



## **Report of Initiatives**

taken under the aegis of

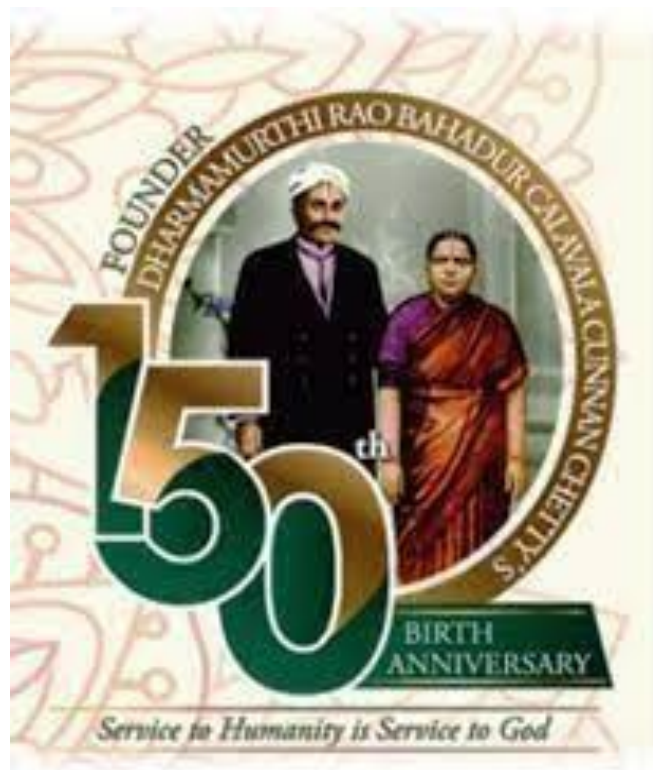
**Institution's Innovation Council**

(Academic Year 2023 – 2024)

***DHARMAMURTHI RAO BAHADUR CALAVALA  
CUNNAN CHETTY'S HINDU COLLEGE, CHENNAI  
600072.***

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# Our Beacon of Light



**Table of Contents**

**IIC 5.0 QUARTER I to IV PROGRAMS**

<i><b>Serial.No.</b></i>	<i><b>Particulars</b></i>	<i><b>Page No.</b></i>
<i><b>1.</b></i>	<i><b>Vision and Mission</b></i>	<i><b>4</b></i>
<i><b>2.</b></i>	<i><b>Council Meeting</b></i>	<i><b>5</b></i>
<i><b>3.</b></i>	<i><b>Calendar Activities</b></i>	<i><b>6-27</b></i>
<i><b>4.</b></i>	<i><b>MIC Driven Activities</b></i>	<i><b>28</b></i>
<i><b>5.</b></i>	<i><b>Celebration Activities</b></i>	<i><b>29 - 30</b></i>

## **INSTITUTION'S INNOVATION COUNCIL (IIC)**



### **DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAN CHETTY'S HINDU COLLEGE**

Our college established Institution's Innovation Council (IC202218027) in the campus as per the norms of Innovation Cell, Ministry of Education, Govt. of India during the academic year 2022-23.

#### **VISION:**

To encourage innovation, incubation and entrepreneurial environment in the college campus by offering Students opportunities to modernize their business ideas to prototype to product

#### **MISSION:**

- ♣ To create a vibrant local ecosystem to incubate and support innovative ideas
- ♣ To provide inspiring entrepreneurship opportunities for Students and Society
- ♣ To nurture the start-ups by providing them necessary support
- ♣ To provide support to commercialize innovative and sustainable ideas
- ♣ To prepare institute for Atal Ranking of Institutions on Innovation Achievements Framework.

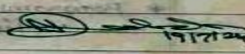
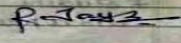
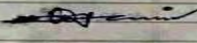



Minutes of the meeting of Institution's Innovation Council (IIC) conducted on 19.07.2024 at 12:00 noon at Board room.

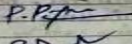
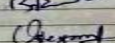
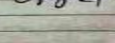
AGENDA:

- (A) Allocation of activities for Quarter III and IV of IIC b.o
- (B) Any other matter

Members Present:

Signature

- |                                      |  |
|--------------------------------------|--|
| 1. Dr. A. Kalivannasri<br>Principal  |  |
| 2. Dr. N. Rajendra Naidu<br>Director |  |
| 3. Dr. R. Jayasri                    |  |
| 4. Dr. A. Yuvrathi                   |  |
| 5. Dr. D. Lakshmi                    |  |
| 6. Mr. V. Govindarajan               |  |
| 7. Dr. H. Mahendran                  |  |

- |                        |   |
|------------------------|---|
| 8. Mr. R. Gokul        |   |
| 9. Mrs. P. Preerjithi  |  |
| 10. Mr. B. Anandharaj  |  |
| 11. Dr. P. Padmanabhan |  |
- Minutes of the meeting.
- The meeting commences at 12:10 PM and the following key points were discussed.
- \* Quarter III & IV Reports: To be completed before 31st August 2024.
  - \* Common Format Report: Uniform Preparation of report and needs to be completed as early as possible after the completion of the programs.
  - \* Event Promotion: Events organized should be promoted on social media platforms (Instagram, college website), can also be broadcasted on YouTube.
  - \* Programme focus: Based on innovation, startups, and entrepreneurship.

- \* programme Outcomes: To be obtained from the participants through feedback.
- \* Student Identification: spot students with entrepreneurial interest.
- \* Funding Agents: Need to be identified.
- \* Incubation centre: To be launched.
- \* World Entrepreneurs: To be celebrated on 21 Aug 2024. The whole day have to be engaged by events like symposium, quizzes, posters presentation and stalls inviting students from all the departments.

## IIC CALENDER ACTIVITY

### Incubation Visit

The incubation visit held on 01.02.2024 by nearly 51 students to the Crescent Innovation Incubation Council offered students valuable, hands-on experience and insights into the startup ecosystem. It provided a clear understanding of how startups are nurtured and guided from idea inception to the stages of prototype creation, patent processes, and ultimately to market entry. The visit aimed at fostering an entrepreneurial mindset among students, shifting their perspective from being potential job seekers to future job creators. Mr. Gaurav Yadev, Senior Associate, Life Sciences of CIIC team clearly oriented about their Centre's activities and motivated the students on the lines of entrepreneurship by highlighting the scope for startups, IPRs in the current scenario. They explained their completed and ongoing projects for their better understanding



generation, securing funding, creating prototypes, to marketing the product or service.

By experiencing these concepts firsthand, students developed a clearer understanding of the skills, resources, and strategies required to transform ideas into successful business ventures. The visit was an invaluable learning experience, equipping students with knowledge and motivation to consider entrepreneurship as a potential career path.

about the incubation Centre. The second part of the visit was a tour to all the labs showing the process of its operations and also viewed the live products and projects of CIIC. The labs visited are Life sciences lab, Intel lab and Industry 4.0 lab.

The Crescent Innovation Incubation Council provides a comprehensive one-stop solution for budding entrepreneurs. Students learned about the various stages of the entrepreneurial journey, from idea



## Business Plan Campaign



Institution's Innovation Council(IIC) of Prof Indhra M Mandey IIC Vice President & Dr B Kalaiyarasan IIC Ambassador of DRBCCC Hindu College as Program Coordinators initiated the Business Campaign program held on 06.02.2024. It was well-received by more than 30 participants from students of various colleges and 150 students from BBA Department. The event was started at 11.00 am. Dr. R Jayasri President, IIC of DRBCCC Hindu College participated in Inaugural Session, BBA Department started the session with

a warm welcome to all the attendees. Then the Trustee of DRBCCC Hindu College Mr B Gautham shared wishes to the participants. Dr. G Kalvikkarasi Principal of this college delivered her speech in Valedictory session. Then Dr S Purushothaman started his session by evaluating Business plan presentation. In his presentation, he touched on the concept of Startup, Idea Generation (Entrepreneurship). He boosted the confidence of all the attendees with his interactive presentation and encouraged them all to believe in themselves. He ended his lecture with small questions and



answers session with the attendees. The vote of thanks was delivered by Mr. Gowtham Prakash Student of BBA Department, DRBCCC Hindu College

## Bakery Products Workshop

Our college Entrepreneurial Development Cell and Institution Innovation Council in association with Khadi and Village Industries Commission conducted "Entrepreneurial Skill Development Training Program on Bakery Products". It was conducted as two batches from 5th -10th of February and from 12th -16th February 2024 in which 52 students participated in this workshop.



The resource person for this programme Shri. M.S. Khanna Executive (training/capacity building)



Khadi and Village Industries Commission trained the students to make 28 bakery products which includes cake and biscuit varieties, bun and puffs.

### My Story - Motivational Session by Successful Entrepreneur / Start-up Founder

Institution Innovation Council of DRBCCC Hindu College organized motivational session led by our esteemed entrepreneur Mr.J. Santhosh, Managing Director of JP Recruitment on 16.02.2024. Mr. J. SANTHOSH guest lecture at corporate students was a resounding success, leaving a profound impact on the attending students. His session began with a brief introduction of his entrepreneurial journey, highlighting the challenges he faced and the lessons he learned along the way. Throughout the lecture, Mr. J. Santhosh engaged the audience with anecdotes from his personal experiences, emphasizing the importance of perseverance, innovation, and adaptability in the world of entrepreneurship. He shared building a strong team, and overcoming failure. One of the key takeaways from Mr. J. Santhosh lecture was the emphasis on continuous learning and self-improvement. He encouraged students to embrace failure as a stepping stone to success and to cultivate a mindset of resilience and determination. Overall, the guest lecture served as an inspiring and educational experience for the corporate department students, motivating them to pursue their entrepreneurial dreams with confidence and determination.



## Entrepreneurship and Skill Development Workshop

Department Of Corporate Secretaryship in association with Institution Innovation Council organized two days' workshop on "Entrepreneurship and Skill Development" on 26.2.2024 & 27.02.2024. Nearly 210 students benefited the workshop.

On the first day of the workshop, Dr.P.S. Manjula, the Honorable guest, gave real-life examples with certain traits that are necessary for any young student to have their start-up or become an entrepreneur. The video presentation, highlighted the concept of idea generation and innovation, helps them to identify the opportunity in and around the society at large. Citing an example of innovation,



she has shown one invitation card which she has changed into the Pen Stand immediately, help the students to aware the role of innovation and creativity in entrepreneurial aspiration. The speaker made a remark that one should not get discouraged about the comments on the innovations rather learn how the innovation can be used in future. She further said that everyone has immense ideas but lack in implementation, hence she said a good idea is, 10% inspiration and 90% implementation.



The programme ended with the group discussion followed by the vote of thanks

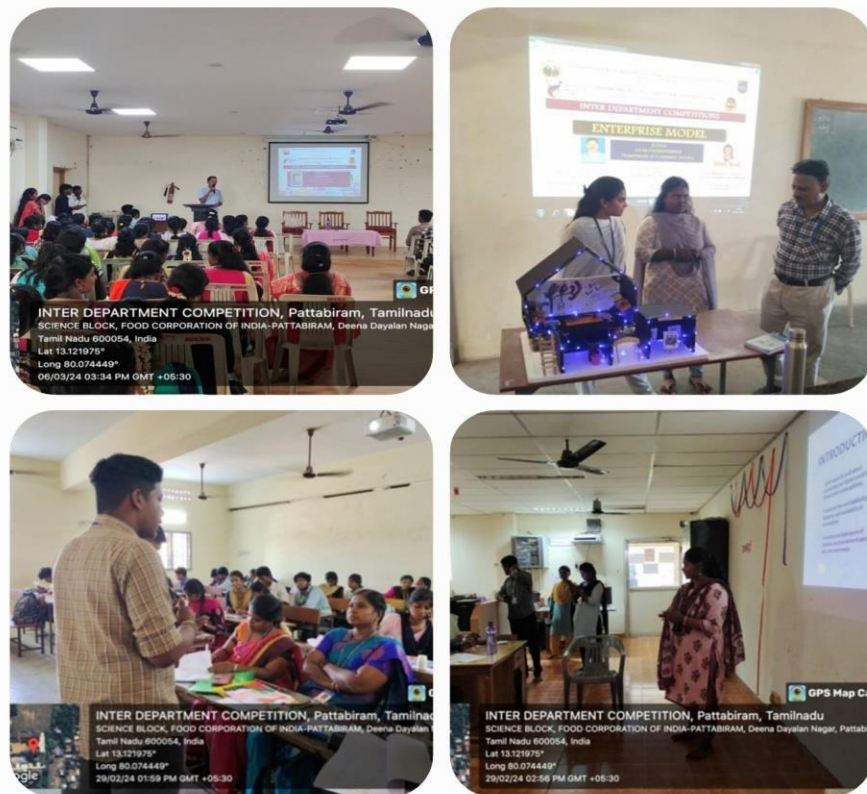
On the second day of the workshop, the speaker Dr.D.T. Roshini gave valuable address relating to the value of education in entrepreneurship. She highlighted that how the entrepreneurial training brings changes among the



students to become self-sustainable person after their graduation She brought the young entrepreneurs from her business school, who stated clearly, how the small idea of them bring success in business at their graduation level itself. The Resource Person insisted the student to learn many things from the experience of others which entails you to get success in the tough competitive world of business. She has emphasized strongly that “Think Big but Invest Small at the Early Stage”, which gives a space to think to shape your business elegantly and protect it from external threats. Discussion was concluded with question-and-answer session.

## Enterprise Model

Department of Computer Applications in association with Institution’s Innovation Council organised Inter Department Competitions on Enterprise Model on 29.02.2024. This competition was



judged by Dr.M.Padmanaban, Department of Computer Science. In this session, the judge simply explained the connectivity between innovation & entrepreneurship. This competition enhanced cross-disciplinary collaboration and nurture entrepreneurial mindset. This Program contributed to the holistic development of students by nurturing their creativity, innovation, entrepreneurial spirit, communication skills.

## Idea Hackathon on Social Entrepreneurship



The BCOM ISM department and the Institute of Innovation Council DRBCCC Hindu College Institute collaborated to host an “idea hackathon,” a brainstorming event that provides a platform for young students to showcase their talent and generate out-of-the-box open innovation ideas held on 04.03.2024. The objective of the event was to make students think beyond the curriculum and generate innovative and creative solutions to issues related to the society. This event is a melting pot for pioneering minds and imaginative thinkers, a rendezvous where ideas take flight and become reality.

They presented their creative and innovative ideas through poster presentations. This competition challenges students to dare to think differently. The event was organized under the profound guidance of our head of department, Dr. Premila Koppal Krishnan. The session helped the students enhance their ability to think, develop, and present their ideas. Such platforms provide students with an avenue to apply knowledge of management, financial, and marketing theories to their ideas.



## Workshop on Emerging Trends in International Property rights

Intellectual Property Rights (IPR) in collaboration with IPR cell organized One Day Workshop On “Emerging Trends in International Property rights: Issues & Challenges” held on 08.01.2024. The Intellectual Property Rights (IPR) workshop aimed to raise awareness among college students about the significance of protecting intellectual property held on 08th January, 2024 at DRBCCC HINDU COLLEGE. The resource person of the program was Sri.A. Raja, Deputy Controller of Patents and Designs, IPO. The workshop featured engaging sessions and discussions to educate participants on various aspects of IPR. The workshop commenced with an overview of intellectual property, emphasizing the importance of



safeguarding creations like inventions, designs, and artistic works.



Participants gained insights into patents, trademarks, copyrights, and trade secrets. The facilitators underscored the crucial role of IPR in fostering innovation. Real-world examples illustrated how intellectual property protection encourages individuals and organizations to invest in research and development. Interactive sessions allowed students to delve deeper into specific areas of IPR. Break out groups discussed case studies, fostering a collaborative learning environment. Legal experts provided an overview of the existing intellectual property laws and regulations. Participants learned about the rights granted by patents and copyrights, as well as the consequences of infringement.

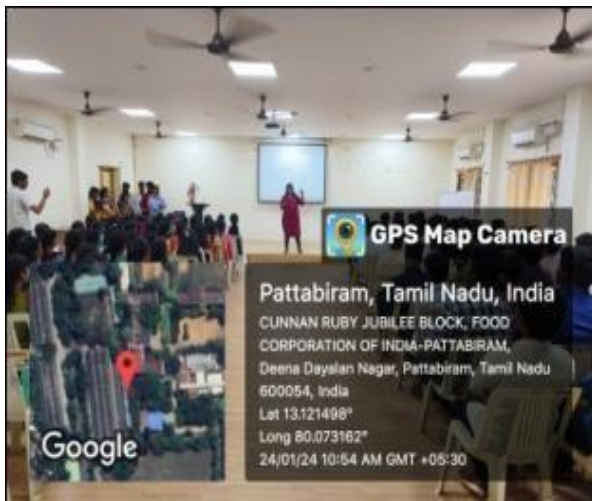
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## Entrepreneurship as Career



The seminar on Career Development by Ms. Shobana, Tech Head NIIT held on 24.01.2024 in Digital Marketing aimed to provide insights, guidance, and practical tips for navigating the dynamic landscape of digital marketing and preparing students for successful careers in the field.

The seminar began with an overview of digital marketing, covering key concepts such as SEO, social media marketing, content marketing, email marketing, and paid advertising. This foundation helped students understand the diverse components of the digital marketing ecosystem.

Speakers emphasized the critical skills required in digital marketing, including data analysis, creativity, adaptability, and strong communication. The session highlighted the role of continuous learning and acquiring industry-specific certifications to enhance employability. Renowned professionals in the digital marketing field shared their experiences and insights. Their real-world perspectives provided students with valuable information on industry trends, challenges, and the day-to-day realities of working in digital marketing. To enhance the learning experience, practical workshops were conducted. Students had hands-on opportunities to create social media campaigns, optimize content for search engines, and analyze data using digital marketing tools.

These activities aimed to bridge the gap between theoretical knowledge and practical application. The seminar emphasized the importance of personal branding in the digital age. Students learned strategies for creating and maintaining a strong online presence, including optimizing LinkedIn profiles, creating portfolios, and showcasing their digital marketing skills. The seminar on Career Development in Digital Marketing successfully equipped college students of strength 50 with the knowledge, skills, and insights needed to embark on successful careers in the digital marketing field. By combining theoretical understanding with practical applications and networking opportunities, the seminar contributed to the holistic development of students aspiring to thrive in the dynamic world of digital marketing.



## Workshop on Intellectual Property Rights

One day Workshop on Intellectual Property Rights was organized on 31.01.2024 with nearly 280 students as audience. The workshop inaugurated and the welcome address was given by Dr. S. Purushothaman Associate Professor and Head Department of Corporate Secretaryship and Convenor of IPR Cell, He welcomed the Chief Guest Smt. Subasani Purushothaman and gives a brief introduction about the Chief Guest. Then Key note address given by Dr. S.Veeramani Associate Professor and Head Department of Economics and Principal In charge. The resource person gives clear insight into the meaning and different terminologies relating to Patent, Trademark, and Copyright. She highlighted the significance of Intellectual Property Rights in the current global scenario and also explained the validity period pertaining to the type of Intellectual Property and Judicial laws available under Intellectual Property Rights. She



explained how intellectual property refers to intangible creations of the human intellect, such as inventions, literary and artistic works, symbols, names, designs etc., The speaker shared real-life examples of individuals and organizations that successfully leveraged their Intellectual Property to their business, as an investment. She explained the meaning of Geographical Indications along with like Tirupathi Laddu, Madurai Gundumaali etc., and highlights the significance of obtaining Geographical Indications. She concluded her address by outlining the process, for obtaining intellectual property rights (IPRs) for a variety of inventions, designs, literary

works, and artistic creations. The session ended with the vote of thanks given by Student Convenor Ms. Vinaya Nandhini M.

## Innovation & Entrepreneurship Outreach Program Drive

The Department of BCOM ISM organized an Innovation & Entrepreneurship Outreach Program Drive on 02.02.2024 at the Government Industrial Training Institute (ITI AMBATTUR), in collaboration with IIC, DRBCCC Hindu College where we aimed to inspire and educate young learners about the world of innovation and entrepreneurship. Nearly 54 students participated in this programme. During the interactive session, we shared exciting ideas, real-life success stories, and engaging activities to spark their creativity



and problem-solving skills. By fostering an entrepreneurial mindset at an early age, we hope to empower these students with the tools and confidence to pursue their passions, think outside the box, and become future leaders in various fields. Through such outreach initiatives, we aspire to contribute to the development of a more innovative and dynamic society.

## Workshop on Start-Up Business

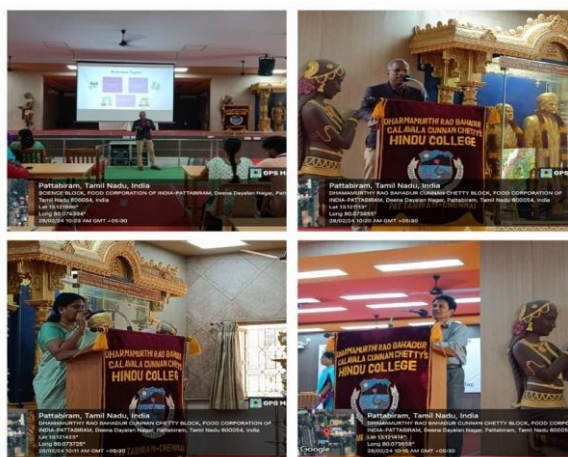
The Department of Social Work, in association with MCC-MRF Innovation Park, organized a workshop titled “Start-Up Business” for MSW Students on 27th February 2024. The primary objective of this programme was to equip Master of Social Work (MSW) students with entrepreneurial skills and knowledge about start-up businesses. It aimed to foster an entrepreneurial mind-set among students and encourage them to consider starting their own social enterprises. The programme provided students with practical insights into the world of start-ups. It enhanced their understanding of business strategies, financial planning, and market analysis. The students also learned about the



challenges faced by start-ups and how to overcome them. The key learning from the programme included understanding the start-up ecosystem, the importance of innovation in entrepreneurship, and the role of social enterprises in addressing societal challenges. The resource person, Mr. Marudhu Durai, shared valuable insights from his experiences in the start-up industry. The workshop was a significant learning experience for the students. It not only enriched their academic knowledge but also inspired them to apply their social work skills in an entrepreneurial context. The programme successfully achieved its objectives and was a valuable addition to the MSW curriculum.

## International Seminar on Inspire to Innovate: A Creative Business Thinking

Institution’s Innovation Council of our college in association with The Research Park - Research and Development Cell of our College organized this International Seminar with an aim to provide students with insights into cutting-edge business practices and methodologies to foster innovation and excel in the marketplace. By bringing together international experts and thought leaders, the seminar aims to broaden students’



perspectives and equip them with the knowledge and skills necessary to thrive in today’s dynamic business environment. The International Seminar was conducted in our college Auditorium (Dharmamurthi Cunnan Auditorium) on February 28, 2024 having students with entrepreneurial interests

and prospective rank holders from various departments (shift1 and shift 2) as participants.

This International Seminar was inaugurated by the Chief Guests - Shri. Prasanna K Ram CEO - BizMagnets & Managing Director - Vamo Systems Pvt. Ltd. He gave an insightful inaugural address that set the tone for the seminar and also inspired all participants to delve deeper into the realms of creative thinking and innovation in the business world.

Dr.Ilija Stojanovic, Assitant Professor, College of Business Administration, American University in the Emirates, Academic City - Dubai U.A.E delivered a keynote address and addressed the students on the



importance of business planning, which is a key to sustainable business. The International Seminar was designed with four technical sessions.

The first Session was conducted by the Dr. Ilija Stojanovic, Assistant Professor, College of Business Administration, American University in the Emirates, Academic City - Dubai U.A.E. The resource person of this session focused on agile planning methodologies and their role in enhancing project management effectiveness. The speaker also discussed on agile principles, techniques, and best practices, highlighting their relevance in today's rapidly changing business environment. The resource person for the second session was Shri. R. Chakkaravarthi,



Associate Operations, Crescent Innovation and Incubation Council. In this session, the speaker explored the key tenets of design thinking and showcase real-world examples of its application in driving business innovation and fostering customer-centric solutions. The practical examples and case studies shared by the resource person were highly enlightening, and the interactive nature of his presentation facilitated an engaging learning experience for everyone involved. The third session was conducted by Shri. N. Sree Lakshin, Associate- Technical (Industry4.0) - Crescent Innovation and Incubation Council. In



this session the resource person delved into the concept of customer-centric innovation and its pivotal role in creating value for customers and driving business success through case studies and interactive discussions. The last Session was handled by Dr. C. Prem Anand, Managing Director, Wewin Finishing Equipments Pvt Ltd. In this session the speaker shared methodologies for identifying emerging trends, analyzing market dynamics, and envisioning future scenarios. Students also learned how capitalize on opportunities, and navigate uncertainty with confidence. The Speaker also shared his personal experience of becoming successful Industrialist. He also emphasized that students should be job creators than job seekers.



## Paper Presentation on BUSINESS PLAN

Mr. V. L. Govindarajan and Dr. S. Prabhakaran, faculty members of the Commerce Department (Shift-2), have initiated a career development program on 13.03.2024 to foster entrepreneurial skills and practical business knowledge among Commerce students. This initiative brought together 20 teams of students, who actively participated by presenting practical versions of their business plans, focusing on the



real-world application of their concepts. The primary objective of this career development activity was to enhance the students' entrepreneurial skills with a focus on job creation. By participating in this program, students learned to design business plans that could potentially generate employment, sharpening their

abilities to think like job creators rather than job seekers. The program provided students with a platform to explore various business ideas, understand market needs, and create actionable business strategies. The activity also allowed students to work collaboratively, improve presentation skills, and receive feedback on their plans. This hands-on approach helped reinforce key aspects of business planning, from concept ideation to the practicalities of implementation, thus laying a strong foundation for future entrepreneurial pursuits. This initiative marks a significant step towards equipping Commerce students with the skills and mindset needed to contribute meaningfully to the economy through job creation.

## Paper Presentation on START UP'S – CURRENT TRENDS IN INDIA

The Commerce Department and Visual Communication Department organized an insightful and impactful session on entrepreneurship and innovation on 28.03.2024, conducted by Prof. Dr. A. Harikumar. The session provided a comprehensive overview of the startup ecosystem over the past two decades, highlighting the critical connection between innovation and entrepreneurship. The primary goal of the program was to equip students with the skills and knowledge needed to create employment opportunities and expand their career horizons. Dr. Harikumar shared his expertise on the evolution of startups over the last two decades, giving students valuable historical context and showing how



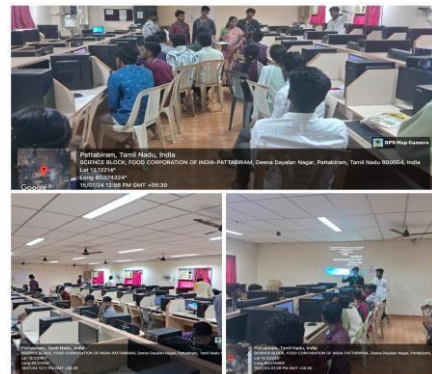
entrepreneurship has transformed in response to societal and technological changes.



The session had a strong positive impact on students, enhancing their knowledge about the potential of entrepreneurship and fostering an innovation-driven mindset. Students gained practical insights into how innovation can lead to career success, with a focus on creating employment opportunities rather than simply seeking them. This program encouraged students to consider entrepreneurship as a promising career option, equipping them with valuable knowledge and a fresh perspective.

### World Youth Skill Day

The Department of Computer Science with Artificial Intelligence, in association with the Institution's Innovation Council (IIC), celebrated World Youth Skills Day on July 15, 2024. This event was designed to foster skill development, creativity, and innovation among students through a series of Competitions. The activities included a quiz competition, a debugging contest, and a poster design competition. The diverse range of competitions not only tested the participants knowledge and creativity but also inspired them to pursue further learning improvement. The feedback received will be instrumental in enhancing future events, ensuring they continue to be engaging, educational, and enjoyable for all participants.



## World Wide Web Day

Institution Innovation Council (IIC) of DRBCCC Hindu college, organized one day sensitization program on Innovation as Career in offline mode on 01.08.2024. It was well-received by more than 50 participants from students in our college. The recent program



aimed to sensitize faculty members and students about a significant event, bringing awareness to its scope and career possibilities while enhancing essential skills. The session, led by Professor Bhadury, a scientist from IISER Kolkata, offered an enriching experience for all participants. It covered various aspects of skill development, including debugging, presentation, creativity, communication, interpersonal skills, and networking

opportunities. Professor Bhadury, an eminent scientist from IISER Kolkata, provided expert insights into the significance of the event, offering valuable guidance on the skills required to excel in this area. The program emphasized practical skills such as debugging, which helps in problem-solving; presentation and creativity, which enhance the ability to convey ideas effectively; and communication and interpersonal skills, which are vital for collaboration and team dynamics. The sensitization program was highly beneficial for both faculty members and



students. It encouraged the development of technical and soft skills, preparing participants for greater professional success. The networking opportunities also allowed attendees to gain industry insights, connect with professionals, and explore career opportunities related to the event's theme.

## Entrepreneurial Skill Development Training Program on Aari Work

Our college Entrepreneurial Development Cell and Institution Innovation Council in association with Khadi and Village Industries Commission conducted “Entrepreneurial Skill Development Training Program on Aari Embroidery”. It was conducted as 5 days workshop from 5th – 9th of August 2024 in which 21 students participated in this workshop and Miss. C. Mohana was our resource person for this programme.



stitching as a business opportunity, highlighting how a small investment in materials can lead to potential income streams. The workshop achieved its objective of empowering students with practical stitching skills and the knowledge to transform these skills into a business opportunity. Under the guidance of Ms. C. Mohana, students gained a new appreciation for the possibilities within the field of stitching,

learning that this small step could one day lead to larger entrepreneurial ventures. This initiative represents an essential move toward fostering self-employment and entrepreneurial growth among students.



The recent stitching workshop conducted by Ms. C. Mohana provided valuable hands-on training for students, covering around 15 types of stitches. This workshop was designed to empower students by equipping them with the skills needed to start a small-scale stitching business. It encouraged creativity while teaching practical techniques that could easily be transformed into a source of income.

The workshop emphasized the accessibility of



## Community Outreach Programme

Institution innovation council (IIC) of Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's Hindu College, Chennai conducted a one day "Community Outreach Programme" on Entrepreneurship & Innovation in chemistry as Career in ADW. Hr. Sec. School students on 06.09.2024. It was well-received by more than 20 students from higher secondary class. The programme was started at 10.00 am. Prof. Premjothi began the session by teaching the basics of chemistry to the students. This helps them to understand the theoretical aspects of



the liquid hand wash soaps and their working mechanism.

After theoretical explanation the students are given a carrier guidance and Entrepreneurship and innovation options related to chemistry with a power point presentation. After the presentation, two of our DRBCCC Hindu college students explained the preparation of handwash liquid soaps to those school students. They explained the importance of the preparation for both domestic and commercial purposes. An interactive question answers session was conducted, school students enthusiastically asked questions on the Entrepreneurship options other than liquid hand wash and asked about the commercialization of the product.

## Legal and Ethical Steps for START – UPS

The Commerce Department in association with Institution's Innovation Council (IIC), under the guidance of Mr. V. Govindarajan, organized an inaugural Career Development activity "Legal and Ethical steps for Start – up" aimed at fostering entrepreneurial skills among PG students on 24.09.2024. A total of 46 postgraduate students participated in this event, each



L.

presenting a practical version of their unique business plan.



This initiative marked the first step in a structured series designed to encourage a focus on entrepreneurship and job creation. The primary objective of this Career Development activity was to empower students to shift their focus from traditional job-seeking to innovative job creation. By exploring entrepreneurship, students were encouraged to develop a mindset oriented towards creating value, taking risks, and fostering innovation. Ultimately, the program aims to prepare students to contribute meaningfully to the economy through their ventures. The

program's long-term goal is that these students will create at least 50 job opportunities through their business ventures, contributing to economic development and exemplifying the spirit of innovation within the institution.

### One day symposium on Futuristic Trends in Entrepreneurship



To mark the 'World Entrepreneurship Day', the Institution's Innovation Council (IIC) and the Entrepreneurship Development Cell of Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's Hindu College, Pattabiram in association with the Hindustan Chamber of Commerce organised a one-day Symposium on 21st August 2024 at 10:30 am in the college auditorium. The topic for the Symposium

was 'Futuristic Trends in Entrepreneurship'. The objective of the symposium was to enrich students' understanding of the ever-evolving global and Indian business scenarios and also to enable them to discover the potential opportunities so that they can step into the world of business. The symposium had three sessions, and they were titled as 'Make in India', 'Sustainable India', and 'Digital India'.



The first session on 'Make in India' was handled by Dr. Gopala Krishna Raju, a practicing-Chartered Accountant. He shared valuable insights about the existing Indian brands and enlightened the audience about the innovative strategies that the companies adopt to reach the consumer.



The second session titled 'Sustainable India' was delivered by Shri. CA. R. Swaminatha Iyer. He highlighted the global issues in relation to sustainability. He explained the core elements of sustainability such as social, economic and environmental elements. He also remarked on the Pancha Bhootas of Sustainability which include Land, Invention, Commerce, Trade and Communication.

The last session on 'Digital India' was handled by Sri. R. Narayanan, who spoke about the current scenario of information explosion and essence of information in Business Research analysis. He also pointed out on the usage of data mining, ChatGPT and Open AI in developing new business strategies.



## Commerce In Digital Era

The Department of Commerce in association with Institution's Innovation Council of our college conducted an EXPO on 28th August, 2024 on the topic COMMERCE IN DIGITAL ERA to get the clear insights towards the revolutions that happens in the field of commerce due to the influence of technology and



communication. The expo showcased the latest trends, innovations and ideas in the field of Finance, Human Resource Management, Marketing, Accounting, Logistics, Income tax, e-commerce, Artificial Intelligence, Banking, Intellectual Property Rights, entrepreneurship and Research and many

more which covered the possible avenues of commerce and business.



This Expo was a proud platform provided by the Department of Commerce for their students which brought out the creativity of the students and a deeper understanding about the paradigm shift happening in the way of business in the current times. The Expo presented about 30 Models prepared by the all the three-year students.

The Expo was Inaugurated by the Chief Guest Mr. Ganesh Kumar RK, Founder and CEO of Mahadhi Technologies Pvt Ltd., and Principal of the College Dr.G. Kalvikkarasi. of the department. Out of the models presented, top 3 models were selected and also 3 special prizes were announced to the students by the judges. Dr. Swarnalatha, Head, Department of Corporate Secretaryship and Dr. Premila, Head, Department of B. Com ISM were the judges. The top 3 models were given a cash prize of Rs.500 each and Special prize of Rs. 300 each were given.

### Essential Foundations for Entrepreneur

On August 29, 2024, the Department of Social Work, in collaboration with the Institution’s Innovation Council, hosted an inspiring lecture titled “Essential Foundations for Entrepreneurs.” The session, delivered by Mr. Sanjay R., an esteemed entrepreneur and passionate numismatist, provided aspiring entrepreneurs and enthusiasts in numismatics and notaphily with valuable insights into the foundations of successful entrepreneurship. The primary aim of the lecture was to equip students with essential entrepreneurial principles, share best practices, and inspire them to pursue their own ventures. By combining his experiences in both business and numismatics, Mr. Sanjay offered a unique perspective on how to cultivate resilience, innovation, and dedication—qualities crucial for a successful entrepreneurial journey. The session saw active participation from the 38 students, who engaged in a Q&A session, asking questions about Mr. Sanjay’s journey, challenges, and strategies. The interactions fostered a dynamic learning atmosphere, where students felt encouraged to explore entrepreneurial ventures and discover the relevance of numismatics as an enriching field.



# Beyond the Digital Veil: Pioneering Spatial Computing and XR Innovations

A seminar on XR (Extended Reality) technologies, including Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR), was conducted to introduce students and faculty members to advanced technological domains like XR and Spatial Computing. The



event aimed to educate participants on the fundamentals of these technologies, real-world applications, and emerging trends, while encouraging engagement in research and projects within these fields. Future trends in XR were explored, with a focus on the convergence of XR with AI, 5G connectivity, and advancements in hardware like haptic feedback and high-resolution displays. Participants were informed about the anticipated growth of XR in fields such as remote work, telemedicine, and education. The seminar highlighted various career paths, including roles such as XR Developer, 3D Artist, Spatial Computing Engineer, UX Designer for XR, and XR Product Manager. With XR technologies expanding into diverse industries, students were encouraged to pursue skills in programming, 3D modelling, and experience design to be well-positioned for careers in these fields.

## Inter-Departmental Competition

The Department of Commerce at DRBCCC Hindu College, in collaboration with the Institution's Innovation Council (IIC), organized an inter-departmental competition focusing on the "Recent Era of Startups in India." The event aimed to inspire and educate students about the dynamic startup ecosystem in India, encouraging them to explore the challenges and opportunities associated with entrepreneurial ventures. The primary objective of the



competition was to create awareness among students about the evolving landscape of startups in India, foster entrepreneurial thinking, and inspire innovative approaches to business solutions. It also aimed to encourage cross-departmental participation and collaboration among students to exchange ideas and broaden their perspectives on startup culture. The event was inaugurated by the Chief Guest, Mr. C.S. Harshavaradan Tholkappian, who addressed the audience on the significance of entrepreneurship in India's economic growth. He shared insights from his experience at Northern Arc Company Limited, emphasizing the need for strategic planning, adaptability, and resilience in the startup journey.

## MIC DRIVEN ACTIVITY

### IIC Regional Meet

The BS Abdur Rahman Crescent Institute of Science and Technology (BSACIST) together with the Crescent Innovation & Incubation Council (CIIC), hosted the prestigious Institution's Innovation Council (IIC) regional meet on December 1, 2023. This initiative is part of the Ministry of Education's efforts through its Innovation Cell (MIC) and All India Council for Technical Education (AICTE), aiming to enhance innovation and entrepreneurship in higher education. Since its launch in 2018, the IIC programme has significantly contributed to India's improved standards in the Global Innovation Index.



Mr B Senthil Velavan IRS, Additional Commissioner – GST, Government of India was the chief guest and Mr SH Dipan Kumar Sahu, Assistant Innovation Director, Ministry of Education's Innovation Cell & AICTE, Government of India was the guest of honour for the inaugural session. The event was graced by Mr Abdul Qadir A Rahman Buhari - Pro-Chancellor of BSACIST, Prof Dr T Murugesan, Vice-Chancellor and Dr N Raja Hussain,

Registrar. Mr M Parvez Alam, Executive Director, CIIC & AIC – CIIC contributed to the success of the event. This regional meet was a milestone in fostering innovation and developing the entrepreneurial ecosystem, offering invaluable insights and opportunities for attendees and laying a foundation for future regional initiatives.

## CELEBRATION

### Youth Day

To commemorate the birth anniversary of Swami Vivekananda, the ACTIVE Association of the Department of Commerce organized a hand painting competition on January 18, 2024. The event, held at the Cunnan Conference Hall, focused on the theme “Viksit Yuva, Viksit Bharat” (Developed Youth, Developed India), encouraging students to reflect on the role of youth in building a prosperous and empowered India. This competition provided a creative platform for students to express their



thoughts and ideas through art, embodying Swami Vivekananda's vision for the youth of the nation. The primary objective of this event was to inspire students to engage with the



concept of national development and to channel their artistic skills in representing the ideals of a developed

India. Through the theme "Viksit Yuva, Viksit Bharat," the competition aimed to reinforce the importance of youth empowerment and their active role in the country's progress. The event not only celebrated the birth anniversary of Swami Vivekananda but also provided students with an opportunity to contribute artistically to the vision of a developed India. The winners' outstanding performances showcased the potential of India's youth to drive the nation forward, embodying the spirit of a developed and empowered India as envisioned by Swami Vivekananda.

## Entrepreneurial Awareness Programme on Roadmap to Inclusive Entrepreneurship for Differently Abled

Inclusiveness is becoming a buzzword as it is a catalyst to create more equitable and inclusive environment in all walks of the society. To bring this into action our college ED cell has initiated a small step forward to light a spark in the minds of Differently Abled students of our college to become ENTREPRENEURS. This programme is an



attempt to motivate, inspire and orient the Differently Abled students and instill confidence in them to become Employment Creators on this World Entrepreneurs Day. This programme is an initiative Entrepreneurial Development Cell in association with Institution Innovation Cell and Internal Quality Assurance Cell. Mrs. M. Lalithambigai President of Society for Rights of all Women with Disability and vice President of Tamil Nadu Disabled Association was our resource person for this programme.



Through this programme she created awareness among the differently abled students regarding distinct dimension of entrepreneurship and their basic rights. She motivated the students to take entrepreneurship as a career instead of finding job by highlighting the merits of adopting it. Around 24 Differently abled students and 13 parents attended the

awareness programme and got benefited. To wide spread the benefit, we have invited differently abled people from Sri Vidhya Sagar NGO Tiruvallur.

3.2.1

Commerce

(11)

**PG & Research Department of Commerce**  
**Recent Trends in Digital Marketing**

**Date: 31-08-2023**



*G. Kalinraaj*


PRINCIPAL  
DHARMAMURTHI RAO BANGALURU CALAVALA  
CUNNAM CHETTY'S H  
DHARMAMURTHI  
PATTABIRAM, CHENNAI - 600 074

24-08-2023

PD note to Secretary

FROM

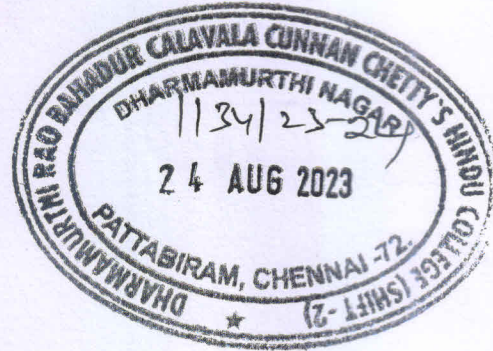
DR. U. PARTHIBAN  
Assistant Professor & Head  
PG & Research Department of Commerce  
DRBCCC HINDU COLLEGE, Chennai - 72

  
24/8/23

Cu  
24/8/23

TO

The Secretary  
DRBCCC HINDU COLLEGE  
Chennai - 72



THROUGH

The Principal / The Director  
DRBCCC HINDU COLLEGE  
Chennai - 72

RESPECTED SIR

This is to bring to your kind information that PG & RESEARCH DEPARTMENT OF COMMERCE has proposed to conduct a Guest Lecture to the second year B.com students on the topic "RECENT TREND IN DIGITAL MARKETING - TOOLS AND APPLICATIONS" on 31.08.2023.

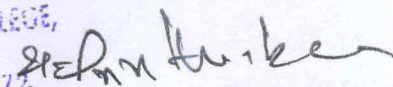
Mrs. J. VIDHYA, Assistant Professor, in Saveetha School of Management, has consented to be the Resource Person for the programme. We here with enclose a budget proposal and we kindly request you to permit us to conduct the programme and approve the budget.

Thanking You.



*G. Kalinuray*

Yours faithfully  
PRINCIPAL,  
DHARMAMURTHI RAO BAHADUR CALAVALA  
CUNNAN CHETTY'S HINDU COLLEGE,  
DHARMAMURTHI NAGAR,  
PATTABIRAM, CHENNAI - 600 072

  
24/8/2023

D.R.B.C.C.C HINDU COLLEGE, PATTABIRAM  
PG AND RESEARCH DEPARTMENT OF COMMERCE

Guest Lecture  
Recent Trend in Digital Marketing Tools and Application

DETAILS OF EXPENDITURE	RS.	RS.
Honorarium and Conveyance to resource person		2,500
Memento to resource person		500
Refreshment to resource person		200
Invitation Printing Charges	8X 25	200
Miscellaneous		100
<b>TOTAL</b>		<b>3,500</b>

*R*  
24/8/23 3000  
24/08/2023

DHARMAMURTHI RAO BAHADUR  
CALAWALA CUNNAN CHETTY'S

# HINDU COLLEGE

"LINGUISTIC (TELUGU) MINORITY STATUS"

CONFERRED BY THE GOVERNMENT OF TAMIL NADU

Re-accredited by NAAC - Affiliated to University of Madras

DHARMAMURTHI NAGAR, PATTABIRAM, CHENNAI-72

Phone: 344-26250867 / 7397387413.



## PG & RESEARCH DEPARTMENT OF COMMERCE

ORGANIZES

### GUEST LECTURE

DATE: 08/02/2025

TIME: 5.30pm to 6.30pm

Venue: Cunnan Auditorium

Organized by

Dr. J. PARTHIBAN, HOD

**Mrs. J. VIDHYA**

Assistant Professor

JAYETHA SCHOOL OF MANAGEMENT

**TOPIC: RECENT TREND IN DIGITAL MARKETING  
TOOLS AND APPLICATION**

Principal: Dr. Smt. E. CALANKIARASI

Principal

Sri M. VENKATESAPERUMAL

Honorary Secretary

**ARTS STAFF LIST**

31/8/23

SL.No.	Name	Signature	SL.No.	Name	Signature
<b>Tamil</b>			<b>B.Com Bank Management</b>		
1	Dr. S.Murugesan, M.A.,M.Phil.,NET.,Ph.D.,		43	Mr M.Mahendran, M.Com.,M.Phil.,NET.,	
2	Mrs.J.K.Sundari, M.A.,M.Phil.,SET.,		44	Mrs.N.Uma Maheswari, M.Com.,M.Phil.,NET.,	
3	Mr S.Ramesh, M.A., M.Phil.,NET.,		<b>Corporate Secretaryship</b>		
4	Dr S.Kannadasan, M.A.M.Phil,NET,Ph.D,		45	Dr. N.Swarnalatha, M.Com.,M.Phil.,NET.,Ph.D.,	
5	Mrs.S.Muthuselvi, M.A.,M.Phil.,NET.,		46	Mrs.M.JeevithaKumari,M.Com.,M.Phil.,	
6	Dr J.Thiripura Sudamani, M.A.,M.Phil.,Ph.D.,		47	Dr.P.Priya, M.Com.,M.Phil.,Ph.D.,	
7	Dr.S.Rajalakshmi,M.A.,M.Phil.,Ph.D.,NET.,		48	Dr.D.Rajesh, M.Com.,M.Phil.,Ph.D.,	
8	Dr.S.Muthumari,M.A.,M.Phil.,NET,Ph.D.,		<b>Business Administration</b>		
9	Dr.D.Gunanidhi,M.A.,M.Phil.,NET,Ph.D.,		49	Mrs.Indhra M.Mandey, M.B.A.,M.Phil.,NET.,	
10	Dr.K.Krishnamurthy, M.A.,M.Phil.,NET.,Ph.D.,		50	Dr B.Kalaiyaran, M.B.A.,M.Phil.,NET.,Ph.D.,	
11	Ms.P.Malathi, M.A.,M.Phil.,NET.,		51	Mrs.H.Divyaa, M.B.A.,M.Phil.,	
12	Dr.S.Kalpna, M.A.,M.Phil.,SET.,Ph.D.,		52	Dr.A.Kamalakaran, M.B.A.,M.Phil.,Ph.D.,	
13	Mr.J.Raja, M.A.,NET.,		<b>B. Com., Information Systems Management</b>		
14	Ms.M.Kanimozhi, M.A.,NET.,		53	Dr.K.Premila, M.B.A.,M.Phil.,Ph.D.,	
15	Dr.R.Sujatha, M.A.,M.Phil.,Ph.D.,		54	Dr. T.Rubini, M.Com.,M.Phil.,Ph.D.,	
16	Dr.K.V.Subashini, M.A.,M.Phil.,Ph.D.,		55	Dr.N.Preetha, M.C.A.,M.Phil.,Ph.D.,	
17	Dr.K.S.Priyadarshini, M.A.,M.Phil.,Ph.D.,		56	Ms.B.Tejasveni, M.Com.,	
18	Ms.R.Priya, M.A.,NET.,		<b>B.A., Criminology</b>		
<b>Hindi</b>			57	Dr.K.Sowmya, M.A.,NET.,Ph.D.,	
19	Dr C.Manikantan, M.A.,M.Phil.,SLET.,Ph.D.,		58	Mr.R.Balamanikandan, M.Sc.,NET.,	
<b>English</b>			59	Ms.W.Delicia, M.Sc.,NET.,	
20	Dr.C.Karpagavalli, M.A.,M.Phil.,Ph.D.,		60	Ms.B.Devayane, M.Sc.,NET.,	
21	Dr. C.Manju, M.A.,M.Phil.,Ph.D.,		<b>UG &amp; PG COMMERCE</b>		
22	Mrs S.Thahera, M.A.,M.Phil.,SLET		61	Dr U.Parthiban, M.Com.,M.Phil., M.B.A., NET.,Ph.D.,	
23	Mrs.S.Ponnarasi, M.A.,M.Phil.,		62	Dr.S.Kanakarathnam M.Com., M.Phil.,NET.,Ph.D.,	
24	Mrs.V.Saranya, M.A.,M.Phil.,		63	Dr.S.Prabakaran, M.Com.,M.B.A., M.Phil.,NET,Ph.D.,	
25	Mr.R.Velu,M.A.,M.Phil.,SET,		64	Dr E.Saravanan, M.Com.,M.Sc(psy)M.Phil.,Ph.D.,	
26	Mr.Premjith Mathew, M.A.,M.Phil.,NET.,		65	Mrs M.Nithyalakshmi, M.Com.,M.Phil.,NET.,	
27	Mr.K.Karthi, M.A.,M.Phil.,NET.,		66	Mrs.S.Sivapriya, M.Com.,M.Phil.,NET.,	
28	Mr.R.Dinesh Kumar, M.A.,M.Phil.,		67	Mr.V.L.Govinda Rajan, M.Com.,M.Phil.,NET.,	
29	Dr.K.Rajammal, M.A.,M.Phil.,Ph.D.,		68	Dr.P.Libia,M.Com.,M.B.A.,Ph.D.,	
30	Ms.M.Jothilakshmi, M.A.,M.Phil.,		69	Dr.A.Kavitha,M.Com.,M.Phil.,Ph.D.,	
31	Mr.N.P.Dhan Mohan, M.A.,M.Phil.,		70	Dr.K.Banulatha, M.Com.,M.Phil.,Ph.D.,	
32	Dr.K.Vijayalakshmi, M.A.,M.Phil.,Ph.D.,		71	Dr.C.Sathiyamoorthy, M.Com.,M.Phil.,Ph.D.,	
33	Dr.T.Devi Priya Darshini, M.A.,Ph.D.,		72	Dr.P.Sreedevi, M.com.,M.Phil.,SET.,Ph.D.,	
34	Mrs.M.Rubitha, M.A.,M.Phil.,NET.,		73	Mrs.N.Yuvaneswari, M.Com.,M.Phil.,NET.,	
<b>Accounting &amp; Finance</b>			<b>Economics</b>		
35	Mr B.Balamurali, M.Com.,M.Phil.,SET.,		74	Mr.B.Vinayagam,M.A.,NET,	
36	Dr.S.Malarvizhi, M.Com.,M.Phil.,NET.,Ph.D.,		75	Dr. J. Dhanalakshmi, M.A., M.Phil., Ph.D.,	
37	Mrs.L.Thara,M.Com.,M.Phil.,		76	Dr.R.Ravi.,M.A.,M.Phil.,Ph.D.,	
38	Mr.G.Radhakrishnan,M.Com.,M.Phil.,SET.,		<b>Social Work</b>		
39	Dr.V.Raji,M.Com.,M.Phil.,Ph.D.,		77	Dr.J.Rajan,M.S.W.,M.Phil.,NET.,Ph.D.,	
40	Dr.E.Jasmin Suganthi, M.Com.,M.Phil.,NET.,Ph.D		78	Dr.A.Nancy, M.S.W.,M.Phil.,NET.,Ph.D.,	
41	Mrs.S.Shalini. M.B.A.,M.Phil.,		79	Mr.S.Robin Jayaraj, M.S.W., NET.,	
42	Dr.N.KaliRaj, M.Com.,M.Phil.,Ph.D.,		80	Mrs.R.Nithyakalyani, M.S.W.,SET.,	
			81	Mr.M.Padmanaban, M.S.W.,NET.,	

**Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's Hindu college (Shift - 2)**

**SCIENCE STAFF LIST**

Computer Application			Physics		
1	Dr N.Venkataramanan, M.E.,M.Sc.,M.Phil.,Ph.D		26	Dr.G.Suresh, M.Sc.,M.Phil.,NET.,Ph.D.,	
2	Mr R.Suresh, M.Sc.,M.Phil.,		27	Mrs.C.Karpagavalli, M.Sc.,M.Phil.,SET.,	<i>CK</i>
3	Mrs G.Deepa, M.Sc.,M.Phil.,	<i>GD</i>	28	Dr.M.Mahendiran, M.Sc.,Ph.D.,	
4	Mrs.J.Seethalakshmi, M.Sc.,M.Phil.,NET.,	<i>JS</i>	29	Dr.E.Gunasundari, M.Sc.,M.Phil.,Ph.D.,	<i>EG</i>
5	Mrs.V.Jayalakshmi, M.Sc.,M.Phil.,NET.,		Mathematics		
6	Mrs.A.Chitra, M.Sc.,M.Phil.,		30	Mrs S.Sahayajothi, M.Sc.,M.Phil.,SET,	<i>SS</i>
7	Mrs.B.Jansi, M.C.A.,M.Phil.,		31	Mrs. K.Sunanthini,M.Sc.,M.Phil.,SET.,	
8	Mrs.B.Gayathri, M.C.A.,M.Phil.,,		32	Mr.R.Vikram,M.Sc.,M.Phil.,SET.,	<i>RV</i>
Computer Science with A I			Statistics		
9	Dr U.Urathal(a)Sri Swathiga, M.C.A.,M.Phil., SET,Ph.D.,		33	Mr.B.Anandhavel,M.Sc.,M.Phil.,	
Computer Science			34	Dr A.Parimala, M.Sc.,M.Phil.,Ph.D.,	<i>AP</i>
10	Dr.V.Sasikala, M.C.A.,M.Phil.,SET.,Ph.D.,	<i>VS</i>	35	Mr B.Vijai, M.Sc.,M.Phil.,	
11	Dr M.Padmanaban, M.C.A.,M.Phil.,Ph.D.,	<i>MP</i>	36	Dr.J.Rajesh,M.Sc.,M.Phil.,Ph.D.,	<i>JR</i>
12	Mrs P.Vinodhini, M.C.A.,M.Phil.,	<i>PV</i>	37	Mrs.R.Iswarya, M.Sc.,M.Phil.,SET.,	
13	Dr K.Gurumoorthy, M.C.A.,M.Phil.,Ph.D.,	<i>KG</i>	38	Ms.K.Abinaya, M.Sc.,M.Phil.,	<i>KA</i>
14	Mr.S.Prabhakaran,M.Sc.,M.Phil.,	<i>SP</i>	39	Ms.Dharani, M.Sc.,	
15	Mr.S.Mahendran, M.C.A.,M.Phil.,NET.,	<i>SM</i>	Visual Communication		
Computer Science with Data Science			40	Mr.R.Raghuram, M.Sc, M.Phil, SET.,NET.,	
5	Dr.D.Lakshminarayanan,M.C.A.,M.Phil.,Ph.D.,	<i>DL</i>	41	Mr.R.Gokul, M.A., SET.,	<i>RG</i>
Electronics Science			42	Mr.D.Vasanth Kumar, M.A.,	
17	Mr A.Gopmath,M.Sc, M.Phil(Phy.), M.Phil(E.S), NET.,	<i>AG</i>	Physical Director		
18	Dr K.Udaya Kumar, M.Sc.,M.Phil., Ph.D.,		43	Physical Director	
19	Mr.D.Elamvazhudhi, M.Sc.,M.Phil.,SET.,	<i>DE</i>	Library		
20	Dr.S.Thiyagarajan, M.Sc.,M.Phil.,Ph.D.,		44	Dr.R.Saravana Subbu Selvan, M.Com., M.L.I.S., M.Phil., Ph.D.,	<i>RS</i>
21	Mrs.M.Vidhya, M.Sc.,M.Phil.,	<i>MV</i>	Placement Cell		
Chemistry			45	Mr.G.Muralidharan, M.Sc.,M.B.A.,	
22	Dr.C.Suresh Kumar, MSc.,Ph.D.,		Environmental Science		
23	Mrs.M.Nalini, M.Sc.,M.Phil.,SET.,		46	Dr.C.Raman, M.Sc.,Ph.D.,	
24	Dr.V.Rajesh Babu, M.Sc.,M.Phil.,Ph.D.,				
25	Mrs.P.Premjothi, M.Sc.,M.Phil.,NET.,				

## RECENT TRENDS IN DIGITAL MARKETING

### AGENDA

1. Invocation - Swetha
2. Welcome Address - Dr.U.Parthiban  
Head of the Department
3. Special Address - Dr.N.Rajendra Naidu  
Director
4. Keynotes - Dr.Smt.G.Kalvikkarasi  
Principal
5. Introduction - S.Sivapriya  
Professor
6. Guest Speech - J. Vidhya  
Professor
7. Feedback - II Year Students
8. Vote of Thanks - Dr.P.Sreedevi

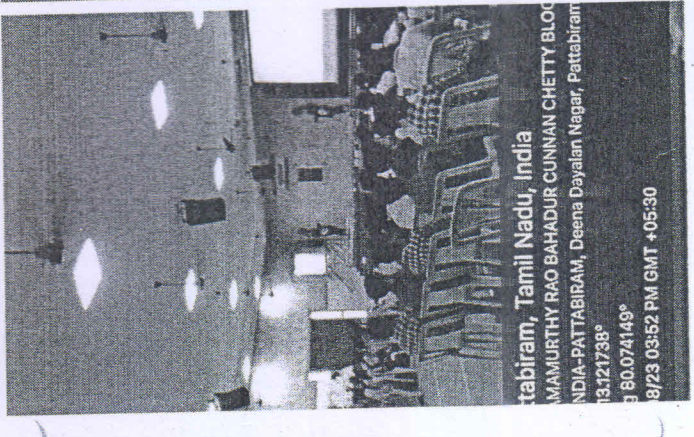
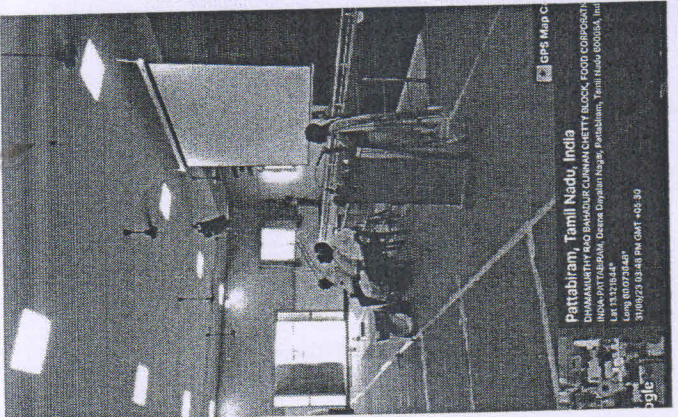
DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAN CHETTY'S  
HINDU COLLEGE

PATTABIRAM, CHENNAI-72

PG & RESEARCH DEPARTMENT OF COMMERCE

PG & research department of commerce conducted a guest lecture to the II-B.com students on 31.08.2023 on the topic "Recent Trends in Digital Marketing – Tools and Applications". The venue for the programme was Dharmamurthi Cunnan Auditorium. The programme was started at 3.30pm with a prayer song followed by the welcome address by our HOD, Dr.U. Parthiban. The resource person was introduced by professor S.Sivapriya, and felicitated by our HOD with a fruit basket. The resource person highlighted various aspects of Digital Marketing, Growth in Digital Marketing, Competition among Industries and future oppurtunities available in Digital Marketing. Feedback was obtained from the participants. The programme was ended up with vote of thanks by Dr.P.Sridevi.

*Dr. Parthiban*  
08/09/2023



## Participant Feedback Form

PG & Research Department of Commerce

Guest Lecture

“Recent Trends in Digital Marketing – Tools and Application”

**Resource Person**

Mrs. J. Vidhya

Assistant Professor

Saveetha School of Management

Date: 31.08.2023

Time: 03.00 p.m to 05.30 p.m

Venue: Cunnan Auditorium

Name of the Student : Jeevika

Mail.Id : PawiPorana04@gmail.com

S.No		Strongly Agree (SA)	Agree (A)	Neutral (N)	Dis-Agree (DA)	Strongly Dis-Agree (SDA)
1.	Did the Guest Lecture achieve the programme objectives	✓				
2.	The content of the session was useful and interesting.		✓			
3.	The session was structured and well organized.	✓				
4.	The topics covered were relevant to me.				✓	
5.	The overall delivery of the session was clear.	✓				

**THANK YOU**

## Participant Feedback Form

PG & Research Department of Commerce

Guest Lecture

“Recent Trends in Digital Marketing – Tools and Application”

*Resource Person*

Mrs. J. Vidhya

Assistant Professor

Saveetha School of Management

**Date:** 31.08.2023

**Time:** 03.00 p.m to 05.30 p.m

**Venue:** Cunnan Auditorium

Name of the Student : Yogesh

Mail.Id : kn.vj2003@gmail.com

S.No		Strongly Agree (SA)	Agree (A)	Neutral (N)	Dis-Agree (DA)	Strongly Dis-Agree (SDA)
1.	Did the Guest Lecture achieve the programme objectives	✓				
2.	The content of the session was useful and interesting.		✓			
3.	The session was structured and well organized.				✓	
4.	The topics covered were relevant to me.	✓				
5.	The overall delivery of the session was clear.		✓			

**THANK YOU**

## Participant Feedback Form

PG & Research Department of Commerce

Guest Lecture -

“Recent Trends in Digital Marketing – Tools and Application”

*Resource Person*

Mrs. J. Vidhya

Assistant Professor

Saveetha School of Management

Date: 31.08.2023

Time: 03.00 p.m to 05.30 p.m

Venue: Cunnan Auditorium

Name of the Student : S. POOMARASAN

Mail.Id : tamilsetuvanbenoti@gmail.com

S.No		Strongly Agree	Agree	Neutral	Dis-Agree	Strongly Dis-Agree
		(SA)	(A)	(N)	(DA)	(SDA)
1.	Did the Guest Lecture achieve the programme objectives	✓				
2.	The content of the session was useful and interesting.		✓			
3.	The session was structured and well organized.		✓			
4.	The topics covered were relevant to me.	✓				
5.	The overall delivery of the session was clear.		✓			

THANK YOU

## Participant Feedback Form

PG & Research Department of Commerce  
Guest Lecture

“Recent Trends in Digital Marketing – Tools and Application”

*Resource Person*

Mrs. J. Vidhya

Assistant Professor

Saveetha School of Management

Date: 31.08.2023

Time: 03.00 p.m to 05.30 p.m

Venue: Cunnan Auditorium

Name of the Student : *Divya*  
Mail.Id : *Dharskheniashok 22 @g.mcid.com*

S.No		Strongly Agree (SA)	Agree (A)	Neutral (N)	Dis-Agree (DA)	Strongly Dis-Agree (SDA)
1.	Did the Guest Lecture achieve the programme objectives	✓				
2.	The content of the session was useful and interesting.				✓	
3.	The session was structured and well organized.				✓	
4.	The topics covered were relevant to me.		✓			
5.	The overall delivery of the session was clear.	✓				

THANK YOU



*G. valinvaraj*  
PRINCIPAL,  
DHARMAMURTHI RAO BAHADUR CALAVALA  
CUNNAN CHETTY'S HINDU COLLEGE,  
DHARMAMURTHI NAGAR,  
PATTABIRAM, CHENNAI - 600 072.

5.1.5  
3.2.1  
23.1

**PG & Research Department of Commerce**

**Awareness Program**

**Cyber Crime and Safety**

**Date: 08-08-2023**




*C. Srinivasan*


PRINCIPAL,  
DHARMAMURTHI RAO BAHADUR CALAYALA  
CUNNAN CHETTY'S HINDU COLLEGE,  
DHARMAMURTHI N.  
PATTABIRAM, CHENNAI - 600 072.

Permitted for U2 III  
Students from 4:30 pm to  
5:30 pm on 28 Aug 22  
Date : 26/07/2023 at  
Auditorium

From

Dr. U.PARTHIBAN,  
HOD, PG & RESEARCH DEPARTMENT OF COMMERCE,  
D.R.B.C.C.C.HINDU COLLEGE,  
PATTABIRAM ,  
CHENNAI 600-072.

  
26/7/23

  
26/7/23

To

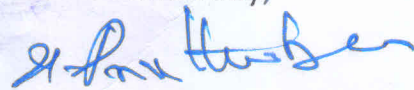
THE PRINCIPAL,  
D.R.B.C.C.C.HINDU COLLEGE,  
PATTABIRAM ,  
CHENNAI 600-072.

RESPECTED MADAM,

This is to bring to your kind information that PG & RESEARCH DEPARTMENT OF COMMERCE has proposed to conduct an awareness programme to our second and third year B.com students on the topic "CYBER CRIME AND SAFETY". Two resource persons Mr. R. KARTHIKEYAN and Mr. B. VINOTH from the field of network and security have consented to be the resource persons for the programme, a copy of their profile is enclosed for your kind perusal. We kindly request you to permit us to conduct the programme on 03/08/2023 From 3.40 pm to 5.30 pm.

Thanking you

Yours faithfully,



## Self Introduction

Name	Karthikeyan R
Qualification	MCA
Occupation	Project Manager – Network & Security
Certification	CCIE – R&S(Exp.), CCNP – Data Centre AWS – Solution Architect
Company's	TAFE/Murugappa Group/IBM/VISA & Master support
Experience	15+ years

Name	Vinoth B
Qualification	M.Sc – Cyber Forensic and Information Security
Occupation	Senior Consultant in Cyber security
Certification	CCSP
Company's	EY(Ernst and Young)/DT
Experience	5 Years

# Awareness Program - Cyber Crime & Safety

Time : 1.30 Hrs.

Place : Hindu College

## Internet is Awesome

Raising awareness to face the online world with confidence

Teaching : Be Internet Awesome - for teens/kids the fundamentals of digital citizenship.

Duration : 10Mins

## Dos & Don'ts

To be teach - Dos and don'ts for internet safety of teens and kids

Raising awareness - Cybercrime and criminal misconduct carried out through a network, technical gadgets, or the internet.

Duration : 20Mins

## Types of cyber attacks

To be teach the types of Cyber attacks and methods.

Duration : 30Mins

## Internet Safety Tips

Raising awareness to the good cyber hygiene habits and Internet Safety Tips

Duration : 20Mins

## Q & A



Duration : 10Mins

CHANNAMURTHI RAO BAHADUR  
CALAWALA CUNNAN CHETTY'S

# HINDU COLLEGE



"LINGUISTIC (TELGU) MINORITY STATUS"

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Accredited by NAAC - Affiliated to University of Madras  
CHANNAMURTHI NAGAR, PATTABIRAM, CHENNAI-72

Phone: 044-26850887 // 7397387413.

## PG & RESEARCH DEPARTMENT OF COMMERCE

ORGANIZES

### AWARENESS PROGRAM

DATE/TIME: 2023

Venue: Cunnan Auditorium

10:00 am to 11:30 am

Organized by

Dr. J. PARTHIBAN, HOD

**Mr. R. KARTHIKEYAN**

Network Security Specialist - IAFE Mentors

#### TOPIC: CYBER CRIME AND SAFETY

7  
With the rapid use of technology India's crime rate is rapidly rising.

Million cases of cyber attacks were reported in India, in 2022.

A significant number of women/teens are becoming victims of

scams. Cyber Security refers to the act of protecting and ensuring

the safety of electronic devices from targeted cyber attacks.

In order to prevent such crimes and attacks students need

awareness on this topic.

ORGANIZED BY:

Dr. Smt. E. RAJANIDHARANI

Sr. Ms. VENMATESAPERUMAL

Director

Principal

Honorary Secretary

**ARTS STAFF LIST**

SL.No.	Name	Signature	SL.No.	Name	Signature
<b>Tamil</b>			<b>B.Com Bank Management</b>		
1	Dr. S.Murugesan, M.A.,M.Phil.,NET.,Ph.D.,		43	Mr M.Mahendran, M.Com,M.Phil.,NET.,	
2	Mrs.J.K.Sundari, M.A.,M.Phil.,SET.,		44	Mrs.N.Uma Maheswari, M.Com.,M.Phil.,NET.,	
3	Mr S.Ramesh, M.A., M.Phil.,NET.,		<b>Corporate Secretaryship</b>		
4	Dr S.Kannadasan, M.A.M.Phil,NET,Ph.D,		45	Dr. N.Swarnalatha, M.Com.,M.Phil.,NET.,Ph.D.,	
5	Mrs.S.Muthuselvi, M.A.,M.Phil.,NET.,		46	Mrs.M.JeevithaKumari,M.Com.,M.Phil.,	
6	Dr J.Thiripura Sudamani, M.A.,M.Phil.,Ph.D.,		47	Dr.P.Priya, M.Com.,M.Phil.,Ph.D.,	
7	Dr.S.Rajalakshmi,M.A.,M.Phil.,Ph.D.,NET.,		48	Dr.D.Rajesh, M.Com.,M.Phil.,Ph.D.,	
8	Dr.S.Muthumari,M.A.,M.Phil.,NET,Ph.D.,		<b>Business Administration</b>		
9	Dr.D.Gunanidhi,M.A.,M.Phil.,NET,Ph.D.,		49	Mrs.Indhra M.Mandey, M.B.A.,M.Phil.,NET.,	
10	Dr.K.Krishnamurthy, M.A.,M.Phil.,NET.,Ph.D.,		50	Dr B.Kalaiyaran, M.B.A.,M.Phil.,NET.,Ph.D.,	
11	Ms.P.Malathi, M.A.,M.Phil.,NET.,		51	Mrs.H.Divyaa, M.B.A.,M.Phil.,	
12	Dr.M.Logeshwaran, M.A.,M.Phil.,Ph.D.,NET.,		52	Dr.A.Kamalakaran, M.B.A.,M.Phil.,Ph.D.,	
13	Dr.S.Kalpana, M.A.,M.Phil.,SET.,Ph.D.,		<b>B.Com., Information Systems Management</b>		
14	Mr.J.Raja, M.A.,NET.,		53	Dr.K.Premila, M.B.A.,M.Phil.,Ph.D.,	
15	Ms.M.Kanimozhi, M.A.,NET.,		54	Dr. T.Rubini, M.Com.,M.Phil.,Ph.D.,	
16	Dr.R.Sujatha, M.A.,M.Phil.,Ph.D.,		55	Dr.N.Preetha, M.C.A.,M.Phil.,Ph.D.,	
17	Dr.K.V.Subashini, M.A.,M.Phil.,Ph.D.,		56		
18	Dr.K.S.Priyadarshini, M.A.,M.Phil.,Ph.D.,		<b>B.A., Criminology</b>		
<b>Hindi</b>			57	Dr.K.Sowmya, M.A.,NET.,Ph.D.,	
19	Dr C.Manikantan, M.A.,M.Phil.,SLET.,Ph.D.,		58	Mr.R.Balamanikandan, M.Sc.,NET.,	
<b>English</b>			59	Ms.W.Delicia, M.Sc.,NET.,	
20	Dr.C.Karpagavalli, M.A.,M.Phil.,Ph.D.,		60	Ms.B.Devayane, M.Sc.,NET.,	
21	Dr. C.Manju, M.A.,M.Phil.,Ph.D.,		<b>UG &amp; PG COMMERCE</b>		
22	Mrs S.Thahera, M.A.,M.Phil.,SLET		61	Dr U.Parthiban, M.Com.,M.Phil., M.B.A., NET.,Ph.D.,	
23	Mrs.S.Ponnarasi, M.A.,M.Phil.,		62	Dr.S.Kanakarathnam M.Com., M.Phil.,NET.,Ph.D.,	
24	Mrs.V.Saranya, M.A.,M.Phil.,		63	Dr.S.Prabakaran, M.Com.,M.B.A., M.Phil.,NET,Ph.D.,	
25	Mr.R.Velu,M.A.,M.Phil.,SET,		64	Dr E.Saravanan, M.Com.,M.Sc.(psy)M.Phil.,Ph.D.,	
26	Mr.Premjith Mathew, M.A.,M.Phil.,NET.,		65	Mrs M.Nithyalakshmi, M.Com.,M.Phil.,NET.,	
27	Mr.K.Karthi, M.A.,M.Phil.,NET.,		66	Mrs.S.Sivapriya, M.Com.,M.Phil.,NET.,	
28	Mr.R.Dinesh Kumar, M.A.,M.Phil.,		67	Mr.V.L.Govinda Rajan, M.Com.,M.Phil.,NET.,	
29	Mrs.K.Rajammal, M.A.,M.Phil.,		68	Dr.P.Libia,M.Com.,M.B.A.,Ph.D.,	
30	Ms.M.Jothilakshmi, M.A.,M.Phil.,		69	Dr.A.Kavitha,M.Com.,M.Phil.,Ph.D.,	
31	Mr.N.P.Dhan Mohan, M.A.,M.Phil.,		70	Dr.K.Banulatha, M.Com.,M.Phil.,Ph.D.,	
32	Dr.K.Vijayalakshmi, M.A.,M.Phil.,Ph.D.,		71	Dr.C.Sathiyamoorthy, M.Com.,M.Phil.,Ph.D.,	
33	Dr.T.Devi Priya Darshini, M.A.,Ph.D.,		72	Dr.P.Sreedevi, M.com.,M.Phil.,SET.,Ph.D.,	
34	Mrs.M.Rubitha, M.A.,M.Phil.,NET.,		73	Mrs.N.Yuvaneswari, M.Com.,M.Phil.,NET.,	
<b>Accounting &amp; Finance</b>			74	Mr.K.Vasantha Ruba Rajan, M.B.A., N.Dhanani M.Com.	
35	Mr B.Balamurali, M.Com.,M.Phil.,SET.,		<b>Economics</b>		
36	Dr.S.Malarvizi, M.Com.,M.Phil.,NET.,Ph.D.,		75	Mr.B.Vinayagam.,M.A.,NET,	
37	Mrs.L.Thara,M.Com.,M.Phil.,		76	Dr. J. Dhanalakshmi, M.A., M.Phil., Ph.D.,	
38	Mr.G.Radhakrishnan,M.Com.,M.Phil.,SET.,		77	Dr.R.Ravi.,M.A.,M.Phil.,Ph.D.,	
39	Dr.V.Raji,M.Com.,M.Phil.,Ph.D.,		<b>Social Work</b>		
40	Dr.E.Jasmin Suganthi, M.Com.,M.Phil.,NET.,Ph.D		78	Dr.J.Rajan,M.S.W.,M.Phil.,NET.,Ph.D.,	
41	Mrs.S.Shalini, M.B.A.,M.Phil.,		79	Dr.A.Nancy, M.S.W.,M.Phil.,NET.,Ph.D.,	
42	Dr.N.KaliRaj, M.Com.,M.Phil.,Ph.D.,		80	Ms.K.Pavithra Bharathi, M.S.W.,NET.,	
			81	Mr.S.Robin Jayaraj, M.S.W., NET.,	
			82	Mrs.R.Nithyakalyani, M.S.W.,SET,	

**Dharmamurthi Rao Bahadur Calavala Cunnan Chetty's Hindu college (Shift - 2)**

**SCIENCE STAFF LIST**

Computer Application			Physics		
1	Dr N.Venkataramanan, M.E.,M.Sc.,M.Phil.,Ph.D		26	Dr.G.Suresh, M.Sc.,M.Phil.,NET.,Ph.D.,	
2	Mr R.Suresh, M.Sc.,M.Phil.,		27	Mrs.C.Karpagavalli, M.Sc.,M.Phil.,SET.,	
3	Mrs G.Deepa, M.Sc.,M.Phil.,		28	Dr.M.Mahendiran, M.Sc.,Ph.D.,	
4	Mrs.J.Seethalakshmi, M.Sc.,M.Phil.,NET.,		29	Dr.E.Gunasundari, M.Sc.,M.Phil.,Ph.D.,	-
5	Mrs.V.Jayalakshmi, M.Sc.,M.Phil.,NET.,		Mathematics		
6	Mrs.A.Chitra, M.Sc.,M.Phil.,		30	Mrs S.Sahayajothi, M.Sc.,M.Phil.,SET.,	
7	Mrs.B.Jansi, M.C.A.,M.Phil.,		31	Mrs M.Bramila, M.Sc., M.Phil.,	
8	Mrs.B.Gayathri, M.C.A.,M.Phil.,,		32	Mrs R.Jayalakshmi, M.Sc., M.Phil.,	
Computer Science			33	Mrs. K.Sunanthini,M.Sc.,M.Phil.,SET.,	
9	Dr.D.Lakshminarayanan,M.C.A.,M.Phil.,Ph.D.,		34	Mr.R.Vikram,M.Sc.,M.Phil.,SET.,	
10	Dr U.Urathal(a)Sri Swathiga, M.C.A.,M.Phil., SET,Ph.D.,		Statistics		
11	Dr.V.Sasikala, M.C.A.,M.Phil.,SET.,Ph.D.,		35	Mr.B.Anandhavel,M.Sc.,M.Phil.,	
12	Dr M.Padmanaban, M.C.A.,M.Phil.,Ph.D.,		36	Dr A.Parimala, M.Sc.,M.Phil.,Ph.D.,	
13	Mrs P.Vinodhini, M.C.A.,M.Phil.,		37	Mr B.Vijai, M.Sc.,M.Phil.,	
14	Dr K.Gurumoorthy, M.C.A.,M.Phil.,Ph.D.,		38	Dr.J.Rajesh,M.Sc.,M.Phil.,Ph.D.,	
15	Mr.S.Prabhakaran,M.Sc.,M.Phil.,		39	Mrs.R.Iswarya, M.Sc.,M.Phil.,SET.,	
16	Mr.S.Mahendran, M.C.A.,M.Phil.,NET.,		40	Ms.K.Abinaya, M.Sc.,M.Phil.,	
Electronics Science			41	Ms.Dharani, M.Sc.,	
17	Mr A.Gopinath,M.Sc., M.Phil(Phy.), M.Phil(E.S.), NET.,		Visual Communication		
18	Mr K.Udaya Kumar, M.Sc.,M.Phil.,		42	Mr.R.Raghuram, M.Sc., M.Phil., SET.,NET.,	
19	Mr.D.Elamvazhudhi, M.Sc.,M.Phil.,SET.,		43	Mr.R.Gokul, M.A., SET.,	
20	Dr.S.Thiyagarajan, M.Sc.,M.Phil.,Ph.D.,		44	Mr.D.Vasanth Kumar, M.A.,	
21	Mrs.M.Vidhya, M.Sc.,M.Phil.,		45	Mr.R.Sekar, M.F.A.,	
Chemistry			Physical Director		
22	Dr.C.Suresh Kumar, MSc.,Ph.D.,		46	Mrs.Priya, M.P.Ed.,M.Phil.,	
23	Mrs.M.Nalini, M.Sc.,M.Phil.,SET.,		Library		
24	Dr.V.Rajesh Babu, M.Sc.,M.Phil.,Ph.D.,		47	Dr.R.Saravana Subbu Selvan, M.Com., M.L.I.S., M.Phil., Ph.D.,	
25	Mrs.P.Premjothi, M.Sc.,M.Phil.,NET.,		Placement Cell		
			48	Mr.G.Muralidharan, M.Sc.,M.B.A.,	

DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAN CHETTY'S

HINDU COLLEGE

PATTABIRAM, CHENNAI-72

PG & RESEARCH DEPARTMENT OF COMMERCE

PG & Research Department of Commerce conducted an Awareness Programme to our second and third year B.COM students on the topic "CYBER CRIME AND SAFETY", On 08/08/2023. The venue for the programme was DHARMAMURTHI CUNNAN Auditorium.

The Programme was started with a prayer song by P.SWETHA of III B.COM "B", Followed by welcome address by our HOD Dr.U.PARTHIBAN. The Resource person Mr.R.KARTHIKEYAN, Network specialist, TAFE Motors was introduced and Honoured by our HOD.

The Resource Person highlighted concept of cyber crime, the people who are most affected by the attack and how to prevent or to be safe from such attacks. The precautionary measures include awareness about such crimes, he added. The students were patiently attending the programme. Feedback was obtained from the students, which was impressive, about the programme. The programme came to an end with a vote of thanks by final year students - VISHANTH.R & J.K. VIGNESH.

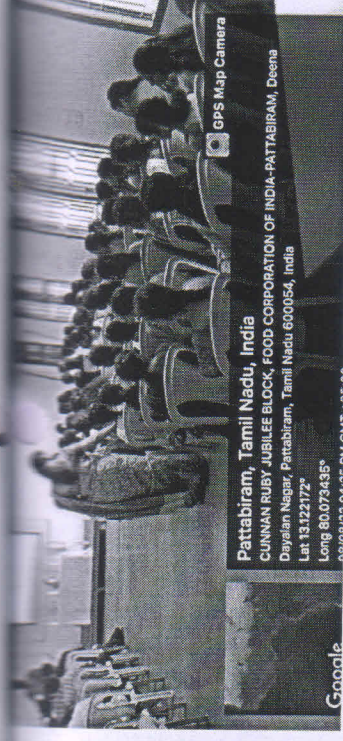


*Dr. Parthiban*  
08/08/2023

*G. Kalimuthu*

PRINCIPAL,  
DHARMAMURTHI RAO BAHADUR CALAVALA  
CUNNAN CHETTY'S HINDU COLLEGE,  
DHARMAMURTHI NAGAR,  
PATTABIRAM, CHENNAI - 600 072.

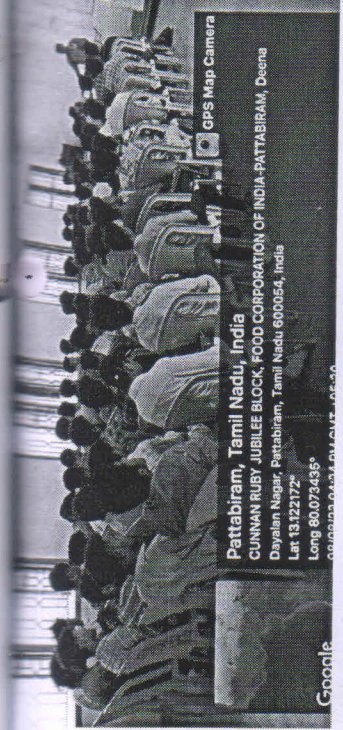
Cyber Crime and Safety  
II & III B.Com  
08/08/2023



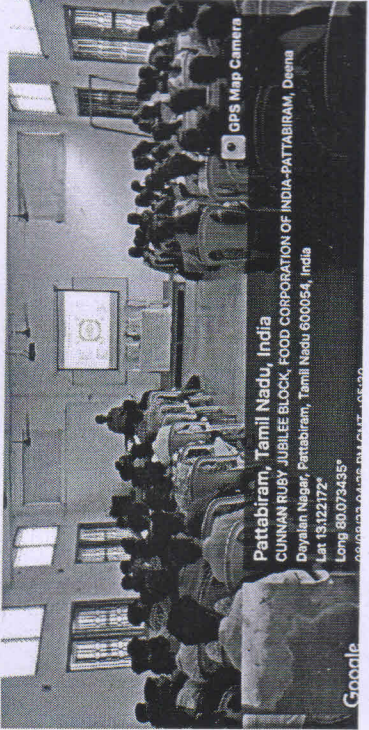
Pattabiram, Tamil Nadu, India  
CUNNAM RUBY JUBILEE BLOCK, FOOD CORPORATION OF INDIA-PATTABIRAM, Deena  
Dayalan Nagar, Pattabiram, Tamil Nadu 600054, India  
Lat 13.122172°  
Long 80.073435°  
GPS Map Camera



Pattabiram, Tamil Nadu, India  
CUNNAM RUBY JUBILEE BLOCK, FOOD CORPORATION OF INDIA-PATTABIRAM, Deena  
Dayalan Nagar, Pattabiram, Tamil Nadu 600054, India  
Lat 13.122172°  
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Pattabiram, Tamil Nadu, India  
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Pattabiram, Tamil Nadu, India  
CUNNAM RUBY JUBILEE BLOCK, FOOD CORPORATION OF INDIA-PATTABIRAM, Deena  
Dayalan Nagar, Pattabiram, Tamil Nadu 600054, India  
Lat 13.122172°  
Long 80.073435°  
GPS Map Camera



Pattabiram, Tamil Nadu, India  
DHANAMURTHY RAO BAHADUR CUNNAM CHETTY BLOCK, FOOD CORPORATION OF  
GPS Map Camera



Pattabiram, Tamil Nadu, India  
CUNNAM RUBY JUBILEE BLOCK, FOOD CORPORATION OF INDIA-PATTABIRAM, Deena  
Dayalan Nagar, Pattabiram, Tamil Nadu 600054, India  
Lat 13.122172°  
Long 80.073435°  
GPS Map Camera

## Participant Feedback Form

PG & Research Department of Commerce  
Awareness Program on  
“Cyber Crime and Safety”

### *Resource Person*

Mr. R. Karthikeyan  
Network Security Specialist – TAFE Motors

**Date:** 08.08.2023

**Time:** 04.00 p.m to 05.30 p.m

**Venue:** Cunnan Auditorium

Name of the Student : BHARATHI

Mail.Id : ThoushaRamesh@gmail.com

S.No		Strongly Agree (SA)	Agree (A)	Neutral (N)	Dis-Agree (DA)	Strongly Dis-Agree (SDA)
1.	Did the Awareness Program achieve the programme objectives	✓				
2.	The content of the session was useful and interesting.		✓			
3.	The session was structured and well organized.				✓	
4.	The topics covered were relevant to me.			✓		
5.	The overall delivery of the session was clear.					✓

**THANK YOU**

## Participant Feedback Form

PG & Research Department of Commerce  
Awareness Program on  
"Cyber Crime and Safety"

### *Resource Person*

Mr. R. Karthikeyan  
Network Security Specialist – TAFE Motors

**Date:** 08.08.2023

**Time:** 04.00 p.m to 05.30 p.m

**Venue:** Cunnan Auditorium

Name of the Student : HARISH

Mail.Id : 21CM309jagadeesh@gmail.com

S.No		Strongly Agree (SA)	Agree (A)	Neutral (N)	Dis- Agree (DA)	Strongly Dis- Agree (SDA)
1.	Did the Awareness Program achieve the programme objectives	✓				
2.	The content of the session was useful and interesting.			✓		
3.	The session was structured and well organized.		✓			
4.	The topics covered were relevant to me.					✓
5.	The overall delivery of the session was clear.	✓				

**THANK YOU**

## Participant Feedback Form

PG & Research Department of Commerce  
Awareness Program on  
"Cyber Crime and Safety"

### *Resource Person*

Mr. R. Karthikeyan  
Network Security Specialist – TAFE Motors

Date: 08.08.2023

Time: 04.00 p.m to 05.30 p.m

Venue: Cunnan Auditorium

Name of the Student : VISHU  
Mail.Id : 20Hishraj55915@gmail.com

S.No		Strongly Agree (SA)	Agree (A)	Neutral (N)	Dis- Agree (DA)	Strongly Dis- Agree (SDA)
1.	Did the Awareness Program achieve the programme objectives	✓				
2.	The content of the session was useful and interesting.				✓	
3.	The session was structured and well organized.		✓			
4.	The topics covered were relevant to me.			✓		
5.	The overall delivery of the session was clear.					✓

THANK YOU



*C. Kalinraj*  
PRINCIPAL,  
DHARMAMURTHI RAO BAHADUR CAJAVALA  
CUNNAN CHETTY'S HINDU COLLEGE,  
DHARMAMURTHI NAGAR,  
PATTABIRAM, CHENNAI - 600 072.

**DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAN  
CHETTY'S HINDU COLLEGE  
PATTABIRAM, CHENNAI-600 072**

**DEPARTMENT OF COMPUTER APPLICATIONS**



**Seminar On Personality Enrichment Titled  
UnLock The Lock -A Path Towards Personal  
Transformation**

**Date :15/09/2023  
Venue:Ramanujam Hall  
Resource Person  
Dr M.MahaLakshmi  
Principal  
R.B Gothi Jain College,RedHills**



*C. Kalinayyan*  
PRINCIPAL  
DHARMAMURTHI RAO BAHADUR CALAVALA  
CUNNAN CHETTY'S HINDU  
DHARMAMURTHI NAGAR,  
PATTABIRAM, CHENNAI - 600 072.  
Dr. N. VENKATARAMANAN  
M.E.(Comp.Sci & Engg), M.Sc., M.Phil., PGCCA, B.Ed., Ph.D.,  
Head of the Department

*Nh*  
HOD



**DHARMAMURTHI RAO BAHADUR  
CALAVALA CUNNAN CHETTY'S HINDU COLLEGE**

"LINGUISTIC (TELUGU) MINORITY STATUS  
CONFERRED BY THE GOVERNMENT OF TAMIL NADU"  
(SHIFT 2 - Self Financing Stream)

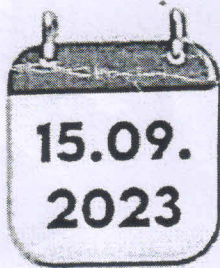
Re-accredited by NAAC  
Affiliated to University of Madras  
DHARMAMURTHI NAGAR, PATTABIRAM, CHENNA-600072



**DEPARTMENT OF COMPUTER APPLICATIONS**



**SEMINAR ON PERSONALITY ENRICHMENT TITLED  
UNLOCK THE LOCK - A PATH TOWARDS  
PERSONAL TRANSFORMATION**



**15.09.  
2023**



**Seethama Conference Hall**



**2:30p.m  
to  
5:30p.m**

**Dr M.Mahalakshmi  
Principal**

**R.B.Gothi Jain college for women, Redhills**

**Dr. N.VENKATARAMANAN**  
Head of the Department

**Dr. N. RAJENDRA NAIDU**  
Director

**Dr. G.KALVIKK**  
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**DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAN  
CHETTY'S HINDU COLLEGE**

**DEPARTMENT OF COMPUTER APPLICATIONS**

**Seminar Report**

**Topic:** "UnLock The Lock - A Path Towards Personal Transformation"

**Date:** September 15, 2023

**Time:** 2:30PM To 5:15 PM

**Venue:** Ramanujam Conference Hall

**Resource Person:** Dr. M. MahaLakshmi

Principal

R.B Gothi Jain College, RedHills, Chennai.

The Department of Computer Applications hosted an insightful seminar titled "UnLock The Lock - A Path Towards Personal Transformation" on September 15, 2023. Dr. M. MahaLakshmi, a renowned expert in personal development and psychology, served as the distinguished resource person for this event. The seminar aimed to enrich the intellectual journey of 100 students hailing from both II BCA A and II BCA B sections.

Dr. MahaLakshmi's opening remarks underscored the relevance of personal transformation in today's rapidly changing world. She emphasized that self-improvement is akin to unlocking hidden potential, inspiring attendees to embark on a journey of self-discovery. The seminar featured a series of engaging sessions, covering topics such as self-awareness, emotional intelligence, goal setting, and resilience. Dr. MahaLakshmi's expertise and warm guidance fostered an atmosphere of open discussion, allowing students to share their experiences and aspirations.

The session concluded with heartfelt thanks to Dr. M. MahaLakshmi for her valuable insights, leaving an indelible impact on the participants. The seminar aligns with the department's commitment to nurturing well-rounded individuals prepared to face the challenges of our ever-changing world.



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Affiliated to University of Madras  
**DHARMAMURTHI NAGAR, PATTABIRAM, CHENNAI - 600 072.**  
Phone: 044-26860887 / 7397387413  
[www.drbeceehinducollege.ac.in](http://www.drbeceehinducollege.ac.in)  
E-mail: [drbeceehinducollege@yahoo.co.in](mailto:drbeceehinducollege@yahoo.co.in)



Sri M.Venkatesaperumal, B.A., F.C.A.,  
Honorary Secretary

Dr. (Smt.) G. Kalvikkarasi, M.A., M.Phil., Ph.D.,  
Principal

Dr. N. Rajendra Naidu, M.Com., M.Phil., Ph.D.,  
Director, Centre for Research and Development

Dt. 11/09/2023.

To,


Dr .M.Mahalakshmi  
Principal  
R.B.Gothi Jain College for Women  
RedHills,  
Chennai

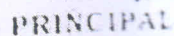
Sir/Madam

**Sub: Conduct of seminar on Personality Enrichment - Reg**

Greetings from DRBCCC Hindu College, Department of Computer Applications.  
This is in response to your telephonic conversation you had with Prof G.Deepa of  
BCA Department of our college regarding the conduct of seminar on Personality  
Enrichment on the topic "Unlock the Lock-A path towards Personal Transformation"  
for the students of II BCA A & B . In this regard as per our mutual discussions the date  
has been finalized on 15<sup>th</sup> September 2023. We request you to conduct the seminar  
from 3.00 PM on 15th September 2023. Kindly acknowledge the same.

  
HOD

  
DIRECTOR 11/9/23

  
PRINCIPAL

**Dr.N.VENKATARAMANAN**  
M.E (Comp. Sci. & Engg.), M.Sc., M.Phil., PGDCA, B.Ed., Ph.D.,  
Head of the Department  
Department of Computer Applications  
DRBCCC Hindu College, Pattabiram, Chennai-72.

**DIRECTOR**  
DHARMAMURTHI RAO BAHADUR  
CALAVALA CUNNAN CHETTY'S HINDU COLLEGE (SHIFT 2)  
Dharmamurthi Nagar, Pattabiram, Chennai

**PRINCIPAL**  
Dharmamurthi Rao Bahadur  
Calavala Cunnan Chetty's Hindu College (Shift 2)  
Dharmamurthi Nagar,  
Pattabiram, Chennai-600072.



### Seminar Budget

S.no	Particulars	Amount
1	Invitation	200
2	Refreshment	100
3	Memento	200
4	TA & DA	2000
	<b>Total</b>	<b>2450</b>

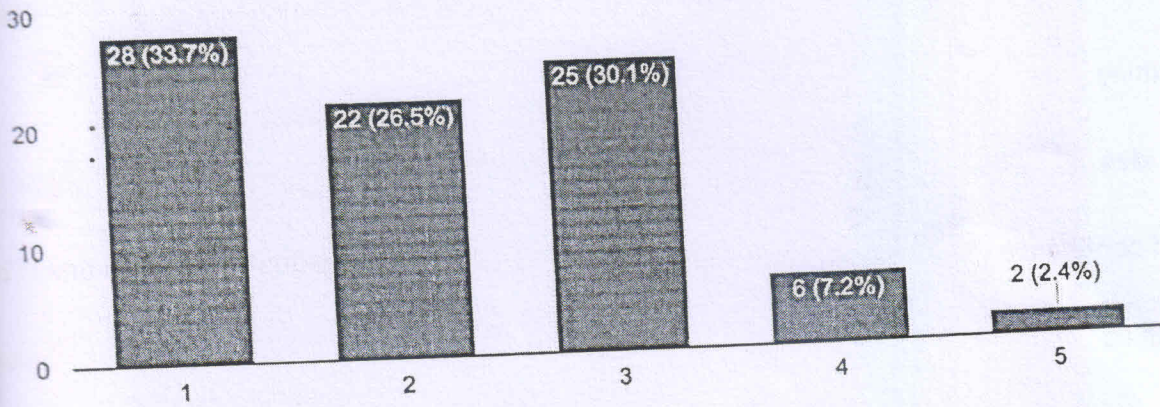


*[Handwritten Signature]*  
PRINCIPAL,  
DHARMAMURTHI RAO BAHADUR COLLEGE,  
CUNNAI CHETTY'S HINDU COLLEGE,  
DHARMAMURTHI HAGAR,  
PATTABIRAM, CHENNAI - 600 072.

Did the Seminar meet your expectations in terms of content coverage and learning outcomes?

Copy

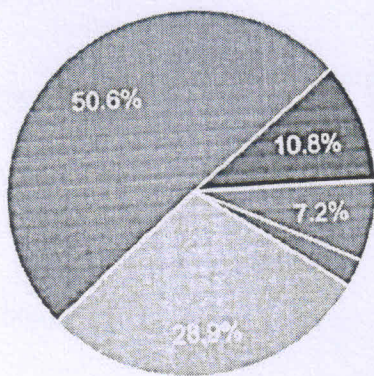
responses



Copy

Were the program schedule and session durations suitable for effective learning and understanding of the concepts?

responses



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

### 3. What additional topics would you suggest for future programs to better meet students' needs?

83 responses

Nothing

No idea

Self confidence

Nothing

Personality development

Yes

Nil

Communication skill

Socializing

Convey their information in practical session

How to improve our skills

To overcome the fear

IT selective round portion based

No idea.

Certificate related seminar

How to prepare the interview questions

Ai

Personality enrichment classes and how to be a professional

Organised nicely

Ok

I expect more time for gain knowledge

Whatever ok for me

I need more time

About discipline

Program for coding language

About interviews

Tell about more companies interview

How to handle in interview for tough questions ?

Student coordination

Ambition is needed or not

AI

Nothing to mention

Ne programs

More like this

Ye s

Java

IT companies knowledge

Cyber security

Same as It Is

Collect current performance data

Communication skill

*Handwritten signature in blue ink*



Timing is more needed

Have to interact to students.... seating arrangement was neutral so the program admin can't handle boys as well as girls...

All good

Network engineering

No depends on others

Friendly interact with students

Get more inspiring persons

..

Great and do it in next level in future

Be in separate location or placing program to undisturbed the students.

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*NM*

*D. R. R. B. Chetty*

**Dr. N. VENKATARAMANAN**  
M.E., M.T.S., B.A., M.A., M.F.A., M.P.A., M.P.S.A., B.Ed., Ph.D.,  
Head of the Department  
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DRBCCC Hindu College, Pattabiram, Chennai-72.

**DIRECTOR**  
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**PRINCIPAL**  
Dharmamurthi Rao Bahadur  
Calavala Cunnan Chetty's Hindu College (Shift 2)  
Dharmamurthi Nagar,  
Pattabiram, Chennai-600072.



*G. Kalimuthu*  
**PRINCIPAL**  
DHARMAMURTHI RAO BAHADUR CALAVALA  
CUNNAN CHETTY'S HINDU COLLEGE,  
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**DEPARTMENT OF COMPUTER APPLICATIONS**

In association with Research and Development Cell  
*Organises*

SEMINAR ON

**RECENT TRENDS IN INFORMATION TECHNOLOGY**

DATE : 11/01/2024 (Thursday)  
TIME : 3 p.m Onwards  
VENUE : SEETHAMMA SEMINAR HALL

*We Cordially  
Invite you*



RESOURCE PERSON

Dr.V.N RAJAVARMAN M.Sc, M.E, Ph.D.,  
Professor & Dean, Department of CSE  
Dr.M.G.R Educational and Research Institute  
Maduravoyal-Chennai.



PRINCIPAL,  
DHARMAMURTHI RAO BAHADUR CALAVALA  
CUNNAN CHETTY'S HINDU COLLEGE,  
PATTABIRAM, CHENNAI - 600 072.

**Organiser**

Dr. N. VENKATARAMANAN, M.E., M.Sc., M.Phil., Ph.D.,  
Head of the Department, BCA

Dr.N.RAJENDRA NAIDU, M.Com., M.Phil., Ph.D., Director  
Dr. G.KALVIKKARASI, M.A., M.Phil., Ph.D.,  
Principal & Director (Research Park)

Sri M. VENKATESAPERUMAL, B.A., F.C.A.,  
Honorary Secretary



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**DEPARTMENT OF COMPUTER APPLICATIONS**

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SEMINAR ON

**RECENT TRENDS IN INFORMATION TECHNOLOGY**

DATE : 11/01/2024 (Thursday)

TIME : 3 p.m Onwards

VENUE : SEETHAMMA SEMINAR HALL (RJB)



RESOURCE PERSON

**Dr.VN RAJAVARMAN** M.Sc, M.L, Ph.D.,  
Professor & Dean, Department of CSE

**Dr.M.G.R** Educational and Research Institute, Maduravoyal-Chennai.

Organiser

**Dr. N. VENKATARAMANAN**, M.E., M.Sc., M.Phil., Ph.D.,  
Head of the Department, BCA

**N.RAJENDRA NAIDU**, M.Com., M.Phil., Ph.D.,  
Director

**Sri M. VENKATESAPERUMAL**, B.A., F.C.A.,  
Honorary Secretary

**Dr. G.KALVIKKARASI**, M.A., M.Phil., Ph.  
Principal & Director( Research Pa

**WELCOME**

**DHARMAMURTHI RAO BAHADHUR CALAVALA CUNNAN  
CHETTY'S HINDU COLLEGE**

**Department of Computer Applications  
In association with Research Park  
Organises**

**Seminar on "RECENT TRENDS IN INFORMATION TECHNOLOGY" held on  
11-01-2024 at SEETHAMMA SEMINAR HALL**

**Objective of the programme:**

- To disseminate up-to-date information on the current trends, breakthroughs, and advancements in Information Technology.
- To enhance awareness and understanding among participants regarding the impact of recent IT trends on various industries and domains.
- To encourage participants to think critically and creatively about how these trends can be applied in their specific contexts.
- To contribute to the professional development of participants by providing them with a broader perspective on the evolving IT landscape.

**Outcome of the programme:**

- Attendees gained a comprehensive understanding of the most recent trends in IT, including advancements in artificial intelligence, cybersecurity, cloud computing, and data analytics.
- Participants actively engaged with the speakers and fellow attendees, fostering a collaborative environment for sharing ideas and best practices.
- The positive feedback received from participants serves as motivation to further explore and showcase advancements in the IT sector.

## REPORT

The seminar on Recent Trends in Information Technology, held on 11/01/2024, was a resounding success, providing a platform for participants to delve into the latest advancements and innovations shaping the IT landscape. The event was organized by Organizing Committee and aimed to bridge the knowledge gap, fostering a collaborative environment for industry professionals, academics, and enthusiasts.

The seminar featured renowned experts and thought leaders in the field of information technology. Notable speaker Dr.V.N.Rajavarman, Professor & Dean, Department of CSE in Dr.MGR Educational and Research Institute, Maduravoyal. Speaker delivered insightful presentations on diverse topics such as Artificial Intelligence, Cyber security, Block chain, Cloud Computing, Ethical Hacking and The Internet of Things.

The proceedings commenced with the delivery of a cordial welcome address Dr.N.Venkataramanan , HOD of BCA, followed by a very special address by our beloved Principal/Director( Research Park) Dr.G.Kalvikkarasi. Conclusively the program ended with a vote of thanks by Prof.J.Seethalakshmi.

The Seminar on Recent Trends in Information Technology not only met but exceeded expectations, providing a comprehensive overview of the current landscape and future directions of IT. The event's success was a result of the collective efforts of the organizing committee, speaker, and engaged participants.

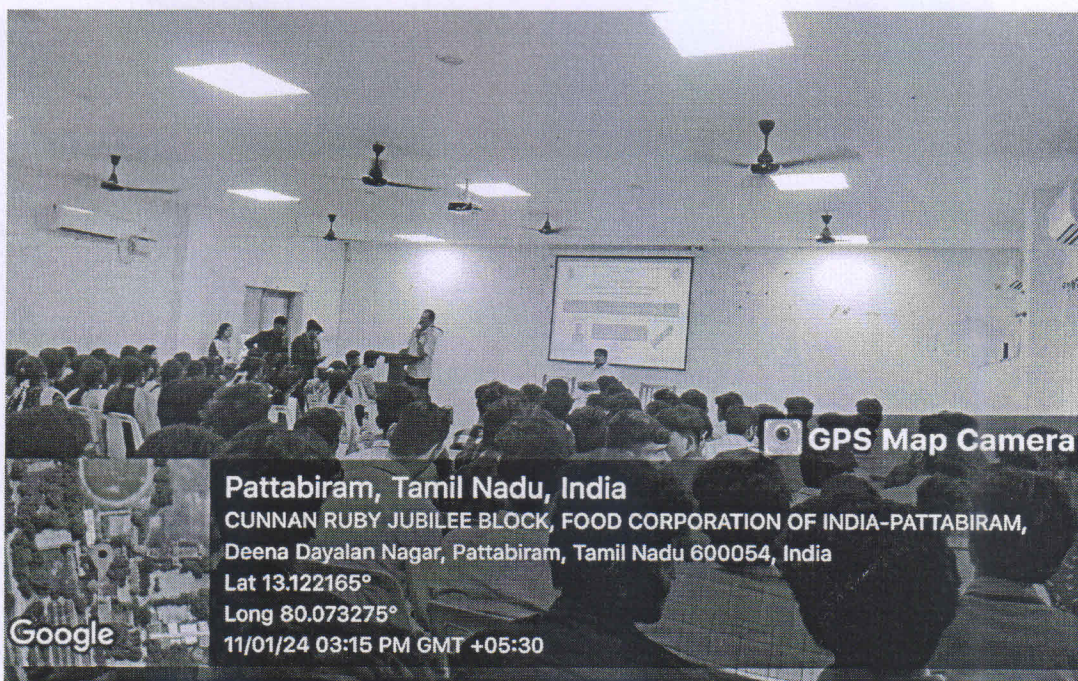


**Dr. N.VENKATARAMANAN,**  
ME, M.Sc(Maths), M.Phil, PGDCA, B.Ed, Ph.D  
Associate Professor & Head  
Dept of Computer Applications  
**DRBCCC HINDU COLLEGE**  
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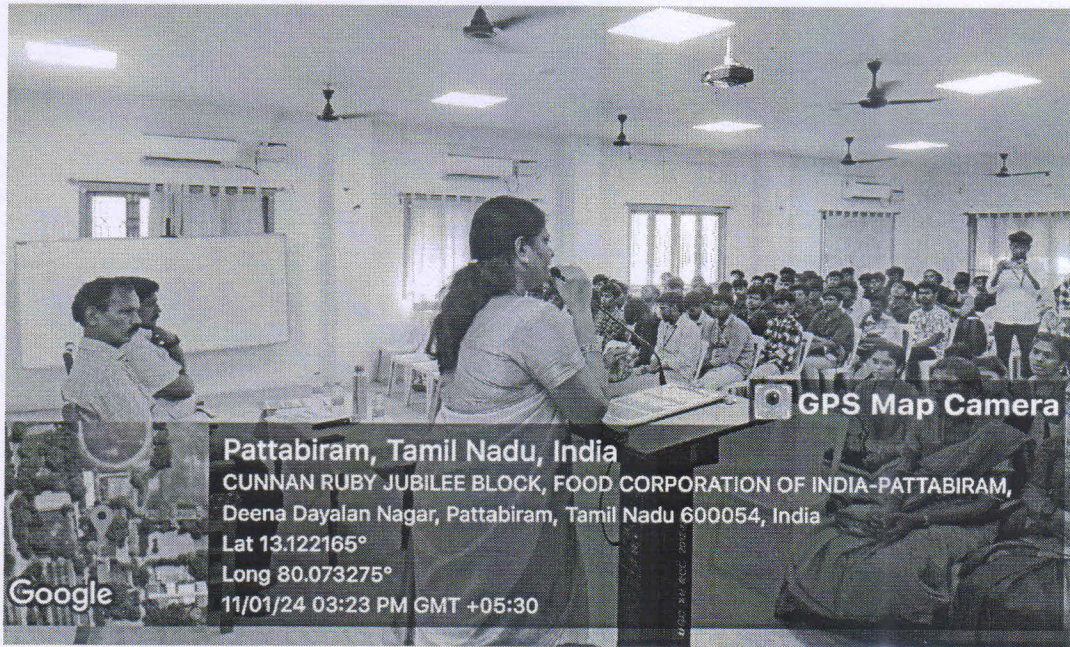
## Photographical Records



**Capturing a moment of honor with our chief guest, alongside the Head of Department, and our dedicated staff members**

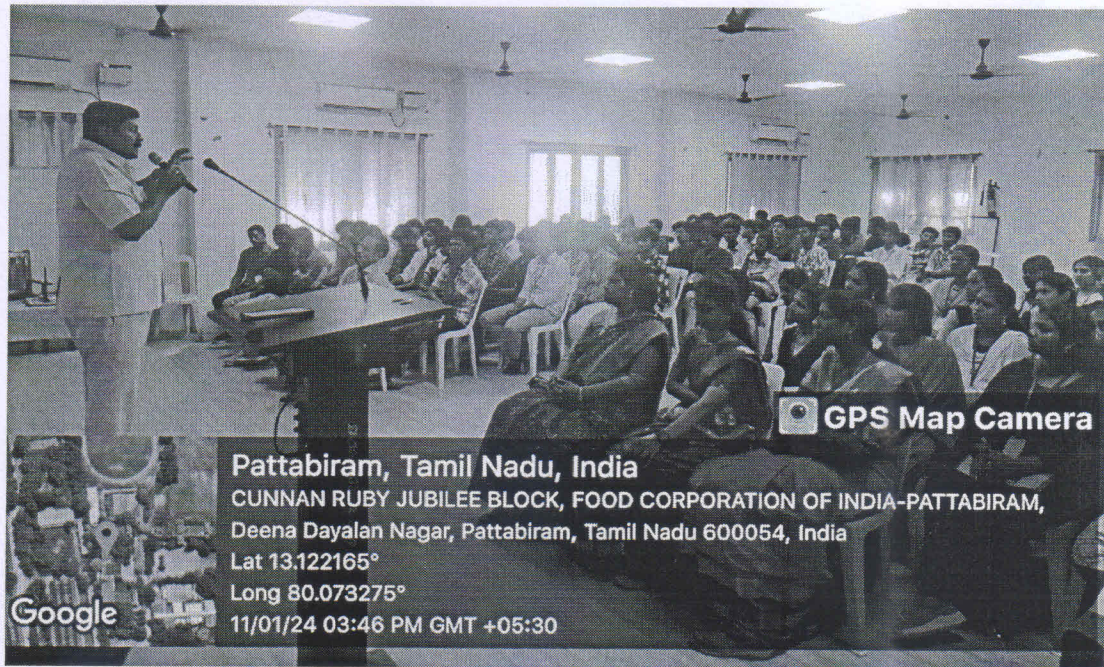


**Welcome address by Dr.N.Venkataraman(HOD)**



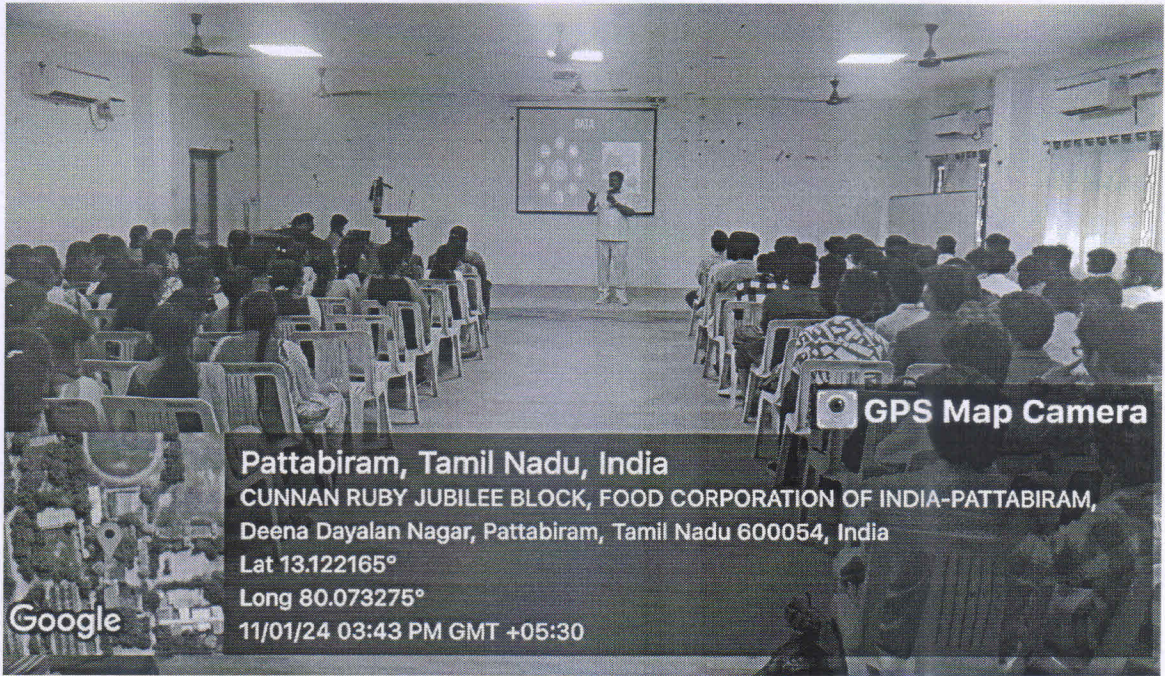
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Lat 13.122165°  
Long 80.073275°  
11/01/24 03:23 PM GMT +05:30

**Special address by Dr.G.Kalvikkarasi(Principal/Director)**



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**Honored Speaker Dr.V.N.Rajaraman**



**Chief guest during an enlightening speech**

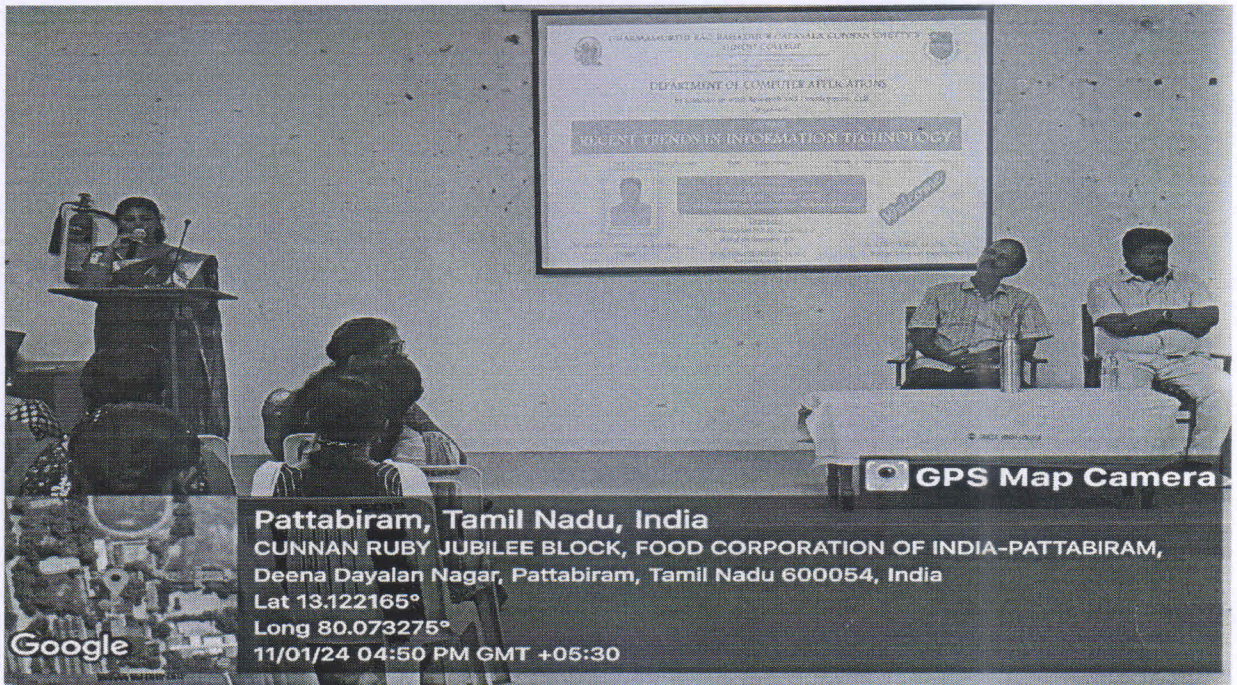




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**Students engagement towards the programme**



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**Vote of Thanks by Mrs.J.Seethalakshmi (Assistant Professor)**

HOD

**Dr. N. VENKATARAMANAN,**  
 M.E., M.Sc(Maths), M.Phil, PGDCA, B.Ed, Ph.D  
 Associate Professor & Head  
 Dept of Computer Applications  
 DRBCCC HINDU COLLEGE  
 Pattabiram, Chennai-600 079

DIRECTOR



*G. Kaliramanay*  
 PRINCIPAL,  
 DHARMAMURTHI RAO RAHADIAR CALAVALLA  
 CUNNAN CHETTY'S HINDU COLLEGE,  
 DHARMAMURTHI NAGAR,  
 PATTABIRAM, CHENNAI - 600 079  
 PRINCIPAL/DIRECTOR (RESEARCH PARK)

**DHARMAMURTHI RAO BAHADUR  
CALAVALA CUNNAN CHETTY'S HINDU COLLEGE (SHIFT - 2)**

**DEPARTMENT OF COMPUTER APPLICATIONS**

**SEMINAR ON RECENT TRENDS IN INFORMATION TECHNOLOGY**

**Degree: III B.C.A.-A**

**Date : 11/01/2024**

S.NO	RollNo	Name	Signature
		<b>MALE - TAMIL</b>	
1	21CA101	AJAY RATHNAM R	Ajay
2	21CA102	ARJUN S	Arjun
3	21CA103	BALA MURUGAN R	R. Balamurugesan
4	21CA104	BALAJI R	Balaji
5	21CA105	CHINMAI SAGAR A V	chinmai
6	21CA106	FAIZAL N	Faizal
7	21CA107	GOKUL RAJ V	V. Gokul Raj
8	21CA108	GOKUL S	Gokul
9	21CA109	HARISH A	Harish
10	21CA110	KAMALES H R	kamlesh . r
11	21CA111	KARTHIKEYAN M	Karthikeyan
12	21CA112	LIKITH B	Likith
13	21CA113	MANIGANDAN E	Manigandan
14	21CA114	MOHAMMED SHAJITH KHAN S	S. shajith
15	21CA115	MOHAN KUMAR K	K. MOHAN
16	21CA116	MOHANKUMAR P	Mohan Kumar P.
17	21CA117	NANDYALA HEMANTH	Nandyala Hemanth
18	21CA118	NAVEEN KUMAR S R	Naveen Kumar
19	21CA119	PAVANKRISHNA N	Pavankrishna
20	21CA120	PRADEEP KUMAR B	Pradeep
21	21CA121	PRASHANT R	Prashant
22	21CA122	RAGHUL M	Raghu
23	21CA123	RIYAAZ AHMED N	Riyaz
24	21CA124	SAIKUMAR E N	Saikumar

SI.NO	RollNo	Name	Signature
25	21CA125	SANTHANA KRISHNAN N	N. Santhana
26	21CA126	SANTHOSH K	Santhosh
27	21CA127	SATHISH KUMAR K C	Sathish Kumar
28	21CA128	SHARATH KUMAAR S K	SK. Sharath
29	21CA129	VENKATESH K K	K. K. Venkatesh
30	21CA130	VIGNESH R	Vignesh
31	21CA131	VIJAY JOSHWA V	V. Vijay Joshua
32	21CA132	VIJAY P	Vijay P
33	21CA133	VISHNU RAJ R	Vishnu Raj
<b>FEMALE - TAMIL</b>			
34	21CA134	BHUVANESHWARI N	Bhuvaneshwari
35	21CA135	DHANUJA M	M. Dhanya
36	21CA136	ESTHER N	N. Esther
37	21CA137	JASMINE O J	Jasmine
38	21CA138	KALAIVANI M	M. Kalai
39	21CA139	LATHA N	N. Latha
40	21CA140	MYTHILY M	M. Mythily
41	21CA141	NEELAVENI M	M. Neelaveni
42	21CA142	PAVITHRA E	E. Pavithra
43	21CA143	PRIYADHARSHINI R	R. Priya
44	21CA144	SANTHANAPRIYA M	M. Santhana Priya
45	21CA145	SANTHAPRIYA M	M. Santhapriya
46	21CA146	SANTHIYA S P	S. P. Santhiya
47	21CA147	SINDHUJA G	G. Sindhuja
48	21CA148	SIVARANJINI M	M. Sivarajini
49	21CA149	SUBHASHINI P	P. Subhashini
50	21CA150	SWETHA P	P. Swetha
51	21CA151	SWETHA R	R. Swetha
52	21CA152	TAARINI S	S. Taarini

DHARMAMURTHI RAO BAHADHUR

CALAVALA CUNNAN CHETTY'S

HINDU COLLEGE

DEPARTMENT OF COMPUTER APPLICATION

SEMINOR ON

RECENT TRENDS IN INFORMATION TECHNOLOGY

BCA - "B"

Date:11.01.2024

S.NO	Roll no	REG NO	NAME	SIGNATURE
1	21CA201	212100217	Akash.k	Akash.k
2	21CA202	212100218	Akash.t.k	T.K. Akash
3	21CA254	212100221	Balaji.N	Balaji.N
4	21CA203	212100224	Dhanushkumar.E	D.Dhy
5	21CA204	212100225	Dinesh.p	D.P
6	21CA205	212100226	Ezekial Francis P	P. Ezekial Francis
7	21CA206	212100227	Ezhilarasan R	R. Ezhilarasan
8	21CA207	212100229	Gokul G	Gokul. S
9	21CA208	212100233	Harish M	Harish.M
10	21CA209	212100234	Hemachandran S	Hemachandran.S
11	21CA210	212100236	Kanish kumar M	Kanish Kumar M
12	21CA211	212100237	kannan R	Kannan
13	21CA212	212100240	Lokeshwaran S	Lokesh
14	21CA213	212100241	Madhan L M	Madhan.L.M
15	21CA214	212100242	Magesh Boopathy S	Magesh Boopathy S
16	21CA215	212100243	Mani Bharathi S	Mani Bharathi S
17	21CA216	212100248	Mohan Prasad A	Mohan Prasad A
18	21CA217	212100249	Mohit S	Mohit S
19	21CA218	212100250	Muralidharan D	D. Muralidharan

20	21CA219	212100261	Prasanth Paswan S	<u>Prasanth</u>
21	21CA220	212100256	Prem Kumar G	<u>Prem Kumar</u>
22	21CA221	212100257	Riyaz G	<u>Riyaz G</u>
23	21CA222	212100265	Santhosh kumar S	<u>Santhosh Kumar</u>
24	21CA223	212100266	Saravanan S	<u>Saravanan</u>
25	21CA224	212100268	Sathya Narayanan Y	<u>Sathya Narayanan</u>
26	21CA225	212100269	Siva Suriya R	<u>Siva Suriya</u>
27	21CA226	212100270	Subramani R	<u>R. Subramani</u>
28	21CA227	212100271	Thanush M	<u>M. Thanush</u>
29	21CA228	212100274	Vignesh R	<u>Vignesh R</u>
30	21CA229	212100275	Vignesh S	<u>Vignesh S</u>
31	21CA230	212100211	Harish S	<u>S. Harish</u>
32	21CA231	212100210	Masoom Ansari	<u>Masoom</u>
33	21CA232	212100212	Sreekanth S	<u>Sreekanth S</u>
34	21CA233	212100279	Abinaya R	<u>R. Abinaya</u>
35	21CA234	212100280	Bhavadharini M	<u>M. Bhavadharini</u>
36	21CA235	212100283	Divyabharathi R	<u>Divyabharathi R</u>
37	21CA236	212100285	Haripriya D	<u>Haripriya D</u>
38	21CA237	212100286	Hemalatha B	<u>Hemalatha B</u>
39	21CA238	212100287	Jabhastena M	<u>Jabhastena M</u>
40	21CA239	212100289	Jeevitha U	<u>Jeevitha U</u>
41	21CA240	212100291	Keerthana B	<u>Keerthana B</u>
42	21CA241	212100292	Keerthi D	<u>Keerthi D</u>
43	21CA242	212100294	Menaga R	<u>Menaga R</u>
44	21CA243	212100295	Monisha S	<u>Monisha S</u>

45	21CA244	212100299	Pavithra K	Pavithra K
46	21CA245	212100301	Priyadharshini S	S. Priyadharshini
47	21CA246	212100302	Rakshitha K	Rakshitha K
48	21CA247	212100303	Ranjani S	S. Ranjani
49	21CA248	212100304	Shana S	S. Shana
50	21CA249	212100307	Santhiya R	R. Santhiya
51	21CA250	212100309	Sindhu S M	Sindhu SM
52	21CA251	212100213	Keerthana S	Keerthana S
53	21CA252	212100215	Madhumitha P A	Madhumitha P. A
54	21CA253	212100214	Gogala Shalini	G. Shalini

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 ME, M.Sc(Maths), M.Phil, PGDCA, B.Ed, Ph.D  
 Associate Professor & Head  
 Dept of Computer Applications  
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*C. Kalimuthu*  
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# Department of Computer Applications in association with Research and development cell

Recent Trends in Information Technology on (11/01/2024)

\* Indicates required question

1. Name \*

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2. Mail ID \*

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3. Class with Section \*

*Mark only one oval.*

III BCA 'A'

III BCA 'B'

4. Mobile Number \*

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5. How was the session \*

Mark only one oval.

Not Satisfied

1

2

3

4

5

Highly Satisfied

6. How interactive the session was \*

Mark only one oval.

Excellent

Good

Fair

Not up to work

7. Whether the session is informative? \*

Mark only one oval.

Yes

No

8. How relevant was the seminar content to your interest or academic pursuits? \*

Mark only one oval.

Not Satisfied

1

2

3

4

5

Highly Satisfied

9. Did the seminar engage you effectively? \*

Mark only one oval.

Yes

No

10. What aspects of the seminar aid you find most valuable or informative? \*

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*Computer Applications*  
DEPARTMENT OF COMPUTER APPLICATIONS  
RESEARCH AND DEVELOPMENT CELL  
VIT VELLORE



11. Were your expectations met regarding the seminar's objectives? \*

Mark only one oval.

Yes

No

12. Outcome of the session \*

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13. Suggestions for the upcoming Seminar \*

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**DEPARTMENT OF COMPUTER APPLICATIONS**  
**In association with Research Park**  
**Organises**

**SEMINAR ON**  
**RECENT TRENDS IN INFORMATION TECHNOLOGY**

S.NO	Name	Mail ID	Class with Section	How was the Session?	How interactive was the session?	Whether the session was informative?	How relevant was the seminar content to your interest or academic pursuit?	Did the seminar engage you effectively?	What aspects of the seminar did you find most valuable or informative?	were your expectation met regarding the seminars objectives?	outcome of the session	Suggestions for the upcoming seminars
1	M.dhanuja	dhanujasree1@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Very useful and motivational for my future job and got more ideas and confident.	Yes	Helpful	Want To see some other jobs ideas related to bca except IT field
2	Gokul S	s.gokul0306@gmail.com	III BCA 'A'	4	Good	Yes	4	Yes	More knowledge about IT technology	Yes		Conduct more
3	Pavithra E	pav24130@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Regarding big data analytics	Yes	Excellent	About IT field
4	Priya Dharshini R	dharshindp6771774@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Regarding big data	Yes	Excellent	Interview clarification
5	S.Taarini	subramaniantarini@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Everything	Yes	Excellent	More it information
6	P. Swetha	swethaparthiban61@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Cloud computing	Yes	Gain some knowledge about IT	Apptitude sessions
7	Sharathkumaar.sk	sharathkumaar.sk@gmail.com	III BCA 'A'	5	Good	Yes	5	Yes	Python	Yes	Got idea to select field	None
8	Ajay Rathnam.R	ajayrathnam1710@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Everything	Yes	Useful for UT	Your wish
9	Chinmai Sagar A.V	chinmai534@gmail.com	III BCA 'A'	4	Fair	Yes	4	Yes	None	Yes	Good	No idea
10	VIJAY JOSHWAL.V	joshwav1@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Everything	Yes	Good	Your wish
11	N Esther	ee435745@gmail.com	III BCA 'A'	5	Good	Yes	5	Yes	What are the technical is most important	Yes	Nothing	Nothing
12	D.Hari Priya	haripriyadikaran@gmail.com	III BCA 'B'	5	Excellent	Yes	4	Yes	Big data tools	Yes	Better	Again learn to innovative
13	Masoom Ansari	masoomansari927@gmail.com	III BCA 'B'	3	Fair	Yes	3	Yes	Tools of cyber security	Yes	The outcome was that I got to know	Nil
14	Sathya Narayanan.Y	johnsathyas611@gmail.com	III BCA 'B'	5	Excellent	Yes	5	Yes	Most valuable	Yes	More knowledge I get	Related to AI
15	Harish S	harishs2604@gmail.com	III BCA 'B'	5	Excellent	Yes	5	Yes	Informative	Yes	useful learnt some thing new	
16	Ezhilarasan R	ezhilarasan0419@gmail.com	III BCA 'B'	4	Good	Yes	3	Yes	Informative	Yes	Experience of the work	Inner work in it
17	Vignesh	vickyvicky0154@gmail.com	III BCA 'B'	5	Excellent	Yes	5	Yes	Clouds, importance of python	No	Awesome	Networking
18	Balaji. N	nithyanandhamc820@gmail.com	III BCA 'B'	5	Good	Yes	5	Yes	Valuable	Yes	Good	Typing.....
19	G.shalini	gogalashalini@gmail.com	III BCA 'B'	4	Good	Yes	4	Yes	Everything	Yes	Nice	Nothing
20	Abinaya.R	abishiny2003@gmail.com	III BCA 'B'	5	Good	Yes	5	Yes	Informative	Yes	Good	About job
21	K.pavithra	Pavithrakothandam2004@gmail.com	III BCA 'B'	5	Excellent	Yes	5	Yes	About career development	Yes	Good	About career
22	B.KEERTHANA	keerthanabalaji2283@gmail.com	III BCA 'B'	5	Excellent	Yes	4	Yes	Job related topics is most valuable	No	Excellent	No suggestions
23	Menaga. R	rmenaga29@gmail.com	III BCA 'B'	5	Excellent	Yes	5	Yes	The presentation was so informative and every topic was explained with an example so it was very easy to understand	Yes	I gained more knowledge about the trends in today's information	For the upcoming seminar I would like to learn more about machine learning and cloud computing

24	Harish M	harishpunisher2002@gmail.com	III BCA 'B'	4	Good	Yes	4	Yes	Yes	Yes	Yes	Yes	Good	Knowledge, skills and abilities	Yes	Yes
25	M.Mythily	mythilymanju4@gmail.com	III BCA 'A'	5	Good	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	How to crack our Technical rounds	Yes	Yes
26	P.SUBHASHINI	subha8226@gmail.com	III BCA 'A'	5	Good	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	Learn to new thing	Yes	Yes
27	S.Monisha	monimoni181103@gmail.com	III BCA 'B'	5	Good	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	Detail about python	Yes	Yes
28	Thanush M	thanushmohan2713@gmail.com	III BCA 'B'	2	Not up to work	Yes	3	No	No	No	No	No	I learned some new information about data analytics.	Conduct the seminar about interview preparation	No	No
29	S.vignesh	vv8231308@gmail.com	III BCA 'B'	3	Good	Yes	2	Yes	Yes	Yes	Yes	Yes	Good	Good	Yes	Yes
30	EZEKIAL FRANCIS P	ezekialpre@gmail.com	III BCA 'B'	4	Good	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	Give some python information more	Yes	Yes
31	S.P.Santhiya	santhyasp2003@gmail.com	III BCA 'A'	4	Good	Yes	4	Yes	Yes	Yes	Yes	Yes	Good	Good	Yes	Yes
32	Akash. K	kathavarayansaradhaz2002@gmail.com	III BCA 'B'	3	Good	Yes	3	Yes	Yes	Yes	Yes	Yes	Good	Good	Yes	Yes
33	V Gokul Raj	gokulvokulv41@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	Yes say the more industry side work experience	Yes	Yes
34	N.Riyaz ahmed	nisha007555@gmail.com	III BCA 'A'	3	Good	Yes	3	Yes	Yes	Yes	Yes	Yes	Good	No	Yes	Yes
35	Dinesh P	dineshd22003@gmail.com	III BCA 'B'	4	Good	Yes	4	Yes	Yes	Yes	Yes	Yes	Good	No idea	Yes	Yes
36	M.Santhanapriya	manicholankill@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	Internship	Yes	Yes
37	M.Santhapriya	santhapriya804@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	Good	Yes	Yes
38	M.Sivaranjini	sivaranjinib6112003@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	We are interested to attend	Yes	Yes
39	S.Magesh Boopathy	mageshboopathy505@gmail.com	III BCA 'B'	5	Fair	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	Interview skills	Yes	Yes
40	Santhiya R	santhyarajai1027@gmail.com	III BCA 'B'	4	Good	Yes	4	Yes	Yes	Yes	Yes	Yes	Good	Ur wish	Yes	Yes
41	E. Manigandan	viratmani1618@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	Blockchain technology	Yes	Yes
42	Likith	likithbalaj3@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	Data analytics	Yes	Yes
43	G. Sindhuja	gsindhuja24@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	Try to cover the advanced topics	Yes	Yes
44	NANDYALA HEMANTH	smarthemant81759@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	Job details	Yes	Yes
45	K.C.SATHISHKUMAR	sathish5skc@gmail.co	III BCA 'A'	3	Good	Yes	3	Yes	Yes	Yes	Yes	Yes	Good	Little bit improve	Yes	Yes
46	K Santhosh	Ks7117365@gmail.com	III BCA 'A'	3	Good	Yes	3	Yes	Yes	Yes	Yes	Yes	Good	Great	Yes	Yes
47	Vignesh. R	vignesh33364@gmail.com	III BCA 'A'	4	Excellent	Yes	4	Yes	Yes	Yes	Yes	Yes	Excellent	Nothing	Yes	Yes
48	Vijay	vijaypalani700@gmail.com	III BCA 'A'	2	Good	Yes	2	Yes	Yes	Yes	Yes	Yes	Useful	Data Analysis	Yes	Yes
49	M.Neelaveni	neela486@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Yes	Yes	Yes	Yes	Good	AI	Yes	Yes
50	Falzal	ff525223@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Yes	Yes	Yes	Yes	Nice	Nothing	Yes	Yes
51	Jasmine O J	oljasmine2203@gmail.com	III BCA 'A'	4	Good	Yes	3	Yes	Yes	Yes	Yes	Yes	Good	Yess... For job and interview awareness	Yes	Yes
52	Ajrun S	sankararjun349@gmail.com	III BCA 'A'	4	Good	Yes	4	Yes	Yes	Yes	Yes	Yes	Good	More like this	Yes	Yes
53	S.R NAVEEN KUMAR	smeaveerkumar16@gmail.com	III BCA 'A'	4	Good	Yes	4	Yes	Yes	Yes	Yes	Yes	Useful	AI	Yes	Yes
54	N.Santhana Krishnan	santhanakrishnan312@gmail.com	III BCA 'A'	5	Excellent	Yes	5	Yes	Yes	Yes	Yes	Yes	Nice	Sure	Yes	Yes
55	Bala murugan	Harishrav161@gmail.com	III BCA 'A'	4	Good	Yes	4	Yes	Yes	Yes	Yes	Yes	Information	Good	Yes	Yes

