

Annual Report 2013 – 2014

SHRI NEHRU MAHA VIDYALAYA

(SNMV)

College of Arts & Science

Institute of Management

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Approved by AICTE New Delhi & Affiliated to Bharathiar University

Re-Accredited with "A" Grade by NAAC, An ISO 9001: 2008 Certified Institution

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Annual Report 2013 - 2014

The Report of the College presented by Shri Ashok Lunia, Secretary, Shri Nehru Maha Vidyalaya College of Arts and Science at the 50th Annual General Body Meeting held on September 28th, 2014 at 11 am at Bhagwan Mahaveer Buildings, Shri Nehru Vidyalaya Campus, Tibrewal Nagar, Robertson Road, Coimbatore - 641 002



Shri Nehru Maha Vidyalaya (SNMV) College of Arts and Science, Coimbatore - 641050 ANNUAL REPORT 2013 – 2014

**“All the world's a stage,
And all the men and women merely players,
They have their exits and entrances,
And one man in his time plays many parts,
His acts being seven ages”**

- William Shakespeare's 'As You Like It'

INTRODUCTION

About us



Shri Nehru Maha Vidyalaya College of Arts and Science, which is run under the auspices of Coimbatore Welfare Association, was founded by a group of Philanthropists with visionary zeal in the year 1989. The Management of the College is vested with the Governing Council. **The institution, a registered society run on a non-profit basis, offers quality education at affordable cost.** It ensures holistic **progression** of students through educational activities, curricular, co-curricular, research as well as extension programmes, placement training and industrial interaction. The College is recognized by the UGC as per Sections 2F and 12B of the UGC Act. In the current year, the total strength of the College is 1808 students (Boys: 997 Girls: 818) with 102 teaching and 82 non-teaching staff, headed by the Principal, Dr. Ram Rammohan, who assumed charge on January 27, 2014. Dr. S. Balusamy took charge as the Director of SNMV Institute of Management on February 3, 2014. The College is affiliated to Bharathiar University, **and is** approved by

Government of Tamilnadu and AICTE, New Delhi.

The Institution is celebrating its glorious 25 years in the year 2014. Elaborate arrangements were made by our **Magnanimous** Management to organize the Silver Jubilee Celebrations, which culminated with the Grande Finale Carnival on 14th August 2014.

INFRASTRUCTURE

Arts and Science Block

The institution is spread over 50 acres of land with all modern amenities including separate hostels for boys and girls. The artistically constructed infrastructure with built-in area of 1,04,244 sq.ft. includes spacious class rooms, state-of-the-art Science laboratories, hi-tech Computer labs, and English language lab. In the sophisticated Mahaveers Auditorium, with a seating capacity of 700, and in the air-conditioned Apex Seminar Hall, academic activities are conducted throughout the year.

Library

The Library is an information hub with rich resources contributing to the intellectual capital of the students and teachers with its working hours from 8 am to 4 pm. The Library Resources **are** presented in

ANNEXURE I

Digital and E-library

The library has 1656 CDs on various subjects. DELNET online database [subscription](#) has vast reference material.

Library Services

1. BARCODED book system
2. Reference Section
3. Internet
4. Reprographics

Computer Labs

The computer labs provide numerous computing facilities for students and faculty. These labs contain networked personal computers, printers and other computer equipment that are available for students' use. Well-equipped, modernized and sophisticated computer laboratories with centralized AC, 24x7 internet connectivity and wire-free network, provide extensive knowledge to the students. Extended lab hours aid to extensive reference and information. Of the 401 computers, 120 computers are equipped with 3 HP servers, N-computing technology and ThinClient technology.

Science Laboratories

The spacious Science laboratories are well-equipped with modern instruments for molecular and Plant-tissue culture work, and provide need-based practical and project

training for the UG and PG students of Microbiology and Biotechnology.

SNMV Institute of Management



SNMV Institute of Management, established in 1994, offers a two year full-time MBA programme. A spacious, exclusive, fully air-conditioned MBA Block, sprawling over 25,380 sq.ft. is endowed with digital wi-fi environment. The special features of the institute encompass Mentoring, Career Counseling, and Entrepreneurship. Moreover, the Development Cell, Summer Internships, Personality Development Programmes, Industrial Visits and Association Activities, bestow the students with the knowledge about industry trends and latest developments in the professional arena. The institute organizes a plethora of guest lectures and face-to-face interactions with industry experts and eminent personalities.

FACILITIES

Hostels

The hostels are well-designed and furnished to ensure residential stay on campus. There are separate Ladies and Gents Hostels (with independent Messes), each of which has two Wings, monitored by full-time Wardens and Assistant Wardens. There are three floors in each hostel; each consists of 15 rooms with a total of 48 rooms. The hostel facilities include medical assistance room, and reading room. The strength of the hostel inmates has multiplied from 33 students in 1998 to 347 as on date (217 boys and 130 girls).

Canteen

The College has a cafeteria and a chat counter for the supply of snacks & food to students. Healthy vegetarian food is available at affordable cost.

Transport

The College plies Seventeen buses that provide access to different parts of Coimbatore and Pollachi. A bus and a cruiser van are available for shuttle trips from Malumachampatti to the College and vice-versa and a Qualis van is also available. Bonafide users of the College buses are provided with passes, which should be produced on demand.

Medical Assistance

The Management has given special focus to the good health of students by appointing a visiting Physician, Dr. G. Ramasamy, who is available on campus on all the working days. The Physician examines the health of the students and orients them on maintaining sound health.

ACADEMICS

Courses offered

Achievement of academic excellence has been the focus of the institution since its inception. The President and Secretary hold meetings with the faculty periodically and interact with students to obtain regular feedback regarding the functioning of the institution

New courses are introduced every year based on emerging trends. The institution offers a rich array of 13 UG and 6 PG Courses along with Research and Doctoral programmes, complemented by 14 Career-oriented Add-On courses (sponsored by the UGC) and value-added Coaching Classes for CA, ICWA and ACS Competitive Examinations.

UG Courses

B.B.A.
B.Com.
B.Com. (Computer Applications)
B.Com. (Information Technology)
B.Com. (Professional Accounting)
B.Sc. Biotechnology
B.Sc. Microbiology
B.Sc. Information Technology
B.Sc. Computer Science
B.C.A.
B.A. English Literature
B.Sc. Mathematics (Computer Applications)
B.Sc. Computer Technology

PG Courses

M.B.A.
Master of International Business (M.I.B.)
M.Sc. Information Technology
M.Sc. Biotechnology
M.Com. (Computer applications)
Master of Social Work

Research Programmes

M.Phil. courses

(both Full-time and Part-time)

Biotechnology, Computer Science, Commerce

Ph.D. programme

Biotechnology, Commerce

Additional Programmes

Coaching for:

- Chartered Accountancy, ICWA, ACS
- Communicative English
- Aptitude
- Placement

Career Oriented Programmes

1. Bioinformatics
2. Advertising Management
3. Call Centre Management
4. Economics for Rural Development
5. Export and Import Management
6. Insurance Management
7. International Business
8. Medical Transcription
9. Mushroom Cultivation
10. Nano-Medicine
11. Net Banking
12. Office Automation and Accounting Software
13. Refrigeration Services
14. Tourism Management

Admissions

No Donation! No Capitation! This is the stern policy adopted by Coimbatore Welfare Association. **Seven hundred and twenty Five (725)** students were admitted in the academic year 2014-2015.

As a part of admission drive, our College participated in a number of

educational exhibitions held at **Theni**, Tirupur, Coimbatore, Malappuram, Kannur, Calicut, Kottayam, Trichur, Pallakad, **Nilgiris**, Madurai, Pollachi and Salem. In addition 14 spot admission centres were set up to enhance the admissions.

MERIT SCHOLARSHIP SCHEME

The Management recognizes the **commendable** performance of plus two students by awarding various scholarships.

SNV school students joining our College for undergraduate courses are eligible for 10% fee concession and are exempted from admission fee.

PG

□ Our U.G. students continuing into Postgraduate studies (including MBA) at our College are eligible for 10% fee concession.

Percentage of Marks	Fees Concession
60 % - 74.99 %	10%
75 % - 89.99 %	20%
90 % - 94.99 %	50%
95% and Above	100%

□ Our U.G. Students securing **University** First Rank and continuing into Postgraduate studies at our College are eligible for 100% scholarship.

Sports Scholarship Scheme (From +2 to UG)

Particulars	Fees	
	Scholarship	Hostel (or)Bus Scholarship
Zonal Level	10%	10%
District Level	25%	25%
Divisional Level	40%	40%
State Level	50%	50%
National Level	75%	75%
International Level	100%	100%

Sports Scholarship Scheme (From UG to PG)

Particulars	Fees	
	Scholarship	Hostel (or)Bus Scholarship
Zonal	10%	10%
Inter Collegiate	25%	25%
South Zone (Form 3)	50%	50%
All India Level (Form 3 to Form 4)	75%	75%
International	100%	100%

Institutional Social Responsibility (ISR)

To commemorate the 25 years of existence of the institution, 25 seats are offered by the Management to deserving students under the 'Institutional Social Responsibility' (ISR) scheme, for children from economically weaker sections with good academic records.

Best Library User Award

The Best Library User Award, initiated in 2006-2007, has been found successful in inculcating reading habit among students. This award judges students across a comprehensive criterion of continuous assessment on the basis of books, journals and newspaper reviews referred to / utilized by them. Two students, one each from UG and PG are selected for this award. Mohit Khatore of II MBA and K.V.Mithun of III B.Com CA are the award winners for the academic year 2013-2014.

ACHIEVEMENTS OF STUDENTS

- Bharathiar University Examination results of the students are highly commendable. The Comparative result analysis of April 2012-2013 and April 2013-2014 is presented in [ANNEXURE II]
- Four students brought laurels to our institution with their exemplary performance in Bharathiar University Examinations conducted from 2013-2014.

S.No	Course	Name of the Student	Rank
1	B.C.A.	Mr. Ravindran G	II
2	M.Sc. (BT)	Ms. Sreeja M	II
3	M.Sc. IT	Ms. Jothimani S	II
4	B.Com. IT	Ms. Sneha Y	VII

CO-CURRICULAR AND EXTRA-CURRICULAR ACTIVITIES

Workshop on “Premarital Counseling”

Svastika Student Counseling Cell, and the Department of Social Work, conducted a workshop on ‘Pre-marital Counseling’ to the final year female students of the college on 13th February 2014 at the Apex Hall.

First session of the workshop was about “Understanding and clarifying – Love, Lust and infatuation” Mr. Mahesh, Social Worker and Counsellor of Manoshanthi Family Counseling Centre, Coimbatore conducted this session. This was followed by an orientation and training on the subject ‘adjustment with spouse’ handled by the leading psychologist Prof. Dr. B.Selvaraj.

State level Workshop

Mrs. M.B.Kavitha, Assistant Professor of Microbiology and Mrs. V.N.Karthikeyani, Assistant Professor of Hindi accompanied by Gopinath.R and Helina of I B.A. English attended State Level Workshop on “Innovations in Drama” organized by the Department of English at Hindusthan College of Arts and Science on 29.01.2014.

On the same day, Mrs. M.B.Kavitha and Mrs. V.N.Karthikeyani attended the Rally meeting concerned with Vivekananda’s 150th Birthday celebrations.

Workshop on 'Combating Sexual Harassment of Women'

The WOMEN EMPOWERMENT CELL conducted a guest lecture on 'Combating sexual harassment of women' to all the 690 female students of the College on 9th February 2014 at Mahaveers Auditorium.

Dr. M. Premalatha, Head, Department of Social Work, and Ms. Gladys Glory, Head, IT Dept, were the **Conveners**. Practicing Advocate and Psychologist Dr. T. Srinivasan addressed the gathering on 'combating sexual harassment of women'.

NSS

25 NSS Volunteers and NSS program officers participated in Blood donation camp organized by L& T and IDBL which has a tie up with Indian Medical Association at L& T health care, Eachanari on 26.2.14(Wed). The students were honoured with **IMA certificates**.

Our 150 NSS Students participated in a campus training programme at our college campus on 12.8.14 & 13.8.14.



Guest Lectures

The Association for each Department functions with the perspective of providing rich learning experience. Guest lectures are organized by these Associations frequently to enrich the knowledge of the students and to update them on current developments.

[ANNEXURE III]

PAPER PRESENTATION AND PUBLICATION

The faculty members presented papers at National and International seminars organized by various institutions.

[ANNEXURE IV]

The Publications by our Faculty during the year are listed in **ANNEXURE V**

FACULTY DEVELOPMENT PROGRAMME

Shri Nehru Maha Vidyalaya College of Arts and Science conducted a one-day Faculty Development Program on 21.06.2014 at 10.00 a.m. in the Apex Seminar Hall. Dr. B. Selvaraj, Psychologist, Government Arts College, Coimbatore, was the Resource Person.

Dr. Ram Rammohan, Principal, delivered the welcome address, which was followed by the introduction of the Chief Guest by Dr. S.

Parimala, Dean, Commerce.

The Chief Guest spoke on the topic 'Handling Adolescents in Class room'. He highlighted that the objective of the program was to create awareness about the nature of 'Hi-tech adolescents'. He traced the period of their growth to maturity when physical, psychological and social changes occur, which cause significant changes in their personality and life. He conveyed the message 'care has to be given to adolescent boys and girls', and that 'discussion and interaction with the teenagers will bring about positive response'.

This was followed by an interactive session between the Resource person and the faculty members. Dr. Manjula Suresh, Dean, Languages, proposed the vote of thanks.

SNMV Institute of Management



MBA students participated in the **Inter-collegiate** event conducted by KPR College, Coimbatore. The team of Salina

Lathif, Allen Job, Abin Jacob Philip and Roffin Philip won the second prize in Adzat Competition. More than 100 teams **participated** in the event. Our students reached the finals in the Best Management Team and Stock Wars categories.

Siddarth and Kathiresan of I MBA and Anand of II MBA participated at the launch function of an exclusive case study club for MBA students in Coimbatore. This case study club was launched by Keymind learning solutions and the function was on Sunday 6th of October, 2013.

The students of I and II year MBA attended an Intercollegiate Meet 'Protensis 2013' on 29-October, 2013, organised by Nehru Institute of Management and Research. Allen Job, Salina Lathif, Rajesh.K and Roffin Philip of II MBA won second place in Best Management Team competition. Shony Jose and Dinesh Kumar of I MBA won Second place in Business Quiz. Our students reached the final round of Best Manager, Best Marketing Team and ADZ APT competitions.

Business Quiz was conducted on the campus on 29.10.2013. The first place was won by Nikhil N.J, and his team of I MBA. One more Business quiz titled 'Business Track' was conducted on 30.10.2013 for I MBA students. A.Ramachandran and his team won the first place. Bharathiar University

project Viva Voce for II MBA students was held on 30.10.2013.

A Quiz contest titled 'Brain Teasers' was conducted for the I MBA students on 07.11.2013. The following teams bagged the first two positions:

I Place	II Place
Jayadev Babu	SiddharthV
Chitra V Nair	Kathiresan M
Akhil R	Abin Joseph
Sajo G	Sadakath Ali M
Stephan S	Vinoth Kumar K
Shony Jose	

'Demystifying Management Jargon' – A quiz contest was conducted for the I year MBA students on 07.11.2013, wherein the teams comprising the following members bagged the first two positions:

I Place	II Place
Chitra V Nair	Kathiresan M
Jayadev Babu	Mahesh B
Ramachandran A	Arjun Mohandass
Balram T	Akash TP

I MBA students participated in an Intercollegiate meet 'Artha Shastra 13' conducted by SNS Institute of Technology on 08.11.2013. Shony Jose and Dinesh

Kumar.D, reached the finals of Business Quiz. Arjun Mohandas, Anshu Chouhan, Jayadev Babu and Mohammed Rahees reached the finals of Best Management Team competition.

Continuous Internal Assessment (CIA) test III (Model Examinations) was conducted for the I MBA Students from November 25 to 29, 2013.

The officials from National Skill Development Corporation addressed the II MBA students on 'Employability Skills' on 11.12.2013.

A Quiz program was organized for the students of I MBA on January 2nd 2014. Thirty Students participated and the team of Kathiresan. M and Siddharath.V won the first place.

On 6th March, MBA students participated at the Intercollegiate Meet conducted by Hindusthan College, and won various prizes.

A group activity on Rural Marketing Strategy was conducted as a role-play by I MBA students on 6th March 2014. Our students won the first place in the event conducted.

On 7th March, MBA department organized a local industrial visit to Container Corporation India Limited, Irugur. 45 MBA Students and 2 faculty members visited the industry.

Mr. Nikhil Manikandan and Mr. Mahesh of I MBA participated in a National conference on E-Commerce conducted by GRD College and presented papers, on 10th March 2014.

Four MBA students, Mr. Palaniappan, Ms. Tinta Kunjumon, Mr. Anish Kumar and

Mr. Nanda Kumar of Final year were selected for placement at AMP Technologies Limited.

A training session on group discussion was conducted for final year MBA students on 10th March by Key Mind Learning solutions.

Placement training in group discussion and interview skills were conducted for Final Year MBA students on 11th March 2014.

The Institute organized an Industrial Visit to Sakthi Dairy Products, Pollachi, as a part of their curriculum. Forty six I MBA students and 2 faculty members visited the industry on 12th March 2014. Students also visited the Temple of Consciousness (Vethathri Maharishi Ashram) at Pollachi.

The SNMV Institute of Management conducted Election Debate for I year MBA students, on 13th March, 2014, in order to create awareness about election process and the need to vote.

MBA students participated in the intercollegiate event Manage '14 on 19th March conducted by GRD College. One of our students won the first place in the Best Manager Contest. A business quiz was organized for 1st Year MBA students on 18th of March. Our students participated and won the first place.



II MBA students attended the campus drive of JJ Orthodontics on 19th March at Vivekanda Institute. Three of our students got job offer as marketing executives with a package of 2.4 Lakhs per annum plus allowances and incentives.

Wipro conducted a marketing event “Smartlite Hunt” across colleges in Coimbatore in March 2014 (a month long competition). The event involved identifying innovative channels and selling Wipro CFLs through identified channels. Our students participated and won the first place.

Shri Nehru Maha Vidyalaya Institute of Management Studies conducted ‘SNMV IM Management Day’ on the campus on 2nd April, 2014. Shri. R. Venugopal, Vice President and Centre Head, Robert Bosch, Coimbatore, was the Chief Guest. His speech reflected on Prerequisites of Managerial Skills, wherein he emphasized that, ‘Management is not about managing others; but oneself’. Analyzing the current contemporary nature of the global market, he insisted on the five

attributes namely, passion, competence, communication, flexibility and ownership.



A special lecture on ‘Entrepreneurship in Emerging Economies’ was conducted by Shri Nehru Maha Vidyalaya Institute of Management on 3rd April, 2014 on the campus. Shri. Mansoor Khan, Entrepreneur, Film Director and Author of the book “The Third Curve” was the chief guest. Shri Mansoor Khan in his speech elucidated the concepts of ‘The Money Onion’ and ‘Laws of Money’. He analyzed that every institution talks about and stands for growth, and no economy or economic model is anti-growth. However, we fail to acknowledge and appreciate that it is ‘Energy’ which drives the economy. Our Principal, Dr. Ram Rammohan presided over the function. Wing Commander, Raju Srinivasan, was the guest of honor.

The College provided facilities (Computers and Internet) to Tai Infotech Pvt. Ltd, Gurgaon, for the conduct of Corporate Training to Marketing Managers of Abbott India Ltd. on Saturday, 12th April, 2014. There

were 18 Managers and the Trainer was from Corporate Office of Abbott at Mumbai.

MBA students participated in Cap Gemini Campus drive at Karpagam College and KPMG campus drive at CMS College.

An Interschool Quiz Competition and a Treasure Hunt Competition titled “ZENITH” on the theme “Global Warming and Rainwater Harvesting” were organized by SNMV Institute of Management on 5th August, 2014. The above competitions were organized for Higher Secondary School Students to commemorate the Silver Jubilee Celebrations of SNMV College of Arts and Science and the Golden Jubilee Celebrations of Shri Nehru Vidyalaya School. A total of 13 teams with each team comprising 3 members participated, among which 6 teams were shortlisted for the final round. The list of students who secured the top three places in the quiz is as follows:

Prize	School	Names of the Students
I	Park Global School	Shreya. S Mithilesh Krishna Nithish Nanda
II	G.K.D. Matric Hr. Sec. School	Sai Bharathwaj. S Durga Sanichar M. Sharat Chandar
III	Vidhya Nethra Matric Hr. Sec. School	R. Priyadarshini G. Kalaimagal K. Roopadarshini

SEMINARS

A National Seminar on 'Nomadic Tribes and their Developmental Scenario in Tamil Nadu' was organized on 23rd and 24th December 2013. This Seminar was conducted by the Departments of Social Work and Management Studies, with the support of Anthropological Survey of India, Ministry of Culture, Government of India.



Shri Nehru Maha Vidyalaya College of Arts and Science conducted a National Level Seminar on "Rain Water Harvesting and Water Conservation" to commemorate the Silver Jubilee Celebration of the College on 06.08.2014 (Wednesday) at 10.30 a.m. in Apex Seminar Hall. . The Key Note Address was delivered by the Chief Guest, Prof. Dr. P. Lakshmanaperumalswamy, Previous Director of the School of Life Sciences, and Head of the Department of Environmental Sciences, Bharathiar University, Coimbatore.



Poster competition and Paper Presentation competition was held for the participants. The first and second prizes of the poster competition were bagged by Ashique & Team and Jane & Team respectively. The first and second prizes of the paper presentation competition were bagged by M. Srivallaba and N. Sushmitha from SASI School of Creative Architecture who spoke on 'Rain Water Harvesting' and M. Hussain Sharief and Aravind from SNMV College who spoke on 'Water for Me and My Child' respectively. Mr. C. Rahuram, Assistant Professor, MBA department expressed our gratitude by proposing the Vote of Thanks.

FUNCTIONS AND CELEBRATIONS

Medicinal Food Fest

The Department of Bioscience conducted the South Indian Medicinal Food Fest on September 19th 2013. The highlight of the Fest was the preparation of delicious food without the use of fire, cooking with medicinal herbs and spices having nutritional value.

Gandhi Jayanthi 2013

On the Eve of our National Leader Mohan Das Karamchand Gandhi's 144th Birth Anniversary, SNMV College celebrated Gandhi Jayanthi on 2nd October, 2013.

Dr.B.Prasanna Kumari, Vice Principal, addressed the gathering and highlighted the **Principles** of Gandhiji. This was followed by Bhajans, and the Vote of thanks was proposed by Mrs. S.Kavunthi, the convener of the event.

Subsequently, this was followed by a procession of students and staff, highlighting the teachings of Gandhiji. The Procession marched towards Malumachampatti and back to SNMV.

Pongal Celebrations 2014

'Samacheer Pongal' was celebrated with pomp and splendor in the College premises on January 10, 2014. Students belonging to various religions prepared Pongal which was then distributed to all those who participated in the celebrations.

Shri Ashok Lunia, our Secretary, initiated the festivities by lighting the cooking fire for the preparation of Pongal. This was followed by 'aarthi' and pooja. Shri MM Bhuradia, Vice-President, graced the occasion with his presence and addressed the gathering. Dr. S. Seetharaman, Head, Department of Tamil, and Convener of the

programme, welcomed the gathering.



It was a day of discovering new talents in competitions such as Rangoli, Uriyadhithal, Tug-of-war, Kabadi, Silambattam, Kummiattam, Thevarattam and Jikkaatam, in which as many as 700 students participated. Martial Arts set the tone and tenor of the celebrations with their dexterity and skillfulness. The celebrations concluded amidst a riot of colour, costumes and entertainment.

Republic Day Celebrations 2014



Republic Day was celebrated at our College on 26.01.2014 at 8:30 am. Shri Ashok Lunia, Secretary of the **College**, hoisted the National Flag. This was followed by a spectacular March Past by NSS volunteers and NCC Cadets. Shri M.M.Bhuradia, Vice President graced the occasion with his presence.

Our Secretary, in his special address, stated that the Republic Day is an auspicious day as we the Day the Constitution of India was brought into effect. The Independent Republic of India was officially born on 26th January 1950, after being under the British rule for nearly 100 years. The Secretary pointed out that Indian youth have to play a major role to eradicate poverty, by taking-up social service actively and helping the poor in all possible ways. Illiteracy can be removed through Adult Literacy Programmes. New Industries and corporates can employ many people and solve the problem of unemployment. Our Vice President recalled 64 years of proud, prosperous years of Indian republic. He added that every individual has to contribute and participate to achieve development and progress. Dr. Manjula Suresh, Dean-Languages, welcomed the gathering, and Mrs. S.Kavunthi, Convenor of the function, proposed the vote of thanks.

Patriotic programmes presented by the students included speeches in English, Tamil, and Hindi, dances, skits and songs. Prizes and certificates were handed over to the winners of various Competitions by the Secretary and Vice President.

Farewell Day

The Farewell Day was organized on 27.02.2014 (Thursday) for all UG and PG departments. The celebrations commenced at 9:00 a.m. in each individual department, and

then culminated with the official function in the evening at the Mahaveers Auditorium.

Dr. Ram Rammohan, Principal of the College, delivered his welcome speech wishing students all the best for their future endeavors. Shri. Ashwin K. Shah, President, SNMV, addressed the gathering highlighting the importance of college days in one's life. He also wished good luck to the students for their future. Shri. Ashok Lunia, Secretary, addressed the gathering with his farewell note advising students to take academics and enjoyment hand in hand for a better future and wished them good luck.

The day was blessed with a rocking musical concert by Mr. Anoop Shankar, renowned Playback Singer who by his mesmerizing vocals and rhythmic dance delighted the students. The show was spiced up by Mr. Ramu, the keyboardist. The day ended with its own colorful memories.

Annual Sports Day 2014



Annual Sports Day was celebrated on

28.02.2014 (Friday). The Sports Events for the student athletes commenced from 9.15 a.m., which included a spectacular March Past by the athletes, lighting of the Olympic Torch, and oath-taking. Dr. Ram Rammohan, Principal of the College, declared the Sports Meet open. This was followed by 200 meters finals for men and women athletes, 100 meters finals, 4x100 meters Relay and 100 meters and Shot-put for Staff.

The Prize Distribution Function was held at 4.00 pm. on the same day. Colonel Irshad A. Khan, Group Commander, Coimbatore NCC Group, was the Chief Guest of the function. Shri. Ashok Lunia, Secretary, addressed the gathering. He congratulated all the winners and participants of the sports events. He emphasized on sports for good health through his thought provoking speech. He appreciated the importance given by the College for sports, and congratulated the organizers of the events. The welcome address was delivered by Dr. Ram Rammohan, Principal of the College.

The Chief Guest, Colonel Irshad A. Khan, in his address, motivated the students to exhibit their athletic talents in sports activities, and encouraged them to bring laurels to the institution through their best performance. He also emphasized that each student should choose one sport to keep fit, and then to work hard on the challenge

chosen. He quoted examples of successful players of various games and how their hard work and untiring efforts gained them fame. He also pointed out the importance of sports in preventing diseases such as diabetes, hypertension etc.

The medals and certificates were presented to the winners of various intramural sports competitions by the Chief Guest and the Management members. The overall Trophy was won by the Yellow House.

International Women's Day 2014



International Women's Day was celebrated on the campus on March 07, 2014 (Friday). Shri. Ashwin K. Shah, President, presided over the function and delivered the presidential address. He congratulated the Women Empowerment Cell for organizing the event in a marvelous manner. He added that a good family makes a good society and the role of the woman moulds the society. Shri. Ashok Lunia, Secretary, delivered his inaugural address in the presence of the Vice President, Shri. M.M. Bhuradia. Our Secretary

highlighted the enormous potential of woman who plays a vital role in family and society. The main objective of International Women's Day Celebration is to appreciate the achievements of women all over the world. He recalled that our country was built by strong women like Rani Jhansi and Indira Gandhi. He concluded that every man should take an oath to safeguard the honor of women.

The glorious occasion was felicitated by Dr. Ram Rammohan, the Principal of the college. He stated that "Everyday should be Women's Day", and appreciated the theme for this year's celebration: 'Inspiring Changes in Women.'

Mrs. Prema Rangachary, Director, Vidya Vanam, Annaikatty, Coimbatore, was the Chief Guest of the function. She **addressed** the gathering through her thought-provoking speech on "Inspiring Changes in Women." She appreciated the Women Empowerment Cell of the College that functioned actively. She stated that external beauty was not enough; it should be mingled with compassion for oneself, self-love and good self-image. "Empowerment is the freedom to realize what you are. It has to come from within. Women have to break the physical, educational, economical and psychological barriers".

This was followed by the address by the Guest of Honor, Mrs. K.A. Renuga Devi, a leading advocate of Coimbatore. She addressed the gathering and added glory to the celebration. Through live examples and anecdotes she stated that each woman is a powerful gift of God; she is capable of changing the world through selfless efforts and tender-hearted caring. She concluded that women have to live with dignity and achievements, and die with respect.

The cultural program presented by the girl students included folk dances, group dance, and a documentary on the **achievements** of the Women Empowerment Cell. Prizes were distributed to the winners of the Rangoli, Paper Collage, T-shirt Painting, Facial Painting, Mehendi, Singing and Dancing competitions conducted by the Women Empowerment Cell. In the 'Pretty Queen Contest', of the ten contestants who participated Karni Bafna of I MBA emerged as the winner. In the simplest of words, the celebrations were aimed at the creation of an environment where women can make independent decisions on their personal development as well as shine as equals in the society. The celebration mainly laid emphasis on the health and safety concerns of women in India. 600 girl students and 50 lady teachers participated in the program.

Induction Ceremony 2014



Shri Nehru Maha Vidyalaya College of Arts and Science conducted the Induction Ceremony “SWAJITH’ 2014 to welcome the first year UG students on 01.07.2014 (Tuesday) at 10.00am in Mahaveers Auditorium. The induction ceremony started auspiciously with the lighting of the kuthuvilakku by the dignitaries. Dr. Ram Rammohan, Principal of the college, delivered the welcome address. He highlighted the salient futures of the College. Shri. Ashok Lunia, Secretary, delivered the special address. He stated that the strategy for success is when you are alone “control your thoughts” and when you are in a crowd, “control your words” From his personal experience he stated that we should never quit or give up, and that we should try and try again till we succeed. He advised the students “Never forget what your parents have done for you: be thankful for what they have done.”

The Key note Address was delivered by Mr. N. Shanmugam, Malumachampatti

Panchayath President. He stated that the students are like raw soil which could be moulded in the right way only by parents and teachers.

This was followed by Pledge – taking by students, presided over by Dr. S. Parimala, Dean, Commerce. Shri M. M. Bhuradia, Vice President felicitated the gathering. He motivated the students to achieve success through determination. The newly joined staff and the first year students were adorned with Silver Jubilee Pins by the faculty members to commemorate the commencement of the Silver Jubilee Celebrations of the College and Golden Jubilee Celebrations of Coimbatore Welfare Association. Vote of thanks was proposed by Dr. Manjula Suresh, Dean, Languages.

Snathar Pooja

Suparasnath Bhakthi Mandal conducted Snathar Pooja at our Institution to pray for the welfare of the Student community. The Boy and girl Students along with the Faculty Members attended the pooja. Our Secretary initiated the program to mark the official commemoration of the beginning of Silver Jubilee Celebrations in the Year 2014. On the occasion, Silver Jubilee lapel pins were presented by the members of the mandal to the Students and Faculty. The Secretary, while addressing the gathering stated that every one of us must begin our day

with prayer and end it with prayer. This will lead to all-round peace and prosperity. Shri. M.M.Bhuradia, Vice President, graced the occasion with his presence. Dr. Ram Rammohan, Principal of the college, also participated in the pooja.



Ganapathy Homam 2014

Shri Ashwin K. Shah, President, Shri M M Bhuradia, Vice-President, Shri Ashok Lunia, Secretary, **Shri Bharathkumar Jaghamani** GC Member, and Mrs. Ashwin Shah, attended the Ganapathy Homam which was performed at our college on July 10, 2014 (Thursday) to seek the blessings of Lord Ganapathy for all the undertakings of the Institution to be completed without any distraction and obstacles, and for the prosperity, good health, attainment of objectives and success in all future endeavors. Our newly acquired bronze Ganapathy was installed in the main lobby.



Freshers' Day 2014

The Freshers' Day was conducted by the various UG Departments on July 17th, 2014 (Thursday) to welcome the first year students.

Graduation Day 2014



The 22nd Graduation Ceremony of Our College was held on 2nd August 2014, at Mahaveers Auditorium. Dr. Ram Rammohan, Principal, invoked the Ceremony. Shri. Ashok Lunia, our Secretary, welcomed the graduates, parents and the dignitaries for the function. During his address, he highlighted that the College is recognized as one of the leading institutes in Coimbatore for its academic excellence mainly because of the

hard work, devotion to quality, contribution of illustrious alumni, dedication of the professors, and the vision of the administration in its journey of 25 years. He further added that, purity, patience and perseverance are the three essentials for success. Col. Prof. Dr. G. James Pitchai, honourable Vice-Chancellor of Bharathiar University, delivered the Graduation Day Address and distributed Degree Certificates to more than 300 graduates. In his Address, he insisted that the graduates must develop their personal competencies, especially their passion, commitment, tenacity and open mindedness to learn to live within the norms and values of the society. He motivated the young graduates to think high and achieve high, and quoted that 'difficult things take some time, impossible takes a little longer'.

The Principal of the College, Dr. Ram Rammohan, presented the Annual Report. Shri. Champalal G Bafna, Past President, Coimbatore Welfare Association and Guest of Honour, presided over the ceremony.

Shri. Ashwin K Shah, President, Shri M.M. Bhuradia, Vice-President, Shri B. Balchand, Immediate Past President, Past Presidents Shri Kanaklal Abhaichand, and Shri Mangilal Jain, and GC Members, Shri Mahipal Mehta and Shri Gautamchand Bafna, as well as Shri Mahaveer Bothra, graced the occasion with their presence. The Rank

Holders were honoured with Silver Medals and Certificates. The graduates took the Convocation Pledge and the program concluded with the National Anthem.

Mini-Marathon



To commemorate the SILVER JUBILEE CELEBRATIONS OF OUR COLLEGE and GOLDEN JUBILEE OF COIMBATORE WELFARE ASSOCIATION and SNV SCHOOL a Mini-Marathon was organized to create awareness on Rain-Water Harvesting on 27.07.2014 at 6:30 a.m. from Race Course to Shri Nehru Vidyalaya School, R.S.Puram.

The Marathon was flagged off by Mrs. K. Karpagam, District Revenue officer, Coimbatore along with the President, Shri. Ashwin K Shah, Secretary, Shri Ashok Lunia, Past Presidents and the Governing Council Members. The Marathoners were received by Colonel KVS Tanwar, Station Commander, Indian Army, Coimbatore, and Commanding Officer of 93 Field Regiment, along with the

Past Presidents Shri Champalal G Bafna, Shri Kanaklal Abhaichand, Shri Shreegopal Maheswary and Shri Mangilal Jain. Shri M.M .Bhuradia, Vice-President, Dr. Ashok G Bafna, Secretary, CWA and SNV School, Shri Gautam Chand Srisrimal, Treasurer, and Shri Kamelsh C Bafna, Joint Treasurer, graced the occasion with their presence. The Governing Council Members Shri Kewal C Bafna, Shri Mahipal Mehta, Shri Ashok Gundesha, Shri Ratanchand Bothra, Shri Vinod Choraria, Shri Gautamchand Bafna, and Shri Bharathkumar Jaghamani, also participated in the Program. This event was approved by the Coimbatore District Athletics Association.

The Prize Distribution function was held at Shri Nehru Vidyalaya School. Welcome Address was delivered by Shri Ashwin K Shah, President. He highlighted the fact that CWA works tirelessly to uplift the young generations, and that the Golden Jubilee Celebration of CWA and SNV and Silver Jubilee Celebrations of SNMV College provide ample opportunities for Students to develop their talents from Pre-KG to Ph.D.

Shri Ashok Lunia presented a report about the Mini-Marathon. He expressed his happiness for creating awareness about Rain Water Harvesting. He stated proudly that the Mini-Marathon had attracted 1753 **participants**. "Let us vow to Save, Conserve and Harvest Water", he concluded.

The Chief Guest, Colonel KVS Tanwar, Station Commander, Indian Army, Coimbatore, addressed the gathering. He stated that hard work leads to success. He congratulated the young runners for their Enthusiasm and Energy.

The race was divided into four categories: in the category for boys (Below 18), the first two places were bagged by T. Hemanth Kannan of CMS Matriculation Higher Secondary School and G. Vishnu of Presentation Convent Matriculation Higher Secondary School. In the category for men (Above 18), N. Senthil Kumar of Sri Krishna Arts and Science College became the Topper, and D. Bhoobesh of Sports Development Authority of Tamil Nadu (SDAT) College was the runner-up. In the category for girls (Below 18), L. Samyasri of CMS Matriculation bagged the first place and M. K. Priyadarshini of Sri Avinashilingam Higher Secondary School bagged the second place. In the category for women (Above 18), the first two places were won by S. Padmavathi and V. Kirithika of Dr. NGP Arts and Science College. The function came to an end with vote of thanks proposed by Dr. Ram Rammohan, Principal, SNMV College of Arts and Science.

Silver Jubilee Celebrations



Our College celebrated its glorious Silver Jubilee on 14.08.2014 (Thursday) at 10.00 a.m. SNMV was founded in 1989 by Coimbatore Welfare Association. SNMV has proved its greatness by grooming many students along its path for the past 25 years. Our President, Shri. Ashwin K. Shah, our Secretary, Shri. Ashok Lunia, our Vice President, Shri. M. M. Bhuradia, the Past Presidents and the Governing Council Members graced the occasion with their presence. The Chief Guests for the day were Padma Shri Malathi K. Holla, Para Athlete, Padma Shri Syed Kirmani, Former Indian Cricketer and Shri. Palam Kalyanasundaram, Social Worker.

The morning session began with the traditional invocation following which, the President of the Coimbatore Welfare Association, Shri. Ashwin K. Shah warmly welcomed every participant of the day. The Principal took up the thread and addressed the gathering about the various facilities that

are available for students of SNMV in the form of infrastructure, scholarships and the like. He also thanked the CWA for its continuous support and its unending quest towards the goal of providing quality education.

Shri. Ashok Lunia, Secretary, SNMV, gave the Inaugural address by mentioning that SNMV was the brain-child of a group of philanthropists of the CWA. He took the opportunity to pay tribute to the founders of the academic institution. He continued with his address by introducing the Chief Guests of the day, each of whom is a champion in their respective field. “We are celebrating the fruitful landing of the 25th year of SNMV”, he stated. The members of the Governing Council, CWA honoured the past presidents of SNMV for their priceless contribution to the institution. The honours were done by the Chief Guest, Padma Shri Syed Kirmani who adorned them with shawls.





Padma Shri and Arjuna awardee, Dr. Malathi Krishnamurthy Holla is an International Para Athlete from India. To her credit, she has received the Rajyothsava Award, Ekalavya Award, Dasara Award, Outstanding Disabled Sports Person in Public Sector Banks award, K. K. Birla Foundation Award, Pratibha Rathna to mention a few. She has won 389 golds, 27 silvers and 5 bronzes at national and international events. Padma Shri Malathi Holla was requested to inspire the audience with her motivational words. She spoke about the adversities that she faced being handicapped and the courage that is required to overcome all obstacles to be successful in life. She also spoke about “giving back to the country” that has given us everything.

This moving speech preceded the prize distribution ceremony. Prizes were given away to the winners of the various competitions that were conducted over the course of a few months in order to celebrate the Silver Jubilee of the college.

In association with the observance of ‘World Indigenous Peoples Day’ SNMV CAS recognized the NGOs – ‘Native Medicare and Charitable Trust’, ‘Keystone Foundation’, ‘Vidhaya Vaanam’ and ‘Friends of Tribals Society’ working with native primitive tribes. The indigenous Irula communities (who are isolated in deep and dense forest regions and have secluded themselves from main stream society, and treasure their distinct culture & traditions as life and soul) performed their traditional dances. All the four NGOs exhibited their crafts and the products made by the tribes.



As part of the Celebrations, SNMV honored Mr. Yoganathan, Tree Man of the South, who has been awarded by the Government of India as “Eco Warrior” - a bus conductor by profession, for his noble service in planting trees by spending 40 % of his salary towards this noble cause. The Panchayat President of Malumichampatti, Shri. N. Shanmugam was honored with a memento for his service.

The afternoon session commenced with the address by Shri Ashok Lunia, Secretary, SNMV who regaled the audience with his memories of the institution. He took the opportunity to introduce Padma Shri Syed Kirmani, the wicket-keeper responsible for the 1983 world cup victory. He had the pleasure of introducing Palam Kalyanasundaram, who was elected Man of the Millenium by the United Nations. Both Padma Shri Syed Kirmani and Shri. Palam Kalyanasundaram were invited to the dais to address the gathering.

Padma Shri. Syed Kirmani won the award for the best wicket-keeper in the 1983 Cricket World Cup. He was a recipient of the Padma Sri award in 1982. He addressed the gathering about the need to “remain positive” and to approach life with courage. He also told the students to “shed jealousy and ego” and to help one another. He stressed upon the importance of “belief in God”, and the advantage of “being a good human being”. He insisted that one should have clear goals and think persistently to achieve success in life. He congratulated the College and Coimbatore Welfare Association for its dedication towards the cause.

Shri. Palam Kalyanasundaram, Social Worker who has donated his entire salary to charity, in his address stressed on simple living and humanitarian ideals. He mentioned

that the “giving of oneself without expecting anything in return is the genuine service towards mankind.” His speech encouraged the audience to rise and honor him with a standing ovation.

This was followed by cultural programs performed by Alumni and students of SNMV CAS.



The Past Presidents of Coimbatore Welfare Association Shri. Kanaklal Abhaichand, Shri. Champalal G. Bafna, Shri. Shree Gopal Maheshwari, Shri. Mahaveer Jain, Shri. Mangilal Jain; Immediate Past President, Shri. B. Balchand; Secretary, Shri Nehru Vidyalaya School and CWA, Dr. Ashok G. Bafna; Treasurer, Shri. Gautham Srisrimal, Joint Treasurer, Shri. Kamlesh Bafna and the Governing Council Members Shri Keval C Bafna, Shri Shantilal Kanted, Shri Mahipal Mehta, Shri Vinod Choraria, Shri Ashok Mehta, Shri Gautamchahnd Bafna and Shri Bharathkumar Jaghamani graced the occasion with their presence.



The function came to an end with the Vote of Thanks proposed by Dr. Ram Rammohan, Principal of the College.



Independence Day 2014

The 68th Independence Day was celebrated on the campus on August 15, 2014 (Friday). Shri Ashok Lunia, Secretary, hoisted the National Flag and delivered the **Independence** Address. Dr. Ram Rammohan, **Principal**, felicitated the gathering. All the staff and students participated in the celebrations.

PLACEMENT ACTIVITIES

The annual Placement activities began with an exclusive training conducted for all final year Undergraduate students by Mr. G. Ravindranathan, Placement Officer, on 18th October 2013. Very many on-campus recruitment drives were conducted, and students took part in various off-campus drives, during the course of the year. Over 128 students have been placed in 31 different companies and organizations, covering the spectrum from software, information technology, back-office, IT-enabled services, logistics, human-resource management, finance, production management, life science tech-support and research, to banking.



No	List of Companies	Number of students placed
1	GOLDMAN SACHS	1
2	VRL LOGISTICS	2
3	BOSE	1
4	WILDCRAFT	3
5	NAGARJUNA FERTILIZERS & CHEMICALS LTD	1
6	CEASEFIRE	6
7	JUSTDIAL.COM	5
8	CAPGEMINI	4
9	JJ ORTHODONTICS	4
10	WIPRO FMCG	1
11	OWLER INDIA Pvt Ltd	1
12	HP	4
13	THYROCARE	1
14	FORD	1
15	KGISL	11
16	INFOSYS	8
17	TCS	9
18	IBM	4

No	List of Companies	Number of students placed
19	IGATE	3
20	CALIBER POINT	28
21	VIRTUSA (USA)	4
22	CTS	4
23	AMP TECHNOLOGIES	6
24	ICICI PRUDENTIAL	6
25	VWR LAB PRODUCTS PVT LTD	2
26	WIPRO TECHNOLOGIES	1
27	QIS PVT LTD	2
28	TIERRA FOODS INDIA PVT LTD	1
29	WOOD LAND	1
30	STATE BANK OF INDIA	2
31	VNC STEEL DISTRIBUTERS	1
TOTAL		128

CONCLUSION

The Institution has travelled a long way in these 25 splendid years. It has sowed and reaped innumerable achievements and accomplishments. The Strong bond of dedication and devotion among the Management, Principal, Staff, and Students, will definitely yield golden rewards and laurels for the institution in the road ahead. As Robert Frost quoted:

**“And I have miles to go before I sleep
I have miles to go before I sleep”**