

Volume: 07

January - 2019

# KCLAS - NEWSLETTER



**KUMARAGURU**  
COLLEGE OF LIBERAL ARTS AND SCIENCE

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# 1. OUR INTELLECTUAL PURSUITS

## KCLAS Academic Achievers!

Rank holders in Bharathiar University End Semester Examination Nov/ Dec 2018:

Rank	B.Com PA	B.A English Literature	BBA	B.Sc Visual Communication
I	 182AK1300 Vilasini Devi S 84.33%	 1821F2119 Janani S. 70.8%	 1825F1359 Shree Gayathri Gangadharan 78.91%	 1822S0007 Karthika A 83.08%
	 182AK1282 Priya Darshini M G 82.00%	 1821F2111 Ajantha S.Kumar 69.6%	 1825F1352 Rahul Prasad TK 74.55%	 1822S0014 Tirzah Mini Jeevamani I 80.62%
	 182AK1278 Nivetha U S 81.67%	 1821F2112 Dhibishma T.R. 64.8%	 1825F1371 Tarun CJ 70.55%	 1822S0011 Nishanth Kumar B 77.85%

### ***Helen O Grady Certificates On January 04, 2019:***

Department of English organized a three-day Workshop on **Public Speaking**, conducted by Apple Tree International, Coimbatore, a franchisee of Helen O'Grady International, an Edu Drama Academy. Twenty-five students of various departments of KCLAS participated in the workshop and received their certificates.



### ***Karate Champion, Rajeev, First Year BBA, with Gold and Bronze Medals:***

37<sup>th</sup> Tamil Nadu State Sub Juniors, Cadets, Juniors and under 21 year and Senior Championship  
Tamil Nadu Sports Karate – Do Association

Affiliated with Karate Association of India. Indian Olympic Association Member: World Karate Federation (WKF) and Asian Karate Federation. Recognized by Ministry of Sports and Youth Affair.

Held at J.J.Indoor Stadium, Chennai from 10<sup>th</sup> to 13<sup>th</sup>, January 2019. After playing six rounds with different Athletes, there were 47 participants and Rajeev was placed 1<sup>st</sup> place in senior male Kumite – 75 KG and got gold medal honoured by Mr.Kanagaraj , General Secretary of Tamil Nadu sports Karate – Do Association and bagged 3<sup>rd</sup> place in under 21 Male Kumite - 75 KG and placed bronze medal out of 25 participants. This medal was honoured by Mr.Kanagaraj, General Secretary of Tamil Nadu sports Earate – Do Association.



### Three Gold Medals in Coimbatore District Karate Championship:

Mr.Kaviyarasu, Department of Business Administration, participated in KATA under 16-17 years category the 28<sup>th</sup> Coimbatore District Karate Championship hosted by Perks Sports Academy conducted by Coimbatore District Karate – Do Association affiliated by Tamilnadu Sports Do Association. He won three gold medals under 16-17 years' boys category, under 16-17 years' boys Kumite (61 Kg) and under 14-17 years Team Kata.



### Bronze Medal in Boys Individual Kata Event:

Mr.Kaviyarasu, also participated in KAI Cadet/Junior National Karate Championship 2019 organised by Karate Association of India Affiliated to Indian Olympic Association (IOA) held at JJ Indoor Stadium, Chennai from 29<sup>th</sup> to 30<sup>th</sup> January 2019 and was placed Third by winning Bronze Medal in Boys Individual Kata Event in 16-17 age category.



## Guest Lectures

### *Parent Talk Series On Practical Aspects of Accounting On January 04, 2019:*

- Ms. G. Usha Nandhini, Chief Accountant, STAAN Biomed Engg Pvt Ltd, & Mr. M.Sankaran, Accounts Manager, Accent Steels India Pvt Ltd, Coimbatore On January 04, 2019:

As an initiative of engaging parents in KCLAS activities, Dr.R Rupa, Department of Commerce organised a Parent talk on the "Practical Aspects of Accounting" by Ms.Usha Nandhini.G, Chief Accountant, STAAN Bio Med Engg Pvt Ltd, and Mr.M.Shankar, Accounts Manager, Accent steels India Pvt Ltd, Coimbatore on 4th January 2019 @ 10.40 - 11.45 a.m. Ms.Usha Nandhini.G is mother of Mr.G.Reshab of I B.Com PA. She has more than 14 years of experience in the field of accounting, handling GST and E-Way bills.



Ms.Mithra.K.M of I B.Com PA, welcomed the gathering and introduced the guests to the audience. Mr.M.Sankaran started the session with a brief description of the GST, types of movement of goods such as SGST, CGST, IGST. He also touched up on the importance of HSN, SAC Code, invoice preparation and GST return filing. The parent talk was filled with full of accounting acknowledge. Then the session was taken over by Ms.Usha Nandhini and she continued with the discussion on E-way bill and its process. She also discussed about the TDS, TCS and its applicable rates. The Speakers gave a deeper insight into the information on the topic and how it is practically applied in the business. They explained each and every information with relevant specimen document and quoting real examples. Apart from the topic both speakers inspired students on how to be professional and motivated them to aim high. Finally, Mr.Reshab.G delivered the vote of thanks. The session went very interesting and productive for the students.

***How to Ignite Entrepreneurial Spirit? by Mr.Nirmal Raj, Founder & CEO –Buddies Cafe, Coimbatore On January 08, 2019:***

***“Dream is not that you see in sleep. Dream is something that doesn’t let you sleep”-quoted A.P.J Abdul Kalam.*** The guest of the day Mr.Nirmal Raj, Founder & CEO-Buddies Café, Coimbatore commenced his talk by quizzing over the dreams of the students. He emphasised the fact that nurturing a dream is quintessential for one’s success. The guest delved into his past and shared the moments which shaped him into an astute businessman. “Your Netwoth is determined by your Network”, the speaker strongly believed weaving valuable connections during personal and professional life is paramount to excel in life. The speaker shared to the audience the pain he suffered on taking a job relating to Engineering services which is of no interest to him. He outlined finding a passion to chase is imperative to lead a life with purpose. The speaker illustrated with lot of real life example how the circumstances he faced in his life ignited his entrepreneurial instinct. The Speaker opined that the aspiring businessmen should always be practical and relate to real world situations. The Entrepreneurial journey of the speaker started in the year 2012 and so far the cafe satisfies the taste buds of customers with more than 80 varieties of tea. The speaker brought to the fore that more than 200 franchise has been established in different parts of the city. Quality, dedication and creating a loyal pool of customers are the key Mantras of success, the speaker exhorted. The speaker urged the students to take up internship opportunities during their academic days and reiterated its importance. He told interested students can take up internship opportunities with Buddies café. The session ended with the speaker quenching the entrepreneurial thirst of the students and igniting the true entrepreneurial instinct.



***Paper Presentation by Vikas Kumar Sahu, I B.Com PA @ Bengaluru On January 12 & 13, 2019:***

Vikas Kumar Sahu of I B.Com (PA) presented a paper titled “E-Agriculture: Information technology in Precision farming using wireless sensor networks” at the 3rd All India Youth Conference “Jagruti’19 organised by Students’ Council, Indian Institute of Science (IISc) and Think India” on 12th and 13th January 2019 at Bengaluru.

## Super 60

### *Presentation to the young energetic minds of KCLAS On January 04, 2019.*

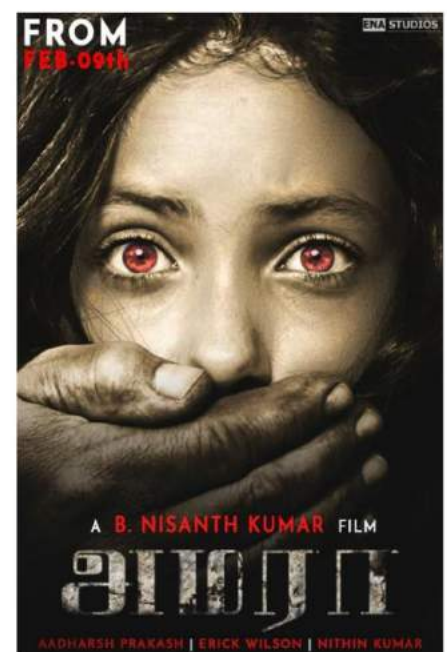
Super60, a leadership programme conducted for the engineering graduates of KCT is now extended for the arts people too. Leadership is not an external search, it is a deep internal search which helps in the blooming of self and the surrounding. Hope to see great young leaders at the programme.



## Short film

### ***Amara - Upcoming Short Film by Visual Communication, KCLAS***

The students of B.Sc Visual Communication screened the film "Amara" directed by Nishanth Kumar and acted by Aadharsh Prakash, Erick Wilson and Nithinkumar. The film was screened in the presence of all the students, Faculty and Principal, KCLAS. All the faculty critically appreciated the film. The film has been shortlisted in "The Centre Stage", a short film competition conducted by the Madras Christian College. The film "Amara" will be officially launched in YouTube on February 09<sup>th</sup>, 2019.



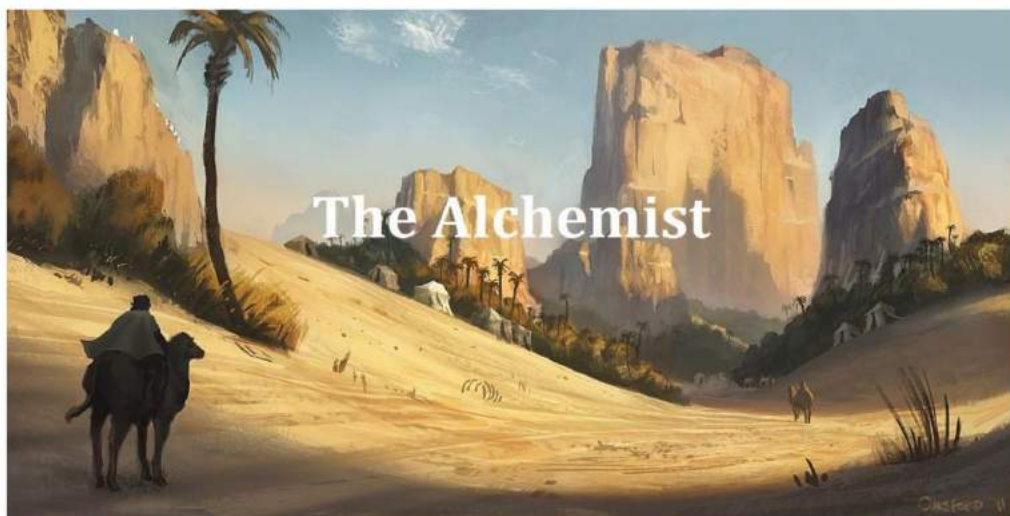
## *The Alchemist - Book Review by Nithyaah Nandakumar, 1 Year, B.A. English Literature:*

For my second book of the month I am rereading *The Alchemist*. *The Alchemist* is written by Paulo Coelho. It's about a shepherd named Santiago following his dream or personal legend as it is described in the book. The shepherd starts the journey with a dream about finding treasure in the Pyramids of Egypt. He goes to a gypsy woman and an old man claiming to be a mysterious king and they both advise him to pursue it. The quotes that stuck out to me in the first chapters were: "To realize one's destiny is a person's only obligation", and "When you want something, all the universe conspires in helping you to achieve it."



Throughout the shepherd's journey he learns different lessons. The first lesson he learned was about individuals who don't pursue their own personal legends. The King told him that everyone, when they are young, knows what their Personal Legend is. He states "At that point in their lives, everything is clear and everything is possible. They are not afraid to dream, and to yearn for everything they would like to see happen to them in their lives. But, as time passes, a mysterious force begins to convince them that it will be impossible for them to realize their Personal Legend."

That passage speaks directly to me because I see a lot of people settle in life. This relates to



everything from where they live, who they are in a relationship with, what job they have, their current goals, and what they want out of life. I have seen first-hand individuals who say that they will work until they get old and then retire off social security.

I am of the mindset

that an individual can do anything that they put their mind to. The ones who achieve greatness are just the ones who are willing to go through the shit and smile while doing so. They are willing to do the things that others won't.

The book is a must read for any individual who is currently trying to figure out what they want to do in their life. The book will resonate more with individuals who are currently pursuing their dream. Any of those individuals will relate directly to Santiago. I encourage any individual who is currently on a mission trying to make something happen to read this book. Whether you are discouraged or have high optimism, there will be a time when you are discouraged and you will immediately think back to this book and the shepherd Santiago and you will smile knowing that you will go through shit but "the universe conspires to help any individual trying to achieve their personal legend."

## 2. STUDENT EXPERIENCES

### Study Visit

*The Kerala Literature Festival, Kozhikode, Kerala - Department of English On 10<sup>th</sup> and 11<sup>th</sup> January, 2019*

*"Perhaps the mission of an artist is to interpret beauty to the people – the beauty within themselves" – Langston Hughes*

The Department of English organized a study visit- to Kerala Literature Festival at Kozhikode, Kerala on 10.01.2019 and 11.01.2019. Nine students and two faculty members were attended the events the Literature Festival.

The sessions were arranged in four different venues and one venue was exclusive for film screening. On the day one, the students attended the session, 'Who Shot my Word' hosted by Ravi DeeCee, K. Satchidanandan, Writer and Critic, Anand Padmanabhan, Prashsti Rastogi spoke on the topic and their views on the censorship and how it influences and affects the readership. The growing intolerance against the



creativity and encroachment of the state on creativity increased in the past few years in India and globally. Censorship and its problems were discussed. The other session was the most intense discussions between renowned Malayalam writer, M.Mukundan and Konkani writer, Damodar



Mauzo. Mauzo mentioned the Freedom of Expression and how modern writers have lost the courage to express their thoughts more openly. Mauzo explained how he believes in rational thinking and liberal way of approaching the society. The students interacted with Mr.K.A.Saifudeen, a senior journalist of "Madhyamam", a daily newspaper about his experiences as a journalist.

The Kerala Literature Festival was formally inaugurated in the evening by renowned writer and

Jnanpith Laureate, M.T. Vasudevan Nair. The inaugural ceremony was attended by Mr Ravi DeeCee

(Chief Facilitator, KLF), A. Pradeep Kumar (Chairman, KLF), K. Satchidanandan (Festival Director), Alexandra Buchler (Guest nation Representative - Wales), among others. The students watched a cultural session on Kijote Kathakali which was the first of its kind in Kerala. Kijote Kathakali was a mix of Spanish and Indian Culture. Nellyodu Vasudevan Namboothiri, a renowned Kathakali artist played the role of Don Quixote in the play.

On the second day of the visit, the students attended the session of Ramachandra Guha in conversation with Shahjahan Madampath "Makers of Modern India". He discussed about Mahatma Gandhi, his life and views in the session. Guha opined that the global popularity has been increasing whereas Gandhi is getting marginalised in today's India. They also attended the session "A vision with a difference" a discussion by Kanu Bel, Vijay Krishna, Miriam Joseph, Mrs. Leena Yadav and Ms.Arпита Das. They also attended Keki Dhuruwala's session on "Poetry and Fiction" and "Eating Wasps" a discussion by Professor Latha Nair with a famous novelist Anita Nair.



### *Suriya Home Foods, Coimbatore - Department of Management On 5<sup>th</sup> January, 2019*

28 students from BBA Department visited Suriya Food Products. They were accompanied by two faculty members, Mr. Vinay and Mr. Rahu. The visit was arranged as a part of the C-BASE initiatives of the department wherein a part initiative is reaching out to and learning from family businesses owned by parents' community connected to KCLAS.



Mr. Venkatesh and Mrs. Kalaivani, parents of Suriya, student of BBA, run a cottage scale business in food products at Maniakarampalayam, Coimbatore. They began their business in 2003, and have been operating ever since with an increasing portfolio of products, mainly side-dishes, which are totally home-made and tasty. Today, they operate with a brand name Siggis, and supply to all prominent places in Tamilnadu, Kerala and Karnataka. They are now planning to supply to other southern states of Telangana and Andhra Pradesh.

After a brief lecture by Mrs. Kalaivani on their business and how they have grown, students and faculty interacted with the couple. Several questions from areas such as quality control, man-



agement, investments, measures against price volatility, challenges from competitors, promotional strategies, regulations, taxation were raised. The couple patiently answered the questions as the students grasped the nuances of the business.

The tour ended with Mrs. Kalaivani announcing a contest for the students. The contest had two parts: first, students were asked to find

out the health benefits of their new products, the samples of which she shared with students; and second, students were asked to find out the rules and regulations behind getting a patent for a product that they alone make. She assured a gift for the best presentation on these two aspects.

#### ***ABT Industries (Dairy Division), Pollachi by Department of Commerce On 5th January 2019:***

A study visit to **ABT Industries Dairy Division, Pollachi** was organized by the Department of Commerce on 5<sup>th</sup> January 2019 for I B.Com PA students. 54 students accompanied by 2 faculty members and principal visited the ABT Industries Dairy Division. The objective of this visit was to study and understand the production and operation of Dairy unit. Industrial visits are very important for every student as it provides a clear picture of the functioning of an production unit. The rationale of



the B.Com Professional Accounting program at KCLAS, Coimbatore is not only the theoretical learning inside the classrooms but its sole objective is to have practical edge with all basics aspects of business. ABT Foods is the foods division of the Sakthi Group. The company strives with the vision of '**Nutrition builds a Nation**'. The dairy division was started in 1994 and it aims to assist the rural population in making better use of their dairy produce. Packaged Milk, Ghee, Paneer, Butter, Curd, Dairy Whitener and Skimmed Milk Powder are the major products. They cater to the dairy needs of retail consumers as well as a number of institutions and multinational companies. At present,

the company sell around 2 lakh litres of processed and packaged milk every day and they are more than a household name in the states of Tamil Nadu and Kerala. Their ambient products of Ghee, Dairy Whitener and Skimmed Milk Powder are sold in other Southern States and a few Northern States of India. The company also exports products to various markets in the Middle-East and Far-East countries.

The students got excited and curious after reaching dairy division. Mr.Arun Kumar, HR – Dairy Division facilitated the visit. The students were divided into two groups and Mr.Senthilnathan,



Senior Officer took the students around the unit. At ABT Industries dairy division, students learned about processing procedure of milk and other dairy products, which is done through the state-of-the-art microprocessor technology which integrates and completely automates all functions of milk processing and ensures high product quality, reliability and safety. The students got a know-how on various stages of milk processing, such as, **Milk collection from farmers, Milk Transportation, Testing Receiving Dock, Homogenization, Pasteurization and Packing.** Finally, on the completion of visit, the appetite was duly taken care with refreshments from the dairy division.

## KCLAS Entrepreneurs

### Popup market @ KCLAS

*Department of Management Initiated Entrepreneurship On January 03, 2019.*

Presenting KCLAS's very own POP UP MARKETS! A platform created by Dr. Vijila Kennedy, Principal and lead by Aishwarya Khavi, BBA I and Shree Gayathri, BBA I. To encourage and initiate entrepreneurship among the students of KCLAS, this was started and decided that it would be held every third Thursday of the month. The whole point of the pop up markets is for students to put up their own stalls and earn their own money. This may seem like a easy, small thing to do. But this would make the students learn about actually owning a business, selling and negotiating, conflicts between different stakeholders, break even and many more. Especially, how difficult it is to manage!

At first, students were unsure of whether they wanted to participate in this and were doubtful. But everyone was really



excited about this and started brainstorming for stall ideas. Interested students formed teams

and registered almost immediately and got down to work. A total of 7 stalls were put up in the final day, while each stall had 4-5 people investing and working. Around 35 people were involved in this! Marketing was done using posters and word-of-mouth communication and a few students going up to classes to make announcements of this happening. So everyone was hyped that this was happening.

So by the afternoon of January 3rd, 2019 the pop up market started. We wanted to make it look more like a carnival so we brought in more students for entertainment mainly for running commentary,

dance and stand-up comedy. Decorations were put up the fine arts team and there was also live music playing in the background. The rush hour turned out to be around 3.45pm to 4.30pm. The stalls that were put up include:

1. Chaat Stall- Srijitha (BBA I), Devanand (BBA I) and Vikashini (BBA I)
2. Mehendi Stall- Kavita (BBA I), Sneha (BBA I and Madhushree (BBA I)
3. Soda Stall- Aadarsh KG (BBA I), Hariram (BBA I), Nitish (BBA I), Sriram Pranao (BBA I)



4. Sweets Stall- Sajudas (BBA I), Subramaniam (BBA I) Kaviyarasu (BBA I), Roshan (BBA I), Ponmanimaran (BBA I)
5. Photo Booth- Nishanth (VISCOR I), Erick Wilson (VISCOR I), Adarsh Prakash (VISCOR I)
6. Sweet corn- Keshore Kanna (BBA I), Harini (BBA I), Harini (BBA I), Rithanya (BBA I), Vismaya (BBA I)

Almost all the stalls broke even and accumulated profits of their own. Now students are aware of this great opportunity, that this platform is available for everyone. Next time, the event is going to be bigger and better as students are already preparing of what to sell in their stalls the next time!

### ***KCLAS Encourages Students to associate with Parents Business:***

KCLAS offers academic courses in Entrepreneurship, workshops and other programmes for students seeking to start their own companies. Also, students are encouraged to involve in Parents business to improve their skill - sets traditionally associated with entrepreneurship – Problem – solving, creativity, risk-taking, etc.

### ***Keshore P, BBA, First Year – Participation Experience in Fair Trade Heimtextil 2019, Frankfurt, Germany On January 08<sup>th</sup> to 11<sup>th</sup>, 2019:***

#### **International Trade Fair for Home and Contract Textiles:**

Heimtextil is the biggest international trade fair for home and contract textiles, held in Frankfurt am Main from 08 to 11 January 2019. The first trade fair of the year for its sector, it is a climate and trend barometer for the new business year. Heimtextil is the season opener for new trends and textile innovations. Here, you can find everything in one place: interior textiles, interior design and interior trends. Nowhere else can you meet so many international trade visitors and decision-makers searching for the patterns, colours and trends of the season. In addition to highly promising newcomers, many well-known major exhibitors have returned in 2019.



#### **Overview of the Exhibition**

The Industry meeting place: Retailers, wholesalers, designers, furniture and bedding stores, interior decorators, interior architects, architects, hotel outfitters and many other decision makers join together in Heimtextil every year in January. Here you'll find what you're looking for: From decorative and furniture fabrics to textiles for the bedroom, bathroom and table, wallpaper and sun protection systems. Discover the future: In the new Heimtextil Trend Space you'll find new trends. Clear organisation: With our new concept, we once again underline our position as the largest event in the industry. Exhibitor directories and the clear navigation system provide reliable guidance.

Big names and start-ups: In addition to big-name exhibitors, there have been plenty of promising newcomers here in 2019.

Outstanding programme of events: Meet existing customers and new business partners during the day at the fair or in the evening at various after-hours events. Numerous lectures and high-calibre tours tell you what's going on in the industry and offer important inspiration.

### Sharing Experience

The largest international platform for the textile design: In the Textile Design Area, there were around 250 design studios exhibiting their creative ideas. You too could take part and sell your exclusive designs lively discussion and networking is very much useful for our future growth.

Heimtextil trade fair is not only for the textile industry it's the global platform for the various industry including the textile. Lot of exhibitions are going on in India also and all over the world but this trade is one for the unanimous trade fair. Participating in the fair gave him a big exposé about the marketing field and trends in the present scenario.

## Workshops

### *Blogging by Ms.Sreeja Mohan, Managing head/ Creative Director, My Peeli, Coimbatore On January 03, 2019:*

Dr.Manjula Bashini, HOD, Department of English organized a one-day Workshop on **Blogging**, conducted by Ms.Sreeja Mohan, Managing Head/ Creative Director, My Peeli, Coimbatore. Twenty-Seven students of various departments of KCLAS and KCT participated in the workshop.

Ms.Sreeja started the workshop with an Introduction to blogging. She explained the reason of blogs being attractive. The different types of blogs were clearly described to the participants. The prime importance to make the blog attractive and informative lies in finding the topic for the blog, the content and its presentation of it. The Word Press was explained to the students in a detailed way. She gave insights on using Word Press and made students work on it.



She gave the tips to operate the social media as a tool for writing content. The different designing tools available for word press such as Canva, Pablo, Affinity designer etc were introduced. The professional scope of blogging was discussed and the ideas of generating income through the content writing were also highlighted. Ms. Sreeja made it a point to make it clear that the main focus of a blogger should be on the traffic than on the readers. The workshop proved to be very useful and interesting to the students.

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### *The World of Puppets: Workshop on Blogging by Shri N.K.Sathyapalan & Ms.Mridula, Puppeteers, Trivandrum , Kerala On January 28, 2019*

Dr.R Radhika, Assoc. Professor, Department of English organized a one-day Workshop on Puppetry, **The World of Puppets** conducted by Shri N.K.Sathyapalan, & Ms.Mridula , Puppeteers, Trivandrum , Kerala. Twenty-Five students of various departments of KCLAS participated in the workshop. Ms.Janani of I B.A. English Literature introduced the chief guests.



Shri N.K.Sathyapalan started the workshop with an Introduction to Puppetry. He explained the importance of Puppetry as an art form. The traditional and contemporary forms of puppetry art were described in detail. He also gave details on the different forms of puppets such as glove puppets, shadow puppets, string puppets and rod puppets. The resource person explained the ways of making different types of puppets.

He divided the students into five groups and they were allowed to create a short story using the puppets available. The students were guided as to how to perform the puppet show using glove puppets. In the afternoon session the groups presented the puppet show with a lot of enthusiasm. The workshop proved to be a very useful and successful one for the students.



**KCLAS**  
**KUMARAGURU**

COLLEGE OF LIBERAL ARTS AND SCIENCE

[www.kclas.ac.in](http://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 —



## Celebrations

### Pongal @ KCLAS organised by the Students of Viscom!

The Visual Communication students of KCLAS organized Pongal festival on January 10, 2019 on the KCLAS premises. In a bid to pay tribute to the farmers and villages, the Visual communication students recreated the nativity of Pongal in campus. Traditional scenario with traditional games and shops were a part of the amazing day. They invited students from other departments to join the fun. Food that are usually available only in remote villages were sold by the entrepreneurship students of KCLAS for the others to buy. Everyone got an opportunity to explore the nature and significance of interior Tamil culture. People say, "Your culture is your brand" and if that's how it is we all can proudly proclaim that we are Tamil people.



### ***70<sup>th</sup> Republic Day Celebrations @ Kumaraguru Institutions:***

We at Kumaraguru celebrated the 70<sup>th</sup> Republic day on 26<sup>th</sup> January 2019 with the flag hoisting by our Joint Correspondent Shri. Shankar Vanavarayar followed by the drill and march past by our students. Lt.A.R.Arul- Associate NCC Officer, Army Wing Boys and Lt.M.Catherine Daisy, Associate NCC Office, Army Wing Girls coordinated the National Integration Awareness Programme performed by the NCC cadets. As the Republic Day message, our Joint Correspondent insisted that we should celebrate India, for our leaders and people who are just. He also added that such occasions in future should not be celebrations of history but celebrations of present.



***Unveiling Ceremony of the Statue of Swami Vivekananda On January 23<sup>rd</sup>, 2019:***

### *Tribute to Swami Vivekananda – On January 30, 2019:*

Our Management has organized for the unveiling of the statue of Swami Vivekananda at our campus on 23 January, 2019. As Swami Vivekananda strongly believed in the potential of the youth, six students of Kumaraguru Institutions took the lead in unveiling the statue. Poojya Swamiji Nirmalesh Anandaji, Sri Ramakrishna Mission, Coimbatore performed Aarthi to the statue followed by Aarthi songs and Bhajans sung by students of BVB School, Coimbatore.

Our Joint Correspondent Shri Shankar Vanavarayar delivered the welcome address with the special reference to the relevance of Swami Vivekananda's statue at our campus. He said that this is a campus which believes, that it is involved in nation building. And the presence of this magnificent statue stands as a reminder to everyone that wisdom is within us. In future, every day will be a reminder of swami Vivekananda's message to us.



The presidential address was delivered by our Chairman Shri.Krishnaraj Vanavarayar, expressing his immense happiness about the much awaited day in the history of Kumaraguru. He added that Kumaraguru will enrich Bharath with its valuable contribution of student community in serving the nation. He told the students to feel proud that this day will make a difference in their lives.

The event closed with Poojya Swamiji Nirmalesh Anandaji's speech on Swami Vivekananda and a replication of Swami's Chicago Speech was presented by a first year student.



## Kumaraguru Campus Tribute to Swami Vivekananda

6 Faculty members from Human Excellence & 2 from KCLAS and 6 Students from KCLAS numbering 14 have assembled on Wednesday 30.01.2019 at 10.30 am and made Floral Tribute to Swami Vivekananda followed by enlightening the participants by the Life Messages of Swami Vivekananda about 3 pages from the Book “தாயகமே தேள்”



### 3. LEADERSHIP & FACULTY

#### Faculty Development

##### *Online Course Certification through Coursera:*

Course	University	Certified on
<b>Dr.Vijila Edwin Kennedy, Principal</b>		
Strategic Innovation: Managing Innovation Initiatives	University of Illinois	02.01.2019
<b>Dr.R Rupa, Assoc. Professor, Department of Visual Communication</b>		
Positive Psychology	University of North Carolina	17.01.2019
<b>Dr.G Suresh Kumar, Asst. Prof, Department of Visual Communication</b>		
American Museum of Natural History	American Museum of Natural History	12.01.2019
<b>Mr.C Rahuram, Asst. Prof., Department of Management</b>		
Inspiring and Motivating Individuals	University of Michigan	30.12.2018

##### *Principal Development Program On January 19<sup>th</sup>, 2019:*

Dr.Vijila Edwin Kennedy, Principal, KCLAS participated in One-day Principal Development Program co-ordinated by Association of Self Financing Arts, Science & Management Colleges of Tamilnadu conducted organized by Principal Welfare Cell on January 19<sup>th</sup>, 2019 at Rathinam College of Arts and Science, Coimbatore.



## Faculty Corner

### *Impact of Start-ups on Indian Economic Growth*

Author: Mr C. RahuRam, Assistant Prof-Department of Management, KCLAS

#### INTRODUCTION:

A start-up company (start-up or start-up) is an entrepreneurial venture which is typically a newly emerged, rapidly-growing business that aims to meet a market need by developing or offering an innovative and extraordinary product, process or service. A start-up is usually a company such as a small business, a partnership or an organization deliberately designed to rapidly develop a commercially viable business model. More often than not, start-up companies deploy technologies, such as Internet, e-commerce, computers, telecommunications, or robotics to make a niche for them in the market. Start-ups are set to play a big role in the growth of economy as boosters and the huge number of employment subject to better handholding by Government campaigns to facilitating start-ups through the market regulator Securities and Exchange Board of India (SEBI) has also relaxed some rules to facilitate the flow of funds from the market to the start-ups



#### THE INDIAN START-UPS STORY:

The Start-up ecosystem found its roots in Silicon Valley, California where chips were manufactured. It later became the invention hub of the microprocessor, personal computer, video games and a lot of high-tech products such as pocket calculators, cordless telephones, lasers or digital watches, etc. Today it is home to many technology giants like Google, Face book etc. which were once start-ups. The Start-up fad is not only budding in India but also China is trying to transform itself from a manufacturing hub to a knowledge based economy.

According to the Economic Survey of Government of India our country is home to 19000 tech start-ups!

#### STARTUPS CULTURE:

With the gen-next cool trend to start working on new and innovative ideas, India is all set to outperform all other nations on the world stage in the years to come. Setting up of small businesses by these young entrepreneurs is definitely going to boost the Indian economy in the near future. India is a home for almost 3100 start-ups starting per year standing just behind US, UK and Israel according to the NASSCOM report. If the growth is continued on the same pace then it is expected that Indian tech start-ups will generate almost 2.5 lakh jobs in the next five years. India is also said to enjoy demographic dividend and it is anticipated that by 2020 India will be a home to 112 million working population falling in the age bracket of 20-24 years as compared to that of 94 million workers of China. This demographic dividend will definitely boost the start-up culture in the country.

Initially, India was considered as the market for providing cheap labor to the world and for export of Indian services in the field of IT. Due to this India has witnessed low product development and innovation in the past. But, still it is not too late and the culture of start-ups has started in India in the recent past. It has already started bearing fruits and is all geared up to benefit the Indian economy in the long run.

## **WORLD BANK & DEVELOPED NATIONS FUNDING TO INDIAN ECONOMY:**

Tech start-ups are leading the growth of start-up era and it is ready to boost revenue generated by IT-BPM sector by almost 12-14 per cent for the current fiscal year as well. It is anticipated that the e-commerce market of India will grow by more than 50% within the next five years. India witnessed the largest infusion of capital from overseas through venture capital funds in the year 2014 in the indigenous start-ups. After the inception of new government in the centre, an optimistic view has been developed around the growth story of Indian economy. This government has also started working towards improving India's rank in World Bank ease of doing business in which India is currently ranked at 142 positions. This will definitely boost the start-ups of the country. Foreign investors have started looking towards India as a favourable investment destination. Indian start-ups are proving to be the major tool for diverting a huge chunk of foreign wealth into the Indian economy.

Developed nations are now looking towards fast growing and emerging nations such as India to tap the huge untapped potential in these markets. In the recent years, different countries are taking different initiatives to link up their businesses with the Indian start-ups. For Example: Business council of India in United Kingdom (UKIBC) is hosting start-ups of India in UK. Similarly, Swissnex, an agency of Switzerland is conducting market research in India with the help of its entrepreneurs to identify suitable business opportunities for them. On the same lines, Zone Start-ups based in Toronto Canada is also conducting research to understand Indian taste, culture and requirements that they can fulfil. It is said that almost all global giants such as Wal-Mart, Goldman Sachs, Target, Thomson Reuters are eyeing towards Indian start-ups to tap the huge business opportunity.

Venture capital funds from abroad and angel investors are proving to be a big boon for Indian start-up story. Indian start-ups such as Flipkart, Olacabs, Snapdeal, Hike, Shopclues, Freecharge, Imnobi etc. receive various rounds of follow-on financing as well either from their existing investors or from any new investor. These various rounds of funding also help these firms to hire more talent into the company. This helps the company to grow strategically and also add some more experienced people in the firm. In the recent times head hunting and poaching are common among these tech start-ups. There is a huge demand for Indian software engineers around the world. Any start-up owner in any country sets an eye to hire talent from India, since it reduces their cost by almost 25% and at the same time it provides a very good employment opportunity for the developer.

## **ACQUISITION OF STARTUPS BY TECH GIANT**

Apart from funding, mergers and acquisitions are also helping these start-up companies to grow by acquiring new capabilities directly and expanding into the market share of the acquired company. The best example of this could be buying of Myntra, an app based shopping portal by another technology giant Flipkart to gain the market share. Snapdeal recently acquired Free charge to grow into the area of mobile payment gateways, since mobile payments are a next hot spot sensed by various start-ups presenting immense opportunities for further penetration. Not only in India but also internationally tech giants have used acquisition of companies as a way to maintain their position of market leader and also as a way to enhance diversification. An example of this could be acquisition of messaging app Whatsapp by another giant Facebook.

## **B2B START-UPS IN VARIOUS SECTORS:**

Start-ups are flourishing in India not only in the field of internet but in various other fields as well. Educational tech start-ups are a new hot bee among various investors since it is anticipated that the complete educational system will be digitized in the near future. Similarly, start-ups are also eyeing big data for analytics, healthcare, beauty and fitness, biotechnology and other areas as well. Several start-ups have also ventured into food delivery service as well. Examples include Mast

Kalandar in Mumbai and Bangalore, Eatlo, Freshmenu, TinyOwl etc. These have generated employment opportunities in large number for unorganized sections of the society in the form of delivery persons. At the same time, it has increased convenience for consumers as well.

Apart from shiny conventional start-ups there are enterprise start-ups as well. They are broadly classified into two types: Application and platforms. These are basically B2B start-ups and aims to simplify the various underlying processes for businesses. Application start-ups are basically for IT, developers etc. Exotel, Knowlarity are start-ups for developing applications. Young entrepreneurs are also exploring opportunities in the field of development of gateways for mobile or online payment. It is a well-known fact that India is all set to become the second largest market for smart phones by 2016 after United States. It is mainly going to happen due to increase of affordable smart phones in the country. This sector witnessed almost 50% growth in the year 2014 only. Due to this, it is anticipated that the number of people using online transactions will also increase at the same pace, presenting huge opportunities for Indian start-ups. Start-ups such as Paytm, Inmobi, freecharge etc. have already started covering this market.

### **DO STARTUPS GIVE A BOOST TO THE INDIAN ECONOMY?**

India needs a revival and that didn't seem to happen until the start-ups came in. India needs 10 million jobs a year and data shows that it is the start-ups that come to the aid for creating new jobs in the country. Most of the new jobs are created by the start-ups. They are also the centres of innovation. Thus, with innovating new things, start-ups are a great way to enhance employment opportunities. They also bring in the technological enhancement they bring to the country. This leads to a value addition which in later times yields more employment opportunities. With more start-ups coming up India can aspire to be the world leader all the people want it to be and not only remain a cheap outsourcing destination for cheap IT services.

Start-up companies are the most dynamic individual companies since they bring new competitive dynamics in the economic system. They bring competitiveness in the market. Therefore, the economy stays healthy, vital and diligent. Start-up companies are vital because they do what is needed. They provide services easily and they bring innovations, jobs and provide a healthy and competitive business environment. They test different business models in order to find the best among all. They keep on trying until they find the best fit for the market. In companies, large stakeholders have a say in the policy of the company but start-ups are free from that burden. This makes the start-ups disruptive and agile. They work in dynamic and technological environment and in some time they find an alternative technological solution for the problems for they understand that technology is the future. Without technological advancement, they can do no good for themselves, the customers and the economy.

Developed nations have always looked towards as a potential market left untapped but now the bigger companies are looking for mergers with Indian start-ups to tap the markets because it is not possible singlehandedly now. We can proudly say that India is a home to almost 3100 start-ups starting per year standing just behind the US, UK, and Israel according to the NASSCOM report of 2016. If this continues the way it is, we can expect a job generation of around 2.5 lakhs in the next 5 years only from the tech start-ups. By 2020, we will be a home to 112 million working in the age group of 20-24 as compared to 94 million in China. This growth has also boosted the Indian economy and will continue to do so in the coming years. And this has also boosted the start-up culture in India.

Considering the importance of role that the Indian start-ups are all set to play in the growth of Indian economy, the amount of income and the huge number of jobs that can be created by facilitating start-ups, even the market regulator Securities and Exchange Board of India (SEBI) has also relaxed some rules to facilitate the flow of funds from the market to the start-ups.

Hence, taking into consideration all the above developments, it can be concluded that indigenous start-ups will not only make the lives of the people easier through their affordable and convenient services but will also act as a major booster for the development and the progress of the Indian economy.

So can start-ups give a boost to the Indian economy? The answer is a resounding yes. In fact, it has been continuing to do so.

#### **INDIAN GOVERNMENT:**

*All is not Well with this Start-up Movement in India!*

Amongst all this, the product start-up sector has been largely ignored. In fact, India's start-up successes are mostly about software enabled firms and rarely about hardware product companies. The reason for this can be attributed to the lack of funds. Products have to evolve from being a concept to a physical prototype and undergo various iterations before they can hit the market. But unlike software ideas where even simplistic ones that can find ready backers, products have to climb a steep arc to prove their worth in a market not known for its manufacturing prowess. Without initial investment, product start-ups would find it extremely difficult to sustain themselves., while there is clearly a great deal of capital flowing into the start-up ecosystem, only a very small amount reaches these start-ups. This problem is further compounded by the lack of Early Stage Funding – Angel and Seed Funding. Venture Capital funds in India generally invest in firms that are already generating revenues, therefore investing relatively late in the start-up cycle. Likewise, India-based investors prefer to make a few relatively large investments of around Rs. 3 crores to Rs. 5 crores rather than spreading smaller investments across a large number of firms. Start-ups looking for funding of less than Rs. 50 lakh therefore often struggle to access investors. In fact, start-ups in India spend five times the amount of effort to raise funds as compared to US start-ups.

Indian government is also taking several steps to build an environment which is suitable for start-ups, since small businesses can play a very important role to develop and boost Indian economy in the future. In the Union Budget of 2015, government has established a process or a mechanism known as Self Employment and Talent Utilization (SETU) to support all the aspects of start-ups right from their seed financing stage to their growth stage. Also, government is also setting up 'innovation labs' at various places which are similar to that of 'incubation centers' in large national and foreign universities. It is also anticipated that government may roll out a Rs. 2000 crore fund to provide seed capital to start-ups related to IT and biotechnology.

#### **CONCLUSION:**

As we see some of the Indian start-up founders turning angel investors to support and encourage new innovation in India, we will surely see the ripple effect of their efforts in the long run. Governments should be well prepared to create a culture of start-ups to impact their cities, countries and citizens.

How can we and our governments help support the start-up growth? I believe efforts should be made in helping start-ups with tax clarity, incubation, affordability and licensing. It could also be by providing start up capital, resources to broaden awareness, inspiration and more and more meeting space for the newest innovators & tomorrow's business leaders.

## 4. CAMPUS ENGAGEMENTS

### Internal Collaborations

#### *A Play from Holy Book, Mahabaratha, Tamil Drama On January 05, 2019:*

A play Performed on January 5<sup>th</sup>, 2019 in a theatre, feelings of tension and anticipation often arise because wondering what will happen between characters on stage. It was held in Kumaraguru College of Technology in the auditorium and the costumes of each character, the reality set was completely alone by our students.



Talking about plays, reductions and performances can be difficult. All performance is purely a concept from the holy book Mahabharata from the episode called Mahyama Vyayogo-the middle one. It was written by Mahakavi Bahasa and directed by Manju Kodagu which was a pride for all us to work under win. It was a play about Bema and his family which was filled with emotions. If you have a strong impression of a character, especially if you have not seen that character depicted on stage you probably remember one until or bit of dialogue that really captures who that character

is that was a whole lot of lovely journey with the director and the participants at last this play was enacted and was appreciated by our Joint Correspondent and audience.

### ***Workshop on SOP & LOR organized by International Partnerships office on January 25<sup>th</sup>, 2019:***

Education US was a workshop conducted for KCT students on 25.01.2019 in which some Arts students also participated. It was a workshop about “How to write statement of Purpose (SOP)” which is an important document for studies in foreign university. The Speaker was Mrs.Shanthi from US India. Foundation(USIEF) which is working under US Government from this workshop. We understood the Application Procedure for Foreign University, what are the information to be included in SOP. It was an informative workshop which helped students who had been interest studying in Foreign Universities.

### ***Education 2.0 – New Education Model for the Next Generation On January 30<sup>th</sup>, 2019:***

A conversation on how Education 2.0 could be and should be was held in KCLAS Seminar Hall on Jan 30, 2019 from 10.00 – 11.00 am. Mr.Shankar Vanavarayar, Joint Correspondent of Kumaraguru Institutions introduced the chief speakers Mr. Mr.Kalyan Akkipeddi and Mrs.Shobita Kalyan, the People of Prototype Village, who left their high profile corporate jobs to create a model resilient rural community. The couple, shared the experience of their journey and their outlook towards changing Education models which is ecologically sustainable, socially interrelated and economically feasible. They insisted on imparting joyful education which focus on discovering oneself and the environment in a practical way. Hariram, a student of I year BBA, KCLAS, who had a home schooling also extended his opinion that education should impart values. Mr.Kalyan explained the way they carry out the activities in his prototype village by dividing learning based on four aspects i.e., self, environment, expression and tools. Mr.Kalyan, concluded the conversation with an request to discuss and reflect thoughts to work together with them to have innovative ideas for Education 2.0.

## **KUMARAGURU** COLLEGE OF TECHNOLOGY | BUSINESS SCHOOL | INSTITUTE OF AGRICULTURE | COLLEGE OF LIBERAL ARTS & SCIENCE

# **EDUCATION 2.0**

new education model for the next generation

#### **Education & Meaning** A Discussion

- The current education paradigms
- Problems with education 1.0
- Vision for Education 2.0

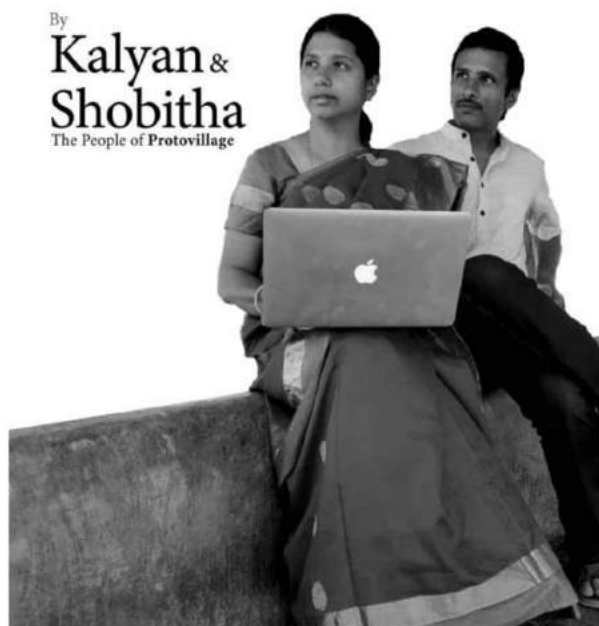
#### **Date & Time**

30 January 2019 | 10:00 - 11:00 am

#### **Venue**

KCLAS Seminar Hall, Kumaraguru Campus

By  
**Kalyan &  
Shobitha**  
The People of Protovillage



## Community Outreach

Mr. C. Rahuram, Assistant prof, Department of management handled a session on "Goal Setting" to the students of Rural learning centre, Udayampalayam. The session emphasised the importance of setting "SMART" goals to be successful in life. The speaker commenced the session by probing and understanding the various goals of the students. The students were made to come forward and share their short term and long term goals to their peer group. The speaker conducted activities which helped the



students realise their own potential. The speaker narrated the life history of few achievers and instilled a sense of confidence among the student group. The session ended on a positive note with the students acknowledging the importance of setting goals to achieve in life.

### *Guest for NSS Volunteers of Avinashilingam University- Dr. Suresh Kumar On January 07 2019:*

Dr. Suresh Kumar, Asst. professor of Dept. of Visual Communication, KCLAS delivered a Guest talk on 'Health & Family Welfare' among the NSS students of Avinashilingam University on 07.01.2019 in a camp organized at Thekkupalayam Village near Coimbatore. Dr. Saraswathy, Dept. of Resource management, Avinashilingam University welcomed Dr. Suresh with an Introductory speech. Later, in an hour-long session Dr. Suresh interacted with the NSS Volunteers and educated them on the fundamental role of Health and Family Welfare in leading a happy and complacent life. The volunteers showed more enthusiasm and interacted with the guest. In the end, the NSS volunteers presented Dr. Suresh Kumar with a memento.



## 5. KCLAS @ MEDIA

கீகொடி

இந்து தமிழ் திணை



நம் கல்லூரியின்

### நட்சத்திர மாணவர்

**குமரகுரு பன்முகக் கலை அறிவியல் கல்லூரி சுவணம்பட்டி, கோயமுத்தூர்.**

கல்லூரிகளின் பெருமையை உலகறியச் செய்யும் பகுதி!

பாரதியார் பல்கலைக்கழகத்தால் அங்கீகரிக்கப்பட்ட குமரகுரு பன்முகக் கலை அறிவியல் கல்லூரி 2018-19-ம் ஆண்டில் தொடங்கப்பட்டது. குமரகுரு பொறியியல் கல்லூரி வளாகத்தில் தற்போது இயங்கி வருகிறது. அனைத்துப் பிரிவு மாணவர்களும் பயன்பெறும் வகையில் படைப்புத் திறனை வெளிக்கொணரும்படியாகத் திரைக் கலை, நாடகக்கலை, கட்டிடக்கலை, கிராமியக்கலை, படைப்புக்கலை, நுண்கலை, பேச்சுக்கலை, தொழிற்கலை, ஆய்வுக்கலை ஆகியவை இங்குக் கற்பிக்கப்படுகின்றன. துறைசார் ஆளுமைகள் மூலம் பபிலரங்குகளும் கருத்தரங்குகளும் தொடர்ந்து நடத்தப்படுகின்றன. போட்டித் தேர்வுகளில் வெற்றியடைவதற்குக் கல்லூரி வளாகத்திலேயே பயிற்சி வகுப்புகள் நடத்தப்படுகின்றன.



பிரெஞ்சு, மலையாளம், இந்தி போன்ற மொழிப் பாடங்களைக் கற்பிக்க உரிய பகுதிதேர்ப் பேராசிரியர்கள் இங்கு வரவழைக்கப்படுகிறார்கள். கோழிக்கோட்டில் நடைபெற்றுவரும் கேரள இலக்கியத் திருவிழா, அண்மையில் நடந்து முடிந்த 16-வது சென்னை சர்வதேசத் திரைப்பட விழா போன்ற நிகழ்ச்சிகளில் மாணவர்களைப் பங்கேற்கச் செய்வதன் மூலம் அவர்களுக்கு அவரவர் துறைசார் கள அனுபவத்தை வழங்கிவருகிறது. திறன் வாய்ந்த விளையாட்டு வீரர்களுக்குக் கல்விக் கட்டணத்தில் முழு சலுகை இங்கு அளிக்கப்படுகிறது.



டாக்டர் பி.கே.கிருஷ்ணராஜ்  
வானவராயர்  
தலைவர்



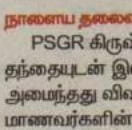
டாக்டர் விஜிலாகென்னடி  
முதல்வர்

#### நட்சத்திர மாணவர்கள்



**இளம் ஜீனியஸ்: V.விஷ்ணு தியானேஷ், பி.காம். முதலாம் ஆண்டு**

பள்ளியில் படிக்கும்போதே வினாடி-வினா நிகழ்ச்சியில் கலந்துகொள்வதில் பேரார்வம் கொண்டவர். மாணவர் H.சசாங்குடன் இணைந்து நேரு மேலாண்மைக் கல்லூரியில் நடந்த வினாடி-வினா போட்டியில் முதல் பரிசையும் பி.எஸ்.ஜி மேலாண்மைக் கல்லூரி நடத்திய COSMA FEST-ல் இரண்டாம் பரிசையும் வென்றார். இது தவிரப் பிபிஎ. படிக்கும் ஹரிஜாமுடன் இணைந்து PSGR கிருஷ்ணம்மாள் கல்லூரி நடத்திய INQUIZITIVE -ல் இரண்டாம் இடத்தையும் பாரதியார் பல்கலைக்கழகம் நடத்திய COMFEST-ல் மூன்றாம் இடத்தையும் வென்றார்.



**நாளைத் தலைவர்: C.J.தருண், பி.பி.ஏ. முதலாம் ஆண்டு**

PSGR கிருஷ்ணம்மாள் கல்லூரி நடத்திய Best Manager போட்டியில் முதல் பரிசு வென்றவர். தன்னுடைய தந்தையுடன் இணைந்து விவசாயம் செய்துவரும் மாணவர். போட்டியில் வெற்றி அடையத் தூண்டுகோலாக அமைந்தது விவசாயம் செய்வதன் மூலம் தான் கற்றுக்கொண்ட நிர்வாகப் பாடமே என்று சொல்லி அத்தனை மாணவர்களின் கவனத்தையும் ஈர்த்தவர்.



**இளைய கலைஞர்: B.நிசாந்த், ஆதர்ஷ் பிரகாஷ் விஸ்காம், முதலாம் ஆண்டு**

இவர்கள் இணைந்து இயக்கிய குறும்படம், பி.எஸ்.ஜி.கல்லூரியில் நடந்த COSMA FEST-ல் முதல் பரிசு, மாநில அளவில் பாரதியார் பல்கலைக்கழகம் நடத்திய COM.FEST-ல் இரண்டாம் பரிசு வென்றது.

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