



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
Sivakasi**

(Affiliated to Madurai Kamaraj University, Reaccredited with "A" Grade by NAAC,
College with Potential for Excellence by UGC & Mentor Institution under UGC PARAMARSH)

NAAC SSR Cycle IV (2015-2020)

6.1 Institutional Vision and Leadership

6.1.1 Vision and Mission

**FUTURE PLANS AND SWOC ANALYSIS
REPORTS OF THE DEPARTMENTS**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),
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2018-2019

DEPARTMENT OF HISTORY

- Students prepared Scrab book about Archeological sites and significance of ancient culture in Tamilnadu.
- b) Non-Academic:**
 - Study Tour - Visit to Historical Places Every Year.
 - Field Visit to Archaeological Sites Every Year
 - Releasing the Department Journal "Charitra" Every Year
 - Our students appeared for competitive examinations like TNPSC, VAO, NET/SET, RPF, RRB, etc.,
- 62. Eco-conscious activities carried out by the department:
 - As a part of Eco – Conscious Awareness programme, our department organized paper collage competition on the title "Save Earth". The students prepared collage on various concepts like Save Earth, Deforestation, Save Water and Global Warming. Three teams has been selected and honored by the department for the best performance.
 - Floral garden was initiated in October 2, 2018 and stated garden maintained by Department of History.
- 63. Future Plan of the department:
 - To Attend/present research papers in International Conferences\ Seminars
 - To enhance Historical Museum in our college
 - To organizing National/ International Seminars and Conferences funded by various organizations like, UGC, ICHR and ICSSR, etc.,
- 64. SWOC Analysis of the department:
 - **STRENGTH**
 - **One** of our faculties has been recognized as Research Supervisor.
 - **Seven** of our faculties are doctorates.
 - Introduced certificate programmes in Museology and "Concepts in Human Rights".
 - Enrollment of students from other disciplines to our certificate programmes.
 - 7 International research publications by our faculty in 2018-19
 - Publication of online journals every year.
 - 4 Minor Research Projects have been completed by our faculty
 - TNSCST sanctioned Students Project of Rs 7500/- 2018-2019,
 - Orgnizing Eco Conscious Awareness Programme Every Year
 - Field Visit to Archaeological Sites Every Year
 - One of the colleges in Cluster College Programme



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- Initiatives taken to establish Historical Museum in our college.

WEAKNESS

- Lack of communication skills of the students because most of them are from Tamil Medium.
- More dropouts due to economically poor background

OPPORTUNITIES

- Students utilize their acquired skills for appearing competitive examinations like civil services, TNPSC, VAO, NET/SLET, RPF, RRB, etc.,
- Attending\ presenting research papers in National/International Conferences and Seminars.

CHALLENGES

- UG students prefer to go for B.Ed course, so it is difficult to enhance the PG admission
- The students prefer teaching profession in schools hence they are not willing to attend NET/SET coaching classes.

VP



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DEPARTMENT OF PHYSICS

60. Grants utilized

Grant	Amount (₹)	Books / Equipments / Seminars / Workshop / etc
UGC XII Plan	-	-
Autonomy	32,533	Equipments
	14,447	Books
Special Fee	51,265	Equipments
	3,320	Books
CPE	10,72,612	Equipments
	25,635	Books

61. Best practices adopted in the department

a) Academic:

- a. Seminar/Workshop
- b. Conducted NGPE for UG students in our college
- c. Photo Printing
- d. Monthly Association Activity
- e. Cluster of college programmes
- f. Publication in conferences/journals

b) Non-Academic:

S.No.	Date	Nature of the Activity	Number of teachers coordinated in such activities	Number of students participated in such activities
1.	11.10.2018 – 13.10.2018	Extension Activity: Topic: High Definition Digital Planetarium By District Science Centre, Tanjore	Cornation school Teachers: 1 VSKD School Teacher: 1 SHN Girls Higher Secondary school Teachers: 2 YRTV Matric Higher Secondary School Teachers: 2	YRTV Matric Higher Secondary School Students: 230 Cornation school students: 60

62. Eco-conscious activities carried out by the department:

Planting trees in our college campus– 13.03.2019
Participants: Final year UG & PG Physics students

63. Future Plan of the department:

Proposed plan for the year 2017-2018

1. To apply for guideship



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2. To enroll in NPTEL courses.
3. To extend and widen the Physics training in Research Centers.
4. To make students apply for Summer Training Programme.
5. To send students' project proposal to TNSCST and Minor Research Projects to UGC
6. To conduct intra/intercollegiate/state/national Seminars
7. To continue the extension activities to schools
8. To add a few more publications to the credit of the Department
9. Interactive Board : Teaching support aid

64. SWOC Analysis of the department:

STRENGTHS:

- ▶ Qualified and competent teaching faculty.
- ▶ Well equipped laboratory.
- ▶ Collaboration with research institutes.
- ▶ Promoting research culture among the students and faculty through Educational/Fields Trips to research oriented laboratories.
- ▶ Presentation of research papers by faculty in International Conferences in foreign countries.
- ▶ Participation of M.Sc. Students in Summer Training Programmes.
- ▶ Organizing Physics Exhibition for school students every year to create interest in Physics.
- ▶ Visit to foreign university by faculty.

WEAKNESSES:

- ▶ Lack of communication skills.

OPPORTUNITIES:

- ▶ Career options are more for physics students
- ▶ Inter-disciplinary research work can be carried out
- ▶ Students can undertake projects to meet the societal need.

CHALLENGES:

- ▶ Lack of awareness among the students and Parents about the importance of General Physics.
- ▶ Motivation from the parents on research aptitude among the M.Sc. students is poor.



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DEPARTMENT OF COMPUTER SCIENCE

- Faculty members of the Department regularly perform transfer of Knowledge about new changes and developments in the ever growing computer field

b) Non-Academic:

- To sensitize the students towards civic responsibilities and to make them ideal citizens of tomorrow, the extension activity is conducted every year
- During College day, Sports day and Convocation day, the students assist the members of the staff in carrying out various activities.
- Our students do project work as a team

All activities under the College Union and associations are organized and carried out by the students in a team with the distribution of work. Students work as a part of a team and independently getting suggestion, co-operation and guidance from the Principal and staff.

All activities under N.S.S. like 10-day camp at the adopted village, free medical camp, AIDS Awareness Rally, Self-Employment Training Programme, Communal Harmony Peace March, Blood Donation Camp as well as Social Service League activities inculcate a lot of team spirit and leadership qualities in the students

62. Eco-conscious activities carried out by the department:

'*Paper Collage*', an Intra-Collegiate Competition on the topic "**Energy Conservation**" regarding *Eco-Awareness* is conducted on 19.09.18.

19 students from various departments were participated.

A.Deepshika(II B.Sc (Maths R) – **I prize**

M.Santhana Janani (II BA Eng SF) – **II prize**

63. Future Plan of the department:

- Proposed to conduct research-oriented seminar on recent trends.
- To conduct extension activity for school children.

64. SWOC Analysis of the department:

STRENGTH:

- ☞ Started UGC sponsored Career Oriented Programme in 'Animation Technology' which provides more job opportunities for the students from the Academic year 2008-2009.
- ☞ Faculty members of the Department motivate and guide the students to do projects for organizations and for educational institutions including our college.



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- ☞ Inculcating social responsibility among the learners by conducting Computer Literacy Programme for school children from the year 2003 till date.
- ☞ Conducting *Eco-Consciousness Activity* regularly.
- ☞ The staff members who have registered for Ph.D., have published papers in National / International Journals, participated in many conferences, seminars etc.
- ☞ Regular issue of department magazine 'Byte Stream' focus on organizing skills and team spirit of the students.
- ☞ Programming skills on par with engineering graduates.
- ☞ Updated curriculum to meet industry demands.
- ☞ Well-equipped computer science lab with recent configuration
- ☞ More number of qualified competent and experienced faculty with more than 25 years of experience.
- ☞ MOU with Touch & Touch Cell Phone Servicing and Training institute and Bala Tip Software for conducting job oriented courses.

WEAKNESSES:

- ☞ Lack of communication skills resist the student's ability to answer orally.

OPPORTUNITIES:

- ☞ Honorary Services Provided for
 - ☞ Servicing and Maintenance of the students Laptop.
 - ☞ Free consultancy for purchase of computers for the stakeholders.
- ☞ Students have been placed in renowned Companies
- ☞ Department offers two job-oriented Courses namely Mobile Phone Servicing and Tally and NME courses namely 'Computers Today' thereby promoting Self Employment Skills of the learners.

CHALLENGES:

- ☞ Staff members keep abreast of the day to day development in the computer field and the same is being imparted to the students enabling to mould them to face the new challenges in the computer field.

SIGNATURE OF H.O.D

A. Keena Beethy



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DEPARTMENT OF COMPUTER APPLICATIONS

61. Best practices adopted in the department

a) Academic:

Placement Training and NET/SET Coaching is given to all final MCA students.
Usage of laptops by students is encouraged.

b) Non-Academic:

Release of Department Magazine *TechnoFab* every year.

62. Eco-conscious activities carried out by the department:

- Chart display activity have been conducted for the 1 year UG students on the topic "Global Warming" on 4.3.2019.
- 20 nos. of Snake Cactus and 5 nos. of Areca palm plants in high quality pots worth Rs.5000/- have been contributed by our students and faculty members and planted in front of the MCA block on 10.10.18
- Contributed 5 saplings to Panchayat Union Primary School, Viswanathamputhur on 28.1.2019

63. Future Plan of the department:

- To conduct FDP programme on Research Trends and issues.
- To conduct Women sensitisation programme

64. SWOC Analysis of the department:

Strengths:

- Demand for BCA programme.
- Qualified, Cooperative faculty and students
- Curriculum is designed to satisfy Industrial and global needs.
- Off-Campus projects are carried out by final year MCA students in MNC's for better placements.
- Offering innovative technical courses for the students.

Weakness

- No scope for research guidance, since there is no Ph.D scholar.
- Communication gap in UG due to increase in strength, schooling in Tamil medium and First generation learners.
- Students getting placement in reputed MNC's, are reluctant to move out of their native place.

Opportunities

- Students can pursue higher education.
- Aptitude training, soft skills enhancement programme are being conducted for better placement.
- Arrangement of Campus interviews through the placement cell for the final year UG /PG students.

Challenges

- Single Window system hinders PG admission, since students prefer professional colleges.
- Drop/Raise in strength may occur when there is recession in IT field.



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DEPARTMENT OF BUSINESS ADMINISTRATION



The students from all disciplines have participated voluntarily and actively. They were judged on the basis of Theme, Creativity, Costume, Style, Tagline & Music and Answer. The winners of the Fashion Contest are:

S.No.	NAME OF THE STUDENT	TOPIC	CLASS	PRIZE
3.	M.J.Mathumitha	Refuse, Reuse and Recycle	III BBA	I
	V.Varshini			
	G.Ishwariya			
4.	R.Hemasathya Priya	Ban Plastics	III B.Com (A) (SF)	II
	S.Divya Aruna			
	M.Nandhini			

63. Future Plan of the department:

- To organize Intra-Collegiate meet.
- Counselling Program for the parents of the students towards Generation gap.

64. SWOC Analysis of the department:

STRENGTHS

- Two faculty awarded Ph.D., and two faculties are pursuing Ph.D.
- Efficient training enables the students to win in all the inter-collegiate Competitions.
- Infusing Social Responsibility through regular visits to Azhagan Kaappagam, Sivakasi and sponsored needed items as a part of Extension Activity
- Good qualitative and quantitative academic results.



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- Good Rapport with Industrialists, various clubs and associations in the form of Institutional Training, Projects and Guest Lecture.
- Dedicated and excellent team work among the staff members to achieve department goals.
- Enhance the teaching and learning process through video lessons by providing excellent infrastructure facilities in the college.
- Develop the students to write examination through on- line.
- Emphasize on Individuality and Uniqueness.
- Focus on Organising skills and Team spirit.
- Enhance the students potential through Association Activities and Inter-Collegiate Meet.
- Conducting batchmeet for alumnae having a good rapport with the Department.
- Regularly the department releases the Magazine, SYNERGY and Students Address Book for every year.

WEAKNESSES

- Limited scope to receive financial assistance from funding agency for conducting seminars/conference.
- Students from rural area especially the Tamil medium, which make the students harden learning process.

OPPORTUNITIES

- Linkage with Industries provides practical exposure and job opportunities to the Students
- BBA Students can pursue professional courses like MBA, MCA, CA, ICWA., M.Com (BT), M.Com (CA), M.Com (HRD)
- Using Power point presentation, E-Content, BYOD, Movie Maker software, E-Assignment, Online Exam enhance the students technical skills.
- Very good employability because of Project Work.
- Students can even manage family business.
- Can become an Entrepreneur.



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CHALLENGES

- Stiff Competition from related courses both inside and outside the college.
- Most of the students are studying this course out of compulsion and lack of alternative but without of interest to pursue them earnestly.
- Motivate students to develop a deeper level of critical and analytical thinking and to cultivate in them an endeavoring passion to pursue higher education.
- Being rural area corporate tie-up is difficult.


Head-in-Charge



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DEPARTMENT OF MICROBIOLOGY

useful to improve their subject knowledge. All of our students reported that
Evaluation of CIA/End semester/Practical examination is unbiased.

57. Details of assistance received (SAP, CISIST, DST, FIST, UGC, NAAC, TANSCH, etc.).

Nil

58. Participation of teachers in the college activities.

Type of Activity	No. involved	Nature of Responsibility
Environmental studies	1	Coordinator
NSS	1	Advisory committee member
SSL	1	committee member
College union	1	committee member
Environmental club	1	committee member

59. Grants utilized –NIL

Grant	Amount (₹)	Books / Equipments / Seminars / Workshop / etc
UGC XII Plan		
Autonomy		
Special Fee		
CPE		

60. Best practices adopted in the department

a) **Academic:**

- o Providing hands on Training in the Medical Laboratory Technology at Government Hospital, Sivakasi
- o Seminars for UG students
- o Through LMS the Online Quiz test will be conducted for students.

b) **Non-Academic:** Conducted Routine Haematological and Biochemical analysis camp

61. Eco-conscious activities carried out by the department:

The Motto of our department is Go Green and makes our campus clean.

62. **Future Plan of the department:**

- Maintain to conduct Haematological and Biochemical analysis camp.
- Increase proposal submission for state and private competitive grants.
- Conduct the national level conferences, seminars and workshop with grants.

63. SWOC Analysis of the department:

STRENGTHS

- o Staff qualified in CSIR Exam and completed with Ph.D



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- Well qualified faculty members with zeal to improve one's teaching and learning skills.
- Staff members and students publish their articles in the National and International Journals.
- Capable of motivating and guiding students in all walks of life.
- Co-ordination with other departments for interdisciplinary activities.

WEAKNESSES

- Students need to improve their handling skills by repeated practice and by attending various inplant training programmes.
- Ignorance about the discipline due to lack of understanding of the employability of the subject.

OPPORTUNITIES

- To transform the stakeholders as professionals in
 - Biochemical
 - Microbial
 - Immunological
 - Molecular biological techniques and
 - Drug Designing
- To familiarize in Sophisticated Instrumentation
- To enhance employability in
 - Medical / Pharmaceutical Industry as a Scientist
 - Research Centers as Technical Assistants
 - Lab Technician in Hospital
 - Enterprenur in vermicomposting technology

CHALLENGES

- The department aspires to achieve recognition for its research and educational contribution
- To bring slow learners on par with good performers with first class.
- To develop and master technological advances such as laboratories automation and an avalanche of new methods.
- To open wide area of small scale entrepreneursip.

S.S.P.



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DEPARTMENT OF COSTUME DESIGN & FASHION

Union articles	1	Member
Union	1	Member
Semester monitoring	2	Member
NSS	1	Member

60. Grants utilized

Grant	Amount (₹)	Books / Equipments / Seminars / Workshop / etc
UGC XII Plan		
Autonomy	47790	Mannequins
	7893	Ironing table and iron box
Special Fee		
CPE		

61. Best practices adopted in the department

a) Academic:

- ❖ Providing Study material for the needy Students.
- ❖ Project Portfolio Estilo presents “Ostenta -19” Fashion Show on 19.01.2019

b) Non-Academic:

- Extension activity on “ Handicraft and Embroidery” on 19.2.19 by IIIrd year students in Madathupatti Govt. school, Madathupatti. Beneficiaries – 205.
- Art from waste, organized as an Eco-conscious activity to all our UG students.

62. Eco-conscious activities carried out by the department:

- Art from waste, organized as an Eco-conscious activity to all our UG students.

I, II & III prizes were given to students.

63. Future Plan of the department:

- ❖ Plan to organize a Two day workshop on Basic illustration.
- ❖ Plan to conduct Guest Lecture on subject related.
- ❖ Plan to celebrate Fashion Week
Organize OSTENTA-20 and
Exhibition cum sale as Shopping Party
- ❖ Extension Activity – one day camp to any school.
- ❖ Plan to Visit Coimbatore and tirupur for Industrial Visit.
- ❖ Plan to organize Eco- Activity ---Art from waste.

64. SWOC Analysis of the department:

→ **Strength:** Excellent and well-equipped laboratories, Factory visit to reputed industries



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to enhance their knowledge in the subject, Career – Oriented & Promoting Self - Confidence

Weakness: Lack of communication skill among the students, Lack of permanent faculty.

Opportunities

1. To provide placement to the students in industries.
2. To provide self-employment opportunities-Designing of Kameez, Embroidery, Toys Making, Home Furnishing products and handicraft products.

Challenges of the Department

1. Stiff Competition from related courses both inside and outside the college.
2. To provide employment opportunities for all final year students who leave the department.

*For signature
Head-In-charge*



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2017-2018

DEPARTMENT OF HISTORY

i. Future Plan of the department:

- To Attend/present research papers in International Conferences\ Seminars
- To establish Historical Museum in our college
- To conduct Seminars and Conferences funded by UGC

j. SWOC Analysis of the department:

STRENGTH

- One of our faculty has been recognized as a supervisor to guide Ph.D
- Five of our faculties are doctorates.
- Introduced Certificate course in Museology
- Develop reading skills, enhance the communicative skills and confident to participate in various competitions by the students through Expressive Articulation Session
- 1 International Publication by our faculty in 2017-18
- Publication of online journals every year
- 4 Minor Research Projects have been completed by our faculty
- Conducting Eco Conscious Awareness Programme Every Year
- Field Visit to Archaeological Sites Every Year
- One of the colleges in Cluster College Programme

WEAKNESS

- Lack of Communication skills of the students.
- More Dropouts due to economically poor background

OPPORTUNITIES

- Utilize their acquired skills for appearing competitive examinations like civil services, TNPS, VAO, NET/SLET etc
- Attending\ presenting research papers in International Conferences\ Seminars

CHALLENGES

- The UG students prefer to go for B.Ed course, so it is difficult to enhance the PG admission
- As the students prefer teaching profession in schools they have no idea about NET/SET coaching classes,



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DEPARTMENT OF COMMERCE (R)

59. Eco-conscious activities carried out by the department

- Students were initiated to grow plants in their home and plant them near the department after three months, which enabled them to grow trees and other nutritious crops and plants in their home.
- The students of Commerce presented papers on “Deforestation, Soil Erosion and Fire accidents in Sivakasi” in the Expressive Articulation session on 10.01.2018.
- “Environmental Cleanliness in Sivakasi” was instilled in students by making them to spell out the measures to be undertaken by them, in the Expressive Articulation class on 20.01.2018.
- A “Slogan Festive on Greens” was conducted to develop their creativity on Eco – Consciousness.

63. Future Plan of the department

- Workshop on “Generation Gap” to mothers and grand daughters on Inter personal skills, communication skills and health issues.
- Workshop on “Emotional Intelligence”.
- Skill Enhancement programme to socially downtrodden women, as an extension activity.
- Special Coaching for IBPS, NET and SET Examination to post graduate students.
- Initiate staff members to do Post Doctoral Faculty Degree.

64. SWOC Analysis of the department

STRENGTHS

- ❖ Illustrious and experienced faculty members with student- centered teaching.
- ❖ Active Research Centre, with 12 faculty qualified with Ph.D, 3 S.F faculty members are pursuing Ph.D.
- ❖ Three faculty with Guideship and five faculty members with SLET/SET qualification.
- ❖ Key roles held by faculty as Dean of Curriculum Design and Development Cell Dean of Academic affairs, IQAC Advisor and Dean of Commerce.
- ❖ Representation by 4 faculty members in the Board of studies of other colleges contributing to curriculum design and implementation.
- ❖ Integration of teaching and research.
- ❖ Commendable track record in national and international publication with citation index and impact factor.
- ❖ Knowledge and practical based curriculum designed for the students
- ❖ The Curriculum design instill life long learning of the students (internships, projects and research activities)
- ❖ Career upliftment of the students enabled through UGC approved programmes - Career Oriented Programme - ‘Banking in Practice’, ‘Office Automation and Management and ‘B.Com with Computer Application’



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- ❖ Pioneers in offering the unique UGC approved innovative programme – M.Com, Banking Technology, which caters to the career opportunities provided by the banks
- ❖ 'Pro- active Entrepreneurial Development Cell'
- ❖ Collaboration with ICT Academy of Tamil Nadu to conduct 'Certificate Course on BFSI' for the career development of unemployed graduate commerce students
- ❖ MOU with Institute of Chartered Accountants, Banks and Industries to carryout projects.
- ❖ Extension activities for economically deprived community – orphan and RGMI children and elderly people.
- ❖ Eco- friendly approach by keeping ornamental plants and shrubs near the department

WEAKNESS

- ❖ Enrollment of slow learners in M.Com & M.Phil courses as they are self funded programme.
- ❖ Unable to avail financial support from the Government by post graduate and research scholars.
- ❖ Participation of students in career development activities needs improvement.

OPPORTUNITIES

- ❖ Being a Research Centre, collaborative research activities are possible can encourage the faculty to patents.
- ❖ Ample opportunities available to pursue research projects availing finance from various funding agencies.
- ❖ On-the-Job Training opportunities in financial institutions provide practical knowledge.
- ❖ Channelizing the students skill to get through IBPS, NET, SET Exams etc
- ❖ Entrepreneurial Culture infused in the minds of students for employment.
- ❖ Locational advantage strengthens academic- industry

CHALLENGES

- ❖ Lack of Communicative skill
- ❖ Media interruption reflections in low performance of learners
- ❖ Keeping pace with rapid changes in higher education
- ❖ Providing resources for marginalized students to pursue higher studies.
- ❖ Empowering the rural women students to thrive in a more globalized and competitive environment.

P. Rajeswari,
9.4.18



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DEPARTMENT OF PHYSICS

Photography Club, Photo print, Water and Electricity	1	Co-ordinator
NSS Unit 181, Semester Monitoring & Evaluation Cell, Photography Club	1	member
Audio Visual Club, College Union Overall Campus round-up	1	member/ Co-ordinator
Campus round up	1	member

60. Grants utilized

Grant	Amount (₹)	Books / Equipments / Seminars / Workshop / etc
UGC XII Plan	-	-
Autonomy	43,424	Spectrometer
	21703	Books and Journals
Special Fee	24684	Hot plate, Steam boiler, torsional pendulum, capacitor box, compound pendulum, Multimeter, eliminator, stop clock
	3295	Books
CPE	-	-

61. Best practices adopted in the department

a) Academic:

- National Conference
- Conducted NGPE for UG students in our college
- Photo Printing
- Monthly Association Activity
- Cluster of college programmes
- Publication in conferences/journals

b) Non-Academic:

Workshop - Stage show on Physics Experiments for school students

62. Eco-conscious activities carried out by the department:

- Herbarium Preparation – exhibition
- Debate on the topic 'Shifting of Indian Neutrino Observatory to TN- boon or bane?'
was given as an activity in EAS.

63. Future Plan of the department:

Proposed plan for the year 2017-2018

1. To apply for guideship
2. To enroll in NPTEL courses.
3. To extend and widen the Physics training in Research Centers.
4. To make students apply for Summer Training Programme.



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3. To send students' project proposal to TNSCST and Minor Research Projects to UGC

4. To conduct intra/intercollegiate/state/national Seminars

5. To continue the extension activities to schools

6. To add a few more publications to the credit of the Department

7. To upgrade the department as a Research Center

64. SWOC Analysis of the department:

STRENGTHS:

- ▶ Qualified and competent teaching faculty.
- ▶ Well equipped laboratory.
- ▶ Collaboration with research institutes.
- ▶ Promoting research culture among the students and faculty through Educational/Fields Trips to research oriented laboratories.
- ▶ Presentation of research papers by faculty in International Conferences in foreign countries.
- ▶ Participation of M.Sc. Students in Summer Training Programmes.
- ▶ Organizing Physics Exhibition for school students every year to create interest in Physics.
- ▶ Visit to foreign university by faculty.

WEAKNESSES:

- ▶ Lack of communication skills.

OPPORTUNITIES:

- ▶ Career options are more for physics students
- ▶ Inter-disciplinary research work can be carried out
- ▶ Students can undertake projects to meet the societal need.

CHALLENGES:

- ▶ Lack of awareness among the students and Parents about the importance of General Physics.
- ▶ Tough Competition due to the introduction of new Courses and new colleges.
- ▶ Number of competent students admitted in M.Sc. is low.
- ▶ Parental pressure on research aptitude among the M.Sc. students is poor.



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DEPARTMENT OF COMPUTER SCIENCE

- To sensitize the students towards civic responsibilities and to make them ideal citizens of tomorrow, the extension activity is conducted every year
- During College day, Sports day and Convocation day, the students assist the members of the staff in carrying out various activities.
- Our students do project work as a team

All activities under the College Union and associations are organized and carried out by the students in a team with the distribution of work. Students work as a part of a team and independently getting suggestion, co-operation and guidance from the Principal and staff.

All activities under N.S.S. like 10-day camp at the adopted village, free medical camp, AIDS Awareness Rally, Self-Employment Training Programme, Communal Harmony Peace March, Blood Donation Camp as well as Social Service League activities inculcate a lot of team spirit and leadership qualities in the students

62. Eco-conscious activities carried out by the department:

Eco-Consciousness Activity

"Develop a Presentation using Microsoft PowerPoint" an Intra-Collegiate Competition regarding *Eco-Awareness* is conducted on 19.09.17.

22 students from various department were participated.

M.Saranya (III B.Sc (Maths CA)) – **I prize**

G.Yamini Ratna (II B.Sc(Botany)) – **II prize**

63. Future Plan of the department:

- Proposed to conduct intercollegiate workshop on recent trends.
- To conduct extension activity for school children.

64. SWOC Analysis of the department:

STRENGTH:

- ☞ Started UGC sponsored Career Oriented Programme in 'Animation Technology' which provides more job opportunities for the students from the Academic year 2008-2009.
- ☞ Faculty members of the Department motivate and guide the students to do projects for organizations and for educational institutions including our college.
- ☞ Inculcating social responsibility among the learners by conducting Computer Literacy Programme for National Child Labour Project school children from the year 2003 till date.



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- ☞ Conducting *Eco-Consciousness Activity* and guiding the students to attend Online *Python Programming Certification* course by NPTEL.
- ☞ The staff members who have registered for Ph.D., have published papers in National / International Journals, participated in many conferences, seminars etc.
- ☞ Regular issue of department magazine 'Byte Stream' focus on organizing skills and team spirit of the students.
- ☞ Programming skills on par with engineering graduates.
- ☞ Updated curriculum to meet industry demands.
- ☞ Well-equipped computer science lab with recent configuration
- ☞ More number of qualified competent and experienced faculty with more than 25 years of experience.
- ☞ MOU with Touch & Touch Cell Phone Servicing and Training institute and Bala Tip Software for conducting job oriented courses.

WEAKNESSES:

- ☞ Lack of communication skills resist the student's ability to answer orally.

OPPORTUNITIES:

- ☞ Honorary Services Provided for
 - ☞ Servicing and Maintenance of the students Laptop.
 - ☞ Free consultancy for purchase of computers for the stakeholders.
- ☞ Students have been placed in renowned Companies
- ☞ Department offers two job-oriented Courses namely Mobile Phone Servicing and Tally and NME courses namely 'Computers Today' thereby promoting Self Employment Skills of the learners.

CHALLENGES:

- ☞ Staff members keep abreast of the day to day development in the computer field and the same is being imparted to the students enabling to mould them to face the new challenges in the computer field.

SIGNATURE OF MOD

A-Keena Beniti



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DEPARTMENT OF COMPUTER APPLICATIONS

Physical Education	1	Advisory members
E-Content Development	1	Developing E-Content materials
Academic Audit	1	Internal and external question paper audit
College Union	1	Public announcement, assembly prayer
College Magazine Committee	1	Collecting articles and editing
Placement Cell	1	Arranging for on campus & off campus interviews
Time Table	1	Preparing Lab Timetable
Semester Surveillance	1	Prepare timetable, Verify progress card

60. Grants utilized NIL

Grant	Amount (₹)	Books / Equipments / Seminars / Workshop / etc
UGC XII Plan		
Autonomy		
Special Fee		
CPE		

61. Best practices adopted in the department

a) Academic:

- Every year, Placement Training and NET/SET Coaching is given to all final MCA students.
- Usage of laptops by students is encouraged.

b) Non-Academic:

- Release of Department Magazine *TechnoFab every year.*
- Maintaining an Information Board "*Techtonic*" to make the students technically up to date.

62. Eco-conscious activities carried out by the department:

- "Fashion Show using E-waste" competition is conducted among our department students and winners were rewarded
- Chart display activity have been conducted for the I year UG students on the topic "Global Warming".

63. Future Plan of the department:

- To carryout Research projects by obtaining grant from funding agencies
- To encourage both faculty and students to publish papers in international journals
- To make the faculty to attend Faculty Development Programme.



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d) To increase the placement rate of students through On-Campus programme.

64. SWOC Analysis of the department:

Strengths:

- ◆ Demand for BCA programme.
- ◆ Qualified, Cooperative faculty and students
- ◆ Curriculum is designed to satisfy Industrial and global needs.
- ◆ Off-Campus projects are carried out by final year MCA students in MNC's for better placements.
- ◆ Offering innovative technical courses for the students.

Weakness

- ◆ No scope for research guidance, since there is no Ph.D scholar.
- ◆ Communication gap in UG due to increase in strength, schooling in Tamil medium and First generation learners.
- ◆ Students getting placement in reputed MNC's, are reluctant to move out of their native place.

Opportunities

- ◆ Students can pursue higher education.
- ◆ Aptitude training, soft skills enhancement programme are being conducted for better placement.
- ◆ Arrangement of Campus interviews through the placement cell for the final UG /PG students.

Challenges

- ◆ Single Window system hinders PG admission, since students prefer professional colleges.
- ◆ Drop/Raise in strength may occur when there is recession in IT field.



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DEPARTMENT OF BUSINESS ADMINISTRATION



15 groups, each group consists of 2 students from all disciplines have participated voluntarily and actively. They were judged on the basis of creativity, neatness and presentation. The winners of the Face Painting are:

S.No.	NAME OF THE STUDENT	CLASS	PRIZE
1.	S.Deepa Lakshmi	III B.Sc (Botany)	I
	V.Dhanalakshmi		
2.	D.Muthumathi	I M.A (English)	II
	M.Mariamul Asia		
3.	Y.Vijaya Lakshmi	II M.A (English)	III
	R.Rajalakshmi		

Consolation prizes to the remaining participants

63

Future Plan of the department:

- ☞ To organize Intra-Collegiate meet.
- ☞ To organize Collaborative activities with other department for UG Students.
- ☞ Counselling Program for the parents of the students towards Generation gap.

64.

SWOC Analysis of the department:

STRENGTHS

- Two faculty awarded Ph.D., and two faculties are pursuing Ph.D.
- Staff members and students present the papers in National and International conference and seminar.
- Staff members and students publish their articles in Journals and Books.
- Efficient training enables the students to win in all the inter-collegiate Competitions.
- Infusing Social Responsibility through regular visits to Azhagan Kaappagam, Sivakasi and sponsored needed items as a part of Extension Activity
- Conducting Women Development Programme to create awareness among the rural women like, Legal, Health and to become a Entrepreneur.
- Financial assistance is provided to the economically backward students.
- Good qualitative and quantitative academic results.



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- Good Rapport with Industrialists, various clubs and associations in the form of Institutional Training, Projects and Guest Lecture.
- Dedicated and excellent team work among the staff members to achieve department goals.
- Enhance the teaching and learning process through video lessons by providing excellent infrastructure facilities in the college.
- Develop the students to write examination through on- line.
- Emphasize on Individuality and Uniqueness.
- Focus on Organising skills and Team spirit.
- Enhance the students potential through Association Activities and Inter-Collegiate Meet.
- Conducting batchmeet for alumnae having a good rapport with the Department.
- Regularly the department releases the Magazine, SYNERGY and Students Address Book for every year.

WEAKNESSES

- Lack of involvement among the students with regard to activities like articulation, association and other departmental programmes.
- Limited scope to receive financial assistance from funding agency for conducting seminars/conference.
- Students from rural area especially the Tamil medium, which make the students harden learning process.

OPPORTUNITIES

- Linkage with Industries provides practical exposure and job opportunities to the Students
- BBA Students can pursue professional courses like MBA, MCA, CA, ICWA., M.Com (BT), M.Com (CA), M.Com (HRD)
- Using Power point presentation, E-Content, BYOD, Movie Maker software, E-Assignment, Online Exam enhance the students technical skills.
- Very good employability because of Institutional Training and Project Work.
- Students can even manage family business.
- Can become an Entrepreneur.



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CHALLENGES

- Stiff Competition from related courses both inside and outside the college.
- Most of the students are studying this course out of compulsion and lack of alternative but without of interest to pursue them earnestly.
- Motivate students to develop a deeper level of critical and analytical thinking and to cultivate in them an endeavoring passion to pursue higher education.
- Being rural area corporate tie-up is difficult.

*T. Polanesai
CO - Ordinator*



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DEPARTMENT OF MICROBIOLOGY

b) Non-Academic: Conducted Routine Haematological and Biochemical analysis camp

62. Eco-conscious activities carried out by the department:

The Motto of our department is Go Green and makes our campus clean.

By conducting Art from waste competition the awareness was developed to the students.

63. Future Plan of the department:

- Maintain to conduct Haematological and Biochemical analysis camp.
- Increase proposal submission for state and private competitive grants.
- Conduct the national level conferences, seminars and workshop with grants.

64. SWOC Analysis of the department:

STRENGTHS

- Staff qualified in CSIR Exam and completed with Ph.D
- Well qualified faculty members with zeal to improve one's teaching and learning skills.
- Staff members and students publish their articles in the National and International Journals.
- Capable of motivating and guiding students in all walks of life.
- Co-ordination with other departments for interdisciplinary activities.

WEAKNESSES

- Students need to improve their handling skills by repeated practice and by attending various inplant training programmes.
- Ignorance about the discipline due to lack of understanding of the employability of the subject.

OPPORTUNITIES

- To transform the stakeholders as professionals in
 - Biochemical
 - Microbial
 - Immunological
 - Molecular biological techniques and
 - Drug Designing
- To familiarize in Sophisticated Instrumentation
- To enhance employability in
 - Medical / Pharmaceutical Industry as a Scientist
 - Research Centers as Technical Assistants
 - Lab Technician in Hospital
 - Entrepreneur in vermicomposting technology

CHALLENGES

- The department aspires to achieve recognition for its research and educational contribution
- To bring slow learners on par with good performers with first class.
- To develop and master technological advances such as laboratories automation and an avalanche of new methods.
- To open wide area of small scale entrepreneurship.

S. S. P.



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DEPARTMENT OF COSTUME DESIGN & FASHION

CPE

61. Best practices adopted in the department

a) Academic:

- ❖ Providing Study material for the needy Students.
- ❖ Project Portfolio Estilo presents “Ostenta -18” Fashion Show on 11.01.2018

b) Non-Academic:

- ❖ Extension activity on “ Hand Embroidery” on 18.7.17 by IIIrd year students in M.N.M.S.P.Senthil Nadar Higer Secondary school. Mallanginar. Beneficiaries – 100.
- ❖ Art from waste, organized as an Eco-conscious activity to all our UG students.

62. Eco-conscious activities carried out by the department:

- Art from waste, organized as an Eco-conscious activity to all our UG students.
- I, II & III prizes were given to students.

63. Future Plan of the department:

- ❖ Plan to organize a Two day workshop on Flower making.
- ❖ Plan to conduct Guest Lecture on subject related.
- ❖ Plan to celebrate Fashion Week
- Organize OSTENTA-18 and Exhibition cum sale as Shopping Party
- ❖ Extension Activity – one day camp to any school.
- ❖ Plan to Visit Erode, or Rajapalayam, or karoor for Industrial Visit.
- ❖ Plan to organize Eco- Activity ---Art from waste.
- ❖ Short term course on any Art and Craft work.
- ❖ To help the self-help group to be self-employed by offering them free training course in saree printing and dyeing, Hand embroidery, Designing.

64. SWOC Analysis of the department:

Strength: Excellent and well-equipped laboratories, Factory visit to reputed industries to enhance their knowledge in the subject, Career – Oriented & Promoting Self - Confidence

Weakness: Lack of communication skill among the students, Lack of permanent faculty.

More number of students to be admitted.

Opportunities

1. To provide placement to the students in industries.
2. To provide self-employment opportunities-Designing of, Kameez, Embroidery, Toys Making and Home Furnishing products.

Challenges of the Department

1. Stiff Competition from related courses both inside and outside the college.
2. To provide employment opportunities for all final year students who leave the department.



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2016-2017

DEPARTMENT OF HISTORY

- ✓ Pollution free Nation
- ✓ Global Warming
- ✓ Green House Effect
- ✓ Acid Rain

61. Future Plan of the department:

- To Attend/present research papers in International Conferences\ Seminars
- To establish Historical Museum in our college
- To conduct Seminars and Conferences funded by UGC

62. SWOC Analysis of the department:

→ Introduced Certificate course in Museology

- Develop reading skills, enhance the communicative skills and confident to participate in various competitions by the students through Expressive Articulation Session
- 2 International Publications by our faculty in 2016-17
- 4 Minor Research Projects have been completed by our faculty
- One of our faculty has applied for Guideship
- One of our faculties has been awarded doctorate.
- Conducting Two certificate Courses on Human Rights and Museology
- One Faculty with more than 25 Years of experience
- Publication of online journals every year
- Conducting Eco Conscious Awareness Programme Every Year
- Field Visit to Archaeological Sites Every Year
- One of the colleges in Cluster College Programme

WEAKNESS

- Lack of Communication skills to the students.
- More Dropouts due to economically poor background

OPPORTUNITIES

- Utilize their acquired skills for appearing competitive examinations like civil services, TNPSC, VAO, NET/SLET etc
- Attending\ presenting research papers in International Conferences\ Seminars

CHALLENGES

- The UG students prefer to go for B.Ed course, so it is difficult to enhance the PG admission



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- As the students prefer teaching profession in school they have no idea about NET/SET coaching classes.

V.P.T



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DEPARTMENT OF COMMERCE (R)

60. Grants utilized

Grant	Amount (₹)	Books / Equipments / Seminars / Workshop / etc
UGC XII Plan	-	-
Autonomy	Rs.14000	Books
	Rs.4000	Guest Lecture
	Rs.3000	Workshop
Special Fees	Rs.3270 - UG	Books
	Rs.2500	Books
	Rs.900 – UG Rs.500 - PG	Guest Lecture
Banking Technology	Rs 1,20,000	Guest lecture
	Rs 1,20,000	Working Expenses/ Contingencies
	Rs 40,000	Consumables/ Glassware
	Rs 30,000	Travel/ Field Trips
	Rs 40,000	Hiring services

61. Best practices adopted in the department

a) Academic:

IBPS special coaching was given to all the PG students of our college.

Training programme on “SPSS Package” was provided to M.Phil and Ph.D scholars and on “Communication skills” to the UG and PG students from Voice Training Institute and “UGC NET / SET entrance exams” to the PG and M.Phil scholars.

b) Non-Academic:

- Involving the Alumnae to provide financial assistance to economically poor students to pay tuition fees, examination fees and application fees for competitive examinations.
- The Commerce students representing Youth Welfare Forum and Youth Red Cross Cell had participated and won prizes and shields at various clubs, colleges and University.

62. Eco-conscious activities carried out by the department:

- Students presented programmes on “Environmental Pollution in Sivakasi”. Students listed out the prevailing problems of Air pollution, Water pollution and Soil pollution in Sivakasi and stated the measures taken and to be taken by the people of Sivakasi on 12.01.2017 in the Expressive Articulation session.
- The students of Commerce presented papers on “Avoidance of Road accident and Fire accident in Sivakasi” in the Expressive Articulation session.
- Students also participated in Model Display Competition on topics “Ozone layer depletion” and “Ocean Acidification”.

63. Future Plan of the department:

- Workshop on “Generation Gap” to mothers and grand daughters on health issues.
- Skill Enhancement programme to socially downtrodden women, as an extension activity.



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- UGC Sponsored National Seminar.
- Special Coaching for IBPS, NET and SET Examination to post graduate students.

64. SWOC Analysis of the department:

STRENGTHS:

- ❖ Illustrious and experienced faculty members with student- centred teaching.
- ❖ Active Research Centre, with 10 faculty qualified with Ph.D, 3 S.F faculty members are pursuing Ph.D.
- ❖ Three faculty with Guideship and three faculty with SLET/SET qualification.
- ❖ Key roles held by faculty as IQAC Co-ordinator, Dean CDDC, Dean Academic affairs.
- ❖ Representation by 5 faculty members in the Board of studies of other colleges contributing to curriculum design and implementation.
- ❖ Integration of teaching and research.
- ❖ Commendable track record in national and international publication with citation index and impact factor.
- ❖ Knowledge and practical based curriculum designed for the students
- ❖ The Curriculum design instill life long learning of the students (internships, projects and research activities)
- ❖ Career upliftment of the students enabled through UGC approved programmes - Career Oriented Programme - 'Banking in Practice', 'Office Automation and Management and 'B.Com with Computer Application'
- ❖ Pioneers in offering the unique UGC approved innovative programme – M.Com, Banking Technology, which caters to the career opportunities provided by the banks
- ❖ 'Pro- active Entrepreneurial Development Cell'
- ❖ Collaboration with ICT Academy of Tamil Nadu to conduct 'Certificate Course on BFSI' for the career development of unemployed graduate commerce students
- ❖ MOU with Institute of Chartered Accountants, Banks and Industries to carryout projects.
- ❖ Extension activities for economically deprived community – orphan and RGMI children and elderly people.
- ❖ Eco- friendly approach by keeping ornamental plants and shrubs near the department

WEAKNESS:

- ❖ Enrollment of slow learners in M.Com & M.Phil courses as they are self funded programme.
- ❖ Unable to avail financial support from the Government by post graduate and research scholars.
- ❖ Participation of students in career development activities needs improvement.



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OPPURTUNITIES:

- ❖ Being a Research Centre, collaborative research activities are possible, can encourage the faculty to patents.
- ❖ Ample opportunities available to pursue research projects availing finance from various funding agencies.
- ❖ On-the-Job Training opportunities in financial institutions provide practical knowledge.
- ❖ Channelizing the students skill to get through IBPS, NET, SET Exams etc
- ❖ Entrepreneurial Culture infused in the minds of students for employment.
- ❖ Locational advantage strengthens academic- industry

CHALLENGES:

- ❖ Lack of Communicative skill
- ❖ Media interruption reflections in low performance of learners
- ❖ Keeping pace with rapid changes in higher education
- ❖ Providing resources for magnalized students to pursue higher studies.
- ❖ Empowering the rural women students to thrive in a more globalized and competitive environment.

S. Rajeswari
20.4.17



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DEPARTMENT OF PHYSICS

60. Grants utilized

Grant	Amount (₹)	Books / Equipments / Seminars / Workshop / etc
UGC XII Plan	1,00,000 4,30,000	National conference MRP (Dr. K. P. Radha)
Autonomy	54,495	Hydrauli Press
	11,739 (Aut.)	24 Books
	9,000	Seminars / Workshop
Special Fee	42,453	Equipments
	3,618(Sp.fee)	9 Books
	900	Association activity
BRNS	50,000	National conference

61. Best practices adopted in the department

a) Academic:

- Field visit
- Visit to research center
- Cluster of college programmes
- Publication in conferences/journals
- NGPE exams for UG

b) Non-Academic:

- Extension activities

62. Eco-conscious activities carried out by the department:

Eco - Conscious Programme: EAS

Paper presentations on the topics "Effects of Global warming" and "Ways to control pollution" were given.

Eco - Conscious Programme: Intra-collegiate

Poster Making Competition was conducted as Eco-Conscious Programme on 21.02.2017. The students display their posters on the topic "GO GREEN 2020" and the winners were awarded.

63. Future Plan of the department:

Proposed plan for the year 2016-2017

1. To extend and widen the Physics training in Research Centers.



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2. To make students apply for Summer Training Programme.
3. To send students' project proposal to TNSCST and Minor Research Projects to UGC
4. To conduct intra/intercollegiate/state/national Seminars
5. To continue the extension activities to schools
6. To add a few more publications to the credit of the Department
60. SWOC Analysis of the department:

64. SWOC Analysis of the department:

STRENGTHS:

- ▶ Qualified and competent teaching faculty.
- ▶ Well equipped laboratory.
- ▶ Collaboration with research institutes.
- ▶ Promoting research culture among the students and faculty through Educational/Fields Trips to research oriented laboratories.
- ▶ Presentation of research papers by faculty in International Conferences in foreign countries.
- ▶ Participation of M.Sc. Students in Summer Training Programmes.
- ▶ Organizing Physics Exhibition for school students every year to create interest in Physics.
- ▶ Visit to foreign university by faculty.

WEAKNESSES:

- ▶ Lack of communication skills.

OPPORTUNITIES:

- ▶ Career options are more for physics students.
- ▶ Inter-disciplinary research work can be carried out.
- ▶ Students can undertake projects to meet the societal need.

CHALLENGES:

- ▶ Lack of awareness among the students and Parents about the importance of General Physics.
- ▶ Tough Competition due to the introduction of new Courses and new colleges.
- ▶ Number of students admitted in M.Sc. is low.
- ▶ Parental pressure on research aptitude among the M.Sc. students is poor.



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DEPARTMENT OF COMPUTER SCIENCE

- Our faculty members take considerable efforts so that education is not fully result oriented. They kindle the interest and intellect of every student and promote intellectual development.
- The activities like Articulation idea fixation class bring out their innate talents and remove stage fear
- Apart from conducting Inter-collegiate seminars and workshops inside the college campus, the students are encouraged to participate in the seminars and workshops conducted in other colleges and universities. Our students are always enthusiastic in participating in the competitions such as paper presentations, debugging competition, Adact etc.
- Faculty members of the Department regularly perform transfer of Knowledge about new changes and developments in the ever growing computer field

b) Non-Academic:

- To sensitize the students towards civic responsibilities and to make them ideal citizens of tomorrow, the extension activity is conducted every year
- During College day, Sports day and Convocation day, the students assist the members of the staff in carrying out various activities.
- Our students do project work as a team

All activities under the College Union and associations are organized and carried out by the students in a team with the distribution of work. Students work as a part of a team and independently getting suggestion, co-operation and guidance from the Principal and staff.

All activities under N.S.S. like 10-day camp at the adopted village, free medical camp, AIDS Awareness Rally, Self-Employment Training Programme, Communal Harmony Peace March, Blood Donation Camp as well as Social Service League activities inculcate a lot of team spirit and leadership qualities in the students

62. Eco-conscious activities carried out by the department:

Eco-Consciousness Activity

"Poster Presentation" competition regarding *Eco-Awareness* is conducted on 27.02.2017. A.T.Gayathiri (I Year) got I Prize and S.D.Dharsanna (I Year) got the II Prize.

J

63. Future Plan of the department:



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- Proposed to conduct Exhibition in the Month of December '17
- To conduct Intra Collegiate Events for the students as Golden Jubilee celebration.

64.SWOC Analysis of the department:

STRENGTH:

- ☞ Started UGC sponsored Career Oriented Programme in 'Animation Technology' which provides more job opportunities for the students from the Academic year 2008-2009.
- ☞ Faculty members of the Department motivate and guide the students to do projects for organizations and for educational institutions including our college.
- ☞ Inculcating social responsibility among the learners by conducting Computer Literacy Programme for National Child Labour Project school children from the year 2003 till date.
- ☞ Conducting *Eco-Consciousness Activity*, Spoken tutorial training programme by IIT.
- ☞ The staff members who have registered for Ph.D., have published papers in National / International Journals, participated in many conferences, seminars etc.
- ☞ Regular issue of department magazine 'Byte Stream' focus on organizing skills and team spirit of the students.
- ☞ Programming skills on par with engineering graduates.
- ☞ Updated curriculum to meet industry demands.
- ☞ Well-equipped computer science lab with recent configuration
- ☞ More number of qualified competent and experienced faculty with more than 25 years of experience.
- ☞ MOU with Touch & Touch Cell Phone Servicing and Training institute and Bala Tip Software for conducting job oriented courses.

WEAKNESSES:

- ☞ Lack of communication skills resist the student's ability to answer orally.

OPPORTUNITIES:

- ☞ Honorary Services Provided for
 - ☞ Servicing and Maintenance of the students Laptop.
 - ☞ Free consultancy for purchase of computers for the stakeholders.
- ☞ Students have been placed in renowned Companies
- ☞ Department offers two job-oriented Courses namely Cell Phone Servicing and Tally and NME courses namely 'Computers Today' thereby promoting Self Employment Skills of the learners.

CHALLENGES:

- ☞ Staff members keep abreast of the day to day development in the computer field and the same is being imparted to the students enabling to mould them to face the new challenges in the computer field.

SIGNATURE OF HOD

A. Leena Beente



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DEPARTMENT OF COMPUTER APPLICATIONS

b) Non-Academic:

- Release of Department Magazine *TechnoFab* every year.
- Maintaining an Information Board "*Techtonic*" to make the students technically up to date.

61. Eco-conscious activities carried out by the department:

- "Accessories using E-waste" competition is conducted among our department students and winners were rewarded
- Maintaining mini-garden inside MCA block. Students involved the activities such as cleaning garden and watering gardens.
- Chart display activity have been conducted for the I year UG students on the topic "Global Warming and Green House effect".

62. Future Plan of the department:

- a) To carryout Research projects by obtaining grant from funding agencies
- b) To encourage both faculty and students to publish papers in international journals
- c) To make the faculty to attend Faculty Development Programme.
- d) To increase the placement rate of students through On-Campus programme.

63. SWOC Analysis of the department:

Strengths:

- Demand for BCA programme.
- Qualified, Cooperative faculty and students
- Curriculum is designed to satisfy Industrial and global needs.
- Off-Campus projects are carried out by final year MCA students in MNC's for better placements.
- Offering innovative technical courses for the students.

Weakness

- No scope for research guidance, since there is no Ph.D scholar.
- Communication gap in UG due to increase in strength, schooling in Tamil medium and First generation learners.
- Students getting placement in reputed MNC's, are reluctant to move out of their native place.

Opportunities

- Students can pursue higher education.
- Aptitude training, soft skills enhancement programme are being conducted for better placement.
- Arrangement of Campus interviews through the placement cell for the final UG /PG students.

Challenges

- Single Window system hinders PG admission, since students prefer professional colleges.
- Drop/Raise in strength may occur when there is recession in IT field.



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DEPARTMENT OF BUSINESS ADMINISTRATION

The students from all disciplines have participated voluntarily and actively. They were judged on the basis of display, creativity and presentation. The winners of the Model Display are:

S.No.	NAME OF THE STUDENT	TOPIC	CLASS	PRIZE
1.	M.J.Mathumitha	Ozone Layer Depletion & Natural Resource Depletion	I BBA	I
	J.R.Indhumathi			
2.	Jadhav Ashwini Ashok	Waste Disposal	I M.Sc (Micro.Biology)	II
	P.Selvi			
3.	C.Meenakshi	Waste Disposal	II B.Sc (Micro.Biology)	III
	K.Seetha Lakshmi			

63. Future Plan of the department:

- To organize Intra-Collegiate meet.
- To organize Inter-Departmental programme for UG students.
- To conduct oneday workshop on avenues to become a successful Women Entrepreneur. .

64. SWOC Analysis of the department:

STRENGTHS

- One faculty awarded Ph.D., and three faculties are pursuing Ph.D.
- Staff members and students present the papers in National and International conference and seminar.
- Staff members and students publish their articles in Journals and Books.
- Efficient training enable the students to win in all the inter-collegiate Competitions.
- Infusing Social Responsibility through regular visits to Azhagan Kaappagam, Sivakasi and sponsored needed items as a part of Extension Activity
- Regularly conducting Women Development Programme to create awareness among the rural women like, Legal, Health and to become a Entrepreneur.
- Financial assistance is provided to the economically backward students.
- Good qualitative and quantitative academic results.
- Good Rapport with Industrialists, various clubs and associations in the form of Institutional Training, Projects and Guest Lecture.
- Dedicated and excellent team work among the staff members to achieve department goals.



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- Enhance the teaching and learning process the college provides excellent infrastructure facilities.
- Develop the students to write examination through on- line.
- Emphasize on Individuality and Uniqueness.
- Focus on Organising skills and Team spirit.
- Fore runners of the activities like Association Activities, Inter-Collegiate Meet and regularly conducting batchmeet for alumnae.
- Regularly the department releases the Magazine, SYNERGY and Students Address Book for every year.

WEAKNESSES

- Lack of involvement among the students with regard to activities like articulation, association and other departmental programmes.
- Limited scope to receive financial assistance from funding agency for conducting seminars/conference.
- Students from rural area especially the Tamil medium which make the students hardens learning process.

OPPORTUNITIES

- Linkage with Industries provides practical exposure and job opportunities to the Students
- BBA Students can pursue professional courses like MBA, MCA, CA, ICWA., M.Com (BT), M.Com (CA), M.Com (HRD)
- Using Power point presentation, E-Content, BYOD, Movie Maker software, E-Assignment, Online Exam enhance the students technical skills.
- Very good employability because of Institutional Training and Project Work.
- Students can even manage family business.
- Can become an Entrepreneur.

CHALLENGES

- Stiff Competition from related courses both inside and outside the college.
- Most of the students are studying this course out of compulsion and lack of alternative but without of interest to pursue them earnestly.
- Motivate students to develop a deeper level of critical and analytical thinking and to cultivate in them an endeavoring passion to pursue higher education.
- Being rural area corporate tie-up is difficult.



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DEPARTMENT OF MICROBIOLOGY

60. Grants utilized -Nil

Grant	Amount (₹)	Books / Equipments / Seminars / Workshop / etc
UGC XII Plan		
Autonomy		
Special Fee		
CPE		

61. Best practices adopted in the department

- Academic: Providing hands on Training in the Medical Laboratory Technology at Government Hospital, Sivakasi
- Non-Academic: Conducted Routine Haematological and Biochemical analysis camp

62. Eco-conscious activities carried out by the department:

The Motto of our department is Go Green and makes our campus clean.

By conducting Collage competition the awareness was developed to the students.

63. Future Plan of the department:

- Maintain to conduct Haematological and Biochemical analysis camp.
- Increase proposal submission for state and private competitive grants.
- Industrial visits to various research laboratories and industries.

64. SWOC Analysis of the department:

STRENGTHS

- Staff qualified in CSIR Exam and completed with Ph.D
- Well qualified faculty members with zeal to improve one's teaching and learning skills.
- Staff members and students publish their articles in the National and International Journals.
- Capable of motivating and guiding students in all walks of life.
- Co-ordination with other departments for interdisciplinary activities.

WEAKNESSES

- Students need to improve their practical skills by attending various in-plant training programmes organized by different laboratories.
- Ignorance about the discipline due to lack of understanding of the scope of the subject.

OPPORTUNITIES

- To transform the stakeholders as professionals in
 - Biochemical
 - Microbial
 - Immunological
 - Molecular biological techniques and



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- Drug Designing
- To familiarize in Sophisticated Instrumentation
- To enhance employability in
 - Medical / Pharmaceutical Industry as a Scientist
 - Research Centers as Technical Assistants
 - Lab Technician in Hospital

CHALLENGES

- To bring slow learners on par with good performers.
- The department aspires to achieve recognition for its research and educational contribution.
- To develop and master technological advances such as laboratories automation and an avalanche of new methods.
- Making to think more as professionals than as Microbiologist only.

S. S. P. R.



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DEPARTMENT OF COSTUME DESIGN & FASHION

- I, II & III prizes were given to students.

63. Future Plan of the department:

- ❖ Plan to organize a Two day workshop on Flower making.
- ❖ Plan to conduct Guest Lecture on subject related.
- ❖ Plan to celebrate Fashion Week
Organize OSTENTA-18 and
Exhibition cum sale as Shopping Party
- ❖ Extension Activity – one day camp to any school.
- ❖ Plan to Visit Erode, or Rajapalayam, or karoor for Industrial Visit.
- ❖ Plan to organize Eco- Activity --Art from waste.
- ❖ Short term course on any Art and Craft work.
- ❖ To help the self-help group to be self-employed by offering them free training course in saree printing and dyeing, Hand embroidery, Designing.

64. SWOC Analysis of the department:

Strength: Excellent and well-equipped laboratories, Factory visit to reputed industries to enhance their knowledge in the subject, Career – Oriented & Promoting Self - Confidence

Weakness: Lack of communication skill among the students, Lack of permanent faculty.

More number of students to be admitted.

Opportunities

1. To provide placement to the students in industries.
2. To provide self-employment opportunities-Designing of, Kameez, Embroidery, Toys Making and Home Furnishing products.

Challenges of the Department

1. Stiff Competition from related courses both inside and outside the college.
2. To provide employment opportunities for all final year students who leave the department.

For Signature
Head - In - charge



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2015-2016

DEPARTMENT OF HISTORY

60. Grants utilized

Grant	Amount (₹)	Books / Equipments / Seminars / Workshop / etc
Autonomy	Rs.8,000	Books
	Rs.3,000	Guest/Visiting Faculty
	Rs.2,000	Seminars / Workshop
Special Fee	Rs.900	Association Activity
CPE	-	-

61. Best practices adopted in the department

a) Academic:

- Expressive Articulation Session for the Students
- Conducting Eco Conscious Awareness Programme Every Year

b) Non-Academic:

- Legal Literary Club Functioning Along With Legal Taluk Services to Give Awareness on Legal Issues
- Study Tour - Visit to Historical Places Every Year.
- Field Visit to Archaeological Sites Every Year
- Releasing the Department Journal "Charitra" Every Year
- Our students acted as Scribes to write examination for the Visually Challenged Students

62. Eco-conscious activities carried out by the department:

- ✓ Department of History conducted Eco-conscious activity during the Expressive Articulation Session on 1.3.2016. Models on Eco Conscious Activity with Eco Friendly materials.
- ✓ Essay Competition conducted by the Department of History for all the students on the theme "Terrace Garden" on 30.1.2016

63. Future Plan of the department:

- To Attend/present research papers in International Conferences/ Seminars
- To establish Historical Museum in our college
- To conduct Seminars and Conferences funded by UGC

64. SWOC Analysis of the department:

STRENGTHS

- Introduced M.A History in 2015



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- Develop reading skills, enhance the communicative skills and confident to participate in various competitions by the students through Expressive Articulation Session
- 6 International Publications by our faculty in 2015-16
- 3 ongoing Minor Research Projects by our faculty
- One of our faculty has applied for Guideship
- Two Faculties has presented research paper in Madras University, Madras.
- Conducting Two certificate Courses on Human Rights
- One Faculty with more than 25 Years of experience
- Publication of online journals every year
- Conducting Eco Conscious Awareness Programme Every Year
- Field Visit to Archaeological Sites Every Year
- One of the colleges in Cluster College Programme

WEAKNESS

- Lack of Communication skills to the students.
- More Dropouts due to economically poor background

OPPORTUNITIES

- Utilize their acquired skills for appearing competitive examinations like civil services, NET/SLET etc
- Attending\ presenting research papers in International Conferences\ Seminars

CHALLENGES

- The UG students prefer to go for B.Ed course, so it is difficult to enhance the PG admission
- As the students prefer teaching profession they have no idea about NET/SET Coaching Classes

V.P.T



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DEPARTMENT OF COMMERCE (R)

Innovative fund M.Com(B.T.)	Rs.1,20,000	Guest lecture
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61. Best practices adopted in the department

a) Academic:

IBPS special coaching was given to all the PG students of our college.

b) Non-Academic:

Involving the Alumnae to provide financial assistance to economically poor students to pay tuition fees, examination fees and application fees for competitive examinations.

62. Eco-conscious activities carried out by the department:

- Speech on “Green House”
- Green Banking system adopted by SBI, IOB, ICICI etc.
- Speech on “Environment Protection Acts and the Grievances Redressal Programmes” and “ Green Fruits and Vegetables”
- Speech on “Deforestation”.
- A Debate on “Consumption of Maggi Noodles” was done by I M.Com(B.T) students.
- Illustrative drawings of logos of Green Companies like Kiriloskar India Ltd, Amul India Ltd, Mahendra India Ltd, Wipro Technologies, Hewlett Packard, etc

63. Future Plan of the department:

Future plans of the department for the year 2016-2017

Sl.No.	Future plans
1.	UGC sponsored National Level Seminar
2.	Organize UGC sponsored national level seminar under M.Com (BT) grant.
3.	Extension Activity- Sensitization programme on Ageing
4.	Intensive Coaching to improve the competency of the students to appear for the Examinations conducted by the Recruitment Boards.
5.	Alumnae Meet of all batches on 23 rd December 2016.

64. SWOC Analysis of the department:

STRENGTHS:

- ❖ Active Research Centre and all the SF faculty members are pursuing Ph.D.
- ❖ Five Ph.D. holders and three faculty with SET/NET qualification.
- ❖ Experienced Faculty.
- ❖ UGC funded Vocational Training Course – Computer Application.
- ❖ UGC Approved Add-on course – Career Oriented Programme - Banking in Practice.



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- ❖ UGC approved Innovative Programme – M.Com, Banking Technology. VTC Lab with 40 computers in addition to 6 computers for department.
- ❖ Alumnae are Chartered Accountants and holding prominent positions in banks.
- ❖ Curriculum includes IBPS exam and conduct of online test.

WEAKNESS:

- ❖ M.Com & M.Phil. being self funded programme, enrollment is made by many slow learners.

OPPORTUNITIES:

- ❖ The Research Centre facilitates the scholars to pursue full time / part time research in department itself.
- ❖ Intensive coaching, guidance and motivation by the faculty members to appear for UPSC, TNPSC, SLET/NET, English Linguistic Level I & IBPS online examinations.
- ❖ To publish more number of research papers in refereed national and international journals with Citation index and impact factor.
- ❖ Creation of Department Website.
- ❖ On the Job Training opportunities in financial institutions like banks and insurance companies.

CHALLENGES:

- ❖ Lack of Communicative skill.
- ❖ Media interruption reflects in low performance of learners.

S. Rajeswari,
11.4.16



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DEPARTMENT OF PHYSICS

63. Future Plan of the department:

Proposed plan for the year 2016-2017

1. To extend and widen the Physics training in Research Centers.
2. To make students apply for Summer Training Programme.
3. To send students' project proposal to TNSCST and Minor Research Projects to UGC
4. To conduct intra/intercollegiate/state/national Seminars
5. To continue the extension activities to schools
6. To add a few more publications to the credit of the Department

64. SWOC Analysis of the department:

STRENGTHS:

- ▶ Qualified and competent teaching faculty.
- ▶ Well equipped laboratory.
- ▶ Collaboration with research institutes.
- ▶ Promoting research culture among the students and faculty through Educational/Fields Trips to research oriented laboratories.
- ▶ Presentation of research papers by faculty in International Conferences in foreign countries.
- ▶ Participation of M.Sc. Students in Summer Training Programmes.
- ▶ Organizing Physics Exhibition for school students every year to create interest in Physics.
- ▶ Visit to foreign university by faculty.

WEAKNESSES:

- ▶ Lack of communication skills.

OPPORTUNITIES:

- ▶ Career options are more for physics students
- ▶ Inter-disciplinary research work can be carried out
- ▶ Students can undertake projects to meet the societal need.

CHALLENGES:

- ▶ Lack of awareness among the students and Parents about the importance of General Physics.
- ▶ Tough Competition due to the introduction of new Courses and new colleges.
- ▶ Number of students admitted in M.Sc. is low.
- ▶ Parental pressure on research aptitude among the M.Sc. students is poor.



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DEPARTMENT OF COMPUTER SCIENCE

62. Eco-conscious activities carried out by the department:

Eco-Consciousness Activity

"Ecological World" Chart Display competition regarding *Eco-Awareness* is conducted on 7.03.2016. S.Rebenta Princess (II Year) got I Prize and M.Elizabeth Malarkodi (I Year) got the II Prize.

63 Future Plan of the department:

- Proposed to conduct Exhibition/Seminar for the Career Oriented Programme on Animation Technology.
- To conduct Intercollegiate competition for the students.

64. SWOC Analysis of the department:

STRENGTH:

- ☞ Started UGC sponsored Career Oriented Programme in 'Animation Technology' which provides more job opportunities for the students from the Academic year 2008-2009.
- ☞ Faculty members of the Department motivate and guide the students to do projects for organizations and for educational institutions including our college.
- ☞ Inculcating social responsibility among the learners by conducting Computer Literacy Programme for National Child Labour Project school children from the year 2003 till date.
- ☞ Conducting *Eco-Consciousness Activity*, Spoken tutorial training programme by IIT.
- ☞ The staff members who have registered for Ph.D., have published papers in National / International Journals, participated in many conferences, seminars etc.
- ☞ Regular issue of department magazine 'Byte Stream' focus on organizing skills and team spirit of the students.
- ☞ Programming skills on par with engineering graduates.
- ☞ Updated curriculum to meet industry demands.
- ☞ Well-equipped computer science lab with recent configuration
- ☞ More number of qualified competent and experienced faculty with more than 25 years of experience.
- ☞ MOU with Touch & Touch Cell Phone Servicing and Training institute and Bala Tip Software for conducting job oriented courses.

WEAKNESSES:

- ☞ Lack of communication skills resist the student's ability to answer orally.



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OPPORTUNITIES:

- ☞ Honorary Services Provided for
 - ☞ Servicing and Maintenance of the students Laptop.
 - ☞ Free consultancy for purchase of computers for the stakeholders.
- ☞ Students have been placed in renowned Companies
- ☞ Department offers two job-oriented Courses namely Cell Phone Servicing and Tally and NME courses namely "Computers Today" thereby promoting Self Employment Skills of the learners.

CHALLENGES:

- ☞ Staff members keep abreast of the day to day development in the computer field and the same is being imparted to the students enabling them to face the new challenges in the computer field.

SIGNATURE OF HOD

A. Keena Beutik



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DEPARTMENT OF COMPUTER APPLICATIONS

Placement Cell	1	Arranging for on campus & off campus interviews
Time Table	2	Preparing Lab Timetable
Skill Enhancement	1	Maintaining attendance
Semester Surveillance	1	Prepare timetable, Verify progress card
IIIC	1	Collect details of Field visits carried out in each department

60. Grants utilized: **NIL**

Grant	Amount (₹)	Books / Equipments / Seminars / Workshop / etc
UGC XII Plan		
Autonomy		
Special Fee		
CPE		

61. Best practices adopted in the department

a) Academic:

- Every year, Placement Training is given to all final MCA students and M.Sc C.Sc & IT students. This year NET/SET Coaching was given.
- Usage of laptops by students is encouraged.

b) Non-Academic:

- Release of Department Magazine *TechnoFab* every year.
- Maintaining an Information Board "*Techtonic*" to make the students technically up to date.

62. Eco-conscious activities carried out by the department:

- E-Dress Modeling competition is conducted among our department students and winners were rewarded
- Maintaining mini-garden inside MCA block. Students involved the activities such as cleaning garden and watering gardens.

63. Future Plan of the department:

- a) To carryout Research projects by obtaining grant from funding agencies
- b) To take steps to publish papers of both faculty and students.
- c) To send the faculty for Faculty Development Programme.



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d) To increase the placement rate of students through On-Campus programme.

64. SWOC Analysis of the department:

Strengths:

- Demand for BCA programme.
- ◆ Qualified, Cooperative faculty and students
- ◆ Curriculum is designed to satisfy Industrial and global needs.
- ◆ Off-Campus projects are carried out by final year MCA students in MNC's for better placements.
- ◆ Offering innovative technical courses for the students.

Weakness

- ◆ No scope for research guidance, since there is no Ph.D scholar.
- ◆ Communication gap in UG due to increase in strength, schooling in Tamil medium and First generation learners.
- ◆ Students getting placement in reputed MNC's, are reluctant to move out of their native place.

Opportunities

- ◆ Students can pursue higher education.
- ◆ Aptitude training, soft skills enhancement programme are being conducted for better placement.
- ◆ Arrangement of Campus interviews through the placement cell for the final UG /PG students.

Challenges

- ◆ Single Window system hinders PG admission, since students prefer professional colleges.
- ◆ Drop/Raise in strength may occur when there is recession in IT field.



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DEPARTMENT OF BUSINESS ADMINISTRATION

- ✓ Regularly inviting the Alumnae to deliver the Guest Lecture to their juniors.
- ✓ Regularly we conduct case analysis program to all PG students.
- ✓ Industrial visit to the UG/PG students for their practical exposure.

b) Non-Academic

- ✓ Model Display competitions were conducted to make awareness on the eco-consciousness and the Prizes were distributed for the best designers.
- ✓ Association activities are regularly conducted for the students to improve their skills and also motivate them to participate in various competitions conducted inside and outside the campus

Social Responsibility

S.No	Date	Particulars	Beneficiaries
1	09.12.2015	I BBA – Rs.1,760, II BBA – Rs.1,840, III BBA – Rs.3,030, I M.COM(HRD) – Rs.720, II MHRM – Rs.250	Chennai People
2	24.02.2016	Pedestal Fan, Wooden Horse, Playing Balls & Biscuits Worth Rs.5720	Azhagan Kaappagam, Sivakasi

62. Eco-conscious activities carried out by the department:

Model Display were conducted to make awareness on the Eco-Consciousness on the topic “Environmental Issues” – Soil Pollution, Water Pollution, Marine Pollution, Air Pollution, Eco System, Avoid Plastic and Noise Pollution on 28.01.2016. The BBA students are actively participated and also got prizes.

63. Future Plan of the department:

- To organize Inter-Collegiate meet.
- To organize Inter-Departmental Health Issues programme for UG & PG students.
- To conduct Counselling programme to BBA and M.Com (HRD) students.

64. SWOC Analysis of the department:

STRENGTHS

- One faculty awarded Ph.D and five faculties are pursuing Ph.D.
- Staff members and students present the papers in National and International conference and seminar.
- Staff members and students publish their articles in Journals and Books.
- Efficient training enables the students to win in all the inter-collegiate Competitions.



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- Infusing Social Responsibility through regular visits to Azhagan Kaappagam, Sivakasi and sponsored needed items as a part of Extension Activity.
- Financial assistances are provided to the economically backward students.
- Good qualitative and quantitative academic results.
- Good Rapport with Industrialists, Mind Gear Training Academy and associations in the form of Institutional Training, Projects and Guest Lecture.
- Dedicated and excellent team work among the staff members to achieve department goals.
- Enhance the teaching and learning process the college provides excellent infrastructure facilities.
- Develop the students to write examination through on- line.
- Emphasize on Individuality and Uniqueness.
- Focus on Organising skills and Team spirit.
- Fore runners of the activities like Association Activities, Exclusive Departmental Alumnae Association, and Business Line Newspaper for students.
- Regularly the department release the Magazine, SYNERGY every year.
- Innovative PG Programme M.Com (HRD)

WEAKNESSES

- Lack of experienced faculty in the department.
- Limited scope to receive financial assistance from funding agency for conducting seminars/conference.
- High turnover of teaching faculty.
- Lack of communication skills leads to the student's inability to answer orally

OPPORTUNITIES

- Linkage with Industries provides practical exposure and job opportunities to the Students
- BBA Students can pursue professional courses like MBA, MCA, CA, and ICWA.
- Using Power point presentation, E-Content, BYOD, Movie Maker software, E-Assignment, Online Exam enhance the students technical skills.
- Very good employability because of Institutional Training and Project Work.
- Students can even manage family business.
- Can become an Entrepreneur.



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CHALLENGES

- Attract the meritorious science students to our department.
- Creating awareness among the students towards the utility of the new course.
- Stiff Competition from related courses both inside and outside the college.

T. Palanisami
Co-ordinator



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DEPARTMENT OF MICROBIOLOGY

NSS	1	Advisory committee member
Personality development cell	1	committee member

32. Grants utilized - Nil

Grant	Amount (₹)	Books / Equipments / Seminars / Workshop / etc
UGC XII Plan		
Autonomy		
Special Fee		
CPE		

Best practices adopted in the department

a) Academic:

- Providing Hands on Training in Medical Lab Technology at Government Hospital, Sivakasi.

b) Non-Academic:

- Conducted Haematological and Biochemical analysis camp
- Conducted one day hands on training program on Microbiological techniques to higher secondary school students

33. Eco-conscious activities carried out by the department:

- The motto of our department is "Go Green and make our campus clean".
- Green Badge engraved "Go Green" wore by our students.

34. Future Plan of the department:

- Increase proposal submission for state and private competitive grants.
- Industrial visit to various research laboratories and industries
- Maintain to conduct Haematological and Biochemical analysis camp.

35. SWOC Analysis of the department:

Strength of the Department

1. Well qualified faculty members with zeal to improve one's teaching and learning skills.
2. Capable of motivating and guiding students in all walks of life.
3. Foster an intellectually stimulating and friendly environment for research and teaching.

Weakness of the Department



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Weakness of the Department

1. Less number of B.Sc. students for admission into M.Sc. programme.
2. Lack of communication skill among the students.

Opportunities of the Department

1. To transform the stakeholders as professionals in
 - ❖ Biochemical
 - ❖ Microbial
 - ❖ Immunological
 - ❖ Molecular biological techniques and
 - ❖ Drug Designing
2. To familiarize in Sophisticated Instrumentation
3. To enhance employability in
 - Medical / Pharmaceutical Industry as a Scientist
 - Research Centers as Technical Assistants
 - Health Care Centre as Consultant
 - Marketing - as Successful Sales Professionals
 - Healthcare Products & Drug designing
 - R&D Laboratories as Project Fellow
4. To promote self - employment,
 - ❖ Entrepreneur – Biopesticides, Antibiotics, Organic acid like Citric acid, Acetic acid, Commercial enzymes, etc.,

Challenges of the Department

1. Rapidly evolving new areas of research and to adapt to the changing demands in this competitive world.
2. Making to think more as professionals than as Microbiologist only.
3. To bring slow learners on par with good performers.
4. The department aspires to achieve recognition for its research and educational contribution.
5. To develop and master technological advances such as laboratories automation and an avalanche of new methods.

S.S.P. -



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DEPARTMENT OF COSTUME DESIGN & FASHION

62. Best practices adopted in the department

a) Academic:

- ❖ Providing Study material for the needy Students.
- ❖ Project Portfolio Estilo presents "Ostenta -16" Fashion Show on 29.01.2016

b) Non-Academic:

- ❖ Extension activity on "Handicrafts" on 12.8.15 by IIIrd year and Diploma students in S.H.N.V.Higer Secondary school. Sivakasi. Beneficiaries – 200.
- ❖ Art from waste, organized as an Eco-conscious activity to all our UG students.

63. Eco-conscious activities carried out by the department:

- ★ " Art from waste, organized as an Eco-conscious activity to all our UG students.
- ★ I, II & III prizes were given to students.

64. Future Plan of the department:

- ❖ Plan to organize a Two day workshop on Fashion Illustration.
- ❖ Plan to conduct Guest Lecture on subject related.
- ❖ Plan to celebrate Fashion Week
Organize OSTENTA-17 and
Exhibition cum sale as Shopping Party
- ❖ Extension Activity – one day camp to any school.
- ❖ Plan to Visit Trippur, or Coimbatore, or ooti or karoor for Industrial Visit.
- ❖ Plan to organize Eco- Activity ---Art from waste.
- ❖ Short term course on any Art and Craft work.
- ❖ To help the self-help group to be self-employed by offering them free training course in saree printing and dyeing, Hand embroidery, Designing.

65. SWOC Analysis of the department:

Strength: Excellent and well-equipped laboratories, Factory visit to reputed industries to enhance their knowledge in the subject, Career – Oriented & Promoting Self - Confidence

Weakness: Lack of communication skill among the students, Lack of permanent faculty.

More number of students to be admitted.

Opportunities

1. To provide placement to the students in industries.
2. To provide self-employment opportunities-Designing of, Kameez, Embroidery, Toys Making and Home Furnishing products.

Challenges of the Department

1. Stiff Competition from related courses both inside and outside the college.
2. To provide employment opportunities for all final year students who leave the department.

For Agathi
Head -In-charge