முதல் பரிமாற்றம் மே மாதம்
4ஆம் தேதி நடைபெற்றது.
நடிகை கவிதை எழுதியதை
குறித்து இரத்தம் பரிமாற்றத்தை எழுதி
தாளும் கவிப்பாடல்களுக்கான
போட்டிப் பரிசு க.வேலுநாட்டோடும்
வழிபடும்.

இலண்டனிலுள்ள பரீட்சைகளை மே
தும் 11ஆம் தேதி நடைபெற்றது.
இந்தப் பரீட்சையில் அதிகப்பண
முனைவாளர்கள், உயர்நீதித் துறை
மன்றத்தின் எழுத்து வகுப்பு அதிகாரி
எழுத்துவார் டாக்டர் கவிஸ்
மேற்பாண்மை பரிசீலகரன்.

சிறுதாது, வயிதாது எழுதுவதில்
தூக்கியுள்ள 76 வயதுக்கு மேல்
உ.உ. சிவசுப்பிரமணியம் நிரந்தரமாகி
வரும் இரத்தம் வயிதாதுகளில்
பலிவந்தவாய்.

வட்டணம் மாண்புமிகு: \$10.00, பெரியவருக்கு: \$15.00
 மே 4, மே 11 இது சனிக்கிழமை
 கனியும் காலை 9.45 முதல்
 மாலை 5.30 மாணி வரை பதிகாரத்து
 நடைபெறும். காலை, மதிய
 உணவுகள் உண்டு.

கவியைத் தயிலாப்பெயர் புகழேன்
புகழ்கள் மூன்று மூன்று ஆறு
கவியைத்தனை அழகுப் பெண்மீது.
சிறுகதை தயிலாப்பெயர் ஆறுமூன்று
புகழ்கள் மூன்று எழுதிய சிறுகதை

அங்கு சிறைத்தாளை சூழிய
அடியை. ஒருவர் இரு
மரையருகிலும் பரிசீலனை
செய்து இரண்டுமே தங்கள்
மனப்பான்மை அடிப்படையில்
வாழ்ந்துவந்தனர் பரிசீல
னையில் மனப்பான்மை குறித்து
மேலதான் அங்கு எவ்வாறு
செய்கிறார்கள் என்பதையும்
வழிகாட்டினார்கள்.



எழுத்து வர்கள் உட்கார் கூறிய
திருவண்ணாமலை இடது போசியர்
க. வெண்கலையால் இருவரும்
பலியுண்டியில் பச்சைக்காய்களின்
எழுத்து வார்த்தைக்கு வார்த்தை. 19
வர்கள். ப. க. கள்: இவ்வாறு



பயிற்சியில் பங்கேற்க விரும்புபவர்கள் தங்கள் பெயர், முகவரி, அனுப்பாளர் அட்டை எண், தொடர்பு விவரங்களுடன் tamilurasp@sph.com.sg என்ற மின்னஞ்சல் முகவரியில் 10.4.2019 தேதிக்கு முன்னர் பதிவு செய்யவும். உட்கார் பணப்புகளையும் மறவாலும் அனுப்பி வைக்கவும்.

சு.வேணுகோபால்

நமீதின் சிறந்த எழுத்தாளர்களில் ஒருவரான இளைய செல்வியின் கையெழுத்தினால் இந்நூலானது எழுதிக் மேலாக எழுதி வடிவம். மாதிரிப் பள்ளக்கூடத்திற்கு உட்பட்ட மேயம் பள்ளியின் குழந்தைகள் பள்ளிக் கதை, ஆசிரியர் கல்லூரியில் நமீதின் கதைத் தலைப்பாக உள்ளது.

புதுக்கவிதை நிறுவிப்பது
வாழ்வு என்ற ஆய்வு நூலை
எழுதின க.கே.வேலுமேல்,
கவிதைகள் குறித்த பல ஆய்வு
கலை நோக்கங்களுக்கிடையே,
கவிதை குறித்த பல நூல்களில்
உள்ளாற்றி வருவது, பரிசு
குறைந்த நடுத்தர விலைக்கு
மிகவும்.

க.மேனாபாளையம் 6 சிற்றூரைத் தொகுப்புகள், 4 நாவல்கள் 3 கட்டுரைத் தொகுப்புகள் போன்றவற்றுடன் இலக்கியப் பற்றித் 100க்கும் மேற்பட்ட கட்டுரைகளையும் எழுதியுள்ளார்.

‘தமிழ்த் திருகனதுயின்
செருவெளி’ என்ற தமிழ்த் திரு
கனது முன்னோடிகள் 13 பேரைப்
பற்றி திறனாய்வுத் தொகுப்பு
தாண்டியல் வெளியிட்டுள்ளன.

'எழுத்து' அணங்கும் கணையாழி இதழும் இணைந்து நடத்திய நூல்கள் போட்டியில் க.செனதுரையா

வினா: 'வாய்மை' நாவல் முதல் பரிசு பெற்றது. இவரது கூத்துக்களை குறுநாவல் தொகுப்புகள் குழுமத்திலிருந்து இராம எழுத்தாளர் கிருஷ்ணன் 'மென்மையான' சிறு கதை தொகுப்புக்குத் தமிழக அரசின் விருது மற்றும் சென்னைத் திரைப்படப் பரிசுத் துறையின் 'மலர் பூவியல்' விருதும் வழங்கப்பட்டுள்ளன.

சுனில் கிருஷ்ணன்

ஆயுர்வேத மருத்துவரான டாக்டர் கனில் கிருஷ்ணன் இலம் எழுந்த தாளர்களில் பிழைப்பாளரவர். சிறு கதை, கட்டுரை, விமர்சனம் என பல துறைகளிலும் பெயர் பெற்றிருந்தும் கனில் இலக்கியம், ஆயுர் வேதம், சாந்தி தொழிலக உணர்வுகளையும் பிழைத்தி வந்தவர்.

இவ்வாறு 'அடாப் படுக்கை' சிறு கதைத் தொகுப்பு 2018-ஆம் ஆன் டெவ்ளா எகித்திய அகாடமி யுய் ப்ளாஸ்பார் விருதை பெற்றுள்ளது. கார்த்தி இன்று (www.

gandhitoday.in) எனும் இணையத் தளத்தை நடத்தி வரும் இவர், தமிழில் காந்தி, அன்னை பக்தம், காந்தி எம்மைக்கு, அப்பால், சுதந்திரமும் சமூக நீதியும், காந்திய சாவத்துக்கொரு பாலம் போன்ற நூல்களை வெளியிட்டு உள்ளார்.

மலேசியாவில் நடைபெற்று

சிந்தாமணி - ௧௦௦ .



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