



Arul Anandar College (Autonomous)

(Reaccredited by NAAC at 'A' Grade with a CGPA of 3.66)

Karumathur - 625 514, Madurai,
Tamil Nadu.

IQAC Newsletter

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From the Editor's Desk....

“The function of education is to teach one to think intensively and to think critically. Intelligence plus character - that is the goal of true education”. The Jesuit Management had borne the aforesaid objective of education in mind in letter and spirit in all its academic and outreach programme undertaken during this even semester. The second half of the calendar was as eventful as the first half and it was made momentous by the visit of Most Rev.Dr.Antony Pappusamy D.D., S.T.D., Archbishop of Madurai Diocese, Madurai. The 17th issue of the Newsletter chronicles to the readers an array of academic endeavours like seminars, conferences, workshops besides extension programme and celebrations. This issue further enumerates several other pursuits such as publications, participation and training programme by the learned faculty and student aspirants from January 2015 to May 2015.

Hearty Welcome to Rev. Dr. S. Basil Xavier, S.J., Principal



The faculty and the students take immense delight in welcoming Rev.Dr.S.Basil Xavier, S.J., Principal who assumed the mantle of Headship on 1st June 2015. The young, ambitious Head is certain to take the

institution to heights by his committed, unstinting and altruistic service. The faculty express their spirit of solidarity and cooperation in journeying along with him towards materializing the vision of the college and it wishes the new Head success and fruition in all his endeavours.

Adieu to Rev.Dr.Xavier Vedam, S.J., Former Principal



The college registers its profound sense of gratitude to Rev.Dr.Xavier Vedam, S.J., Former Principal for his whole spirited, exemplary service to the institution during his tenure from June 2010 to May 2015. As a dynamic Head, his fervent and undying passion in discharging of his duty is quite noteworthy and emulating. His genial and benevolent disposition had earned him the hearts of both the faculty and the students. The Former Principal had been instrumental in fetching several honours to the college amidst which the reaccreditation of the college by NAAC at 'A' Grade with a CGPA of 3.66 is worth mentioning and laudable. His rich contribution to the college is ever prized high and would remain indelible in the annals of institution.



IN FOCUS

45th College Day

The 45th College Day celebrations were held in the premises in a splendid manner on 20th March 2015. The programme commenced with invocation by the college choir. Rev.Dr.Xavier Vedam, S.J., Principal welcomed the gathering and presented the annual report which was a manifestation of the



committed and unstinted service of the management and faculty towards the empowerment of the students. Most Rev. Dr. Antony Pappusamy D.D, S.T.D., Archbishop of Madurai Diocese, Madurai graced the occasion and adorned the chair of the Chief Guest. In his special address, most Reverend Archbishop invited the students to nourish higher and nobler aspirations and to be ever conscious of their obligation in materializing their goals. Blessing the students, he further said that triumph over one self is the path way to success in life. Rev.Dr.K.Amal Kulandaisamy, S.J., Rector and Rev. Dr. A. Antony Pappuraj, S.J., Secretary in their felicitations entreated the students to imbibe qualities such as diligence and perseverance which would in certain fetch them coveted positions and honour in their lives. The meritorious students were awarded with prizes and certificates. On the eve of the College Day celebrations, a huge statue of the Sacred Heart of Jesus erected on the Jesuit Jubilee Indoor Stadium was blessed and unveiled by Most.Rev.Dr.Antony Pappusamy, D.D, S.T.D., Archbishop of Madurai Diocese. The management, faculty and students were present on the occasion. Mr.S.Rayappan, Assistant Professor of Chemistry,

the convener of the celebrations proposed the vote of thanks.

36th Graduation Day

The 36th Graduation ceremony, a memorable and solemn occasion was conducted on 14th February 2015. The ceremony was formally declared open by Rev.Dr.A.Antony Pappurj, S.J., Secretary. Rev.Dr.Xavier Vedam, S.J., Principal welcomed the gathering. Thiru.V.Palanikumar, IAS, Additional Secretary to Government, Public Department, Secretariat, Chennai was the Chief Guest and conferred the degrees to the students. In his graduation day address, he commended the persistent effort and hard work of the graduates by which they could attain fruition in their college life. He also entreated them to remain grateful to their parents but for whom they might not have materialized their dreams. The degrees were conferred on 369 candidates. The new graduates took the pledge read out by Dr.George Joseph, Dean-Academic. The Principal honoured the rank holders with certificates and prizes. One of the new graduates said the word of acceptance. Ms.P.Jerlin



Rupa, Assistant Professor of Business Administration was the convener of the ceremony.

HIGHLIGHTS

Workshop on Content Enrichment in History

ACHIEVE, an extension unit of the Departments of History (Arul Anandar College History Integrated Extension for Village Empowerment) organized a three-day workshop



on Content Enrichment in History for the school teachers of Usilampatty Education District on 8th, 9th and 10th January 2015. The workshop had been funded by Indian Council of Historical Research (ICHR). The chief objective of the workshop was to familiarize the participants with select contents like the success story of United Nations Organisation (UNO), India as a peace keeper, Water Crisis, the Extreme Phase of Indian Freedom Struggle and Economic Depression. The three-day workshop commenced with Dr.R.Antony Paul Gnanasekar, Head, Department of History welcoming the gathering and explaining the dynamics of the workshop to the participants. Rev.Dr.Xavier Vedam, S.J., Principal and Rev.Dr.K.Amal Kulandaisamy, S.J., Rector in their felicitations wished the programme a success and entreated the participants to obtain the maximum benefit of the workshop. Thiru.A.Anjelo Irudayasamy, Chief Educational Officer, Madurai and Dr.A.Ramakrishnan, District Educational Officer, Usilampatti were the guests of honour. During the first day, the participants were enlightened on the following topics: Pedagogy of Teaching Social Science, Art of Teaching History, India's Economy Under the British, India's Role As Peace Preserver, Unity in Diversity, Devadasi System and Human Rights. The resource persons were Dr.S.Lourdunathan, Department of Philosophy, Arul Anandar College, Dr.R.Antony Paul Gnanasekar, Department of History, Arul Anandar College, Dr.M.S.Bernard Shaw,(Rtd), Department of History, Arul Anandar College and Dr.S.Vargese Jeyaraj, Research Department of History, HKRH College, Uthamapalayam. A documentary film on human rights was also screened on the same day. On the second day the participants were taken on a field trip to heritage monuments at Anaimalai, Madurai. Dr.V.Vedachalam, Senior Epigraphist,(Rtd), Department of Archaeology, TamilNadu assisted the participants in exploring the archeological facts behind the temples. During the third day the teachers were enriched on topics like The Swadesi Phase of the Freedom Struggle in Tamil Nadu, the Communal Award, U N O's Success-Reality Analysis, Water and Imminent Crisis, E.V.R. and

Social Justice, Hipakushas- the Lesson for Posterity, They Did it Too-Indian Freedom Struggle –A New Vista and Human Rights Violations Perspectives and the resource persons were Dr.S.Kuna Sekaranm(Rtd), Research Department of History, S.V.N.College, Madurai,



Mr.R.Stalin Rajangam, Department of Tamil, The American College, Madurai, Rev.Dr.M.A.Xavier, S.J., Research Department of History, St.Joseph's College, Thiruchirapalli, Dr.J.Dhana Sekaran, P.G.Department of History, Govt.Arts College, Trichy, Dr.J.Martin and Mr.P.Nallathambi, Department of History, Arul Anandar College. Dr.S.Santhakumar, Head, School of Historical Studies, Maduari Kamaraj University, Madurai delivered the valedictory address. Rev.Dr.A.Antony Pappuraj, S.J., Secretary and Dr.M.George Joseph, Dean-Academic offered their felicitations at valediction. Dr.T.Kala, Assistant Professor, Department of History thanked the gathering.

State Level Seminar on Governance and Development

The Department of Economics organized a one-day State Level Seminar on Governance and Development on 9th January 2015. Dr.Venkatesh Athreya, M.S.Swaminathan Research Foundation, Chennai inaugurated the Seminar and addressed the students. Dr.Vinish Kumar Kathuria, Professor in Management Studies, Indian Institute of Technology, Mumbai chaired the technical session on 'Governance in the Era of liberalisation'. The staff and students from various colleges presented research papers. The department also conducts



competitions every year for the students of Economics of Southern Region. The prizes are sponsored by Malcom & Elizabeth Adiseshiah Trust, Chennai a nonprofit organization interested in promoting teaching and research in Economics. The competitions like Essay writing and Elocution were conducted on 8th January 2015. Sixty Seven participants from 14 colleges of Southern Region of Tamil Nadu took part actively in these competitions. Rev.Dr.Xavier Vedam, S.J., Principal presided the Seminar. Rev.Dr.K.Amal Kulandaisamy S.J, Rector delivered the valedictory address and distributed prizes to the winners.



Earlier Dr.N.Murali, Head and Associate Professor, Department of Economics welcomed the gathering and Dr.M.John Peter, convener of the Seminar proposed the vote of thanks.

Exhibition on Computer & Technology

Arul Anandar College Initiative for Social Education (ARISE), Departments of Information Technology and Management and Computer Science jointly organized a one-day exhibition on Computer and Technology on 28th January 2015 at St.Claret Higher Secondary School, Karumathur. The exhibition was inaugurated by invoking the blessings of God. Rev.Dr.A.Sebastin Mahimairaj, Coordinator, ARISE welcomed the gathering. Rev.Dr.K.Amal Kulandaisamy, S.J., Rector in his felicitations wished the venture a success and appealed to the students to utilize the opportunity in acquiring the basic and essential knowledge on computer and technology. Dr.A.Ramakrishnan, District Educational Officer, Usilampatti and



Ln.Er.V.V.Senthil Kumar, MJF (Zone Chairman), Lions Club of Thirumangalm, Madurai were the guests of honour. In their address, they laid stress on the need and importance of computer literacy for everyone in the current techno age. The students from schools in and around Karumathur took part in the exhibition and obtained the maximum benefit of it. Ms.C.J.Sindha, Assistant Professor, Department of Computer Science said the vote of thanks

SARAL

The Department of Tamil organized Tamil Nadaga Saral Vizha – 2015, an intra departmental competition to promote the theatrical deftness of the students on 10th January 2015. Dr.A.Joseph Charlie Arockia Doss, Assistant Professor, Department of Tamil extended the welcome note. Rev.Dr.Xavier Vedam, S.J., Principal presided over



the programme. Rev.Dr.K.Amal Kulandaisamy, S.J., Rector, Rev.Dr.A.Antony Pappuraj, S.J., Secretary and Dr.I.Devanan Deputy Principal (Shift II) offered their felicitations. Thiru.M.Shanmugaraja, Cini Actor and Director, Nigazh Nadaga Mayam, Madurai was the guest of



honour. In his address he encouraged and appreciated the students' flair for acting. Ms.S.Jaslin Presilda, Assistant Professor, Department of Tamil thanked the participants and the guests.

National Conference on Indian Marketing Trends and Challenges

The Department of Commerce conducted a National Conference on Indian Marketing –Trends and Challenges on 29th & 30th January 2015. The inaugural ceremony commenced with invocation and Ms.S.Rajeswari, Vice Principal (Shift-II) welcomed the gathering. Rev.Dr.K.Amal Kulandaisamy, S.J., Rector offered his felicitations. Rev.Dr.A.Antony Pappuraj, S.J., Secretary and Head, Department of Commerce briefed the participants the dynamics of the Seminar. Rev.Dr.Xavier Vedam, S.J., Principal in his presidential note wished the faculty of Commerce all success in their endeavour and entreated the participants to utilize the opportunity in updating their knowledge. Dr.A.Selvaraj, Chief Executive



Officer, Jeyareka Associates, Chennai delivered the keynote address. The two-day Seminar consisted of four technical sessions besides a panel discussion. Dr.Manjula, Dean, Thiagaraja School of Management and Mr.K.Periyasamy, Former Additional Director of Horticulture and Mr.J.Rajendren, Head, Department of Computer Science, Madura College, Mr.Anandaraj Gurusamy chaired the technical sessions and enlightened the participants on topics like 'Retail Marketing', 'Rural Marketing', 'Digital Marketing'

and 'Tourism Service Marketing'. The Seminar came to a close with the valedictory address by Dr.I.Devanan, Deputy Principal (Shift II). Ms.K.Ramya, Assistant Professor, Department of Commerce thanked the gathering.

11th Rural Sports Meet

The Rural Sports Meet was organized by Department of Physical Education in a grand manner on 20th February 2015. The Sports Meet



began with a prayer song followed by Tamizh Thai Vazhthu. Rev.Dr.Xavier Vedam, S.J., Principal and Rev.Dr.K.Amal Kulandaisamy, S.J., Rector took the salute and declared the meet open. Dr.I.Raju, Director of Physical Education was the guest of honour and hoisted the college flag. Nearly 225 boys and girls from 9 schools in and around Karumathur participated in the meet with zeal and fervor. Competitions for various age groups were conducted. Rev.Dr.A.Antony Pappuraj, S.J., Secretary and Dr.I.Devanan Deputy Principal (Shift II) offered their felicitations. Dr.M.John Joseph, Associate Professor was the guest of honour for the valediction and distributed the prizes to the winners. Mr.Valavanthan, III B.Sc Physical Education proposed the vote of thanks.

National Conference on Innovative Trends in Computing & Technology

The Department of Information Technology & Management conducted a National Conference on Innovative Trends in Computing & Technology on 25th February 2015.



Mr.M.Mohamed Yoonus, Senior Lecturer/JRO, Central Institute of Indian Language, Mysore inaugurated the Conference and spoke on the occasion. The Conference included three technical sessions on the topics 'The Essential Knowledge for National Language Processing', 'Cloud Computing & Cloud Security', Role of Information Technology in Business'. Mr.L.R.Prem Kumar, Senior Researcher, Central Institute of Indian Language, Mysore, Mr.R.Ravikumar, QA Engineer, Cisco Systems, Bangalore and Dr.P.Shyamala, Head, Dean for Professional Course, Fatima College, Madurai chaired the sessions. Rev.Dr.Xavier Vedam, S.J., Principal presided the Conference and wished the endeavour a success. Rev.Dr.K.Amal Kulandaisamy, S.J., Rector, Rev.Dr.A.Antony Pappuraj, S.J., Secretary and Dr.I.Devanan, Deputy Principal (Shift-II) felicitated the participants. Rev.Fr.Godwin Rufus, S.J., Vice Principal (Shift- I)



delivered the valedictory address. Mr.R.Viswanathan, Head, Department of IT&M extended the welcome note. Ms.A.Rosaal Marcina Fernando, Assistant Professor, Department of IT&M offered the vote of thanks. Mr.S.Arun Prasad, Assistant Professor, Department of IT&M was the convener of the Conference.

National Conference on Recent Advances in Pure and Applied Mathematics

The Department of Mathematics organized a National Conference on 26th February 2015 on Recent Advances in Pure and Applied Mathematics. The objective of the Conference was



to expose the students, teachers and research scholars to the recent trends in applications of Mathematics. Dr.G.Ganesan, Adikavi Nannaya University, Andhra Pradesh was the Chief Guest and delivered the keynote address. Dr.G.Mahadevan, Gandhigram Rural Institute and Dr.K.M.Kathiresan, ANJA College, Sivakasi were the resource persons for the technical sessions. The deliberations in the Conference included many branches of Mathematics and their applications in diverse fields. The department also conducted competitions at inter collegiate level on 27th February 2015. Around 140 students from 12 colleges in and around Madurai participated. Dr.M.Lellis Thivagar, Professor and Chair person, School of Mathematics, Madurai Kamaraj University distributed the prizes and certificates. The rolling trophy was bagged by the students of Fatima College, Madurai and Lady Doak College, Madurai.

Speakpark

The valediction of SPEAKPARK, a venture to promote the oratorical skills of the students, was held by the Department of English on 11th March 2015. Dr.M.John Joseph, Associate Professor, Department of Rural Development Science was the guest speaker. In his address, he invited the students to possess an undying interest for reading as it would certainly help them in enhancing their competency in English. He also honoured the speakers of the year with certificates. Rev.Dr.Xavier Vedam, S.J., Principal in his presidential address stressed the need and importance of English language in the present



scenario and insisted the students to grab all the opportunities provided on the campus in enhancing their speaking skills in English. Mr.S.Jesurajan, Head, Department of English welcomed the gathering and Ms.Shalini, secretary, English Literary Association proposed the vote of thanks.

National Workshop on Track and Field

The Department of Physical Education organized a two-day National Workshop on Track and Field 16th and 17th March 2015. The Workshop was conducted with the objective to provide an opportunity to the researchers, teachers and students of Physical Education to enrich their knowledge in the domain of track and field. Rev.Fr.Anbarasu, S.J., Sports President



inaugurated the Workshop. Dr.M.Sundar, Principal, Alagappa University College of Physical Education, Karaikudi delivered the keynote address. Day one threw light on the principal concepts of track and field and during day two, the participants were given the officiating examination. Mr.C.Sivananda Prabhu, Assistant Professor of Physical Education proposed the vote of thanks.

National Seminar on Representation of Leadership in Literature

The Department of English Literature organized a National Seminar on Representation of Leadership in Literature on 18th March 2015. Dr.S.Tirupati Rao, Professor & Head, Department of English & Communication, Dravidian University, Kuppam, Andrapradesh inaugurated the Seminar and delivered the keynote address. Dr.D.M.Amala, Associate Professor of English, Sri Meenakshi Government College for Women,



Madurai chaired the plenary session. Mr.S.Jesurajan, Head & Associate Professor and Rev.Fr.Godwin Rufus, Assistant Professor, Department of English were on the chair for sessions two and three respectively. Dr.P.Padmini Viswanathan, Associate Professor, PG & Research Department of English, Ethiraj College for Women, Chennai spoke on the valediction. Rev.Dr.Xavier Vedam, S.J., Principal presided the Seminar and wished the venture a grand success. Rev.Dr.K.Amal Kulandaisamy, S.J., Rector, Rev.Dr.A.Antony Pappuraj, S.J., Secretary and Dr.I.Devanan, Deputy Principal (Shift-II) offered their felicitations. Mr.P.Veerassamy, Head, Department of English Literature welcomed the gathering. Mr.A.Raja and Dr.J.Preethi, Assistant Professors, Department of English Literature were the conveners of the Seminar.

Medical Camp for Rural Senior Citizens

ARISE in association with Apollo Speciality Hospitals, Madurai conducted a Medical Camp for the elderly persons of the locale in and around



Karumathur. The camp was formally inaugurated by Rev.Dr.Xavier Vedam, S.J., Principal. Mr.M.Balasubramanian, Rural Development Officer, Usilampatti, Mr.Germanus-Managing Director, Hotel Germanus, Madurai and Mr.Ismayil, Managing Director, Hajee Moosa Pvt. Ltd, Madurai were present on the occasion. Besides the medical camp the senior citizens were also honoured and entertained by the students through cultural programme and debate. Rev.Dr.A.Sebastian Mahimai Raj, Coordinator, ARISE welcomed the gathering and Dr.M.A.Jothi Rajan, Associate Professor, Department of Physics said the vote of thanks.

RESEARCH ACTIVITIES

Research

Mr.G.Gurusamy, Assistant Professor, Department of Tamil has qualified himself for the degree of Doctor of Philosophy in Tamil under guidance of Dr.M.Manivel, Emeritus Professor, Department of Tamilology, School of Tamil Studies, Madurai Kamaraj University, Madurai on 7th February 2015.

Dr.M.A.Jothirajan, Associate Professor, Department of Physics has submitted the proposal for the Minor Research Project entitled Investigation on Magnetized Applications to the University Grants Commission, New Delhi and the same has been approved for the financial assistance to the tune of Rs.3,20,000/- on February 2015.

Mr.J.Robert Dhilipan, Dr.M.Gilbert Rani and Dr.G.Ramkumar, Assistant Professors, Department of Mathematics have been guiding M.Phil research scholars at Madurai Kamaraj

University Evening College, Periyakulam.

Mr.S.Sebastian, Assistant Professor, Department of Physics has registered for the doctoral research on Synthesis and Characterization of SnS thin Films for Solar Cell Applications at Madurai Kamararaj University, Madurai under the supervision of Dr.I.Kulandaisamy, Associate Professor, Department of Physics, Arul Anandar College, Karumathur on 15th May 2015.

Mr.S.Santhosh Kumar Jacob, Assistant Professor, Department of Physics has registered for the doctoral research on Synthesis and Characterization of Cu₂O Based Solar Cell using Spray Pyrolysis Method at Madurai Kamararaj University, Madurai under the supervision of Dr.I.Kulandaisamy, Associate Professor, Department of Physics, Arul Anandar College, Karumathur on 15th May 2015.

Resource Sharing

Mr.P.Nallathambi, Assistant Professor, Department of History has served as the facilitator in the programme titled Enhancing Civic Knowledge and Building up Good Citizenship jointly organized by Center for Women's Studies, Arul Anandar College and Rajiv Gandhi National Institute of Youth Development under its Youth-led Development Outreach Programme (YDP) in higher Educational Institutions in consonance with the National Youth policy 2014 from 2nd to 4th January 2015.

Mr.P.Ramachandran, Assistant Professor, Department of Business Administration has served as a facilitator in the programme titled *Enhancing Civic Knowledge and Building up Good Citizenship* jointly organized by Center for Women's Studies, Arul Anandar College, Karumathur and Rajiv Gandhi Institute of Youth Development, Sriperumpudhur, Chennai from 2nd to 4th January 2015.

Dr.M.Maria John Kennedy, Associate Professor, Department of Economics offered his resource as an External Member at the meeting of Board of Studies in Economics held at St.Xavier's College, Palayamkottai on 5th January 2015.



Dr.M.John Joseph, Associate Professor, Department of Rural Development Science rendered his resource to the participants of the National Conference on Current Trends in Multidisciplinary Research at Holy Cross College, Nagercoil on 10th January 2015.

Mr.J.Keba Immanuvel, Assistant Professor, Department of English rendered his resource on British Literature to the students of S.Vellaichamy Nadar College on 12th January 2015.

Dr.R.Antony Paul Gnanasekar, Associate Professor, Department of History delivered a guest lecture on Human Rights Violation-Global Scenario at N.M.S.S.Vellaichamy Nadar College of Education, Nagamalai, Madurai on 21st January 2015.

Dr.A.Anandan, Associate Professor, Department of Tamil rendered his resource on ey;tOjpahh; ghly;fspy; itia in the seminar on nrt;tpay; ,yf;fpaq;fspy; ghz;baehl;Lg; Gyth;fs; jointly organized by Department of Tamil, Mannar Thirumalai Nayakar College, Madurai and Central Institute of Classical Tamil, Chennai on 24th January 2015.

Rev.Fr.M.Anbarasu, S.J., Assistant Professor, Department of Tamil was the chair person in the International Seminar on fp|jtKk; jkpOk; organized by Department of Tamil, Sacred Heart College, Thirupathur on 27th January 2015.

Dr.I.Jeyaraj, Associate Professor, Department of Economics has delivered a guest lecture on *Governance and Economic Development* organized by the Department of Economics for the students of III B.A., Economics at Ayya Nadar Janaki Ammal College, Sivakasi on 29th January 2015.

Dr.R.Antony Paul Gnanasekar, Associate Professor, Department of History rendered his resource on Madurai-The Pluralistic Hub of the Indian Freedom Struggle in the three-day National Seminar on *Subaltern Freedom Fighters in Madras Presidency* at Rajapalayam Rajus' College, Rajapalayam on 29th to 30th January 2015.

Dr.S.Arul Prasad, Associate Professor, Department of Rural Development Science has served as a member of the Board of Studies at

St.Xavier's College, Palayamkottai on 31st January 2015.

Dr.A.Anandan, Associate Professor, Department of Tamil was the special invitee for the Annual Day celebrations held at H.N.U.P.R.Girls Higher Secondary School, Nilakootai on 31st January 2015.

Dr.G.Ramkumar, Assistant Professor, Department of Mathematics delivered a lecture on *Domination in Graphs and its Applications* for UG and PG Mathematics students at Pasumpon Muthramalinga Thevar College, Usilampatti on 6th February 2015.

Dr.N.Savitha Devi, Assistant Professor, Department of Chemistry has been a member in the Board of Studies meeting held at Sri Meenakshi Government Arts College for Women, Madurai on 10th February 2015.

Dr.R.Antony Paul Gnanasekar, Associate Professor, Department of History acted as the recourse person for Research and Consultancy Programme in History organized by the Department of History, E.M.G. Yadava Women's College, Madurai on 12th February 2015.

Dr.G.Ramkumar, Assistant Professor, Department of Mathematics delivered a guest lecture on *Ramanujam's Work and his Life History* to the students of Department of Mathematics, Fatima College, Madurai on 13th February 2015.

Mr.S.A.Deva Prince, Assistant Professor, Department of Chemistry delivered lectures on *Spectroscopic Identification of Inorganic Compounds by NMR Spectroscopy and Spectroscopic Identification of Inorganic Compounds by ESR Spectroscopy* in the one-day seminar organized by the Department of Chemistry at Annai Velankanni College, Tholayavattam on 16th February 2015.

Mr.S.Jesurajan, Associate Professor, Department of English chaired a session on Ethnic Consciousness in the National Conference on *Identity and Ethnicity in Contemporary Literature* organized by the Department of English, The Standard Fireworks Rajaratnam College for Women, Sivakasi in collaboration with



School of English and Foreign Language and Department of English and Comparative Literature, Madurai Kamaraj University, Madurai on 19th February 2015.

Dr.M.George Joseph, Associate Professor, Department of Philosophy has served as the resource person & evaluated the exhibits in the National Science Mela & Awareness Film Festival 2015 at Arul Anandar College, Karumathur on 19th & 20th February 2015.

Dr.I.Jeyaraj, Associate Professor, Department of Economics was the subject expert for the Board of Studies in Economics at S.Vellaichamy Nadar College, Nagamalai, Maduari on 20th February 2015.

Dr.I.Jeyaraj, Associate Professor, Department of Economics has delivered a guest lecture on *Role of Economic Planning in India* organized by S.Vellaichamy Nadar College, Nagamalai, Maduari on 25th February 2015.

Mr.S.Jesurajan, Associate Professor, Department of English chaired a session in the International Seminar on Commonwealth Literature in English organized by the Research Center in English, Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar on 27th February 2015.

Dr.S.Arul Prasad, Associate Professor, Department of Rural Development Science has been the member of the Board of Studies and rendered his suggestions at its meeting held at Fatima College, Madurai on 5th March 2015.

Dr.M.Maria John Kennedy, Associate Professor, Department of Economics acted as the resource person in the National Seminar on Impacts of Urbanisation in India at Kandaswami Kandar's College, Velur-Namakkal on 6th & 7th March 2015.

Dr.M.Maria John Kennedy, Associate Professor, Department of Economics shared his expertise with the participants of the workshop on The Recent Development in Economics organized by Department of Economics, The Madura College, Madurai on 13th March 2015.

Mr.S.Jesurajan, Associate Professor, Department of English has shared his expertise

with the participants of the National Seminar on *Representations of Leadership in Literature* organized by Department of English Literature, Arul Anandar College, Karumathur on 18th March 2015.

Dr.G.Ramkumar, Assistant Professor, Department of Mathematics has been the member of the Board of Studies in Mathematics at Sri Kaliswari College, Sivakasi on 21st March 2015.

Dr.M.Maria John Kennedy, Associate Professor, Department of Economics served as resource person and delivered a lecture on *Incentives and Subsidies in India* in the National Seminar on Indian Economy-Issues & Impacts held at St.Mary's College, Thoothukudi on 26th March 2015.

Mr.L.Karuppiah, Assistant Professor, Department of Physical Education was the member of the Board of Studies and contributed his expertise at its meeting held at Ramakrishna Mission Vivekananda University, Coimbatore on 30th March 2015.

Mr.S.Jesurajan, Associate Professor, Department of English was the subject expert for the Board of Studies in English, Yadava College, Madurai on 6th April 2015.

Mr.S.Jesurajan, Associate Professor, Department of English had been the examiner for the project and viva voce for the students of M.A. English Language and Literature held at Sri.V.G.Visalakshi College for Women, Udumalpet on 8th April 2015.

Dr.M.Joseph Israel, Associate Professor, Department of Mathematics has been appointed as the University Nominee in the Board of Studies in Mathematics at V.V.Vanniapermal College for Women, Virudhunagar from 19.12.2014 to 18.12.2016.

Dr.M.Joseph Israel, Associate Professor, Department of Mathematics has been the External Member of the Board of Studies in Mathematics at Devanga Arts College, Aruppukottai on 10th April 2015.

Publications

Ms.V.Mallika, Assistant Professor, Department of Economics has published an article



titled The Impact of Economic Reform on the Growth of Agriculture Production and Productivity in India since Liberalisation in the online journal of *Socio-Economic Voices*, pp.1-9, January 2015.

Dr.K.S.Joseph Wilson, Associate Professor, Department of Physics has brought out an article titled Effect of Temperature on Nanocomposite of Metal Nanoparticles in Photonic Crystals in the journal of *Progress in Electromagnetic Research PIERB*, vol.41, pp.105-114 on January 2015.

Dr.M.James Antony, Associate Professor, Department of Economics and Dr.S.Saravanan, Research Associate, Department of Economics have jointly written an article titled Inclination as well as Mold of Tax Revenue of Tamil Nadu During 1980-81 to 2010-11 in the journal of *Indian Economic Panorama*, vol.24, No.4, pp.23-25 on January 2015.

Rev.Dr.Maria Joseph Mookkan Mahalingam, S.J., Assistant Professor, Department of Rural Development Science has contributed an article titled Role of NGOs in Disaster Management in the international journal of *Applied Management Research* ISSN: 0974 8709, Vol.7, January – June 2015.

Ms.T.Susma and Mr.P.V.Muthu Perumal, Assistant Professors, Department of Business Administration have penned a paper titled Marketing Strategies of Booking Industry in the book titled *Indian Marketing Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-554, pp.10-15 on January 2015.

Ms.P.Jerlin Rupa and Mr.G.Vigneshwaran, Assistant Professors, Department of Business Administration have published an article titled CRM-A Focus on BSNL in the book titled *Indian Marketing Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-554, pp.105-111 on January 2015.

Ms.S.Rajeswari, Assistant Professor, Department of Commerce has brought out an article titled Health Services in India in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications ISBN: 978-93-80657-55-4, pp.1-9 on January 2015.

Ms.P.Arockia Juliet, Assistant Professor, Department of Commerce has written an article titled The Opportunities and Challenges of FDI in Retail in India in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-55-4, pp.42-48 on January 2015.

Ms.V.S.Mege, Assistant Professor, Department of Commerce has contributed an article titled Trends in Indian Retail Marketing in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-55-4, pp.49-56 on January 2015.

Ms.M.Virgin Arockia Mary, Assistant Professor, Department of Commerce has penned an article titled Issues and Challenges in Online Marketing in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-55-4, pp.57-61 on January 2015.

Mr.A.Stephen Jeyaraj, Assistant Professor, Department of Commerce has published an article titled Challenges and Opportunities in Rural Marketing in India in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-55-4, pp.31-35 on January 2015.

Mr.R.Kadher Farook, Assistant Professor, Department of Commerce has brought out an article titled Integrated Process of Digital Marketing in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-55-4, pp.69-72 on January 2015.

Ms.S.Rajeswari and Ms.P.Arockia Juliet, Assistant Professors, Department of Commerce have written an article titled Strategies and Challenges in Online Marketing in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-55-4, pp.79-84 on January 2015.

Ms.K.Ramya, Assistant Professor, Department of Commerce has contributed an article titled A Changing Lifestyle Towards Luxury Goods in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-55-4, pp.100-104 on January 2015.



Mr.S.Arunprasad, Assistant Professor, Department of Information Technology and Management has penned an article titled Marketing Challenges Faced in the Service Industry in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-55-4, pp.14-22 on January 2015.

Ms.A.Rosaal Marcina Fernando, Assistant Professor, Department of Information Technology and Management has published an article titled Digital Marketing Strategies and Approches in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-55-4, pp.62-68 on January 2015.

Ms.R.Siva Malini, Assistant Professor, Department of Information Technology and Management has brought out an article titled Issues in Rural Marketing in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-55-4, pp.36-41 on January 2015.

Mr.D.Richard, Assistant Professor, Department of Information Technology and Management has written an article titled Net Banking Authentication using Template-Based Passwords in the book titled *Indian Marketing-Trends and Challenges*, Shanlax Publications, ISBN: 978-93-80657-55-4, pp.73-78 on January 2015.

Ms.N.Veeraparameswari, Assistant Professor, Department of Physical Education has contributed an article titled Influence of Physical Exercises and Surya Namaskar Practices on Selected Health Related Physical Fitness Components of College Women in *Physical Education & Sports Research Journal*, ISSN: 2277-3665, vol.4, issue.1, Impact factor: 2.1052 on January 2015.

Ms.N.Veeraparameswari, Assistant Professor, Department of Physical Education has penned an article titled Effect of Suryanamaskar Practices Compared with Physical Exercises on Selected Biochemical Parameters of College Women in the International Journal of *Recent Research and Applied Studies* (Multidisciplinary Open Access Referred e-journal) ISSN: 2349-4891, vol.2, issue.2(2), Impact factor: 2.62 on February 2015

Mr.S.Jesurajan, Associate Professor, Department of English has published an article titled Ambivalent Representations of Bombay in Rohinton Mistry's Novels in the *Interdisciplinary Research Journal for Humanities* a peer-reviewed journal, brought out by Department of English, St.Xavier's College, Palayamkottai Special Issue: 1, Vol.6, ISSN: 2249-250 X on February 2015.

Dr.M.James Antony, Associate Professor, Department of Economics has brought out an article titled Role of Information and Communication Technology (ICT) in Teachers Education in the Journal of *Mother News*, Vol.IV, No.2 on February 2015.

Dr.K.S.Joseph Wilson, Associate Professor, Department of Physics has written an article titled Effect Temperature on Nanocomposite of Metal Nanoparticles in Photonic Crystals in the journal of *Progress in Electromagnetic Research* vol.41, pp.105-114 on 26th February 2015.

Mr.A.Vignesh Kumar, Assistant Professor, Department of English Literature has contributed an article titled Elements of Science and Counter Science in Amitav Ghosh's *The Calcutta Chromosome* in the book titled *Commonwealth Literature a Critical Reorientation* ISBN: 978-93-81723-33-3 on February 2015.

Ms.R.S.Sabeetha, Assistant Professor, Department of English Literature has penned an article titled Unearthing History: Tony Morrison's *Beloved* in the book titled *Contemporary Issues in Commonwealth Literature* ISBN: 978-93-81723-35-7, pp.281-291 on February 2015.

Mr.J.Keba Immanuel, Assistant Professor, Department of English Literature has published an article titled Search of Love in Different Stages in One's Life in the book titled *Contemporary Issues in Commonwealth Literature* ISBN: 978-93-81723-35-7, pp.191-197 on February 2015.

Mr.J.Keba Immanuel, Assistant Professor, Department of English Literature has brought out an article titled Foreign Direct Investment: The Concept of Make in India in the book titled *Innovative Trends in Computing and Technology*, Shanlax Publication, ISBN: 978-93-80686-05-1, pp.305-311 on February 2015.



Mr.J.Keba Immanuvel, Assistant Professor, Department of English Literature has written an article titled Artificiality of Human Behaviours Expressed in Gabriel Okara's Once Upon a Time in the book titled *Contemporary Trends in English Literature* ISBN: 978-81-910124-2-2, pp.97-103 on February 2015.

Mr.A.Vigensh Kumar, Assistant Professor, Department of English Literature has contributed an article titled A Sense of Space and Time in Amitav Ghosh's The Calcutta Chromosomes in the book titled *Contemporary Trends in English Literature* ISBN: 978-81-910124-2-2, pp.265-268 on February 2015.

Mr.S.Aloysius Albert, Assistant Professor, Department of English Literature has penned an article titled Love and Lack of Love in Toni Morrison's Love in the book titled *Contemporary Trends in English Literature* ISBN: 978-81-910124-2-2, pp.1-9 on February 2015.

Mr.P.Veerasingam, Assistant Professor, Department of English Literature has published an article titled Violation of Human Rights in Shobasakthi's Novel Traitor in the book titled *Contemporary Trends in English Literature* ISBN: 978-81-910124-2-2, pp.253-258 on February 2015.

Mr.A.Raja, Assistant Professor, Department of English Literature has brought out an article titled Narrative Style in Anita Desai's Novel Cry, The Peacock in the book titled on *Contemporary Trends in English Literature* ISBN: 978-81-910124-2-2, pp.132-135 on February 2015.

Dr.J.Preethi, Assistant Professor, Department of English Literature has written an article titled Recent Techniques to Improve Language Skills in the book titled on *Contemporary Trends in English Literature* ISBN: 978-81-910124-2-2, pp.124-131 on February 2015.

Mr.P.Veerasingam, Assistant Professor, Department of English Literature has contributed an article titled The Impact of Ethnic Clash in Michael Ondaatje's Novel Anil's Ghost in the book titled *Contemporary Issues in Commonwealth Literature* ISBN: 978-93-81723-35-7, pp.367-371 on February 2015.

Ms.P.Jerlin Rupa and Ms.T.Susma,

Assistant Professors, Department of Business Administration has penned an article titled A Study on Role Stress Experienced by Women Professionals in Madurai City in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, ISBN: 978-93-80686-03-5 on February 2015.

Mr.P.Ramachandran, Assistant Professor, Department of Business Administration has published an article titled Micro Credit and Women's Empowerment in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, ISBN: 978-93-80686-03-5, pp.387-391 on February 2015.

Mr.G.Vigneshwaran and Mr.P.V.Muthu Perumal, Assistant Professors, Department of Business Administration have brought out an article titled Indian Retail Industry- Opportunities, Challenges and Strategies in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, 978-93-80686-03-5, pp.413-418 on February 2015.

Mr.R.Viswanathan, Assistant Professor, Department of Information Technology and Management has written an article titled Neural Cryptography for Secret Key Exchange in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, 978-93-80686-03-5, pp.1-8 on February 2015.

Ms.R.Josephine Therese, Assistant Professor, Department of Computer Science and Mr.R.Viswanathan, Assistant Professor, Department of Information Technology and Management have contributed an article titled Artificial Intelligence and Intelligent Tutoring Systems in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, 978-93-80686-03-5, pp.129-135 on February 2015.

Ms.I.Juliet Shanthi, Assistant Professor, Department of Computer Applications has penned an article titled Challenges for Success in Big Data and Analytics in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, 978-93-80686-03-5, pp.136-140 on February 2015.

Mr.D.Richard, Assistant Professor, Department of Information Technology and



Management has published an article titled Cloud Computing: Comforts and Challenges in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, 978-93-80686-03-5, pp.145-148 on February 2015.

Ms.M.Virgin Arockia Mary, Assistant Professor, Department of Commerce has brought out an article titled Data Mining Applications in Healthcare in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, 978-93-80686-03-5, pp.158-162 on February 2015.

Ms.A.Rosaal Marchina Fernando, Assistant Professor, Department of Information Technology and Management has written an article titled Data Mining Concepts and Techniques in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, 978-93-80686-03-5, pp.171-177 on February 2015.

Ms.S.Jaslin Presilda, Assistant Professor, Department of Tamil has contributed an article titled Human Language in Machine Technology in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, 978-93-80686-03-5, pp.200-204 on February 2015.

Mr.S.Aloysius Albert, Assistant Professor, Department of English Literature has penned an article titled An Interface Between Literature and Technology in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, 978-93-80686-03-5, pp.205-209 on February 2015.

Mr.P.Johnson, Assistant Professor, Department of Computer Applications has published an article titled A Study on Standard and Scope of Wearable Gestural Interface-Sixth Sense Technology in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, 978-93-80686-03-5, pp.244-252 on February 2015.

Mr.B.Kalidoss, Assistant Professor, Department of English Literature has brought out an article titled My Nation is Not for Sale: FDI in Retail Sector in India in the book titled *Innovative Trends in Computing & Technology*, Shanlax Publications, 978-93-80686-03-5, pp.280-283 on February 2015.

Mr.P.Veerassamy, Assistant Professor, Department of English Literature has written an

article titled Ethnic Clash in Shobasakthi's Traitor in the *Interdisciplinary Research Journal for Humanities*, (A Peer-Reviewed Journal) ISSN: 2249-250X, vol.6, No.1 on February 2015.

Ms.V.Mallika, Assistant Professor, Department of Economics has contributed an article titled Impact of HIV/Aids Prevalence on Health Indicators of Tamil Nadu in the *International Journal of Management of Social Development*, ISSN: 2348-1919, vol.2, No.3, pp.33-43, Impact Factor: 0.745 on March 2015.

Dr.I.Jeyaraj, Associate Professor, Department of Economics has penned an article titled The Role of IQAC as Catalytic Agent Towards Quality Enhancement and Sustenance in Higher Educational Institutions in the proceedings of the NAAC sponsored National Seminar on *The Impact of IQAC on Quality Improvement & Sustenance of the Rural based Institutions* organized by Internal Quality Assurance Cell, Mannar Thirumalai Naicker College, published by Shanlax publications, Madurai ISBN: 978-93-80686-98-1, pp.135-142 on March 2015.

Dr.N.Murali, Associate Professor, Department of Economics has published an article titled Global Oil Scenario and its Impact on Indian Economy in the *Journal of Scientific Praxis and Action Research for Knowledge Society*, ISSN: 2277-5021, Light-4, Ray-1, pp. 1-6 on March 2015.

Dr.M.George Joseph, Associate Professor, Department of Philosophy has brought out an article titled Development is the New Name for Estrangement in the *Journal of Scientific Praxis and Action Research for Knowledge Society*, ISSN: 2277-5021, Light-4, Ray-1, pp. 7-15 on March 2015.

Ms.A.Sahaya Josephine Mary, Assistant Professor, Department of English has written an article titled Multiple Alienation of Dalit Women in P.Sivakami's the Grip of Change in the *Journal of Scientific Praxis and Action Research for Knowledge Society*, ISSN: 2277-5021, Light-4, Ray-1, pp. 58-60 on March 2015.

Dr.Sr.Mary Lowrencia, Assistant Professor, Department of English has contributed an article titled Reading Skill in the *Journal of Scientific Praxis and Action Research for Knowledge*



Society, ISSN: 2277-5021, Light-4, Ray-1, pp. 69-73 on March 2015.

Dr.M.Gilbert Rani, Assistant Professor, Department of Mathematics has penned an article titled Domination in Soft Graphs in the International Journal of *Mathematical Archive*, vol.6, No.3 on March 2015.

Mr.P.Veerasingam, Assistant Professor, Department of English Literature has published an article titled Enhancing Vocabulary Power and Writing Skill to the Tertiary Learner in the *Multidisciplinary Biannual Journal Teles* ISSN: 2348-8409, pp.117-120 on March 2015.

Dr.B.Kalidoss, Assistant Professor, Department of English Literature has brought out an article titled An Outrage Against Racism: A Study of Richard Wright's Black Boy in the Book Titled Commonwealth Literature: Relevance and Context ISBN: 978-93-81723-36-4 on March 2015.

Dr.S.Valanarasu and Mr.R.Thomas, Assistant Professors, Department of Physics have jointly written an article titled Studies on SILAR deposited Cu_2O and ZnO films for solar cell applications in the journal of *Material Science Material Electron* on 2nd April 2015.

Dr.S.Valanarasu and Mr.S.Santhosh Kumar Jacob, Assistant Professors, Department of Physics have contributed an article titled Effect of Trisodium Citrate Concentration on the Structural and Photodiode Performance of CdO thin Films in the journal of *Electronic Materials* ISSN 0361-5235 on 10th April 2015.

Dr.I.Kulandaisamy, Associate Professor and Dr.S.Valanarasu, Assistant Professor, Department of Physics have penned an article titled Optical and Microstructural Properties of Sol-Gel Spin Coated MgAl_2O_4 Thin Film in the journal of *Nanomaterials and Biostructures* vol.10, No.2, pp.643-654, April-June 2015.

Mr.S.Jesurajan, Associate Professor, Department of English has published an article titled Representations of Leadership in Literature an Overview in *Roots, International Journal of Multidisciplinary Researches* (A Peer Reviewed, Refereed & Quarterly Journal), Vol.1, Special Issue: 1, ISSN: 2349-8684 on April 2015.

Dr.A.Shanmugaraju, Assistant Professor, Department of Physics has brought out an article titled Empirical Relationship between CME, Parameters and Geo-effectiveness of Halo CMEs in the Rising Phase of Solar Cycle 24(2011-2013) in the international journal of *Solar Physics* on 4th April 2015.

Dr.K.S.Joseph Wilson, Associate Professor, Department of Physics has written articles titled Phonon Polariton Modes in Al doped ZnO Nanoparticles, Tunable Polariton Bandgap in Quantum Wire Superlattice System and Analysis of Polariton Dispersion in Dielectric-Ferroelectric Superlattices in the international journal of *Chem Tech Research*, ISSN: 0974-4290, vol.7, No.3, 2014-2015.

Dr.K.S.Joseph Wilson, Associate Professor, Department of Physics has contributed an article titled Temperature Dependence of Optical Parameters of Nanocomposite System in the *Indian Journal of Physics* on 28th April 2015.

Mr.S.Aloysius Albert, Assistant Professor, Department of English Literature has penned an article titled Tughlaq: A Man of Many Dimensions in Girish Kamad's Tughlaq in the *Roots International Journal of Multidisciplinary Researches* ISSN: 2349-8684, vol.1 Spe Issue: 1, pp.1-4 on April 2015.

Mr.T.Anand, Assistant Professor, Department of English Literature has published an article titled Representation of Leadership in Wole Soyinka's Selected Works in the *Roots International Journal of Multidisciplinary Researches* ISSN: 2349-8684, vol.1 Spe Issue: 1, pp.5-7 on April 2015.

Dr.B.Kalidoss, Assistant Professor, Department of English Literature has brought out an article titled Representation of Leadership in Shakespeare's Julius Caesar in the *Roots International Journal of Multidisciplinary Researches* ISSN: 2349-8684, vol.1 Spe Issue: 1, pp.34-37 on April 2015.

Mr.J.Keba Immanuel, Assistant Professor, Department of English Literature has written an article titled Representation of Modern Leadership in Chinua Achebe's Arrow of God in



the *Roots International Journal of Multidisciplinary Researches* ISSN: 2349-8684, vol.1 Spe Issue: 1, pp.45-48 on April 2015.

Mr.M.Nallakurumban, Assistant Professor, Department of English Literature has contributed an article titled Swami Vivekananda as a Spiritual Leader: A Study of Gautam Ghose's the Prophet of Modern India in the *Roots International Journal of Multidisciplinary Researches* ISSN: 2349-8684, vol.1 Spe Issue: 1, pp.61-62 on April 2015.

Dr.J.Preethi, Assistant Professor, Department of English Literature has penned an article titled Leadership is Action, Not Position with Reference to Shakespeare's the Tempest in the *Roots International Journal of Multidisciplinary Researches* ISSN: 2349-8684, vol.1 Spe Issue: 1, pp.67-70 on April 2015.

Mr.A.Raja, Assistant Professor, Department of English Literature has published an article titled Bimla as a Postmodern Woman Leader in Anita Desai's Clear Light of the Day in *Roots, an International Journal of Multidisciplinary Researches* ISSN: 2349-8684, vol.1 Spe Issue: 1, pp.81-83 on April 2015.

Ms.R.S.Sabeetha, Assistant Professor, Department of English Literature has brought out an article titled Portrayal of Leadership Qualities of Ralph and Jack in Golding's Lord of the Flies in *Roots, International Journal of Multidisciplinary Researches* ISSN: 2349-8684, vol.1 Spe Issue: 1, pp.88-92 on April 2015.

Mr.S.Jesurajan, Associate Professor, Department of English has written an article titled Representations of Leadership in Literature: An Overview in *Roots, an International Journal of Multidisciplinary Researches* ISSN: 2349-8684, vol.1 Spe Issue: 1, pp.101-103 on April 2015.

Mr.P.Veerasingam, Assistant Professor, Department of English Literature has contributed an article titled Representations of Leadership in Shobaskathi's Traitor in *Roots, an International Journal of Multidisciplinary Researches* ISSN: 2349-8684, vol.1 Spe Issue: 1, pp.126-129 on April 2015.

Mr.A.Vigneshkumar, Assistant Professor,

Department of English Literature has penned an article titled Theoretical Analysis of Leadership Qualities of Malala with Special Reference to I am Malala in *Roots, an International Journal of Multidisciplinary Researches* ISSN: 2349-8684, vol.1 Spe Issue: 1, pp.130-133 on April 2015.

Paper Presentations

Dr.M.George Joseph, Associate Professor, Department of Philosophy presented a research paper titled *Modern Attitudes to Cosmic Revelations* in the National Seminar organised by Satya Nilayam Institute and Chennai Philosophical Forum, Chennai on 9th January 2015.

Ms.J.Helen, Assistant Professor, Department of Tamil presented a paper on *NrRrig kiw gzpahsh; jhrp]pd; fbjg; gjptpy; jkpo;g;ngz;* in the International Seminar on *fp]jtKk; jkpOk;* organized by Department of Tamil, Sacred Heart College, Thirupathur on 27th January 2015.

Ms.T.Susma and Mr.P.V.Muthu Perumal, Assistant Professors, Department of Business Administration presented a paper titled *Marketing Strategies of Booking Industry* in the National Conference on Indian Marketing Trends and Challenges at Arul Anandar College, Karumathur on 29th & 30th January 2015.

Ms.P.Jerlin Rupa and Mr.G.Vigneshwaran, Assistant Professors, Department of Business Administration presented a paper titled *CRM-A Focus on BSNL* in the National Conference on Indian Marketing Trends and Challenges at Arul Anandar College, Karumathur on 29th & 30th January 2015.

Mr.J.Keba Immanuel, Assistant Professor, Department of English Literature presented a paper titled *Artificiality of Human Behaviours Expressed in Gabriel Okara's Once Upon a Time* in the National Seminar on Contemporary Trends in English Literature at S.Vellaichamy Nadar College, Nagamalai Pudukottai, Madurai on 6th February 2015.

Mr.A.Vignesh Kumar, Assistant Professor, Department of English Literature presented a paper titled *A Sense of Space and Time in Amitav Ghosh' The Calcutta Chromosomes* in the National



Seminar on Contemporary Trends in English Literature at S.Vellaichamy Nadar College, Nagamalai Pudukottai, Madurai on 6th February 2015.

Dr.B.Kalidoss, Assistant Professor, Department of English Literature presented a paper titled *Representation of Modern Life-A Study of Samuel Beckett's Waiting for Go Dot* in the National Seminar on Contemporary Trends in English Literature at S.Vellaichamy Nadar College, Nagamalai Pudukottai, Madurai on 6th February 2015.

Mr.S.Aloysius Albert, Assistant Professor, Department of English Literature presented a paper titled *Love and Lack of Love in Toni Morrison's Love* in the National Seminar on Contemporary Trends in English Literature at S.Vellaichamy Nadar College, Nagamalai Pudukottai, Madurai on 6th February 2015.

Mr.P.Veerasingam, Assistant Professor, Department of English Literature presented a paper titled *Violation of Human Rights in Shobasakthi's Traitor* in the National Seminar on Contemporary Trends in English Literature at S.Vellaichamy Nadar College, Nagamalai Pudukottai, Madurai on 6th February 2015.

Mr.A.Raja, Assistant Professor, Department of English presented a paper titled *Narrative Style in Anita Desai's Novel Cry, The Peacock* in the National Seminar on Contemporary Trends in English Literature at S.Vellaichamy Nadar College, Nagamalai Pudukottai, Madurai on 6th February 2015.

Dr.J.Preethi, Assistant Professor, Department of English Literature presented a paper titled *Recent Techniques to Improve Language Skills* in the National Seminar on Contemporary Trends in English Literature at S.Vellaichamy Nadar College, Nagamalai Pudukottai, Madurai on 6th February 2015.

Dr.J.Martin, Assistant Professor, Department of History presented a paper titled *Nuclear Power Plans and Peoples Security - A Survey* in the National Seminar on Human Right Issues in Indian Context at V.V.Vanniaperumal College for Women, Virudhunagar on 10th February 2015.

Mr.G.Gurusamy, Assistant Professor, Department of Tamil presented a paper titled *nrt;tpyf;fpa ,e;jpuDk; itzt ,yf;fpa ,e;jpuDk; rpy kPl;LUthf;f mtjhdpG;Gfs;* in National Seminar on jkpo;r; nrt;tpay; ,yf;fpaq;fspd; kPl;LUthf;fg; gilg;Gfs; organized by the Research Centre of Tamil, St.Joseph's College, Thiruchirapalli and Central Institute of Classical Tamil, Chennai from 18th to 20th February 2015.

Dr.J.Martin, Assistant Professor, Department of History presented a paper titled *Vattakottai-A Fort for Trade and Defense in South Travencore* in the 35th Annual Session of South Indian History Congress organized by the Department of History and Tourism Management, Kakatiya University, Warangal, Telangana from 20th to 22nd February 2015.

Mr.J.Keba Immanuel, Assistant Professor, Department of English Literature presented a paper titled *Foreign Direct Investment: The Concept of Make in India* in the National Seminar on Innovative Trends in Computing and Technology at Arul Anandar College on 25th February 2015.

Mr.P.Ramachandran, Assistant Professor, Department of Business Administration presented a paper titled *Micro Credit and Women's Empowerment* in the National Seminar on Innovative Trends in Computing & Technology and Management at Arul Anandar College, Karumathur on 25th February 2015.

Ms.S.Jaslin Presilda, Assistant Professor, Department of Tamil presented a paper on *re;jpapyf;fzk; fw;wypy; ehtp re;jpg;gpio jpUj;jpg; gad;ghL* in the National Seminar on JiwNjhWk; jkpo; tsh;r;rp held at St.Joseph's College, Tiruchi on 25th & 26th February 2015.

Dr.V.Nirmal Rajkumar, Assistant Professor, Department of Economics presented a paper titled *An Analysis on Economic Empowerment of Women Self Help Groups Members in Keeladi Panchayat of Sivagangai District* in the National Seminar on The Role of NGOs in Empowering SHGs Women: Issues & Achievements at St.Xavier's College, Palayamkottai on 26th & 27th February 2015.



Mr.S.Rayappan, Assistant Professor, Department of Chemistry presented a paper titled *Defluoridation of Water Using a Natural Adsorbent, Solanum Trilobactum* in the National Conference on Frontier Areas in Chemistry at Thiyagarajar College, Madurai on 26th & 27th February 2015.

Dr.A.Michael Raj and Ms.V.Mallika, Assistant Professors, Department of Economics have presented a paper titled *Women Empowerment Through Self Help Groups in Madurai Town* in the National Seminar on The Role of NGOs in Empowering SHGs Women: Issues & Achievements at St.Xavier's College, Palayamkottai on 26th & 27th February 2015.

Mr.M.Saravanapandi, Assistant Professor, Department of English presented a paper titled *Degradation of Education, Values in Chetan Bhagat's Revolution 2020* in the International Seminar on Commonwealth Literature in English at Virudhunagar Hindu Nadars Senthilkumara Nadar College, Virudhunagar on 27th February 2015.

Mr.A.Vignesh Kumar, Assistant Professor, Department of English presented a paper titled *Elements of Science and Counter Science in Amitav Ghosh's The Calcutta Chromosome* in the International Seminar on Commonwealth Literature in English at Hindu Nadars Senthilkumara Nadar College, Virudhunagar on 27th February 2015.

Ms.R.S.Sabeetha, Assistant Professor, Department of English Literature presented a paper titled *Unearthing History: Tony Morrison's Beloved* in the International Seminar on Commonwealth Literature in English at Hindu Nadars Senthilkumara Nadar College, Virudhunagar on 27th February 2015.

Mr.J.Keba Immanuvel, Assistant Professor, Department of English Literature presented a paper titled *Search of Love in Different Stages in One's Life* in the International Seminar on *Commonwealth Literature in English* at Hindu Nadars Senthilkumara Nadar College, Virudhunagar on 27th February 2015.

Mr.P.Veerasingam, Assistant Professor, Department of English Literature presented a

paper titled *The Impact of Ethnic Clash in Michael Ondaatje's Novel Anil's Ghost* in the International Seminar on Commonwealth Literature in English at Hindu Nadars Senthilkumara Nadar College, Virudhunagar on 27th February 2015.

Dr.M.Gilbert Rani, Assistant Professor, Department of Mathematics presented a paper titled *Nano g^* -closed set in Nano Topological Space* in the National Seminar on Recent Trends in Mathematics organized by the Department of Mathematics at G.Venkataswamy Naidu College, Kovilpatti on 5th March 2015.

Ms.I.Pradeepa, Assistant Professor, Department of Mathematics presented a paper titled *Intuitionistic Fuzzy Line Graph of Intuitionistic fuzzy Hypergraph* in the National Seminar on Recent Trends in Mathematics at G.Venkataswamy Naidu College, Kovilpatti on 5th March 2015.

Dr.G.Ramkumar, Assistant Professor, Department of Mathematics presented a paper titled *Decomposition of Supra-Continuity* in the National Seminar on Recent Trends in Mathematics organized by the Department of Mathematics at G.Venkataswamy Naidu College, Kovilpatti on 6th March 2015.

Ms.V.Mallika, Assistant Professor, Department of Economics presented a paper titled *A Bird's Eye View on Urbanisation and its Various Dimensions of India* in the National Seminar on Impacts of Urbanisation in India at Kandaswami Kandar's College, Velur-Namakal on 6th & 7th March 2015.

Mr.A.Vignesh Kumar, Assistant Professor, Department of English Literature presented a paper titled *FDI in Higher Education: Reality & Myth* in the International Conference on Education in India: Challenges and Perspectives at Annai Fathima College of Arts & Science, Thirumangalam on 7th March 2015.

Ms.R.S.Sabeetha, Assistant Professor, Department of English Literature presented a paper titled *FDI in Higher Education: Boon or Bane* in the International Conference on Education in India: Challenges and Perspectives at Annai Fathima College of Arts & Science, Thirumangalam on 7th March 2015.



Mr.P.Veerassamy, Assistant Professor, Department of English Literature presented a paper titled *Enhancing Vocabulary Power and Writing Skill to the Tertiary Learners* in the International Conference on Rethinking Teaching in the 21st Century at Muslim College of Education, Thiruvithancode on 9th & 10th March 2015.

Dr.A.Michael Raj, Assistant Professor, Department of Economics presented a paper titled *Human Rights and Poverty Eradication in India* in the National Seminar on Human Rights in Rural Economic Development organized by Department of Economics at Arul Anandar College, Karumathur on 12th & 13th March 2015.

Dr.I.Jeyaraj, Associate Professor, Department of Economics presented a paper titled *The Role of IQAC as Catalytic Agent Towards Quality Enhancement and Sustenance in Higher Educational Institutions* in NAAC sponsored one-day National Seminar on The Impact of IQAC on Quality Improvement & Sustenance of the Rural based Institutions organized by Internal Quality Assurance Cell, Mannar Thirumalai Naicker College, Madurai on 13th March 2015.

Dr.R.Antony Paul Gnanasekar, Associate Professor, Department of History presented a paper titled *Jesuits and the Symbiotic Church in Tamil Nadu* in the three-day Conference on Jesuit Archival Sources for South Indian History at St.Joseph's College, Thiruchirapalli from 12th to 14th March 2015.

Rev.Dr.Maria Joseph Mookkan Mahalingam, S.J., Assistant Professor, Department of Rural Development Science presented a paper titled *Role of NGOs in Disaster Management* in the National Seminar on Economic Impact on Post Tsunami and Post Thane Cyclone in Bay of Bengal at Rajha Serfoji Government College, Thanjavur on 20th March 2015.

Mr.L.Karuppiah, Assistant Professor, Department of Physical Education presented a paper titled *Effects of Physical Exercise & Yogic Practice on Selected Psychological Variable Among Male Diabetic Patients* in the National Seminar on Sound Body Mind Fitness Through Yoga & Sports organized by Department of Physical Education G.T.N. Arts College, Dindigul on 25th & 26th March 2015.

Participation

Mr.P.Nallathambi, Assistant Professor, Department of History participated in the one-day State Level Seminar on Violation of Human Rights and Women Rights at Devanga Arts College, Aruppukottai on 6th January 2015.

Mr.S.A.Deva Prince, Assistant Professor, Department of Chemistry participated in the three-day Workshop on Emerging Trends in Chemistry at St.Xavier's College, Palayamkottai from 9th to 11th January 2015.

Mr.P.Ramachandran, Assistant Professor, Department of Business Administration participated in the one-day Workshop on Patents: In, Out and Future at Madurai Kamaraj University, Madurai on 13th January 2015.

Dr.S.Arul Prasad, Associate Professor, Department of Rural Development Science has participated in the State Level Seminar on Corporate Social Responsibility at St.Xavier's College, Palayamkottai on 22nd January 2015.

Mr.S.Santhosh Kumar Jacob, Assistant Professor, Department of Physics participated in the one-day state level seminar on Medical Instrumentation organized by the Department of Physics, Vivekananda College, Tiruvedakam West, Madurai on 29th January 2015.

Ms.S.Jaslin Presilda, Assistant Professor, Department of Tamil participated in the NAAC sponsored National Seminar on Innovations in Student-Centered Teaching-Learning Process in 21st Century organized by the Internal Quality Assurance Cell (IQAC) at St.Xavier's College, Palayamkottai on 29th & 30th January 2015.

Ms.P.Jerlin Rupa, Assistant Professor, Department of Business Administration participated in the National level Workshop on Quantitative Data Analysis at Sri Meenakshi Government Arts College for Women, Madurai on 3rd & 4th February 2015.

Dr.S.Valanarasu, Mr.S.Santhosh Kumar Jacob and Mr.S.Sebastian, Assistant Professors, Department of Physics have participated in one-day workshop on *Materials Characterization Techniques* conducted by International Research



Centre, Kalasalingam University, Krishnankovil, Srivilliputhur on 11th February 2015.

Ms.S.Jaslin Presilda, Assistant Professor, Department of Tamil participated in the National Seminar on *rq;f ,yf;fpaq;fs;py; tho;tpay; rpe;jidfs;* held at S.Vellaichamy Nadar College, Nagamalai on 19th February 2015.

Ms.T.Susma, Assistant Professor, Department of Business Administration participated in Faculty Development Programme at Vijay Institute of Management, Dindigul on 20th February 2015.

Mr.M.Saravanapandi, Assistant Professor, Department of English has participated in the State Level Interdisciplinary Workshop on Literature in Life & Life in Literature-An Exploration at Jayaraj Annapackiam College for Women, Periyakulam on 6th March 2015.

Dr.V.Nirmal Rajkumar, Assistant Professor, Department of Economics participated in the Workshop on The Recent Development in Economics organized by the Department of Economics, The Madura College, Madurai on 13th March 2015.

Dr.A.Anandan, Associate Professor, Department of Tamil participated in the *cyfj;jkpo; vOj;jhsh;fSf;fhd gd;dhl;L ghpkhw;wk; fUj;juq;fk;* organized by *cyfj;jkpo; rq;fk;* Madurai on 13th and 14th March 2015.

Dr.M.George Joseph, Associate Professor, Department of Philosophy participated in the National Workshop on Kaushal Kendra-An Introduction and Clarification at Lady Doak College, Madurai on 14th March 2015.

Mr.R.Justin Kennedy, Assistant Professor, Department of Computer Science participated in the National Workshop on Kaushal Kendra - An Introduction and Clarification at Lady Doak College, Madurai on 14th March 2015.

OTHERS

Staff Achievement

Rev.Dr.A.Antony Pappuraj, S.J., Secretary and Head, Department of Commerce has edited

the book titled Indian Marketing Trends and Challenges on January 2015.

Dr.M.A.Jothirajan, Associate Professor, Department of Physics has been assigned to review the manuscript of the new journal of Chemistry ID NJ-ART-12-2014-002287 on January 2015.

Dr.K.S.Joseph Wilson, Associate Professor, Department of Physics has been assigned to review the manuscript entitled Electron -electron interaction and Metal-Insulator transition in Doped Semiconductors under intense magnetic fields for phase Transition on 9th February 2015.

Mr.P.Ramachandran, Assistant Professor, Department of Business Administration exhibited a poster on the theme Water Pollution and E-Waste during the National Science Mela & Awareness Film Festival 2015 conducted by Arul Anandar College, Karumathur on 19th & 20th February 2015.

Dr.R.Antony Paul Gnanasekar, Associate Professor, Department of History has written the editorial for *Indian Historical Studies*, a biannual refereed research journal published by PG & Research Department of History, St.Joseph's College, Thiruchirapalli, Volume XI, ISSN - 0973-2713, No 2 on April 2015.

Dr.A.Shanmugaraju, Assistant Professor, Department of Physics has been conferred with Fr.J.A.Gnanarathinam Award for his significant achievements and contributions to the college during the award year 2015.

Department Activities

The Department of Tamil conducted a workshop cum training programme on theatrical skills on 6th January 2015.

The Department of Tamil conducted a debate on *ePq;fs; gh;h;j;Jf; nfhz;bUg;gJ njhiyf;fhl;rpah njhy;iyf;fhl;rpah* in view of the Pongal celebrations on 12th January 2015.

The Department of Rural Development Science celebrated *nghq;fy; tpoh* on the campus on 13th January 2015. The celebration is held every year in order to cherish and value the cultural heritage of the locale and honour the farmers.



The Department of Physics organized its Inter Collegiate Meet, PHYSAAC-15 on 30th January 2015. Dr.Asath Bahadur, Associate Professor, Department of Physics, Kalasalingam University, Krishnankovil delivered the keynote address.

The Department of Philosophy conducted a two-day Seminar on Aristotelian Ethics and Philosophy Relevance on 6th & 7th February 2015.

The Department of Computer Science organized a State Level Workshop on Mainframe Computer on 20th February 2015.

The Department of Computer Science organized intercollegiate meet-CSAAC 2015 on 21st February 2015. Dr.Perumal, Professor, Department of Computer Science, Madurai Kamaraj University, Madurai was the Chief Guest and gave away the prizes to the winners.

The Department of History and ARISE jointly organized an Awareness Programme in the prevention of Dengue Fever on 26th February 2015

The Department of Tamil conducted a Seminar on gpw nkhopfsy; jkpopd; jhf;fk; in association with World Tamil Association, Madurai on 2nd March 2015. Dr.M.Rajaram, Secretary, Tamil Development & Communication Centre, Chennai was the Chief Guest for the event.

The Department of Economics conducted its Evaluation-Cum-Planning Meeting on 31st March 2015. In the meeting following components were evaluated and planned : Teaching and Learning, Discipline/Attendance, Carrier Oriented Programme, etc.

Students' Achievement

F.Valan Denver, III B.Sc Physics has won the second prize in the quiz competition organized by the Department of Physics, Vivekananda College, Tiruvedakam West, Madurai on 29th January 2015.

S.Velankanni, II B.Sc Physics has won the first prize in paper presentation in the state level seminar organized by the Department of Physics, Vivekananda College, Tiruvedakam West, Madurai on 29th January 2015.

P.Vigneshwaran, II B.Sc Physics has won the second prize in quiz competition organized by the Department of Physics, Vivekananda College, Tiruvedakam west, Madurai on 29th January 2015.

M.Prince Joseph and Prasanth Ramakrishnan II MCA won the first prize in the competition collage at the intercollegiate meet organized by Department of Computer Application, The American College, Madurai on 31st January 2015.

Sr.Shine Varghesh, II MCA won the second prize in the paper presentation at the intercollegiate meet organized by Department of Computer Application, The American College, Madurai on 31st January 2015.

P.Albert and B.Mathesh I M.Sc Physics visited the kodaikanal observatory and took part in the discussion on solar astronomy from 4th to 8th February 2015.

The II PG students participated in the workshop on Material Characterization Techniques held at Kalasalingam University, Krishnankovil on 11th February 2015.

National Service Scheme (NSS)

T.Karuppasamy II B.Com and C.Vanitha II Mathematics have participated in the National Service Scheme Mega Camp 2015 from 19th January to 30th 2015 held at Majuli College, Majuli and Dibrugarh University, Dibrugarh Assam organized by NSS Regional Centre, Guwahati and Dibrugarh University, Dibrugarh. The NSS in collaboration with Red Ribbon Club (RRC) conducted a one day Orientation Programme with the aim of creating AIDS awareness on 19th March 2015. Dr.A.Duraisingam, Coordinator, NSS has been nominated as member of the University Level NSS Advisory Committee, Madurai Kamaraj University, Madurai from 27th March 2015. Dr.A.Duraisingam, Coordinator, NSS participated in the Workshop organized by NSS Cell, Madurai Kamaraj University, Madurai from 10th to 12th April 2015.



Youth Red Cross (YRC)

The Youth Red Cross of our college was incorporated under Part V activities since the academic year 2008-09. The department commenced the even semester with the one-day programme at Mercy Home, Alagusirai, a place for destitutes on 4th February 2015. The students were divided into six teams of twenty members each and undertook cleaning of the place. The students also had an interaction with the inmates of the home. The elderly persons and the children in the home were entertained by the students by way of games and cultural programmes. Dr.A.Shanmugaraju was the coordinator.

Centre for Women's Studies (CWC)

The Centre for Women's Studies in collaboration with Rajiv Gandhi Institute of Youth Development, Sriperumpudur, Chennai conducted a Youth-led Development Outreach Programme in Higher Educational Institutions in consonance with National Youth Policy 2014 from 2nd to 4th January 2015 for both the boy and girl students of the college. Day one began with an orientation programme to the students on 'Enhancing Civic Knowledge and Building up Good Citizenship' Ms.S.Abirami, Director Centre for Women Studies welcomed the gathering.

Mr.N.Saravanan, Assistant Director of Panchayat (Audit), Madurai District, Dr.R.Mathivanan, District Youth Co-ordinator, Nehru Yuvakendra & Managing Director, ARUMBUGAL Trust, Tirunelveli and Dr.M.A.Thirunavukarasu, Professor, Department of Political Science, Gandhigram Rural University, Prof.Palanithurai, Associate Professor, Gandhigram Rural University, Mr.P.J.Amaldoss, Development consultant, Thiruvannamalai, Dr.Kalaiselvi, Pondicherry University, Pondicherry were the resource persons and delivered talks on 'History and Structure of PRI', 'Importance of Youth Participation in Nation Building' and 'Importance of Gramsabha'. On day two the students were divided into ten groups and sent to ten panchayats (Kaduppatti, Kinnimangalam, Pullaneri, Peria kuravakkudi, Chemminippatti, A. Thottiappatti, Kottappatti, Pappaiyapuram, Kuppalnatham and Chinna mangulam) in order to have field exposure under the supervision of the respected lady-panchayat leaders. The students stayed for two days in the ten villages for field exposure and each group of students had one facilitator. On day three the students gathered on the campus to register their feedback. They opined that the field exposure was informative and beneficial. Ms.S.Abirami, Director, Centre for Women's Studies coordinated the programme.

PHOTO Gallery

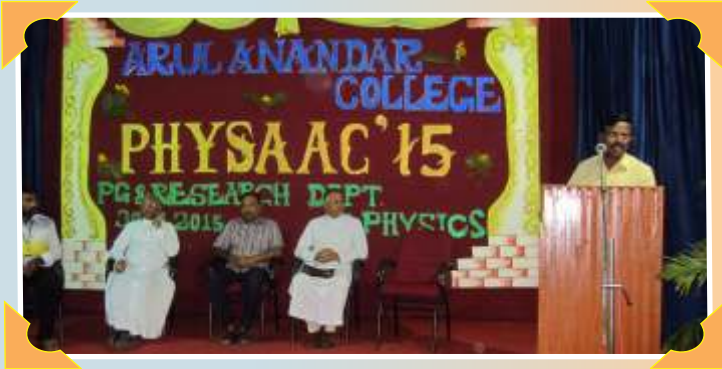




Message by Rector on Arul Anandar's Feast



ARISE Day



PHYSAAC-15



Invoking the grace of God



Debate in Tamil



Outreach Programme by CWS



YRC students with destitute children at Alagusirai



Spectacular display of students' skills

IQAC Members

- Rev. Fr. Godwin Rufus, S.J.
- Dr. J.A. Charles
- Dr. A. Sundararaj
- Ms. A. Sahaya Josephine Mary
- Dr. A. Shanmugaraju
- Ms. P. Jerlin Rupa
- Ms. I. Juliet Shanthi
- Mr. P. Ramachandran
- Mr. A. Raja
- Mr. S. Aloysius

Rev. Dr. S. Basil Xavier, S.J.
Principal & Chairman

Dr. I. Jeyaraj
Co-ordinator - IQAC

Editor

Mrs. A. Sahaya Josephine Mary

Editorial Team

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