



Felicitations by the Managing Trustee & Secretary



The educational empire built by Sri G.V. Govindasamy Naidu speaks about his commitment and uncompromising faith in quality. His vision is the foundation for the dreams of millions of rural women to impart education and pave way for their empowerment. As a hallmark of its Diamond Jubilee Celebrations the institution strives to contribute new perspectives to the world of knowledge through creative explorations with inclusivity in quality education. I am sure GVG is inculcating these characteristics among the youth graduating from here. My Best Wishes to the Principal, Members of the Staff and the Students to march towards the pinnacles of excellence.

From the Principal's Desk

Ignited minds of the youth are the most powerful resource on the earth. The human ingenuity has the power to combat new challenges and make the best use of the opportunities for emerging pace of development. The College has to be the incubator of world knowledge power house. This IQAC Newsletter, the first of its kind encompasses the glimpses of academic events in the campus, held during the academic year 2010-11 till date. This comes at a time when the college is gearing up for the third cycle of accreditation. It is a matter of great joy and happiness to wish everybody a grand success.



Graduation Day

The Graduation day of Sri G.V.G Visalakshi College was conducted on 28th December, 2011. Dr. (Mrs.) Sheela Ramachandran, Vice Chancellor of Avinashilingam University, Coimbatore delivered the Graduation Day address and presented the Degrees to 450 candidates. In her address, she congratulated the college for giving education to women candidates in a rural environment successfully for six decades. She appealed to the young graduates to develop the life skills to make the best use of new ways of thinking to achieve success in their lives.



Honours to the College

Vocational Excellence Award

Dr.J.Manjula, Principal was conferred the Vocational Excellence Award by the Rotary Club of Udumalpet on 18th February



2010 in recognition of her contribution to the cause of education in this area. The award carried a citation expressing her practical and compassionate approach in her relentless pursuit of excellence in education. Her tireless hard work has earned this wide distinction as a perfect role model for students.

Historic Visit

The charisma of Dr.A.P.J.Abdul Kalam simply swept the students and teachers gathered to listen to the former President at the “Meeting Extraordinaire”. Dr.A.P.J.Abdul Kalam began his speech amidst cheers from the audience when he visited the College on 17th July, 2010 and stressed on the message that “A Nation will be empowered only when its women population get empowered”. He advised the girl students to work with a sense of purpose and knowledge, righteousness at heart and imbibe strength from the lives of indomitable human beings from different walks of life.



UGC Support

Innovative Programme to be launched

College has been sanctioned to start a course BA Economics with Logistics and Freight Management. The support is to the extent of ₹ 55 lakhs. The purpose of this course is to impart practical orientation to bring current relevance to the curriculum and the global needs. A specialized course in Logistics and Freight Management would meet the requirements of professional managers in expanding trade and business scenario. The course has inter- disciplinary approach with field orientation.

UGC has sanctioned ₹ 9 lakhs to establish Women Studies Center in the College.

Strengthening education on human rights

The Department of History was sanctioned an amount of ₹ 2,35,000 to conduct 'Foundation Course on Human Rights Education' from the academic year 2011-12.

Knowledge Generation and Sharing

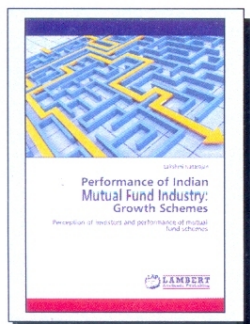
UGC Funded Major & Minor Research Projects

- **Dr. (Mrs).K.C.K.Rajabhavanavathy**, Department of History was sanctioned an amount of ₹ 4,98,700 by UGC for her Major Research project entitled “A Historical perspective of the study of Dalits in Udumalpet Region in accordance with Dr.Ambedkar's Vision”. The project was completed and submitted to UGC on 30.04.2011.
- **Dr.G.Suguna**, Department of Commerce was sanctioned an amount of ₹ 1.76 lakhs by UGC for her Major Research proposal “Consumer Awareness and Attitude towards Renewable Energy Products in Household and Agricultural Sectors”.
- **Dr.N.Lakshmi**, Department of Commerce was sanctioned an amount of ₹ 4.5 lakhs by UGC for her Major Research proposal “Health Care Administration Under National Rural Health Mission in Tamilnadu”.
- **Mrs.S.Umadevi**, Department of Chemistry was sanctioned an amount of ₹ 1.2 lakhs by UGC for her Minor Research proposal “Synthesis of novel fluorescence sensors for heavy metal ions”.
- **Mrs.Vasumathi**, Department of Tamil was sanctioned an amount of ₹ 25,000 by UGC for her Minor Research proposal on “உடுமலை வட்டார மலைவாழ் மக்கள் எதிர்கொள்ளும் பிரச்சனைகள்”. The project was completed and submitted to UGC on June 2011.

Visits Abroad

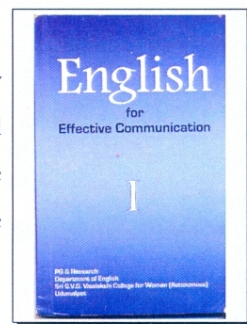
- **Dr. P. Devaki**, Department of Tamil was awarded II prize for the paper “பாடங்களை சுலபமாக கற்றுத்தருவது எப்படி” presented in the "Eassy Competition" organised by Chennai Anuragam and Kalizhnan Pathipagam and Malaysian University at Malaysia between August 10-15, 2011.
- **Mrs. R. Mahalakshmi**, Department of Tamil was awarded III prize for the paper “கற்பித்தலில் நவீன முறைகள்” presented in the "Eassy Competition" organised by Chennai Anuragam and Kalizhnan Pathipagam and Malaysian University at Malaysia between August 10-15, 2011.
- **Mrs. N.Rajeswari's** paper titled, “Supply Chain Decision Model for Time Dependent Deteriorating Items, Variable Holding Cost and Trade Credit” has been accepted for presentation by the Conference Scientific Committee for the Fourth International Conference on “Mathematical Sciences ICM 2012” to be held at UAE University, Al-Ain UAE during March 11-14, 2012.

Books Published



Dr.N.Lakshmi's Doctoral Thesis on "Performance Of Indian Mutual Fund Industry: A Study with special reference to Growth Schemes" was published by LAP LAMBERT Academic Publishing GmbH & Co. KG, Germany.
ISBN: 978-3-8443-8381-2

English alone among all the languages in the world has been much battered and assaulted by new ways and methods of approach. A unique phenomenon of Functional English and Communicative English is introduced to the students to strike a balance between communicative and grammatical skills. The Department of English has compiled a book "English for Effective Communication" at Part II Level for all UG Students.



Doctorates of the year



Mrs.K.Punithavalli, Dept of Commerce has been conferred the Degree of Doctorate for her thesis on "A Study on Agricultural and Finance by Public Sector Banks and Farmers Attitude with special reference to Udumalpet Taluk" by the Bharathiar University(2010-11).



Mrs.R.Radhika Dept of Economics was awarded the Degree of Doctorate for her thesis on "Impact of New economic policy on rural industries in Coimbatore district" by the Bharathiar University(2010-11).



Mrs.K.Maheswari, Dept of English was awarded the Degree of Doctorate for her thesis on "The Study of Self-and Moral Consciousness in the Select Novels of Saul Bellow" by the Bharathiar University (2010-11).



Mrs.S.Sundari Bai Dept of Economics has been conferred the Degree of Doctorate for her thesis on " Impact of SGRY on Rural Employment Generation and Poverty Eradication in Coimbatore District" by the Bharathiar University (2010-11).



Mrs.R.Paremeswari, Dept of Commerce was awarded the Degree of Doctorate for her thesis on "A Study on Government Assistance and Development of small scale industries in Dindigul" by the Madurai Kamaraj University (2011-12).



Mrs.K.Kaliammal, Dept of Economics has been conferred the Degree of Doctorate for her thesis on "Health Seeking Behaviour and Migration Status of Women Construction Workers in Urban Unorganised Sector" by the Bharathiar University(2011-12).



Mrs.S.Sujatha, Dept of Physical Education was awarded the Degree of Doctorate for her thesis on "Effect of specific training and psyche-up strategies on selected physiological, psychological, physical fitness, skill and performance variables of adolescent male Basket ball players" by the Bharathiar University(2011-12).



Mrs.R.Renuka Devi has been conferred the Degree of Doctorate for her thesis on "Development of Telecommunications with Special Reference to BSNL" by the Bharathiar University(2011-12).

Enriching Programmes

IAS study circle

To enable the students appear for Civil Service Examinations, IAS study circle has been started in our institution. The IAS study circle was inaugurated by Dr. C. Swaminathan, Vice Chancellor, Bharathiyar University on 18-9-2010. Classes are arranged for the aspiring students. The students are encouraged to attend the various programmes (Seminars & Written test) conducted by Anna IAS Civil Service Training Centre, Bharathiyar University. Various motivational programmes are often arranged.



HCL K2 Academy

MoU signed with the HCL K2 Academy a leading Multinational Software Company provided scope to offer certificate courses to equip students with latest skills in Sun Certified Java Programmer, Sun Certified Web Component Developer, MCP (Windows Application) MCP -526, MCP (Web Application) MCP-528, OCA (Oracle Certified Associate), OCP (Oracle Certified Professional), Dot Net Technologies required to meet the current needs of the job market. This enabled the college to conduct the Mega Job Fair 'CAREERZ 10' exclusively for women candidates in association with Bharath Career Development Centre and Rotary Club of Udumalpet. 1,000 students from different colleges and universities attended the interviews conducted by companies like HCL, TCS, 365Media and TVS Finance of which 85 of our students got selected. In the current academic year as on date 340 students are placed in TCS, Infosys, I Gate, Wipro and various other MNC's.



IBM Career Education Program

IBM Career Education Program is a comprehensive software education program designed by IT professionals for graduates and experienced professionals to accelerate their skills and knowledge so that they succeed in this dynamic industry. Keeping the 'learner' as the focal point, the program curriculum brings together the latest software content, real-world industry experience, hands-on lab courses into a unique education program to prepare the students readily acceptable in the IT industry. IBM provides knowledge and hands on experience in the current technologies. Foundation Courses on Software Development, Foundation and Advanced Course in DB2 and in Rational Testing are offered.



Women Studies Centre



Women Studies Centre of the college is extending itself to the upliftment and betterment of women folk. Under the programme "Reaching the Unreached" the women's studies center conducts various activities to train and develop skills to school dropouts, housewives and economically backward women. Training Programme in "Apparel Designing" went on from 01/10/2010 to 08/11/2010 and a second programme in "Artificial Jewellery & Flowers Making" was conducted from 12/10/2011 to 17/11/2011. On 26/12/2011 "Health Awareness Programme for Women" in association with Hindustan Unilever and AVP (AYUSH) was arranged.

Inculcation of Entrepreneurial Skills

Entrepreneurship Awareness Camp was jointly organized by the Department of Commerce and Dr. G.R.Damodaran College of Science, Coimbatore emphasising various facets of entrepreneurship development. Principal Dr. J.Manjula delivered the inaugural address and motivated the students to gain the skills necessary to earn their livelihood. Special focus was provided in artificial jewellery making through hands on training and the export potentials for artificial jewellery



in South East Asian countries was brought out. Training was also provided in the business avenues for flower arrangement using artificial and natural flowers, sanskar bhārathi rangoli, door decorations, function plate decoration and photos with 3D effects. Sixty three students participated and benefited out of the three day programme.

Enhancing Infrastructure

Smart classes

Since the use of ICT in the College has been identified by the NAAC as one of the thrust areas, faculty members and the students have been oriented to make use of the new technology in the practice of teaching and in content creation. Accordingly the lecture rooms in the College building were converted into 'Smart Classes'. For this purpose, technical support by way of hardware and software were provided along with the audio, video, cable, internet and LCD projection systems were provided.

Computer Laboratories

Establishment of new computer laboratories VI & VII with high end processors, printers, LCD projector and necessary software such as MATLAB, Adobe Photoshop.

College Information System

The college has developed an institution specific software 'Campus Eye' to manage the academic and administrative tasks. It includes various student, staff, examination, hostel, transport, fee and (University, UGC, NAAC) Reports management modules that enable a comprehensive college information system.

N-LIST Facilities

N-LIST under INFLIBNET provides access to e-journals and e-books of leading world publishers. It provides access to e-resources to the authorized colleges through services installed at the INFLIBNET center. Being an authorized member, the students, faculty and researcher scholars can access 3,100+ e-journals and 75,000+ e-books with the separate user id and password.

Under construction

The department of Physical Education is happy to inform that a state-of-the-art Indoor Stadium is under construction with an estimated cost of ₹ 1.40 crores, of which the UGC has granted ₹ 70 lakhs. The management has come forward to bear the remaining expenditure of ₹ 70 lakhs. The Indoor Stadium will be constructed with a specification of 138 feet x 70 feet which would accommodate a Basketball Court with hydraulic post, Volleyball Court and Badminton Court.

Concern for the Environment

Environmental consciousness is a state that induces action towards a more cleaner and greener energy management. To cater to the needs of the Hostel students a Solar Water Heater of 12000 Liters Capacity is installed. Replacement of CFL Bulbs has been undertaken as a measure of Energy conservation since social responsibility is also part good governance.



Wheels in Motion

Future in the Hands of Nano: Nano technology Laboratory

“There is a Plenty of room at the bottom” – Richard Feymann

Nano technology has a potential that will affect every aspect of life in future – the medicines we use, the power to launch satellites, the food we eat, the cars we drive, the building we live and the cloths we wear. To acquire knowledge, to instill interest and to motivate the students to take up research in this field, Department of Physics and chemistry established Nano Technology laboratory at Nano level at a cost of ₹ 15 lakhs with equipments such as Programmable Muffle furnace, Hot air oven, double distillation unit, sonicator, UV visible Spectrophotometer, LCR meter, Laser sources and ball milling apparatus for synthesis and conductivity of nano materials.

International / National Seminars / Conferences Organised

The Post Graduate and Research Department of Commerce has organized an International Symposium on “IFRS - Implications on Accounting Studies”- Phase I on 8th January 2011. The symposium was organized to emphasize the implications of IFRS on accounting studies. CA Sathia Moorthi Ramasamy from Malaysia in his technical session, discussed IFRS in Practical Accounting Environment. Dr.R.Shanmugham, Professor, BSMED, Bharathiar University, Coimbatore explained IFRS: Implications for Academics and Business Firms. Dr.S.Upendra Sastry, Head, Department of Commerce & Director, MBA Programme, C.K.M.Arts & Science College, Warangal shared his experience on Re-engineering the Accounting Curriculum.



The Post Graduate Department of Mathematics has organized an International Symposium on “Trends and Applications in Optimal Control Theory” which was sponsored by UGC on 26th August 2011. Dr.A. Anguraj, Reader, PSG College of Arts and Science, Coimbatore gave a detailed inaugural address which made familiar all the fundamental concepts in Control theory. Dr.N.Kumaresan, Institute of Mathematical Sciences, University of Malaya, Malaysia in his technical session, discussed how optimal control theory can be effectively applied to solve real world problems. Dr.P.Radha Krishnan, Director, MBA program, STC College, Pollachi explained elaborately the Meta Heuristic Approach and its impact in Optimal Supply Chain Inventory control. The Symposium provided an insight into the emerging theoretical results as well as the applications of latest optimal control methods. It also provided opportunities for the researchers to exchange innovative ideas and established a solid foundation in this direction.



The Department of Chemistry organized a One day National workshop on “Recent Trends in Emerging Chemistry” on 29th January 2011. The workshop focused on recent outcomes in the field of chemistry. Dr. D. Ramaiah F.A.Sc., Scientist and Head of the Chemical Sciences and Technology Division enlightened on Design of Novel sensitizers for the photodynamic therapy of Cancer. Dr. T. Rajendran, Associate professor and Head, PG and Research Department of Chemistry, Vivekananda College discussed about Supramolecular Architectures. Dr. B. Nalini, Professor and Head, Centre for Research in Nanotechnology, Karunya University in her valedictory address highlighted on important applications of Nano Chemistry.



Empowerment is a process where women find time and space of their own, and begin to examine their lives critically and collectively. Having this vision and mission, a National Workshop on “The Emergence of Women in the Contemporary Fiction Writings” was conducted on 23rd October 2010. Nearly 200 students from 10 different colleges attended the workshop. Prof.S.Lakshmi, Gandhigram Rural Institute, Prof.Geetha, Mother Teresa University, Dr.N.Kotteeswari, Calicut University emphasized on the Women's Empowerment. They expostulated how the World Literatures, (American, Commonwealth, British) concentrates on the conflicts of women at the social, political, economical levels and thereby finding out the solution.



Book Fair

The Library Committee of the College organized a book fair from 8.8.2011 – 11.08.2011. The exhibition was inaugurated by the honorable secretary and was presided over by our Principal. More than 2000 titles on Tamil, English, Science, health care, spiritual and story books, cookery and children classics were exhibited. There has been an overwhelming and amazing response from more than 3500 students and public of Udumalpet.



Intercollegiate Competitions

In connection with the celebrations of the international year of chemistry, an Intellectual Inter-collegiate meet “Chem Forum 2011” was conducted on 13th August 2011 by the Chemistry department. More than 100 students from 15 colleges enthusiastically participated in various competitions and won the prizes.

Cultural Activities

In connection with the diamond jubilee celebrations, an inter- collegiate cultural fest – 'Vishaal 2011' was organized on 23rd of December 2011. The cultural fest was an attempt among young women and forge closer ties with the neighboring colleges. The programme provided a platform for women students of coimbatore, Tiruppur, Dindigul and Erode districts. Nearly 150 students from 15 colleges participated both in on- stage and off- stage events. The talents exhibited were excellent in almost all the events. Some of them were mind stirring especially facial painting where the social issues were depicted in a touching way. Certificates and attractive cash prizes were given to the prize winners.



Fine Arts Club of our college and Kumudam Snehidhi organized 'Kalluri Kondattam' at G.V.G Auditorium on 25.09.2010. More than 550 students participated effectively in various competitions like Solo song, Group dance, Solo dance, Rangoli, Instant cooking, Mehandi, Hair do, Fashion parade etc. 'Super Snehidhi' award was given to Miss.M.Subashini of III B.B.M (CA) and 'Best GVG Snehidhi' award was given to Miss.G.Sree Janani of III B.Com (CA). 14 staff members participated in the decoration of Pooja Room Competition. 44 students and three staff members received prizes from Kumudam Snehidhi. All the events of the programme appeared in three issues of the Kumudam Snehidhi. To bring out entrepreneurial skills stalls of varied nature like food courts, beauty clinics, fancy stores were put up by students and the money generated given to Students' Aid Fund.



Our Faculty in University Inspection Commissions

- Dr(Mrs) K.Punithvalli, Associate Professor, Department of Commerce served as the Convenor of the Inspection Committee constituted to grant affiliation to M.Com programme to Sri Subash Arts and Science College at Pollachi on 12/08/11.
- Dr.G.Suguna, Associate Professor, Department of Commerce served as a Member of the Inspection Committee constituted to grant permanent affiliation to B.Com, Course of Kamalam College of Arts and Science, Gedimedu.
- Dr.G.Suguna, Associate Professor, Department of Commerce served as a Convenor of the Inspection Committee constituted to grant affiliation to M.Com programme to St.Joseph College ,Tiruppur on 20th April 2011.
- Mrs.G.Ragini Devi, Associate Professor, Department of English was the member of the Inspection Committee constituted to grant affiliation to B.A.Literature programme to Sri Subash Arts and Science College at Pollachi on 12/08/11.
- Dr.D.Anusuya, Associate Professor, Department of English was the member of the Inspection Committee constituted to grant affiliation to B.A.Literature programme to Bishop Thorp College at Dharapuram on 12/08/11.

Students Excel

- The under graduate and post graduate Mathematics students participated in “MATH BLITZ” an Inter Collegiate competition conducted by Nirmala College, Coimbatore and won the overall shield for their excellent performance. 20 Colleges participated in the competition.
- J. Archana of I B.Com has been selected to represent Tamilnadu state and participated in National level Throwball Championship held at Uttar Pradesh from 26th – 30th September, 2011
- B.Shanmugapriya of III B.Sc Physics is one among First Percentile in the All India Level “National Graduate Physics Examination 2011” organized by Indian Association of Physics Teachers.
- NCC cadet Sgt. D.Sathya of II B.Sc Chemistry was selected to attend Thal Sainik Camp at New Delhi from 2.09.2011 – 13.09.2011.
- Our college received over all third in CATC competition which was held at Avinashilingam University, Coimbatore from 3.12.2011 -12.12.2011.
- Our students won the First prize in National Integration Cultural Festival at Coimbatore.



From IQAC Diary

- Dr.J.Manjula, Principal and Dr.G.Suguna, IQAC Coordinator, submitted a paper “Quality Initiatives and Quality Sustenance through Stakeholders Approach in Higher Education Institutions-A Case Study” for 2011 Asia-Pacific Quality Network Conference of the National Assessment and Accreditation Council, Bangalore.
- Dr.G.Suguna, IQAC Coordinator, presented the functioning of the IQAC of the college as case study in the topic, “Internal Quality Assurance Cell - A Milestone Review” on 16.12.2010 in the Third Regional Orientation on Tamil Nadu State Academic Audit Accreditation Council held at Bharathiar University.
- Dr.D.Anusuya, Associate Professor, Department of English has presented a paper on National Level Workshop on "Quality Assurance in Higher Education" from 03.03.2011 to 05.03.2011, at Asian Cross Cultural Centre, Chennai.

From IQAC Quality Reports

Information	First Cycle (before 2000)	Second Cycle (2000 – 2006)	Third Cycle (2006 – till date)
Number of Programme offered	UG - 8 +2(SF) PG - 4	UG – 8+8(SF) PG – 4+2(SF)	UG – 8+8(SF) PG – 4+2(SF)
Number of certificate & Diploma courses	2	6	27
Teacher Quality:			
Number of Ph.D holders	8	12	28
Research activity:			
Minor Research Projects	—	UGC -5 ICHR-1	11
Major Research Projects	—	1	2
Industry collaboration	—	—	IBM, HCL,ICT,ICICI
Number of Ph.D awarded	4	2	6
Number of national Collaborations & MoUs	—	—	5
Number of department having SPECIAL ASSISTANCE PROGRAMME (SAP) by UGC	—	4 (COSIP)	—
International seminars / workshops held	—	—	3
Publication of papers in international journals	2	3	20

Moments of Enlightenment



An iron fist with the feather touch - Our NCC Cadets

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Overall shield in the inter collegiate competition