



Since 1992

VLB JANAKIAMMAL COLLEGE OF ARTS AND SCIENCE

An Autonomous Institution, Affiliated to Bharathiar University Approved by AICTE and Re-Accredited by NAAC
KOVAIPUDUR, COIMBATORE - 641 042.

V- PULSE

2023 - 24

MESSAGE FROM SECRETARY



HELLO EVERYONE ,

We, at VLBJCAS, ensure high quality education which motivates and empowers our students to be lifelong learners and the productive members of the society. Our education system is the one that cater the individual needs of our students.

We want all our students to achieve their full potential. Our task is to make it possible and our mission is to provide a platform for the same.

Success for all students is ensured at our college by the delivery of an enriching, balanced and structured curriculum and a whole college focus on student welfare that focuses on the positive recognition of student achievements. Here we go with the newsletter for the academic year 2023-24 Even Semester, that showcases all the achievements that has been done by our departments.

Have a good day!

**MS. JAISHREE . S. SURYAKUMAR,
SECRETARY AND CEO,**

PRINCIPAL'S MESSAGE



I, personally believe that an education system that develops the imagination of a student is richer than the one that does not. The imagination is where new ideas are created and progress becomes possible. "Imagination is more important than knowledge" because knowledge is about what we already know, whereas imagination is what moves individuals and cultures forward. Imagination leads to innovation.

I wholeheartedly thank the Entire team and the departments who helped in compiling and creating this newsletter. As Frost rightly says "Miles to go... Miles to go", let's pursue our journey.
Thank You.

DR. B. SATHEESH KUMAR



EDITORIAL BOARD

PATRONS

Thiru. N. Suryakumar,
Chairman and Managing Trustee,
Ms. Jaishree . S. Suryakumar,
Secretary and CEO,

EDITOR IN CHIEF

Dr. B.Satheesh Kumar,
Principal.

ADVISORY BOARD

Dr.K. Vasudevan,
Vice Principal.
Ms. Gowri Priya,
Academic Co ordinator.

BOARD OF EDITORS

Co ordinator:
Ms.M.Cinduja Kohilavani,
Assistant Professor, Department of English

Members:

Mrs. P. Sumathi,
Assistant Professor, Department of BCA

TECHNICAL SUPPORT:

Mr. V.J. Raghu,
Designer



INDUCTION PROGRAM



An Induction program was organized for all first year students on 05.07.2023. Mr. J. Sujith Kumar, Founder and Managing Trustee of Maatram Foundation was the guest of the day. He highlighted the importance of education.

Guest Lecture



Department of English, inaugurated literary association 'Literati' and organised Guest Lecture on Language, Literature and Life on 10.07.2023.

Dr. R.Karunambigai, Head and Associate Professor of English, Sri Ramakrishna College of Arts and Science, was the resource person of the day. She tinted on the role of skill sets. She highlighted the portals and mobile applications to improve communication. She insisted the students enrich vocabulary in speaking and writing skills. She insisted on learning and adapting the various strategies in literature.



INFONET

The Department of Computer Science, inaugurated INFONET, the students association on 12.07.2023. Mr.S.Hariharan, Senior Software Engineer, Deloitte, Bangalore, was the chief guest, who delivered the inaugural address, by sharing his words on preparation for career, right from the first year, starting from developing communication skills, programming skills, technical skills, interpersonal skills, breaking inferiority, gaining confidence, adding weightage to the resume, cracking interviews.



Igniting Young Minds

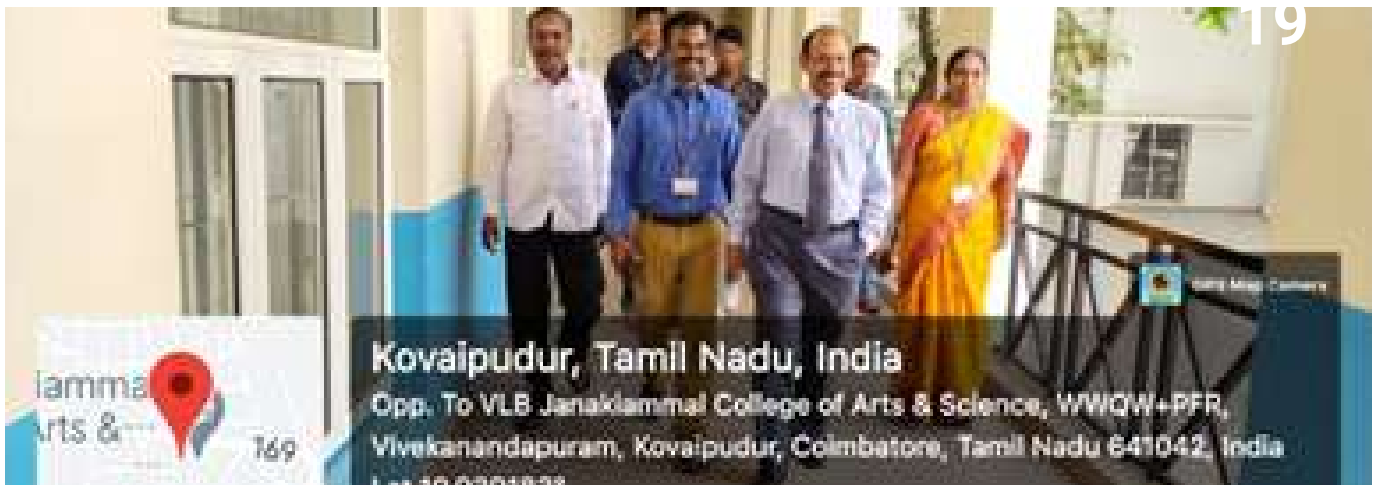
On 12.07.2023, the Department of Commerce and Research conducted the 32nd Inaugural function of the Department Association - COMFACE cum Motivational lecture on "Igniting Young Minds". The Chief Speaker of the session was Dr.N.Ganesan, Former Principal, Texcity Arts and Science College, Coimbatore. The COMFACE Newsletter for the Academic year 2022-23 was released by the Chief Guest and was received by the Principal.

Field Visit

The Department of Commerce (CA) organized a field visit for first-year students on 14.07.2023 as part of the Induction Programme. A total of 105 students, accompanied by four faculty members, visited the Gass Forest Museum and the Tamil Nadu Police Museum. The Head of the Police Museum explained the various weapons and bomb squad equipment, while the Gass Museum's Department Head detailed the diverse exhibits from fungi to elephants. The visit was both educational and enjoyable, offering students valuable insights into history, science, and biodiversity.



Guest Lecture



The Department of B.Com (PA) organized a Guest Lecture on “Ilainarkalin Ezhuchi Payanangal” on 18.07.2023. Mr. M. N. Sivagnanam, M.A., B.L., Senior Advocate, Coimbatore, was the guest speaker. In his inspiring address, he encouraged students to strive for personal growth and contribute positively to society. He emphasized the unity and richness of Indian culture, transcending caste, religion, and ethnicity. Urging students to aim beyond material success, he highlighted the importance of ethics, purpose, and self-belief. Quoting his powerful words, he reminded them that “You can do anything, as all energies are within you.”

MOU

A Memorandum of Understanding was signed on July 19, 2023, by the Department of Catering Science and Hotel Management and Jacobs Tasty Treat Bakery Unit, Coimbatore. An entrepreneurial development workshop on "Cakes and Icings" was held after the department launched its association "Lospite e Dio" as part of the MoU activity. The resource person is Chef Jacob, owner of Jacobs Tasty Treat Bakery Unit in Coimbatore and Pastry Chef at Radisson Blu, Coimbatore.



WORKSHOP



On July 19, 2023, the students from the Department of Catering Science and Hotel Management attended a one-day workshop on entrepreneurship focused on Cakes and Icings. Students produced a variety of cakes, including Red Velvet, BlackForest, White Forest, Chocolate, Truffle, Cup Cakes, Banana Cake, Tea Cake, Fresh Cream Gateaux and Blueberry Gateaux, and displayed the baked goods in the college lobby to display their talents.

FIELD VISIT



Department of English of VLB Janakiammal College of Arts and Science visited the Book fair 2023 at Codissia, Coimbatore as a part of field visit on 21.07.2023. Twenty eight students accompanied by two members of faculty plundered the book stalls for the collections in various genres.



GUEST LECTURE

The department of BSc.Visual Communications organized a Guest Lecture on Emerging Trends in news broadcasting by the resource person Mr.Antony Michael Thompson,Senior News Associate editor, Puthiya Thalaimurai News Channel, Chennai. He started with an introduction on news broadcasting and also he explained about the trends in news reporting style, interactive story telling in news channel , visual reality, interactive maps and visualization. He said about the difficulties and cause for the reporters while Real-time reporting. He gave a brief explanation on Artificial intelligence negatives and positive side of it in media field. He told about the tools in video editing software which is helpful for news editing. He said about the investigative journalism and the hardship faced by them. It was an interactive session.

Women Empowerment Cell



Women Empowerment Cell was inaugurated on 24.07.2023. Ms.Rajeswari Ravichandran , Executive Member , Makkal Seva Mayyam was the Guest of Honor. She gave an orientation about the Handloom and importance of the industry with respect of socio-economic development. Every year , August 7th is observed as the National Handloom day. To make an impress on fashion, Department of CDF has taken a very good lead to present our fashionable contestants. 35 students were actively participated in the fashion parade gives a luminous look. Parade was done in two stages and brand ambassadors Rameez Raja, III B.Sc CDF and Madhumitha.R, II B Sc CT were selected for the finals and it was announced by the Dream Zone Jury panel, Coimbatore.

WORKSHOP



The department of Costume Design and Fashion organized Two days Hands on Training Workshop on Resin Art. The session started with a welcome address by Mrs.V.Meenakshi, Head, CDF. The resource person was Mrs.H.Deepalakshmi & Mrs.M.Vasanthi, Diva Arts, Coimbatore. The session was about the art of making keychains, earrings, wall clocks, wall hangings, bookmarks and gift items using resin. Resin art is a form of arts and crafts that uses resin (epoxy or casting) as one of its main supplies which is one of the emerging handmade gift materials. Students gained knowledge about various gift articles, how to use the resin and hardener, types of resins available in market, how to use blower and uv resin work in the workshop. This workshop has built an entrepreneurship skill for all the students for their lifetime. On the final day of the workshop students made their own keychains. Students received a Certificate of appreciation.

INTERNATIONAL YOUTH DAY

International Youth Day was held at VLB Janakiammal College of Arts and Science to empower young people on August 11, 2023. Department of Visual Communication took initiative steps to conduct various inter departmental competitions. In presidential address, Dr. K.Ramamurthi, tinted on the theme "Green Skills for Youth: Towards a Sustainable World". He highlighted how the World Programme of Action for Youth acts as a strategic framework of policies and guidelines to guide nations in supporting, empowering, and improving the conditions of young people. Various competitions were hosted with themes such as Mehandi, Dancing, Face Painting, Standup Comedy, Eating competition, Fun games, Cook without fire to spread awareness about the youth and draws attention to the issues faced by the youth all across the world. Dr. K.Ramamurthi, Principal and Dr. K.Vasudevan, Vice Principal appreciated the participants and congratulated the prize winners of various competitions. Winners were honored with certificates and shields.



CLUBS AND COMMITTEES

CENTRE FOR COMMUNITY SERVICES



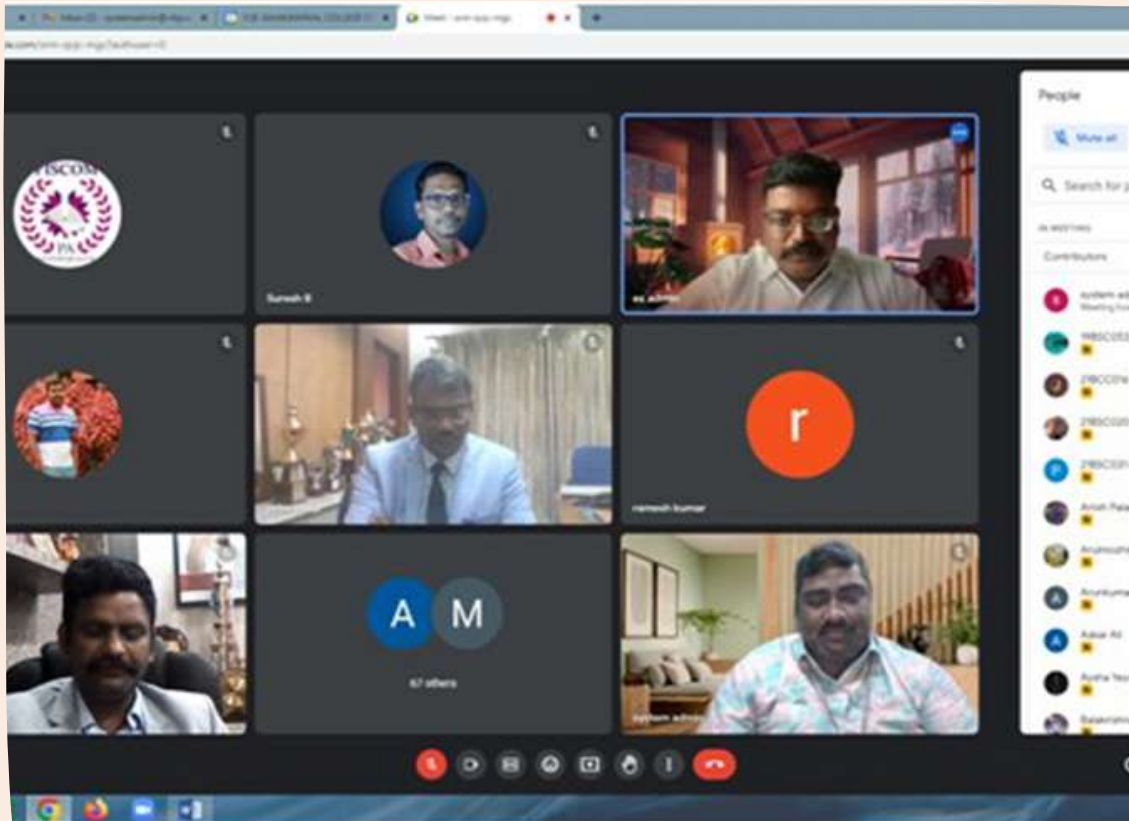
Centre for Community Services organised a brief Awareness Programme on HIV/AIDS among public on Dec 1, 2023. Students of Literary and Drama club demonstrated the evils of Aids through a mime in Kovaipudur Pirivu and Government higher secondary school, Kulathupalayam. Principal Dr.B.Satheeshkumar initiated the program with his speech on the steps to be taken to protect oneself from HIV .The event ended up with the vote of thanks proposed by Vice Principal Dr.K.Vasudevan.

CENTRE FOR FACULTY DEVELOPMENT



Centre for Faculty Development organized a Faculty Development Programme on "Experiential Learning and Jobs of the Future 2030" on 02.12.2023. Dr. T. Devi, Former Professor and Head, Department of Computer Application, Former Director in-charge and Former Dean of Research, Centre for Research and Evaluation, Bharathiar University, Coimbatore, was the keynote speaker. She described the increasing uncertainty that graduates are encountering in the job market. She talked about how the job market is changing quickly due to changes in global economic conditions, changing demographics and technology improvements like Industrial 4.0.

THE INSTITUTION'S INNOVATION COUNCIL



The Institution's Innovation Council (IIC), organized a webinar on “The Beginning of an End: A Environmental Approach, to remember “The National Pollution Control Day_ 02.12.2023” which was established to commemorate the tragic events of 2nd December 1984, when a deadly gas leak occurred at the Union Carbide pesticide plant in Bhopal, India. Dr.S.Samson Dinakaran, President-IIC, welcomed the delegates and the participants, and introduced the resource person, Dr.Shankar Congeevaram, CEO & VP, Tamilnadu Integrated Waste Management Association, Chennai.

CENTER FOR EXTENSION SERVICES



Center for Extension Services and Undrukol Araikatrakai had jointly organized an extension activity and celebrated International Day of Persons with Disabilities. Dr.B.Satheesh Kumar, Principal, delivered special address. Cultural programmes were performed to make physically challenged students merry. Students and public actively participated in the event on Dec 3rd 2023.



In connection with world AIDS awareness day, 40 of our NSS students and 3 community service club students attended awareness seminar on HIV/AIDS organised by Assisi Snehalaya, charitable Trust, Thirumalayampalayam. The chief guest Mr.Ashik Ali. Asst collector, Coimbatore delivered a poignant speech on World AIDS Day, underscoring the significance of heightened awareness and collective action in the ongoing fight against HIV/AIDS. The program provided a comprehensive overview of the current global HIV/AIDS landscape, emphasizing the importance of awareness, prevention, and destigmatization.

CENTER FOR COMMUNITY EXTENSION SERVICES



Center for Community Extension Services of VLB Janakiammal College of Arts and Science in association with Lions Club, Kurchi Industrial Estate District 324C had organised a special program in connection with International Day of Children with special needs on 08.12.2023. The guest of the day MJF. Adv. N. Jeyasekaran, Director Governor, Lions Club, discussed the ways to rescue the persons with disabilities and shared significant challenges faced by individuals with physical disabilities. The guest of the day, Mr. J. Karunakaran, founder of Oondrukol Arakattalai, shared his own life experience. He expounded the challenges faced by special people with disabilities and possible solutions to overcome the barriers. Cultural programmes were conducted to build confidence and develop social skills among people. Special performance were given by differently abled persons of Oondrukol arakattalai people.

DEPARTMENT OF MANAGEMENT STUDIES (PG)

WORKSHOP



Department of Management Studies (PG) and Research organised a workshop on 07/12/2023 on “Manieres de Table” at Training Restaurant, VLBJCAS. Mr.L. Muralidharan, Head, Department of Catering Science and Hotel Management, acted as Resource Person. He highlighted the essentials of proper etiquette in restaurants especially on social business situations. The presentation was well organised as it included manners expected and required at different occasions like social hour, during the meal and when finished.

INDUSTRIAL VISIT



Department of Management Studies (PG) & Research along with Entrepreneurship Development Cell (EDC) organized an Industrial visit to the Aavin milk factory at pachapalayam, coimbatore by today (11.12.2023) . Around 41 students from MBA, 29 Students from EDC & 3 Faculty members gained knowledge over the different types of milk and milk products processed using various machinery at the factory.

DEPARTMENT OF ENGLISH

FIELD TRIP



Department of English organised a field trip to Lotus temple, a place open to all, regardless of religion, in Chettipalayam, Coimbatore, on 13.12.2023. The students rejoiced visiting the tranquillity of Lotus campus amidst Chettipalayam village that is located outskirts of the city. Mr. Karthikeyan, Yoga & Meditation Trainer, explained how to practice Meditation & Yoga positions to improve concentration. The instructor Ms. Kalpana, guided to a separate meditation hall for people of all faith and explained about Sri Swami Satchidananda, who preached that “Truth Is One; Paths Are Many”. She stated how 12 light rays representing 12 major religions across the world.

NATIONAL ENERGY CONSERVATION DAY



The Institution's Innovation Council (IIC), in association with the Students Welfare Committee, YI & Yuva, commemorated the "National Energy Conservation Day" on 14.12.2023 in the college campus through several activities. The students and faculties were encouraged to come to college by Electrical Bikes & Bicycles. An invited talk on the title "Replacing FVs with EVs to Save Energy" was organized under the Banyan Tree (Open Air-Saving Electrical Energy), in the college front yard. Mr.C.Joshua, EV HUB, Coimbatore, in his key note address he discussed about the reasons for global warming, climate change, initiatives to conserve energy resources, damages to the nature of using fuel bikes, and the goodness of replacing Fuel Vehicles (FVs) with Electrical Vehicles (EVs). Tree saplings were given to the participants. Few students were encouraged their views regarding this special day and the session. The English classes were encouraged to be conducted @ the Tennis Court (B-Block). The Language classes were conducted by the Buddha Statue (A-Block). Nearly 300 students participated in the activities.

NAVIGATING THE DIGITAL WORLD WITH SECURITY



NSS Units organised an awareness program on "Navigating the Digital world with security" on 15.12.202. The keynote speaker Mr.Karupusamy, Sub Inspector of Police, Cyber Crime, Coimbatore, explained the exercising caution when sharing personal information and using social media platforms as tools for community engagement rather than personal expression. Statistics and real-world examples were presented to underscore the need for increased female representation. The guest also shared the important helpline numbers to the students and explained do's and don't's while using mobile phones.

FREE EYE CAMP AND SKIN AND HAIR CARE TREATMENT



Centre for Community Extension Services, Staff Welfare Committee and Women Empowerment Committee of VLB Janakiammal College of Arts and Science in association with Lions Club, Kurchi Industrial Estate District 324C, Aravind Eye Hospital and Green Trends organised Free Eye Camp and Skin and Hair care treatment at VLB Janakiammal College of Arts and Science premises on 15.12.2023. Ms. P.S. Madhumitha, Ophthalmologist, stated how eye camp helps in restoring. Green Trends offered a treatment that suits skin, scalp and hair care needs. Specialists from Green Trends suggested the ways to relieve from stress and ensure blood circulation and promote good hair health.

FIT INDIA FREEDOM



Department of Physical Education, NSS and NCC of VLB Janakiammal College of Arts and Science in association with Lions Club Kurchi Industrial Estate District 324 C organised Fit India Freedom Run(5 km)on 16.12.2023 to promote fitness and to create awareness amongst students and staff members.The campaign's objective is to encourage fitness and help to get free from obesity, laziness, stress, anxiety and diseases.

NATIONAL FARMER'S DAY



Centre for Community Extension Services and Nammazhvar Club of VLB Janakiammal College of Arts and Science in association with Lions Club Kurichi Industrial Estate District 324C celebrated National farmer's Day at VLBJCAS premises on 23.12.2023. To acknowledge the tireless efforts of farmer's, VLB Janakiammal College of Arts and Science honored nearly fifty farmers. Thiru. N.Surya Kumar, Chairman, welcomed the gathering thanked the farmers for their contributions to daily lives that are immense and uncountable. Mr.S.Palanisamy, President, Tamilnadu Farmers Association, explained the importance of agriculture and its role in daily life. Mr. Kongu Periyasamy, Vice President, Tamilnadu Farmers Association, discussed the importance of agriculture in the Indian economy. MJF.P.S.Selvaraj, President ATMA Sulur, Hunger District- 324, explained how agriculture impacts society in many ways. Mr.R.Vijayan, Organic farmer, elucidated the benefits of Organic Farming. Management honored the farmers with a memento.



Entrepreneurship Development Cell (EDC) and Nammazhwar Club of VLB Janakiammal College of Arts and Science remembered the National Farmers Day 2023, by hosting 40 farmers in and around coimbatore. EDC and Nammazhwar club jointly organized a 'Spot Santhai' - Organic Vegetables Entrepreneurial Stalls. The student members marketed the vegetables (vegetables not limited to tomato, green chilli, cabbage, lady's finger, cauliflower, coconut etc..) grown by the farmers. Staff and students actively participated in the sales and encouraged the student sellers by purchasing the fresh vegetables.

WORKSHOP



On 27th December 2023, the Department of Catering Science and Hotel Management marshaled skill-development workshop on "Hotel Housekeeping." The resource person was Mr. Manikandan R, housekeeping supervisor at The Radisson Blu Atria in Bengaluru. The resource person demonstrated a variety of housekeeping tasks, including making beds, cleaning bathrooms and bedrooms, procedures while check in and check out of rooms, mopping, vacuuming, stain removal, etc. He also showed how to pleat towels, blankets and coverlets. The students fathomed the roles and responsibilities of hotel housekeeping department as well as the significance of the housekeeping department in a five-star hotel.

COIMBATORE VIZHA 2024



YI & YUVA CLUB of VLB Janakiammal College of Arts and Science, Coimbatore organised "Coimbatore Vizha 2024" on 05.01.24 (Day 1). The main focus of the programme was to highlight the events related to Coimbatore and its culture. The students represented the various themes related to the importance of traditional Coimbatore. Mehendi Designing, RJ's of VLB, Coconut shell art, Pencil Shred, Brushless painting, chat best (cooking corner) Reels making, Model shoot, Reels making, and Filmigo were scheduled for the day. 450+ students actively participated in all the events with enthusiasm. The Vizha made each and every individual enjoy the experience of living in Coimbatore.

GUEST LECTURE



Department of BCA of VLB Janakiammal College of Arts and Science organized a Guest Lecture on “Future of Data Science” on 09.01.2024. The Resource Person, Mr.Mohammed Nishar, Senior Trainer,Elysium Academy , Coimbatore, highlighted the future role on Data Science. He explained the significance of Data Science in collecting, analyzing and interpreting data to gather insights into the data that can help decision-makers make informed decisions. He traced how it acts as a buzzword in IT world, and its demand in the market that has been growing steadily. Mr.S.Shanth Gohul, Head, Department of BCA ,welcomed the gathering. In presidential address, Dr.B.Satheesh Kumar, Principal highlighted how it is being used in almost every industry today that can predict customer behavior and trends and identify new opportunities in the data science. The event came to an end with vote of thanks proposed by Ms.Kavitha, Student Coordinator of BCA.

INDUSTRIAL VISIT



The Rural Women Technology Park in Annur was the destination of an industrial visit on January 10, 2024, for students from the Department of Catering Science and Hotel Management, in collaboration with the Entrepreneurship Development Cell. The manager of Rural Women Technological Park, Dr. Akila, greeted the students and provided background information about the park. To improve the rapport between the students and authority, the Manager and the students had an introductory meeting. The students were given an overview of the complete baking process by Dr. Akila, the unit manager, which included everything from the acquisition of ingredients to the end product's output. Following the orientation session, students were shown around the many areas of the technological park. In their bakery unit, the students had the chance to bake the breads and cookies. The students tasted the student-made products. Students thoroughly learned about the workings of an incubation center.

VLB GRAMIYA PONGAL 2024



VLB Janakiammal College of Arts and Science, celebrated 'VLB Gramiya Pongal 2024' on 12.01.2024. Thiru.N.Surya Kumar, Chairman presided over the function and wished to rejoice in the charm of tradition and celebrations. Students and staff arrived in traditional dhotis and sarees which highlighted the occasion. Various competitions were conducted to evoke and expose the students' talents. Students amend themselves as chefs and prepared pongal to usher in the harvest festival. Students sketched different Rangolis depicting beautiful themes. In Uri adithal, students were blindfolded and asked to hit a mud pot. In Tug of War, a show of strength and sheer teamwork were exhibited by the students and it was top notch among the various competitions. Students outshone all with their grit and efforts. In Stone lifting, the students manifested their physical strength by lifting 100 kilograms of weight to grab the honors.

ONE DAY TRIP



Centre for Value Education and Human Excellence of VLB Janakiammal College of Arts and Science has organised an one day trip to Isha Yoga Foundation on 03.02.2024 to seek inner peace and spiritual awakening. 112 Teaching and non teaching members of faculty got aid on how to stabilize mind, body and soul thereby keeping physical and mental well being healthy. The profound knowledge of yoga and meditation is morphed towards the inner growth of the individuals.

WORLD PULSES DAY



As part of World Pulses Day celebrations, the Department of Catering Science and Hotel Management in association with Centre for Skill Development hosted “STAR CHEF – an Inter Departmental Culinary Competition on February 09, 2024. The theme of the competition was "Pulses for Life," and participants from many departments actively participated with zest and prepared some delicious and nutritious treats using Pulses. Participants prepared dishes which include Cowpea Cutlet, Pasiparupu Payasam, Green Gram Laddu, Varagu Arisi Choru, Kollu Vadai, Black Urud Dal Pori, etc. Evaluating the winners was extremely challenging for the judges and prizes were given to the winner and the runner-up contestants. The title of "Star Chef" was awarded to the competition winners, Ms. Sree Harini and Ms. Guna Priya. D from I year MBA department. The M.Com Department's Ms.Sneka. M. and Ms. Danisha were the runners-up in the competition. Every participant got a certificate of participation, and the winners and runners-up were given certificates and cash prizes.

WORLD RADIO DAY



To commemorate World Radio Day, Department of Visual Communication, of VLB Janakiammal College of Arts and Science has organized a guest lecture on 13.02.2024. The keynote speaker, Mr. Srirangam.R. Murali, Head of Programs -Aakashavani/Doordarshan Coimbatore, shared his extensive experience and profound understanding of the medium among students. He illuminated various facets of radio broadcasting under the theme "Radio: The Theatre of Mind." He traced the unique appeal and specialty of the radio medium. He highlighted how radio transcends physical boundaries, creating a vivid landscape within the minds of its listeners. Furthermore, Mr. Srirangam R Murali, provided invaluable insights into the burgeoning job opportunities within the radio industry. He also touched on industry trends like voice modulation, mood mapping and empowering students to spark imagination with a deeper understanding of radio's impact and potential. Students of Viscom, English and CDF actively participated in the guest lecture. It was an interactive session.

ANNUAL AND SPORTS DAY



VLB Janakiammal College of Arts and Science celebrated its 33rd Annual and Sports Day with great interest and enthusiasm on 07.03.2024. Principal Dr.B.Satheesh Kumar, presented the annual report for the academic year 2023-2024. Dr. V.Irai Anbu (Former Secretary, Government of Tamil Nadu) in his special speech addressed on Annual Day and Sports Day about how the students should learn life skills to overcome the challenges. He also encouraged the students to learn new things throughout their life and insisted to develop the habit of reading. He encouraged students to explore new opportunities around them. He advised the students to work hard and achieve success. The dignitaries on the dais appreciated and rewarded the high fliers in academics, sports and various other activities of VLB JCAS family. The atmosphere of the fashion show became more pleasing with soothing colours modelled on the ramp. There was a cultural fest to hone and showcase the hidden talent of the students. Students enjoyed with great zest and excitement. VLB JCAS band twirled around and set the ground on fire with the thrilling performance.

INTERNATIONAL WOMEN'S DAY



Center for Women Empowerment of VLB Janakiammal College of Arts and Science celebrated International Women's Day on 08.03.2024 with great enthusiasm and a commitment to recognize and to honor the achievements of women across various fields in Coimbatore. The event was a tribute to the resilience, accomplishments and contributions of women who have made significant strides in their respective domains. The celebration commenced with a warm welcome extended to esteemed guests, including accomplished women achievers from diverse fields such as academia, business, arts, and social service. Their presence added depth and inspiration to the occasion, setting the tone for an impactful celebration. In special address, Dr. Meera Krishna, Director, CORD, Siruvani, discussed what Medical checkups women should do at every stage of their lives.

YUVA UTSAV



VLB Janakiammal College of Arts and Science, Coimbatore organised an intercollegiate cultural fest YUVA UTSAV 2024 with great pomp and joy to ripple the throb of talent on 09.03.2024. Ivana, Indian actress, was the guest of the day who insisted the students to unfold the talents in legion fields. She traced how success is not solely defined by grades or accolades but by the resilience and determination by citing examples. She insisted students to discover true potential of students. Nearly 1000 students from various colleges participated as Cultural Fests are obviously the most awaited patch of college life. Events such as Short Film, Facial Painting, Selfie Contest, AdZap, Brain Buzz, Fashion Show, Dancing, Singing, Band, Adaptune, Mime Pencil Sketching, Nail Art and Fashion Show were scheduled for the day and conducted simultaneously in on stage and off stage. Prizes were distributed to all the winners. The students of Sri Krishna Arts and Science College, Coimbatore bagged the overall championship trophy by grabbing maximum number of prizes and awards.

ALUMNI MEET 2024



Alumni Association of VLB Janakiammal College of Arts and Science organized an “ALUMNI MEET 2024” on 10.03.2024 at the college premises with more than 400 alumni. The formal programme began with the lighting of the ceremonial lamp. Mr. K. Sasi Kumar, Coordinator, Alumni Association, welcomed the gathering. Dr. B.Satheesh Kumar, Principal, presided over the function and delivered the Presidential Address highlighting the importance of the Old Students’ Association and their contributions to the progress of the college. Dr. G. Suresh, Head, Department of Tamil and Dr.K.Vasudevan, Vice-Principal and Head, Department of Electronics and Communication Systems felicitated the gathering. Consecutively, the sworn in ceremony took place for the Office Bearers of the Alumni Association. Mr. S. ShanthGohul, was elected as the President, Mr. B. Ramesh as vice president, Mr. N. GokulaKannan, as Secretary, Mr. T. Chinnaraj as Joint Secretary and Mr. K. Kanagaraj as Treasurer with Dr. S. Samson Dinakaran as executive member of the Alumni Association.

GRADUATION DAY

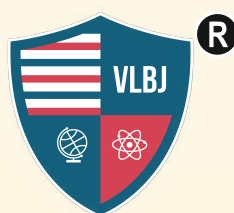


The graduation ceremony for the batch 2019-2022 UG and 2020-2022 PG was held at college auditorium on 10.03.2024. The ceremony started with a welcome address by Dr.B.Satheeshkumar - Principal for esteemed dignitaries on the dais, parents, students and faculty members . The dignitaries on the dais were Chief Guest Dr.V.Geethalakshmi, Vice Chancellor, Tamilnadu Agriculture University, Coimbatore, Thiru.N.Suriyakumar, Chairman,VLBJ Trust, Dr.B.Satheeshkumar, Principal,VLBJCAS,Dr.K.Vasudevan,Vice Principal, VLBJCAS, Dr.T.Karuppusamy, Controller of Examinations, VLBJCAS and all the Head of Departments .The function proceeded with sharing some pearls of wisdom by Guest of Speaker in the graduating students.The speech was followed by certificate distribution around 636 graduates by the dignitaries on the dais. After the distribution of certificate, the oath was taken by graduates.The graduation ceremony ended with a joy that is sure to inspire the students to achieve great height.

WORLD CONSUMER RIGHTS DAY



On account of World Consumer Rights Day, the Department of Commerce of VLB Janakiammal College of Arts and Science conducted an awareness programme on Consumer Rights and duties. The programme includes distribution of pamphlets in various places such as Kovaipudur, Kuniamuthur, Kulathupalayam, Sundakkamutthur, etc., The students approached the general public and educated them about their rights as consumers. They also informed them about various judiciary forums to be approached for redressal, in case of any grivences. More than 80 pamphlets were distributed to the public conveying the message regarding Consumers Right and Safety.



Since 1992

"LEARN, LEAD, SUCCEED"

 7373 00 5162 / 82

 vlboffice@vlbjcas.ac.in

 www.vlbjas.ac.in

  [vlbjcas.official](https://www.facebook.com/vlbjas.official)