



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University, Coimbatore)

ERODE - 638 107

2021-2022

BEST PRACTICES - I

Title of the Practice:

MARKETING EXPO – EXHIBITION CUM SALES

A Platform to exhibit the creative skills of the students.

The Context:

Creativity is the most important human resource of all and without creativity there would be no progress. Exhibitions have long been used as a platform to enhance creative and marketing skills, promote and publicize new products. The prime goal of conducting Marketing Expo (Exhibition cum sale) is to create entrepreneurs who are capable of doing new things, creative and inventive.

Department of Commerce and Commerce (CA) organizes "KASCO" - an exclusive activity based learning programme which induce the concept EARN WHILE LEARN. The Department of Management Science (PG) organizes FESI (Fun & Earn through Smart Innovation) – A mega sale mela for two days. Costume Design and Fashion Department organizes X-Travaganza to provide a platform to develop new products, forecasting the market trends thereby paving an opportunity for them to earn while learning. These activities help the students to develop their interpersonal, Planning, leadership, and Coordinating Skills. Various Stalls had been arranged for the students to inculcate the real time experiences in the field of marketing a product, raising fund and managing fund, and raw material purchase.

The Objectives of the practice:

- To engage the students in activities beyond their curriculum.
- To identify and support those activities that contribute most directly to student's learning.

- To enable the budding designers to have real experience and confidence that can only come from designing and developing new products.
- To provide opportunities for the student to create products they are passionate about and also to earn while they learn.

The Practice:

Exhibitions are valuable because they allow face to face communication and offer opportunities for exchange of knowledge. Students are encouraged to develop new products beyond their curriculum, forecasting the market trends as well. While most of them create attractive new products some of them also act as an intermediate between the wholesaler and target costumers thereby offering retailing also. Faculty members give due attention towards price fixation and care is taken in sorting of products so as to avoid too much of repetitions. Finally, sale area is allocated for the student's participation. Creativity involves breaking out of established patterns in order to look at things in a different way. We insist the importance of capturing display techniques which play a vital role in attracting the customers.



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 Nanjanapuram, Erode - 638 107

Department of Management Science cordially invites you for the

FEST'19

(Fun & Earn through Smart Innovation)

Thiru. A.K. Ilango
 Correspondent


Dr. N. Raman
 Principal

have kindly consented to inaugurate the function on 23.01.2019
 at 10.00 a.m. in the college premises.

It's a sprint where the crowds are squeezing to make themselves happy and
 comfortable by their choices around them.

Awaiting your Presence on

23.01.2019 & 24.01.2019 in the Basketball Court



KONGU ARTS AND SCIENCE COLLEGE
 (Autonomous)

DEPARTMENT OF MBA

FEST 2k19

23rd & 24th January

Fun and Earn through Smart Innovation

STALLS

TOY LAND	GREENIE
CRAZY BITE	CRAZY WORLD
FASHION FACTORY	MIRRA
CORNER STREET	POPPY PETALS
CORDELIA	APPLE BLOSSOMS
CHILL & CAFE	BRAND COLLECTION
CATCHY POINT	NEW TRENDS
FRUIT WAR	GLAMO CRACY
UZHAVAR ANGADI	LEG STYLE
WELLA TEX	

AWARENESS CAMPAIGN ON ORGAN DONATION

DARK ROOM - PG BLOCK 001



Nanjanapuram Road, Nanjanapuram, Tamil Nadu 638107, India

KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

erode
 India


2019-01-23(Wed) 10:42(am)




Nanjanapuram
 Tamil Nadu
 India

2020-01-31 (Fri) 10:12 (a.m)

27°C
 81°F



Nanjanapuram Road, Nanjanapuram, Tamil Nadu 638107, India

KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

erode
 India

2019-01-23(Wed) 11:31(am)

Obstacles faced / Problems encountered:

- The student's issues are mostly related to time management. This becomes a critical issue for the students involved in a competition. As deadlines approach, a tendency for many students is to let their class work slip and force too much of their effort on the competition.
- Good advising and proper planning can be a long way to avoid this problem. But sometimes it is extremely difficult to keep the students focused on class work when the adrenaline of the competitions is so much more compelling.
- Technical issues as well relate to the availability of resources. Students have difficulties in sourcing of raw materials such as fabric, accessories, identification of models, forecasting the current trend in market, suitability to the target customers etc.,
- Lack of creative intelligence and passion is a stumbling block. The faculty advisor has to motivate the students in a positive manner towards the successful outcome of the project.
- Financial limitations may sometime limit their creativity. The advisor can seek institutional methods to support the students.
- Sometimes students lack flexibility to incorporate changes in the design cycle during the product development process which may arise conflicts between the advisor and the students which has to be dealt in an amicable manner.
- Failure at competition may cause the students to get frustrated and disappointed. It lies in the hands of the advisor to make them reassured of their confidence levels and motivate them for a successful career ahead.

Impact of the Practice / Evidence of Success:







- The practice offers the faculty to have a close involvement with students in an informal setting and thereby improves the faculty's ability to understand the student as a whole.

- To enable the students to reach forward into their curriculum for analysis and design aspects during their task of accomplishing the project.
- Competitions provide opportunities for the emerging professionals to be recognized by the industry recruiters for their fresh ideas and acts as a platform to showcase their work
- Students get a first-hand sense in the importance of the following:
 - ❖ Following a schedule
 - ❖ Communication and Coordination
 - ❖ Designing to a budget, Market research
 - ❖ Knowledge about products
 - ❖ Creation of innovative products
 - ❖ Academic improvement, Managerial skills and Competency
 - ❖ Earning while learning & Team work and motivation

S.No.	Name of the Student	Nature of the Firm/Business	Remarks
1	 K.MADHUMITHA, M.Sc.(CDF) 2019 – 2021	COSMETIC FORMULATOR, DESIGNER & WOMAN ENTREPRENEUR	
2	 GOKUL.V, B.Sc.(CDF) 2018 - 2021	VENUS CLOTHING SHOP, VELLAKOVIL	
3	 KAVYA.T, B.Sc.(CDF) 2018 - 2021	PROMAGIC MAKEUP STUDIO	
4	 VARUN.S B.Sc.(CDF) 2017-2020	KRISH APPAREL, TIRUPUR	

5	 M.KAVIYA, B.Sc.(CDF) 2017 - 2020	SAANVI DESIGN STUDIO, TIRUPUR	
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S.No.	Name of the Student	Nature of the Firm/Business	Remarks
6	 JISHNU KRISHNAN, B.Sc.(CDF) 2017 – 2019	FASHION STYLIST, CHENNAI	
7	 CIBIRAJA.S.M, B.Com. 2018 - 2021	AMBAL MCR AGRO TRADERS, ERODE	
8	 M.PRAVEEN, M.B.A. 2018-2020	SRI SIVA EARTH MOVERS, ERODE	
9	 S.HARIHARASUDHAN, M.Com.(CA) 2015-2017	M.KUMAR CATERING, PERUNDURAI	
10	 M.GNANASIVAM, B.Com.(CA) 2015-2018	SRI VINAYAKA COIRS, KANGAYAM	

S.No.	Name of the Student	Nature of the Firm/Business	Remarks
11	 RISHABH BHURAT, B.COM. 2019-2022	SANJAY'S FINE FOODS, ERODE	
12	 SUBHAM BAPNA, B.COM. 2015-2018	BAPNA TEXTILES, ERODE	
13	 NAVANEESH S, B.COM. 2016-2019	SRI MURUGAN BAKERY AND FAST FOOD, ERODE	

Resources required:

- Well trained faculty
- Dynamic and enthusiastic students
- Easy accessibility to network communications
- Relevant text books and journals
- Financial assistance & Infrastructural facilities

Media Clips

KASCO -



Krishna TV News - <https://youtu.be/wh1pBNxu3YM>



Press Release:

The New Indian Express

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Students' Biz-venture to Help Poor

Express News Service

Erode: For the 11th consecutive year, students of Department of Commerce, Kongu Arts College, here, organised Kasco '14, a two-day marketing exhibition showcasing products ranging from textile goods, jewellery, handicraft, cosmetics, toys, electronic, ornamental and household goods. The expo, inaugurated by Dr M Chinnasamy, director of Agni Steels, has 112 stalls.

Speaking to Express, K Madhubala, a student said she found the expo a good medium to educate them on marketing skills. Narmada and Krishnamurthy, both students, said that as the expo is not profit-motivated, the cost of many of the products is less when compared to that of open market.

Many feel that compared to last year, sales this year would be around ₹5 lakh.



Students at the two-day Kasco'14 exhibition organised by Kongu Arts College in Erode | EXPRESS

"The profit would be around 5 percent, out of which three percent will be donated to an orphanage as in previous years," said one student.

College correspondent P Sachidanandam, principal Dr M Raman, HoDs Vasudevan and Logambal and others attended the exhibition.

BEST PRACTICES – II

Title of the Practice:

SKILL ENHANCEMENT

Context:

Writing proves to be an effective measure for the students, because it improves their focus, memory, empathy, and communication skills.

The Objectives of the practice:

Textbooks are written with pedagogical objectives in mind.

The most important objectives concern learning objectives, e.g. what the student should master after having worked through parts of the textbook.

1. Knowledge : recognition, or recall of facts.
2. Comprehension : understanding what the facts mean.
3. Application : correct use of the facts, rules, or ideas.
4. Analysis : breaking down information into component parts.
5. Synthesis : combined parts to make a new whole.
6. Evaluation : judging the value or worth of information or ideas.

The Practice:

The Departments of English & Tamil organizes various programmes to enlighten



The department of Tamil, Hindi & Other Languages and English have department associations as Ilakiya Vattam, Hindi Sahitya Samiti (Literary Circle), Consilium (Lit Fest & Revelry – Forum to conduct Literary Competitions). The language departments have taken a keen initiative in enriching the language competence among the students, by organizing various programmes on Content Writing and Translation Skills from time to time. The workshops and the activities conducted have attempted to inculcate the essential knowledge with content writing and various skills among the students.



Obstacles faced / Problems encountered:

In textbook writing, the focus always has to be on student learning. The text book author therefore has to emphasize readability, pedagogy, occasional redundancy to underscore one's points, and even making student readers feel a sense of competence for however much they are understanding, rather than ignorant for what they do not understand.

Impact of the Practice / Evidence of Success:

"Writing organizes and clarifies our thoughts. Writing is how we think our way into a subject and make it our own. Writing enables us to find out what we know—and what we don't know—about whatever we're trying to learn." Specifically, writing helps students develop higher-order thinking skills that involve three cognitive processes - analysis, evaluation, and creation.

Resources required:

Basic writing skills: These include spelling, capitalization, punctuation, handwriting and keyboarding, and sentence structure (e.g., learning to eliminate run-ons and sentence fragments).



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Students Book Publication



Name: Ms. Subathra P

Class: III B A Tamil Literature (2019-2022)

(Translated as: Marriage Rituals of Kongu Vellalar Gounders)



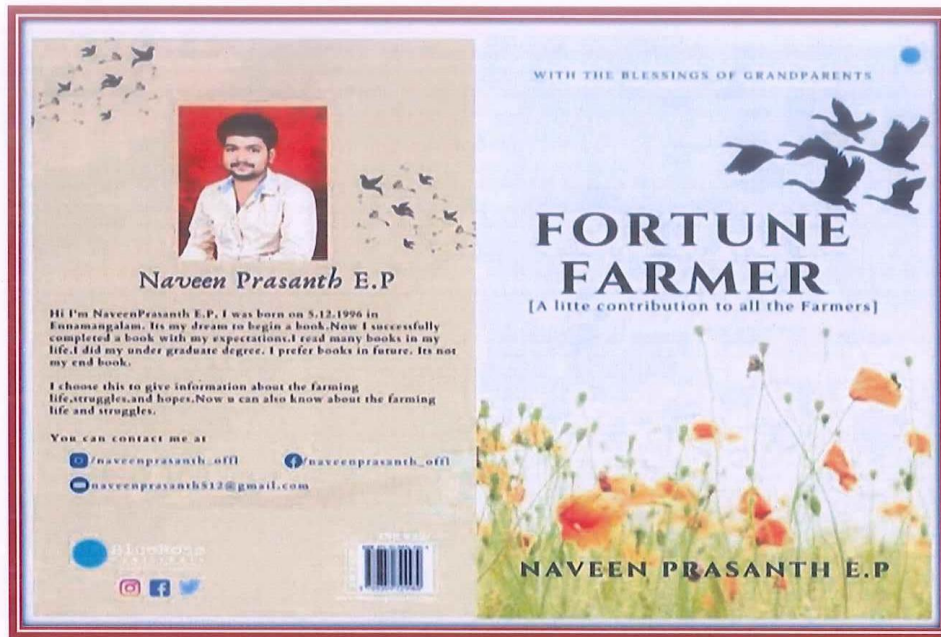
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Name : Mr. Naveen Prasanth E P

Class: II M A English Literature (2020-2022)

Title : Fortune Farmer




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ERODE - 638 107



Name: Ms. Harshini M

Class: II M A English Literature (2020-2022)

(Translated as: Freezing Emotions)



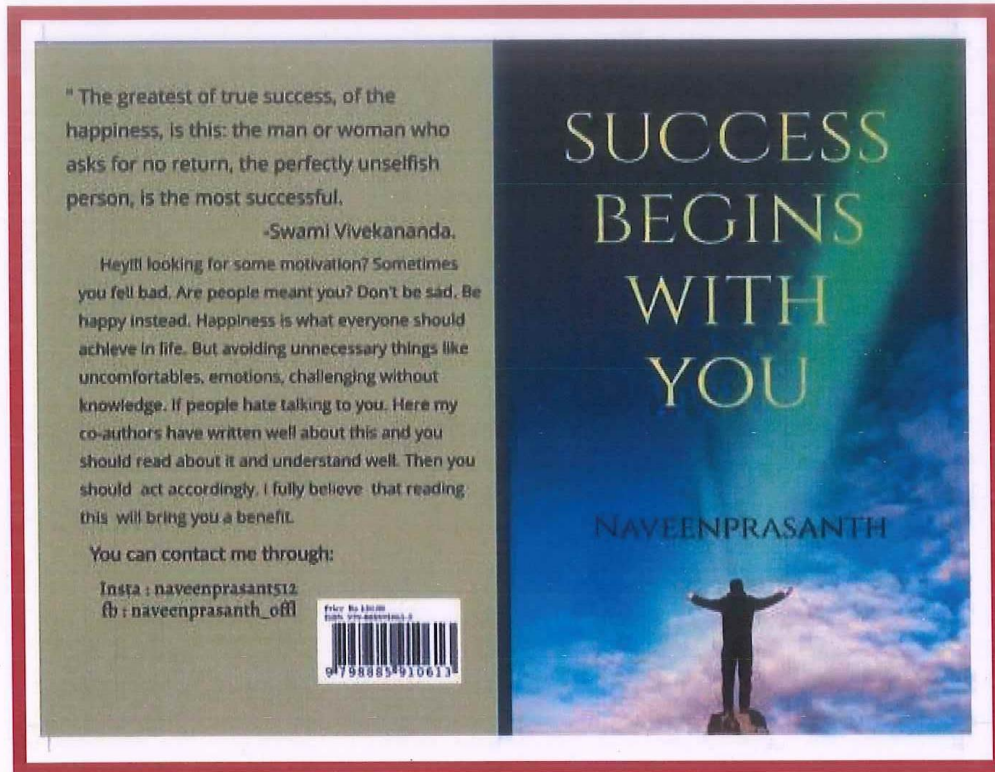

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Name: Mr. Naveen Prasanth E P

Class: II M A English Literature(2020-2022)

Book Title: Success Begins With You




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Name: Ms. Agarsana T K

Class: III B A English Literature (2017-2020)

(Translated as: Shrieking Music of Mind)




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Name: Mr. Naveen Prasanth E P

Class: II M A English Literature (2020-2022)

(Translated as: She)



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வெள்ள அதன் சத்தத்தை
வாழ்க்கைகள் மூலமாகக் கற்று
எழுதின
உடல் மூலமாகப் போல்
நினைவின் மூலமாக
கொண்டிருக்கிறது.
வாழ்க்கை சத்தத்தை
குளிர்ச்சியுடன் மூலமாக
கற்றுக்கொண்டிருக்கிறது.
புன்னகை

A.K. கிருத்தி


கிருத்தி புன்னகை

Name: Ms. Kiruthiga V N

Class: I M A English Literature(2019-2021)

(Translated as: Traces of Silence)



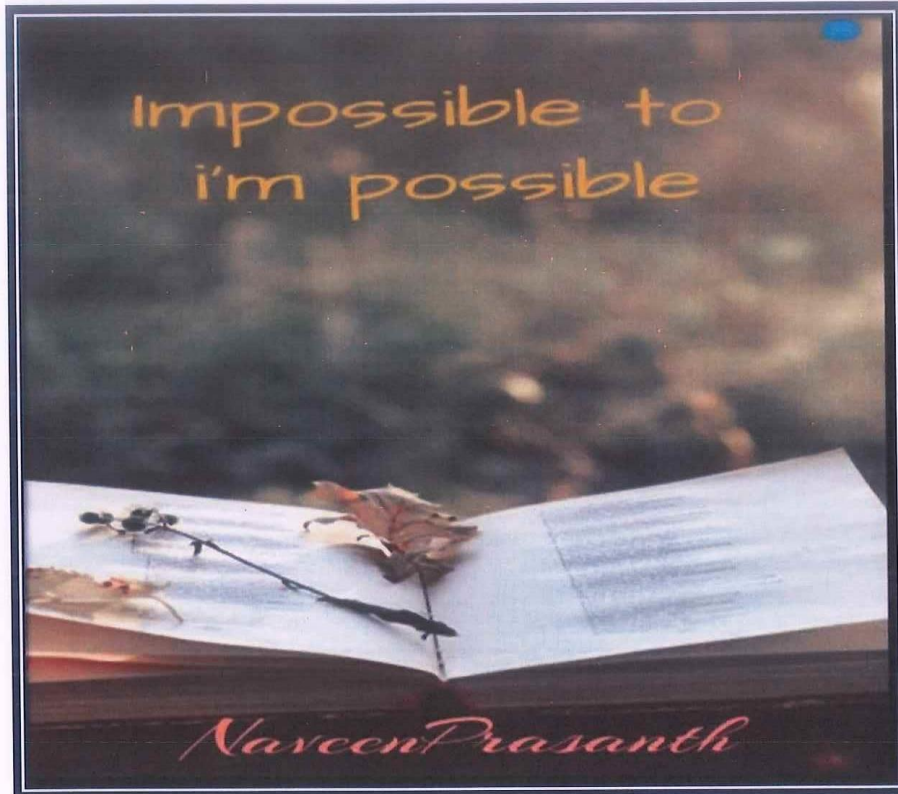

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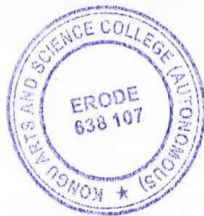
ERODE – 638 107




Name: Mr. Naveen Prasanth E P

Class: II M A English Literature(2020-2022)

Book Title: Impossible to I'm Possible



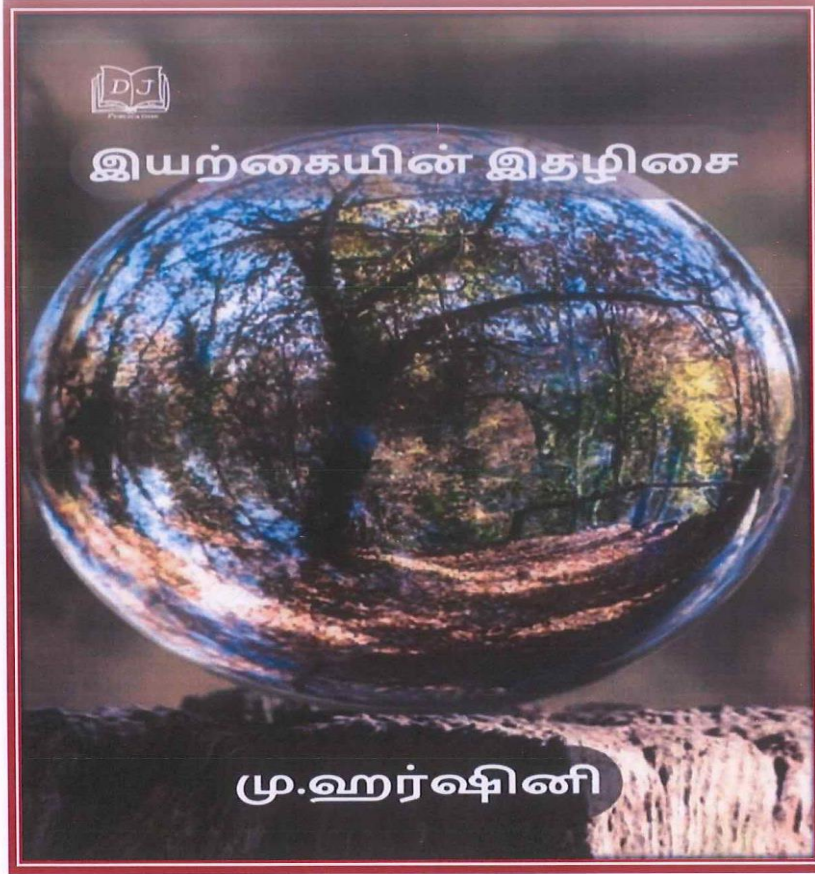

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ERODE – 638 107




Name: Ms. Harshini M

Class: II M A English Literature(2020-2022)

Book Title: Music of Nature



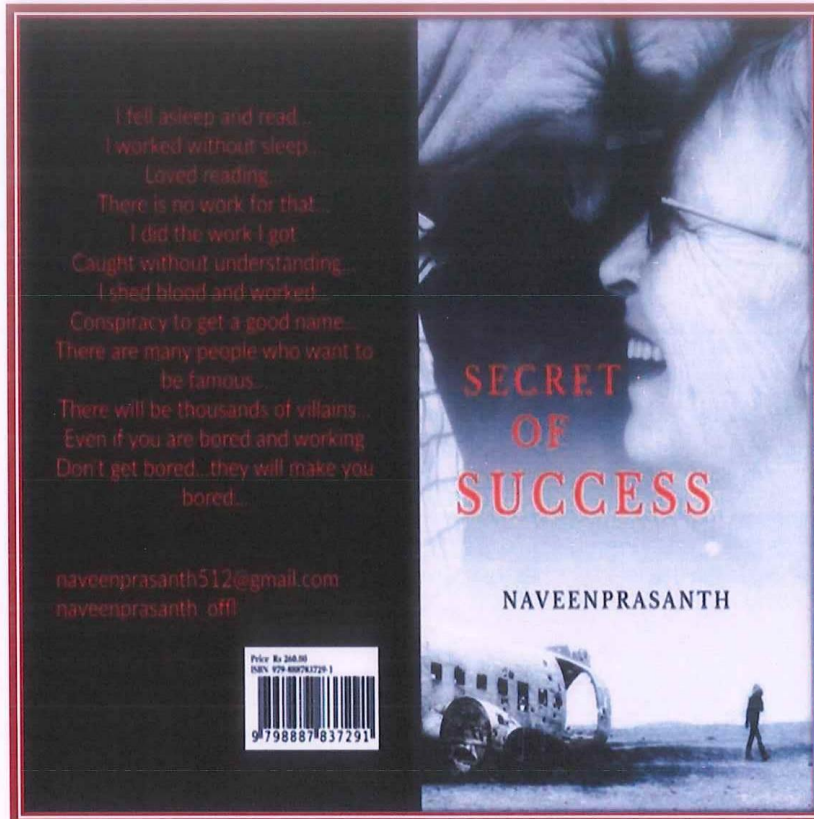

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ERODE – 638 107




Name: Mr. Naveen Prasanth E P

Class: II M A English Literature (2020-2022)

Book Title: Secret of Success



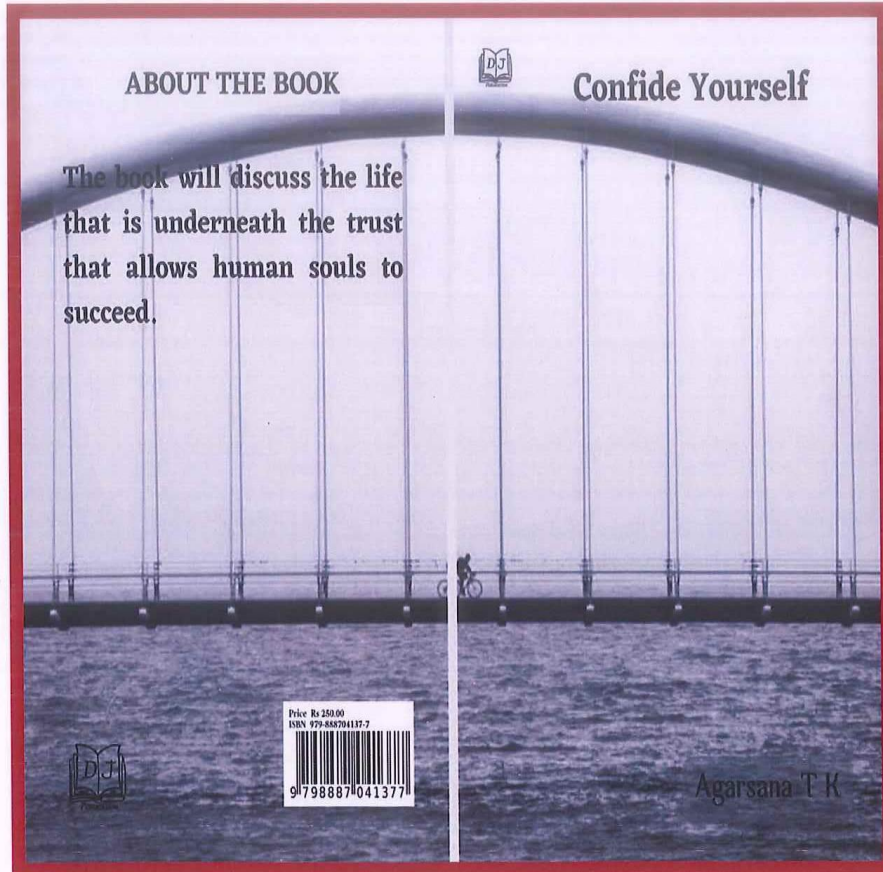

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Name: Ms. Agarsana T K

Class: II M A English Literature(2020-2022)

Book Title: Confide Yourself



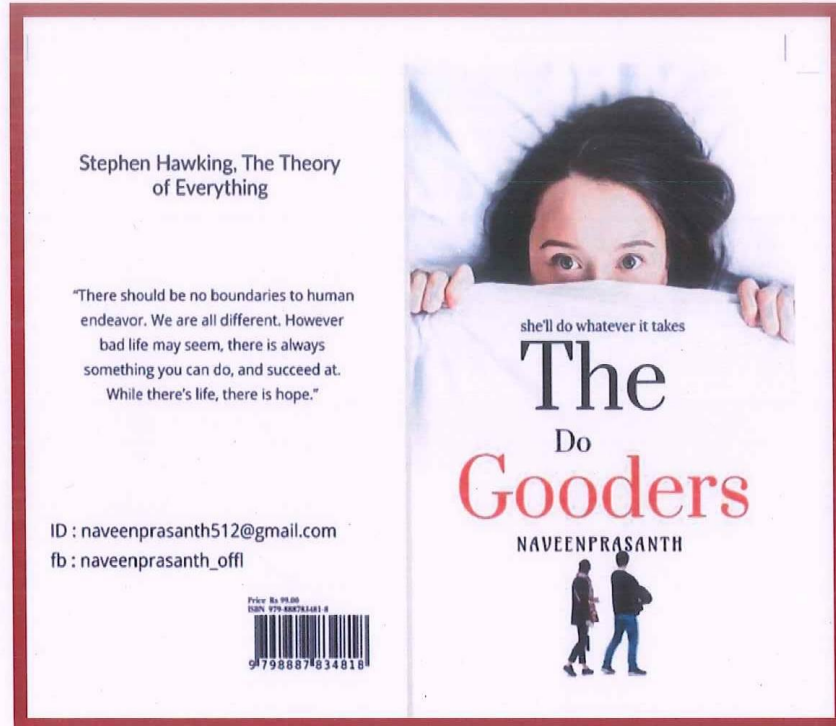
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Name: Mr. Naveen Prasanth E P

Class: II M A English Literature(2020-2022)

Book Title: The Do Gooders




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புத்தகச் சுருக்கம்

மற்ற நேரங்களில்
குழந்தைகள்
ரசிக்கப்படுவதை காட்டிலும்..
உறக்கத்தில்
ரசிக்கப்படுவதே அதிகம்!
பேரழகு. இந்த பேரழகிற்கு புன்னகை
கலந்த
வெண்ணிற ஆடையும்
பொன்னிற ஆடையானது-
கண்ணை உந்தன்
சினுங்கும் கால் பட்டதாலே இப்புத்தகம்
முழுமை பெறுகிறது அவற்றை நாம்
அனைவரும் இந்த புத்தகத்தின்
வாயிலாக தான் பார்க்க போகிறோம்.




மழலையின் சினுங்கல்




மு.ஹர்ஷினி

Name: Ms. Harshini M

Class: II M A English Literature

(Translated as: Child's Whining)




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Name: Mr. Naveen Prasanth

Class: II M A English Literature(2020-2022)

(Translated as: My Beloved)



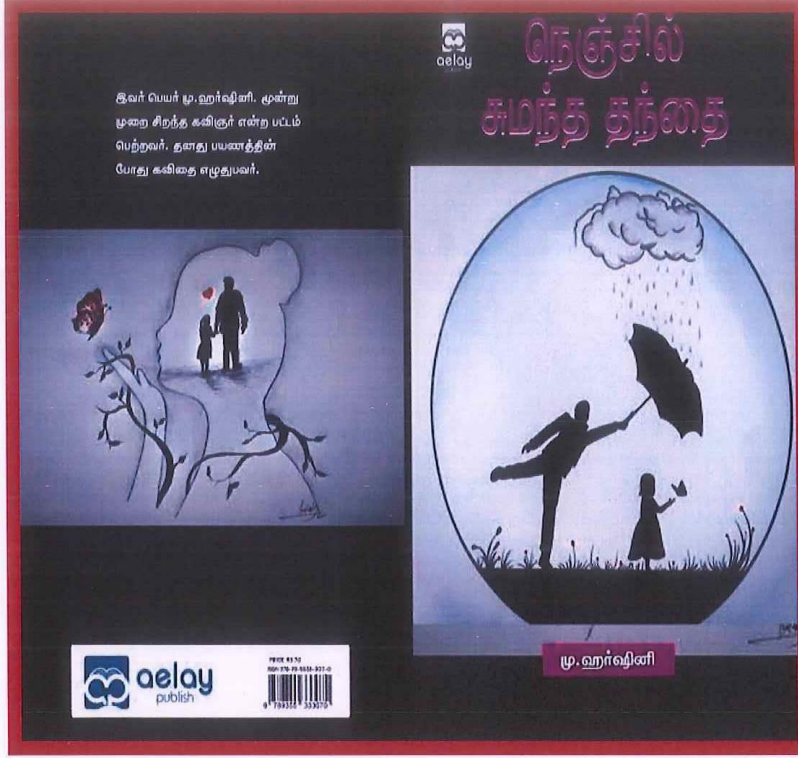

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Name: Ms. Harshini M

Class : II M A English Literature(2020-2022)

Book Title: Loveable Father



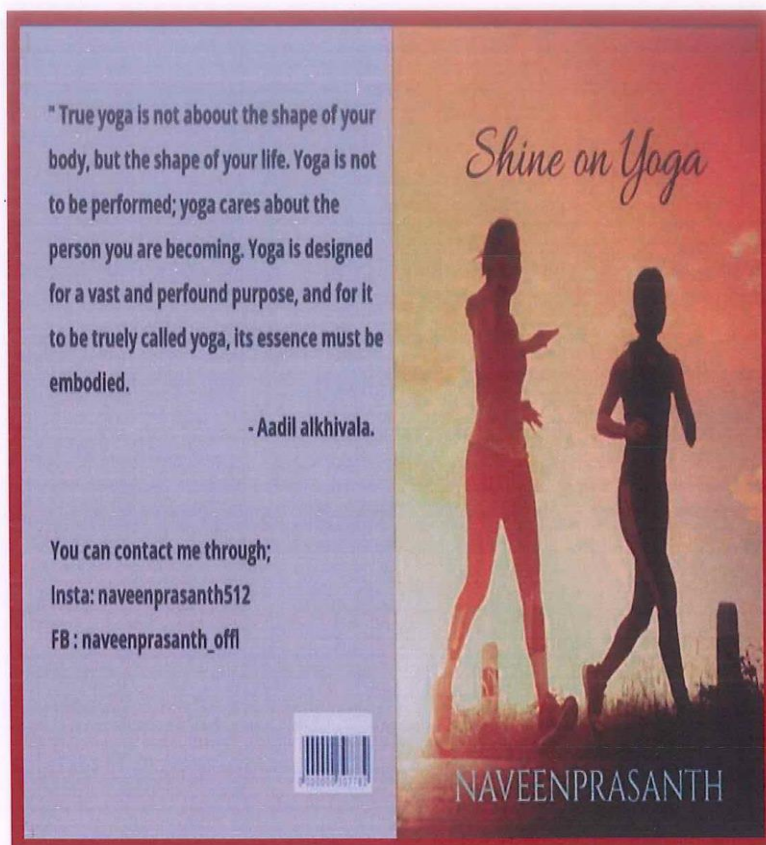
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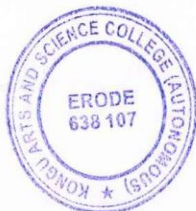
ERODE – 638 107




Name: Mr. Naveen Prasanth E P

Class: II M A English Literature (2020-2022)

Book Title: Shine on Yoga



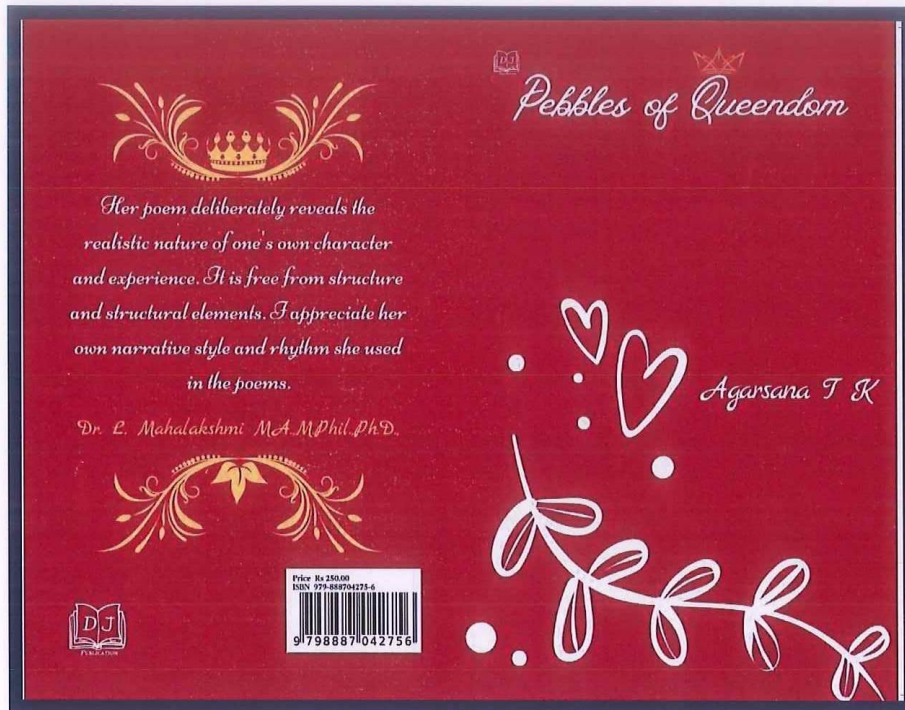

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Name: Ms. Agarsana T K

Class: II M A English Literature (2020-2022)

Book Title: Pebbles of Queendom




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ஒட்டுமொத்த அழுத்தமும்
ஒரு புள்ளியில்
விழுந்து
தேங்குகிறது..
எறும்பின் தலையில்
யானை..
மஞ்சள் முடிப்பில் பாதுகாக்கும்
கடவுளின் காணிக்கையை விட
தொலைத்துவிட்ட நாணயத்தின்
பயன் அதிகம்...
சரியாக வரையப்படாத
வாழ்வின் ஒவியந்தனில்..

-பூமீ ஜீவன்

Price: Rs 900.00
ISBN: 978-81-907043-1-1
9 798887 040431

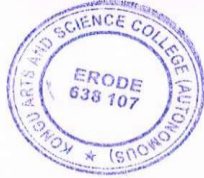
இதயம்

நவீன்பிரசாந்த், மதன்குமார்

Name: Mr. Naveen Prasanth E P

Class: II M A English Literature (2020-2022)

(Translated as: Heart)



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