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KCLAS

KUMARAGURU
COLLEGE OF LIBERAL ARTS AND SCIENCE

KLASSICNEWS

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1. Leadership & Faculty

First College Committee Meeting On August 11th, 2018

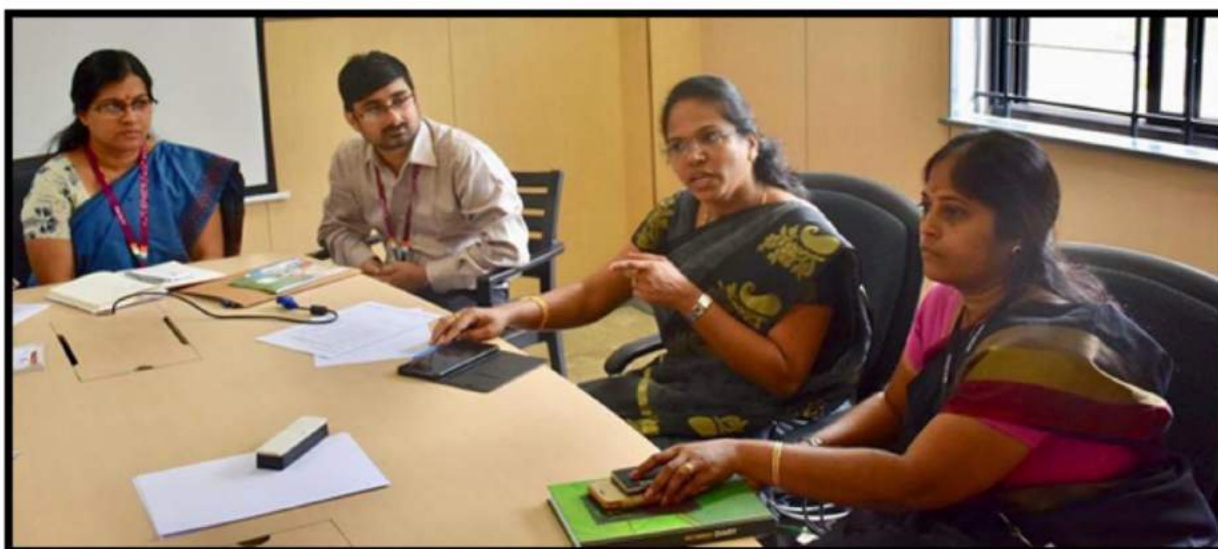
First College Committee Meeting was held today and discussed on enhancing the depth and breadth of current programs and new initiatives to be taken for institution building and deliberations for new programs to be offered from the academic year 2019



Micro FDP On August 11, 2018



Faculty members of KCLAS had an opportunity to deliberate, recalibrate and get enlightened about the academic journey envisioned for the upcoming academic year in the form of MICRO FDP organized on 12.8.2018. The event was facilitated by eminent professors from KCT Business School **Dr.Poongodi.B, Assistant Professor-Marketing and Dr.P.Nalini, Assistant professor-Marketing.** The event commenced with the self-introduction of KCLAS Faculty team. The facilitators emphasised on the importance of Annual Academic Planning and how it acts as guideline for achieving institutional as well as individual targets. The facilitators shared their valuable experiences gained during their stint as Assistant Professors in KCT Business School.



Your Net worth is determined by your Network “-True to the above adage the facilitators urged the importance of connecting with the Academic peer group and establishing industry academia interface. The obstacles and inhibitions faced by the facilitators during the initial stages of their academic career were shared to the team. The facilitators instilled confidence and team spirit to the KCLAS faculty team. The event also focussed on the role of Academicians as Consultants for the industry bodies. Overall the first Micro FDP conducted to the KCLAS faculty team served as an eye opener and reaffirmed the roles and responsibilities assigned to each and every faculty member.

Faculty Corner

Microfinance Institutions in India and Bangladesh – A Comparison

Background

South Asia consists of eight countries, namely, Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka with a large combined population (1.5 billion), second to East Asia (2 billion). Over 460 million among these are poor and the three countries India, Bangladesh and Pakistan together account for 95 per cent of the population as well as poor. Nearly 80 per cent of the region's GDP originates in India, South Asia's fastest-growing and biggest economy, with Pakistan and Bangladesh accounting for another 10 per cent and 7 per cent, respectively, and with the remainder divided among the others. India and Bangladesh are two developing economies with poverty as a common problem in these two countries.

services to cover their financial and operating cost and in many cases, build institutional capital through profit. The financial performance of MFIs may be compared either from previous years' performance or from other countries which are



Dr. R. Rupa,
Associate Professor, Department
of Commerce, KCLAS

Finance is an extra ordinary effective tool in spreading economic opportunity and fighting against poverty. Access to finance allows the poor to use their rich talents or open avenues for greater opportunities. Providing sustained credit services is one of the means to increase income and productivity of poor. Though the banking system in India witnessed unprecedented growth and achieved phenomenal outreach, notwithstanding this, empirical studies in the 1980s have revealed that a very large number of poorest of the poor continue to remain outside the reach of formal banking system. It is realized that existing banking policies, procedures and system not have been well suited to meet the credit needs of poor. And, it is in this situation microfinance has come as a solution. Starting with the Grameen bank of Bangladesh founded by Mohammed Yunus in 1970s microfinance represented a method of lending that is to be tailored specifically to the world's poorest population. Bangladesh has been the birth place of microfinance and also the pioneer in the world for applying microfinance. "Microfinance" is often defined as financial services for poor and low-income clients. The institutions offering the financial services and banking opportunities to the unbankable population are called as Microfinance Institutions (MFIs). Microfinance initially has been a form of voluntary help to most deprived population. However, today it represents a market solution to mitigation of poverty and acts as a development and economic tool in bringing about financial inclusion. MFIs are commonly known as "Bank for the poor".

Problem:

The potential demand for microfinance sector is huge, with The Global Findex Database (February 2013) by World Bank stating that in India only 35 per cent of adults have formal account and 8 per cent have borrowed from a formal financial institution (including microfinance institutions). It further states that this 8 per cent coverage in India is higher than the other BRIC economies i.e., 7 per cent and one of the factors is relatively well developed microfinance industry in India. In India, microfinance traces its roots to mid-1970s when some prominent Indian NGOs started using self-help group model. Yet a question remains whether Indian MFIs are sustainable? In order to sustain operations, MFIs must generate enough revenues from financial



pioneer in Microfinance. Bangladesh, being the pioneer in the microfinance and having similar demographics is the obvious choice for comparison. A number of studies have been conducted by various researchers discretely on the topic financial performance of MFIs. There are barely few studies, which have made a comparison on the financial performance of MFIs in India and Bangladesh. This study has attempted to assess the financial performance of Microfinance Institutions operating in India and Bangladesh and to make a comparison thereof.

Methodology:

The performance of MFIs has been analysed using comprehensive financial performance indicators model used by Microfinance Information Exchange (MIX) such as, institutional characteristics, financing structure, outreach indicators, overall financial performance indicators, revenue and expenses, efficiency and risk and liquidity. The comparison of the performance has been done on the basis of Age, Regulation, Legal Status and Outreach applying respective mean score of all the seven categories of parameters. The study is primarily based on secondary data. The statistical tools such as descriptive statistics, correlation analysis, multiple regression, repeated measures anova, Kruskal Wallis H test, Mann Whitney U test and discriminant function analysis have been applied.

Results:

MFIs in India and Bangladesh tend to report above 90 per cent as female borrowers. Indian MFIs have exhibited higher financial revenue by assets, yield on gross portfolio (nominal) and lower operating expense by assets, when compared to Bangladesh, but still it couldn't cover the total expense and financial expenses. In fact, Indian MFIs have revealed better efficiency and productivity. It is found that though the MFIs in Bangladesh is mature because of its early origin, Indian MFIs seems to have better performance even with the New, Young and Mature MFIs. Both financial and non-financial (status) factors are important for the sustenance of MFIs. MFIs play a significant role in financial sector development, and thereby, overall development.

Implications:

India has the highest number of households, about 145 million, which are excluded from banking system. Hence there exists a great opportunity for the microfinance sector to provide credit to the low income population, thereby, reducing poverty and thus in the development of country as a whole. Overall, MFIs in India and Bangladesh are dynamic and growing and, therefore, the journey of MFIs has been encouraging in both the countries. Though the microfinance sector has reported an impressive growth, sufficient regulatory and governance would help achieve the goal of poverty alleviation and financial inclusion and this could be achieved with combined cooperation of banks, donors' government, NGO and other players in the country. Thus, continuous efforts are required to diversify the sources of funding available for the MFIs in order to attract foreign Investment for well-established MFIs in order to serve the rural low income population, alleviate poverty and also, make them profitable.

In order to serve the large population of underserved poor, several Indian NGO MFIs are converting themselves into NBFC MFIs; thereby they are able to raise their capital base. In case of Bangladesh, NBFC MFIs are not operational and therefore, they have limited scope to increase their capital base. On comparison of the financial performance of MFIs, it is evident that the Indian MFIs stand better than the MFIs of Bangladesh in many aspects, though Bangladesh is the place of origin for the concept of microfinance and Microfinance Institutions.

Online Certification

Dr.Vijila Edwin Kennedy, Principal, KCLAS

Song writing: Writing the Lyrics by Berklee College of Music August 2018. The course focused on develop your song ideas, concept of prosody, stable and unstable line/musical groupings, rhyme schemes, lyric rhythms to melodic rhythms and role of phrasing to create the body language of the song. Dr. Vijila Kennedy underwent this course as she writes lyrics for 4-part choir music.



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

Cameras, Exposure, and Photography, Michigan State University. Photography Basics and Beyond: From Smartphone to DSLR! In these first 4 Modules you will gain the knowledge and the confidence that will help you make good choices as you consider qualities of the camera you own, and the qualities of the other types of digital cameras you might be considering. You will learn about the basic functions that most digital cameras have in common. You will also go beyond the "technical" matters and learn about how you can make exciting pictures by emphasizing the aspects of Frame and Vantage Point to interpret old subjects in new ways. Discovering accessories that photographers find useful, and the types of camera bags from mini to carry-on sized, is also in store for you. You will also make your first photographs.



Dr.R.Rupa, Associate Professor, Department of Commerce

"Leading the life you want" from Wharton University of Pennsylvania. The course helped me to learn how to pursue a meaningful life with the different parts in harmony and improve my performance as a leader. I have explored the core principles of leadership: being real, being whole, and being innovative, and learned the 18 skills that is required to bring these principles to life. Professor Friedman has illustrated these skills with the live stories of the remarkable six world-famous leaders.

"Financial Accounting in Excel – New Business" offered by Bob Steele. Mr. Steele is a practicing CPA and a Global Management Accounting Designation (CGMA) from The American Institute of CPA (AICPA). As a accounting faculty this course helped me to get a better understanding of how accounting is useful and applicable by combining theory with real-world software like Excel and QuickBooks as a result of learning technical skills like applications, in conjunction with specific goals, like accounting goals, including being able to interpret the performance of a business.



Dr.Manjula Bashini , Associate Professor, Department of English



Success - University of Pennsylvania, four week course in Coursera helped me to have my reflections on life and come up with a definition for **Success** and how I perceive it. To me, success is certainly a ladder to climb. A ladder which promotes me to the betterment of my own self. The effort that I put in this process of learning and excelling gives me a sense of achievement. To achieve success, is like a competition where, I compete with my own self and not compare myself with others. My only competition is with me i.e. Whether am I able to give the best out of me?

When I turn back to see the path that I have travelled in life, it should have been meaningful to at least someone. So that it makes a sense, that I have lived a life worthy enough to be successful. To me, success is not in achieving a certain materialistic thing, but it is the entire process and progress of life as



Dr.R Radhika, Associate Professor, Department of English

"Emotion: A Philosophical Introduction" from University Autonoma de Barcelona On August 1, 2018. The course was divided into 6 modules. It dealt with the study of emotions. The introduction to what are emotions and why, how, where they are formed. The course also explained about the plant emotions and the different types of emotions that exists for humans. The philosophies of emotions, 21st century and emotions, social networks were some of the detailed topics dealt in the course.

KCLAS Welcomes

Dr.Vinay Kumar Chaganti, Professor and HoD, Department of BBA

Dr.Vinay Kumar Chaganti joined KCLAS as a Professor and HoD for BBA. His earlier corporate experience includes working with Cognizant Technology Solutions, United Way of Hyderabad, ATG Organizational Consulting, and Satyam Computers (now Tech Mahindra). He was a Gold Medalist for topping the University at B.Com. He did his MBA from Osmania University. He received his PhD for a thesis on communication style from GITAM University, Vizag. He did his postdoctoral research at Dept. of Commerce, Osmania University.



He is a Certified Lean Six Sigma Black Belt, Certified Business Analysis Professional, and Google Certified Educator. He attended the residential Faculty Development Programme of the IIM-Ahmedabad.

His areas of research include the Philosophy of Recognition, Engaging Educational Technologies, Anomalous Cognition, Social Responsibility of Organizations, Sustainable Revenue Models, Communication Audits, and Moral Judgment Competence. He teaches subjects predominantly in the area of Statistics, Operations, HR, IT and Economics.

His academic engagements include working with MVGR College of Engineering, Dhruva College of Management, ICBM-School of Business Excellence, Nizam Institute of Medical Sciences, St. Ann's-College of Management, St. Francis-College of Management, GITAM School of Gandhian Studies, Osmania University College of Commerce and Business Management.

He was a resource person for Telangana Academy of Skill and Knowledge (TASK) delivering in-house training for TASK, conducting FDPs, and skilling students. He conducted workshops on Research Methods and Data Analysis using Spreadsheets, SPSS, and R; for the students, research scholars, and early-career teachers. He has consulted organizations on developing funding proposals, business cases, conducting market research, and writing comprehensive baseline, endline, and overall project reports.

2. INTELLECTUAL PURSUITS

BBA Team making an innovation pitch IIM Indore today! On August 17, 2018

New places to go, new things to try and new people to meet - it's all out there!

At the end of the Two-day workshop on the topic “**Entrepreneurship and Soft Skills**” on July 30th and 31st 2018, out of 57 students who participated in the workshop, Five students have got a golden opportunity to participate in the **National Level Business Plan Competition** at IIM –Indore.

The selected five students of KCLAS attended the National Business Plan Competition held by IIM-Indore on August 17 & 18, 2018. The students presented a business proposal that entailed an alternative to the use of plastic and paper cups which cause harm to the environment either directly or indirectly. The use of coconut shell cups was well received as a novel alternative to the business problem. Though there were no trophies to takeaway, the students gained exposure and got their first experience in making an elevator pitch.



Mrs. Pankaja Srinivasan Interaction with English Department on August 06, 2018:

Dr.Vijila Edwin-Kennedy, Principal called for an interaction with Mrs. Pankaja Srinivasan, The Hindu Metro Plus Coimbatore along with the faculty members of English Department Dr.Manjula Bashini and Dr.R.Radhika on 06.08.2018. at 10.30.a.m. The interaction was organized to structure out the activities to be carried out in the English Department and in the Literary Forum.

Inspiring and exciting brainstorming on building BA English Literature program - discussions from poetry to drama to theatre. Programs and interesting events as part of [#kclasedge](#) was deliberated at length. Thank you @pankaja srinivasan of The Hindu!



Guest Lectures:

Introduction to Literature and Literary Aspects On August 13, 2018.

Mrs.Pankaja Srinivasan, the Senior Deputy Editor in The Hindu – Coimbatore region, addressed the students of BA English Literature and shared her experiences in learning and understanding of literature.

At the outset, Mrs.Srinivasan suggested the students to prepare time line of the authors they are to read and to understand the historical, geographical, social and psychological aspects of the works. Mrs.Pankaja explained this effectively with an illustration to the works of Charlotte Bronte and Charles Dickens. She also discussed about feminism and feminists writing that was prevalent in England during that the time.

Further, Mrs.Srinivasan emphasised on the importance of the choice and the usage of words in creating effectiveness in language. To her, the simplest word can give the best impression. She also told about the significance of reading, which will widen students' knowledge, improve their spelling, language, vocabulary etc. She also wanted students to view literature from different points of view. Since, literary works have different messages, it has to be compared with that of the contemporary writers for a better understanding of them.



Mrs.Srinivasan introduced our students to some the seminal works of literature and gave them a reading list. According to her, reading of famous works will help the learners to enhance their interest in literature. She also advised the students to work hard and approach the text with a greater interest. The students were very interactive and occupied throughout the session.

"19th Century Fiction"- Mrs.Pankaja Srinivasan On August 29, 2018

The Department of English organized a Guest Talk on the **"19th Century Fiction"** by **Mrs.Pankaja Srinivasan** - Senior Deputy Editor, The Hindu – Coimbatore. Mrs. Pankaja shared with the students the major issues that were dealt by the 19th century novelists. She explained them that after Augustan Age, there was a shift in the themes of the writers. The leit motifs of the 19th Century literature involved around conditions of orphanages, role of women, religious hypocrisy, religious fanaticism, women morality, etc. To her, **Jane Eyre** by Charlotte Bronte deserves a special mention as it was for the first time novels were narrated from women's point of view.



"Journey from Book to Screen" - Mr.J.Santhana Krishnan On August 31, 2018

Cinema is an experience!

Department of visual communication and Visual Arts Forum, Kumaraguru College of Liberal Arts and Science, organized a guest talk on 'Journey from Book to Screen' for film aspirants on 31 st August, 2018 at 10.45 a.m. Mr. J. Santhana Krishnan, Cinematographer & Ad film maker, addressed the students from KCLAS. A number of 30 students participated in the event. The speaker commenced his speech by appreciating that good number of students have attended the lecturing from the founding batch of KCLAS.



He started his session by breaking the convention of calling cinema as an entertainment. He stressed that cinema is an experience. He taught students how to have different perspectives and views on the same thing and how to be innovative. Referring to the Kindergarteners' Grandmother and the Crow story, he made students to come up with a variety of story ideas. He explained to the students about the various factors they have to know for foundation and how to practice daily to develop the analytical skills, so that they can even gain more contacts and acknowledgement. The speaker emphasised the importance of Auteur theory in cinema and its relevance. He stressed on the importance of time management, daily practice, going through the script line by line and to develop the habit of listening to theory class daily. Finally, he completed his talk by letting us ask questions and by clearing our doubts. The guest lecture of Mr.J.Santhana Krishnan was well received by the students.

First Continuous Internal Assessment 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 -I as per the University norms between 06 August and 09 August, 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.



Orientation Program - "Introduction to CA course" On August 20, 2018

Department of Commerce, Kumaraguru College of Liberal Arts and Science, Conducted an orientation program for CA aspirants on 20th August, 2018 at 10.45 a.m. CA.C.Sathyamoorthy, B.Com, F.C.A., a practicing Chartered Accountant and the founder-partner of Y S and Co, addressed the students from KCLAS who have registered for Chartered Accountant Professional course. Out of total strength of 60 students, 34 students have registered for CA course. The speaker commenced his speech by appreciating that good number of students have registered for CA from the founding batch of KCLAS. He started by throwing light on how smart work and hard work will help one to complete CA course. The session ended with the question and answers session. The Orientation Program on Introduction to CA course was well received by the students.



He explained to the students about the subjects they have for foundation course and how to practice daily to develop the analytical skills, so that they can even finish the course parallel to B.Com PA. The speaker emphasised the importance of each subject and its relevance. He stressed on the importance of time management, daily practice, going through the material line by line and to develop the habit of taking notes daily. Finally, he completed his talk by reiterating that the how team work and group study will help them to complete the CA course successfully.

The session ended with the question and answers session. The Orientation Program on Introduction to CA course was well received by the students.

Session for Environmental Studies on August 01 & 02, 2018:

KCLAS organized a two-hour session for Environmental Studies on August 1st and 2nd, 2018 which is a part of the Curriculum of Bharathiar University. The Resource person of the session was Mr.C.Saravanan from Canopy Nature Academy of Coimbatore.

Mr.Saravanan started the first day session with an introduction to the subject. He briefly explained the importance of environmental conservation. The fauna and flora around the world has to be protected and saved to balance the environment. He also explained the importance of Waste Management and the effects of disposing waste products. The session also dealt with water conservation and rain water harvesting. The resource person explained the responsibility of every individual to preserve the resources of nature. Mr.Saravanan created a social awareness on the environment.

The second day session was about the importance of trees and its importance in balancing the environment. He taught about various trees and its scientific names, different types of birds, the procedure of monitoring a tree. He also briefed the methods of planting trees and the ways of growing it.

Mr.Saravanan also explained the importance of birds and their role in the environment. The details of why the birds migrate and how they take up the process of migration were clearly dealt in the session. The students were also asked to find out the different species of birds available in the college campus. The students realized that there were many trees and birds around them which they were unable to identify before.

As a whole the session was very informative and thought provoking. The students understood the importance of the environment their responsibility in its conservation.



3. STUDENT EXPERIENCES

Workshops

Exploring the Tribal Art – Warli Art Workshop on July 30, 2018

Vijay Srinivasan and Dr. Suresh Kumar, Asst. Prof., Department of Visual Communication of KCLAS in association with KCT Business School organised Warli Art Workshop for the students of KCLAS.



The workshop is steered by Dr. Kirupa Priyadarsini, Centre Head - HR and Associate Professor of KCT Business School. As many as 29 students from the Department of Visual Communication and B.Com PA are participating in the workshop. The Day 1 of the workshop started with an overview of Warli Art form. Students learnt that Warli is a beautiful folk art of Maharashtra, traditionally created by the tribal women.



The use of geometrical shapes such as triangle, circle and square was the unique aspect of this tribal art. Besides, students were introduced to various materials used in the Warli art and were given hands-on training as to how to use those materials. Initially, students painted plywood bases with black paint. Later, they made miniscule geometrical shapes using epoxy material which would then be used for creating human and various other forms on the plywood bases. With these experiences, the first day of the workshop came to an end. And Dr. Kirupa briefed students on the upcoming activities of the next session.

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Later, they made miniscule geometrical shapes using epoxy material which would then be used for creating human and various other forms on the plywood bases, finally they painted the miniscule shapes with colors and created a wonderful warli art. Students took part enthusiastically and completed the workshop with creative warli art works.



Fundamentals of Photography Workshop On August 24, 2018

Department of Visual Communication of KCLAS in Collaboration with NIKON organized a Workshop on the topic "Fundamentals of Photography" on August 24th. The Resource person for this workshop is Mr. Karthik Sridharan, Nikon Photography School, Bangalore. The workshop commenced with the session on the importance of Photography and the fundamentals of taking photographs using a DSLR. The resource person urged the students to be more creative in taking photographs. The resource person provided insights about using proper composition rules while framing the photographs and also explained the concept of Exposure, shutter speed and Aperture and how to use these to take better and attractive photographs.



Students of Visual Communication participated the workshop and the workshop served as the launch pad for the aspiring photographers to sharpen their photography skills and to take creative photographs.

Forums

Literary Forum: Meet the Author- Dr.S Venugopal on July 31,2018

Dr.S.Venugopal, a famous Tamil writer addressed the Literary Forum members and shared his experiences in creative writing. Dr.Venugopal has written ten novellas, three novels, 70 short stories and 100 scholarly essays. He has brought out human emotions in his works. The characters depicted in his works are seen on the streets, at bus stops, railway stations...They lead difficult lives; we can see it on their faces.



Dr.Venugopal has written a novel on transgender community — about how they are treated in a society, how they are forced to live as close-knit communities, away from the rest of the world.

The learners are introduced to the world of writing and to the writer's thoughts. The forum members are asked to interview the great writer. They questioned on the particular work selected by them. The characterization, setting, the inspiration behind writing the short story were given focus and questions were based on them.

The students were given an exposure on the art of interviewing. The members of the forum were able to understand the method of questioning.

The forum came to an end with a motivation from Dr.S.Venugopal to develop an interest in creative writing. The students were very interactive and occupied throughout the session.



Film Session – Jane Eyre On August 28, 2018

Literary Forum @ KCLAS today screened “**Jane Eyre**”, a Victorian prose fiction by Charlotte Bronte. ‘Jane Eyre’ is primarily a bildungsroman, presenting the experiences of Jane, including her growth to adulthood and her love for Mr. Rochester, the master of Thorn field Hall. This prose fiction contains elements of social criticism ahead of its times. The screening of the movie will help the students understand the use of cinematic devices and effects in picturizing individualistic character of Jane, her moral and spiritual development with a dig at the matters of class, sexuality, religion and feminism. Students were asked to describe the story of the film and write a review based on it.

Visual Art Forum: The Song of Sparrows on July 31st, 2018

Visual arts forum in association with Dept. of Visual Communication exhibited Majid Majidi’s ‘The Song of Sparrows’. It is an Iranian movie taken in the year 2008. The central character of the story is Karim, an employee of an ostrich farm. He has a family of two girl children and one boy. One day, his elder daughter’s hearing-aid accidentally falls into a water storage tank. With his meagre income he is unable to repair his daughters’ hearing aid. Added to his misery, Karim is fired from his job when an ostrich runs away from the farm. While his attempts to find the run-away ostrich goes in vein. Jobless Karim decides to go to the city to repair his daughter’s hearing-aid and finds that it is not reparable and he needs 35000 Tomans for a new hearing aid. Luckily, Karim finds a new job as a bike-taxi driver. With his hard work and contacts, Karim is able to make money for his family’s wellbeing, but he is so obsessed with collecting junks and slowly turns his courtyard into a junkyard. Karim’s life takes a turn when he breaks his leg while searching through the junks. With the help of his family and neighbours Karim recovers from his injury and realises that how his priorities of life taken a bad turn.



At the end of the screening, a discussion was held on the movie. Students opined that the movie is realistic and it is quite different the movie which they used to see in Indian cinema. The movie helped students to assimilate certain cultural values of Iran.

Bicycle Thieves: Vittorio De Sica On August 28, 2018

Visual Arts Forum of KCLAS exhibited Vittorio De Sica's striking movie 'Bicycle thieves'. It is critically acclaimed as one of the best movies of all time in the world Cinema. The movie was released in the year 1948 carrying a plot that depicted the post-world War II conditions in Italy. The problems of unemployment and poverty were so rife in those period. Antonio, the lead character of the movie is offered a job as bill-poster. But he needs to own a bicycle to be in that job. His wife Maria pawning the bed linen in home, helps Antonio to make some money to redeem his bicycle which is already under pawn. Unfortunately, on his first day of work, Antonio's Bicycle is stolen by a thief. On the pursuit of finding his stolen bicycle, Antonio and his son Bruno comb the streets of entire Rome city. But all went in vain. Will Antonio ever get his bicycle and job back? That is the story of this movie. The movie belongs to the neo-realistic tradition which prevailed in Italy after the World War II.

The neo-realistic movies are shot in real locations using unprofessional actors. The desperation and despair of poor and working class people are the central elements of these films. The directors of this tradition shunned well-established plots and artifice in camera and editing, nevertheless used a simple 'styleless' style.

Synopsis

During the hard years of poverty in post-World-War-II Rome, Antonio, a poor working-class man of a wife and a little son, is finally offered a modest job as a bill-poster with his own bicycle; a bicycle like the one Antonio was already forced to pawn. As a result, his wife, Maria, pawns the family's bed linen to redeem their bicycle. Unfortunately, however, on Antonio's first day of work, the prized possession is stolen. Desperate, the ill-fated father and his boy, Bruno, will scour Rome's bustling streets on a gloomy Sunday to find the vital bicycle, but undoubtedly, this is an impossible task. Will Antonio ever get his job back?

"THE FILM WAS POPULAR PRETTY MUCH EVERYWHERE EXCEPT ITALY"

VISUALARTS FORUM
Screening this week

Vittorio De Sica's
Bicycle Thieves

28 August 2018 2:30pm - 4:30pm
Lecture Hall 4 KCLAS Campus



Student Co ordinator
Abishaek Sree

Faculty Co ordinator
Dr. Suresh Kumar G
Assistant Professor
Department of Visual
Communication

Leadership Search! On July 31st, 2018:

KCLAS empowers students to discover their unique leadership potential while supporting the student leaders in bringing their new skills into practice. The Student Leadership Council is a small, selective group of top notch students at KCLAS. Students apply and are selected annually to serve on the Council. This group functions as a “think tank” for ideas that will enhance the quality of campus experience of our students.

The selection process includes application, psychometric test, public speaking, presentation and interview. The presentation and interviews happened today.



Industrial Visit - Excerpts

Aqua Sub Engineering, Coimbatore On August 08, 2018

“Knowledge is of no value unless put it into practice”- To realise the importance of the above adage 49 students of BBA department made a study visit to Aqua Sub Engineering Company, Coimbatore to gain insights on the various management concepts applied in the Pump industry. In today’s competitive business landscape it’s imperative for the students to get exposed to real time situations of the Industry. With over 60 years of experience, Aqua Group manufactures a wide range of water pumps for the agricultural, commercial and domestic sectors. The Company with over 800 employees has 18 branches in India with a turnover of nearly 100 crores. **The study visit was facilitated by Mr.Mohanraj,Marketing Manager of the company along with Mr.Rohit-Trainee Marketing and Mr.Anandraj -Trainee Sales and Marketing.** The students were segregated into various group and they were explained about the vision and mission statement of the company. The students were exposed to different divisions of the manufacturing unit. The students were given details about the precautionary measures and labour safety procedures followed by the Company. The students learnt about the Noise Monitors, Illumination Monitors and RPM monitors in the foundry and a detailed explanation was given about the accident statistics. The company representatives explained about the technical aspects of raw materials used in the industry. It was observed that the company exports its products to more than 20 countries in which Germany and France are the most sought after market. The Company manufactures around 3000 units per day and it has won Best Exporter Award close to ten times.

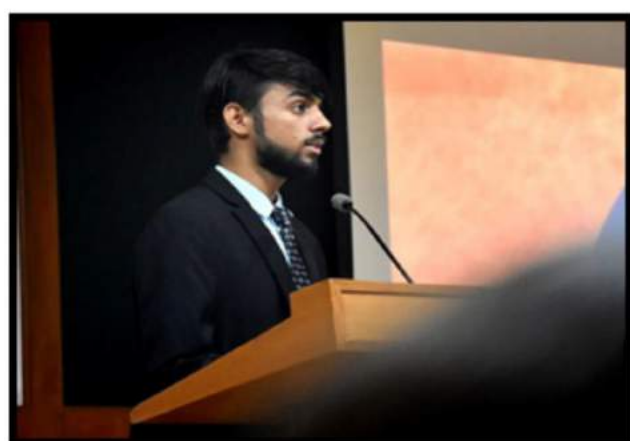


The study visit concluded with guided discussion and question and answer session. Few queries raised by the students were relating to the Organizational Structure, Annual/Monthly planning process, Marketing strategies etc., As a whole the first study visit organized by the department was well received by the students and created a platform for the students to gain in depth knowledge about industry practices and methodologies.

Celebrations

KCLAS @ 50th - Penhnta day! On August 14, 2018

KCLAS celebrated its 50th day on August 14th, 2018 with great joy. It was a significant endeavour for the KCLASians. The Principal Dr.Vijila Kennedy, faculty members and all the students assembled in Dr.C.V.Raman Hall at 2.00 p.m for the celebration. The programme commenced with a prayer song by Shashaank of B.Com (P.A) followed by cultural events. Vikas Kumar Sahu of B.Com (PA)delivered the 50-day report. The certificates for the Excel course, Workshop by IIM and Workshop on Painting were distributed by the Principal. The cultural events included Dance, Singing, Stand-up Comedy, Skit, Music Concert and Magic Show. The short film "Aram Sei" which won First prize in COSMA fest 2018 organised by The Institute of Cost Accounts India - Coimbatore Chapter was



The 72nd Independence Day On August 15, 2018

This was celebrated with great patriotic fervour at Kumaraguru campus. Our college Joint Correspondent Shri. Shankar Vanavarayar hoisted our National Flag at 9.00 AM followed by the salute to our National Flag in memory of our Honourable Freedom Fighters and the jawans who stay alert day and night, risking their lives for our well-being. The march-past, foot drill, rifle drill and other events were performed by the NCC Army Wings and Air Wings. Following the proverb, a sound mind is in a sound body, Agam, the forum for inner health and well-being showcased the students' ability in doing many difficult asanas. The KCT Garage and Team Legion also raced in to salute the National flag. In his Independence Day address, our Joint Correspondent, quoted the words of the prime minister Shri.Narendra Modi that India being the demographically young country has the ample power of youth to be utilised in Nation building.



KCLAS Sports

KICS-2018 On August 16 & 17, 2018

1st KCLAS inter college sports were conducted from 16.08.2018 to 17.08.2018. The tournament was inaugurated by Dr.Vijila Kennedy, Principal Kumaraguru College of liberal Arts and Science on 16.08.2018.



Dr.Vijila Kennady, Principal KCLAS Inaugurated the FUTSAL match. This year we are organized only three sports namely Volleyball, Futsal and Badminton (M & W). In Volleyball event Rathinam College of Arts and Science won KICS 2018 trophy, second place went to Dr.NGP Arts and Science College and Third Place went to Sri Krishna College of Arts and science. In Futsal event GRD College of Arts and science won the KICS 2018 Trophy, Second Place went to Sri Krishna College of Arts and Science and third place went to Dr.NGP Arts and Science. In Badminton (W) PSGR Krishnammal College won the first place, Second Place went to GVG Vishalakshi College for women won the second Place and Third place went to Sri Krishna College of Arts and Science.



In badminton (M) Sri Krishna College of Arts and science wont the trophy ans second place went to Kongunadu College of arts and Science and third place went to CMS College of Arts and Science.

Student Corner

My First Step to CA - Mr.Shashaank, First Year, B.Com Professional Accounting

The CPT (Common Proficiency Test) is the gateway to the chartered accountancy course right after finishing school. The chartered accountancy course is still considered one of the most difficult courses in today's professional courses. This exam has now been changed to the foundation course where students go through a subjective examination.

The average pass percentage in the course is only about 1-2% meaning that only 2 people successfully complete the course out of 100. This is done to maintain the quality of the chartered accountants. Since the establishment of the ICAI, there are only about 300,000 chartered accountants to cater to the needs of a population of 135 crores.

As this course is very demanding, a person attempting even the very first level is to put in a lot of effort to clear it in the first attempt. That means that a student attempting this will have to study at least 3 hours to score good marks in this test.

The major requirement for this course is analytical skills. This means that people who memorize the syllabus cannot fare well because of the skill requirement. This means that all the concepts taken in class are supposed to be understood right down to the core of the concept meaning you are proficient in this concept and can answer any question from that concept.

Also the major subjects in which students fail is Maths and Economics. Economics to some extent is easy if the concept is clear. But math requires constant practice and a higher reasoning ability to comprehend and work out the problems. A small tip from a person who has passed the first level, DO NOT SKIP MATH though it may be quite difficult and at times boring, please try to make mistakes in class so that you don't make any in the main examination.

I am a student who went through arduous coaching for 2 months, sacrificing my holidays to come to this course. Once you have entered this course, sleep becomes a dream, socializing will be considered unnecessary and study becomes your life until you clear this examination. Often my friend used to laugh at me because I didn't get any holidays even after my boards which was quite torturous to endure, but the labour of hard work is quite sweet as I experienced. I am currently pursuing my dreams of a chartered accountant through the direct entry route (CPT) and I am currently attending my Intermediate classes which have commenced. And to honestly tell everyone who have dreams of becoming a chartered accountant, it is very demanding and tiring, but if you have the willpower to get through with this you will pull through both the groups at a single shot. And trust me this is no small feat that you would have achieved and this will propel you throughout your life.

When you become a goal oriented person seeking to FINISH this course, success surely awaits you. Often we think that fate is something that is written beforehand for us, but I say that it is what we write and script with our own actions and deeds. All of your current effort and action will accumulate and when the results are announced, you will feel that happiness coursing through your veins.

Wishing you the very best of luck to finish this course successfully.



Student Awards

COSMO Fest 2018 on August 11, 2018

Our students participated in the COSMA fest 2018 organised by The Institute of Cost Accounts India - Coimbatore Chapter today and won START CAMERA ACTION - SHORT FILM COMPETITION - FIRST PRIZE



J.Nishanth - Director
Aadharsh Prakash
Karthika
Keertana
Bhavadarinee
Erick Wilson
Tirzah mini
Navaneetha Krishnan
(Students of visual communication)



Business Quiz – Second Prize On August 11, 2018

Mr. Vishnu Dhyanesh V and Mr.Shahsaank.H of I B.Com PA participated and won second prize in the Inter College BIZ QUIZ organized by The Institute of Cost and Management Accounting in the “COSMO FEST 2018” conducted at PSG Institute of Management (PSGIM) on 11th August, 2018. The Inter College BIZ QUIZ had 60 heterogeneous teams for the preliminary round of the quiz which was a paper pen test consisting of 40 questions to be completed in an hour. Our students team from KCLAS at the end of the four rounds in the finals, secured Second of the top six, preceded by PSG CAS.



Orientation for Extension Activities On August 24, 2018

Kumaraguru college of Liberal Arts and Science in Association with Sakthi Excellence Academy, Kumaraguru Action for Relief and Empowerment (KARE), and KCT NCC Unit organised an orientation programme for KCLAS students on NSS, NCC, and Sports.

The event started with KARE volunteers sharing their field experiences during Kerala flood relief. Volunteers Ms. Asma and Mr. Kishore, along with Dr. Prema Narasimhan, Director, Sakthi Excellence Academy highlighted the various relief activities done through KARE. They stressed on the importance of students' participation in such social activities. Following them, Lt. A.R ARUL, Company Commander, KCT NCC, stirred students with motivational speech on Leadership, Unity and Discipline, which all are the very basis of NCC. Besides, Cadets from KCT NCC, Mr. Santhosh Kumar (Air wing), Yeswanth (Army Wing Boys), Ms. Renuga Devi (Army wing Girls) represented their wings and explained students about the benefits of joining NCC. In the end, Mr. Balamurugan, Physical director of KCLAS spoke on the enrolment in NSS and Sports. Dr. Vijila Kennedy, principal of KCLAS, presided the event. Faculty members of KCLAS present in the event.





KCLAS Proud Moments

Appreciations for KCLAS from ICAI On August 12, 2018

We are much thankful and grateful to your College and your Department and students under you for their active participation, involvement and interest they have shown in the event conducted by our Coimbatore chapter of Cost Accountants at PSGIM on 11-8-2018. We are glad that Overall 2nd Prize and also some more prizes were won by your college students, though being the first founding batch / year of newly started College of Liberal Arts & science. Kindly convey our Appreciation and Thankings to your Principal and Top management and Students, for their active participation with more interest. In future, we will definitely conduct such Inter College Student Festival at your College venue/premises.

Message from CMA K.Ravindran, Chairman, Coimbatore Chapter of Cost Accountants.

KCLAS hosts 2 BU sports events On August 11, 2018

We are glad that Bharathiyar University has entrusted the responsibility of organizing the Bharathiyar University A Zone Volleyball (M) (14th Aug to 15th Aug) and Inter Zone Kabaddi tournament for the year 2018-2019 with Kumaraguru College of Liberal Arts and Science. Thanks to Mr.Balamurugan, Physical Director for his efforts.

4. COMMUNITY ENGAGEMENTS

Namadhu Pangu Social Activity On August 24, 2018

NSS camp was arranged to the nearby Government Schools, as part of the Social activity which was really a thought provoking for KCLAS students. Students were taken for nearly five schools to distribute milk and it was a great experience in interacting with Teachers and children of the visited schools. Students was overwhelmed seeing them having milk as it was said to be an emotional heart touching scene. It was a great opportunity for them to understand different aspects of life lead by different people. The attitude of the students was highlighted in each of the minds while serving which was filled with happiness.



KARE - Kumaraguru Action for Relief and Empowerment On August 17, 2018

Dr. Prema Narashiman, Project Lead for Kerala Relief presented the engagement of KARE in Kerala along with 2 volunteers from KCT. They presented the details project to the students of KCLAS on August 17, 2018 from 2.30 -3.30 pm. The following details were shared with the students, inspiring them to actively engage in the community.

KARE - Kumaraguru Action for Relief and Empowerment, was founded in November 2015 to execute relief operations in the flood hit areas of Chennai. In 2015 the team reached out to around 8000 families to supply them with the necessary survival materials. KARE now extends support to all natural and man-made calamities and is a volunteer movement of Kumaraguru Institutions where many join hands when the need arises.

Mission I was carried out in Palghat, Wayanad and Idukki (Phase I) from August 10 – 11. The KARE relief team mobilised support materials from various sources and transporting it to the flood hit areas such as Palghat, Wayanad and Idukki. The value of first supply was 2.25 lakhs, fully contributed by KCT and KCT KARE

HELP

rebuild the lives of
flood-affected people in

kerala

KARE
Kumaraguru
Action For
Relief And Empowerment

KARE for kerala Relief

Trip - 1 (August 10 - 11)
Paigat, Wayanad

Trip - 2 (August 19 - 21)
Adimali and Idukki

Trip - 3 (August 24 - 25)
Kalpetta & Wayanad

Mission II was carried out in Adimalai and Idukki (Phase II) August 19 -21. Based on the situation study the team went to Adimali and Idukki with a range of support materials such as 1.2 tons of rice, milk powder, sugar, buckets, mugs, jerkins and raincoat mobilised from many supporters. The materials were distributed to the most needy with the support of local Institutions. The value of goods of second trip is 3,00,000 that included rice, napkins, milk powder, and other materials. contributed by Shakthi family (group companies, KCT community and alumni).

Mission III was carried out in Wayanad (Phase II) from August 24 2 tonnes of Dhal, 3 tonnes of Rava (Brown and White) and 1 Lakh sachets of ORS (Oral Rehydration Salts Packaged Solutions) were distributed.

Qbate - Youth Parliament on August 25,26- 2018

The youth parliament was conducted by the qbate club of KCT. It was a two-day event where the members of the parliament were represented by various delegates from colleges in and around Coimbatore. We from KCLAS were represented with more than 5+ delegates and each of them did their part at their best. It was hosted by Mr. Shuv and Mr.Suraj as the members of the Executive board. The event involved discussion on the internal and external security situation faced by the country. It was a wonderful experience and gave us all the real feel about politics and gave us the right perspective on the same. It will not be a surprise if any of us choose politics as a career as the experience was really fantastic and representing the elected representatives was one of a kind knowledge gaining aspect. On the whole it was two days of information and experience.



Raising Self Esteem - on August 31 - 2018

Students and Staff of KCLAS attended the Workshop on Raising Self Esteem, Confidence and Positivity organized by KCT – BS on 31.08.18. The speaker, Ms. Anu Hasan Serial Entrepreneur, Senior Corporate Executive, Actor, Talk Show Host, Author and Volunteer shared her life experiences with the participants. She insisted that silence is not an option in life if one wants to be understood. According to her, this benevolent universe offers us what we want. Though in the process we get beaten up, we should fight for ourselves.



Celebrating the 72nd Independence Day

Editorial

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