



Annual Report 2020-2021

PSGR Krishnammal College for Women was started on 28th June 1963 under the auspices of the GRG Trust by the visionaries Shri.G.R.Govindarajulu and Smt.Chandrankanthi Govindarajulu. Over a period of nearly 60 years, it has grown into a full-fledged first grade post graduate-research institution conferred with the 'College of Excellence' status by the UGC in 2016 and accredited with 'A++' grade in NAAC 4th cycle with a CGPA of 3.71. The college is ranked 6th in the National Institutional Ranking Framework 2021 by the Ministry of HRD, Government of India. The College has ISO 9001:2015 Certification since 2018. The MBA Programme is internationally accredited by ACBSP Accreditation Council for Business Schools and Programs (ACBSP), USA. The College also offers B.Voc. and Community college programmes in two disciplines. A Rural Women Technology Park (DST-sponsored) has been launched to empower women in rural areas through technology transfer and entrepreneurship. All the five science programmes and three computer science programmes have been granted Star status by the Department of Biotechnology (DBT).

The college has been ranked #5 among government and governmentaided colleges in ARIIA 2020. Incubation support is provided for promoting start-ups through CIIED (Centre for Innovation, Incubation and Entrepreneurship Development). The college received 4.5 golden stars for the excellent accomplishments of calendar and self- driven activities in the MHRD Institute Innovation Council (IIC) 2.0. Our Students Team participated in the Smart India Hackathon organised by IIC in the Grand Finale of software edition held during August 2020.

The College functions in two shifts offering 31 UG, 13 PG and 11 PhD Programmes with a strength of 8000 students. In 2020, two new programmes, B.Sc Computer Science with

Cognitive Systems and M.A English Literature in the self-financing stream were introduced. The Add-on and Job oriented courses, Online learning, Study Abroad programmes, DELF A1 level examination for French, and German & BEC courses ensure that our students have global employment opportunities. The college has an excellent infrastructure with well-equipped laboratories, two excellent modern libraries, an extensive and well maintained playground and a world-class indoor sports arena. The overall pass percentage in the End semester Examinations was 98.39% in UG and 95.50% in PG in the Odd semester and 99.38% in UG and 99.09% in PG in the even semester for the academic year 2020-2021.

The College has hosted 2 International Conferences, 8 International and 38 National webinars, 100 Guest Lectures, 22 workshops, 1 Refresher Course, 11 Faculty Development Programmes and 5 Video conferences. Faculty members have published 88 papers in Scopus indexed Journals and 49 in Web of Science Journals. Research Projects have been sanctioned by government funding bodies such as BIRAC, DBT, DST, NCSTC and National Institute of Agricultural Extension Management during the academic year 2020-2021. BIRAC (Biotechnology Industry Research Assistance Council) has approved the establishment of GRG BIRAC EYUVA Centre (for encouraging Youth to Undertake Innovative Research through Vibrant Acceleration) with a grant of Rs.266.5 lakhs. The Department of Biotechnology (DBT), Ministry of Science and Technology, Government of India has provided a financial support of Rs. 240 lakhs in the year 2021 to establish the DBT-BUILDER Interdisciplinary Life Science Programme for Advanced Research and Education with five years duration. DST-NCSTC has sanctioned 33.01 lakhs in 2020 with one year duration for the project – Infusion of Science-A Game Changer in Young Minds. The National institute of Agricultural Extension Management has recognised our college as a Nodal Training institute under Agri-Clinics & Agri-Business Centres [AC&ABC] programme launched by the Ministry of Agriculture and Farmers Welfare, Government of India, in association with NABARD. 31 research projects

were sanctioned by the GRG Trust for which an amount of Rs. 24.4 lakh was provided as seed money.

The IQAC organised various programmes to train the faculty in ICT applications. A one-week workshop & Hands-on Training for handling Online Teaching Portals was conducted in the 1st week of July 2020. A Two days FDP on Artificial Intelligence and Data Science was organized in association with the PG Department of Computer Science. An FDP on Augmented Reality for E- content Development was organized by the IQAC and the UG Department of Computer Science. An FDP on Tools for Interactive Online Teaching was organized in association with the PG Department of Mathematics. The IQAC also organized a personality development session 'Train your mind to conquer the challenges' with the counselling psychologist for students. In collaboration with the Department of Psychology, the IQAC organised an FDP on the topic, "Need of Universal Values in each stage of lifespan and Neuropsychological functions and Emotion processing deficits". Newsletters were brought out by the IQAC, DBT and Cluster departments.

Office of International Relations initiated the COIL (Collaborative Online International Learning) Programme hosted by the San Diego State University, USA. One of our faculty members and a few of our students participated in the session on social media marketing/ digital marketing. The Departments of Physics and Chemistry of our college conducted an International Conference in collaboration with the University of Dar Es Salaam, Tanzania, from 17th to 19th February 2021. Our college participated in the Virtual Education Fair organised by IIK in Kuwait in January 2021. An Online Course on 'Social Entrepreneurship' was offered to the students and faculty of Universiti Malaysia Pahang, Malaysia and CETYS Universidad, Mexico and to the students of Nottingham Trent University, UK and Swinburne University of Technology, Sarawak, Malaysia and Melbourne, Australia, by faculty of GRGSMS. Online courses on 'Social Media Marketing' and 'International Cooperation to Solve Social Problems' were offered to the students of CETYS Universidad, Mexico. Sessions on Global Trends in

Ethical Marketing and Consumption were handled for the students of Nottingham Trent University during the Global Responsibility Week organized by GRGSMS in March 2021. Students of II MBA participated in the International Summer Programme 2020 during July 2020 and in the online courses organized by CETYS University, Mexico, during September 2020 to May 2021.

Director of MBA, Dr.P.Sadhasivam was nominated to take charge of the Digital Committee of ACBSP, representing Region 10, in the South Asia Council Business Meeting held in June 2020. Dr. Savitha Nair organized AICTE sponsored Online Short-Term Training Programmes on 'Entrepreneurship Development' in 3 batches during August 2020. Dr. G. B. Sabari Rajan, was sanctioned with Rs.4,93,500/- by AICTE for organizing a Faculty Development Programme on 'Deflate Financial Derivatives' and the same was conducted during November and December 2020. Dr. P.Paramanandam, and Dr.R.K.Sudhamathi were sanctioned with Rs 93,000 each for conducting Faculty Development Programmes on 'Organizational Behaviour' and 'Research in Finance using E.Views' under AICTE Training and Learning Academy (ATAL) and the same were conducted during September 2020 and January 2021. Dr. S. Kavitha, was sanctioned with Rs.3,23,333/- by AICTE for organizing a Short-Term Training Programme on 'Application of R in Management Research' and the same was conducted during November – December 2020.

Our students participated in 53 Sports Competitions and won 38 Medals, including 6 Awards, 11 Gold medals, 13 Silver Medals and 14 Bronze Medals in State, National and International Level Sports Competitions. N.Nagajothi of I BA Economics participated in silambam in the 1st ever Virtual World Record and Noble World Record Events which have been certified in the Asia Book of Records and Noble Book of World Records respectively. Gayathri S of I BA Economics represented India in the 2nd MK Classic International Online Taekwondo Championship and won the Gold Medal in Senior Female Individual Red to Red 1 Codista Poomsae and Silver Medal in Senior Female Team Black Belt Codista Poomsae. P.Subraja of II

BA Economics participated in 7 different sports competitions at the state and national levels and won 1 Gold Medal, 2 Silver Medals and 3 Bronze Medals. C.Vishruthaof II B.Com won 2 Bronze Medals in the 400 m Hurdles Event in the National Level Junior and Federation Athlete Meets.

Swachh Bharat Plogging was organized on 11th December 2020 at Race Course, Coimbatore, and around 100 NCC Cadets participated in the event. The cadets raised slogans of Clean India and picked up plastic wastes while jogging. The event was flagged off by Col B.R.Satish, Commanding Officer, 5 TN Girls BN NCC, Coimbatore. In connection with Swachh Bharat Activities, distribution of Soaps, Masks and Pamphlets to the public was organized on 14th December near our college. Around 20 NCC Cadets participated in the event. Awareness on washing hands and maintaining social distance was created among the public. The event was headed by Captain N.V.Kavitha, Associate NCC Officer.

Rural Women Technology Park (RWTP) an outreach centre of the College at Annur has trained 223 rural women in making bakery products and kitchen gardening this academic year. An awareness programme on food safety and water preservation was conducted for the rural women. Technical support and linkages were established with Water Technology Centre, TNAU, Tamil Nadu Water and Drainage Board, Department of Horticulture, TNAU, Horticulture Development Agency (TANHODA) and Post Harvest Technology Centre, TNAU, and Department of Food Science and Technology (FSN) Avinashilingam University, Coimbatore, for conducting various programmes.

NSS volunteer Ms. Preesha E of III B.A English Literature (aided) took part in the 72nd Republic Day Parade March on Rajpath representing the State of Tamilnadu. Mrs.K.Suguna, NSS Programme Officer, Assistant Professor, Department of History, led the 16 member contingent of Tamilnadu and Puducherry. The month-long camp included staging cultural programmes at the residence of the Honourable Prime Minister of India on 24th January, 2021.

The participants of the camp also witnessed the closing ceremony of the Youth Festival, Yuvaah, at Dr.Ambedkar Bhavan. The volunteers were further invited for a feast with the Honourable Minister of Youth Affairs and Sports, Mr.Kiren Rijiju at Krishna Menon Marg. A one-day trip to Agra was also organised for the volunteers. The Republic Day Parade Camp kindled the spirit of national integration among the participants. Participating in RDC 2021 amidst the pandemic, following the prerequisites and SOPs, was a momentous event.

The 6th BRICS Youth Summit 2020 took place in Ulyanovsk-Russia from 29th November to 1st December 2020. An online conference was conducted and young participants from the BRICS countries participated in it. Fifteen young volunteers representing India participated in the event. Ms. Sruthi S, Joint Secretary of NSS of PSGR Krishnammal College for Women represented Tamil Nadu and India gave a speech on the topic "VOLUNTEERISM" on 30th November 2020. Ms. Sruthi and her teammates gave suggestions for creating an integrated web – platform and a separate page for volunteers of the BRICS Countries. This idea was finalized by the BRICS committee and Ministers of Youth & Affairs of five countries and they declared the proposal in the 6th BRICS Youth Summit Forum - 2020 on 1st December 2020.

Rotaract, Eco Watch Club, Youth Red Cross, Yi Net, Quiz Club, Yoga Club, Consumer Club, Health Care club and e-cell conducted several programmes and camps. Health Care club conducted national level awareness programmes and workshops related to physical and mental health. Eco Watch Club organised webinars and guest lectures related to nature conservation. Road Safety Awareness webinar and quiz were conducted by UYIR Club. Awareness talks on Organ Donation, Covid-19 awareness online quiz and Inter-collegiate online quiz on Current Affairs were organized by YUVA club. Youth Red Cross conducted awareness programmes on healthcare and life-skills. Rotaract Club organised an Entrepreneurship development initiative, a programme on "Transforming Youth-Opportunities and Challenges" in various phases.

Institution's Innovation Council (IIC) and Innovation and Entrepreneurship Development Centre (IEDC) conducted an Idea Hackathon competition. Entrepreneurship Awareness camp, E-Talks, Orientation sessions, Workshops and Virtual tours were organised to promote the entrepreneur spirit among students. The Department of Psychology and Well Being Campaigners Club (WBCC) organized week end webinars to instil the spirit of positivity among students. Under DBT Star College scheme, a number of Guest Lectures, Adjunct Faculty Lectures, Short Term Training, Interdepartmental FDPs, Intercollegiate FDPs, Community Development Programmes, Interdepartmental Competitions and workshops were conducted to promote the scientific spirit among the students.

The Gandhian Studies Centre and Geriatric Care Centre organized a national level webinar on Battling Depression in Elderly During Covid 19. The participants were students and faculty members of college and universities from various states in India, NGOs and caregivers working in hospitals and oldage homes. Gandhian Studies and the Geriatric Care Centres, along with the PG & Research & Department of History organised an international level webinar on Food Safety at the Family and Community Level during Covid19.

Though the one to one learning was disrupted due to the pandemic, academic activities and assessment continued in the online mode. Students were kept engaged with various online events such as seminars, guest lectures, virtual tours and workshops. Co-curricular activities were conducted by the various clubs virtually. The students were engaged in various competitions, awareness programmes and training programmes and they were continuously engaged so that there was no dearth in their knowledge acquisition though the learning process was in the virtual mode.



Head of the Institution

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