RATHINAM TIMES

Newsletter 2024 - 2025



Dr. Madan A Sendhil
Chairman
Rathinam Group of Institutions

Mrs. Shima Sendhil
Trustee & Director
Rathinam Group of Institutions

Dr. R. Manickam
CEO & Secretary

Dr. S. Balasubramanian Principal

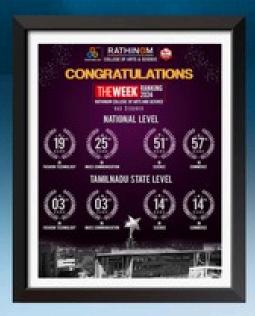
Dr. S. N. Suresh Vice Principal & Director - IQAC

Dr. A. Sivakumar IQAC, Member





COLLEGERANKING













Special Recognition for District

Acknowledged for our outstanding P&S Meeting efforts.





Super Active Club Recognition

For our distinguished performance throughout the year (2023 - 2024)

Best Project Award
For our impactful Hygiene
Awareness Program.





Outstanding Academic Performance Award Our Star Student, Surya Kiran, of III BBA Logistics

R R A C **DISTRICT AWARDS**



EXTENSION ACTIVITIES AWARDS







Workshop





ONE-DAY WORKSHOP

The Department of Physics participated in a one-day workshop on "Astronomy and Astrophysics" held on July 04, 2024, at the Regional Science Center, sponsored by the DBT Star College Scheme. Former Prof. K. Sakthivel, made a presentation on celestial phenomena and a hands-on training on identifying dark spots in the sky. Dr. N. Bhuvaneswari along with 20 students from Department of physics attended in it and gained a

comprehensive exposure on astrophysical knowledge and observational skills.

READINESS FOR A COMPETITIVE EXAMINATION

The Department of Commerce organized a workshop on "Readiness for a Competitive Examination" on July 30, 2024. Mr. R. Sri Krishna and Mr. David Solomon, CEO of SK Academy were the resource persons. They gave valuable insights on effective preparation and strategies for competitive examinations.



TALLY PRIME COURSE



The Department of Commerce conducted the Final Exam for the Tally Prime course workshop (Batch 3) especially for the Commerce Students who actively attended the 30-hour workshop. 75 students and among them registered, 59 students completed the courses and 57 students of them successfully completed the Final exam.



FINANCIAL LITERACY WORKSHOP

The Department of Commerce organized a two-day Financial Literacy Workshop under NISM on July 30 & 31, 2024. Dr. P. Karthika from Kebri Dehar University, Ethiopia was the chief guest. The workshop aimed to enhance students' understanding on personal finance management, budgeting, and investment strategies.



INDIAN MARKET INDEX

The Department of Commerce organized a Technical Analysis Workshop on "Indian Market Index" on September 4, 2024. Kalil Rahman S, Ms. Harshini S, and DhanapaulM. from Aditya Trading SolutionsPvt. Ltd., were the guest speakers, gave in depth insights into key techniques for predicting future price movements in the

stock market. The session mainly was focused on the application of technical indicators such as the Moving Average Convergence Divergence (MACD) and Relative Strength Index (RSI) and essential tools for understanding market fluctuations and making informed trading decisions. Participants learned about the significance of price action interpretation and critical thinking, especially in the context of technical analysis. The workshop was Co-Ordinated organized by Ms. V. Varsha, Assistant Professor of Commerce, Dr. V.T. Dhanaraj and Dr. T.M. Hemalatha, Dean of Commerce, who were the program convener.

MODELING WORKSHOP

The Department of Costume Design and Fashion organized a Modeling Workshop on October 7, 2024. Ms pooja Ravichandran, was the spokesperson, focused on essential modeling skills such as mastering the runway walk, perfecting posing techniques and improving posture. Throughhands-on practice, studentsenhanced were able to improve their confidence and presentation abilities. The workshop was very transformative and students gained knowledge and skills on modeling.





GST E-FILING TECHNIQUES

The Department of Management organized a workshop on "GST E-Filing Techniques" on September 19, 2024. It gave good experience in Tally software and practical skills in GST filing. Dr. S. Selvanathan was the guest, shared his expertise and practical approaches to GST filing. The event was well coordinated by Mrs. Udhaya M, Assistant Professor and convened by Dr. M. Kowsalya Devi, Head Department of Management. whose efforts made this workshop a grand success.

6-DAY ADVANCED PHOTOGRAPHY WORKSHOP



The Department of Visual Communication organized a six-day on Advanced Photography Workshop, covering Lighting Techniques, Model Photography, Lens Usage, and Light Painting. Expert instructors, Mr. R. Prasanna Venkatesh and Mr. Reenus Babu shared their viewpoints. Inaugurated by Mr. V. Sathishanandan, Head of Visual Communication, the event was supported by faculty members and felicitated by Dr. S.N. Suresh, Vice Principaland Dr. R. Manickam, CEO & Secretary. Across Tamil Nadu good number of participants took part. Provided, Dr. Madhan A. Sendhil, Chairman, emphasized the importance of advanced thinking and exposure for students during his interaction with Mr. Venkatesh.

POETRY WORKSHOP AND COMPETITIONS



On October 8, 2024, a poetry writing workshop was organized by Tamil Thura for second-year students. Poet Ira. Bhoopalan, Secretary of Pollachi Literary Circle and Editor-in-Chief of Kolusu Literary Magazine was the distinguished guest. Students were actively participated and gained insights poetry composition and literary appreciation. In celebration of Mahatma Gandhi Janyathi, speech, poetry, and essay competitions were conducted. The guest of honour, Dr. Geetha Dayalan, President of the Semmozhi Tamil Council, along with Poet and Mental Health Counselor Aruna. addressed the gathering. It was emphasized on the importance of learning life skills and developing personal abilities.

ALUMNI CORNER

How to Face Interview: Exploring Effective Language for Literature Students

The Department of Englishorganized an Alumni Talk on "How to Face Interview: Exploring Effective Language for Literature Students" on June 20, 2024. Ms.I.Sowmiya, Teaching **Facilitator** Rathinam at International Public School, Coimbatore was a spokesperson shared her viewpoints on language and communication, also offered tips on how to face interviews and speak fluently English. The students gained valuable knowledge and tips to improved their communication skills.







BUDDING ENTREPRENEUR

On **Iune** 25, 2024, The of Department Information Technology organized an Alumni Talk on "Budding Entrepreneur Interaction". Alumni It focused on inspiring and guiding aspiring entrepreneurs, sharing they're with alumni experiences and insights on starting and growing their own businesses.





Department of Costume Design Fashion Talk organized an Alumni 07.07.2024. Ms. Shradha Patel (2021 batch), discussed her experience as a Store Manager in a reputed company. As an alumna of Rathinam College of Arts and Science, she shared her experience on the evolution of the fashion industry and emphasized the pivotal role of fashion designers in shaping the customershopping experience and driving sales in the retail industry.

The Role of Ethical Hackers in Modern Cyber Defence





The Department of Information Technology organized an Alumni Talk on "The Role of Ethical Hackers in Modern Cyber Defense" on June 26, 2024. Mr. R Prabhu, B.Sc. (DCFS), Security Analyst at Cyfotok Network, Coimbatore was the resource person, who explained the critical role of ethical hackers who works in protecting digital systems from cyber threats. Participants gained knowledge of ethical hacking techniques, cybersecurity strategies, and ethical considerations in identifying and mitigating vulnerabilities. Students gained valuable insights into the dynamic cybersecurity landscape and the increasing demand for skilled professionals in the field.



New Gen Technology in IT and Career Opportunity

The Department of Commerce organized an Alumni Talk on "New Gen Technology in IT and Career Opportunity" on July 4, 2024. Mr. M. Kameshwaran, Executive Officer at AIC Raise, discussed about IT career opportunities and its contributions to sector improvements, and challenges in management.

INTERNATIONAL CAREER PROSPECTS FOR MICROBIOLOGISTS





Ms. Evelyn, a proud alumna (2019 batch), Department of Microbiology, delivered a speech on international career prospects for microbiologists. Presently she is a QC Microbiologist at Dannix Ayrton Starwin PLC in Accra, Ghana. She shared her journey and experiences in abroad and highlighted opportunities in the pharmaceuticals, healthcare, and research sectors globally. Her discussion emphasized the importance of practical skills and adaptability for a successful international career in microbiology.

ALUMNI CORNER



Department of Commerce organized an alumni talk on "Career Success and Leadership Awareness", 04/07/2024, on Vijayalakshmi, an accountant, was the resource person, spotlighted workplace culture, and shares her career journey, lessons learned, and effective leadership insights into professional growth. The session aimed to increase awareness among students about the scope of higher studies.



The Department of Mathematics organized an alumni talk. Ms. T. Megala (Ph.D.), Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, shared her journey from B.Sc. to Ph.D. and discussed her academic challenges, transitioning to doctoral studies, and stressed about the importance of research opportunities, networking, mentorship, personal statement writing, and securing funding.





On June 21, 2024, the Department of Biotechnology organized an alumni talk on "Navigating Competitive Exams: Strategies and Success Stories from our Alumni". Ms. Iswarya Lakshmi, who's currently pursuing MSc in Biotechnology at Bharathiar University got through the GAT-B exam and shared her experience to students. She explained about effective study plans and resources, to inspired attendees on her journey and success tips. Dr. S. Aravindh, the event coordinator, facilitated a lively interaction, and the program concluded with a Q&A session that provided further guidance on succeeding in competitive exams.



The Department of Mathematics organized an Alumni Talk on "The Role of IT in Sustainable Development" on August 6, 2024, Ms. R. Kaviyanjali, AR Analyst at RND Optimizar, Coimbatore was the resource person, she explained the crucial role of Information Technology (IT) in advancing and supporting careerswithin the IT industry, and emphasized how IT fosters continuous learning, professional networking, job searching, and also provides practical tools, which contributes to significant career growth and opportunities.

The Department of Commerce III organized an Alumni Talk on "How to Develop Personality". Ms. S. Subashini, Executive Manager at Focus Edu Matics, Coimbatore was the speaker, she gave insights into self-awareness, personal growth, and essential skills for overall life effectiveness.

ALUMNI CORNER



The Department of Psychology organized an alumni talk on October 8, 2024, Ms. Kavya S, an Associate Special Educator at PNC Cognitio School in Bangalore and a graduate of Rathinam College of Arts and Science M.Sc. Applied Psychology (2022-24) was the Resource Person, who delivered an insightful talk to I MSc Applied Psychology students. She described the role of special educators in developing individualized education plans (IEPs) and fostering inclusive learning environments and emphasizing collaboration with parents and other professionals.



On December 10, 2024, The Department of Psychology organized an alumni talk. Mr. Palpandi J. an alumnus (2020-22 PG Batch), presently a psychologist at Steps Group, Coimbatore was the Resource Person for the program. Mr. Palpandi shared his transition from Academia to professional practice, emphasizing the importance of formal education, internships, and continuous learning in shaping a successful career in Psychology. He discussed the significance of mental health (both and personally professionally), and encourages the students to prioritize well-being while navigating high-pressure environments.



The Department of Psychology organized an alumni talk on November 24, 2024, Ms. Santhiya N, an alumna (2018-21batch) and currently a professional at Muthoot Fincorp, delivered a speech on "The Role of Technology in Behavioral and Consumer Psychology". Drawing from her academic and professional journey, Ms. Santhiva explored how technology transforming consumer psychology. She explained how Artificial Intelligence (AI), Machine Learning (ML), and data-driven platforms like e-commerce sites and social media are reshaping consumer decision-making through predictive analyticsand personalized marketingstrategies. She also highlighted ethical considerations on emphasizing the importance of transparency, consent, and ethical practices in data usage.

Website Management and Improving Patient Consultation Processes



The Department of Psychology organized an alumni talk, Mr. Jagadeesh V, the alumnus (2019-22 batch) and currently SEO at Marutham Marunthagam. It was held on September 20, 2024, he shared his journey from student life to becoming an expert in website management and improving patient consultation processes. He also discussed emergingtrends in digital marketing and insights from his book "Secrets of Centaurus".

SKILL CORNER



"IMPORTANCE OF TALLY IN CURRENT TRENDS IN ACCOUNTING AND TAXATION"

The Department of Commerce organized a skill development program on "Importance of Tally in Current Trends in Accounting and Taxation,". Mr. Joel M Andrew, Director of Karam's I Tech Solutions, Coimbatore was the resource person for the program. The event was focused on Tally Prime's relevance in daily life and its crucial role in career planning for students.

"STOCK MARKET AND FINANCIAL INVESTMENTS"

The Department of Commerce organized a student development program on "Stock Market and Financial Investments". Dr. K. Prabhakaran, Director of Equity Edutech and SEBI Securities Market trainer from Coimbatore was the resource person. Participants gained comprehensive insights into stock markets, SEBI regulations, and practical strategies for investing in shares and diverse companies, to enhance their understanding of financial markets and investment opportunities.



"IMPROVING LABORATORY ADMINISTRATORS' EXPERTISE IN GOOD LAB PRACTICE (GLP) AND ISO DOCUMENTATION"

Rathinam College of Arts and Science, Coimbatore, under DBT STAR College scheme, the department of Microbiology and Biotechnology organized a skill development program on June 29, 2024.

The event focused on improving administrators' laboratory expertise in Good Lab Practice (GLP) and ISO documentation. The Speakers are Dr. Ranjith Kumar from PSGR Krishnammal College for Women. who emphasized GLP principles and safety protocols, which engage with participants practical solutions. Mr. Arun Prasath, an ISO Consultant from



ENN Consultant Pvt Ltd, guided Participants on ISO certification requirements and strategies for continual improvement. The interactive sessions and workshops were well-received, enhancing participants' professional capabilities significantly.

"UNDERSTAND YOUR PSYCHOLOGY OF COLOURS"



The NASA activity on "Understand Your Psychology of Colours" was facilitated by Ms. Preethi, Teaching Assistant from the Department of Psychology at Rathinam College of Arts and Science, Coimbatore. Students were actively engaged in discussions and role-playing sessions to explore how colours influence characteristics and the principles of colour psychology. Swathi (2023BVC031) secured the 1st prize, Mohammed Basith (2023BBIB030) secured the 2nd prize, and Justeen Kumar (2023BMB011) received the 3rd prize in the drama competition.

INTERPERSONAL RELATIONSHIPS



A skill development program on "Interpersonal Relationships" was organized by the Department of Psychology. Ms. Benadict Savitha, Assistant Professor was the coordinator, held on June 27, 2024. The event emphasized of interpersonal the significance relationships and self-development. Ms. Benadict activities as: Savitha engaged stress release techniques, the chicken dance, and paper-pen exercises and fostering lively interaction and received positive feedback from the participants.



SKILL DEVELOPMENT PROGRAM FOR SCHOOL STUDENTS

The Department of Biotechnology and Department of Microbiology, under the DBT STAR College Scheme, successfully organized an SDP on "Hands-on Training with Microscope" for the students of Government High School, Periyakuily, on September 6, 2024, at the school premises. This program was coordinated by both department students, who guided the school students through practical microscope training. The participants actively engaged in the session and provided valuable feedback.

INNOVATIONS AND CHALLENGES IN LANGUAGE



On August 13, 2024, Department of Mathematics organized a Communication Skill Development Program for I and II U.G. students. The program was handled by Mr. Mohammed Mubashir, Language Trainer at Anglophone, Coimbatore. He focused on "Innovations and Challenges in Language", also highlighted the importance of English for personal and professional growth, he engaged students with activities to overcome communication barriers.





ADVANCED MS EXCEL WORKSHOP

The School of Commerce and The Institute of Advanced Computing jointly organized a skill development program for second-year students, focusing on an Advanced MS Excel Workshop from July 2, 2024, to July 9, 2024. Over 69 students participated in the workshop, they gain valuable knowledge about the use of advanced Excel functions for complex calculations. Additionally, they learned advanced functions, data analysis tools, automation techniques, and best practices for efficient data management. The workshop was featured by Mr. M. Partha Sarathy, a Microsoft Certified Specialist and Founder and Training Architect of Tiac, Coimbatore, and Mrs. V. Kalpana, a Business Data Analyst at Tiac, Coimbatore, was also a resource person. Their expertise and guidancemade workshop highly informative, which provided students with essential skills to enhance their proficiency in MS Excel and prepare them for future professional challenges.

NDLI: REVOLUTIONIZING THE ACCESS TO EDUCATIONAL RESOURCES



On 12th July 2024, Priya, Assistant Librarian at RCAS, explored the National Digital Library of India (NDLI) and its role in transforming access to educational resources. NDLI serves as a digital repository, offering e-resources in multiple languages and formats for students, teachers, and researchers. Priya shared how NDLI is integrated into educational curricula, showcasing success stories from various institutions. She also highlighted upcoming developments, such as interactive content and improved search features.

INTERPERSONAL RELATIONSHIPS



On December 16, 2024, the Department of Psychology organized an enlightening session on "Cracking UGC NET in Psychology: Tips and Tricks," which was led by Mr. Ashwanth Kanna, Head and Assistant Professor at Sree Saraswathi Thyagaraja College of Arts and Science, Pollachi. Mr. Ashwanth provided practical strategies to help students to prepare effectively for the UGC NET exam effectively in psychology. He covered the exam pattern, essential topics, time management techniques, and methods to tackle challenging questions. Additionally, he guided the students on creating personalized study plans and accessing reliable resources. It was an interactive session encouraged active participation of students. Mr. Ashwanth's motivational approach left participants to get inspired and equipped with tools for success. The Department extends heartfelt gratitude to the resource person for delivering such an impactful session.

LANGUAGE AND COMMUNICATION SKILL

From Classroom to Career: "COMMUNICATION SKILLS FOR SUCCESS"



The Department of Psychology organized an alumni talk on November 24, 2024, Ms. SanthiyaN, an alumna (2018-21 batch) and currently at Muthoot Fincorp, delivered a talk on The Role of Technology in Behavioral and Consumer Psychology. Ms. Santhiya explored how technology is transforming consumer psychology and also explained about how Artificial Intelligence (AI), Machine Learning (ML), and data- driven platforms like e-commerce sites and social media are reshaping consumer decision-making through predictive analytics and personalized marketing strategies. Ms. Santhiya, highlighted ethical considerations, emphasizing the importance of transparency, consent, and ethical practices in data usage

Special Lecture on "ENGUM TAMIL"



The Department of Psychology organized "The Art of Communication: English and Interpersonal Skills" on November 14, 2024, Ms. Sherin Fathma, Assistant Professor of English was the guest, her presentation delved into the nuances of language and communication, equipping participants with practical strategies to refine their skills, further she emphasized the role of active listening and effective interpersonal techniques in fostering strong personal and professional relationships. The session was an enriching experience for all, reinforcing the transformative power of effective communication in everyday life.

"HORIZONS OF DISCOVERY: UNLOCKING INSIGHTS THROUGH LANGUAGE AND LITERATURE"

The Department of English organized a session on "Horizons of Discovery: Unlocking Insights through Language and Literature" on July 3, 2024. The invited speaker, Ms. Rebecca Elsa Jess, a TEFL-certified English Language Assistant in France, shared her experiences and discussed about effective communication strategies. Ms. Jess introduced various language improvement tools and engaged students in interactive activities that fostered enthusiasm and participation.



LANGUAGE AND COMMUNICATION SKILL

From Classroom to Career: "COMMUNICATION SKILLS FOR SUCCESS"





We are pleased to share the successful completion of our Language and Communication Program titled Psychological "Exploring Themes Tamil Literature: Mind, Emotion, and Beyond." The session was held today at 11:00 AM in Room N-106 and was attended by 38 students. Dr. Parameswari provided insightful perspectives the on psychological elements in Kamba Ramayanam, highlighting themes such as devotion, loyalty, familial bonds, and the moral struggle between good and evil within the Tamil cultural context.

INTERACTIVE APPROACHES TO ENHANCE COMMUNICATION



The Department of Commerce at organized a language and communication program on "Interactive Approaches to Enhance Communication" The session was handled by Ms. K. N. Pooja, Assistant Professor from the Department of English, highlighted the importance of effective communication and provided strategies for improving communication skills.

ENHANCING LANGUAGE AND COMMUNICATION SKILLS

The Department of Psychology conducted a session on enhancing language and communication skills. Dr. Saradha, Head of the Department of English, shared her deep knowledge on the origins of the English language and engaged students with thought-provoking stories to boost understanding. The session was tailored for third-year UG and first-year M.Sc Clinical Psychology students, offering valuable learning and inspiration.



INDUSTRIAL EXPOSURE VISIT

Industrial visit to the Nilgiris Biosphere Reserve and Nature Park in Anaikatti



The Department of Psychology visited to the Nilgiris Biosphere Reserve and Nature Park in Anaikatti on 08th Aug 2024.Two faculty members and 65 students from the II and III B.Sc. Psychology took part in the activity.Students gained a deep grasp of the ecological significance of the biosphere reserve and its impact on human psychology and behavior as a result of the day's learning and exploration activities



BUREAU OF INDIAN STANDARDS (BIS) INDUSTRIAL EXPOSURE VISIT



The Bureau of Indian Standards (BIS) Ultra Private Ltd. in Coimbatore was the site of a one-day industrial exposure visit sponsored by BIS on Friday, August 9, 2024. A group of 25 BISclub students visited along with three faculty members for this educational excursion. Students had a great chance to learn about Elgi Ultra Private Ltd.'s on testing and manufacturing procedures during the visit. With a focus on the importance of quality control, safety, and innovation in manufacturing, this practical experience gave them a better grasp of how their academic courses translate to real-world situations.

"Quality means doing it right when no one is looking."

-Henry Ford



WEAVING AND SIZING UNIT

The Department of Costume Design and Fashion organized an educational visit to a weaving and sizing unit in Tiruppur, known as theknitwear capital of India. The visit offered students hands-on experience and practical insights into textile production. They observed weaving process, including modern shuttleless looms and various stages from warping to final weaving, and they learned sizing, which involves applying protective coatings to yarns. The visit provided a valuable opportunity to bridge theoretical knowledge with practical application, which enhance students' understanding of the textile industry.

TEXTILE PRODUCTION



The Department of Costume Design and Fashion organized an insightful guest lecture on sizing in textile production. To provide practical knowledge in the fashionand textile industry, the lecture covered with fundamental concepts of sizing and its role in enhancing yarn performance and qualityduring weaving. The speakerdetailed on varioussizing agents, their properties, and applications. The session highlighted the practical demonstration of the sizing process, where students observed the preparation and application of sizing solutions, and learned how to improve yarn strength, reduce breakage, and ensure smoother weaving. It was held on 05/08/2024, which offered students valuable hands-on experience with this textile process.



Life Skills Program Focusing on Yoga at Arivu Thirukovil

The Department of Costume Design and Fashion organized a life skills program which focused on yoga at Arivu Thirukovil. This session aimed to introduce students to the benefits of yoga for physical and mental wellbeing. The serene ambiance of the temple provided an idealsetting for practicing yoga, which allowed participants to connect with their inner selves. Under the guidance of experienced instructors, students engaged in various asanas and breathing exercises which designed to enhance flexibility, concentration, and overall health. The program emphasized the importance of incorporating yoga into daily routines to manage stressand improve focus. This enriching experience fostereda sense of community among the students and provided them with valuable tools for personal growth and well-being.

MEMORIAL VISIT



On August 1, 2024, Department of English organized a memorial visit for I B.A. students, they visited Mahatma Gandhi Memorial as part of their induction program. Over 15 students participated in the visit and found inspiration from their experience at the memorial.

INDUSTRIAL EXPOSURE VISIT

Industrial visit to Malampuzha Snake Park and Main Park



The first-year postgraduate students of the Department of Psychology arranged industrial visit to Malampuzha Snake Park and Main Park, an experiential learning opportunity providedvaluable that insights into environmental psychology human and behavior. At the Snake Park, students observed a variety of reptiles, with a special focus on snakes, while exploring concepts such as fear conditioning and the psychological responses humans exhibit towards reptiles. The visit highlighted the importance of biodiversity conservation and its positive impact on mental well-being. At Malampuzha Main Park, the students learned how to expose the nature which can reduce stress, improve mood, and enhance cognitive functioning. The visit not only deepened their understanding of the connection between the environment and psychology but also provided a refreshing and educational experience.

Industry Engagement Session



The Department of Commerce organized an Industry Engagement session for first-year B. Com. (A&F) students, focusing on Financial Services. Mr. T. Balakrishnan. Senior Manager at Coimbatore Capital Limited, shared his expertise on capital markets, Indian capital markets, investment policies, and stock market investing. Students gained practical exposure to the financial services sector, enhancing their understanding of market dynamics. investment capital strategies, regulatory frameworks, and risk management. The event aimed to bridge the gap between theoretical knowledge and practical application and empower students to make informed decisions in the financial sector.

Industrial visit to Penta Plus Rubber Industry, Kanjikode, Palakkad



Department ofCommerce The arrangedan industrialvisit toPenta PlusRubber Industry, Kanjikode, Palakkad.The visitaimed tobridge thegap betweentheoretical knowledge practical applicationsin therubber manufacturingsector. Itbegan withan introductorysession bythe plantmanager, who provided insights into the company'shistory, diverseproduct mission.and range.Students observed the key processes such as rubber mixing,

molding, and quality testing. This hands-on experience gave students a comprehensive understanding of the rubberproduction process and its technological advancements

The Department of Commerce organized an industrial visit for first-year B.Com. (A&F) students to Hydenso Engineering Pvt. Ltd., Kanjikode, Palakkad, on October 14, 2024. Students gained practical exposure on the steel manufacturing process, observing raw material handling, fabrication, machining, and quality control. The visit liked the theoretical knowledge with real-world applications, providing insightsinto industry challenges, safety protocols, and technological advancements. 54 students were benefited from this experience.





The industrialvisit aimedto bridgetheory and practice by exploring the franchising ecosystem. Students gained insights into business operations, franchise models, brand management, customer service, and financial practices, while networking within dustry professionals. Domino's, established in Indiain 1996, has grown to over 378 outlets. The visiton August 13, 2024, included an introduction by Domino's staff, showcasing their streamlined operations, advanced technology,

marketing strategies, and supply chain management. The session concluded with an interactive Q&A, offering students valuable insights into franchising and entrepreneurial opportunities, equipping them with practical knowledge for future ventures.

SOFT SKILL



A Soft Skill Training session was organized under the DBT STAR College Scheme by Department of Microbiology. M. Gopi from Vedantu Academy, was the resource person, focused on enhancing communication, teamwork, and leadership qualities among participants. Mr. Gopi's expertise captivated the audience, offering practical insights and interactive exercises. The event engaged in roleplays and discussions, gaining valuable skills crucial for professional development. The event concluded feedback with positive from participants, highlighting its relevance and impact. Overall, the session facilitated was by Mr. Gopi proved instrumental in fostering essential soft skills vital for career growth.



The Department of Mathematics organized a Soft Skills Development program on "Elevate Your Potential" on June 20, 2024. The event was featured by Mr. S. Vidhyananth, Soft Skill Trainer, Lotus Bausch and Lomb Institute of Optometry, Coimbatore, educated the students about the of communication skills significance emphasized the importance of developing their excel in competitive career personalities to environments.

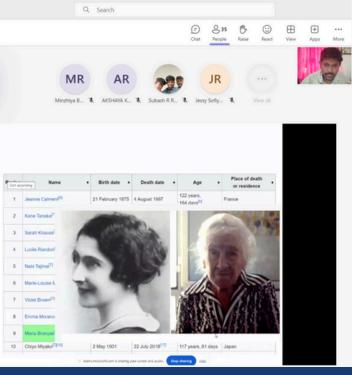


On July 4, 2024, the Department of Computer Science organized a soft skills event titled "Mastering Interpersonal Skills" for all students. The event was well-participated. Students enthusiastically engaged in the event and gained valuable knowledge and ideas, particularly focusing on articulation tips. The resource person for the event was Mr. Lazar Rajan, a Life Skill Trainer and Director of ISDO. 35 members were participated and benefited from the session's practical insights aimed at enhancing their interpersonal skills.



The Department of Psychology organized a Soft Skills Program on "Significance of Integrating Keywords in Resumes" on 15.07.2024. The session focused on building confidence through proper posture, clear voice modulation, and creating professional, tailored resumes. Key tips included using a clean font, maintaining a professional email ID, and emphasizing relevant skills achievements aligned with job descriptions. Students were advised to prepare thoughtful interview responses, update resumes regularly, and ensure alignment with the desired role. The interactive session began with an introduction by Lakshmi Nandana M., III UG Psychology, and concluded with a vote of thanks by Dasari Manohar, III UG Psychology.

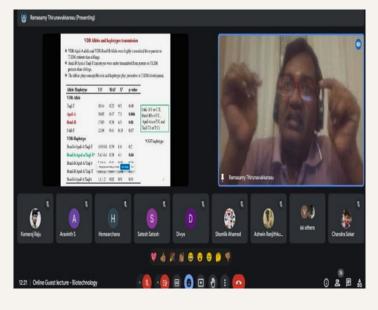
GUEST LECTURE



The Department of Microbiology organized a guest lecture on "Microbes and Aging", handled by Dr. Kalaiselvi, a distinguished professor of Biochemistry from ALMPGIBMS, University of Madras, Chennai. She focused on recent molecular biology advancements in aging and microbial interactions, emphasizing CRISPR technology's impact on genetic research and potential therapeutic applications. The program ethical focused on considerations and the future implications of genetic engineering. The lecture concluded with a renewed enthusiasm for exploring innovative pathways

The Department of Microbiology organized a guest lecture on "Microbes and Aging", handled by Dr. Kalaiselvi, a distinguished professor of Biochemistry from ALMPGIBMS, University of Madras, Chennai. She focused on recent molecular biology advancements in aging and microbial interactions, emphasizing CRISPR technology's impact on genetic research and potential therapeutic applications. The program ethical focused on considerations and the future implications of genetic engineering. The lecture concluded with a renewed enthusiasm for exploring innovative pathways in biochemistry and molecular biology





in biochemistry and molecular biology.

The Department of Biotechnology organized an online guest lecture on "Family-based Study of Vitamin D Modulating Immune Genes in Type I Diabetes Mellitus (T1DM)" on June 25, 2024, Dr. R. Thirunavukkarasu, a Post Doctoral Fellow in the Marie Curie action from Italy was the speaker, who provided insights into molecular studies related to Type I Diabetes Mellitus, focusing on Vitamin D modulating immune genes.

GUEST LECTURE



Department of Computer organized a guest lecture on "Empowering Entrepreneurs" on July 4, 2024, focused on cultivating entrepreneurial skills and mindset relevant to business planning, market research, and innovative thinking, which provided students with practical tools to navigate the entrepreneurial landscape. The enthusiastic participation of students highlighted their keen interest in entrepreneurship. They actively engaged in discussions and activities, gaining valuable knowledge effective articulation. on networking, and strategic planning. The lecture was highly beneficial, equipping students with essential skills and inspiration to pursue their entrepreneurial ambitions.



The Department of Information Technology organized a Guest Lecture on "Life Skills and Public Speaking" on July 5, 2024. Mr. S. Vidhyananth, a Soft Skill Trainer, was a resource person for the event, 45 students were participated. The session focused on developing essential life skills and honing public speaking abilities. Attendees gained practical insights and techniques to enhance communication effectiveness, confidence in public settings, and overall personal development. The lecture was instrumental in equipping participants with valuable skills necessary for professional and personal growth.



The Department of Computer Science organized a Student Development Guest Lecture on "The Role of Blockchain in Modern Business" on July 2, 2024. R. Akshaya, a Packaged Developer Associate App Accenture, was the resource person. 43 students were participated in the event, which focused on blockchain's transformative impact on business, enhancing security, transparency, and efficiency. She Discussed about real-world applications in supply chain management, financial services, and digital contracts, providing a comprehensive understanding of blockchain's potential. The session offered valuable insights into the future of blockchain and its role in driving business innovation.



The Department of Commerce II successfully organized a highly informative guest lecture on the "Assessment of Auditors Risk from Different Perspectives" recently. Ms. Chandana was the resource person, who shared extensive information related to auditing. Final year undergraduate students participated in the event and gained valuable insights and enhanced their understanding of this critical area of research. The lecture proved in deepening students' knowledge and preparing them for the complexities of auditing practices.



On July 2, 2024, the Department of Commerce organized an entrepreneurship Development Program titled "Leap Ahead in your Life - Discussing Seamless Possibilities" for III B.Com Accounting and Finance and CS students. A total of 67 students attended, the session and gained insights into startup initiation, challenges faced by entrepreneurs, and available opportunities. The resource person was Mr. Guru Vignesh, an Industrial Entrepreneur and Career Mentor from Coimbatore. He provided guidance on avenues for new startups. Students actively engaged in discussions, clearing doubts and enhancing their understanding of entrepreneurial ventures.

Orientation Program on "ADVANCED MS EXCEL WITH DATA ANALYTICS AND POWER BI"



The "Orientation Program on Advanced MS Excel with Data Analytics and Power BI" was organized by the Department of Commerce. The resource person, Kalpana V, a Business Data Analyst from Tiac. She shared her insights into the history and current opportunities of Advanced MS Excel. also Emphasized its importance alongside Power BI, she highlighted benefits such as enhanced data analysis, task automation, and improved decision-making abilities crucial for future careers. Guest speakers enriched students with advanced Excel and Power BI concepts. Approximately 70 students were participated and gained valuable knowledge and skills essential for their professional growth in data analytics and business intelligence.

Orientation Program on "JOYFUL LIFE"



The Department of Psychology organized a Guest lecture on "Joyful Life," which is led by Ms. Bhavithra T., a Psychological Counselor and Hospital Counselor at Tamil Yazhi Trust, PSG Hospitals. Ms. Bhavithra eloquently emphasized the importance of positive psychology and underlined its profound impact on both personal and professional growth. She provided a comprehensive overview of the key steps to cultivating a positive attitude towards life. Her inspiring presentation left a lasting impression on the participants which equipped them with valuable knowledge and motivation to pursue their ambitions with renewed vigor.

GUEST LECTURE ON THE ART AND SCIENCE OF WEAVING



On 05th August 2024, the Department of Costume Design and Fashion organized an enlightening guest lecture on the art and science of weaving. The session was to provide students with in-depth knowledge and practical insights into both traditional and contemporary weaving techniques. The event invited a renowned textile expert and master weaver with over two decades of experience in the field. His extensive expertise spans various

types of weaving, such as handloom, powerloom, and jacquard weaving. His contributions to the revival of traditional weaves and his innovative approach to sustainable textile production have earned him recognition both nationally and internationally. During the lecture, he demonstrated the intricate processes involved in setting up a loom, warping, and weaving patterns. The practical demonstration was particularly engaging, as students had the opportunity to observe and participate in the hands-on weaving session. The event was a valuable experience for all participants, enriching their understanding of weaving's technical and artistic aspects which inspired them to explore new dimensions in textile design.

ORIENTATION PROGRAM FOR CLASS INCHARGES



The First Year Class Advisors meeting, held in the RCAS Boardroom on August 19, 2024, which addressed several critical areas to ensure a smooth start to the academic year. Key topics included the update of the BU database, the importance of submitting original certificates, and the review of admission eligibility criteria. Advisors were

guided on data collection procedures and provided with a demonstration on how to enter biodata into the system. The meeting also covered the process for fee payments and emphasized the need for timely submission of all forms to the RCAS main office. It is performed that Advisors are responsible for ensuring compliance with these guidelines and updating the database accordingly to maintain accurate records.

"MODELLING"



On September 3, 2024, the Department of Costume Design and Fashion organized a seminar on "Modelling" at the Auditorium. The seminar covered essential aspects of modeling, including posture, runway walking, facial expressions, and posing techniques. 61 Participants, learned how to carry themselves with confidence, master different runway walks, and showcase clothing and accessories effectively through facial expressions and poses. The session included hands-on practice and personalized feedback from industry professionals, equipping students practical skills and valuable insights into the world of modeling.

LIFE SKILLS AND PUBLIC SPEAKING



The Department of Commerce organized a guest lecture on "Navigating Financial Markets" was led by Mr. B. Kesavamoorthy, Chief Research Officer at Sky Broking, Coimbatore. 50 students were participated in the session, which provided a comprehensive overview of financial markets, including stocks, bonds, commodities, and forex. Mr. Kesavamoorthy discussed market analysis techniques like fundamental and technical analysis, investment strategies, and the importance of diversification and risk management.

Importance of Tamil "TNPSC Exam"



On August 16, 2024, the Department of Costume Design and Fashion organized a guest lecture on the importance of Tamil in the Tamil Nadu Public Service Commission (TNPSC) exams, with a focus on the Language and Communication Skills section. The expert speaker Mrs. Balgis Anbia S, Assistant Professor highlighted how mastering Tamil significantly candidates' enhance performance in both preliminary and main exams. The session provided a valuable preparation strategies and tips to avoid common pitfalls. The event concluded engaging Q&A session, where 67 participants actively interacted with the speaker and they gained valuable advice for their TNPSC journey.

TRENDS IN FREIGHT FORWARDING



August 19, 2024, Department Management organized a guest lecture on "Trends in Freight Forwarding," Dr. Sandeep Kumar from KL University. Vijayawada, the inverted was speaker, addressed the impact of technology, regulatory changes, and global trade on the freight forwarding industry, which highlighted the importance of innovation in logistics and supply chain management. The session was highly interactive, Dr. Sandeep provided practical examples and case studies on making the lecture both informative and relevant.

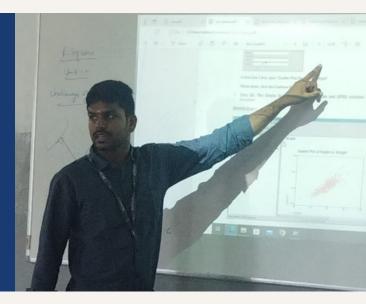
BUILDING EVERYDAY ENGLISH



On August 29, 2024, the Department of Mathematics organized a guest lecture titled "Building Everyday English" for all first-year undergraduate students. The session was led by Dr. Thippu Sultan, invited guest, Department of English, Puratchi Thalaivi Amma Government Arts and Science College, Palladam, emphasized the importance of language skills and the various elements of English that are essential for effective communication. He highlighted how skills enable individuals to explore the world and confidently engage in a multilingual society, both personally and professionally, in today's globalized environment.

RESEARCH METHODOLOGY: SPSS (BASIC LEVEL)

The Department of Management organized a guest lecture on Research Methodology: SPSS (Basic Level), designed to enhance students' understanding of data analysis tools. The session was handled by Mr. Anand, IT Administrator, provided valuable insights into the application of SPSS for research purposes. Students actively participated in the session, engaging with practical demonstrations and gaining hands-on experience in using SPSS for data analysis. The lecture offered essential skills to support students in their academic research and future professional endeavours.



AWARENESS ON APPEARING FOR COMPETITIVE EXAMS



A guest lecture on "Competitive Exams: Awareness on Appearing or Competitive Exams," it was a resounding success, with equipping participants with essential skills and knowledge to excel in their future endeavours. The session was featured by Mr. Prabakaran, Tamil Nadu Government's Audit Department, the resource person, delivered his lecture on the significance of competitive exams and outlined a clear preparation strategy. The diverse audience, eager to enhance their knowledge, benefited from his expertise and practical insights. Mr. Prabakaran's captivating presentation covered time management, effective reading habits, and their influence on overall well-being. The interactive format

encouraged participants to ask questions and engage in discussions, deepening their understanding.

CARRIER GUIDANCE

The Department Mathematics organized a career guidance on "Opportunities and Financial Aids for Science Graduates in HEIs" on June 26, 2024. Dr. K. Sumathi, Associate Professor and Head of the Department of Mathematics (Aided) **PSGR Krishnammal College**



for Women, Coimbatore, chief. was the she emphasized the demand for mathematically qualified individuals across various fields and highlighted job opportunities to motivate students, also provided insights into funding options, agencies, and the application process.

The Department of Commerce I organized a session on "Becoming a Chartered Accountant," on July 3, 2024, handled by Janani, a Chartered Accountant, as the resource person, explained the various levels of the CA examinations, salary packages, and innovative ideas with the students. The session aimed to familiarize students with the role of Chartered Accountants in job markets and entrepreneurship, emphasizing practical applications of exam knowledge.





The Department of Psychology organized a career guidance on "Navigating the Career Prospects Abroad: Opportunities and Strategies" on July 5, 2024. Mrs. Sindhu Muthukrishnan, Senior Counselor at Bluestone Overseas Consultants in Coimbatore. She eloquently discussed opportunities for aspiring

scholars in renowned educational hubs like the USA, UK, Germany, Canada, Sweden, and France. Mrs. Muthukrishnan provided valuable insights into pursuing careers abroad, offering strategic guidance on educational paths, opportunities, and the application process. The session equippedstudents with essentialknowledge to navigate international career prospects effectively



EXTENSION ACTIVITIES



The Psychology and Consumer Club teams spearheaded impactful drug awareness campaigns, while Computer Science students engaged in outreach efforts addressing cyber safety and digital literacy. The Physics department blended science with service through "Space on Wheels" and telescope demonstrations for students.

Departments like Commerce, Management, and Biotechnology extended their reach through plantation drives, orphanage visits, skill training, and health awareness programs. Activities like "Meendum Manjappai," organ donation awareness, and food bank contributions highlighted a commitment to environmental and humanitarian causes.



Artistic and cultural contributions were equally notable, with Costume Design & Fashion organizing a Saree Walkathon and donating clothes to newborns. Meanwhile, Visual Communication explored emerging tech through AR/VR initiatives.





NSS STUDENT'S ACHIEVEMENTS



Mythiliprabha, an NSS volunteer from Rathinam College of Arts and Science, Coimbatore, received a Certificate of Appreciation for her contribution as a volunteer in conducting the needs assessment survey for SMART's project on climate change in Tamil Nadu, 2024. The certificate was presented by Mr. Abeer Kapoor, Project Lead, SMART, in recognition of her dedicated efforts towards environmental awareness and sustainability initiatives.



Mythiliprabha, an NSS volunteer from Rathinam College of Arts and Science, Coimbatore, participated in the Organ Donation Awareness Programme (Gift Organ, Give Life) held on 22nd January 2025 at SNR Auditorium. The event was jointly organized by the National Service Scheme, Bharathiar University, and the NSS units of Sri Ramakrishna College of Arts and Science. Her valuable contribution and active participation were acknowledged as part of the programme, which aimed at spreading awareness about the significance of organ donation.

N.P. Yashmini of Rathinam College of Arts and Science, Coimbatore, was awarded a Certificate of Appreciation for her dedicated services in promoting Road Safety Awareness during the month of October 2024 in Coimbatore. The recognition was jointly signed by Dr. S. Rajasekaran, Managing Trustee of Uyir, and V. Balakrishnan, I.P.S., Commissioner of Police, Coimbatore City, highlighting her valuable contribution towards creating awareness on road safety.



Kishore R., a B.Sc. Psychology student from Rathinam College of Arts and Science, Coimbatore, participated in the Workshop on First-Aid Skills organized by the Indian Red Cross Society, Coimbatore District Branch, in association with PSG Institute of Medical Sciences & Research, Peelamedu. The workshop was held at Adithya International School, Idigarai, Coimbatore, on 8th and 9th October 2024, and aimed at equipping participants with essential first-aid knowledge and life-saving skills.



Competitions



As part of the celebration of National Statistics Day, the Ramanujan Club, Department of Mathematics organized STATFEST 2024 on June 26, 2024. The event was focused on various competitions, including Quiz, Essay Writing (in Tamil and English), and PPT presentations. The preliminary round of the quiz was conducted using the Kahoot App, where most participants solved statistical problems in the final round in a very short span. 40 students participated and show cased their knowledge and skills in the field of statistics.

In Coimbatore, the Central Bureau of Communication under the Ministry of Information and Broadcasting organized an awareness exhibition on the Central Government's 'Public Welfare Schemes' at the Police Community Hall near VOC Park. A week-long event featured a photo exhibition, Aadhaar correction services, awareness films, seminars, daily stalls. cultural programs, and competitions. Coimbatore MP Mr. Ganapathi Rajkumar inaugurated the event and toured the exhibits. Students received they are Prizes winners included Sai Kavia S, Aysha Parveen, and Nivetha S in Digital Elocution; R. Kalaiselvi, K. Kiruthika, and R. Monisha in Tamil Essay Writing; G. Sridhar, C. Mithun, and M. Christo Charles for Drawing; and others in additional categories. Rathinam College of Arts and Science was also honoured for its outstanding performance





The Department of Costume Design and Fashion at conducted the Floral Carpet 2k24 Competition in celebration of Onam. Students from various departments created intricate Poo kalam designs, show cased their teamwork and artistic skill. The Physics Department secured 3rd place, Microbiology secured2nd, and the Costume Design and Fashion Department won 1st prize. Held on September 6, 2024, at the Yoga Hall with 30 participants, the event brought festive spirit to the campus.

GLAM FEST FASHION SHOW 2024

On August 16, 2023, students from Rathinam College of Arts and Science's Media Club Fashion team left an indelible mark at the Glam Fest Fashion Show held at Fun Mall. Competing in categories such as Business Casual, Traditional, and Business Formal, they displayed exceptional talent and earned several prestigious titles.

"Mr. HANDSOME"

Mr. Karthick, a student, Department of Visual Communication, stood out with his impeccable style and confidence, which earned him the coveted title of "Mr. Handsome". His remarkable performance was a testament to his charisma and dedication.





RUNNER-UP IN Mr. GLAM FEST 2024

Mr. Vijay, from the Department of English, made a strong impression at the event,he secured the title of "Runner-Up in Mr. Glam Fest 2024". His captivating stage presence and elegance were widely appreciated by the judgesand audience alike.

Additionally, Ms. Varsha, Department of Psychology, was crowned "Ms. Glamm", which added another feather to the team's cap. The event organizers lauded the students for their outstanding achievements and expressed heartfelt gratitude to the Department Heads and to Mr. TJ Raju, Media Club Coordinator, for their unwavering support and expert training.



GROUP SONG COMPETITION

Ms. Lakshmi, Department of Psychology, Mr. Fahid, Department of Visual Communication, and Mr. Rahul, also from Visual Communication - secured 2nd place in the Group Song competition organized by SNR College on August17, 2024. The students received certificate and trophy.

Our student Ms. Shruti M. undergraduate student of Psychology Department has achieved remarkable success at the State Championship organized by the Kalarippayattu Association of Tamilnadu. She has won the second prize in Chuvadukal and the first prize in both Urumi Veeshal

and Kettu Kari categories of the Kalarippayattu sport. This prestigious accomplishment showcases her dedication, skill, and



passion for the ancientmartial art of Kalarippayattu. We are incredibly proud of her achievements and wish her continued success in her future endeavors.

RUNNER IN KALARIPPAYATTU



LITERATURE INSIGHT: THE ART OF MASTERING REVIEWS

The "Literature Insight: The Art of Mastering Reviews" competition, took place from October 18 to October 21, 2024, organized by the Department of Psychology in partnership with the NDLI Club. Dr. K. Prabhakaran, Innovation Ambassador and Assistant Professor from the Department of Commerce, Rathinam College of Arts and Science, Coimbatore, was the Chief Guest.It was intended to promote excellencein writing Reviews of Literature (RoL). Two original RoLs were required of participants, and their completeness, uniqueness, and applicability were assessed. The contest highlighted how crucial research and critical thinking abilities are to academic writing. Prizes were given to the best

contributions, demonstrating the caliber of the work that was submitted by Ms. Kaviya P, an Assistant professor of psychology, organized the event, with a huge success. The Department would like to express their gratitude to Dr. Prabhakaran, and to the competitors, and all those who helped make this competition an important academic undertaking.

AWARENESS PROGRAM



Dr. S. Karikal Pari Shankar, Assistam Commissioner addressing the students and other algnitaries-Ravi, Inspector of Police; Dr. Balasubramanian, Principal of Rathinam College; Vetriselvi, Police Inspector, Podanur Investigation Division and A. Ashif Ahamed, a public speaker and anti-drug activist.

Rathinam College Counselling Cell and Rathinam NSS organized a Drug Awareness Program on Monday, 24th June 2024, in observance of the International Day against Drug Abuse and Illicit Trafficking.

The event, aimed at raising awareness about the detrimental effects of drug abuse and the importance of combating illicit drug trafficking, drew significant participation from students, faculty, and community members.

The program featured esteemed speakers, including Dr. S. Karikal Pari Shankar, Assistant Commissioner; S. Ravi, Inspector of Police; and A. Ashif Ahamed, a public speaker and anti-drug activist.

Dr. Shankar provided a comprehensive overview of the current drug abuse scenario, sharing alarming statistics and emphasizing preventive measures such as education and awareness programs.

Ravi discussed the challenges faced

by law enforcement in curbing drug trafficking and highlighted the importance of community involvement. Ahamed delivered a motivational speech, sharing personal anecdotes and emphasizing hope and resilience in overcoming addiction. Coordinated by Dr. A. Seethalakshmy and M. Gnana Sekar.

The event began with a welcome address by Dr. S. Balasubramanian, Principal of Rathinam College, who underscored the collective responsibility in fighting drug abuse. The program concluded with a Q&A session, engaging the audience in practical steps to contribute to a drug-free community.

Dr. Seethalakshmy expressed gratitude to the speakers and participants, reinforcing the importance of continuous education and community engagement. The event highlighted the power of collaboration in addressing drug abuse and illicit trafficking, inspiring attendees to actively participate in creating a drug-free society.



On July 1, 2024, Department of Microbiology organized a Club Orientation Program. Dr. Mohan Kumar, Rathinam College of Physiotherapy, Coimbatore, was the chief guest, explained the role of physiotherapists in healthcare. He emphasized dedication, continuous learning, and compassion in patient care, which inspired 85 students. The interactive session highlighted career challenges and rewards, motivating students to pursue healthcare with passion. The program successfully encouraged commitment to professional goals, leaving a profound impact and aligning with the department's mission to nurture future healthcare leaders.



The Department of Management organized an awareness session on the International Day against Drug Abuse and Illicit Trafficking. The Session was featured bv Dr. Nivedita Selvakumar, MBBS, MD (Psychiatry), DNB, Post Doctoral Fellowship- Child and Adolescent Psychiatrist at KMCH, Coimbatore. The event aimed to educate students about the risks associated with substance abuse and importance of prevention. Key highlights included understanding drug abuse, health risks, prevention strategies, and the role of students in promoting a drug-free lifestyle. The session concluded with an emphasis on making responsible choices and supporting each other maintain drug-free environment. a Participants were encouraged to apply the knowledge gained and continue spreading awareness beyond the session.



The Marketing Expo 2024 at Rathinam Campus on July 6, 2024, organized by Department of Management and Management Club. It developed student's creativity, emphasized learning in marketing trends, and fostered valuable industry connections.

DRUG ABUSE ON WORLD DRUG AWARENESS DAY



On June 26, 2024, Rathinam Counselling Cell and Department of Psychology jointly organized an awareness program on drug abuse in favor of World Drug Awareness Day. Students from II M.Sc. Applied Psychology conducted informative sessions across campus, which was led by Manikandan, Sakthi, Hadlin. They emphasized risks, prevention strategies, and promoted a drug-free environment, fostering open discussions on substance abuse's

impacts. The program aimed to empower peers with knowledge for informed decisions, aligning with Rathinam College's commitment to holistic student development and responsible citizenship. These efforts contribute to a safer, healthier campus community amidst global efforts against drug abuse.

YOGA AWARENESS PROGRAM



Rathinam College of Arts and Sciences, collaboration with the Department of Commerce and the Tamil Forum, organized a yoga awareness program on August 1, 2024, in celebration of International Youth Day. The event featured by a special guest Arulnidhi A. Kalimuthu, Deputy Secretary of the Manavalakkalai Foundation, Coimbatore. The yoga session, conducted in the yoga room with musical accompaniment. It was designed to teach the benefits and practice of yoga. Sixty students participated in this event, which was successfully conducted under the leadership of Dr. T. M. Hemalatha, Dean School of Commerce, and Dr. V. T. Dhanaraj, Head of the Department of Post Graduate Research and Commerce, with the supervision of Prof. C. Kumuda, Tamil Forum Coordinator.



Department of Psychology successfully organized a session "Introduction to Psychological Assessments," which was handled by Clinical Psychologist Mr. Varun Muthuchamy. The event, drew students from various colleges, featured discussions and activities engaging psychological assessment tools. Ms. Nivedha and Ms. Poorvajaa, Assistant Professor, welcomed participants and introduced Mr. Varun. Dr. Saroj Sangeetha, Counselor at Rathinam Group of Institutions, honored the resource persons. The covered various assessment tools. session including intelligence and personality tests, with practical examples provided by Mr. Varun. An open forum was allowed to the participants to ask questions, clarifying complex topics and enhancing the session's value and positive Feedback was given, by many students and showed interest for future sessions. The event concluded with certificate distribution by Mr. Varun and a vote of thanks from Ms. Boomika.

THE MIND WELLNESS SERIES: "HOPE AND HEAL"



On August 30, 2024, the RathinamCounselling Cell conducted a session on "Hope and Heal" as part of the Mind Wellness Series. The event was an integral part of ongoing commitment in promoting mental health awareness and providing essential support to college community. It focused on the themes of hope and healing. The program began with an overview of mental wellness, exploring key topics such as emotions, stress management, anger management, the importance of life, setting goals, and motivation. An interactive component allowed participants to share their experiences and seek guidance on personal challenges. The event raised awareness about the importance of mental wellness and highlighted the availability of counseling services on campus.

CELEBRATION OF WORLD MENTAL HEALTH DAY



In celebration of World Mental Health Day, the Department of Psychology organized a special mental health activity designed to foster positivity and strengthen bonds among faculty members. Instead of verbal sharing, participants were encouraged to write down their positive thoughts, appreciation, and gave encouraging messages to their colleagues. These messages were shared anonymously, creating a safe and comfortable space for expressing gratitude and support. This thoughtful approach allowed participants to reflect deeply on their relationships, helped to cultivate a positive atmosphere and reinforce mutual respect and empathy among the faculty. The activity subtly promoted mental well - being, leaving everyone with a renewed sense of connection and appreciation for their peers. The event was a heartwarming success, contributing to a more supportive and emotionally enriching environment.

HEALTH & HYGINE



The Department of Mathematics organized a Life Skill Program titled "Yoga: Cultivating Peace and Energy with Resistance," which was led by Dr. V. Rajalakshmi, Head and Assistant Professor of the Department of Management. Dr. Rajalakshmi provided comprehensive insights into yoga, meditation, and exercise, teaching techniques to boost energy and concentration. She emphasized pranayama for mental health and stress reduction and highlighted walking'sbenefits for overallwellbeing. The session was highly engaging and interactive, with students actively participating in practical exercises. Dr. Rajalakshmi noted that incorporating these practices into daily routines enhances both physical and mental potential. Overall, it was an enriching program.



The Department of English organized a life skill program on "Public Health and Hygiene" on July 30, 2024. The event was featured by Mr. I. Ponnilavarasan, Associate Professor and Head, Department of Pharmaceutical Analysis at KMCH College of Pharmacy, Coimbatore. The program aimed to raise awareness and educate participants on essential health practices, emphasizing the importance of maintaining good hygiene and understanding public health measures.



The yoga program titled "Holistic Wellness through Yoga for Physical and Mental Health," was organized by the Department of Psychology on June 24, 2024, at 2:00 PM, the event was led by renowned yoga practitioner and wellness expert, Ms. P. Malathi. 35 students were participated in the session, which focused on integrating yoga practices to enhance both physical and mental health. Malathi guided participants through yoga postures, breathing exercises, and meditation techniques, emphasizing the mind-body connection. Participants shared feeling rejuvenated and relaxed, with reduced stress levels. Malathi's expertise and engaging teaching style inspired many to adopt these practices into their daily lives.



The Department of Commerce organized a Yoga Program on Positive Thinking and Meditation for II B.Com. Accounting and Finance and FS students. Attended by 42 students, attended the session. It was led by Mr. R. Karthieshwaran, a Yoga, Kalari, and Silambam Master from SNV Matriculation School, Coimbatore. He demonstrated yoga asanas and highlighted their importance in daily life, which inspired students to embrace yoga and meditation for mental and physical well-being.



MEMORANDUM OF UNDERSTANDING!

MOU SIGN

memorandum of understanding (MoU) is a non-binding agreement between two or more institutions to collaborate on academic, cultural, or other activities. The purpose of an MoU is to promote cooperation and understanding between the institutions.



EXCITING PARTNERSHIP ANNOUNCEMENT!

We are happy to announce a significant milestone that marks the beginning of a transformative journey in strategic collaboration, knowledge sharing, and mutual growth. Rathinam College of Arts and Science has proudly signed a Memorandum of Understanding (MoU) with MSME Central Footwear Training Institute (CFTI). This partnership is set to unlock new horizons in innovative skill development, and research, entrepreneurship opportunities. Together, we look forward to fostering innovation, empowering individuals, and creating meaningful impact.



ABOUT

The Ministry of Micro, Small and Medium Enterprises (MSME) of India signed a Memorandum

of Understanding (MoU) with the United States Small Business Administration (US-SBA) on August 13, 2024

THE MOU WAS SIGNED IN NEW DELHI.

Maximum subsidy would be 15% of the project cost (20% for NER and Hill States).

www.rathinam.in



The Department of Management at Rathinam College of Arts and Science (RCAS has signed an MoU with Take off Aviation, Salem, to enhance the course BBA Aviation Management program. This partnership will provide the students with industry exposure through internships, airport visits, and interactive sessions with aviation professionals. The MoU also includes guest lectures, live projects, and workshops that offer hands-on learning, bridging the gap between academic theory and practical application. The MoU was Signed by Dr. R. Manickam, CEO & Secretary of Rathinam Groups, and Prasanna Kumar, CEO of Take off Aviation, the collaboration aims to equip students with skills for success in the evolving aviation industry.



Rathinam Institute of Management signed a Memorandum of Understanding (MoU) with Harvard Business School Publishing (HBSP). The MoU was signed online by Dr. S. Balasubramanian on behalf of Rathinam College of Arts & Science in the presence of Dr. R. Manickam, CEO & Secretary, Dr. V. Rajalakshmi, HOD-Department of Management, and Brandon Hight, Senior Director of Customer Success at Harvard Business School Publishing. Dr. S. Balasubramanian, Principal of Rathinam College of Arts & Science, remarked, "This collaboration marks a major milestone in our mission to offer a world-class business education"



Rathinam College of Arts and Science (RCAS) has signed a Memorandum of Understanding (MoU) with Miles Education, a leading training provider for US Certified Public Accountant (CPA) and Certified Management Accountant (CMA) programs. This strategic collaboration is designed to offer students to get the unique opportunity to pursue the prestigious US CPA certification along with their regulardegree courses.

To speak about the event, Dr. Manickam R, Chief Executive Officer of Rathinam Group of Institutions, highlighted the significance of global certifications like US CPA in bridging the skill gap in the fields of accounting and finance. He emphasized how such initiatives can empower students to stay competitive in the global job market and achieve professional excellence.

This partnership marks a significant step in enhancing the academic offerings at RCAS, equipping the students with internationally recognized credentials and preparing them for rewarding careers in the dynamic world of finance and accounting.



Anugraha

Freshers Induction



The "Freshers Induction Program," affectionately known as "Anugraha - 24," unfolded on July 17th, 2024, marking a spirited welcome to the first-year students embarking on their academic journey for the year 2024-25. The event was graced by the esteemed presence of Mr. Erode Mahesh, Motivational Speaker & Actor, known for his work on Vijay TV. With eloquence and wisdom, he shared invaluable insights from his life experiences, urging the eager into the students to seize the opportunities that lay before them. His words resonated deeply, igniting a spark of motivation within the hearts of the new entrants. Following this inspiring address, Dr. S. Balasubramanian, the Principal of Rathinam College of Arts & Science, warmly welcomed the Freshers

His words radiated encouragement and reassurance, setting the tone for a supportive and nurturing academic environment. The Presidential address was delivered by Dr. Madan A. Sendhil, Chairman of Rathinam Group of Institutions. Dr. R. Manickam, the dynamic CEO & Secretary, took the stage next, illuminating the vision and mission of the college with clarity and conviction. He underscored the institution's unwavering commitment to providing quality education and a host of opportunities and facilities to foster holistic growth and development. With each speech, the stage was set for an enriching and transformative journey ahead, as Rathinam College of Arts and Science opened its doors to a new cohort of bright minds poised to leave their mark on the world.





PG - FRESHER INDUCTION 2024

On August 31, 2024, Rathinam College of Arts and Science warmly welcomed the first-year postgraduate students to embark on their academic journey for 2024–2025 with the "PG Freshman Induction Program," affectionately known as Anugraha '24. The event was graced by Mr. Pradeep Menon Perinchery, Director of Cybersecurity at NxxT, Coimbatore, who inspired the students to embrace the opportunities ahead by sharing invaluable insights from his life experiences.

The presidential address by Dr. Madan

A. Sendhil, the Chairman, Rathinam Group of Institutions, Mrs. Shima Sendhil, Director, Rathinam Group, and Dr. S. Balasubramanian, Principal, who extended a warm welcome to the new students. Dr. Balasubramanian's words fostered a supportive atmosphere, offering assurance and motivation for the academic year.

Following this, Dr. R. Manickam, CEO and Secretary, passionately discussed the vision and mission, of the college emphasizing the institution's dedication to providing not only an excellent education but also a wealth of opportunities and resources for students' holistic growth.

Each address deepened the sense of promise and excitement as Anugraha '24 set the foundation for a transformative experience. Rathinam College of Arts and Science proudly welcome this new cohort of bright minds, poised to make a meaningful impact on the world.











78th Independance Day Celebration

The 78th Independence Day celebration on August 15, 2024, was a grand occasion filled with pride, patriotism, and fervour. The flag hoisting ceremony was conducted with honor and dignity, led by the chief guest, Dr. K. Asokan, B.V.Sc, MSW., Former Director of Zoo and Forest Veterinary Officer Sathyamangalam. His presence added a special significance to the event. The parade, a hallmark of Independence Day celebrations, was organized and executed with precision and discipline by the National Cadet Corps (NCC) cadets. Their immaculate drill and spirited display showcased the commitment of our youth towards the ideals of unity, discipline, and national service.







Envinsion



A Celebration of Creativity, Culture, and Innovation

The Envision 24' Inter-Intra College Fest, organized by the School of Fine Arts, was a grand celebration of creativity, talent, and spirited competition, marked by enthusiastic participation from colleges across the region. A vibrant confluence of artistic flair, innovative thinking, and cultural expression, the fest provided an enriching experience for all attendees. Featuring a diverse array of competitions designed to challenge and inspire, Envision24' fostered collaboration and friendly rivalry among students who showcased their skills across artistic, cultural, and entrepreneurial domains. With an impressive total of 357 participants -215 inter - college and 142 intra - college - the events were a spectacular display of creativity and innovation. Krishna Adithya College, Coimbatore emerged as the overall winners of the inter-college competition, while the Microbiology Department claimed top honors in the intra-college contests, demonstrating that academic brilliance can blend seamlessly with artistic expression. Envision 24' was a powerful testament to the creative spirit and cultural richness thriving within our student communities, leaving an indelible mark on participants. Its success reflects the dedication and passion of both students and organizers, and we eagerly look forward to future editions that will continue to inspire and nurture the next generation of talent.

MEGA JOB FAIR 2024







Welfare and Skill Development, District Administration, Government of Tamil Nadu, Directorate of Employment and Livelihood, and the Coimbatore District Employment and Career Guidance Centre, organised a Mega Private Sector Job Fair on 21st September 2024 at the college premises from 8:00 AM to 3:00 PM. The Job Fair was conducted with the intention of providing employment opportunities for all, ranging from 10th standard pass candidates to graduates from various departments, ensuring that every qualified candidate could benefit. Thousands of job seekers participated, and the fair created a valuable bridge between job seekers and employers. Many participants were successfully selected, and several received appointment orders on the spot. The Mega Job Fair was inaugurated by Thiru. Kranthi Kumar Pati, I.A.S., District Collector of Coimbatore. Dr. Madan A. Senthil, Chairman, Dr. R. Manickam, CEO, and Dr. B. Nagaraj, CBO, Rathinam Group of Institutions, presided over the event. The welcome address was given, by Mr. Karunakaran, Deputy Director, District Employment Guidance Centre, Coimbatore. Ms. A. Jothimani, Regional Associate Director, Coimbatore, explained the project details, while Ms. Madhura, Associate Director/Project Director, Women's Project, Coimbatore, delivered a special address. Mr. C. V. Ganesan, Minister for Labour Welfare and Skill Development, presented appointment letters to the selected candidates. This year, around 12,000 candidates participated in the fair. More than 275 reputed companies took part,

Rathinam College of Arts and Science, in association with the Department of Labour

offering over 15,000 job vacancies. Nearly 2000 candidates received appointment orders during the event. The vote of thanks was delivered by Dr. S. Balasubramanian, Principal, Rathinam College of Arts and Science. The event concluded successfully, leaving a mark as one of the largest and most impactful job fairs in the region.













ds. Shima Sendhi Director Rathinam Group

RATHINAM STAR AWARDS 2024







Rathinam Star Awards 2024

Rathinam College of Arts Science organized the "Rathinam" Star Awards - A Celebration of Inspiration" on October 29, 2024, in the college auditorium, to recognize faculty for their exceptional achievements. Awards spanned categories such as Excellence in Teaching. Innovative Teaching, Community Engagement, Research, Industry Connection, and Distinguished Service, over 150 applicants and winners selected after evaluation.

The Special accolades included the 'My Favourite Teacher' Award and the Rathinam Award Distinguished Service, to honour faculty for their contributions and dedication. The event was presided over by Dr. Madan A. Sendhil, Chairman of Rathinam Groups, with inspiring addresses from Shima Sendhil and Dr. R. Manickam. CEO & Secretary. The event was organized under the leadership of Dr. S. Balasubramanian, Principal, and Dr. S.N. Suresh, Vice Principal. The celebration highlighted Rathinam's commitment fostering faculty excellence and innovation.



Rathinam College of Arts and Science, Department of Computer Science under the RAISE SMART Club, organized a grand Christmas celebration titled "Jingle Bells 2K24" on 20th December 2024 at Tower B Portico. The celebration began with exciting competitions including Christmas Tree Making (I UG), Christmas Star Making (II UG), and Christmas Crib Making (II UG & PG), where students showcased their creativity and festive spirit through innovative designs and decorations. The competitions, held from 11:00 am to 1:30 pm, witnessed enthusiastic participation and highlighted the teamwork and artistic talents of the students.

The main celebration commenced at 2:00 pm with vibrant cultural performances, carols, and the much-awaited entry of Santa Claus, which added to the festive cheer and excitement. The entire venue was beautifully decorated with stars, lights, and holiday ornaments, creating a joyful and magical atmosphere. Delicious treats and refreshments were shared among students and faculty, symbolizing the spirit of togetherness.

The event was coordinated by Mr. Bibin Baby, Mr. Abraham Dinesh, Ms. Sneha Rose, and Ms. Hannah Juliet, under the guidance of the Organizing Secretary, Dr. D. Vimal Kumar, Associate Professor and Head, Department of Computer Science. The celebration was a memorable success, spreading happiness, unity, and the true essence of Christmas among the Rathinam family.





X - MAS CELEBRATION - 2025











ALUMNI MEET'25



The Rathinam Alumni Cell of Rathinam College of Arts and Science successfully organized an Alumni Reunion for students admitted during the academic years 2013–14, 2014–15, 2015–16, 2016–17, and 2017–18. The event, held at the college campus, witnessed an enthusiastic participation of around 200 alumni, who gathered to relive their cherished memories and reconnect with batchmates and faculty. The reunion featured a variety of engaging activities, including

fun games, a nostalgic campus tour, and interactive networking sessions. A special recognition program was also conducted to honor distinguished alumni for their professional achievements and contributions to society. The event provided a platform for alumni to explore the college's latest developments and strengthen their lifelong bond with their alma mater. Faculty members and



college administrators warmly welcomed the attendees, emphasizing the significance of alumni engagement in the institution's growth. The Rathinam Alumni Cell expressed gratitude to all participants and reaffirmed its commitment to fostering a strong alumni network. The reunion concluded on a joyful note with group photographs, heartfelt interactions, and a renewed sense of connection among the Rathinam family.



PONGAL CELEBRATION - 2025



Rathinam College of Arts and Science had the traditional celebration: Rathinam Pongal 2025, Uzhavar Thiruvizha, celebrated Tamil Nadu's rich cultural tapestry and emphasize unity, tradition, and community engagement. The event began with the school-wise Pongal Preparation, where students from various schools prepared traditional pot Pongal, fostering creativity and teamwork. The Grand Parade showcased beautifully decorated tractors representing each school, adorned with intricate cultural motifs and native breed animals, birds, Maavilaku, and Molaipari.

The celebration also featured traditional dance performances, such as Oyilaatam, Puli Aatam, and Mayil Aatam, accompanied by live music. Special awards were presented in several categories, highlighting the role of livestock in Tamil Nadu's agricultural ecosystem and the importance of preserving and promoting indigenous breeds.

Vote of thanks proposed by Mr. Ganasekar, Assistant Professor and NSS Coordinator, expressed gratitude to all participants, volunteers, faculty members, and the entire community for their collective efforts. Rathinam College's Rathinam Pongal 2025 was a remarkable event that seamlessly blended tradition, culture, and community spirit, serving as a fitting tribute to the joyous spirit of Pongal and Tamil Nadu's rich agricultural heritage.













76th— **REPUB**



Rathinam College of Arts and Science celebrated its 76th Republic Day on 26.01.2025. The special guest of this auspicious day is Mr. Ramesh Theagarajan, President, Rotary Club of Cosmopolitan, Coimbatore and Mr. Karthikeyan N, CRM Lead RPM International, Coimbatore - (Alumni: 2007 - 10). The event started with Parade by NCC Cadets. Following the event Mr. Ramesh Theagarajan hoisted the flag. The prize was given to the prize winners for the events conducted by various departments on the occasion of republic day. The sweets were distributed to the staff and students.

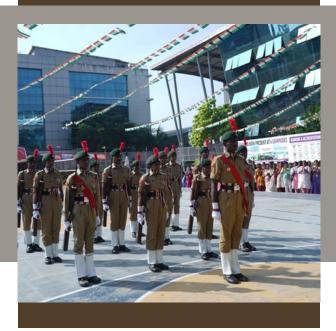
















The Rathinam F-series refers to a recurring cultural and creative festival at the Rathinam Group of Institutions that celebrates the fusion of Food, Fashion, and Film. Organized primarily by the Departments of Visual Communication and Costume Design and Fashion, the event features short film contests, fashion shows, and other creative activities, providing a platform for students from across India to showcase their talents and compete for cash prizes on 28th Feburary 2025.







ONAM CELEBRATION 2024

Sep 13th 2024

The "Thiru Onam Celebration -2024" was celebrated in the college premises amidst much fanfare the Institution. The celebrations started with setting up of an floral attractive decoration (pookolam) in the reception area that was reminiscent of the agrarian past of Kerala, a south Indian state. The arrival of the Mahabali amid the beats of Panchavadayam and the band were well received by the audience. A rally started at the college entrance and ended at the Vinayagar temple, with the students dance and beats of chandamelam. The cultural programme like onappattu, group and solo songs and songs, Tiruvathira kali were performed by the students.







Honoring 1,365 Graduates as They Embark on a Journey of Innovation and Success

In March 16th2025, Rathinam College of Arts Science proudly conducted its Graduation Ceremony at Rathinam Grand Hall, celebrating the achievements of 1,365 graduates across Undergraduate Postgraduate Programs. The event was graced by Mrs. Shima Sendhil, Director, Rathinam Group of Institutions, who inspired students embrace to perseverance, and lifelong innovation. learning. Pragadeesan T, Associate Director, EY GDS, emphasized the importance of leadership and digital transformation, while Mr. Hari V P Rao, Director, Annalect India, motivated graduates to seize corporate opportunities and en-hance their analytical skills.





Faculty corner



FDP ON EXCEL IN EXCEL

The faculty development program (FDP) session aimed to update faculty members on the latest advancements in Excel, Word, PowerPoint, and their associated shortcuts. The session was taken by Mr. M. Parthasarathy from The Institute of Advanced Computing. This training provided faculty with essential skills to enhance their productivity and efficiency in using these tools for academic and administrative purposes.

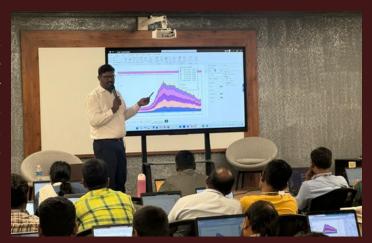
"EMPOWERING EXCELLENCE: A COMPREHENSIVE TRAINING PROGRAM"

The five-day FDP at Rathinam College of Arts and Science, Coimbatore, covered diverse topics. Dr. S. Balasubramanian, Principal focused on Outcome Based Education. Dr. KPV Sabareesh, Dean R&D guided research and funding strategies. Dr. Srinidhi emphasized student counseling. Dr. T.M. Hemalatha Dean School of Commerce enhanced teaching practices. Dr. S.N. Suresh, Vice - Principal addressed academic processes and institutional excellence.



AI Training Program: Incorporating AI Tools in Academics and Research - Hands-on Session

The AI Training Program on "Incorporating AI Tools in Academics and Research" equipped faculty members with essential AI knowledge and practical skills. Over five days, they explored AI fundamentals, data management, model development, and advanced techniques. The Hands-on sessions and collaborative projects ensured participants to integrate AI into their academic research.



Head Styles - Leadership Training Program





The AI Training Program on "Incorporating AI Tools in Academics and Research" equipped faculty members with essential AI knowledge and practical skills. Over five days, they explored AI fundamentals, data management, model development, and advanced techniques. Hands-on sessions and collaborative projects ensured participants were ready to integrate AI into their academic research.

EIGHT-DAY FACULTY DEVELOPMENT PROGRAM

faculty Dr. K. Prabhakaran successfully completed an eight-day Faculty Development Program (FDP) on "Global Business Foundation Skills." The program, held from 20th August to 28th August 2024, was organized by Infosys Technologies at their Mangalore campus. This **FDP** essential **ITEs** concentrated on skills. including aptitude, English proficiency, and facilitation techniques for faculty members.



5TH STATE LEVEL INTERCOLLEGIATE SPORTS COMPETITION FOR COLLEGE TEACHERS GURUKSHETRA 2024

The Department of Internal Quality Assurance Cell at Rathinam College of Arts & Science organized the 5th State Intercollegiate Sports Level Competition for College Teachers, "Gurukshetra 2024," on July 6, 2024. The event saw participation from 438 teams representing 40 colleges. Sri Krishna College won the overall trophy in the women's category, while Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore. received the overall trophy in the men's category. The competition featured seven different games, providing a platform for college teachers to showcase their athletic skills and foster a spirit of camaraderie and sportsmanship.













The School of Commerce had its triumphant on completion of **AASAN UTSAV** on AUGUST 10, 2024 (Saturday). This vibrant event featured an array of **20 engaging games** specifically designed for our esteemed faculty members, aimed at fostering enthusiasm and promoting the teambuilding activities. The Four special awards were presented to recognize outstanding performances in these games. During the afternoon session, awards and cash prizes were distributed to faculty members as a token of motivation and appreciation for their invaluable contributions to academic excellence, institutional development, and student success. We are proud to announce that the **School of Fine Arts** secured the **Overall Trophy**, celebrating their collective achievements and outstanding participation in the event. AASAN UTSAV was a resounding success, reflecting the spirit of camaraderie and excellence that defines our institution.

FACULTY TOUR



Staff Tour - Aasan Utsav 25

The Rathinam College of Arts and Science organized its annual Staff Tour – Aasan Utsav 25, an exciting outdoor adventure activity, with around 200 faculty members participating enthusiastically. This year's destination was the breathtaking hill stations of Kanthaloor, Munnar, and nearby attractions, offering a perfect blend of relaxation, adventure, and togetherness.

The journey provided a refreshing break for the staff, with visits to scenic waterfalls, lush green valleys, spice plantations, and off-road jeep adventures. Faculty members explored the natural beauty of Kanthaloor's apple orchards and serene landscapes, followed by the misty hills and tea gardens of Munnar, creating unforgettable memories.

The tour not only strengthened team bonding but also gave the staff an opportunity to rejuvenate amidst nature, away from their routine academic responsibilities. With laughter, exploration, and shared experiences, Aasan Utsav 25 truly lived up to its motto of "Exploring new places, making new memories."











COMBIZ EXPO 2024

EXPO CORNER 2K24

The School of Commerce successfully organized the COMBIZ EXPO 2K24, a Mega Inter- Collegiate Commerce Exhibition aimed at nurturing business ideas among the college students.



An exhibition took place on August 8, 2024, at the auditorium, providing a vibrant platform for students to showcase their innovative ideas, connect with industry professionals, and gain valuable insights into the dynamic field of commerce. As a chief guest CA. Sivashankar Thirumurthi, B.COM., ACA., CPA (Aust), Chartered Accountant, Coimbatore, was welcomed. He inaugurated the event with an inspiring opening ceremony. College's chief patrons, Dr. S. Balasubramanian, the Principal of Rathinam College of Arts and Science, and Dr. T. M. Hemalatha, the event's Convenor, played crucial roles in motivating the students and facilitating various networking opportunities for all attendees. The organizers were delighted with the success of the exhibition, which gathered participation over 60 students from various colleges, each showcased their initiatives with logical creativity. The students from Sri Krishna College of Arts and Science won the cash prize, while the runner-up position was awarded to the students of Dr. SNS Rajalakshmi College of Arts and Science.







Microbial Magnifest

The "Microbial Magnifest" offered a captivating exploration of micro-organisms through various displays, including microscopic slides of bacteria, algae, and fungi, along with Petri plates and thermocol models. Over 300 participants, students from various schools, undergraduates, postgraduates, and staff members, actively engaged in the exhibition. A standout feature was the spin wheel contest, where participants viewed their own hair, nail, saliva, and sweat samples under the high-quality microscopes. This hands-on experience provided a unique look into the microscopic world. The event also served as a valuable learning experience for the PG biotech students who organized it, which offered them significant insights into event management and coordination. On 25th and 26th July 2024, Rathinam College's School of Science organized a medicinal plant exhibition under the DBT STAR College Scheme. The event was organized by the Departments of Microbiology and Physics, in collaboration with local herbalists and environmental groups, the event aimed to educate the benefits and conservation of medicinal plants. Over 900 attendees, including students, faculty, and researchers, engaged with displays featuring regional medicinal flora, their properties, and scientific research.

NATIONAL SEMINAR

INNOVATION AND DIGITALIZATION IN INDIA'S INSURANCE INDUSTRY



The Department of Commerce in collaboration with the Insurance Institute of India, Mumbai, successfully organized a national-level seminar on Innovation and Digitalization in India's Insurance Industry on 23rd December 2024. The seminar marked a significant milestone in exploring the transformative potential of digitalization in the insurance sector.

Theseminar was gracedby distinguished guests, including:

- Sri T. P. Rajendrakumar, Chairman, Coimbatore Insurance Institute, and Senior Divisional Manager, LIC of India, Coimbatore
- ACMA Reshma S. Nair, Assistant Manager Finance, V-Guard Industries Ltd., Head Office,
 Cochin
- Shri V. Vetrivel, Vice-Chairman, Coimbatore Insurance Institute
- SriJ. Pravin Kumar, Honorary Treasurer, Coimbatore Insurance Institute

The special addresses shed light on the evolving landscape of the insurance industry and the role of digital innovation in driving change.

The seminar drew an impressive participation of 345 attendees from various colleges, including Students, Research Scholars, Assistant professors, and Professors. The highlighting feature of the event was the presentation of 58 research papers by students, showcasing their insights and innovative ideas on digitalization in the insurance sector.

The seminar served as a dynamic platform for meaningful discussions, networking, and collaboration among key stakeholders in the insurance industry, fostering a spirit of innovation and knowledge-sharing.

Memorial Lecture on National Integration & Dr. Syama Prasad Mookerjee



Rathinam College of Arts & Science hosted a remarkable Memorial Lecture on National Integration and Dr. Syama Prasad Mookerjee on June 25th, 2024, at 2:00 PM in the Rathinam Auditorium. This highly impactful event brought leaders, educators, and students together to discuss the critical importance of fostering unity within our diverse nation.

The event was featured by Prof. P. Kanagasabapathi, Secretary & Trustee of the Syama Prasad Mookerjee Research Foundation (SPMRF), New Delhi, as the Chief Guest. His insightful address shed light on Dr. Syama Prasad Mookerjee's visionary contributions to national integration and emphasized the role of collective effort in achieving a cohesive society.

The program commenced with a warm welcome by Dr. S. Balasubramanian, Principal of Rathinam College of Arts & Science, setting the tone for an inspiring afternoon. Dr. Madan A. Sendhil, Chairman of Rathinam Group of Institutions, delivered a powerful Presidential Address, highlighting the importance of unity and dedication in building a stronger, more harmonious Nation.

The event concluded with a heartfelt Vote of Thanks by Dr. R. Manickam, CEO & Secretary of Rathinam Group of Institutions, who expressed gratitude to the esteemed speakers, Participants, and organizers for their unwavering support and enthusiasm.

Through the thought-provoking discussions and inspiring speeches, the Memorial Lecture underscored the enduring relevance of Dr. Mookerjee's vision for national integration. The Participants left the event with a renewed sense of purpose and a commitment in fostering unity and understanding in their communities.

INDIAN KNOWLEDGE SYSTEM PROGRAME



INSIDE INSURANCE: ABOUT INSURANCE AND ITS JOB OPPORTUNITIES

The Department of Commerce organized an enlightening session under the Indian "Inside Knowledge System program on Insurance: About Insurance and Its Job Opportunities" on 13th August 2024 at Room No: B308. The session was led by Mr. Ranjith Kumar, an SBI Life Advisorfrom the State Bank of India, Coimbatore. He shared valuable insights into the insurance industry, highlighting thevarious career opportunities and the immense potential for growth and stability in the sector.

The event emphasized the importance of internships and continued learning for students aspiring to build a rewarding career in insurance. A total of 50 students from I - B.Com. PA participated in the session and gained practical knowledge about the industry's dynamics and job prospects.

HOLISTIC MENTAL HEALTH APPROACHES AND POTENTIAL APPLICATIONS

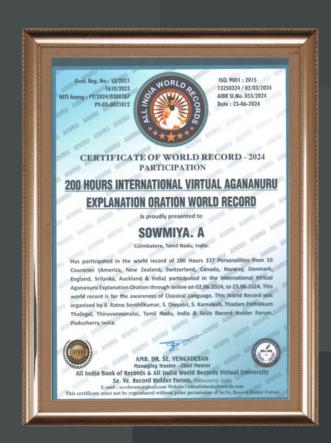
On November 5, 2024, Dr. Balaji G, Assistant at Karpagam Academy of Higher Education, was the resource person for a session on the Indian Knowledge System (IKS) for the Department of Psychology. Drawing from texts like the Vedas and Upanishads, he emphasized IKS's holistic approaches to mental health through Yoga, Vedanta, and Ayurveda. Techniques like breath mindfulness. control. and meditation were highlighted for enhancing mental clarity, emotional resilience, and stress management. He advocated integrating IKS with technologies like AI and virtual reality. The event was organized by Ms. Prabha chaired and by Seethalakshmy. the event explored IKS's relevance to modern psychology.



Faculty Awards

200 HOURS INTERNATIONAL VIRTUAL AGANANURU EXPLANATION ORATION WORLD RECORD







It is proud to announce that two of our esteemed faculty members Ms.

A. Sowmiya, Ms. D. Uthaya, and Mr.

P. Saravanakumar have participated in the prestigious 200 Hours International Virtual Agananuru Explanation Oration World Record. The event aimed to create a world record by offering a comprehensive explanation of the ancient Tamil literary work, Agananuru, through virtual oration sessions.



Ms. UMAMAHESWARI Head of the Department of Physics

We extend our heartfelt congratulations on being awarded the Periodic Lecture Grant 2024 from ICPR. Your dedication to academic excellence and Commitment to share the knowledge inspire us all. Wishing you continued success in all your endeavours!

Dr. A. Seethalakshmy Head of the Department of Psychology

We extend our heartfelt congratulations on being awarded the Periodic Lecture Grant 2024 from ICPR. Your dedication to academic excellence and Commitment to share the knowledge inspire us all. Wishing you continued success in all your endeavours!



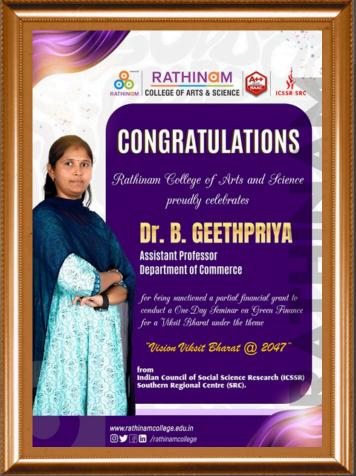


Ms. K. KOUSIKA Assistant Professor of Commerce

We extend our heartfelt congratulations on being awarded the Periodic Lecture Grant 2024 from ICPR. Your dedication to academic excellence and Commitment to share the knowledge inspire us all. Wishing you continued success in all your endeavours!

Dr. B. Geethpriya Assistant Professor of Commerce

Rathinam College of Arts and Science proudly celebrates for being sanctioned a partial financial grant to conduct a One-Day Seminar on Green Finance for a Viksit Bharat under the theme "Vision Viksit Bharat @ 2047" from The Indian Council of Social Science Research (ICSSR) and Southern Regional Centre (SRC).





Ms. C. K. Sukanya

Assistant Professor Department of Computer Science

Rathinam College of Arts and Science proudly celebrates for being awarded Science Academies Summer Research Fellowship Program for Teachers 2025" in the International Institute of Information Technology, Bhuvaneswar under the guidance of Prof. Ashish Ghosh for a period of 2-months.

Ms. C. Chesintha

Assistant Professor Department of Mathematics

Rathinam College of Arts and Science proudly celebrates for beingawarded Science Academies Summer Research Fellowship Program for Teachers 2025" in Indian Institute of Information Technology, Design and Manufacturing (IIITDM), Jabalpur under the guidance of Prof. Aparajita Ojha for a period of 2-months.





Dr. R. JEBA BEULA

Department of Physics

We are proud to announce that has been selected for the Women in Space and Allied Sciences Leadership Programme (WISLP). This prestigious, fully sponsored 4-day residential program will be held at the Indian Association for the Cultivation of Science (IACS), Kolkata from 28th to 31st January 2025.

Mr. V. Sathishanadan (PI)

Head, Department of VISCOM

Ms. A. Dhanvi (Co-PI)

Head, Department of CDF

have been awarded a prestigious grant of Rs 3.5 Lakh from AICTE to conduct a Faculty Development Program (FDP) on the theme "Photographic Design". This commendable achievement underscores the dedication both the VISCOM and departments fostering to excellence in education. The FDP will offer invaluable an opportunity for faculty members to refine their skills and expand their knowledge in the field of photographic design.





Ms. S. Varsha Varthini

Assistant Professor Department of Computer Science

We are thrilled to announce that recognition celebrates her remarkable writing journey. This achievement is a reflection of her dedication and passion for transforming thoughts into words.

Ms. S. Varsha Varthini expresses heartfelt gratitude and is deeply thankful for the continuous support and encouragement received along the way.

Ms. B. MOHANAPRIYA

Assistant Professor of Biotechnology

has successfully translated course content into Tamil for IIT Kharagpur.



Research Awards

The outstanding accomplishments of our faculty and research scholars who have brought great honor through their academic and consultancy contributions. In recognition of excellence in Psychology, Dr. A. Seethalakshmy, Ms. Kaviya P, Ms. Soniya P, and Ms. Poorvajaa K V S were presented with the Best Performer Award by the Ant Foundation in May 2025





The Consultancy Achievement Award, conferred by the Venster School of Excellence, was awarded to a distinguished group of faculty members for their exemplary work in consultancy services. Honorees include N. Indhumathi, Anitha M, Ramya B, Athulya K, Ms. R. Sabari Sree, Bushra B, Ms. Sinthu D, Mr. R. Ajithkumar, Ms. Janani S, Ms. V. Varsha and Mrs. Suganya K.

Dr. R. Kavitha, who was honored with the Indian Golden Legacy Award by Blue Star Publication in March 2025 for her achievements in English literature and research.





Mr. Gnanasekar M was honored with the Best NSS Contingent Leader Award in recognition of his outstanding leadership, dedication, and exemplary service in guiding and motivating NSS volunteers. His commitment to social responsibility and community engagement has set a benchmark for excellence in National Service Scheme activities.

NPTEL proudly honors its top performers and dedicated learners. Soniya P received the Top Performing Mentor award in Psychology for her exceptional guidance. Chesintha C earned dual accolades as an NPTEL Star -Motivated Learner and Believer in Mathematics, celebrating her dedication and progress. Dr. M. Rajalakshmi was awarded the Top Performing Mentor honor from Swayam NPTEL in Microbiology, recognizing her excellence. Additionally. Mohanapriya B made valuable Ms. contributions by translating course materials for Wild Life Ecology, enhancing accessibility in Biotechnology. These milestones highlight the passion and commitment driving NPTEL's educational mission.

















StudentAwards





It is delighted to share an exciting achievement by the talented students of the Department of Commerce. The team proudly secured 2nd Prize in the Ramp Walk Competition held at Sri Ramakrishna College of Arts and Science on 16th August 2024. The students were congratulated for their hard work, creativity, and teamwork!













"Believe in yourself, for you hold the power to unlock your greatest potential."





























Students Placements





PUBLICATION

Total No of Publications: 715

Books: 120 Chapters: 350 Procedings: 410

Patents: 19



BOOK PUBLICATION "IMMUNOLOGY"

Dr. R. Kamaraj, Assistant Professor of Biotechnology, has authored a book titled "Immunology" published by Alpha International Publication. The book's ISBN number is 9789357623490. Dr. R. Kamaraj was congratulated on this achievement by Dr. R Manickam (CEO), Dr. S Balasubramanian (Principal), and Dr. K P V Sabareesh (Dean-R&D).



Innovation and Digitalization of the Insurance
Industry in India: A New Era", ISBN:
978-93-6163-112-2, January 2025, Published
by: Shanlax Publications, Madurai. By Dr. T.
M. Hemalatha, Dr. A. Saravanakumar, Mr. M.
M. Vishnu & Mrs. P. Girija.

The Insurance Industry in India: A Digital Revolution", ISBN: 978-93-92150-22-7, February 2025, Published by: Mind Reading Publications, Madurai. By Dr. T. M. Hemalatha, Dr. A. Saravanakumar, Mr. U. Rahul & Mr. J. Jacksonvimalan.





Revolutionizing Indian Insurance: The Power of Innovation and Digitalization", ISBN: 978-93-91772-41-3, February 2025, Published by: Forschung, Chennai. By Dr. T. M. Hemalatha, Dr. A. Saravanakumar, Dr. G. Arut Geevitha & Dr. C. Krishnamoorthy.

Celebrations & Inauguration





On July 22nd, 2024, the Ramanujan Club of the Department of Mathematics is delighted share highlights from **Approximation** Day celebrations. Mr. Maheshwaran from III B.Sc. Mathematics welcomed the gathering and sharedinsights about Pi. A quiz competition was conducted via the Quiz app, it featured he questions on the history, significance, and properties of Pi. Fifteen teams of three members each participated enthusiastically. The shortlisted teams took part in a Scavenger Hunt, solving clues based on fundamental mathematical concepts like differentiation, permutations, combinations, geometry, and the calculations and circumference. Seventeen students participated in the Pi Recitation competition, with Ms. Sakthi Sree from I B.Sc. Mathematics winning by reciting 150 digits of Pi. Additionally, 17 teams demonstrated mathematical concepts through models.

Film Incubation Pi Approximation Day Centre Inauguration





The Department of Visual Communication at Rathinam College of Arts and Science inaugurated Tamil Nadu's first "Film Incubation Centre." The event has the history several distinguished personalities from the film industry. Cinematographer U.K. Senthil Kumar graced the occasion as the special guest. Also in attendance were Director Parthiban Desingu, Madhampatti Rangaraj (Actor and Producer), actor Aari Arjunan, and Aravindan, founder of Cluster Media College. Madan A Sendhil, Chairman of Rathinam Group of Institutions, delivered the keynote speech. The event commenced with a warm welcome address by Dr. R. Manickam, CEO & Secretary of Rathinam Groups. Dr. S. Balasubramanian, the College Principal, also extended a welcome to all guests and participants and Dr. S. N. Suresh, the Vice-Principal, delivered the vote of thanks. The Director of the Film Incubation Center, Mr. Sadish Kumar, elaborated on the purpose and vision behind the establishment of the centre. The Head of the Visual Communication Department, Mr. Sathish Anandan, along with our dedicated staff and enthusiastic students, also took part in this momentous occasion. This Film Incubation Center aims to nurture and develop budding talents in the field of cinema, providing them with the necessary resources and guidance to excel in the industry.

Inauguration of the English Club

The inauguration of the English Club, organized by the Department of English on July 29, 2024. The event was graced by the esteemed presence of Dr. Singaravelu, Principal of CBM College, along with other distinguished dignitaries. The inauguration marks a significant milestone for English department and sets the stage for a year filled with exciting literary activities and opportunities for students to enhance their linguistic skills.



Inauguration of the Victorious Secret Club



The Department of English commenced the inauguration of Victorious Secret Club, held on July 29, 2024, felicitated by the chief guest, Ally Shankar, along with other distinguished dignitaries. This inauguration remarked the beginning of an inspiring journey for the club, dedicated to fostering enriching experiences and providing unique opportunities for our students. With an extreme focus on collaboration, academic creativity, and excellence, the Victorious Secret Club is set to a vibrant platform for literary exploration and growth.

National Handloom Day Celebration : Fashion show



On August 7, 2024, Department of Costume Design and Fashion, Cultural Club, Art & Craft Club. and Department of Communication, Media Club, in association Makal Sevai Mayam, organized captivating fashion show to celebrate National Handloom Day. The event, themed "Handloom for Sustainable Fashion," which highlighted the significance of handloom textiles in promoting sustainable fashion practices. The runway event witnessed enthusiastic participation around 111 members, showcasing innovative unique draping styles crafted and from handloom fabrics. The creativity and commitment were evident in each presentation, reflecting the core theme of the event. The Five outstanding participants were selected for the following finals rigorous evaluation. demonstrating exceptional skill and originality. Their designs not only celebrated the rich heritage of handloom weaving but also promoted the role and importance of handloom in modern fashion.

Ramanujan Club Inauguration



The Ramanujan Club, Rathinam College of Arts and Science commenced its activities for the Academic Year 2024–25, fostering a positive environment to support students in overcoming their fear of mathematics and excelling in competitive exams. The event was established as part of the DBT STAR College Scheme, the club aims to demystify math and build students' confidence in this vital subject. The event was honored by Mr. N. Hariharan, Founder and Director of Shine IAS Academy, who shared motivational success stories of achievers and provided practical tips for mastering competitive exams. In his address, Mr. Deepak, a faculty member from Shine IAS Academy, highlighted the importance understanding foundational mathematical concepts to succeed in such exams. A total of 67 students from various departments actively participated in the The event. coordinator, Ms. S. Abinaya, provided an orientation on the functioning and goals of the club for the upcoming year

The Department of Commerce successfully organized the Association Inauguration and Indian Knowledge System program, which drew around 220 undergraduate students from B.Com. Accounting and Finance, Banking and Insurance, and Financial Services. The event aimed to educate participants about India's natural resources and the crucial importance of conservation. Mr. M. Siraj Deen, Coordinator of the Wildlife and Natural Conservation Trust, inaugurated the association and led a captivating session, enlightening students on the rich diversity of animals and resources in our environment. He stressed their significance, underscored the need for protection, and provided valuable guidance on safeguarding against insects and other potential threats. Additionally, Dr. A. Saravana Kumar, Head of the Department of Commerce, announced the newly formed Association members, marking a significant milestone in the department's initiatives.

Achievers Ceremony 2K24

The School of Commerce and The Institute of Advanced Computing jointly organized "Advanced MS Excel and Power BI Achievers Ceremony - 2024" on August 1, 2024. The inauguration address by the Chief Guest, Mr. M. Partha Sarathy, a Microsoft Certified Office Specialist and the Founder and Training Architect of Tiac. Six students received Topper Award, and over 177 students completed the course and received their certificates. The resource persons importance highlighted the of leveraging advanced functionalities to drive insights, streamline data analysis, and enhance decision-making processes.



Association Inauguration and Indian Knowledge System Program



Sports Excellence: Rathinam's Champions























































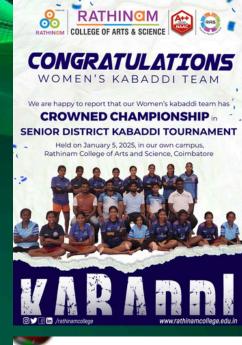




















Best wishes for the Nationals, Arathy! 6

















RATHINGM COLLEGE OF ARTS & SCIENCE











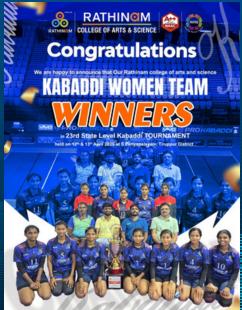




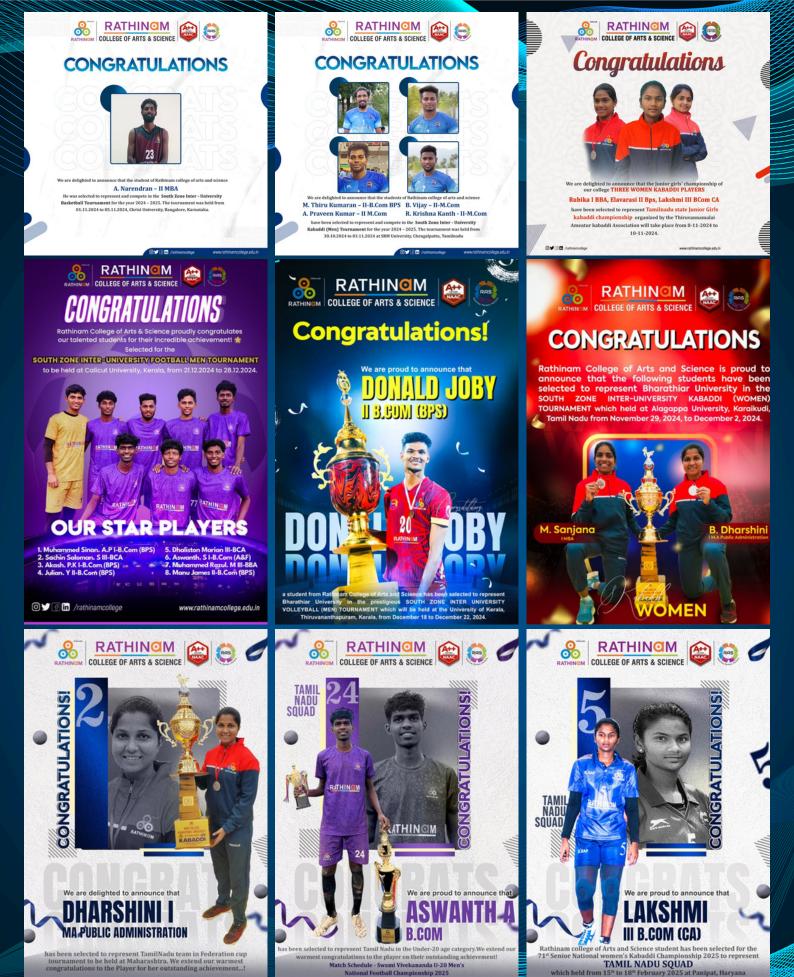












Rathinam College of Arts & Science celebratexd the achievements of its sports winners, highlighting their commitment, determination, and dedication. The Hall of Champions acknowledged their achievements in team sports, martial arts, and athletics, motivating the entire community to achieve higher and achieve more.

BHARATHIAR UNIVERSITY INTER ZONE ACHIEVERS 2024





BOXING MEN INTER ZONE







KHO-KHO C ZONE RUNNER

WEIGHT LIFTING
INTER ZONE
RUNNER





JUDO SOUTH ZONE WINNER



