

STC REFLECTIONS

Volume 3

Issue 2

July 2026

Proud Movement of STC

Sree Saraswathi Thyagaraja College received the Certificate of Appreciation for its active participation in the National Financial Literacy Quiz 2026. The event was jointly organized by the National Institute of Securities Markets (NISM) and the Securities and Exchange Board of India (SEBI).



Major Events & Milestones

Graduation Day

11 July – Graduation Day: The 23rd Graduation of STC was held with great pride and enthusiasm. Graduates of the batches UG – 2022-2025 and PG – 2023-2025, received their degree certificates from Dr. K. Anand Kumar, Managing Director, Indian Immunologicals Ltd., Hyderabad.



Fresher's Day – UDHYAM 28

24 July – Fresher's Day 'UDHYAM 28' 2026-2027: STC welcomed the new batch through Fresher's Day 'UDHYAM 28'. Mr. Annamalai, Chief Servant, We The Leaders Association, addressed the young mind, on the importance of reading and visiting library regularly and he also inaugurated anti-drug initiative - "Zero Tolerance".



Civil Services Conclave

25 July – Civil Services Conclave: The Civil Service Conclave held at STC, was an enlightening session. Ms. R. Malar, IRS, and Mr. N. Venkatesh Prabhu, IFS, provided students with insights on careers in public administration and civil services.



STC Startup Studio Inauguration

24 July – STC Startup Studio Inauguration: The institution inaugurated the STC Startup Studio to bring out the skillsets of the students. Mr. K. Annamalai, Chief Servant, We The Leaders Association, inaugurated the Startup Studio.



CAMPUS HIGHLIGHTS

Departments Events

Workshops

22 July – Creative Poster and Social Media Design: The Department of BCA organized hands-on workshop on “Photoshop and Illustrator”, facilitated by Mr. A.P. Vimal Vaibhav, Managing Director, Vannam Design Hub, Coimbatore.



22 July – Web Application Penetration Testing and Bug Bounty: The Department of B.Sc. DCFS conducted “Cybersecurity Workshop” led by Mr. Ismail Aslam, SOC Analyst, Red Spector Edutech.



16 July – Full Stack Development with React JS: The Department of B.Sc. IT conducted “Modern Web Development Technologies workshop”. Mr. P. Sathish Babu and Mr. S. Jayasurya from Elysium Group of Companies, Madurai, took forward the session.



18 July – Industry Expert Session: The Department of BBA organized an expert session on “Digital Marketing”. This workshop was led by Ms. Anusuya Chandrasekar, Senior Executive – Digital Marketing.



Orientation & Awareness Programme

10 July – Zero Tolerance Anti-Drug Awareness Programme: An orientation programme was conducted by the Department of MSW. Mrs. Meena Meyyappan, Correspondent, Honey Bunch Senior Secondary School, Pollachi, created awareness on drug abuse and insisted the necessity of creating a drug-free society.



16-17 July – Youth for First Aid: The Department of MSW organized an awareness programme on first aid. Mr. Boopathi Raja K, Project Officer & Trainer, Alert NGO, Coimbatore, explained the basic first aids to be learnt.



Expo

21 July – Cultura 2026: Roots to Routes: PG and Research Department of English, under the Centre for Cultural Studies hosted Cultura 2026, a journey to celebrate the past and revisit the yester years through exhibits.



Commemoration Day

22 July – Pi Day Celebration: The Department of Mathematics celebrated Pi Day with great enthusiasm.



15 July – Kamarajar Vizha: The Department of Tamil organized Kamarajar Vizha to commemorate the contributions and legacy of former Tamil Nadu Chief Minister K. Kamarajar.



Coffee House Community Series

27 July – Coffee House Community Inauguration: The PG & Research Department of English inaugurated the Coffee House Community. Dr. A. John Paul Boopathi, Assistant Professor, Sri Krishna Aditya College of Arts and Science, Coimbatore, was the resource person. This community aims in nurturing the students with etiquette and effective communication skills.



29 July – Coffee House Community Event: “Blend and Bond”: The PG & Research Department of English organized the community-building event titled “Blend and Bond”, encouraging interaction and camaraderie among students.



31 July – Brewing & Brilliance: The PG & Research Department of English organized “Brewing & Brilliance”, providing a platform for meaningful interaction, creativity and community engagement, among the members of the Coffee House Community.



Expert Talk

20 July – Trends in Web Application Architecture: The Department of BCA hosted an Expert talk. Mr. Surya Chinnaraj, Managing Director, Brightnest Technologies, Coimbatore, addressed emerging trends in web application architecture.



30 July – Expert Talk on Commodity Derivatives: The Department of MBA organized an expert talk on Commodity Derivatives, Dr. K. Prabhakaran, Director, Edify EdTech, Coimbatore, addressed the students.



CENTRE / CELLS / CLUB

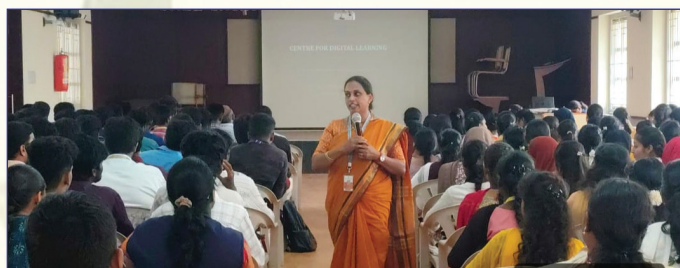
CFD & IQAC

30 July – FDP on Accreditation and Quality Systems: CFD & IQAC jointly conducted a Faculty Development Programme on Accreditation and Quality Systems. Dr. Tholkappia Arasu, Lead Advisor, Mentor & Director, Aasaan Educare Foundation Pvt. Ltd., Chennai, was the resource person.



CDL

23 July – Orientation Programme on MOOCs: The Centre for Digital Learning conducted an orientation programme introducing students to Massive Open Online Courses (MOOCs) and digital learning opportunities.



CCG

22 July – Extension activity: The Center for Counseling and Guidance organized an Extension Activity – Guidance and Counseling Session for student development, at Carmel Jyothi CMI Public School, Unjavelampatti, Pollachi. The session was facilitated by Dr. V. Palanisamy, Assistant Professor, Department of Psychology. The session provided students with valuable insights and practical guidance to enhance their well-being, confidence, and academic development.



Faculty Excellence

AWARDS / RECOGNITIONS

Journal Reviewer: Dr. O.V. Shanmuga Sundaram, Head, Department of Mathematics, received recognition for excellence in reviewing the Journal of Advances in Mathematics and Computer Science.

Chief Guest: Dr. S. Rajalatha, Dean, Student Affairs & Head, Department of Tamil, served as the Chief Guest at Urai Arangam, organized by Sahitya Akademi and the Department of Tamil, Arulmigu Palani Andavar Arts and Cultural College, Palani.

External Examiner: Dr. R. Umamaheswari, Associate Professor, Department of MBA, served as the External Examiner for the Ph.D. Doctoral Committee Meeting held at Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore.

Resource Person:

- Dr. C. Palanisamy served as the Resource Person and delivered a lecture on “Quantitative Data Analysis Using SPSS and Jamovi” at the Department of Sociology and Population Studies, Bharathiar University, on 23.07.2026.
- Dr. A. Selvakumar served as the Resource Person at VET Institute of Arts and Science College, Erode, on 22.07.2026, and delivered a session on “Language of Binary Beyond Boundaries in Digital Intelligence: A Journey Through Connecting Number Systems, Logic Gates, Arithmetic, Combinational and Sequential Circuits”.

Membership:

- Twenty faculty members (Dr. P. Shobana, Mr. Santhosh Xavier, Ms. S. Priyanka, Dr. N. Mohamed Farook Ali, Dr. A. Selvakumar, Ms. S. Sowbarnika, Dr. K. Loganathan, Dr. O.V. Shanmuga Sundaram, Dr. R. Perumalsamy, Dr. M. Makeswari, Ms. S. Amsaveni, Ms. S. Deivanayaki, Dr. T. Maheswari, Dr. T. Vanjikkodi, Dr. M. Kavitha, Dr. M. Devipriya, Ms. U. Kayalvizhi, Mr. Mathankumar, Mrs. K.M. Srisineha,

Dr. S. Shanthakumari) from various Departments of Sree Saraswathi Thyagaraja College were recognized as the members of the World Research Union. This recognition acknowledged their academic and research contributions and provided them with opportunities for professional development, research collaboration, and academic networking.

PUBLICATIONS

Journal Publication: Dr. C. Kothaiandal published the article “The Role of Transparency in Corporate Governance: Assessing its Effect on the Performance of Indian Firms” in the International Journal of Computer Information Systems & Industrial Management Applications in July 2026.

Book Publication:

- Dr. C. Kothaiandal, Associate Professor, Department of B.Com(Information Technology), published the book “Generative AI for Business and Applications through Scientific International Publishing House” in July 2026.
- Dr. J. Nimala, Associate Professor, published the book “Big Data Analytics” in July 2026.

Book Chapter:

- Dr. J. Nimala, Associate Professor, Department of M.Com, contributed a book chapter titled “Effect of Eco-Friendly Products on Consumer Decision Making” in the book “Green Shift Strategies for Business Success”, published by Mind Reading Publishers in July 2026.
- Dr. T. Vanjikkodi, Assistant Professor, Department of B.Com BA, published a chapter titled “Bridging the Digital Divide: Digital Financial Inclusion for Marginalized Communities in the Era of Amrit Kaal” in the book “India@2047: Innovation Pathways, Digital Financial Inclusion and Future-Readiness”, published by NGM College, Pollachi, in July 2026.

PAPER PRESENTATION

S.No	Name of the Faculty	Period	Organization / Institution	Title of the Paper
1.	Dr. T. Maheshwari, Head, Department of B.Com (BA).	24.7.2026	NGM College, Pollachi	Digital Transformation and Economic Empowerment of Women
2.	Dr. T. Vanjikkodi, Assistant Professor, Department of B.Com (BA).			Artificial Intelligence is a New Dimension of Geopolitical Power: Reshaping Global Competition and International Relations
3.	Dr. M. Kavitha, Assistant Professor, Department of M.Com (IB)			Reimagining International Relations through Digital Diplomacy
4.	Dr. R. Perumalsamy, Associate Professor, Department of B.Com.	17.7.2026	Department of Commerce – Business Process Services, Insurance Institute of India	Environmental Risk Disclosure and Insurance Market Stability under Climate Change
5.	Dr. T. Maheshwari, Head, Department of B.Com (BA).	31.7.2026	Sona College of Arts and Science, Salem	The Role of Gig workers in the Growth of Q-Commerce
6.	Dr. C. Kothaiandal, Associate Professor, Department of B. Com (IT).			Digital Consumer Experience Management in Quick Commerce- A Conceptual Study
7.	Mrs. A. Parameswari, Head, Department of B.Com (IT).	31.7.2026	Sona College of Arts and Science, Salem	Quick Commerce and Consumer Experience Management: Transforming Retail through Speed, Technology and Customer Centric Strategies
8.	Mr. H. Syed Ibrahim, Assistant Professor, Department of B.Com (IT)			Consumer Experience Management in the Era of Quick Commerce
9.	Dr. K. Kumarann, Associate Professor, Department of M.Com (IB)			Block Chain and Supply Chain Transparency
10.	Dr. M. Kavitha, Assistant Professor, Department of M.Com (IB)			Technology Driven Logistics Solution in Quick Commerce
11.	Mr. L. Venkatasubramanian, Assistant Professor, Department of MSW	23.7.2026 & 24.7.2026	PSG Institute of Management, Coimbatore.	Faculties' Perception about ICT with Special Reference to Colleges in Coimbatore Region

PARTICIPATION IN FDPS

S.No	Name of the Faculty	Period	Organization / Institution	Title
1.	Dr.R. Perumalsamy, Associate Professor, Department of B.Com	16.07.2026 to 22.07.2026	HI Learn Edutech Institute	How to Write & Publish Research Paper, Using Advanced AI Tools
2.	S. Priyadharsini, Assistant Professor, B.Sc (CS)	21.07.2026 to 27.07.2026	SK Research Group of Companies	Multi-Disciplinary Faculty Development Program
3.	Dr. O. V. Shanmuga Sundaram, Head, Department of Maths	20.07. 2026 to 25.07.2026	School of Engineering & Technology, Dhanalakshmi Srinivasan University.	Computational Mathematics: From Theory to AI Application
4.	Dr. K. Loganathan, Associate Professor, Department of B.Com (PA)	01.07.2026 to 15.07.2026	Mittal School of Business in Collaboration with Human Resource Development Centre, Lovely Professional University Panjab.	AI in Finance: Strategic Transformation Application and Future Outlook
5.	Dr. R. Uma, Associate Professor, Department of Maths	13.07.2026 to 18.07.2026	Rathinam Technical Campus, Coimbatore	New Horizons in Interdisciplinary Teaching and Research Practices
6.	Ms. K. Iswarya, Assistant Professor, BCA	25.07.2026 to 01.08.2026	Hindustan College of Arts and science, Coimbatore	Artificial Intelligence to Synthetic Intelligence
7.	Dr. K. Loganathan, Associate Professor, Department of B.Com (PA)	27.07.2026 to 02.08.2026	Kongu Arts and Science, College, Erode	Artificial Intelligence and Digital Innovation in Commerce Education: Empowering Future Ready Educators
8.	Dr. K. Prabavathy, Head Department of B.Sc (CS)	13.07.2026 to 17.07.2026	ICT Academy	Programming Essentials in Python

CERTIFICATION

S.No	Name of the Faculty	Period	Course Name	Offered By
1.	Ms. D. Manjula, Assistant Professor, Department of BCA	04.07.2026	Introduction to Business Intelligence	Infosys Navigate your Next

SEMINAR/WORKSHOP/SYMPOSIUM

S.No	Name of the Faculty	Period	Title of The Program	Organization/Institution
1.	Ms. S. Sowbarnika, Assistant Professor, DSA	03.07.2026 & 04.07.2026	Symposium on “eLSI Summit and e-Yantra 2026”	Indian Institute of Technology (IIT) Bombay.
2.	Ms. E. Saranya, Assistant Professor, B.Sc (IT)			
3.	S. Priyadharsini, Assistant Professor, Department of B.Sc (CS).	21.07.2026	One-day seminar on “Enhancing Student Encouragement through AI Enabled Teaching Strategies”	Indian Society of Research and Development Professionals (ISRDP)

S.No	Name of the Faculty	Period	Title of The Program	Organization/Institution
4.	Ms. Srisineha KM, Assistant Professor, Department of B.Com.	01.07.2026	National Level Online Workshop on "How to write a thesis"	HI Learn Edutech Institute.
5.	Ms. B. Abinaya, Assistant Professor, PG & Research Department of English.	20.07.2026 & 21.07.2026	International Seminar on "From Action Research to High- Quality Scholarly Publications"	ELTAI Research SIG.

STUDENTS EXCELLENCE

Co-Curricular

Ms. S. Sowmiya and Mr. M. Srinivasan, of III B.Sc. Chemistry participated in the conference titled "Synergy of Artificial Intelligence and Indian Knowledge Systems in Transforming Arts, Humanities, Social Science, and Management" held at Arul Andavar College (Autonomous), Madurai, from 10.07.2026 to 11.07.2026.

Mr. Madhan Kumar, Ms. Fathima Hanna, Ms. Anaswara K. P., Ms. Parvathy Rajesh, and Ms. Krishna Priya P. of II M.Sc. Applied Psychology, delivered one-on-one counselling sessions for students of Grades 6 to 9 at Carmel Jyothi CMI Public School, Unjavelampatti, Pollachi, on 22 July 2026.

SPORTS



Z. Mohammed Irfan of II B. Com won the Gold Medal in Powerlifting in the 22nd Tamil Nadu State Sub Junior Powerlifting Championship held at Vellore from 17th to 19th July 2026.

ALUMINI CORNER

22 July – Campus to Corporate: The Department of MBA organized an alumni interaction featuring Ms. Madhuligaa Rajeev alumna of the 2008–2010 batch, Proprietor, Chives. The Alumni talk offered insights into the transition from campus life to the corporate world.



31 July – Alumni Talk: The Department of MBA hosted Ms. V. Priya, alumna of the 2002–2004 batch, for an engaging alumni interaction with the students.

MONTHLY NEWSLETTER COMPILED AND RELEASED BY IQAC

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